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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy • $5.00 the Year
Canadian & Foreign $6.00 the Year

JULY 7, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 1
WASHINGTON, D. C.



"HERE'S A NEW MEASURE OF LISTENING HABITS!"

One of the things that has always puzzled careful time buyers is the difficulty of determining how much actual time the radio audience spends with its "favorite" station as compared with the time it spends with "also heard" stations.

Now, thanks to H. B. Summers of Kansas State College and F. L. Whan of the University of Wichita, *this question has been authoritatively ANSWERED in the 1941 Iowa Radio Audience Survey* (at least so far as Iowa is concerned).

In Iowa, 61.3% of the radio audience's actual listening time is spent with the one station named as "listened-to-most"—

—32.0% of the actual time is spent with from one to ten stations named as "heard regularly"—

—6.7% of the actual time is spent with other stations not named.

This, we believe, is the most startling disclosure in recent years of radio research. It's only one of the points in the new Survey. *Write for your copy today.* Incidentally, you'll also get *PROOF* that the listeners who named WHO as the station to which they "listened to most" spend a higher proportion of their time tuned to WHO than do listeners to other stations named as "listened to most".

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

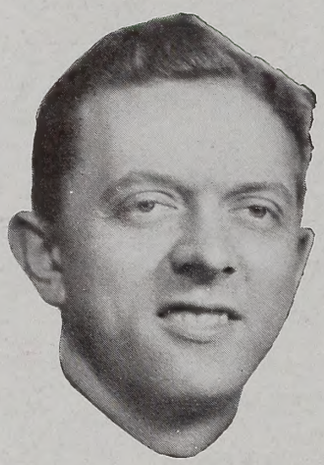
FREE & PETERS, INC. . . . National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under the Act of March 3, 1879.

TK6540
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"GITTIN' UP" IS A PLEASURE

IN THE CENTRAL ATLANTIC STATES



"HAPPY JOHNNY"

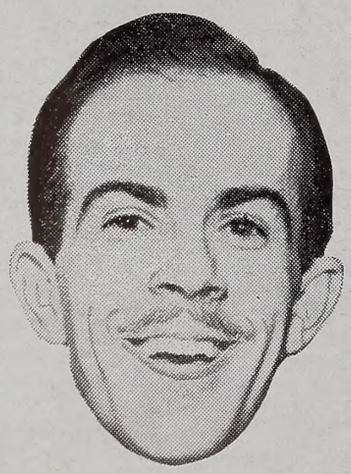
So famous is he as "Happy Johnny" that few people know him by his real name—John A. Zufall.

In addition to "Gittin' Up Time", he appears with his "Gang" on WBAL each noon and most every evening makes personal appearances.

—because WBAL's early morning programs are specially designed to help listeners "start the day right."

The programs are the result of exhaustive surveys which inquired into audience availability—then type of program, kind of services and the personality listeners would prefer to hear in the early morning.

Conducting the program are two of the brightest stars, (and best radio salesmen) along the Atlantic Seaboard.



BILL HERSON

Here's a fellow who thoroughly enjoys being "Professorus Turntabolus". The Herson humor is famous in the area—it's just right for "Breakfast Time".

"GITTIN' UP TIME"

With "Happy Johnny" and his "gal" Vonny, music and services of particular interest to residents of the rural area. Each Monday through Saturday at 6:00 to 6:45 a.m. Announcements and 15 minute periods available.

"BREAKFAST TIME"

With Bill Herson. News, popular records, day and date, time, temperature, weather, etc. Monday through Saturday 6:45 to 9:00 a.m. Fifteen minute period available for sponsorship at 6:45 to 7:00 a.m. Announcements only available between 7:00 and 9:00 a.m.



National Representation • INTERNATIONAL RADIO SALES

Publisher's bind
FEB 12 1942

Leadership in Library Service

We're Round-ing Out . . .

. . and that doesn't refer to our avoirdupois, either! What we mean to say, in a round-about way, is that we're constantly rounding out our line-up of talent with top-notch musical groups.

▼ ▼ ▼

F'rinstance, take Red Nichols and his Band. This well-known and always popular dance band is now on the Standard Radio roster, and mid-July will see some of his best work going out to Standard Radio Program Library subscribers.

▲ ▲ ▲

Of course, we will admit putting on a lot more weight around our list of subscribers. For evidence, cast a glance toward our "Welcome" roll call at the bottom of this column. We could have listed more new subscribers, but our faithful scroll just couldn't hold any more. Look for another impressive list in our next advertisement.

▼ ▼ ▼

All of which goes to prove some old copybook maxims. We're here to testify that putting everything you have on the ball—or disc—brings success. And what we put on our discs has brought success not only to us, but to our hundreds of station-subscribers.

▲ ▲ ▲

If you want a cut of this Prosperity Pie, just write us today for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!

WELCOME TO:

WCKY—Cincinnati, O.
WISH—Indianapolis, Ind.
KWFT—Wichita Falls, Tex.
KSWO—Lawton, Okla.
VONF—St. Johns, N. F.
KVOO—Tulsa, Okla.
WERC—Erie, Pa.
WLAP—Lexington, Ky.

Largest List of Active Subscribers!

STANDARD RADIO FITS OUR NEEDS EXACTLY

WCBI THE COMMERCIAL DIS...
COLUMBUS BROADCAS...

COLUMBUS, MISS.
June 13, 1941

Mr. Herbert Denny
c/o Standard Radio
Dallas, Texas

Dear Mr. Denny:

I have been meaning to write you ever since becoming affiliated with WCBI as general manager to tell you of our reaction to your splendid library. Frankly, our audience is made up of several different types. As you are aware, WCBI and Columbus, Mississippi is situated in the midst of three of the South's greatest colleges namely, Mississippi State College in Starkville, Mississippi State College for Women in Columbus and the University of Alabama in Tuscaloosa. We are also situated in the midst of fifty-two small towns and trade areas representing nearly 500,000 people. These are classed all the way from the wealthy plantation owners to a great number of colored workers. We are, therefore, faced with the problem of supplying musical entertainment to a varied audience.

Standard Radio fits our needs exactly. For the college set we have the type of music with special reference to the ever increasing number of name bands plus a great number of serious minded musical problems. Your great variety of hillbilly and cowboy music supplies our vital need for our rural audience and of course, the novelties and special music in the library fills our every other need.

It is not uncommon for us to receive in the mail almost daily expressions of appreciation from our listeners of the fine type and quality of music heard in such a great variety over WCBI. Having observed the reaction of our audience over a period of six months, I can state unreservedly that Standard is doing a good job in the territory served by WCBI. With kind personal regards, I am,

Sincerely yours,

WCBI
Bob McRaney
Bob McRaney
General Manager

BMcR:S

STANDARD & BMI LIBRARY — KBS NETWORK

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

VERSATILITY comes mighty close to being the most important aspect of any Library Service. It must be "all things to all men" . . it must have within itself resources upon which the program director can draw to meet the varied tastes of his audience. It is no small tribute to the Standard Program Library Service to say, "Standard fits our needs exactly" . . This phrase, often contained in letters from station-subscribers, is proof of Standard's ability to *win* and *hold* listener-interest . . one reason why the largest list of active subscribers answers "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

When you think of

NEW ORLEANS

you think of:

The Birthplace of "Swing"



and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

July 7, 1941

CONTENTS

M-Day Plans Place Radio in Vital Role	7
WLW Seeks 650 kw.; KSL, WSM 500 kw.	7
Burbach Leaves Paper for Radio	8
Thompson's Term Expires	9
ASCAP Board Confers on Offer	9
Violation of Code Claimed in WKRC Strike	10
Video Commercials Get Under Way	10
They Were in The Army Then	12
Conferences May Iron Out Monopoly Rules	12
FCC Defines Press Issues, Seeks Data	14
Networks' Proposals to ASCAP Hit	16
Army Seeking Radio Technicians	18
KIRO Inaugurates 50 kw.	18
IRE Would Appear at Govt. Hearings	26
Argentine Likes U. S. Shortwave	40
Muzak FM Experiment for Audience Fee	42
Military Maneuvers Covered	44
Power Boosts for Seven	44
CBS Broadcasts From Berlin Banned	45
President May Approve Daylight Time	46
New Tax Bill Affects Radio	50
Belo Upheld in Wage-Hour Fight	50

DEPARTMENTS

Agencies	34	Merchandising	35
Agency Appointments	34	Network Accounts	48
Behind the Mike	30	Personal Notes	29
Classified Advertisements	49	Purely Programs	32
Control Room	42	Radio Advertisers	37
Editorials	28	Station Accounts	36
FCC Actions	48	Studio Notes	39
Guestitorial	28	We Pay Respects	29
Meet the Ladies	30	Hix Cartoon	50



FOUND: $108,500,000.00.* Part of this money is yours! Write KOIL for details on getting your share.

(*Retail sales last year in the city of Omaha.)

KOIL

OMAHA, NEBR.



KIRO SEATTLE

PACIFIC NORTHWEST'S FIRST
50,000 WATT STATION

Selects Lehigh Vertical Radiators

CONGRATULATIONS, KIRO,
on your new 50,000 watt station!

Tower Sales & Erecting Co. invites your inquiries for quotations on completely installed vertical radiators and complete towers for FM and Television.

Installed by

TOWER SALES and ERECTING COMPANY

Railway Exchange Bldg., Portland, Ore.

for

LEHIGH STRUCTURAL STEEL COMPANY

KIRO, SEATTLE, GOES 50,000 WATTS!

● On June 29, Station KIRO at Seattle, Washington, went from 1000 to 50,000 watts. Operating at 710 KC and with directional antenna *directed toward major population centers*, KIRO now offers you complete coverage of Western Washington—plus *bonus* coverage all the way to Alaska.

As a matter of fact, KIRO's new equipment actually sends 112,000 watts—and *over salt water* to most of the area you want!

What's more—KIRO is now the only station that provides Seattle, Tacoma, and Western Washington with C.B.S. programs. Add C.B.S. features to such popular *local* programs as KIRO Louie's Time Klock Klub, the famed KIRO newscasts and the unusual KIRO late evening "News Round-Up", and you KNOW you're getting the biggest *audience* as well as the biggest *coverage* in the Puget Sound area.

If you are selling goods in the Pacific Northwest, you *ought* to see the new KIRO coverage maps . . . get all the facts. Ask your Agency to ask the Colonel!

KIRO

Seattle, Washington

50,000 Watts • CBS

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
WISH	INDIANAPOLIS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *247 Park Ave.* Plaza 5-4131 · **DETROIT:** *New Center Bldg.* Trinity 2-8444 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **LOS ANGELES:** *650 S. Grand* Vandike 0569 · **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 1 WASHINGTON, D. C., JULY 7, 1941 $5.00 A YEAR—15c A COPY

M-Day Plans Place Radio in Vital Role

Neither Federal Operation Nor Direct Censorship Under Present Program

M-DAY for American radio will strike the moment the United States becomes a belligerent in World War II, under plans already devised by the military establishment.

If and when this country should become embroiled in the world conflict—and some competent observers believe it inevitable—radio in general and broadcasting in particular automatically will become the fourth arm of defense, just as in Britain. There will be no such thing as a non-network broadcast station in time of actual involvement for military purposes. By the same token, there will be no direct censorship and no semblance of Government operation or even domination of domestic broadcasting except in isolated instances—such as, perchance, the development of a war theatre on this side of the Atlantic.

Carefully Planned

All this can be stated with reasonable assurance after many months of planning by Army and Navy officials along with the Defense Communications Board, created last fall, which has been functioning actively on communications war planning since the first of the year.

Elaborate plans have been drawn, all against the day of actual involvement but all designed to result in a minimum of interference with normal operations of the American commercial system.

Last week the War Department announced that its Signal Corps can supply Army units with information concerning communications networks in any area. This covers telephone and telegraph as well as broadcasting availabilities. In the case of radio, it means that every outlet, in time of stress, can be hooked together for peak coverage, nationally or regionally.

To Name Coordinator

A number of plans are under consideration for mobilization of broadcasting to perform maximum wartime service. These, for the most part, dispel widely prevalent reports that broadcasting will be mustered into service, with Army officers in command of each separate operation. While such plans may have been in the discussion stage earlier in the emergency, they now appear to have been eliminated entirely.

In the preliminary stage of discussion is a plan for the creation of the post of coordinator of communications—probably within the Army—in which broadcasting also would be encompassed. A high-ranking officer, or even a civilian, might be named to head this unit, which would coordinate all outside contacts with private communications operations in time of war. This plan, according to best information, is still in the discussion stage and has not been approved by the Secretary of War or the Administration.

One plan currently under discussion, it is understood, contemplates a possible tieup of radio with the Office of Civilian Defense, headed by Mayor Fiorello LaGuardia, of New York. This, however, presumably would be only a technical affiliation, since domestic broadcasting, along with all other domestic communication, is under jurisdiction of the Army in time of war. Should such an affiliation be made, it probably would involve enrollment of key station officials—and possibly their entire personnel—in a separate branch of the Office of Civilian Defense, but with general operations maintained as usual.

Another development, and one that is regarded as virtually automatic, would be for every broadcast station employe—from president to porter—to pledge allegiance, in appropriate ceremonies, to the nation as the first phase of operation under the war emergency.

Technical plans to insure maximum use of the nation's 900 operating or authorized broadcast stations already have been blueprinted for the Defense Communications Board, the status of which is purely that of a planning agency rather than an operating organization. Working with the Army Signal Corps, headed by Maj. Gen. Joseph O. Mauborgne, himself a member of the board, the DCB has perfected blueprints designed to give the military establishment access to the civilian population both nationally and regionally.

Official Communiques

Under war conditions, it is conceivable that Government communiques will be issued by radio at specified periods daily. These, it is presumed, would originate from a central office in Washington representing the high command.

Such official pronouncements would be released through every station outlet, tied together for this purpose, probably on a twice-a-day schedule. Non-network stations would be tied into the three national network chains by landline, by shortwave radio relay, or direct pickup, depending upon the best technical means available.

Prevalent talk of censorship has been vehemently denied in responsible Government quarters. Most of the difficulty, it is thought, grows out of widespread misunderstanding of the term. In responsible quarters it is generally recognized there will be a military censorship, particularly insofar as external communications are concerned. But this would deal with the suppression of vital military information such as movements of ships and troops, and military production information. It simply would not be released.

In the external field, which falls within the purview of the Navy, international broadcasting would be affected. As a matter of fact, there already is a sort of voluntary agreement entered into by international broadcast stations and the State and Navy Departments.

In the best interests of the nation, an understanding has been reached that certain kinds of news should not be broadcast over stations serving audiences in Latin

WLW Seeks to Use 650 kw.; KSL and WSM Ask 500 kw.

Applications May Reopen Entire Question of Superpower and Change in Rules Is Sought

RECONSIDERATION of the whole question of superpower by the FCC is foreshadowed with the filing of revised applications by KSL, Salt Lake City, and WSM, Nashville, for authorization to operate with 500,000 watts, and by WLW, Cincinnati, for 650,000 watts. All now operate with 50,000 watts.

A search of FCC applications discloses that KSL last Aug. 20 filed a petition seeking FCC action on its original application pending since 1936, seeking the 500,000-watt output.

This was followed June 3 with an application by WSM, filed on the new application form, bringing its application, pending since 1936, up-to-date with current information. A petition also was filed asking the FCC to amend its regulations to specify power of "not less than" 50,000 watts for stations on Class I-A channels as against the present maximum of 50,000 watts.

WLW, only station ever authorized to use 500,000 watts during regular program hours, on June 21 then filed for authority to use 650,000 watts, which it claims is the output of its transmitter, now used between midnight and 6 a.m. with 500,000 watts. This application likewise was filed on the new form, but was supplemented with technical data indicating the character of rural coverage that could be provided with this output.

On May 19, according to the FCC records, WLW filed an application for experimental authorization to transmit with power up to 750,000 watts with its present equipment, now used experimentally during early morning hours with the call letters W8XO. The application set forth that the station desired to

(*Continued on page 50*)

America and Europe. And under war conditions, there probably would be even a more direct editorial scrutiny of international news broadcasts over shortwave stations.

Lessons from Abroad

Radio's importance, both domestically and internationally, in war operations already has been strongly demonstrated in the European conflict. The lessons learned abroad are being adapted for use in this country. While various Governmental bureaus are collaborating in this planning, all of it finally reaches the DCB as the policy-making body.

Members of this board, in addition to Gen. Mauborgne, are Chairman James Lawrence Fly, of the FCC, serving as its head; Rear Admiral Leigh Noyes, director of naval communications; Assistant Secretary of the Treasury Herbert Gaston, and Assistant Secretary of State Breckenridge Long.

Committees of DCB related to broadcasting have held regular meetings since their appointment early this year. The Domestic Broadcast Committee, headed by NAB President Neville Miller, has had a number of technical subcommittees at work drafting plans for the main board. The International Broadcast Committee, headed by Walter C. Evans, vice-president of Westinghouse Radio Stations Inc., already has completed several basic tasks, including that resulting in the appointment of Stanley P. Richardson, former foreign newspaper correspondent and State Department aide, as coordinator of shortwave broadcasts.

Recently completed by the Domestic Broadcast Committee was a technical handbook on broadcast station operation. Somewhat similar to an instruction booklet on an automobile, this guide covers common technical operating practices of broadcast station plants and facilities.

Seek Specific Data

In addition to this handbook, the committee, with the approval of DCB, shortly is expected to dispatch a detailed questionnaire to each station for specific data on technical facilities. In that manner, it is presumed, a complete inventory of the broadcast structure would be available, showing the locations of auxiliary transmitters, availability of spare parts and the like—all designed to enable the directing authorities here to make available an index for the industry as a whole. Thereby, it is assumed, there would be a basis for insuring complete mobility in equipment supply as a means of maintaining service under all foreseeable conditions.

The handbook prepared by the Domestic Broadcast Committee covers propagation, telephone lines available and plant facilities. This ties into the Signal Corps' announcement that it was now prepared to supply Army units with information concerning communications networks in any area.



GLASS EVERYWHERE as these Standard Oil Co. of New Jersey officials pose in front of Treasury House, on Pennsylvania Avenue, Washington. The glass takes the form of bricks and plate used in constructing a building to boost defense bonds. Around the plot are military displays, including a metal barracks designed for the tropics. In line (l to r, men only), with a group of college girls serving as Esso hostesses, are W. H. Evans, division manager; J. A. Miller, advertising manager; Russel Keppel, regional manager; J. E. Skehan, vice-president and director; E. K. Atkinson, promotion manager. A studio newsroom in the little building is used for the twice-daily *Esso News* broadcast on WRC.

While no formal announcement has been forthcoming as to broadcasting's precise niche in the war emergency, emphasis has been placed upon the "no censorship-no operation" aspect. When DCB originally was created last year by executive order, anxiety was occasioned within the broadcasting industry for fear it would be the opening wedge toward Government operation. Because of that, the Executive Order itself, with respect to domestic broadcasting, specifies that DCB functions shall be limited to "physical aspects" rather than to program content.

The only possible departure, according to informed observers, would be under conditions of actual siege. If a mainland area were under air attack or threatened by invasion, the Army would be in supreme command. Under such conditions, broadcasting, along with all other communications and utilities, would be placed under strict Army operation.

Civilian Defense

The Office of Civilian Defense speculation is regarded as a possibility because of other developments in this field. FCC-DCB Chairman Fly announced last week that DCB had named a subcommittee to collaborate with a LaGuardia subcommittee on effective use of communications during war or other emergency.

DCB will integrate plans among others, for emergency use of the several thousand police radio stations with its general plans for emergency utilization of wire and radio facilities, while the Office of Civilian Defense will integrate them with other civilian defense plans. Also embraced in these discussions will be use of fire department communications systems, both

(*Continued on page 43*)

BURBACH LEAVING PAPER FOR RADIO

GOERGE M. BURBACH, for the last 27 years advertising manager of the *St. Louis Post-Dispatch*, on July 1 relinquished that post in order to devote all of his time to the general management and expansion of KSD, the newspaper's station. At the same time it was disclosed that KSD has applied to the FCC for 50,000 watts on 940 kc., now occupied by WMAZ, Macon, Ga., with 1,000 watts night and 5,000 day; by CBM, Montreal, with 5,000 watts, and by XEQ, Mexico City, with 50,000 watts.



Mr. Burbach

Mr. Burbach in recent years has retained the title of manager of KSD, devoting part of his time to that duty. He will continue as secretary of the Pulitzer Publishing Co. and as a member of its board of directors.

In announcing his retirement from the newspaper field in favor of radio, Mr. Burbach also announced the appointment of Stuart M. Chambers, his assistant and a member of the *Post-Dispatch* advertising department since 1916, to the post he relinquishes. Mr. Chambers formerly was with the *Kansas City Star*.

Fall Nursery Campaign

GOOD & REESE Inc., Springfield, O. (florist, nursery), is reported by the Leo Boulette Agency, Springfield, to be planning a series of test offers starting Sept. 1 to determine whether its radio efforts should be extended beyond present annual spring camapigns. Last campaign included 14 stations. The new list has not yet been selected.

ESSO NEWS STUDIO HELPS BOND SALE

MARKED by a formal dedicatory program over the NBC-Red network featuring addresses by Vice-President Wallace and Undersecretary of the Treasury Daniel W. Bell, Standard Oil Co. of New Jersey formally opened July 1 its "Treasury House" in Washington.

Erected in the heart of the downtown section of the Capital, the glass brick building is Esso's contribution to the defense program and will be utilized for the sale of defense bonds. An ambitious radio project is outlined for the Treasury House which includes origination of twice-daily local *Esso Reporter* newscasts as well as a plethora of defense savings quizzes and solicitations. A radio announcer is on duty every day from 10 a.m. to 10 p.m., promoting the sale of the bonds and savings stamps among passersby and while no actual sales are made on the grounds, Esso has arranged for escorts to the adjacent Treasury building where sales are made.

Construction of the house is of glass bricks similar to the glass banks which Esso dealers have been distributing for the last year to promote home saving. Entire cost of the project was assumed by Esso and a policy of minimizing commercialism has been adopted with the statement that regular commercial announcements of the oil company on the newscasts have been replaced by defense savings pleas.

Marschalk & Pratt, the Esso agency, handled the broadcasting details.

FIGHT BOOSTS SALES
Gillette Checks up on Sales After Battle

GILLETTE SAFETY RAZOR Co., Boston, reports that retailers' sales of items featured on the Louis-Conn fight, broadcast on MBS June 18, showed a marked increase and that an all-time high for sales of such items will result from the boxing broadcasts. According to Maxon Inc., New York, Gillette agency, commercials on future MBS fight programs will feature the Gillette 25-pack for razor blades; the one-piece Tech razor; Gillette shaving cream, lather and brushless, and the new Gillette Travkit.

The fights, described in the U. S. by Don Dunphy and Bill Corum are broadcast in full by Julio Garzon, managing edtior of the New York Latin American newspaper *La Prensa*, on the Schenectady shortwave station WGEO. Broadcast in Spanish, the fights are rebroadcast also by Latin Ameircan stations. Prescott Robinson, MBS announcer and commentator, also announces special commercials for Gillette to the CBC during the fights.

Pabst Schedule

PABST SALES Co., Chicago, on July 7 will start an 8 to 13-week schedule of spot announcements varying in length and frequency on the following stations: KHJ KMPC WCAO WCBM WFBR WBAI WGBI WDEL WILM. Agency is Lord & Thomas, Chicago.

Publisher's bind
FEB 12 1942

ASCAP Board Studies Network Offers

Suit Threat Still Heard Against Industry

MEETING of the ASCAP board of directors last Thursday to discuss what action if any should be taken on the NBC proposal was still in session as BROADCASTING went to press. Board was expected either to accept NBC's offer as a starting point for negotiations or, if they rejected it entirely, to instruct Schwartz & Frohlich, their general counsel, to file the ASCAP suit against the radio industry as rapidly as possible.

Oppose NBC Offer

Preceding the Thursday session, the prevailing ASCAP sentiment was described at the society's headquarters as favoring a flat rejection of NBC's offer [BROADCASTING, June 30]. While there was an appreciation of the sincerity of NBC's proposal, the spirit of which the ASCAP spokesman termed a decided contrast from that of CBS [BROADCASTING, June 23], he said the board was expected to stand pat on the contract with MBS [BROADCASTING, May 5] as the lowest rates ASCAP can accept.

If the terms of this contract were accepted by all networks and all stations, which he said is extremely unlikely, ASCAP's revenue from radio would amount to about $4,200,000 for the year, he estimated.

This represents a sizeable reduction from the $5,100,000 which the industry paid to ASCAP in 1940, he said, and a "major victory" for the broadcasters when contrasted to the more than $8,000,000 which it had been estimated broadcasters would have paid to ASCAP if they had accepted the contract offered by the society last year.

The CBS proposal, which he described as "ridiculous" and as "an attempt to have ASCAP underwrite their business", he said would produce less than $2,500,000 from radio in annual revenue to the society and furthermore is replete with provisions which, he declared, "were put in just to make us mad." The NBC offer, which on an industry basis would give ASCAP an estimated annual revenue of more than $3,000,000, lacked these "snide clauses," he said, and was more of a straightforward businesslike proposition, which ASCAP appreciated even though the offer should be unacceptable.

At NBC the offer was described as a "good deal for ASCAP, producing better than $500,000 more than that offered by CBS." The NBC attitude is that "this is the time to lay the cards on the table and get things cleaned up," according to a top executive.

Plans for Suit

ASCAP attorneys are said to be rushing preparations for the society's suit against the broadcasting industry, which will charge the NAB, BMI, NBC, CBS and their officers and possibly other radio organizations and individuals with conspiring to put ASCAP out of business and to bar its music from the air [BROADCASTING, June 16]. No details were forthcoming about the suit, which will ask the court to order the defendants to pay to ASCAP three-fold damages for all losses the society has sustained by reason of the allegedly illegal actions of the defendants, but it was reported that the papers might be filed within the week.

Other sources, however, believe that the suit will not be filed for some time, and certainly not unless ASCAP abandons all idea of getting together with NBC and CBS. The proposals of both of these networks contained provisions that upon the conclusion of a contract with ASCAP, all suits by either ASCAP or its members against the networks and their stations should be dropped.

Meanwhile, the suit of BMI and E. E. Marks Music Corp., against ASCAP [BROADCASTING, June 23] has evoked a flow of vitriolic press releases from that organization reminiscent of the ones it issued last year when it was attempting to line up press and public in an anti-radio crusade in a vain effort to force the broadcasters to accept the license ASCAP was offering at that time.

No Damages Asked

Radio, says an ASCAP release dated June 30, offered composers "everything but the sun and moon and then proceeded to pay them off with cigarette money and a threat to rob them of their economic and cultural independence." To which BMI replied that the suit against ASCAP "is by no means intended as a suit against a songwriter. If the contracts which the ASCAP publishers made with the ASCAP writers deprive songwriters of rights, that is not something for which BMI can be held responsible. Since BMI has acquired a grant of the rights from a former ASCAP music publisher who asserts that he owns the rights in question, BMI has no choice but to test the matter in court."

BMI goes on to point out that "out of consideration for songwriters" it is asking no damages, but merely for the court to adjudicate the effect of the contract and to determine whether publisher or writer controls the performance rights. ASCAP, with both writer and publisher members, has never brought this question to court, and is now faced with the unpleasant choice of either refusing to defend the suit or of fighting for the interests of its writer members and opposing those of its publisher members.

In another blast sent out last Thursday, John Paine, general manager of ASCAP, asks how BMI can contend that its suit is not against songwriters "when ASCAP does not exist apart from its membership. The suit plainly seeks to take away the writers rights from

(*Continued on page 47*)



YUM YUM! Ain't love grand! Even in a night club, like the Mocambo, Hollywood, where a snooping lenshound invaded the privacy of a booth occupied by Mary Lee Barnes, of the publicity staff at KOMO-KJR, Seattle, and Dick Keplinger, news and special events director. They were in Hollywood on their honeymoon.

Expiration of Com. Thompson's Term Leaves FCC With Only Six Members

FOR THE SECOND time within a year, the FCC is functioning without its full membership by virtue of the expiration of the term of Frederick I. Thompson June 30 without action by President Roosevelt in naming his successor.

Mr. Thompson concluded his rather hectic two-year tenure last Monday and returned to his home in Mobile. He was appointed to the FCC March 28, 1939 and took office April 13 to fill the unexpired term of Judge E. O. Sykes, who had resigned to enter private law practice in Washington.

No announcement was made regarding failure of President Roosevelt to renominate the former Alabama newspaper publisher, but it was reported in some quarters that Senator Bankhead (D-Ala.) had opposed renomination.

Endorsed by Hill

While the names of several candidates for the post are mentioned, there is still the possibility, though remote, that Mr. Thompson will be reappointed. Senator Lister Hill (D-Ala.), his original sponsor, told BROADCASTING last Wednesday that his endorsement of the 66-year-old Alabaman "still stands". Moreover, it was reported that Rep. Coffee (D-Wash.), leader of the House liberal block, had written the White House endorsing Mr. Thompson.

FCC Chairman James Lawrence Fly has made no public statement regarding the FCC vacancy, but is expected to seek an appointment at the White House this week, presumably to discuss the vacancy, among other things. Mr. Fly had been represented as favoring the Thompson reappointment because of the bearing it might have on the chain-monopoly regulations. Mr Thompson was one of the original advocates of network and industry "crackdown" and often has been represented as favoring Government ownership of certain phases of broadcasting. Despite all this, it was thought in responsible quarters that the chances for the Alabaman's reappointment have faded considerably and that several weeks may elapse before a new appointment is made.

The FCC functioned with only six members from June 30, 1940 until the appointment of Ray C. Wakefield on March 10, 1941, to succeed the late Thad H. Brown. Commissioner Brown had been renominated by the President but had withdrawn his appointment after his qualifications for office had been subjected to severe criticism by Senator Tobey (R-N. H.) in hearings before the Interstate Commerce Committee.

A new name mentioned for the Thompson post is that of Thomas E. (Buster) Lawson Jr., youthful Attorney General of Alabama. Highly regarded as an attorney and executive, Mr. Lawson is understood to have the endorsement of a substantial portion of the Alabama delegation, though Senator Hill said he was not familiar with his candidacy.

In addition, the names of G. W. Johnstone, former radio director of the Democratic National Committee and before that public relations officer of NBC and of WOR-MBS, and now identified with the President's Birthday Ball Committee, and of Fulton J. Redman, Portland, (Me.) attorney and Democratic nominee for the governorship last year, are being mentioned [BROADCASTING, June 30].

Novel Commercials in Video Debut

Three Stations Present July 1 Programs In New York

JULY 1, 1941, is destined to be a historic date in the annals of both radio and advertising. On that date television setowners in the New York area were given a choice of programs, being able, if their sets had been properly adjusted to tune from one to another of three stations—CBS's WCBW, Dumont's W2XWV or NBC's WNBT.

Thousands of set-owners throughout the world—in London, Berlin, Los Angeles and other major cities, have witnessed television performances in their own homes, but last Tuesday, for the first time in history, more than one program was available to any television audience.

A New Medium

The date also marked the official birth of a new advertising medium. Combining sight and sound and motion and—television's own unique attribute, immediacy—this newcomer to the media family is reckoned by many advertising men to have the greatest potential selling power of all. Five advertisers participated in making the opening day of commercial television really commercial by sponsoring telecasts on WNBT, only station to be ready for business with a commercial license and a rate card. The latest sponsor was Missouri Pacific Lines, St. Louis, whose advertising department placed a half-hour travel film on WNBT Friday night.

The FCC last Monday, in connection with the start of commercial video the following day, issued an objective statement reviewing events leading up to full commercial authorization. The FCC indicated that in addition to the established visual broadcast service for the New York area, three more stations expect soon to make the transition from experimental to commercial operation—Don Lee's W6XAO, Los Angeles, Zenith's W9XZV, Chicago, and Philco's W3XE, Philadelphia.

Bulova Watch Co., New York, opened and closed the day's transmissions on this station with a visual adaptation of its familiar radio time signal. A standard test pattern, fitted with hands like a clock and bearing the name of the sponsor, ticked off a full minute at 2:30 p.m. and 11 p.m. for the edification of the viewers-in. This two-program contract also provides television's first success story, for following the opening day's test the sponsor immediately signed up for daily time-signals for the standard 13-week period.

Sun Oil Co., Philadelphia, telecast the regular evening news broadcast of Lowell Thomas as it also went out to listeners over the Blue network, with Hugh James reading the commercials from a desk piled high with cans of the product. This program, sponsored as an opening day special, was placed through Roche, Williams & Cunnyngham, Chicago.

Lever Bros Co., Cambridge, Mass., treated the audience to a sight-and-sound version of its radio program, *Uncle Jim's Question Bee*, with the commercials presented by Aunt Jennie, star of another Lever series. For her first commercial, Aunt Jennie told of compliments her cooking has received since she started using Spry, demonstrating her remarks about its quality by opening a can and displaying its contents to the audience.

At the close of the program she cut and served to the cast and the contestants on the show an appetizing chocolate cake. While they ad libbed their appreciation, including several requests for second helpings, Aunt Jennie got in a couple of short conversational plugs for Spry. This one-time test program, handled by Ruthrauff & Ryan, New York, effectively demonstrated the ease with which television can put over a hard-hitting direct sales message.

P & G Program

Procter & Gamble Co., Cincinnati, presented an adaptation of one of its programs, *Truth or Consequences*, ideally adapted to the medium with its comic situations.

The commercials told the familiar "red hands" story. The camera presented a close-up of a pair of hands, red and rough from dishwashing, then dollied back to reveal a woman and a boy with a basket of groceries, including three cakes of soap.

The woman told the boy to take the two cakes of Ivory to the bathroom and to put the laundry soap on the sink for dishwashing. Then the scene was repeated with another pair of hands, this time all three cakes of soap were Ivory, pointing an obvious moral. Contestants on this show received large cakes of Ivory, whose labels were plainly visible to the audience. Compton Adv., New York, handled the program.

In addition, WNBT during the afternoon telecast the Dodgers-Phillies baseball game and in the evening put on USO program and a condensed version of a satire on Army life, written, produced and performed by the privates and noncoms of Ft. Monmounth, N. J.

Although beset by technical difficulties which threatened to halt the proceedings, both WCBW and W2XWV pushed through to get programs on the air on July 1. The DuMont engineers, unable to make the necessary changes in their antenna in the time allotted, rigged up a substitute temporary mast which, although not transmitting as powerful a signal, sent out pictures and sound which were clearly received by set-owners as far away as Passaic, N. J. This station's two-hour evening program included both live and film entertainment.

Troubles Galore

CBS engineers, hampered but not stopped by a broken camera circuit and the failure of the fluorescent lighting system shortly before time for the afternoon program, got WCBW on the air on schedule. Highspot of the afternoon program was a dancing lesson given to a boy and girl by Arthur Murray instructors.

Other entertainment included a newscast, with a large map behind the announcer that reversed on a central pivot to permit an immediate change of geography in keeping with the locale of the news, and a children's story-telling program, with the story illustrated by an artist drawing his sketches as the audience watched and listened.

In the evening, after further camera trouble, WCBW presented a blues singer, the first of a scheduled series on the Metropolitan Museum of Art, introduced by the museum's director, Francis Henry Taylor, and Bob Edge interviewing sports celebrities.

Commercialization naturally means unionization and by the opening day both NBC and CBS included members of the International Alliance of Theatrical Stage Employes in their television staffs. CBS had signed a contract with the IATSE some weeks before and while the NBC contract was still being negotiated, with several points of dispute still unsettled, the union's members were already at work. A three-man crew is assigned to each program, including a carpenter, electrician and property man.

Relic

POSTSCRIPTS on the letter sent to advertisesr and agencies by Alfred H. Morton, NBC vice-president in charge of television, along with the NBC television rate card, reads: "Preserve this card for posterity! Since its is the first television rate card ever produced, we're warning you that someday it might be worth money!"

NBC-Brooklyn Fights

NBC GETS exclusive broadcasting rights to fights at Ebbetts Field, Brooklyn, by a contract signed Thursday. Contract covers six fights to be staged between July 8 and Oct. 1 and includes an option on all fights at the field for three years. NBC in turn has given the exclusive broadcasting rights to Adam Hats, which will sponsor on NBC-Blue when the fights are of network caliber and on WHN, New York, when they are not.

BERNARD N. WALKER, a Charlotte dentist, has applied to the FCC for a local station in Concord, N. C., to operate on 1400 kc. with 250 watts.

Violation of Code Claimed in AFRA Threats to Mutual

WKRC Strike Front Is Quiet Pending Net Board Meeting

THERE WAS little surface change in the AFRA-WKRC-MBS situation last week, following a fruitless conference in Chicago June 27.

In Cincinnati the strikers continued to picket WKRC.

In New York Fred Weber, general manager of MBS, announced that a meeting of the network's board of directors would be held Tuesday, July 8, either in New York or Chicago.

AFRA mailed out its letter to agencies, previously approved by the union's executive committee but held up pending the outcome of the Friday conference [BROADCASTING, June 30], notifying the agencies that as of July 12 no AFRA member would be allowed to work on MBS network commercial programs going to WKRC. Deadline date had originally been set for July 7, but was postponed to provide for the possibility of action at the MBS board meeting July 8.

Code Provision

In the background, however, the principals and their attorneys were delving into the legal aspects of the situation, which is unparalleled in broadcasting history. A year ago, when several radio stations were having difficulty in negotiating agreements with the AFM locals in their cities, James C. Petrillo, AFM president, ordered his members not to perform for network remote pickups from hotels and night clubs which were fed to the stations in question, as a method of depriving the recalcitrant stations of their late evening dance music from the network as well as locally. But the AFM made no attempt to interfere with the network commercial programs, nor even with sustaining musical shows originating in network studios.

The opinion was expressed that by ordering programs from MBS to prevent them from being broadcast by WKRC, AFRA is striking at innocent parties in order to hurt the one it has declared unfair. Such action, it was pointed out, is in direct violation of one of the provisions of the AFRA Code of Fair Practice, which reads:

"So long as the producer performs this code, AFRA will not strike against the producer as to the performers covered by this Code in the field covered by this code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph only applies to producers who sign this code."

AFRA has said this clause does

(*Continued on page 46*)



STANDOUT BRANDS Select

560 Kc.—C.B.S.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

DENVER'S STANDOUT STATION

Conferences May Halt Network Rules

Net Heads, Wheeler and Craney Meet; NAB Change Rumored

ULTIMATE fate of the FCC's chain-monopoly regulations remained in doubt last week, though all signs pointed to postponement of the Aug. 2 effective date.

Without advance notice or fanfare, an informal conference was held in Washington last Monday, in which Chairman Wheeler, (D-Mont.), of the Senate Interstate Commerce Committee, participated. Present at the session, in addition to Senator Wheeler, were President Niles Trammell and Vice-President Frank M. Russell, of NBC; President William S. Paley and Vice-President Harry C. Butcher, of CBS; Fred Weber, general manager, and Louis G. Caldwell, chief counsel, of MBS; and Ed B. Craney, general manager of KGIR, Butte, who was host.

More Sessions Likely

While no word came from the session, it is thought the whole matter of broadcast regulation was discussed, particularly in the light of testimony during the three weeks of hearings on the White Resolution. When the hearings recessed June 20, at the call of the chair, it was understood Chairman Fly would return—probably about July 8—to present rebuttal argument.

It is entirely possible, it is conjectured, that Chairman Fly will not reappear but that conferences may be held during the next week or ten days on broadcast regulation and new legislation. Chairman Wheeler, from the outset, has advocated the conference method, and urged both the FCC and broadcasters to remove the "heat" from the controversy.

In some quarters, it was believed an agreement on postponement of the eight regulations, affecting the whole commercial broadcast structure, might be procured, particularly while the White Resolution, calling for a full-dress investigation of broadcasting and for a stay of the regulations, is pending before the committee. It was evident, however, that nothing tangible would develop until after the July 4 holiday weekend.

Meanwhile, reports became current that a movement is afoot to reorganize the NAB, primarily as an outgrowth of the monopoly situation. In addition to the resignations of nearly a dozen stations from the trade association since the development of the monopoly controversy, it was reported that a substantial group of stations are contemplating concerted action in resigning from the trade association, in protest against the position taken by President Neville Miller on the chain-monopoly proceedings.

Resignations are being solicited, it is reported, on the purported ground that the NAB has not represented independent stations, but rather has reflected the viewpoints of the major networks in the current controversy. The criticism is largely directed against President Miller, who joined NAB in 1938 as its first president at $25,000 per year, plus $5,000 in allowances. His salary was increased by $10,000 at the San Francisco convention of the NAB in 1940 and his contract was extended from 1942 until 1944, at the NAB convention in St. Louis last May as a vote of confidence in the position he had taken both in connection with the monopoly regulations and the copyright controversy.

Nine Have Resigned

Among stations which already have resigned from the NAB in protest against President Miller are WOR, WGN, KHJ and WFBR, on behalf of MBS; KGIR, Butte, and KFPY, Spokane, because of the St. Louis convention episode involving Chairman Fly; KSTP, St. Paul, and WTMJ, Milwaukee, because they were out of sympathy with its policies even prior to the convention, and WOL, Washington, which resigned within the last fortnight because of the "undemocratic treatment" of the NAB in handling reports on the network monopoly hearings.

What the outcome of the new conversations on the chain-monopoly regulations will be is problematical. While Chairman Fly has made no formal statement, he observed at his press conference last week that he doubted whether he would "go back to the Hill" for further testimony on the White Resolution, since he had received no instructions from the committee.

If the preliminary conversations do not yield a basis for reappraisal of the whole situation, it is assumed Chairman Fly will appear for his rebuttal testimony, though it may be later than the week of July 7.

In any event, one point appeared certain—that the regulations would not become effective Aug. 2 and that the Commission, presumably on its own motion, will extend the effective date. Chairman Fly, in his lengthy testimony before the committee, indicated that ample time would be given the industry to comply with the regulations. Since no tangible steps have been taken by the networks toward revision of contracts and compliance in the light of the unfinished state of the White Resolution hearings, a postponement is regarded as practically automatic.

The FCC, it is assumed, would not permit service to the public to be impaired, particularly while a legislative matter is pending in Congress involving these regulations.

THEY WERE IN THE ARMY THEN

One of a Series



TRIO OF WESTERNERS who did their duty during the 1917-1918 unpleasantness, all of them now prominent broadcast executives. For identifications and service records, see page 38.

Hams' Calls

ACTING on a request of the War and Navy Departments, the FCC June 24 authorized distinctive call letters for the Washington control stations of the Army and Navy amateur system networks. W3XCL, control station for the Army Amateur System network will be W3USA, and a new station designed for Naval amateur activities will be assigned W3USN. Purpose is to enable hams in the Reserve Service to better identify network control stations, particularly in the present emergency.

THE LIBRARY of the late Frederic William Wile, famed newscaster and correspondent, has been presented by his widow to the War Dept., which will distribute the 1,500 volumes and scrapbooks chiefly to the War College at Washington and the Military Academy at West Point.

Advertising Probe Planned in Senate

Sen. Murray to Collect Data On Small Business Firms

AS PART of its studies to alleviate problems of small business enterprises a special Senate committee headed by Senator Murray (D-Mont.) within a few weeks plans to canvass advertisers of the country for their reactions to alleged problems arising for small entrepreneurs from large-scale advertising activities of big companies.

Questionnaires probably will be distributed to advertisers between Aug. 1 and Aug. 15, according to Charles G. Daughters, clerk of the special committee.

In addition to the advertising survey, the committee is planning studies covering the problems of small business risk capital and banking credit, transportation rate discrimination against small business, trade diversions, trend of court interpretations of the Sherman Anti-Trust Act, and problems of increasing sales and efficiency of operations.

Too Many Reports

Indicative of the type of service sought by the committee is a recent recommendation favoring coordination of Federal reporting services to meet complaints of small businessmen of a "duplication and multiplicity of reports required by Federal agencies", it was indicated.

The questionnaire, now being developed, is designed to give advertisers in all categories an opportunity to develop their views on the effect of large-scale advertising campaigns on small business. Upon completion of the survey, hearings are planned to amplify the findings.

Members of the special committee include Senators Murray, chairman, Maloney (D-Conn.), Mead (D-N.Y.), Ellender (D-La.), Stewart (D-Tenn.), Capper (R-Kan.) and Taft (R-O.). Mr. Daughters, clerk of the committee, formerly was associated with Rep. Wright Patman (D-Tex.), well-known in business circles for his anti-chain store legislative campaign.

Army Seeks Scripts

AN APPEAL to radio writers as well as those in the motion picture field to donate material for entertaining trainees and soldiers in Army camps has been made by the writers committee of the Motion Picture Defense Committee. Several shows with top name radio and film talent have already been staged at various Army camps for the trainees and soldiers. Material should be sent to Robert Riskin, care of Warner Bros. Studio.

BMI has announced that it has some extra copies of the first volume of its BMI Index, which will be sent to any subscribers writing for them. Only charge will be COD postage.

New Baseball Surveys Show Overwhelming Preference for WWJ



SATURDAY, JUNE 7, 1941*
During Ball Game

Period	% Radios On	% Tuned to WWJ
3:30 to 3:45	37.3%	95.8%
3:45 to 4:00	37.5%	97.3%
4:00 to 4:15	39.9%	90.5%
4:15 to 4:30	38.9%	91.2%



SUNDAY, JUNE 8, 1941*
During Ball Game

Period	% Radios On	% Tuned to WWJ
4:00 to 4:15	48.2%	91.8%
4:15 to 4:30	48.0%	92.0%
4:30 to 4:45	46.8%	94.5%
4:45 to 5:00	46.4%	94.9%



WWJ
America's Pioneer Radio Station
Pioneers Again
WITH FREQUENCY MODULATION
W 45 D
First FM Broadcasting Station in Michigan
NOW ON THE AIR

More than 90% of all the radios in use in Detroit were tuned to WWJ during the base ball game broadcasts on the days of these surveys. This is more proof of the great popularity of this station in the vast Detroit market.

Investigate the exceptional sales opportunities offered by Detroit and WWJ without delay!

**Surveys conducted by Hooper-Holmes Bureau, Inc.*

WWJ
National Representatives
George P. Hollingbery Company
New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

America's Pioneer Broadcasting Station
Member NBC Basic Red Network

FCC Defines Issues in Press Hearing

Further Postponement May Be Requested By Hough Group

ISSUED as an amplification of its Order No. 79, calling for hearings on newspaper ownership of radio stations, the FCC has tabulated a 10-point bill of particulars for the hearings in the form of a supplemental order (79A) which sets forth the subject matter of the hearings now scheduled to start July 23.

At the same time the Commission, which will sit en banc to hear the testimony, announced procedure for the introduction of evidence which requires that written requests for permission to appear be filed within five days of the hearing opening, or by July 18.

Want Postponement

With some of the commissioners eager to take vacations from the sweltering Washington heat, a movement was on foot to secure a postponement of the opening of the hearings, and the Press-Radio Committee, representing the newspaper-radio interests, is expected to petition the Commission again for a postponement until Sept. 15. This was the date originally asked, but the request was turned down.

The Press-Radio Committee, headed by Harold Hough, of the *Fort Worth Star-Telegram* (WBAP-KGKO), is expected through its counsel to ask for the postponement on the grounds that it has had insufficient time to prepare its case. Though Order 79 was promulgated March 20, the bill of particulars was not made available until July 1. Even the Commission's own fact-finding questionnaire [see story in adjoining column] did not go into the mails until June 28, giving stations only until July 12 to submit their replies. The 800 or more replies, it is believed, will require more than 11 days to study and collate.

Need More Time

It is understood that there is little disposition on the part of Chairman Fly to grant the postponement, but his own Law Department may require more time. David Lloyd, attorney, has been assigned to handle the press-radio data under the direction of Tom Harris, senior assistant general counsel, but General Counsel Telford Taylor is expected to play an important part in the conduct of the hearings themselves.

The Press-Radio Committee will be represented by former Judge Thomas D. Thacher, Sydney M. Kaye and Abe M. Herman, as counsel.

Order No. 79A begins with this preamble to its 10 points: "Whereas, the Commission by Order No. 79 (March 20, 1941) directed that an investigation be undertaken to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers, and that public hearings with respect thereto be held at such times and such places as the Commission may direct, and that such investigation and public hearings shall also include consideration of statements of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers;

"Now, therefore, it is ordered that, pursuant to the aforesaid order, testimony and other evidence be taken with reference to the following matters, in addition to such others matters as the Commission may from time to time direct . . ." There follows the 10 points [see box at top of this page].

Plan of Procedure

In its statement regarding procedure, the Commission states the purpose of the hearings is "to obtain information necessary and helpful to the Commission in the determination of its policies, the carrying out of its duties, and if need be, the formulation of rules and regulations or recommendations to Congress." The procedure is set forth as follows:

I. *Appearances for the purpose of introducing evidence*—Persons desiring to be heard by the Commission with reference to the investigation conducted under Order No. 79 shall file with the Secretary of the Commission petitions or letters setting forth the position and interest of the petitioner in the proceedings, the evidence or information which the petitioner desires to present or adduce, the pertinency and relevance of such evidence or testimony to the matters designated by the Commission in supplemental Order No. 79A, the names of, and other important facts pertaining to the witnesses which the petitioner desires to call, and the volume and character of the documentary evidence which the petitioner desires to present.

Such written request shall be filed not later than the fifth day before the day on which hearings are scheduled to begin.

Such petitions or letters also should show that the proposed appearance will bring before the Commission evidence and testimony of a character which will inform and enlighten the Commission with regard to the considerations of public interest involved in the investigation ordered under Order No. 79 and the specific matters set forth in supplemental Order

(*Continued on page 16*)

Subject Matter of FCC Hearings On Newspaper-Radio Issue

(Under Order No. 79A)

THESE are the subjects of testimony and other evidence to be heard by the FCC at its forthcoming newspaper-radio hearings, as set forth in its supplemental Order No. 79A:

1. To what extent broadcast stations are at present associated with persons also associated with publication of one or more newspapers, the classification (in terms of power, location, network affiliation, etc.) of broadcast stations so associated, the circumstances surrounding such association, and the tendency toward such association in the future.

2. Whether joint association of newspapers and broadcast stations tends or may tend to prejudice the free and fair presentation of public issues and information over the air, or to cause editorial bias or distortion, or to inject editorial policy or attitude into the public service rendered by broadcast stations as a medium of public communication.

3. Whether joint association of newspapers and broadcast stations tends or may tend to restrict or distort the broadcasting of news, or to limit the sources of news to the public, or to affect adversely the relation between news-gathering services and broadcast stations.

4. Whether the joint association of newspapers and broadcast stations has or may have any effect upon freedom of access to the radio forum, for the discussion of public issues.

5. Whether the joint association of newspapers and broadcast stations tends or may tend to lessen or increase competition among broadcast stations or to result in the monopolization of local broadcast facilities.

6. Whether the joint association of newspapers and broadcast stations tends or may tend to increase or decrease concentration of control over broadcast facilities or the use thereof.

7. Whether the joint association of newspapers and broadcast stations constitutes or may constitute an undue concentration of control over the principal media for public communication.

8. Whether joint association of newspapers and broadcast stations tends or may tend to result in the utilization of improved facilities and skilled, experienced personnel for the procuring and dissemination of information and opinion by broadcast stations.

9. Whether joint association of newspapers and broadcast stations tends or may tend to insure greater economic stability for broadcast stations and to encourage the maximum technological development of radio.

10. What considerations influence newspaper interests to acquire broadcast stations.

FCC Press Prober

THAT an FCC investigator called on United Press early last month to gather data in connection with newspapers and radio, was disclosed in New York last week. UP officials were asked the extent of the UP wire system, number of stations and newspapers subscribing, etc. Information was also sought on combination newspaper-radio contracts and exclusive contracts, neither of which UP stated it has, and the investigator was informed that UP serves Lowell Thomas, H. V. Kaltenborn, Elmer Davis, Raymond Gram Swing and other commentators directly.

FCC Query Seeks News, Personnel And Business Data

Long Form to Elicit Intimate Press-Broadcast Facts

DELVING deeply into the news, personnel and business relationships of radio stations and newspapers, the FCC last week addressed a 14-page mimeographed questionnaire to all broadcasting stations, containing 10 questions and numerous sub-questions designed to elicit "information concerning the present relations between standard broadcast station licensees and newspapers in their respective communities or service areas."

Whether or not the station is associated with a newspaper, it is asked to return the completed questionnaires not later than Saturday, July 12, since the data are to be used in connection with the forthcoming newspaper ownership hearings under Order No. 79, now scheduled to start July 23.

Free Publicity

Question 1 asks for a list of "all local and out-of-town newspapers which are customarily read by listeners in your primary service area for news of local community interest."

Question 2 asks which newspapers carry the station's program listings without charge; which newspapers refuse to carry program listings except on a paid basis; whether trade deals for listings exist; how the station keeps the public informed of its programs if no newspaper prints its programs, etc. Detailed breakdowns of listing methods, including the question whether sponsors are mentioned and whether the station's program listings "receive the same space and typographical emphasis as other stations," are also required.

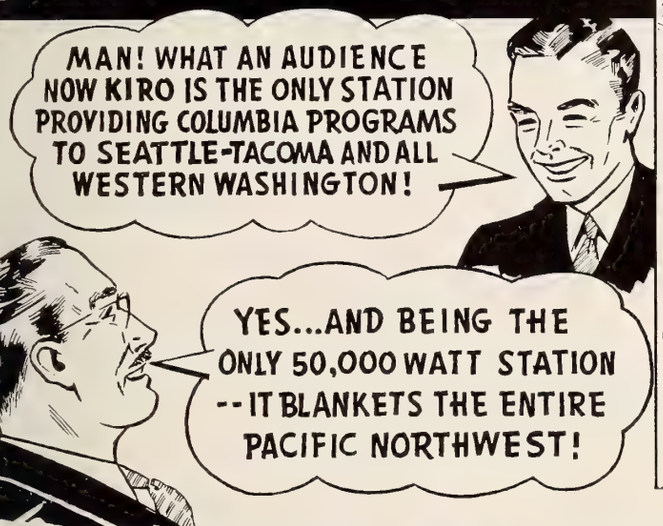
Question 3 asks for a listing of all local or out-of-town newspapers with which the station has arrangements, agreements or understandings since July 1, 1936 with respect to (1) solicitation of advertising, (2) joint rates, discounts or refunds to advertisers using both station and newspaper, (3) free space or free time in one medium for those purchasing advertising in the other, (4) rates for space and time charged advertisers, (5) availability of newspaper's merchandising service to radio advertisers, (6) newspaper publicity concerning programs carried by the station, (7) any other agreements or understanding relating to advertising. If there are written agreements, copies are to be attached.

Question 4 asks whether any local newspaper carries display advertising concerning the station or its programs; whether this is paid for; whether any local newspaper

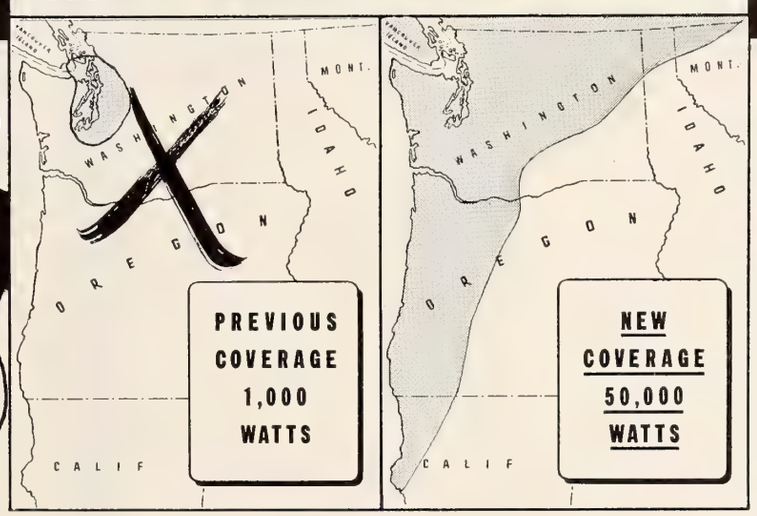
(*Continued on page 24*)

Now! KIRO SEATTLE 50,000 WATTS!

DAY and NIGHT
710 KILOCYCLES



KIRO NIGHTIME SERVICE



STEP-UP ADDS NEW LISTENERS . . . GIVES LARGEST COVERAGE OF ANY STATION IN PACIFIC NORTHWEST

New Western Electric Equipment with Directional Antenna Further Intensifies Signal in Population Centers!

KIRO has increased its power to 50,000 watts—and what's more—KIRO's particularly designed directional antenna sends *112,000 watts over salt water* towards the major population centers. At 710 KILOCYCLES, that means C-O-V-E-R-A-G-E! Take a look at the new 50,000 watt coverage map of KIRO. See for yourself why KIRO is the most economical buy . . . the outstanding station in the Pacific Northwest!



Free **SEVEN IMPORTANT CITIES IN ALASKA AND CANADA**

Tests show the new 50,000 watt power of KIRO covers the cities of Vancouver, Victoria and Prince Rupert, British Columbia; Calgary and Edmonton, Alberta; and provides a strong signal (0.5 MV/M or more) as far north as Ketchikan and Wrangell, Alaska. Seven important cities that cost you nothing. KIRO rates are based only on United States coverage!

KIRO

50,000 WATTS · SEATTLE

Represented Nationally by **FREE & PETERS, Inc.**

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	111 Sutter	650 S. Grand	322 Palmer Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Vandike 0569	Main 5667



"Yours Truly, NORMAN ROSS"

Here is a real radio opportunity!

WENR's great participation hour, featuring Chicago's famous, friendly salesman, NORMAN ROSS, in his own program of entertaining recorded music, insures maximum results from a minimum expenditure. Broadcast Monday through Friday 4:00–4:30 P. M.

14 satisfied clients have participated in this program since it was inaugurated less than a year ago.

NORMAN ROSS, who counts among his past and present satisfied clients a large number of prominent advertisers, will apply his unique sales ability to your product in one to fifteen minute units as many times a week as you desire, AT A PRICE THAT WILL FIT LIMITED BUDGETS.

NORMAN ROSS, together with Station WENR—the 50,000 watt key station of the NBC Blue Network, famous for its features and responsive audience, will produce for you greater sales and profits with less effort in America's second largest market—Chicago.

Phone or write for detailed information about "YOURS TRULY, NORMAN ROSS" and Station WENR, with the assurance

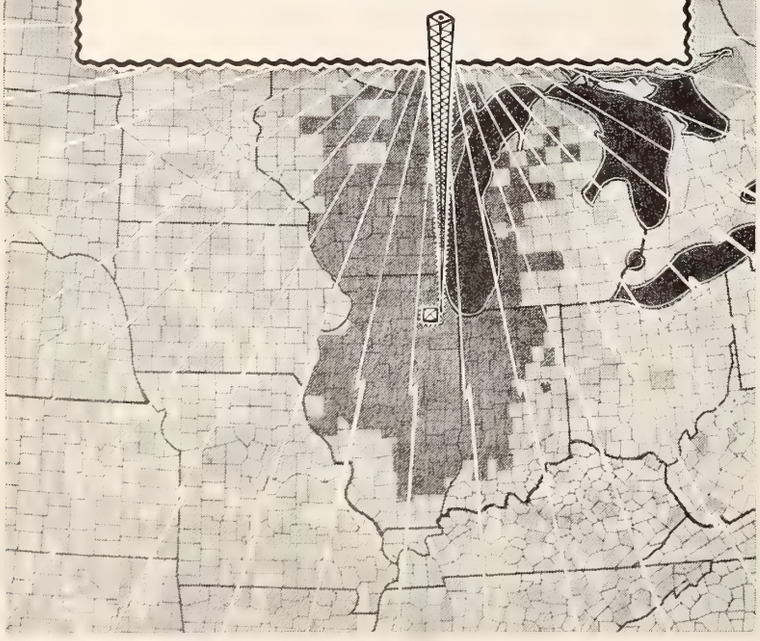
☆

YOU GET MORE FOR LESS ON

WENR Chicago

Represented Nationally by NBC Spot Offices in

NEW YORK BOSTON CHICAGO WASHINGTON DENVER
SAN FRANCISCO HOLLYWOOD CLEVELAND



OATH OF ALLEGIANCE

All Radio Joins Ceremonies On Independence Day

WITH radio leading the way, the nation paused briefly during Fourth of July celebrations to voice American allegiance. Cooperating in arrangements developed by the NAB, stations all over the country during a 10-minute afternoon period tied in on network lines to carry a brief address by President Roosevelt, listeners joining him as he repeated the oath of allegiance to the United States, rededicating themselves to their country.

In addition to local promotion of the idea with spot announcements for several days preceding the July 4 broadcast, several unusual schemes to extend coverage were developed by many operators. John Shepard 3d, president of Yankee and Colonial Network, arranged with the management of the Boston Braves baseball park and Suffolk Downs racetrack to pipe the broadcast to the holiday sports crowds. WGN, Chicago, piped the broadcast to the p.a. system of Wrigley Field, during the Chicago Cubs game, and WTCU, Minneapolis, to Lexington Ball Park in St. Paul. The brief program also was piped to fans at other big league games, including Philadelphia, where WIP handled the pick-up. The broadcast was carried to other local celebrations over the country on public address systems, with some stations transcribing for representation during evening celebrations.

Press Hearing

(*Continued from page 14*)

No. 79A. In the interests of an expeditious hearing and of a complete survey of the matters under investigation, the Commission will be disposed to avoid if possible the introduction of purely cumulative or repetitious evidence or testimony.

II. *Other Appearances*—Since the sole purpose of these hearings is to obtain evidence and information, there will be no need for appearances or representation at the hearings other than for the purpose of presenting evidence, facts, or legal considerations to the Commission. The Commission, therefore will not permit appearances for other than the above-described purposes.

III. *Calling of Witnesses by the Commission*—The Commission will call witnesses in its discretion to present various sides of the problem. It will also introduce exhibits and documentary evidence and invite others to introduce such evidence as occasion requires.

IV. *Appearances after Hearings have begun*—Persons who have not submitted written requests to appear in the proceedings or who have not been granted permission so to appear may, if they feel that any testimony taken during the proceedings has been injurious to their reputation or character or affects matters of which they have immediate knowledge and concerning which they have additional or contradictory evidence of value to the Commission, file with the Commission in writing a petition or letter stating fully the matters which affect them personally or matters of which they have personal knowledge or additional information which they believe the Commission should have, and requesting opportunity to be heard concerning those matters or to call additional witnesses concerning them. Such requests shall set forth the same matters and be subject to the same considerations as those described in section I hereof. The Commission shall make such disposition of such petitions or letters as shall in its judgment best serve the purposes of the hearing and equitable treatment of such petitioners.

V. *Order of the Hearings*—The Commission will exercise full discretion with regard to the order of witnesses and the order in which testimony and exhibits shall be presented.

EXCLUSIVE Radio Features, Toronto. has moved to larger quarters at 394 Bay St., phone Adelaide 3621.

Craney Criticizes Net ASCAP Plans

Says Percentage Basis Would Amount to Capitulation

FIRST OUTSPOKEN opposition to the copyright formulas proposed by NBC and CBS for return of ASCAP music to the major networks, embracing provisions whereby affiliates would reimburse the networks for ASCAP music clearance, came last week from Ed Craney, director of KGIR, Butte, a leader of the independents in the copyright fight.

In Washington last Tuesday, Mr. Craney said he was perfectly willing to negotiate a new agreement with NBC as an affiliate but that he is not willing to pay anything on a percentage basis "for ASCAP or for any other program commodity".

If a network can pass the cost of ASCAP music along to the affiliate, Mr. Craney declared, it might be the forerunner of similar innovations affecting BMI, SESAC, AMP, Society of Jewish Authors & Composers, American Federation of Musicians and, in fact, practically all other costs, save those of personnel.

Dollars vs. Principle?

Mr. Craney also loosed a blast against the industry for capitulating to what amounts to a blanket ASCAP contract rather than the "use method of payment, for which broadcasters have been fighting so many years". He said the current conversations indicate that many broadcasters are "fighting for a dollar sign instead of a principle".

Asserting that broadcasters should not accept blanket contracts containing both minimum and maximum payments to ASCAP, Mr. Craney said in his judgment such a contract "udoubtedly is in violation of the consent decrees entered into by ASCAP and BMI". He said that in his judgment payments for music should be governed by the amount of use made of the commodity. In Montana, he pointed out, his three stations (KGIR, KPFA and KRBM) have been given a per-use payment basis with no minimum guarantee. This contract is for two years only, he declared, pointing out that neither ASCAP nor the broadcaster could be expected to enter a longer term contract on an experimental method. He urged, however, that broadcasters should try out a per-use basis since they have worked for it so long.

Confusion still appears to be the keynote on copyright, despite the lessons that should have been learned during the protracted fight, according to Mr. Craney. He insisted it is a simple thing to keep track of music used and declared the industry is overlooking a great opportunity. The NAB, BMI or ASCAP, he declared, should show broadcasters how a measured service basis can be invoked.



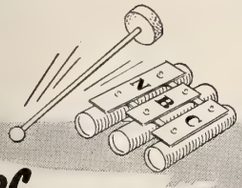
A LITTLE BIRD TOLD US...

(P.S. IT WAS AN EARLY BIRD!)

When the sun's still low in the East ...when the dew's still damp on the grass and many an advertiser's still in his downy bed—that's the time when 28 striking shows on 16 great NBC stations are amazingly *low* in cost, amazingly *high* in listener loyalty. And amazingly *productive!*

Maybe it's because folks who get up early are just naturally alert. Or because your message reaches morning minds still clear and uncluttered. Maybe it's because these programs are master-minded by sales-minded *showmen*...Maybe it's because each of these great NBC stations so thoroughly dominates a rich market...

Whatever the reason, these tested morning stars have demonstrated their ability to do a terrific job on these stations so consistently preferred by leading spot and local advertisers. Check the list at the right. Then call your nearest NBC Spot Sales office for the *whole* story!



NBC Key Stations in 11 Vital Markets

Tops for Spot and Local Radio Advertisers

WEAF . . . . NEW YORK	**Westinghouse Stations**
WJZ . . . . NEW YORK	WBZ . . . . BOSTON
WMAQ . . . . CHICAGO	WBZA . . SPRINGFIELD
WENR . . . . CHICAGO	KYW . . . . PHILADELPHIA
KGO . . SAN FRANCISCO	KDKA . . . . PITTSBURGH
KPO . . . SAN FRANCISCO	WOWO . . . FT. WAYNE
WRC . . . WASHINGTON	WGL . . . . . FT. WAYNE
WMAL . . . WASHINGTON	
KOA . . . . . DENVER	**General Electric Station**
WTAM . . . . CLEVELAND	WGY . . . SCHENECTADY

Represented by

NBC SPOT & LOCAL SALES

New York · Chicago · San Francisco · Boston · Washington · Cleveland · Denver · Hollywood

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

"EARLY BIRD SPECIALS"

ON 16 SALES-LEADING STATIONS

Put *your* product on thousands of morning shopping lists in the country's richest markets. Follow through with your nearest NBC Spot Sales Office.

WEAF . . . . . NEW YORK
"Morning in Manhattan" with Pat Barnes, 6:35 to 7:30, Monday through Saturday. "Studio X" with Ralph Dumke and Bud Hulick, 8:30 to 9:00 (E.D.T.) Monday through Friday.

WJZ . . . . . NEW YORK
"Breakfast in Bedlam" with Ed East and Polly, 7:00 to 7:55 (E.D.T.) Monday through Saturday.

KGO . . . . SAN FRANCISCO
"Musical Clock" with Archie Presby, 6:00 to 7:00—7:15 to 7:30 (P.S.T.) Monday through Saturday.

KPO . . . . SAN FRANCISCO
"Your Timekeeper," Joe Gillespie, 6:00 to 7:00, Monday through Saturday. "Coffee Corner," 7:15 to 7:45 (P.S.T.) Monday through Saturday.

KOA . . . . . DENVER
"Alarm Clock Club," 5:30 to 6:30, Monday through Saturday. "Musical Clock," 7:15 to 7:30 (M.S.T.) Tuesday, Thursday and Saturday.

WGL . . . . . FT. WAYNE
"Roundsman" (Musical Clock), 6:00 to 7:30, Monday through Saturday. "Time to Go to Work," 8:30 to 8:45 (C.D.T.) Monday, Tuesday, Thursday and Friday.

WOWO . . . . . FT. WAYNE
"The Morning Roundup," 6:00 to 6:30 (C.D.T.) Monday through Saturday.

WMAQ . . . . . CHICAGO
"Morning Jubilee," 6:30 to 6:45 (C.D.T.) Monday through Saturday.

KYW . . . . PHILADELPHIA
"R F D 1060," with John Thorpe, 6:30 to 7:00. "KYW Musical Clock" with LeRoy Miller, 7:00 to 9:00 (E.D.T.) Monday through Saturday.

WBZ-WBZA . . NEW ENGLAND
"Sunrise Rodeo," 6:00 to 6:55. "Musical Clock," with Malcolm MacCormack, 7:10 to 7:45. "Morning Toast," 8:15 to 8:45 (E.D.T.) Monday through Saturday.

WMAL . . . . WASHINGTON
"Today's Prelude," 6:00 to 7:00. "Kibitzers," 7:05 to 7:45—8:00 to 9:00 (E.S.T.) Monday through Saturday.

WRC . . . . . WASHINGTON
Gordon Hittenmark, 6:00 to 7:00—7:10 to 8:00—8:05 to 8:45 (E.S.T.) Monday through Saturday.

WGY . . . . . SCHENECTADY
"Musical Clock," 6:45 to 8:30 (E.D.T.) Monday through Saturday.

WTAM . . . . . CLEVELAND
"Sun Up," 6:00 to 6:30. "Pie Plant Pete," 6:30 to 7:00. "Musical Clock," 7:30 to 7:45—8:00 to 8:30 (E.S.T.) Monday through Saturday.

KDKA . . . . . PITTSBURGH
Farm Program, 6:00 to 6:30. "Musical Clock," 7:15 to 8:00. "Melody Time," 8:05 to 8:15. "Musical Clock," 8:30 to 8:45 (E.D.T.) Monday through Saturday.

KIRO, in Seattle, Inaugurates 50 kw., Directional Signal

Prominent Civic and Network Officials at Ceremonies

AS KIRO, Seattle, stepped up its power this week to 50,000 watts on 710 kc., the Pacific Northwest greeted the first maximum power station to operate in that area. The station also became the only outlet providing CBS programs to Seattle, Tacoma and Western Washington.

Guests honoring KIRO at the dedication of the new facilities at the new transmitter site, located on Vashon-Maury Island in Puget Sound, halfway between Seattle and Tacoma, were Gov. Arthur B. Langlie of Washington, Mayor Earl Millikin of Seattle, Mayor Harry P. Cain of Tacoma and the Mayors of many other cities within KIRO's primary service area.

Directional Signal

On hand at the ceremonies representing CBS were Donald W. Thornburgh, vice-president in charge of CBS Pacific Coast operations, and Fox Case, director of special features and public events for KNX-CBS, Hollywood. J. C. Gude, station relations manager for the network, and Bill Lodge, manager-in-charge of the CBS radio frequency division, also journeyed from New York for the celebration.

The KIRO plant is unique in that it is the only 50 kw. operation west of the Mississippi River using a directional antenna system. The transmitter is a Western Electric 407-A-1, and is housed in a fireproof, reinforced concrete building. The antenna system consists of two 526-foot structural steel Lehigh guyed radiators, installed in a directional system to emit North and South. The ground system consists of 21 miles of one-inch copper ribbon, plowed 12 inches deep, fanning out in 120 separate radials 420 feet in length from each tower. The towers are fed by 2½-inch concentric transmission lines, in which is sealed nitrogen gas under pressure.

While two alternate submarine cables practically assure uninterrupted power service, KIRO has installed a gasoline driven standby power generating plant, for use in case of total power failure. Likewise, to guard against possible failure of the submarine cable telephone lines which bring the programs to the island transmitter site from KIRO's Seattle studios, the station has set up emergency shortwave transmitter and receiver equipment, to form a radio program channel to the island.

KIRO was founded in 1935 and is owned and operated by the Queen City Broadcasting Co., of which Louis K. Lear is president. Saul Haas and John Hagen are vice-presidents, and H. J. (Tubby) Quilliam is vice-president and general manager.



NEW 50 KW. PLANT of KIRO, Seattle, placed in operation this week, is located on an island in Puget Sound, halfway between Seattle and Tacoma. Its two 526-foot towers are described as the only 50-kw. directional west of the Mississippi.

Army Seeking Technicians to Operate Radio Devices for Location of Planes

A NEW plea for radio technicians to operate radio aircraft detectors, this time from the United States, came to light June 29 with announcement by the War Department that radiolocators similar to those used in Great Britain will be installed along the American coastline and at U. S. overseas bases. The War Department announced that qualified technicians accepted for active service would immediately be granted reserve commissions as second lieutenants in the Army Signal Corps.

Although an initial recruiting of 500 officers was all that was mentioned in the War Department announcement, it is understood from 2,000 to 3,000 officers may be needed eventually for this work. The announcement emphasized the opportunity for young technicians to qualify quickly for a reserve commission in the Army, with prospect for advancement as the radio detector installation grows more widespread.

Quick Response

A fortnight ago Great Britain started a recruiting drive to secure American volunteers for civilian jobs operating the rapidly developing system of radiolocator stations in the British Isles. Lively response is reported, with American technical organizations cooperating in the effort. The British recruiting drive was endorsed by President Roosevelt and American defense leaders.

According to the War Department, applicants for the Signal Corps commissions must be graduate electrical engineers with radio experience, or electronic physicists, unmarried and without dependents, physically qualified and between 21 and 36 years of age. Also, they must agree to serve, if necessary, outside continental United States.

Technically qualified men, regardless of their present military status, are eligible for appointment as commissioned officers, the announcement said. Trainees already inducted into the Army under selective service and officers in other branches of the Officers Reserve Corps, as well as civilians, may apply. Successful volunteers, upon receiving commissions, will be stationed at Fort Monmouth, N. J., for a brief course in military instruction before receiving training on equipment used by the aircraft warning units, it was stated.

Although not revealing details of construction and operation of the U. S. detectors, the War Department indicated the equipment operates on the same basic principle as the British radiolocator [BROADCASTING, June 23]. The device spots invading aircraft miles away, determining altitude, direction and distance, allowing interceptor planes to rise and fight before bombers can reach their objective.

It is estimated the British recruiting effort is attracting 500 applicants per day. Just how much this is cutting into the supply of technicians needed by this country is not known, although it is regarded as certain to affect the domestic situation. The Army drive also will have its effect, it is believed.

The networks have reported that the technician personnel problem is becoming acute. It is impossible to get competent technicians to replace those called to active duty, one chief engineer stated. At NBC, out of the New York staff of 25, seven have been called into the armed forces. At CBS, four have been called.

KMOX's Medicine

WHEN the Army takes over the 20-story St. Louis Mart building for a medical depot on Sept. 1, KMOX will be the only large tenant allowed to remain. The new medical depot will occupy more than a million square feet of space in the building, and plans later to add 250,000 square feet. The new depot will serve three-fourths of the Army camps in the country and will be the largest medical depot in the world. Merle S. Jones, manager of KMOX, has announced that plans for enlargement of the studios, which now occupy 40,000 square feet on the second and third floors, are being held in abeyance pending word from Army authorities.

75 STATIONS JOIN ARMY NEWS GROUP

MORE than 75 stations have pledged themselves to the mythical Red, White and Blue Network of the Morale Branch of the War Department in an effort to bring programs of interest to men in the service. News releases and other pertinent War Department information will be supplied weekly.

Many stations have already followed the early morning program format used by Capt. Gordon Hittenmark, of the Morale Branch, on WRC, Washington. Capt. Hittenmark was responsible for the creation of this new network. Stations which have joined in the interest of furthering morale among the soldiers as well as to provide a word picture of Army activities to the civilian listener are:

Alabama, WHMA WJBY; Arizona, KTAR KOY; Arkansas, KARK KLRA; California, KDON KFXM KSFO KYA KJBS KVEC KFSD KXO; District of Columbia, WRC WINX; Florida, WMBR-WFOY WJHP WFLA WDAE; Georgia, WMGA WMAZ WTOC; Illinois, WLS WTAX; Kansas, KCKN WIBW KSAC. Kentucky, WAVE WHAS; Louisiana, WWL KWKH; Massachusetts, WMEX WHDH WBZ-WBZA WCOP; Michigan, WELL WXYZ WKZO; Mississippi, WCBI; Missouri, KMOX; New Jersey, WTNJ WCAP; New York, WOR; North Carolina, WPTF WGTM WRAL WBT. Oklahoma, WKY KFGG KVOO; Pennsylvania, WAZL WIBG WIP KDKA KYW; South Carolina, WCSC WIS WFBC WSPA-WORD; Tennessee, WDOD; Texas, KRLD KTSM KROD KLUF KPAB KTSA WBAP-KGKO KPRC; Virginia, WTAR WPID WSVA; Washington, KELO KIRO.

Good U. S. Jobs Open

EXECUTIVES for Government service, to fill jobs ranging from $8,000 down to $3,800 a year, are sought by the Civil Service Commission, Washington, which announced applications would be closed July 21. No written examination is required but applicants must show experience in administrative, scientific or industrial management. A simple card form (4000-ABC) can be obtained at any Commission office or any first or second-class post office. Additional application material will be supplied by the Commission when this form is received.

Campbell Filler

CAMPBELL SOUP Co., Camden, on July 7 is replacing *Fletcher Wiley* on CBS with an open forum program titled *You're the Expert*, with Fred Uttal as m.c. and Adelaide Hawley, CBS women's program conductor, as first week "guest judge". The program, to be heard five times weekly for the four-week period of Wiley's vacation, will use two questions per day as sent in by listeners for discussion by members of the studio audience. Cash prizes will be awarded for the best answer, the second best and the four runners-up. Ward Wheelock Agency, Philadelphia, handles the account.

Disc Firm Changes Name

GENERAL SOUND Corp. is the new name of Time Abroad Inc.-Brinckerhoff Studios, New York recording firm. The firm was originally formed in 1937 to handle foreign radio activities, including time placement and programming, but soon went into the transcription field. Announcement of the change was made by Time Inc. Operation continues under direction of E. V. Brickerhoff and Edgar P. Kampf.

WLAC

NASHVILLE'S CBS OUTLET WILL GO THIS FALL TO

50,000 WATTS

providing full coverage of America's fastest-growing industrial area—the great

Tennessee Valley

RESERVE YOUR SEAT ON THE BANDWAGON *NOW!*

J. T. WARD, Owner
F. C. SOWELL, Manager

PAUL H. RAYMER CO.,
National Representatives

TRANSFER OF WFTL TOHORTONGRANTED

ON ASSURANCES that the purchaser has "divested himself of all newspaper association", the FCC on July 1 authorized the transfer of WFTL, Fort Lauderdale, Fla., to Ralph A. Horton, formerly a vice-president and stockholder in the *Fort Lauderdale Times*. Mr. Horton, who is also in the real estate business, buys the station for $50,000 from Tom M. Bryan, local contractor who built it and placed it in operation in December, 1939.

Application for transfer of the 250-watt station on 1400 kc. was filed last March, but along with others involving newspaper interests it was placed in the pending file by the FCC until disposition of the projected newspaper-radio hearings. Since then Mr. Horton has advised the Commission that he has no more newspaper holdings, and the case was accordingly withdrawn from the pending file.

Listener Loyalty to a Single Station Noted in Rural Areas by Prof. Summers

A LARGE share of listeners in farm areas concentrate practically all of their listening on a single favorite station, acording to conclusions reached in the fourth annual *Study of Radio Listening Habits in the State of Iowa*, conducted for WHO, Des Moines, by H. B. Summers, Kansas State College, and F. L. Whan, U of Wichita. The station is chosen "either because of its superior signal, or because of a liking for the general program pattern characteristics of that station," according to the survey.

The Iowa listening study was based on personal interviews with men or women during the last two weeks in March, 1941. Of the 9,246 families contacted, 8,761 had radio sets in their homes. Interviewers were students at colleges in Iowa; in most cases they lived in the section where the interviewing was done. As customary, families interviewed were carefully selected.

Checkup Question

A new question in the 1941 Summers survey asked those interviewed to name the station or program to which they listened during each quarter-hour of a four-hour period just previous to the interview.

Since they also were asked to answer questions about which station they listened to most and also heard regularly, the new four-hour question provided a check against other data. Comparison of replies to the two sets of questions, according to Dr. Summers, indicates a close relationship in the figures, tending to confirm their accuracy.

In studying early morning listening, the survey shows that 21.8% of sets are used before 7 a.m.; 45.9% before 7:30 a.m.; 51.9% before 8 a.m.

Analyzing types of programs preferred by Iowa listeners, Prof. Summers lists the choices in this order (percentage of listeners including each form of program material among the five best-liked types): News broadcasts, 77.3; comedians, 71.5; audience participation, 49.2; popular music, 42.7; variety shows, 38.7; complete drama, 33.7; serial drama, 32.2; sports broadcasts, 24.6; old-time music, 23.0; religious music, 22.8; market reports, 19.3; band music, 15.2; talks, coment, 13.1; classical music, 11.1; devotionals, 10.7; talks on farming, 9.1.

The survey, as usual, indicates particular program choices of Iowa listeners. In each case listeners again were asked to name their five favorite programs. The first 25 programs selected were, in this order: Fibber McGee; Aldrich Family; Jack Benny; Bob Hope; WHO News; Chase & Sanborn; Major Bowes Amateurs; Dr. I. Q.; Lux Radio Theater; Kraft Music Hall; Kay Kyser's College; One Man's Family; Pot o' Gold; Ma Perkins; WHO Barn Dance; Battle of the Sexes; Fred Allen; Maxwell House; Mr. District Attorney; Truth or Consequences; Hit Parade; Light of the World; Hymns of All Churches; The Guiding Light; Kate Smith Hour.

The survey, covering 70 pages, also provides information on station loyalty at various times of the day; daytime listening by quarter hours; listening by place of residence, by states and by counties; effect of educational level on program preferences; effect of age; station preferences by counties.

Really Remote

NEW record in remote broadcasts is claimed by Lawrence Heller, manager of WINX, Washington. According to Mr. Heller, the station aired 300 remote broadcasts in the 30 days from May 23 to June 23, including special events, man-in-the-street shows and broadcasts from the local traffic courts.



KNOWN TO CHICAGOANS AS

a part of Chicago

—as much a part of Chicago and the Chicago landscape as Lincoln Park, the Water Tower, or the Loop.

Chicagoans know WGN not only as the radio voice of Chicago and the Middle West, but also as a physical property to which they point with pride. WGN is a Chicago landmark.

This factor of being "rooted to the community" is a major contribution to WGN's position as "First Station in Chicago and First Chicago Station in the Middle West."

WGN

A CLEAR CHANNEL STATION

50,000 Watts • 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office
220 E. 42nd St.
New York, N. Y.

WGN

Paul H. Raymer Co.
Los Angeles, Cal.
San Francisco, Cal.

Curtailed Fund Is Voted For Monitoring Service

CONCURRING in House action cutting requested funds, the Senate last Monday approved an item of $600,000 in the Second Deficiency Appropriation Bill to operate the FCC's new Foreign Broadcast Monitoring Service during fiscal year 1942. FCC Chairman Fly had asked $674,414 at hearings before an appropriation subcommittee. [BROADCASTING, June 16, June 30].

Paring the FBMS appropriation will "squeeze us pretty close", Chairman Fly commented, but probably will not effect the size of FBMS personnel or the amount of equipment used by it, although it will mean reducing certain activities.

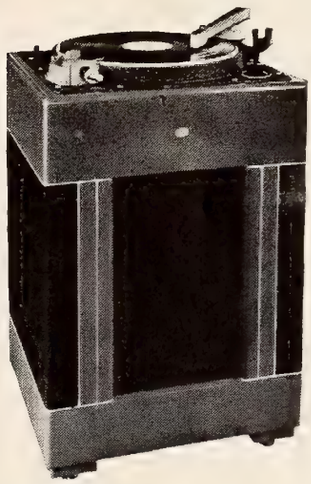
Presto makes immediate delivery on Transcription Turntables

SELECT WHAT YOU NEED FROM THESE 5 DUAL-SPEED MODELS

1. Presto 62-A table with lateral reproducer, compensator adjusting frequency response for all makes of records and transcriptions and scratch filter complete in 3-A cabinet. List price $385.00



2. Presto 63-A table in 3-A cabinet with provision for mounting Western Electric 9-A vertical-lateral reproducer and selector switch. List price (less pickup) $220.00

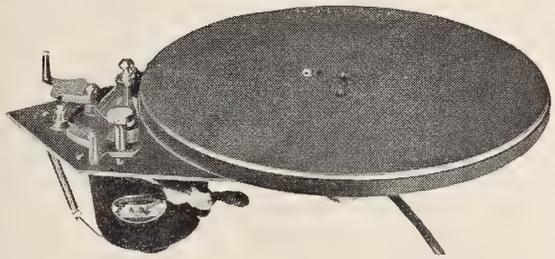


All Presto turntables employ a simplified drive system consisting of a live rubber tire on the turntable rim driven by a steel pulley on the motor shaft—only 2 moving parts requiring a simple adjustment 2 or 3 times a year—a design that has proven its excellence during two years of daily service in broadcasting stations.

3. Presto 10-A turntable chassis in 3-A mounting cabinet, less reproducing pickup. List price $220.00



4. Presto 10-A chassis only for replacement of worn or inadequate tables. Mounting dimensions 18" x 19½" x 5". Fits most standard cabinets.
List price $155.00



5. Presto 11-A 12" dual-speed turntable chassis for portable or stationary transcription reproducers, excellent for sound effects equipment wherever a compact, high quality table is required. Mounting dimensions 12¾" x 14½" x 5"
List price $55.00

Some users of the Presto Transcription Turntable

CBL	WBAA	WHCU	WSTB
CBM	WBRK	WJAR	WSYR
CBO	WBTA	WJBC	WTCN
CFAC	WCOP	WKBC	WTRY
CFPL	WDZ	WLBZ	WWNY
CFPR	WDGY	WLLH	KAST
CHLT	WEAN	WLNH	KATE
CHNS	WEBC	WMAS	KELO
CJLS	WEEI	WMEX	KGFJ
CJOC	WERC	WNAC	KGHF
CKAC	WFAS	WORL	KICA
CKBI	WFBL	WOSU	KMPC
CKCL	WHAI	WOWO	KRNR
WATN	WHBY	WSAU	KXL

Carl Fischer, Inc. Columbia Broadcasting System
Conn. Power & Light Co. Donley Recording Studios
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Order through your regular radio distributor. Catalog sheets with detailed specifications on request.

PRESTO

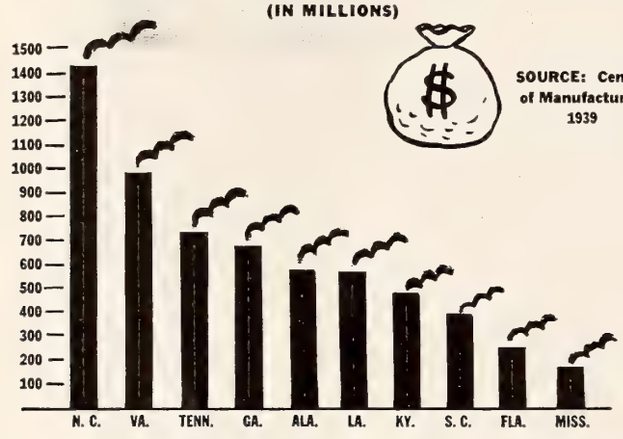
RECORDING CORP. 242 WEST 55th ST. N. Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

NORTH CAROLINA IS THE SOUTH'S NO.1 INDUSTRIAL STATE!

VALUE OF MANUFACTURED PRODUCTS
(IN MILLIONS)



WPTF in Raleigh is NORTH CAROLINA'S NO.1 SALESMAN!

680 KC NBC Red 50,000 Watts



FREE & PETERS, Inc., National Representatives



IT'S ONLY A MYTH, this White Hat Club formed in Minneapolis by Dr. George W. Young (left), owner and manager of WDGY. But this pure white Borsalino hat that Dr. Young is presenting to C. L. Holt, owner of Holt Motor Co., is the real thing. The club has no officers, no constitution and no bylaws. It honors Minneapolis business pioneers who started out on the well-known shoe string. Mr. Holt was the first charter member.

Bit of Everything

RECORD in versatility is claimed by KOB, Albuquerque, for its Van Haaften. Two years ago Van joined KOB as press operator and part-time announcer. Ten months ago he was voted the favorite announcer of Albuquerque High School students and was awarded a bushel of corn at a school dance. Later he scored a hit with feminine listeners on a local women's program. Eight months ago, as a qualified engineer, he aided in installing KOB's new 50,000-watt transmitter. And in mid-May he was named program director of the station.

Food Firm's Test

J. R. HINES Co., Hogansville, Ga., new to radio, is running a 13-week test campaign on WLAG, LaGrange, Ga. The company manufactures Hines Brunswick Stew and Hines Georgia Hash, canned foods with heavy retail distribution in the Southwest. On WLAG, the company is sponsoring a 30-minute live-talent hillbilly jamboree each Saturday from a local theatre.

Sign Kate 3 Years

GENERAL FOODS Corp., New York, has signed a three-year renewal contract for sponsorship of Kate Smith and her *Variety Hour* on CBS, to extend through June, 1944. Contract is non-cancellable. The program went off the air June 27 for the summer to return in September. The company has sponsored the show since September, 1937. Agency is Young & Rubicam, New York.

Would Sell KBKR

LOUIS P. THORNTON, owner of KBKR, Baker, Ore., has applied to the FCC for permission to dispose of his interest in the station by voluntarily assigning the license to the Baker Broadcasting Co., of which Paul V. and Dorothea E. McElwain, Buick and Chevrolet dealers from Marshfield, Ore., each hold 65½ shares of stock with Glenn E. McCormick, of Eugene, Ore., having 19 shares and Lulu C. McCormick, 1 share.

Materials Marked For Repair Work

Allocation Program Covers Communications Industry

ASSURANCE that materials will be made available for repair and maintenance of broadcasting and telephone and telegraph equipment during the national defense emergency was seen in a priorities allocation program announced July 1 by the Civilian Supply Allocation Division of the Office of Price Administration & Civilian Supply, headed by Leon Henderson. Priority status was established for materials necessary to keep commercial broadcast and communications equipment, as well as equipment in other specified industries, in good working order.

Applies to 26 Industries

The program covers 26 industries and services whose continued operation is essential to public welfare and maintenance of civilian supplies, OPACS explained. Action resulted from growing demands on raw materials for the defense program, which made it difficult for manufacture of repair and maintenance materials and equipment to fill their orders. The effect will be to assure continued operation of essential industries and services which otherwise might have to curtail their operations because of lack of repair parts.

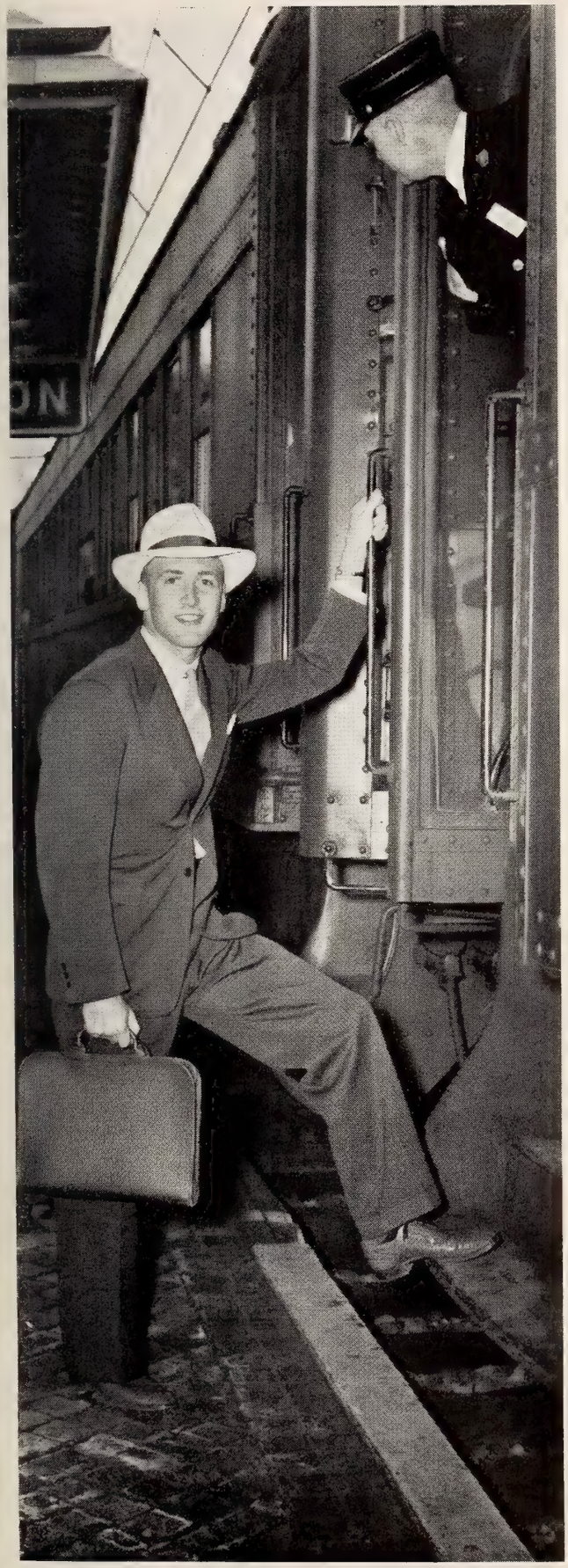
In another move on the defense front, the Office of Production Management recently introduced a new organizational setup for strategic materials, designed to give manufacturers a better opportunity to present their problems of material supply and to speed up OPM action on these problems. Although the new arrangement points toward better relations between Government and business in considering defense priorities, it does not indicate any substantial relief in the distressing supply problem for civilian broadcast equipment manufactures, it is felt.

A commodity section has been established in OPM for specific items, chiefly raw materials such as steel, zinc, nickel and aluminum, which will study the overall picture pertaining to each commodity. Representatives from all industries using these materials will participate. From an individual point of view, industry committees are being established, with representatives of a particular industry making up each separate committee. The organizations will function independently, according to OPM, with the industry committees as purely advisory bodies and the commodity section executing definite actions.

New BMI Music

MAURICE RUSSELL GOUDEY, authority in South American folk music, has been named by Peer International Corp., a BMI member publisher, to set up a catalog of the native Latin American music for the United States. Also available for broadcasting, according to BMI, are the publications of Cundy-Bettoney Co., Boston.

He's A Philadelphian From Delaware!



MEET Commuter Jones of Stanton, Delaware. Though he lives 36 miles from Billy Penn's hat, he's as much a Philadelphian as his boss who walks to the office from Rittenhouse Square.

There are thousands of "Philadelphians from Delaware" and from Maryland and New Jersey too. Most of them are ex-city folk who still work in town and who still retain their big city habits in buying *and in radio listening.*

For most of the Commuters Jones, Philadelphia radio is WCAU*. For only clear channel, all directional WCAU with its 50,000 Watts adequately serve the area in which they live. And that is just one of the many factors that makes WCAU the powerful effective sales medium it is in the Philadelphia market.

WCAU

50,000 WATTS IN ALL DIRECTIONS

THE ONLY 1-A CLEAR CHANNEL STATION IN EASTERN PENNSYLVANIA, DELAWARE, MARYLAND OR NEW JERSEY

Philadelphia • WCAU Building, 1622 Chestnut St.
New York City • CBS Building, 485 Madison Ave.
Chicago, Ill. • Virgil Reiter, 360 N. Michigan Ave.
Boston, Mass. • Bertha Bannon, 15 Little Building
Pacific Coast • Paul H. Raymer Company

**WCAU is the most listened to station in all of Delaware. Facts based on 50 mile Reuben Donnelley survey. Details on request.*

KFRU
COLUMBIA, MO.
The personality station covering the heart of Missouri. 1370 Kc. 250 Watts. Affiliated with KXOK, St. Louis, Mo.

(U.P.)
THE MARK
OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

Coming Soon to
WSYR
SYRACUSE
5000
WATTS
at 570 kc.
"The Perfect COMBINATION"

CHNS
THE KEY STATION OF THE MARITIMES
Is as much a part of Halifax as the Citadel Hill.
Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.
ASK JOE WEED
350 Madison Ave.
New York

FCC Query on Press Issue

(*Continued from page 14*)

refuses to carry such display advertising; whether the newspaper has a regular radio editor, radio department, radio column or radio page; whether the activities of the station are "fairly and accurately handled"; whether any newspaper has refused to give space to press releases or other news concerning the station; whether any exchange deals exist whereby free time is given for station publicity.

News Service Contracts

Question 5 asks for a list of news services used by the station since July 1, 1933; whether any press service has been discontinued and why; whether the services are used by any newspapers or other radio stations in the same locality; whether contracts with press services contain any limitation on the right of the station to use other news services or news sources, or on the right of the news service to supply news to other stations or newspapers in the same locality; whether the contracts contain any provisions which give the news service the right to select or limit the commercial sponsors of news broadcasts using such services; whether the station has ever experienced difficulty in obtaining news from a press service which was already serving newspapers or other radio stations in the community.

Question 6 asks if the station broadcasts any local or regional news; if so, is it obtained from any wire service. Also asked is whether the station relies on newspapers for such news; other sources of such news; description of station's own staff or facilities for gathering and reporting local news; whether sources of local news are used jointly by station and any newspaper.

Editing and Sponsorship

Question 7 asks: (a) If you subscribe to a news service or obtain news from a newspaper, do you use all the regular news as it comes in from that source? (b) If not, explain who does the actual editing and selection of news. (c) Does any newspaper sponsor any regular news broadcast over your station? If so, does the newspaper pay for the sponsorship, or is it a courtesy arrangement? (d) If you carry sponsored news broadcasts, do your agreements with the sponsors give such sponsors the exclusive privilege of sponsoring news broadcasts of any particular type over your station? (e) Do sponsors participate in any way in the participation of script for news broadcasts?

Question 8 asks for a listing of personnel who regularly perform or participate in programs, or who arrange, write or create program material, who are in any way connected with a newspaper.

Question 9 asks: (a) Does the station submit its books, records or accounting procedure in any way for the inspection or supervision of any person who is also an officer or employe of a newspaper? (b) Is authorization by any such person necessary for the payment or disbursement of any funds of the licensee? (c) Does any such person exercise any control over the receipts, bank accounts or funds of the licensee? (d) Is the signature of any such person required with respect to any withdrawals on any bank accounts of the licensee?

Question 10 asks the respondent to check whether any of the following programs are submitted to any person who is an officer or employe of a newspaper for information or approval: Granting of free time by the station for the discussion of public issues, advertising, news broadcasts, other programs, station personnel. The station is also asked, with respect to the items checked, to describe the relation fully, stating the name of the paper and the position of the officer or employe consulted.



BLUEST of the bluebloods in Omaha, of course, is the reigning queen of Ak-Sar-Ben, annual festival for which the city is famous and vice versa. Here Her Majesty, Gwendolyn Sachs, appears at the microphone during the Ak-Sar-Ben races. Tom Dailey, covering the event for WOW, handed her a Falstaff commercial when Her Majesty hinted she had announcing ambitions. She read neatly what happened to be a semi-testimonial commercial which Sherman K. Ellis Inc., had figured Tom would read. Queen Gwen is daughter of Dr. Adolph Sachs, noted medico.

Mountain Muffs

TWO fluffs have brightened recent hours at KVOR, Colorado Springs. New version of an old favorite was pulled by Announcer Robin, who introduced Dr. Lewis H. Knapp of the English Department of Colorado College in this manner: "And now, Doctor English of the knapp department". In an ad lib interview, Jimmy Burke, during a department store program, said: "Well, of course, I'm just an interesting bystander."

Press Ownership Tested at Hearing

WPAY Case Covers Charge of Monopoly in City Election

THE ISSUE of newspaper ownership underwent a preliminary test last Monday during hearings conducted in Washington on the application of Chester A. Thompson, Cleveland financier, to transfer his 50% of WPAY, Portsmouth, O., to the Brush-Moore Newspapers Inc., holder of the other 50%. Marcus Cohn, associate attorney of the FCC, sought to produce testimony that a monopoly of Portsmouth's only newspaper and station had resulted in prejudice during the 1939 city elections.

Mr. Cohn brought to the stand a onetime city councilman of Portsmouth, Russell Frizzell, who claimed that during the 1939 city campaign an address on behalf of his own candidacy, and for which he had paid, had been subjected to censorship by the *Portsmouth Times*, a Brush-Moore newspaper, which opposed his election.

Bias Charged

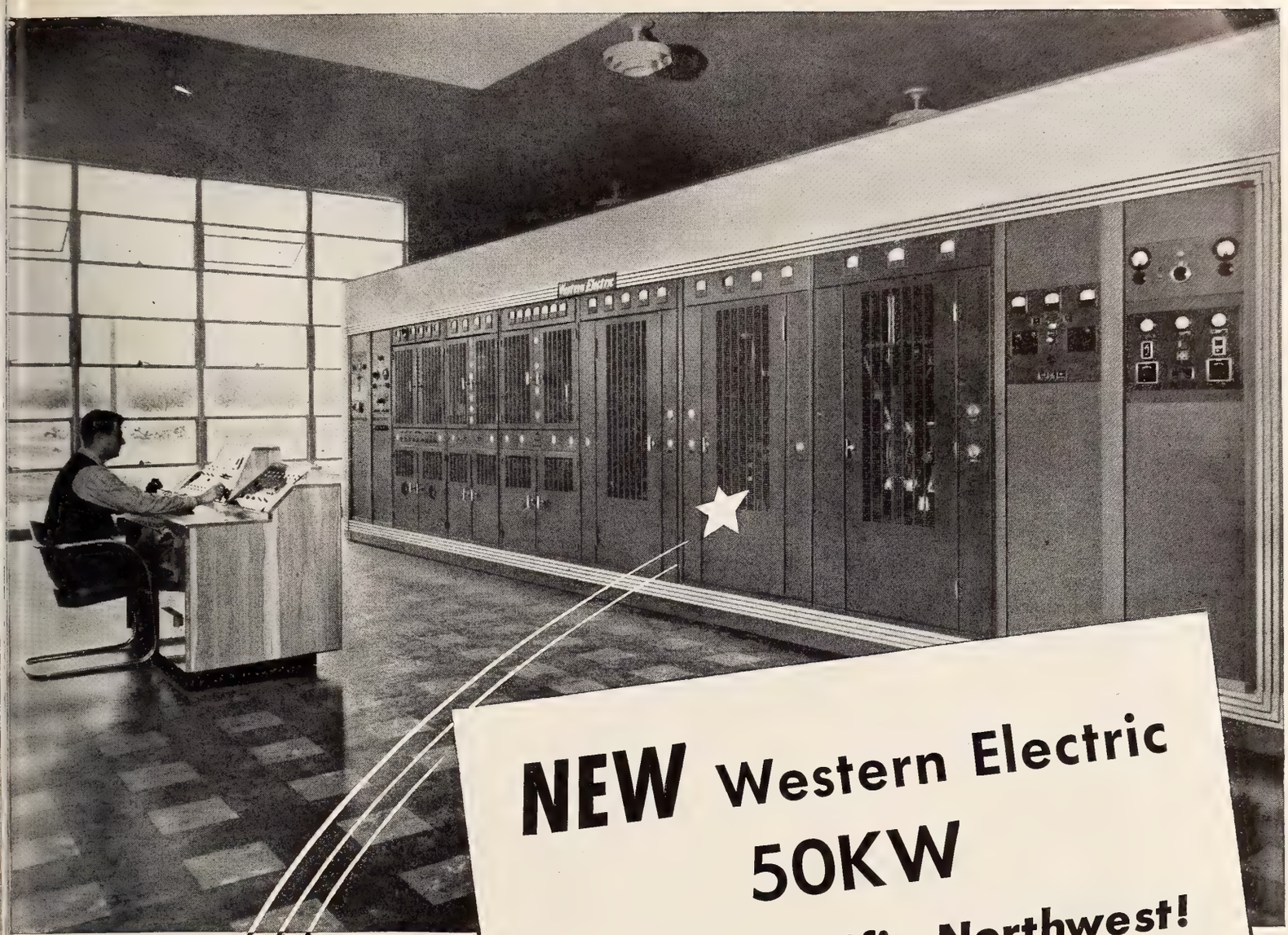
Because he was against City Manager Francis X. Sheehan's regime, Mr. Frizzell asserted, the prepared script he had submitted to Manager Ralph Patt had been revised. Cross-examined by Horace Lohnes on behalf of Brush-Moore, Mr. Frizzell stated that if he were a station manager and a political candidate presented a speech for approval, so long as it contained no profanity or otherwise objectional features, "I'd tell him to go ahead."

Further charges by Mr. Frizzell that the newspaper had been biased in accepting paid political advertisements on the day preceding the election as well as in reporting campaign news, were discounted by R. F. Fletcher, manager of the *Portsmouth Times*, who produced newspapers showing the fairness with which the paper had reported the campaign news.

He also reiterated that the *Times* had a definite policy of not accepting political ads on the eve of the election when the opposing candidates were unable to reciprocate due to the time element and proved his statement by producing a copy of the election eve edition.

P. W. Seward, examiner presiding at the hearing, agreed to keep the record open to allow examination of press service contracts submitted by Brush-Moore attorneys to see if they would have any material bearing on the case.

The newspaper group proposes to purchase the Thompson holdings for $20,000. Brush-Moore is also owner of WHBC, Canton, O., and its newspaper chain includes the *Canton Repository*, *Steubenville Herald-Star*, *Marion Star*, *East Liverpool Review* and *Salem News* in Ohio and the *Salisbury* (Md.) *Times*.



NEW Western Electric 50KW

Blankets Pacific Northwest!

Throughout the Northwestern states, Western Canada and up in Alaska, programs are now coming in with greater power, more pep, higher quality. KIRO's new Western Electric transmitter—only 50 KW west of Salt Lake and north of Frisco—is on the air!

Features that contribute to its high quality signal and low operating cost are: Doherty Circuit; improved stabilized feedback; automatic line voltage regulators; improved grid bias modulation.

Whether you want high or low power—AM or FM—it will pay you to choose Western Electric *for Better Broadcasting!*



Building that houses new Western Electric 50KW —and directional antenna array that focuses KIRO signal on major population centers.

Western Electric

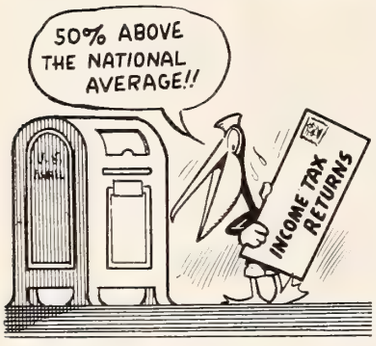
Ask your Engineer!

Graybar Quality — Distributed by Graybar Electric Company

DISTRIBUTORS:
In U. S. A.: Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

WWNCo-operation is Peerless Promotion and Mighty Merchandising....
It's the valuable 'plus' service that gets more results for any advertiser.... It does more to help you get your share of the bountiful business to be had through Western Carolina's listening-habit!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.



St. Petersburg has been above the U. S. average for income tax returns per 1,000 people for the past several years. 1939 figures (latest available) show . . . .

St. Petersburg _____80 per 1,000
U. S. Average _____52 per 1,000

A sure indication of St. Petersburg's above the average prosperity. St. Petersburg is only part of the Tampa Bay Area—the Class "A" Market—covered completely and economically by WTSP.

Added to this bargain—your advertising is absolutely free every day the sun fails to shine on. . . .

W T S P
St. Petersburg TIMES Affiliate
A REGIONAL STATION
R. S. Stratton, Manager
St. Petersburg, Fla.
Represented by
Radio Advertising Corp.
New York • Cleveland • Chicago

IRE Votes for Appearances At Hearings Involving Radio

Regulations Should Be Confined to the External Performance, President Terman Asserts

A VOTE overwhelmingly in favor of the Institute of Radio Engineers being represented at govermental public hearings affecting the radio industry, for the purpose of presenting the engineering view as a guide to public policy, was given by the recent IRE convention in Detroit attended by more than 400 members.

Many technical papers on a wide variety of subjects were read during the three-day session. One convention highlight was the presentation of the Morris Liebmann Memorial Prize to Philo T. Farnsworth, noted television inventor. Another was the keynote address of IRE President F. E. Terman, delivered at the annual banquet.

The Big Fist

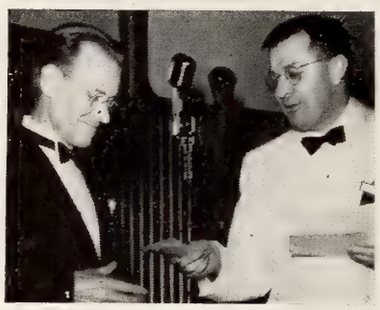
Discussing the history of American radio regulations, President Terman, who is also head of the electrical engineering department of Leland Stanford U, said that when the Federal Radio Commission was established some 14 years ago, "a benign form of Government regulation began gradually to be applied, designed primarily to allot available frequencies among the applicants, in conformity with natural laws and within the limitations imposed by necessary international agreements.

"It became necessary, also, to begin policing the radio-frequency spectrum, but the policies of the Federal Radio Commission were broadly based upon sound engineering standards. No heavy regulating hand was laid upon radio technical progress. Thus an excellent service developed which received rapid public acceptance. The Commission made no attempt to usurp the engineering prerogatives of designers of broadcasting transmitters and antenna structures.

"One tendency manifested by regulation was to specify the internal aspects of station design and control, and the methods and equipment whereby the sought-for external results, in the electrical field, should be obtained. To engineers it is evident that regulation of station performance should be altogether restricted to the specification of external performance of a station, and that in no instance should tubes, transmitting arrangements or circuits, station apparatus, measuring equipment or the like be rigidly specified.

Heed Its Own Engineers

"The FCC has a competent engineering division. Frequently we have wished that the Commission would heed the advice of its own engineers. We of the Institute of course recognize that the regulation of radio must be based in part on considerations other than technical.



SCIENTIFIC achievements by Philo T. Farnsworth (left) were recognized by the Institute of Radio Engineers at its recent Detroit convention when he was presented the Morris Leibmann Memorial Prize for the year. Dr. F. E. Terman, IRE president and head of the electrical department at Leland Stanford U, made the presentation for his electronics contributions.

"Nature determines how far radio waves travel and how strong they will be when they get there, and no amount of political gerrymandering will give good service to listeners if nature's laws are violated.

Go to Washington

"Apparently the Institute will have to do what everyone else is doing—go to Washington with its story. There we must make our collective voice heard in advocating the application of sound engineering principles, and, in the proper places and at appropriate times, urge legislation and regulatory policies consistent with such principles. I believe our position should be, first, that the interest, convenience, and necessity of the public obviously are best served by adopting technically correct and economically sound bases for regulation, rather than by major consideration of political situations, or of sectional and commercial rivalries; second, that the interests of the public and of radio engineers in the regulation of radio are identical, because of the fact that radio can continue to grow as a public service only so long as it serves the public well.

"Hearings are being held before the Senate Interstate Commerce Committee which indicate that the Commission, Congress and the industry are unhappy about something. Perhaps this is an indication that the Communications Act of 1934 is out of date and does not now meet the requirements of a greatly advanced radio art. The Institute believes that these difficulties could be eliminated to a large degree if Congress would recognize this fact and would consider the drafting of a new act. Perhaps this would lead to other hearings designed to obtain the views of all interested parties. At that time there should be present an opportunity for the Institute to assist in formulating such legislation as will encourage progress and assure improvement in the radio services of our country.

Defense Progress

Touching on national defense, Prof. Terman said radio and its allied arts "will have much to do with the placing of force where force is needed in the event this country goes to war." In addition to communications, there are new and complex applications of electronic techniques in navigation and in locating the enemy troops, ships or planes, he said. "The most intricate military control equipment, much of it based upon radio devices, will be commonplace in our services when and if war comes to us."

Furthermore, he stated, "confronted with shortages of certain strategic materials which up to now have been used freely in all radio equipment, we shall have to design many of our transmitters, receivers, and so on, with substitute materials and by new methods."

Pointing out that the commercial and university laboratories, in which the major forward steps in the radio field have originated, have recently greatly expanded their activity, he declared the products of these laboratories will be of "inestimable value to the United States for military and commercial purposes".

Drop Latin Drive

STATE DEPARTMENT has definitely cancelled the $600,000 campaign launched last April to improve United States relations through South American newspaper advertising. Official reason for the cancellation is that steamship lines could not accommodate tourists coming into the United States. However, it was reported elsewhere that American diplomatic officials in South America had objected to the campaign because they were not consulted.

Don Lee S. F. Plans

A SITE has just been picked by Don Lee officials for a television and 50,000-watt FM station in the San Francisco Bay area, it was announced by William Pabst, general manager of KFRC, San Francisco outlet for Don Lee and Mutual. The spot is on Marlborough Terrace, in Berkeley hills, due east of San Francisco across the bay. Date for start of construction has not been set, according to Mr. Pabst. KFRC studios in the Don Lee Building on Van Ness Ave., San Francisco, will be remodeled.

KMPC Site Approved

KMPC, Beverly Hills, Cal., has been granted permission by the Los Angeles City Council to erect a new transmitter and three towers of 350 feet each on a 23-acre site at Burbank and Coldwater Canyon Avenues. Make of towers to be erected have not been selected, but new transmitter will replace one currently at 88th St., and Compton Ave., Los Angeles.

WJSV woos a boom



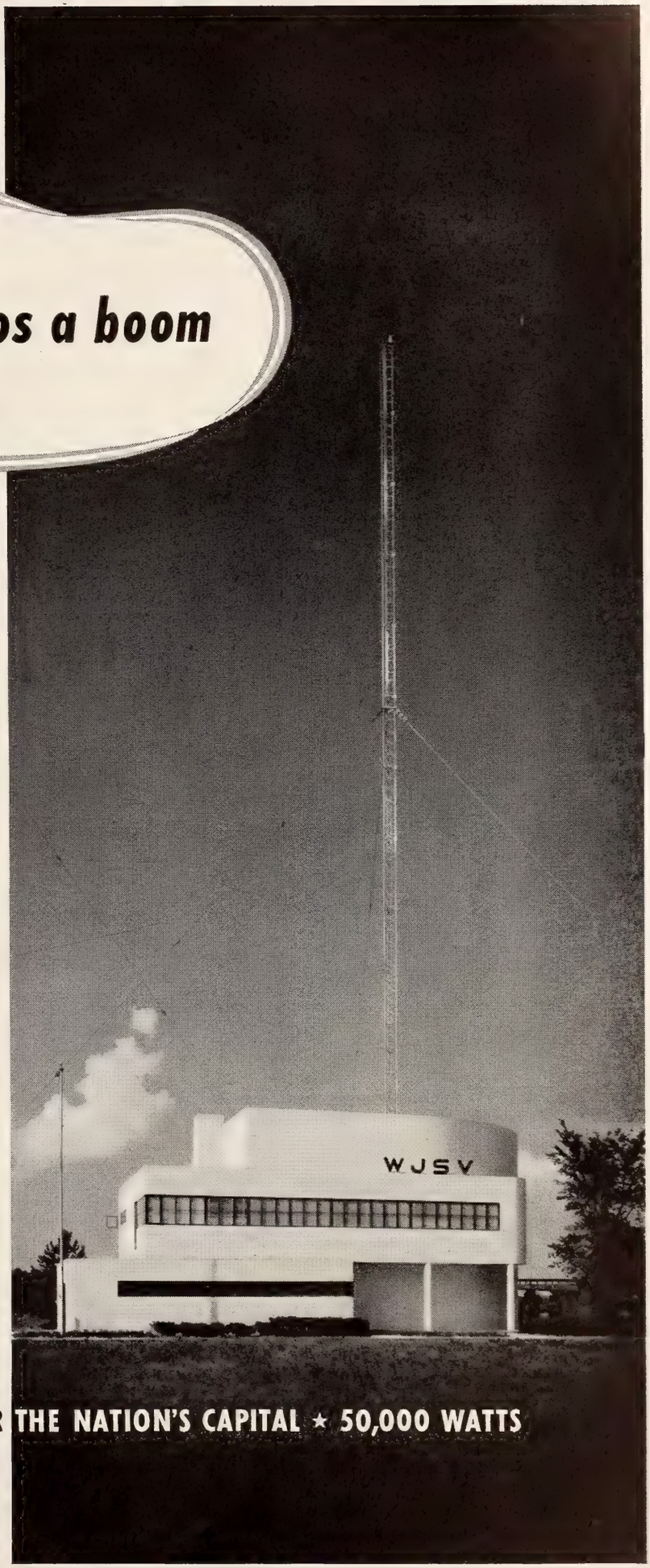
The latest data gets out of date before WJSV can publish it, but Uncle Sam's recent census hinted at what is happening to Washington, D. C. *The town is booming!*

So is its purchasing power, according to swelling employment records and payrolls.

To WJSV these things spell more market than ever. So, to woo newcomers, we have arranged with the Washington Daily News for 150 lines of space every day on the radio page to tell about WJSV-CBS programs.

Added to the station's daily radio column in the Washington Post . . . its regular space in the Washington Shopping News . . . its generous window displays in the largest local chain drug stores . . . this new arrangement gives further assurance that latest arrival and old resident alike in the Washington area will choose WJSV for entertainment and information.

Aggressive promotion like this has made WJSV the best radio advertising medium in the nation's wealthiest per capita market.



WJSV COLUMBIA'S STATION FOR

Owned and operated by CBS. Represented by Radio Sales: New York, Chicago, Los Angeles, Detroit, St. Louis, Charlotte, San Francisco

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Without Hysteria

IT'S HIGH TIME for a little calm, cool consideration of the unholy mess in which the industry finds itself as an outgrowth of the chain-monopoly situation. The breathing spell since the hearings on the White Resolution recessed June 20 affords opportunity for a quick inventory.

Heads were lost on all sides during the embroglio that reached high pitch at the Debacle of St. Louis. Dead cats and dessicated mackerel were tossed about with abandon—a spectacle that didn't do either radio or the FCC any good. But all that is past and should be forgotten, though there are wounds that won't heal quickly.

The real task is to make the best of a bad situation. In the end, the only matter of importance is service to the public. The hearings on the White Resolution helped clear the atmosphere, though harsh words were spoken. The testimony, we believe, revealed that the FCC was wrong in summarily proclaiming regulations, the effect of which obviously would be to injure, seriously and irreparably, not merely going concerns in broadcasting but service to the public. By the same token, the need for improvement in the broadcast structure as a whole was demonstrated.

But there also is the question of jurisdiction. And on that score an irrefutable case was made for a new statute, clearly defined, which would make these improvements possible and remove any doubt as to authority.

FCC Chairman James Lawrence Fly has been the spearhead in the strict-regulation move. It must be apparent to him and his majority colleagues that the industry, by Aug. 2, cannot be remolded and continue to provide an adequate public service. Logic, therefore, would seem to dictate a postponement of the regulations, on the FCC's motion, and introduction of the conference method in working out plausible means of improving service to the public.

Because this is no time to gamble with an industry, whose service is so vital to the public welfare, we fervently hope that reason will prevail.

Let's have a postponement of all the rules, and a reappraisal of the whole situation.

Let's have an agreement on a new statute, which would take the guesswork out of broadcast regulation.

President Roosevelt, at this writing, has not yet seen fit to rename Frederick I. Thompson to the FCC after a two-year tenure. It will be conceded, however conscientious he might have been, that Mr. Thompson was far from a steadying influence. There is an opportunity for the Administration to make a new appointment. We would prefer to see a merit promotion from the ranks, but if that is not expedient, why not a practical broadcaster? Whatever the shortcomings of the law, Government is as good or as bad as the men who run it.

Now that all sides have blown off with reckless abandon, we believe things can be accomplished. We hope it can be done without hysteria.

The Boomerang

LAST WEEK in these columns we discoursed on the action of the Navy in buying about a million dollars worth of space in small newspapers to promote Navy enlistments, while continuing to get more and better free spots for radio. But we overlooked one factor—more important to radio than the mere dollars it loses to a competitive medium.

Just a year ago, it will be recalled, the Army placed a quarter-million dollar newspaper campaign and eschewed radio. There was an immediate howl from smaller stations. The reason was not the loss of revenue. It developed that competitive newspapers began soliciting local radio accounts, using as their sales clincher the argument that the Government uses radio because the time is free. But when Uncle Sam wants results, they hammered, he buys space in the newspapers.

For the local station, sales pressure of this kind is difficult to talk down. To offset this competitive attack, Maj. Gen. E. S. Adams, adjutant general, at the time publicly proclaimed the "great power of radio in reaching, effectively, the great mass of the people of the country with any message or program in a minimum of time", and called it a "tremendously efficient force" whether it be a commercial sales campaign or one of public service.

The Navy, it appears, is heading in the same direction. Radio does not begrudge the loss of the appropriation for purchase of newspaper space, though it believes it is entitled to equal consideration.

But it does resent this weaning away of the very business which makes it possible to donate time to disseminate Government information.

Guestitorial

GETTING MOST OUT OF THE COMMERCIAL

By JOSEPH J. WEED
President, Weed & Co.

FIRST GOAL of every advertiser using radio is to *sell*. It would be silly to make any bones about that. Once the advertiser lays down hard cash on the line, he anticipates something substantial in return. Hence, as much attention must be given the sales portion of the program as that given to talent selection and program production. And it is apparent that the "sales portion" means the commercial announcement.

It is surprising how this all-important merchandising device is misused or misapplied by many advertisers making large network or spot broadcasting expenditures.

At the outset, I concede that many users of radio time will differ on a definition of the commercial announcement. Some advertisers believe that the sales spiel should be a mere blurb—the bare mention of the product or service—and others think it should be a complete marketing discourse. And there's still a group adhering to the idea that a happy medium must be struck with medium-length plugs.

Actually, any of the suggestions may be right. Now, that sounds like an easy solution. But it isn't. Any one may be right, but *only* when it applies appropriately to the merchandising or institutional goals of the advertiser. And, also, the length and styling of the commercial announcement must be made to fit into the entertainment portion of the program as harmoniously—and painlessly—as possible.

The code of the NAB, as well as station and network policies, have definite limitations on the length and frequency of commercial announcements. Yet, it is obvious that the mere timing of the announcement is far from the full task of shaping your sales effort for the best possible results.

Usually, the institutional type of radio advertisement merely attempts to create and maintain an atmosphere that would tend to promote a subconscious demand for the products or services of the advertiser. Obviously, this is limited to very large manufacturing firms or public utilities. The direct selling type of announcement is the one most in demand for products with constant "repeat order" consumer demand, and the same principles apply to direct selling via radio as to merchandising efforts in other advertising media.

Hence, it is apparent that nearly every advertiser can use the direct selling technique more conveniently than the institutional method. There certainly is less chance of going wrong. Few firms are so entrenched that the use of mild, institutional copy is all they need.

As an advertising medium, radio must be looked upon in the same light as the printed word. It is true there is a marked difference in the fact that the radio sponsor is concerned with the entertainment or "editorial" side of his program, but it is also true that the entire program can reflect his merchandising bid. The songs, comedy, music, etc., which he pays for are as much a part of his sales message as the actual commercial announcements.

But it is the actual delivery of the sales spiel that should be the selling crescendo, and it shouldn't be passed off superficially. The sales message must be forceful. There has been too much talk of sugar-coating it. What the commercial announcement really needs is a dash

(*Continued on page 38*)

We Pay Our Respects To —



OTTO SORG SCHAIRER

IF THERE is one person in all radio who links the horse-and-buggy days with the most modern gateway into the future of radio science, he is Otto Sorg Schairer, 62, vice-president of RCA, whose latest big job is to direct the new RCA Laboratories at Princeton, N. J.

Modest, thorough and tireless, Otto Schairer has long had this dream of the world's largest radio research laboratories. And now, since he is one to dream but not let dreams become his master, he is seeing the dream come true. This spring he is surrounded with maps and architects, blueprints and contracts. This summer he will see the laboratories take form on 300 acres of Jersey land as the vision turns into reality, marking a milestone in the further development in American industry.

Otto Schairer is one who has abiding faith in the future of radio. He knows how electronic devices can speed the wheels of industry and national defense. In fact, "OS" is an old hand at watching wheels go round on the avenues of progress. Transplanting the work of inventive minds into commercial products and new services in the public interest has been a job to which he has devoted his life since his schoolboy days, when he worked in his father's shops at Saline, Mich., where carriages, wagons and harnesses were made by hand.

Establishment of the new laboratories, Mr. Schairer says, is progress in keeping with the rising commercial and national defense demands on the radio industry. Usually, he points out, the gap between research and manufacturing is the weak point in getting new products into public use. He sees RCA Laboratories bridging this gap; for it will permit a high degree of coordination between laboratory development and commercial product. Furthermore, he points out that this coordination, plus improved research facilities, means more and better products.

Although he has played an important role in America's phenomenal development of household electrical appliances and radio, the name Otto Schairer seldom has appeared in public print—he avoids personal publicity. Not many know it, but he was one of the pioneers in promoting such devices as electric refrigerators, electric washing machines and other motor-driven and electrically heated appliances from the laboratory to wide public use.

Graduated from the University of Michigan in 1901 and receiving his B.S. degree in electrical engineering in 1902, Otto Schairer entered the service of Westinghouse at East Pittsburgh as a graduate student, or apprentice. A year later, he was transferred to the organization's patent department.

This type of work pointed to the necessity for an understanding of law, so he began studying law at night. He was admitted to the bar in Pennsylvania in 1912 and later to the U. S. Supreme Court. Ever since these early days of his career, Schairer has specialized in patent law.

After George Westinghouse retired from active service in 1919, Otto Schairer was appointed director of patent development and assumed many of his duties in developing new products.

One of his first undertakings was to interest his company in the radio business through the development and acquisition of important patents. Quick to grasp the significance of broadcasting in mass communication and entertainment, he was a member of the group which later planned the pioneer broadcasting station, KDKA, Pittsburgh.

Schairer was one of the first to recognize the possibilities in television. He persuaded the Westinghouse company to sign a contract for the development of the inventions of Dr. V. K. Zworykin, now head of the Electronics Division of RCA Laboratories. Dr. Zworykin is the inventor of the Iconoscope, the electronic eye which made possible an all-electronic system of television; also the Kinescope tube which reproduces the picture at the receiving set.

In 1926, Schairer was made manager of Westinghouse's patent department. Three years later, he was appointed director of patent development of RCA. Within a short time he was placed in charge of the RCA license department, which was merged with the patent department. He became a vice-president in 1930.

Throughout his 12 years with RCA, Otto Schairer has been closely associated with research activities, directing and guiding scores of new ideas and improvements.

In 1905 he married Elizabeth Blanche Swift at Battle Creek, Mich. Their home is in Bronxville, N. Y. They have three children—George Swift Schairer, chief aerodynamicist for Boeing Aircraft Co., Seattle; Dr. Robert Sorg Schairer, aerodynamicist for Douglas Aircraft Co., Santa Monica, Cal., and Julia Elizabeth Schairer, a librarian. His hobbies are photography and golf.

Personal NOTES

GERALD C. GROSS, assistant chief engineer of the FCC in charge of broadcasting, has been named to the executive committee of the Federal Radio Educational Committee, succeeding Andrew D. Ring who recently resigned to enter private engineering consulting practice and whose FCC post Mr. Gross now occupies.

HENRY GERSTENKORN, has been appointed national advertising service manager of Don Lee Broadcasting System, Hollywood. Edward Kemble, formerly network commercial traffic manager, has taken over Gerstenkorn's former duties of merchandising director.

WILLIAM SCHMITZ recently joined the sales staff of KWJJ, Portland, Ore.

WILLIAM HACKEMANN, assistant to John R. Carey, CBS manager of building operations, on June 27 joined Gruuman Aircraft Engineering Corp., Bethpage, Long Island. On June 26, Mr. Hackemann married Iris E. Stout of Floral Park, L. I.

J. C. MORGAN, formerly program director of KSFO, San Francisco, has been named manager of FM station KALW, operated by the Samuel Gompers Trade School, affiliated with the city educational system in San Francisco.

J. ROY McLENNAN, head of McLennan Adv. Service and Eastern Shore Artists Bureau, Salisbury, Md., has been appointed sales manager of WFMD, Frederick, Md.

EDWARD TOMLINSON, news analyst, lecturer and authority on Central and South America, has been appointed Inter-American advisor to NBC. Mr. Tomlinson, who has been conducting NBC-Blue's *The Other Americas* program, will advise NBC on program policies and content of individual broadcasts bearing on relations between the U. S., Canada and the 21 republics south of the Rio Grande.

WALLIE WARREN, manager of KOH, Reno, is back at his desk after a six-week absence caused by an operation which confined him to a hospital for three weeks. Merrill Inch has been promoted to KOH commercial manager, succeeding Jerry Cobb, and Herb Smith, of Portland, has taken his place as continuity director.

HAROLD E. FELLOWS, manager of WEEI, Boston, has been appointed to the advisory board of Burdett College, Boston.

L. JEROME DuMAHAUT, commercial manager of CKLW, Windsor-Detroit, has been elected to the board of directors of the Adcraft Club of Detroit.

AL SHEEHAN, of WCCO, Minneapolis, has been appointed to handle two of the main features of the Minneapolis Aquatennial, the "Summertime" stage show, which will run nightly during the Aquatennial in the Minneapolis Auditorium, and the Aqua Follies, water panorama at Cedar Lake in Minneapolis. Sheehan will be in complete charge of assembling talent and staging both shows.

ED JANSEN accountant executive of KSRO, San Francsico, recently resigned to go to Tacoma, Wash., where he will operate and manage his new station, KTBI, owned by Tacoma Broadcasters, which will soon go on the air. It will operate on 1490 kc. with 250 watts.

A. A McDERMOTT, of the Montreal office of Stovin & Wright, station representatives, has been transferred to the Toronto office. Lovell Mickles Jr., remains in charge at Montreal.

ROBERT W. CARPENTER, auditor of KMOX, St. Louis, has been promoted to the sales department. Robert De Voe, of the CBS New York auditing staff will assume the KMOX auditing position.

J. SOULARD JOHNSON, sales promotion director of KMOX, St. Louis, is to teach night classes at Washington U on radio advertising during the 1941-42 semester.

TED G. McCORKHILL, representative of the Arthur Hagg Co. in the Oklahoma City area, has assumed the temporary commercial managership of KTOK, Oklahoma City, in the absence of Kenyon M. Douglas, ill with pneumonia.

EDMUND A. CHESTER, CBS director of shortwave and Latin American programs is the father of a girl, Patricia, born June 26.

MORRIS MILLER, formerly assistant general counsel of the U. S. Housing Authority as well as special assistant to the director of defense housing of the Federal Works Agency, has become associated with the Washington law offices of Dempsey & Koplovitz.

ROGER W. CLIPP, manager, has been elected a vice-president of WFIL Broadcasting Co., following the acquisition of 100% interest in the station by Lit Brothers department store [BROADCASTING, June 30]. Samuel R. Rosenbaum continues as president, and George H. Johnson, president of the store, becomes chairman of the board.

Lewis W. Abbott Retires

LEWIS W. ABBOTT, for six years general manager of the installation department of Western Electric Co., New York, on June 30 retired after more than 40 years with the Bell System. He is succeeded by Gustaf A. Johnson, formerly W-E personnel director.

BEHIND the MIKE

LIEUT. RICHARD K. BARD, former publicity director of WNEW, New York, now assistant public relations officer at Fort Dix, N. J., has been transferred to the bureau of public relations of the War Dept. in Washington.

WILMA GWILLIAM has returned to the promotion department of WLS, Chicago, after an absence of three years.

ROBERT S. WEBSTER, recently general manager of WCED, DuBois, Pa., and at one time with WCAE, Pittsburgh, and WHAM and WSAY, Rochester, has joined the announcing and production staff of WRVA, Richmond.

WIN PORTER, announcer of the *920 Club* on WORL, Boston, on June 21 married Katherine Jackson, recent graduate of Radcliffe College.

PAUL PEARCE, Hollywood producer, is in charge of the weekly CBS *Southern Cruise* program started July 4 on that network and shortwaved to Latin America. He replaces Ken Niles, originally announced as producer. Lud Gluskin is to be musical director.

DAN HYLAND Jr. and Al Wilmarth, formerly of WSAR, Fall River, Mass., have joined the announcing staff of WPRO, Providence.

BILL GOODWIN, Hollywood announcer, has been signed in that capacity for the weekly *Tayton's Tattler*, with Jimmy Fidler, commentator, sponsored by Tayton Co. (cosmetics), on 7 CBS Pacific Coast stations, starting July 11.

McCosker Named

ALFRED J. McCOSKER, president of WOR, New York, and chairman of the MBS board of directors, has been elected a member of Song Writers' Protective Assn., according to Irving Caesar, president of the association. Mr. Caesar stated that an honorary membership had been offered Mr. McCosker, but that the latter upon his own request had been accepted as a regular dues-paying member. He explained that Mr. McCosker's work as a song writer during his early career in the show and radio business qualified him for membership.

BARTON BACHMANN, faculty member of Riverside College and head of the Riverside Opera Assn., has been named progam director of Broadcasting Corp. of America, headed by W. L. Gleason, which is building the new KPRO, Riverside, Cal.

H. GILLETTE MALCOURONNE, formerly program director of WJLS, Beckley, W. Va., has joined the announcing staff of WCLO, Columbus, O.

IDELLA GRINDLAY of NBC production division has been named office manager for that department.

THOMAS RISHWORTH of the NBC Public Service Division has been elected member-at-large of the National Council of the Boy Scouts of America.

PAUL RITTENHOUSE of the NBC Guest relations Division will marry Gerry Bicking, secretary to John W. Ellwood of the International Division of NBC on July 12. Elizabeth Hoffman, in the French Department of the NBC International Division, has just announced her engagement.

WILLSON M. TUTTLE, director of the CBS *Big Sister* program on June 27 married Alice Frost, star of the show.

GLENN KING, formerly of KSFO, San Francisco, has joined the production department of KROW, Oakland, Cal.

HERB DAHLEN, new to radio, and Howard Fisher, formerly of KFDA, Amarillo, Tex., have joined the announcing staff of KPAC, Port Arthur, Tex.

LES COX, special events director and announcer of KGFW, Kearney, Neb., on June 15 married Elizabeth Ilene Rossen, known on the air as June Lee.

SHERWOOD DURKIN, formerly of KCKN, Kansas City, has joined the announcing staff of WCBS, Springfield, Ill.

TONY WHEELER, announcer of WFIL, Philadelphia, and Joan Lane, model, have announced their engagement. They are to be married in September.

GAYLORD TAYLOR and Warren Cato have joined the staff of KTRB, Modesto, Cal.

WESLEY MEARS, formerly of the CBS Hollywood public relations department, has been promoted to the announcing staff.

BEN ALEXANDER, NBC Hollywood commentator and announcer, and Elizabeth Robb will be married July 23.

TERRY ALYN has joined the announcing staff of WDAS, Philadelphia. Miss Alyn will also be in charge of special events.

FRANK DUNNE, formerly of WTAG, Worcester, Mass., and Joe Ripley, of WSLS, Roanoke, Va., have joined the announcing staff of WOR, New York, replacing Alois Havrilla, now a WOR newscaster, and Jerry Lawrence, m.c. of WOR's all-night show. Tony Randall, from KVOO, Tulsa, succeeds Dunne at WTAG.

FRED GARRIGUS, of WEEI, Boston, is the father of a baby boy born recently.

JOE BYARS, announcer of WCBI, Columbus, Miss., is the father of a newly-born girl, Virginia Clair.

CHARLIE HOLT, announcer of WCBI, Columbus, Miss., on June 28 married Connie Smith, of Artesia, Miss.

THOMAS STEENSLAND, a graduate of U of South Dakota where he was connected with KUSD, Vermillion, has joined the announcing staff of KSCJ, Sioux City, Ia.

GRAYSON ENLOW, formerly of WING and KVAK, has joined the announcing staff of KMBC, Kansas City.

Meet the LADIES



FERN SHARP

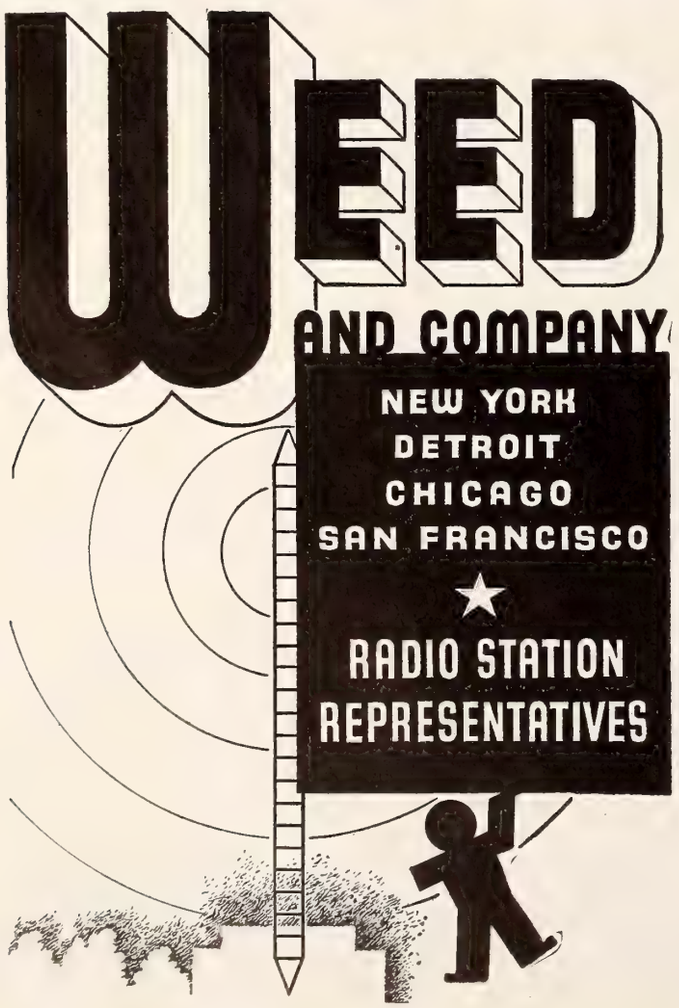
A WIDE EXPERIENCE in understanding and dealing with the problems of the homemaker has built up a large and loyal following for Fern Sharp, women's commentator of WBNS, Columbus, O. Just recently she rounded out four years on the *Round Robin Review* in addition to conducting other successful programs for local and national advertisers. Her appealing air-personality has led many sponsors to introduce new products on her programs. Previous to entering radio Fern had an extensive business training with the food field on newspapers and magazines in addition to six years with home service division of the Borden Co. Too, she gathered knowledge in her field while traveling through Europe where she studied the habits and homes of the people, and gathering many ideas which she has been able to apply to the American way of living. Creative ideas which put variety into the humdrum of everyday living have been Fern Sharp's special talent.

SID EIGES, former cable editor of International News Service and previously Pennsylvania manager of INS, has joined the NBC press department.

MYRON DUTTON, NBC Hollywood producer, is the father of an 8-lb. boy born June 29.

STUART L. HANNON, announcer-newscaster, formerly of KOIN, Portland, Ore., has joined KROW, Oakland, Cal.

BETHYL DAVIS, graduate of Central Missouri State Teachers College, has been named music librarian of KMBC, Kansas City.





Thoms Seeks Interest In Project at Charlotte

H. H. THOMS, owner of WISE, Asheville, N. C., will purchase 25% of the stock of the new WAYS, Charlotte, which the FCC last April authorized for construction, using 1,000 watts on 610 kc. According to B. T. Whitmire, manager of WFBC, Greenville, one of the three present stockholders in Inter-City Advertising Co., which holds the construction permit, the station is scheduled to go on the air about Oct. 2. Government priorities, he stated, are holding up equipment delivery, but an 86-acre tract is being cleared and foundations for four 306-foot Monotube towers have been dug.

In addition to Mr. Thoms and Mr. Whitmire, the stockholders are George Dowdy, president of the company who is president of the North Carolina Merchants Assn., and Horton Doughton, son of Rep. Robert Doughton (D-N. C.), chairman of the House Ways & Means Committee. Mr. Doughton is a merchant and cattleman and is secretary-treasurer of the new company.

Witt Re-elected

HARRY W. WITT, CBS Southern California sales manager, was re-elected for the second year president of the Southern California Broadcasters Assn., at its annual meeting held June 23 in Los Angeles. Ben McGlashan, owner of KGFJ, Los Angeles, was elected vice-president, with Lawrence McDowell, commercial manager of KFOX, Long Beach, as secretary-treasurer. Fox Case, CBS Western division public relations director, will again serve as chairman of the legislative committee. Calvin Smith, manager of KFAC was reappointed chairman of the agency recognition and code committee. Van Newkirk, program operations director of Don Lee Broadcasting System, has been made education committee chairman. McGlashan also is engineering committee chairman.



Mr. Witt

LaHay Joins WCKY

WAUHILLAU ANN LaHAY, for the last four years woman's commentator of KLZ, Denver, last Monday joined WCKY, Cincinnati, as commentator and home economist. Miss LaHay will handle two half-hour programs daily on WCKY—*Lady, Lend an Ear*, 8:15-8:30 a.m., assisted by Al Bland and Bernie Johnson of *Morn Patrol*, Franklyn Stewart and Mabel Fields; and *Milady's Matinee*, 3:30-4 p. m., with transcribed music and Announcer Bob Little.

Ezra Stone to Be Called

EZRA STONE, radio's Henry of *The Aldrich Family*, sponsored by General Foods, on NBC-Red Thursdays 8:30-9 p.m. (EDST), passed his Army medical examination June 25 and was told by Selective Service officials he would be called into the Army within 30 days.

Sometimes "Smaltz" comes from Corn

—SOMETIMES FROM SYMPHONYS

WBBM has built "smaltz," *effective showmanship*, into all types of programs. For each different selling job we have successfully gotten *specific* kinds of audiences to buy *specific* products.

Our clients will tell you so.

When you want a productive program—locally here or on the network—give us the specific facts on your situation. We have a way of patterning programs that make sense—and dollars.





So successfully did WBBM design its new farm show that shortly after it started it was three-fourths sponsored. And sponsored on a 52-week contract by one of the wisest, most experienced farm advertisers. Bonnie Blue Eyes and Smilin' Bob Atcher, above, are the musical stars that help fit the show to the taste of over two million rural listeners.

90,000 housewives visit some Chicago grocery store daily via WBBM's "Shopping with the Missus." Built for a specific purpose, this point-of-sale show opens new outlets and creates constant dealer support. Further, it is a top favorite with listeners. Sponsored for four years, it is a typical sample of WBBM showmanship that counts at the cash register.



Chicago dealers, by survey, prefer the strong programming of WBBM over all other stations. Says Carl Ochsenschlager, President of Illinois' Independent Food Dealers, "The independent grocers of Illinois know and appreciate how effective WBBM shows are in selling their customers."



Chicago is just the start of WBBM's 2,242,080 family market. New England or the Pacific states compare in retail sales and population with the 115 rich counties you reach with WBBM alone. And remember, every year since 1925, WBBM has carried more of the advertising to this market than any of the four other major Chicago stations. Currently, we're carrying about 20% more business than the second choice station.

WBBM

50,000 Watts Chicago

CBS

Owned and operated by the Columbia Broadcasting System

Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco

Purely PROGRAMS

TRANS-ATLANTIC quiz, *Answering You*, has been started by the Canadian Broadcasting Corp. to assist Canadians in learning things they want to know about England in wartime. CBC listeners send in questions to CBC at Toronto, and British Broadcasting Corp. get experts and others to give the right answers.

* * *

Food Label Quiz

A QUIZ GAME on popular food labels is conducted on KSAN, San Francisco, each Friday. The program broadcast from a huge new market in the city includes interviews with shoppers, inviting them to play the game in a morning and afternoon broadcast from the market.

Defense Bulletins

BULLETINS from Washington calling for volunteers in the Army, Navy and Marine Corps as well as civil service opportunities for skilled labor are broadcast in *Calling All Men*, on KROD, El Paso.

* * *

Advance Hearing

RECORDS OF the leading recording companies are aired on WMCA, New York, 24 hours in advance of their weekly release to the public in a new series.

Pick the Key

FEATURING Len Riley, sports announcer of WCKY, Cincinnati, the new *Sports Lobby* originates in the lobby of Hotel Gibson, where Riley interviews passersby on sports events. He carries with him a "pitcher's box" and a ring of keys—interviewees select a key and try to open the box, the successful participant finding in the box a pair of box-seat tickets for the Cincinnati Reds' next home game. Thrice during the program a bell sounds, giving the person being interviewed at each alarm a free dinner at the Gibson Sidewalk Cafe or Rathskeller, with the compliments of the hotel and WCKY.

* * *

Cool Tunes

AIR CONDITIONED music is scheduled by WDAS, Philadelphia, each noon for 30 minutes, when the temperature is at its highest during the Summer. The program department consulted a psychologist during the recent heat wave and learned that certain subjects cause a reaction of cold or coolness. As a result, *Air Conditioned Music* includes sea chanties, Christmas carols and smoothly arranged transcriptions of music about brooks, flowing streams and snow. Appropriately enough, the theme music is *Jingle Bells*.

* * *

Lucky Guests

A THEATRE, hotel and taxicab company combine to sponsor *A Night Out*, new weekly contest program on CJRC, Winnipeg. Answering slogans of the three sponsors and other questions by mail, entitles listeners to participate in the weekly draw for three letters from the mail bag. The three lucky couples whose letters are drawn, are guests of the three sponsors for *A Night Out*.

* * *

Nature Studies

OUTDOOR nature studies provide a new program series on KYW, Philadelphia, each Thursday evening. The program consists of descriptions and anecdotes on the types and habits of wild life. It is sponsored by the Lehigh Coal & Navigation Co. for its resort, Split Rock in the Poconos.

Defense Lineup

FOR THE CONVENIENCE of radio editors, CBS has issued the first in a series of weekly features —a roundup of all national and hemispheric defense programs scheduled on the network for the ensuing week. First roundup for the week of June 29 lists 16 defense programs ranging from quarter-hour talks to hour entertainment broadcasts.

* * *

At the Resorts

PHILADELPHIANS contemplating a week-end trip to seashore resorts get advance weather reports, water temperature, traffic conditions and data on crowds already at resorts on a Saturday afternoon half-hour of WHAT, Philadelphia. The program is produced with cooperation of WFPG, Atlantic City, located on the Steel Pier. A telephone call is made by WHAT to gather last-minute information before each program.

* * *

Juvenile Quiz

PUBLIC schools will provide the participants in the new *Kiddy Kollege* program of WDNC, Durham, N. C., to be started shortly. To emanate from a downtown theater, the broadcast will quiz students selected by the principals of the various schools and the winner each week will be invited back for the following week's broadcast. At the conclusion of the series a grand prize of a Shetland pony will be awarded.

* * *

Kiddies' Delight

APPEALING TO youngsters under 10 is the newly launched *Auntie Lolly's Story Telling Time* program on KGO, San Francisco, Saturdays. The program features the story of "Auntie Lolly" and the singing of "The Song Lady." Children are invited to the studios a half hour before the program goes on the air. They are entertained previous to the broadcast, watch the actual broadcast and then treated to ice cream.

* * *

What To Do

SUGGESTIONS on where to go and what to do during resort evenings are offered nightly by WBAB, Atlantic City, on *The Amusement Page of the Air*. Handled by a staff announcer billed as Polly Rialto, the quarter-hour offers information on the evening's attractions at the ocean piers, night clubs and theatres, interspersed with Hollywood chatter.

* * *

Growth of a Jazz Band

DRAMATIZATION of the growth of a fictional jazz band, how it grew in style, the trials of its leader with some general home life scenes of its members is the format of *Boy Meets Band* which started July 5 on NBC-Blue. Ted Steele, novachord virtuoso, will be featured as himself.

* * *

Staff Meeting

LISTENERS are cut in on the daily staff meeting at WTOL, Toledo, each Wednesday. Announcers discuss topics of general interest. Program is unrehearsed.



WHO SAID 5,000?

***We* said it, Augie—5000 powerful nighttime watts, at our old 1000-watt rates! A *buy*, Augie, any way you look at it—for *now*, more than ever, WDBJ gets top attention in the free-spending Roanoke-Southwest Virginia market: (1) because ours is the *only* power sufficient to cover the whole territory; (2) because we're the *only* CBS source within listening range; (3) because our local programs are geared to our listeners' likes! . . . All we ask is a chance to prove that a set-up like that means big business for our advertisers. How about it—*now*?**

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC. Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

Musical Letters

A NEW audience participation program idea, *Musical Letters*, was introduced recently on WHK, Cleveland. Listeners are asked to send in a set of four song titles which make up a complete letter: The salutation, 2 for the message and the signature. Eight of these "musical letters" are featured on each program, with members of the studio audience selected to guess the titles and recreate the message on the air. An orchestra plays a bit of each tune to help contestants. Prizes are given.

* * *

Saving Homes

WBBM, Chicago, is presenting a weekly quarter-hour series of radio dialogues entitled *Homes to Defend*. The significance of the American home and the importance of successful family life are discussed by Dean Ernest O. Melby, of the Northwestern U School of Education, and Evelyn Millis Duvall, executive director of the Association for Family Living.

* * *

A. M. Religious Instruction

AN EARLY MORNING inspirational program is *Your Radio Friend*, conducted by the Rev. Ralph Williams on WCOP, Boston, 6:15-6:30 a.m. each Wednesday. Inspirational, gospel hymns and messages by Rev. Williams, as well as regular Bible quizzes are featured for those interested in spiritual guidance to start the day.

* * *

First Aid for Women

DISCUSSIONS on what women can do in an accident emergency are carried each Saturday for a quarter-hour by WPEN, Philadelphia. Nurses are interviewed for helpful hints to women coming across any type of accident. The program is conducted by the Bryn Mawr School of Red Cross Training.

* * *

Meet the Editor

AN EDITOR for a newspaper in the WPTF, Raleigh, coverage area is presented each week on a new Sunday feature, *Meet the Editor*. Each is allowed to select his own subject.

* * *

Policemen are People

HUMANIZING the policeman is the intent of a new weekly quarter-hour each Sunday on WPEN, Philadelphia. An all-police show, written and produced by policemen and sponsored by the Fraternal Order of Police, each program presents an officer engaged in a different branch of the city service—motor, traffic, accident, patrol, etc.





HIGH IN THE CLOUDS, a recent NBC-Red *Nature Sketches* program was aired to a nationwide hookup when the mobile unit of KOA, Denver, journeyed up the Colorado Trail Ridge Road in Estes Park to a point 13,000 feet above sea level, facing the snow-covered crags of Rocky Mountain Peak. Series is conducted each Saturday morning by Clarence Moore in conjunction with National Park Naturalist Raymond Gregg, giving field studies of fauna and flora, minerals and geological formations.

Short Stories

THE HISTORY of the short story and its development in literature will be dramatized on the NBC-Blue *World's Best Short Stories* program, starting July 7, Mondays, 8-8:30 p.m., and written by Ranald R. MacDougall, NBC scriptwriter.

Radio Successes

BIOGRAPHY of success is *Personality Plus* on WNAX, Yankton. Telling the life-story of radio stars, the program tells how they entered the radio field, plays they have been featured in, and the present show in which they appear.

WFIL ROUNDTABLE ON TOPICS OF DAY

WFIL, Philadelphia, has evolved a practical plan to deal with requests of national and civic groups requesting time—a roundtable discussion in which proponents of conflicting views participate. The first was presented June 26, devoting 40 minutes to a symposium on "What Shall We Do About Russia?"

Samuel R. Rosenbaum, president of WFIL, acted as moderator, explaining to listeners that this was radio's answer to the unfounded charges that the broadcasters were trying to curb free speech. He called it the American way of handling controversial issues.

Public response was favorable. In addition to flooding the switchboard with telephone calls immediately following the broadcast, which started at 9:15 p.m., a large number of letters asked that such roundtables be continued. During the broadcast, Mr. Rosenbaum stated that if listener interest was manifest, the symposiums would be repeated.

KSD

BASIC NBC RED NETWORK



In St. Louis

For FRONT LINE Sales Stimulation

The arms expansion figures are in addition to the previously announced primary contracts of almost $340,000,000, estimated to create more than 30,000 new jobs within a year. More than 150 firms in Metropolitan St. Louis are participating, with industrial wage increases from 25% to 50%.

19th Year of Continued Listener Preference

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES



"Maybe your books do show that WFDF Flint Michigan covers 6515 square miles. My husband covers a lot of territory, too."

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend - Who Prefer WCAR
all at LOW COST!

GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK

INS

INS dispatches are worded so that they can be instantly adapted to your newscaster's own style and personality.

INTERNATIONAL NEWS SERVICE

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

Agencies

H. BENTON GOTWALS was named radio director of Al Paul Lefton Agency, Philadelphia. He replaces William R. Dothard, who resigned to become manager of the newly-created Philadelphia office of International Radio Sales. Mr. Gotwals has been with the agency for seven years.

CHARLES R. STUART, San Francisco, having discontinued its Los Angeles branch office, Charles Levitt, Southern California manager, has established his own agency at 412 W. 6th St., in the latter city. Telephone is Tucker 2822.

W. H. EBY has joined Frontenac Broadcasting Co., Toronto, as an account executive. He was formerly with Harold C. Lowrey, advertising agency.

GORDON ONSTOTT, recently of the Stanford Graduate School of Business, and Vernon Scott, formerly in the advertising dept. of Ross Bros., San Francisco department store, have joined L. C. Cole Adv., San Francisco, as production manager and account executive, respectively.

VICTOR ARMSTRONG recently joined West-Marquis, Los Angeles, as production manager. He was formerly advertising production manager of the Knox Co., Hollywood (Cystex).

SHELDON S. MILLIKEN, formerly timebuyer of Pedlar & Ryan, New York, has joined the Ellsworth A. Sylvester Industrial Adv. Agency, Pasadena, Cal., as business manager and account executive. Latter agency recently moved to new offices at 529 E. Colorado Blvd. Telephone is Ryan 1-6121.

ARNOLD & CHASE, Los Angeles, having been dissolved, William A. Arnold has established an advertising and publicity service under his own name at 1031 S. Broadway. Telephone, Prospect 9850.

MAURICE LYSAGHT, formerly with the Sacramento Chamber of Commerce, recently joined Bening Adv. Co., that city, as account executive.

WILLIAM B. SEARS, formerly commercial manager of KUTA, Salt Lake City, has joined Gillham Adv. Agency, that city, as radio department manager. J. Robert Furner is agency production manager.

J. DENNIS MOLNAR, recently with Blackett-Sample-Hummert, New York, has established Dennis Molnar Co., advertising consultants, 342 Madison Ave., New York, telephone numbers Vanderbilt 6-0492, 0493.

MABEL STOAKLEY, secretary-treasurer of R. C. Smith & Son, Toronto agency, has been awarded the Tisdall silver bowl in recognition of her war work. The award is made weekly on the radio broadcast of the Toronto jewelry firm of H. W. Tisdall & Son. Mrs. Dorothy Lumbers, of Tandy Adv. Agency, made the presentation.

H. K. PAINTER, formerly vice-president of Hutchinson Adv. Agency, Minneapolis, has joined McCord Co., same city, in an executive position.

THOMAS A. McAVITY, radio director of Lord & Thomas, New York, was in Hollywood during early July to confer with agency manager Norman W. Morrell on the NBC program, *A Date With Judy*, sponsored by Pepsodent Co., as a summer replacement for the *Bob Hope Show*.

Allied's Own Building

ALLIED ADVERTISING AGENCY, Los Angeles, on July 1 moved into its new headquarters at 167 S. Vermont Ave., occupying the entire two-story, 16-room office building recently purchased and remodeled. Specializing in radio, the concern is headed by W. Fehr Gardner. Walter McCreery is general manager and Mel Roach, production manager. Victor Cheslick has joined the agency as manager of display and art production. Lisle Sheldon, who recently dissolved the Los Angeles agency operated under his name, has affiliated with Allied as account executive. Frank Schlessinger is manager of the San Francisco offices, at 525 Market St. Among radio accounts serviced by the concern are Mountain Copper Co., (fruit spray); Lawrdon Chemical Co., (Di-Mon-Glo wax products); Star Outfitting Co., (chain credit clothiers); Dr. F. E. Campbell, (chain credit dentist); Cambria Development Co., (subdivision); Kelly Kar Co., (used cars); Ice Follies Corp., Detroit (ice shows).

Handled Canadian Campaign

THE RADIO advertising campaign held recently for Canada's third war loan, Victory Loan 1941, was arranged by the radio division of the National Victory Loan Publicity Committee, headed by E. W. Reynolds of E. W. Reynolds & Co., Toronto advertising agency, and assisted by C. M. Pasmore and M. Rosenfeld of MacLaren Adv. Co., Toronto; G. A. Phare of R. C. Smith & Son, Toronto agency; E. Gould of McConnell Eastman Co., Toronto agency; George Taggart, Canadian Broadcasting Corp. assistant program supervison, Toronto; Harry Sedgwick, CFRB, Toronto; and Guy F. Herbert, All-Canada Radio Facilities, Toronto, secured all-star talent largely from the United States and supervised programs and production.

Research Officials

MARKET Research Council at its annual meeting June 20 elected Will S. Johnson, of Vick Chemical Co., as president succeeding Arno H. Johnson, of J. Walter Thompson Co. Elmo Roper, of Elmer Roper Inc., was named vice-president to succeed Dr. Frank M. Surface, of Standard Oil Co. of N. J. Dr. D. B. Lucas, associate professor of marketing at New York U, was chosen secretary-treasurer and Hugh M. Beville, NBC research manager, was elected executive committeeman at large. The new officers and Mr. Johnson will constitute the new executive committee.

New Firm in L. A.

RADIO CONSOLIDATED, Los Angeles radio counselors, has been established at 553 S. Western Ave. Matt Murray, one-time manager of KMPC, Beverly Hills, Cal., and Carroll Myers, columnist and former commentator, head the new enterprise. Penny Pierce heads the continuity and story department, specializing in women's programs.

BRISACHER, DAVIS & STAFF, San Francisco, has taken a radio serialization option on the book, *Out of the Night*, by Jan Valtin.

AGENCY Appointments

GERMAIN SEED & PLANT Co., Los Angeles to Lee Ringer Adv., that city.

AMBASSADOR HOTEL Co., Los Angeles, to Western Adv. Agency, that city.

SEAL-COTE Co., Hollywood (nail polish (preserver), to Buchanan & Co., Los Angeles. Spot radio will be continued.

FLAMINGO SALES Co., Hollywood (nail polish), to Buchanan & Co., Los Angeles. Will continue use of spot radio along with other media.

RIC PRODUCTS, Philadelphia (perfume sticks), to J. M. Korn & Co., Philadelphia. Newspapers, magazines and radio will be used.

BERNARD-PERFUMER, St. Louis, to Major Adv. Agency, St. Louis.

MORTEN LABS., Dallas (M-L nose drops), to Tracy-Locke-Dawson, Dallas. Said to use radio.

DANAHY PACKING Co., Buffalo, to Moss-Chase Co., Buffalo. Said to use radio.

RED CHIEF INDUSTRIES, Chicago (novelties), to Henry J. Handelsman Inc., Chicago. Said to use radio.

DREZMA Inc., New York, to Blaine-Thompson Co., N. Y.

VITAMIN CO. OF AMERICA, Hollywood, to Faraon Jay Moss, same city. Radio in several eastern cities, newspaper and magazine advertising to be used.

RANGER JOE Co., Chester, Pa., to the Clements Co., Philadelphia. Radio, newspapers and dealer helps to be used.

NODOZ AWAKENERS Inc., Oakland, Cal. (proprietary), to Sidney Garfinkel Adv. Agency, San Francisco.

EAGLE VINEYARDS PRODUCTS Co. (Baronet wines), to Sidney Garfinkel Adv. Agency, San Francisco.

SQUIRT Co., Beverly Hills, Cal. (beverage), to McCann-Erickson, Los Angeles. New radio plans being considered.

BEACON LABS., Dover, Del. (Muscleflex lotion), to Oswald Adv. Agency, Philadelphia. Said to use radio.

Olympia Adding

OLYMPIA BREWING Co., Olympia, Wash., recently started its first radio effort, a test campaign which will vary from 9 to 13 weeks in different markets, using approximately 20 stations on the Pacific Coast and Alaska. One-minute transcribed spots are being placed near newscasts. Agency is Botsford, Constantine & Gardner, Seattle. Stations already carrying the campaign include: KFPY KINY KFQD KFI KFRC KSFO KHSL KQW KSRO KFJI KROY KWG KDB. Others are to be added.

1340 WINX Washington's Own Station
LOW RATES—COMPLETE COVERAGE
WINX BUILDING • WASHINGTON, D. C.

IN BALTIMORE
Penny for Penny
COVERAGE
Better Than Any!
Complete . . . consistent . . . PROFITABLE coverage! The most listeners for your advertising dollar! Proof is plentiful . . . write for it!
WCBM
Baltimore's Mutual Affiliate
Beginning Oct. 1—NBC BLUE

Merchandising & Promotion

City Directory—Atlanta Counters—Plane Over Beach—Love of Music—North American Log

COOPERATING with civic and commercial concerns in Rockford, Ill., WROK has produced a folding mailing piece which opens to a sheet 31x48 inches. Contained is a professional directory of the city's 505 businesses with an accompanying street map to indicate the locations of the firms. Strips bordering the top and bottom of one side are dedicated to pictures of WROK and MBS talent. WROK has also placed the maps in 400 buildings at Camp Grant, near Rockford.

* * *

Display Prizes

GROCERS and druggists are competing for $300 in prizes offered by WSB, Atlanta, for the best window or counter display featuring WSB-advertised product. Rules are that display must be shown for six consecutive business days between June 30 and July 2, when the contest terminates, and each contestant must submit a photo and display of his entry.

* * *

Airplane Banner

AIRPLANE flying a banner, the aerial sign using three-foot letters to read: "Dial 950—WPEN—On The Hour For Late News," was used by WPEN, Philadelphia, July 5 in Atlantic City, taking advantage of the holiday throngs.

* * *

Chesterfield Week

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), will use its radio and newspaper advertising to promote "Chesterfield Navy Week", beginning July 7 and "Chesterfield Army Week", July 21.

Music Merchants

WITH THE SLOGAN "10,000 traveling salesmen couldn't do in years what radio does in one minute", the latest of a series of promotion pieces issued by the NAB Bureau of Radio Advertising deals with the sale of musical instruments. Centering around the testimonials of the Charles E. Wells Music Co., of Denver, the mailing piece tells how radio has helped make the United States a nation of music lovers.

* * *

Tips to Anglers

A FISHERMAN'S GUIDE, telling where to go when they're biting and the best ways to catch them, has been distributed by WSM, Nashville, in connection with its *Get Out of Doors* program. More than 15,000 of the four-page leaflets were distributed through the Game & Fish Dept., at hardware stores where fishing licenses are sold and as giveaways on the program.

* * *

WCCO News Schedules

SCHEDULES of newcasts broadcast daily over WCCO, Minneapolis, have been sent to over 500 resort owners in the area for posting in their lodges and cabins.

Truck on the Job

SPECIAL events truck and other equipment were provided by WNAX, Yankton, S. D., for the 44th annual convention of the South Dakota Retail Merchants Assn., held at Aberdeen, S. D. The truck was used to announce various events and a number of recordings were made at the three-day event.

* * *

Network Log

AS A TIME-SAVING reference on U. S. and Canadian stations, NBC has issued a folder listing all pertinent information on station call letters and frequencies, as allocated under the Havana Treaty last March, their locations, powers, etc. Folder also contains a map of NBC network facilities.

BROCHURES

NBC-Red—Bright red 40-page booklet "Saturday Morning, Radio 'Buy-Word' of 1941".

CBS—Silver and black folder, "Three Beautiful Pictures", showing success of the *Silver Theatre*.

CJGX, Yorkton, Sask.—A 20-page "Presentation of the Services Performed by CJGX."

NOW
In the Tennessee Valley
at 5000 watts

WAPO Offers More!

MORE COVERAGE: Power boost July 15 from 250 watts to 5,000 watts day, 1,000 watts night multiplies primary area!

MORE CUSTOMERS: With Camp Forrest's 70,000 soldiers now in its primary area, WAPO reaches over one half million prospective buyers.

MORE PAYROLLS: Chattanooga just chosen site for 38 million dollar powder plant employing 18,000. Power plant costing 42 million now in operation.

MORE LISTENERS: Now scheduling more NBC Red and Blue shows than ever before.

Present rates in effect until
August 1, 1941

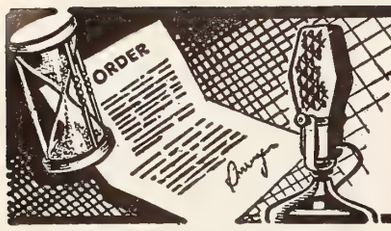
National Representatives
HEADLEY-REED CO.
New York • Chicago • Detroit • Atlanta

WAPO
Chattanooga's Friendly Station
1150 Kilocycles NBC Red and Blue

KWKH
50,000 WATTS
SHREVEPORT, LA.
CBS

Serving one of the nation's richest and most prosperous markets

Owned and operated by: The Shreveport Times. Ask The Branham Company for more information about KWKH, one of the sixteen CBS 50,000 watt stations.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Summit Hotel, Uniontown, Pa., 2 *sa* weekly, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Procter & Gamble Co., Cincinnati (Oxydol), 4 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Procter & Gamble Co., Cincinnati (Lava soap), 1 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Golden Glint Co., Seattle (shampoo), 3 *sa* weekly, direct.
Genesee Brewing Co., Rochester, N. Y., 2 *sa* weekly, thru John P. Smith Co., Rochester.
Detroit & Cleveland Navigation Co., Detroit, 1 *sa* weekly, thru Ralph L. Wolfe & Assoc., Detroit.
Continental Baking Co., N. Y. (Staff bread), 8 *sa*, thru Ted Bates Agency, N. Y.
Cleveland Dodge Dealers' Assn., 1 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Noxzema Chemical Co., Baltimore, *sp* weekly, thru Ruthrauff & Ryan, N. Y.
American Chicle Co., Long Island City, N. Y., *sp* weekly, thru Badger, Browning & Hersey, N. Y.

KFI, Los Angeles

Lawrdon Chemical Co., Los Angeles (waxes), 5 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.
Ben Beckman Fur Store, Los Angeles (furs), *sa* weekly, thru Glasser-Gailey & Co., Los Angeles.
Charles E. Hires Co., Philadelphia (root beer), 3 *sa* weekly, thru O'Dea, Sheldon & Canaday Inc., N. Y.
MacFadden Publications, New York (*True Story* Magazine), 12 *sa* weekly, thru Arthur Kudner Inc., N. Y.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 42 *sa* weekly, thru Robert F. Dennis Inc., Los Angeles.
W. A. Taylor & Co., New York (Martini & Rossi vermouth), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.

WOWO-WGL, Fort Wayne

Starr Pen Co., Chicago (fountain pens), 39 *sp*, thru United Adv. Co., Chicago.
American Chicle Co., Long Island City, N. Y., 65 *sa*, thru Badger, Browning & Hersey, N. Y.

KYW, Philadelphia

Lehigh Coal & Navigation Co., Pocono Mts., Pa. (resort), 1 *sp* weekly, for 13 weeks, thru McLain Adv., Philadelphia.

WIBG, Glenside, Pa.

Old Eli Pale Co., Philadelphia (malt drink), 6 *sa* weekly, for 13 weeks, thru Stewart-Jordon, Philadelphia.

CKCA, Kenora, Ont.

Kennedy Mfg. Co., Montreal (insect spray), *sa* series, thru Cockfield Brown & Co., Montreal.

CFCF, Montreal

N. G. Valliquette Ltd., Montreal (furniture), *t* weekly, thru Canadian Adv. Agency, Montreal.

KNX, Hollywood

Ball Bros. Co., Muncie, Ind. (fruit jars), 3 *sa* weekly, thru Applegate Adv. Agency, Muncie, Ind.

KGB, San Diego

J. A. Folger & Co., San Francisco (coffee), weekly *sp*, thru Raymond R. Morgan Co., Hollywood.

WKBN, Youngstown

Royal Crown Bottling Co., Cleveland, *t* series, thru local distributors.

KOA, Denver

Seven-Up Bottling Co., Los Angeles (beverages), 6 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.
Omar Mills, Omaha (bakeries), 15 *sa* weekly, thru Hays MacFarland & Co., Chicago.
Gardner Nursery Co., Osage, Ia. (plants), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Kellogg Co., Battle Creek (Pep cereal), 10 *ta* weekly, thru Kenyon & Eckhardt, New York.

KPO, San Francisco

Gardner Nursery Co., Osage, Ia. (plants), 5 *sa* weekly, thru Northwest Radio Adv. Agency, Seattle, Wash.
Progressive Optical System, Fresno, Cal. (optical chain), 2 *sa* weekly, thru W. L. Gleason, Riverside, Cal.
Swerl Products, Oakland, Cal. (soap), weekly *sa*, thru Lord & Thomas, San Francisco.
Lehn & Fink Products Co., New York (hand cream), 12 *sa*, thru Wm. Esty & Co., N. Y.

WIP, Philadelphia

Tru-Site Optical Co., Philadelphia (eyeglasses), *sp* weekly, for 52 weeks, thru DeHaan Adv., Philadelphia.
Gilbert Spruance Co., Philadelphia (paints), 5 *sa* weekly, 27 weeks, thru May Adv., Philadelphia.
Moss Bros. Nut Co., Philadelphia (Chunky Nut), 12 *sa* weekly, for 29 weeks, thru Frank Wellman, Philadelphia.

WQXR, New York

Warner Bros. Pictures, New York ("Sergeant York"), 41 *sa*, 2 weeks, thru J. Walter Thompson Co., N. Y.
Thomas Cook & Son—Wagon Lits, New York (cruises), 6 *sa* weekly, thru Newell-Emmett Co., N. Y.
Reader's Digest, Pleasantville, N. Y., 10 *sa* weekly, one week, thru BBDO, N. Y.

CKCL, Toronto

J. S. Laing Agencies, Toronto (proprietary), 3 *sa* weekly, thru Frontenac Broadcasting Co., Toronto.
Wabasso Cotton Co., Cambridge, Mass., 6 *sa* weekly, thru Eddy-Rucker-Nickels Co., Cambridge.

WEEI, Boston

Garth-West Inc., Boston (Ultra-Tan sunburn preventive), *sp* weekly, thru Jamesway Adv., Boston.
Richman Brothers Co., Cleveland (clothing), 6 *sp* weekly, thru McCann-Erickson, Cleveland.

WAAB, Boston

Estabrook & Eaton, Boston, 1 *sa*, thru Bresnick & Solomont, Boston.
Nasher Mfg. Co., Stoughton, Mass. 3 *sa* weekly, thru Joseph Maxfield Co., Providence, R. I.

WFIL, Philadelphia

Otto Erlanger Brewing Co., Philadelphia (Erlanger Pilsner and Pony De Luxe Beer), 3 *sp* weekly, for 52 weeks, thru J. M. Korn, Philadelphia.

KSRO, Santa Rosa, Cal.

Nehi Bottling Co., Santa Rosa, Cal. (soft drink), 3 *sp* weekly, direct.
Dr. S. D. Orwitz, San Francisco (chain dental system), 6 *sa* weekly, thru Julius Zederman, San Francisco.
Par Soap Co., Oakland, Cal. (washing soap), 7 *sa* weekly, direct.
Crown Products Corp., San Francisco (Sani-Clor and Lady's Choice), 6 *sa* weekly, direct.
Seven-Up Bottling Co., San Francisco (soft drink), 6 *sa* weekly, thru Rufus Rhoades & Co., San Francisco.
Pepsi-Cola Bottling Co., Santa Rosa, Cal. (soft drink), 34 *ta* weekly, direct.
Pioneer Baking Co., Sacramento, Cal. (chain), 15 *sa* weekly, direct.
Kilpatrick Baking Co., Oakland, Cal. (chain), 18 *sa* weekly, thru Emil Reinhardt Adv., Oakland.
Olympia Brewing Co., Seattle, 3 *sa* weekly, thru Botsford, Constantine & Gardner, Seattle.
Chuck Research Labs., San Francisco (poultry medicine), 2 *sa* weekly, direct.
Waltham Fountain Pen Co., Chicago, 3 *sp* weekly, thru United Adv. Co., Chicago.

WPTF, Raleigh, N. C.

Manhattan Soap Co., New York (Sweetheart Soap), 58 *ta*, thru Franklin Bruck Adv. Co., N. Y.
Pure Oil Co., Chicago, 40 *ta*, thru Leo Burnett Co., Chicago.
Yager Liniment Co., Baltimore, 100 *sa*, thru Harvey-Massengale Co., Durham, N. C.
Castleberry's Food Co., Augusta, Ga., 5 *sa* weekly, thru Nachman-Rhodes, Augusta.
Johns-Manville Corp., New York, 13 *sp*, thru J. Walter Thompson Co., N. Y.
Mentho-Mulsion Co., Atlanta, 30 *sa*, thru Charles A. Rawson & Associates, Atlanta.
Job P. Wyatt & Sons Co., Raleigh, 6 *sa* weekly, direct.
S & W Cafeteria, Raleigh, 26 *sa*, direct.

WAPI, Birmingham

B-C Remedy Co., Durham, N. C., 15 *sa* weekly, thru Harvey-Massengale Co., Durham.
K C Baking Powder, Chicago, 6 *sa* weekly, direct.
Lydia Pinkham Medicine Co., Lynn, Mass., 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Procter & Gamble, Cincinnati (Duz), 2 *sp* weekly, thru Compton Adv., N. Y.

KGO, San Francisco

Loma Linda Food Co., San Francisco (Ruskets), 2 *sa* weekly, thru Gerth-Knollin Adv., San Francisco.
Sommer & Kaufmann, San Francisco (shoe stores), *sa* series, thru W. J. Wilkin, San Francisco.

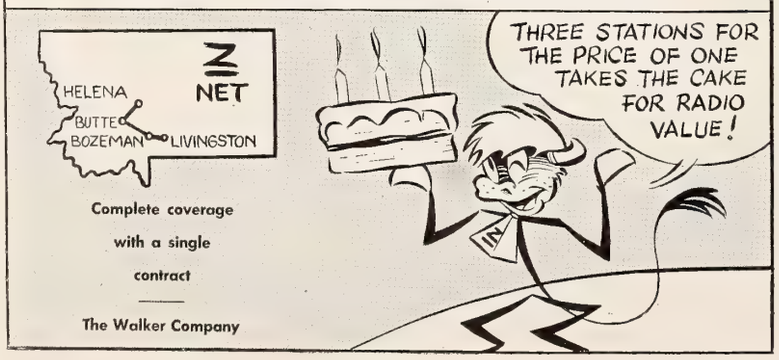
KMPC, Beverly Hills, Cal.

Henna-foam Corp., New York (shampoo), 7 *t* weekly, thru Arthur Rosenberg Co., N. Y.
Washington Furniture Co., Los Angeles (detail), 3 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.

WJBC, Bloomington, Ill.

Continental Oil Co., Ponca City, Okla. (gas, oil), 52 *ta*, thru Tracy-Locke-Dawson, N. Y.

A NETWORK AT THE PRICE OF A SINGLE STATION



Complete coverage with a single contract

The Walker Company

Large Advertisers Studied by ANPA

Gen. Motors, P&G, Chrysler, Reynolds, Gen. Foods Lead

NATIONAL advertisers whose individual expenditures during 1940 in each of four media amounted to $25,000 or more had an aggregate expenditure of $378,828,009 in the four media combined, according to the second annual edition of "Expenditures of National Advertisers" issued by the Bureau of Advertising, American Newspaper Publishers Assn. The study shows 1,129 such advertisers together with the 3,108 products or services advertising.

Of the total expenditure, $93,751,584 went to chain radio; $138,860,348 to newspapers; $135,137,630 to magazines, and $11,078,483 to farm journals. Figures were compiled for radio, magazines and farm journals by Publishers' Information Bureau, and for newspapers by Media Records.

Largest Advertisers

As recorded in the study, the 25 largest advertisers in the four media combined in 1940, in the order named, are: General Motors Corp., Procter Gamble Co., Chrysler Corp., R. J. Reynolds Tobacco Co., General Foods Corp., Liggett & Myers Tobacco Co., Lever Bros. Co., Sterling Products, Colgate-Palmolive-Peet Co., Ford Motor Co., American Tobacco Co., Campbell Soup Co., Standard Brands, General Mills, Schenley Distillers Corp., American Home Products Co., Brown & Williamson Tobacco Corp., General Electric Co., Coca-Cola Co., National Dairy Products Corp., National Distillers Products Corp., Seagram-Distillers Corp., Texas Co., and Kellogg Co.

Big Roma Schedule

ROMA WINE Co., Modesto, Cal., on July 1 replaced its weekly half-hour *Art Linkletter in Hollywood* on 30 Don Lee stations with a heavy schedule of western newscasts. On a 52-week contract, the firm is sponsoring a thrice-weekly quarter-hour news program titled *Roma News*, with Jim Doyle, commentator, on 16 California Don Lee stations, Monday, Wednesday, Friday, 6:30-6:45 p. m. A seven-weekly five-minute news broadcast originating from KFBK, Sacramento, has been extended to include four additional McClatchy network stations, KOH, Reno; KMJ, Fresno; KERN, Bakersfield; KWG, Stockton. In addition, a five-minute commentary, five times per week, is being sponsored on 3 CBS Arizona stations (KOY KTUC KSUN), Monday, Tuesday, Friday Saturday, 6:25-6:30 p. m., Wednesday, 7:20-7:25 p. m. Cesana & Assoc., Hollywood, has the account.

SEEKING the facilities of WSIX Nashville, if and when vacated, R. O. Harbin, a local motion picture projectionist, has applied to the FCC for a new station in Nashville on 1240 kc using 250 watts.

Radio Advertisers

LAWRDON CHEMICAL Co., Los Angeles (Di-Mon-Glo wax products), in addition to a weekly half-hour dramatic program *Enemy Sabotage*, on July 14 starts a five-weekly five-minute newscast on KFWB, Hollywood. Firm will also sponsor daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX; and use similar participation in *Norma Young's Happy Homes* and *Eddie Albright* program on KHJ, in addition to *Art Baker's Notebook* on KFI. Contracts are for 13 weeks. To merchandise the campaign, Lawrdon Chemical Co. will award a total of seventy-five $7.50 permanent waves per week to winners of its 25 word "Why I Like Di-Mon-Glo wax products" contest. Allied Adv. Agency, Los Angeles, has the account.

BEVERLY HILLS Country Club, night spot near Fort Thomas, Ky., is using one-minute transcriptions with name-band background on stations in Ohio, Kentucky and Indiana, placed thru David Penn Associates Inc., Columbus.

BEN MARDEN'S RIVIERA, New York club on the Hudson River, is sponsoring a thrice-weekly recorded *Music of Today* program on WABC, New York, 8:15-8:20 a.m. Agency is J. R. Kupsick Adv. Agency, New York.

FORD DEALERS Advertising Fund, Milwaukee, on July 1 started a 12-week campaign of five-weekly 100-word live announcements on WSAU, Wausau, WIBA, Madison and WTAQ, Green Bay, Wis., and on July 7 started a 13-week schedule of six-weekly 100-word announcements on WTMJ, Milwaukee. Agency is McCann-Erickson, Chicago.

A. S. BOYLE Co., Windsor, Ont. (Flyded insect spray), has started a spot announcement campaign on several Canadian stations. Account is placed by John F. Murray Adv. Agency, New York.

PETER PAUL Inc., Naugatuck, Conn. (candy, gum), has renewed for another 26 weeks, as of June 30, the morning news period from 6:45 to 6:50 a.m. (EDST), on WEAF, New York, Monday, Wednesday and Friday. Agency is Platt-Forbes, N. Y.

OLD BEN COAL Co., Chicago (Green Marked coal), has contracted for the five-minute transcribed *Nothing But the Truth* program five times weekly for 26 weeks on KMOX, St. Louis. Agency is J. R. Hamilton Adv. Agency, Chicago.

INSURANCE SECURITIES Inc., Oakland, Cal. (investment trust), recently started *It's Your Money*, quarter-hour commentary featuring Frank Wright and Ray Miller, Sundays, on KFBK, Sacramento, and Wednesdays on KTKC, Visalia. Agency is Theodore H. Segall, San Francisco.

CALO FOOD PRODUCTS, Oakland, Cal. (Calo dog and cat food), recently started a test campaign on WCBM, Baltimore, using a series of one-minute live spots. Other stations will be added. Agency is Theodore H. Segall, San Francisco.

NO-DOZ AWAKENERS Inc., Oakland, Cal. (stimulant), recently started a 13-week test campaign on KSFO, San Francisco, using three spot announcements weekly. If successful other stations will be added. Agency is Sidney Garfinkel Adv., San Francisco.

CALIFORNIA GROWN SUGAR GROUP, San Francisco (beet sugar), recently started an educational campaign on four California stations, using twice-weekly participations in home economics programs. Agency is Botsford, Constantine & Gardner, San Francisco. The list: KGO KPO KFI KHJ.

EAGLE VINEYARDS, San Francisco (Baronet wines), using radio for the first time, on July 1 started *The Grapevine*, five-minute gossip program, featuring Paul Pry, twice-weekly on KSFO, San Francisco. Agency is Sidney Garfinkel, San Francisco.

SAFEWAY STORES, Oakland, Cal., has started a concentrated two-week campaign on five Southern California stations, using 15 one-minute transcribed jingles weekly. Agency is J. Walter Thompson, San Francisco. The station list: KHJ KECA KERN KFXM KDB.

BANK OF AMERICA, San Francisco (chain), a spasmodic user of radio, currently expanding its spot announcement compaign, will present a transcribed broadcast of the Salinas Rodeo, one of the West's largest wild West events, on KFRC, San Francisco, July 17. Agency is Charles R. Stuart, San Francisco.

PERSONAL FINANCE Co., Hollywood (loans), in a summer campaign, is sponsoring a weekly half-hour live Hawaiian musical program, *Paradise Isle*, on 2 California Don Lee stations (KFRC-KHJ), Sunday, 10:30-11 p.m. (PST). With local office tie-in, the firm also sponsors a five-weekly quarter-hour newscast on KTUC, Tucson, with five spot announcements daily on KTRB, Modesto, and four per day on KERN, Bakersfield. Agency is Anderson, Davis & Platte, Hollywood.

GALLENKAMP STORES Inc., San Francisco (shoe chain), on July 11 will change its program *Here's the Clue* featuring Frank Graham from a five-minute to a quarter-hour weekly program for 13 weeks on KNX KSFO KARM. Agency is Long Adv. Service, San Francisco.

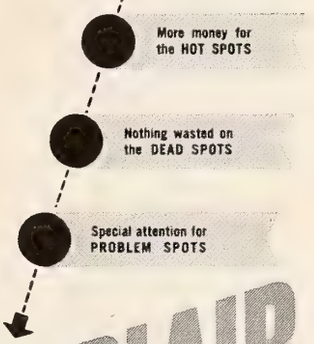


HOBBY HORSES were showered in profusion on Keith Kiggins, NBC-Blue sales manager, on his birthday recently when the Blue Network staff knowing of his hobby of collecting miniature horses raided Radio City stores for steeds.

GENERAL FOODS Corp., New York, sponsoring the *Second Mrs. Burton* on 6 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KVI), Monday through Friday, 3-3:15 p.m. (PST), in the interest of Postum, on June 30 switched the advertised product to Baker's Chocolate and Cocoa, with Benton & Bowles taking over production from Young & Rubicam. Series continues to feature Sharon Douglas, Gale Gordon and Ann Stone. Lew Crosby is announcer, with Mann Holiner, agency producer.

INFORMATION on national advertising and sales promotion as an aid to consumer buying, a research report of the Committee on Consumer Relations in Advertising, New York, is now being printed for distribution about July 15.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume



JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

"ENGLAND EXPECTS

THAT THIS DAY EVERY MAN WILL DO HIS DUTY!" SAID LORD NELSON JUST BEFORE THE BATTLE OF TRAFALGAR.

"ENGLAND EXPECTS . . ." IS THE OUTSTANDING TRANSCRIBED STORY OF NELSON AND MANY OF THE THRILLING EXPLOITS OF THE BRITISH NAVY.

For information in regard to national or regional sales please write or wire

Kasper-Gordon, Inc., 140 Boylston St., Boston
Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood

CALL OF MANY TONGUES
UNITED IN A SINGLE CAUSE

★

A strange voice no longer cries in the wilderness. The pervading influence of the WHOM microphone reaches the welcoming ears of half a score of different races. But in each foreign language the priceless ingredient, defense of American Freedom, falls upon sympathetic and understanding ears. It was to attain such deep-rooted ideals that these people bravely sought this distant land that it might be forever their home. They are deep and true Americans.

★

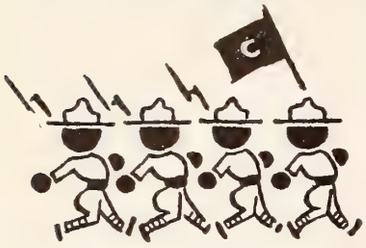
YOU SHOULD KNOW THESE 5,000,000 AMERICANS
THEY ARE RECEPTIVE TO MODERN WAYS

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204

AMERICA'S LEADING FOREIGN LANGUAGE STATION

"--the boys are marching"



30,000 STRONG AT FORT BLISS

And They Listen to

KROD

EL PASO, TEXAS

● The Cavalry . . . the Artillery . . . Engineers . . . Anti-Aircraft . . . They draw down more than $1,600,000 a month. That's spending money in any man's town. You can cash in on this market by using KROD — because the men at Fort Bliss listen to KROD . . . Listen because, since National Defense started, KROD has broadcast more than 25 hours of Fort Bliss programs and has covered all special events. KROD has cooperated with both officers and enlisted personnel—and they appreciate it. This market is one soldier "bonus" you can benefit from. Use KROD for effective results.

THIS IS A BONUS MARKET FOR YOU

KROD

CBS AFFILIATE

Covers ALL the El Paso Southwest

●

600 KILOCYCLES

1000 WATTS (Day)
500 WATTS (Night)

Dorrance D. Roderick, Owner
Merle H. Tucker, Manager

Howard H. Wilson Co.
National Representatives

NOW THEY LOOK LIKE THIS

See page 12



PHOTOGRAPHS ON PAGE 12 in the same (l to r) order show: **1. Ralph R. Brunton,** manager of KJBS, San Francisco, who enlisted at the Presidio in July, 1917, and had charge of all motor repairs there; then went to officers' training school at Jacksonville and went overseas as a lieutenant in the motor transport corps, being stationed in Brest until June, 1919. **2. Gene O'Fallon,** owner of KFEL, Denver, who was sent to Kelly Field in March, 1918, with the 327th Aero Squadron, being transferred to the 72d Balloon Company at Camp John Wise, San Antonio, where he became a corporal and served until January, 1919. **3. Don E. Gilman,** NBC western division v.p., who was a publishers' representative in San Francisco when he entered the Army at the Presidio, was sent to officers' training school at Camp Taylor, Louisville, became a first lieutenant but was thwarted in his ambition to go overseas by a prolonged siege of flu.

Guestitorial

(*Continued from page 28*)

of salt; it's a question of catching the ear instead of the eye. This is done with the entertainment side of your program. And your commercial announcement should be a punch-line.

At Least a Minute

All announcements must be pretested by oral audition and not by mere manuscript checking. And this leads quite naturally to a second major point—that it's a physical impossibility to properly present an oral advertising message in less than a minute's time.

Now, there's truth to the argument that there are some successful campaigns employing announcements of 20 seconds or less, but these efforts, in most instances, are presented by well-known brand-name products which are continually placed before the public through many types of advertising media and the short announcement is only a small picture in a larger mosaic. But for most products—and particularly for the advertiser who must realize direct results from a radio campaign independent of other advertising efforts the selling message should be at least one minute long.

Advertisers with definite selling problems should purchase programs long enough to permit two or more announcements. This will give the sponsor an opportunity to develop his sales story over two, three or more minutes.

These minutes need not be consecutive but if they are all within one program period—and the presentation itself a well-knit affair—they can be unified as to maintain a natural sequence.

Each and every sales message must be specifically designed to meet the immediate merchandising goal of the sponsor. The leeway for radio copy is as free and wide and has as many possibilities as the blank layout sheet on a copywriter's desk.

Friendly Style

My only suggestion is that you inject your sales message crisply and to the point. It's better to bring your message home in a clear-cut fashion without resorting to subdued methods of coloring and dressing-up the blurb you really have in mind. You cannot look down to your listener at any stage in program building.

The most effective technique is an intimate, friendly style, sometimes called the "man-to-man" technique. An element of humor is sometimes effective but the sponsor should be careful to prevent his "salesmen" or sales message from becoming ludicrous.

One word of caution: Good taste must at all times govern the presentation. This applies to the announcement as well as to the rest of the program. And here, once again, I want to point out that the announcement is part of the show and, hence, has standard of quality that cannot be ignored.

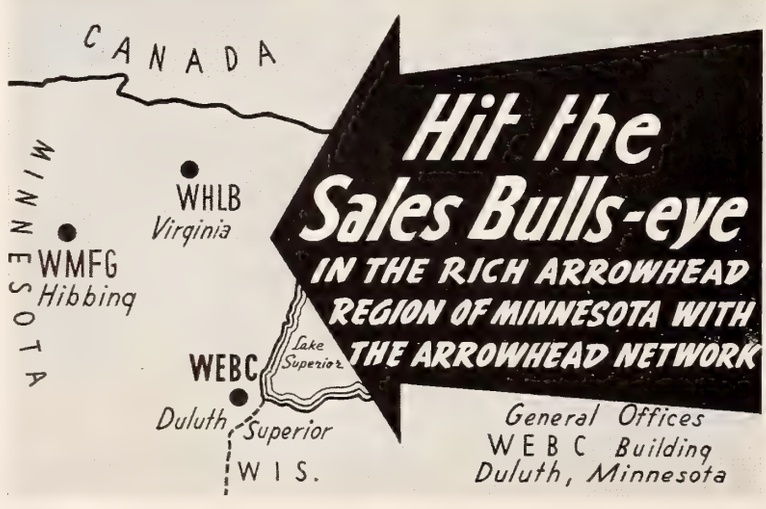
Sometimes the star or featured character of a program can handle commercial lines very well. But more often than not the use of a prominent entertainer in this role has an unfortunate reaction in the mind of the listener. This is a factor that must be carefully weighed.

Certain entertainers—but very few—have the knack of mentioning the product incidental to their own parts of the program. Dramatized announcements, too, must be handled with care for the same reason. But the situations showing the products' demand should be rational and true-to-life lest the listener laugh them off as over-exaggeration.

NBC-Red Handbook

HANDBOOK of data about radio and its development as an advertising medium has been compiled by the NBC-Red sales staff for "general use" by salesmen and advertisers "in sales presentations and in the preparation of talks." The material for the 62-page brochure, bound in shiny red paper, was gathered by Bill Fairbanks, now on the Red sales promotion staff, while in the NBC research department.

WESTERN Association of Broadcasters, comprising broadcasters of western Canada, will hold its annual convention July 14-16 at Harrison Hot Springs Hotel, Chilliwack, B. C. George Chandler, CJOR, Vancouver, president, will preside.





Studio Notes

LEAVING the Bankhead Hotel after 13 years, WBRC, Birmingham, next winter will occupy new quarters at Second Ave. and 18th St., nearer the heart of the city. K. G. Marshall, president, reports the new studio and business office setup will be one of the most elaborate in the South. WBRC recently moved its transmitter site on the occasion of going fulltime on 960 kc. with 5,000 watts.

AS A SUBSTITUTE for formal inaugural ceremonies of the new Saratoga Raceway at Saratoga Springs, N. Y., WGY, Schenectady, on opening day late in June originated a quarter-hour program from the racing plant, presenting interviews with track and State officials. The program, carried on the track's public address system, was transcribed and broadcast at 10:45 p.m.

AFTER a remote pickup from the Wright plant in Cincinnati, featuring an interview with William S. Knudsen, WCPO, Cincinnati, sent a transcription of the broadcast to Mr. Knudsen and received a letter of appreciation. Program was one of WCPO's *Arriving or Leaving* series, sponsored by Fels & Co. (soaps).

WORL, Boston, in cooperation with the Boston division of the U. S. Treasury, has inaugurated *Millions for Defense*, to boost sales of defense bonds and stamps in the New England area. Conducted by Gordon Wayne, the 60-minute program presents prominent official and civilian speakers, interspersed with patriotic melodies.

KMA, Shenandoah, Ia., was honored during the national convention of the nation's Junior Chamber of Commerce in Minneapolis June 19-21 when the *KMA Town Hall* was awarded a $200 first prize over projects submitted by hundreds of other similar organizations.

WLS, Chicago, has purchased a new Mercury station wagon for use in special event pickups. A small shortwave transmitter has been installed as well as regular remote panel. The wagon is used in addition to the regular WLS mobile unit.

DEFENSE SAVING STAMPS are given to each member of the staff of WDAS, Philadelphia, for each program idea or suggestion. The staff member receiving the greatest number of stamps, equivalent of a defense bond, will also become the recipient of a baby bond.

WCCO, Minneapolis, on June 25 held its annual golf tournament at Minneapolis Country Club, with 26 staff members participating. Eddie Gallaher, sports announcer, won the tourney for the third consecutive year, posting a net of 74. Al Harding, WCCO salesman, who scored a gross of 190 last year, posted 178 this year, and with a 115-stroke handicap came in on the prize drawing.

WCKY, Cincinnati, has started its new two-hour *Swing School* program on which Gordon Gray, as "professor" brings leading exponents of swing and band leaders to the microphones to give their views and presents recordings of old and new swing numbers.

WSTV, Steubenville, O., has opened its new studios in East Liverpool, O., located in the Travelers Hotel. Several shows, including *East Liverpool Today*, *Your News With Jim Maley* and a kiddies quiz show, originating in East Liverpool and stressing that community's angle are being presented by the station.

CHGB, Ste. Anne de la Pocatiere, Broadcasting Corp. French network Que., has been added to the Canadian Broadcasting Corp. French network as an affiliate. The station was recently given a power increase to 250 watts.



THE BOSS HIMSELF took over the mike when the *Strietmann Streetman* of WBT, Charlotte, started giving defense stamps instead of cash to local quiz show winners. At the mike, Manager G. M. Joscelyn turns over a certificate to the first winning contestant. Peeking over his shoulder is Frank Graham, of the local post office, with Announcer Lee Kirby at left

Youth at Sumter

SOME sort of record is claimed by WFIG, Sumter, S. C., which reports that the average age of the entire staff, including Owner J. Samuel Brody, announcers, engineers and all, is only 22½ years. The average experience in radio is 2 years, 10 months.

WTAG, Worcester, was cited for "outstanding contribution" to national defense in a letter from Gen. James A. Woodruff of the Headquarters First Corps Area, Boston. Addressed to Commercial Manager George H. Jaspert, the letter thanked the station for its cooperation and for "tangible results" felt by the Recruiting Service as a result of WTAG's national defense drive.

WPEN, Philadelphia, expanded its exchange arrangement with the local newspapers in making a time for space deal with the *Evening Ledger* and increasing its deal with the *Evening Bulletin*. In addition, the station has a long-standing arrangement with the *Daily News*.

VOCATIONAL TRAINING in the radio news field will be provided for graduates of the Temple U School of Journalism at WCAU, Philadelphia. The plan provides for three recent graduates to serve as apprentices, working under Ken Stowman, WCAU's new editor, and paid a full-time salary.

RECENT stations subscribing to United Press radio news include KVOS, Bellingham, Wash.; KSUB, Cedar City, Utah; WRDO, Augusta, Ga.; WGTM, Wilson, N. C.; WTAX, Springfield, Ill., and WJIM, Lansing, Mich. Robert Johnson, formerly in the Detroit office of UP, has been transferred to the New York office on the rewrite staff.

SINCE the outbreak of the German-Russian war, WNEW, New York, has added six news programs to its daily schedule, making a total of 13 on weeksdays, and five on Sundays.

JESSE L. KAUFMAN PRODUCTIONS, New York, is preparing a new series of quarter-hour transcribed series titled *Taxi Tales*, based on an idea by Lew Armheim and written by Bob Brillmayer. Series is built around adventures of big city cab drivers, narrated by the character "Gabby Cabby", portrayed by Milt Herman.

Talking History of War Is Preserved by WOR

A TALKING HISTORY of World War II and the events which led up to it are preserved intact at the WOR, New York, recording library. There are approximately 2,000 sides filled in chronological order, including the last three years' news broadcasts from London and Berlin.

Among the voices recorded for future history are the shrill, nervous exclamations of Hitler after his entrances into the Sudentanland and Czechoslovakia and at Munich; the terse dictates of Daladier; the farewell of Benes; the almost tearful pleas of Paul Reynaud, and Churchill pledging "blood, sweat and tears".

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC
160-17



DON'T FORGET YOUR PROTECTION!

Before you get too far along with those fall schedules, remember WHN is going 50,000 Watts, so the rates now existing (for 5,000-1,000 Watts) will no longer prevail. New rates go into effect in the fall.

You'll want to include WHN on your list, of course, because its new *clear channel* and *maximum power* plus excellent *programming* and *guaranteed time availabilities* will make it just about the smartest buy in spot broadcasting.

Be on the safe side. Check us right away on the matter of rates and rate protection.

50,000 WATTS
UNDER CONSTRUCTION
WHN
NEW YORK CITY
CHICAGO OFFICE:
360 NORTH MICHIGAN

Argentina Favors U. S. Shortwave

But Survey Shows That Brazilians Tune to BBC Shortwave

U. S. SHORTWAVE stations are the most listened to in the Argentine, while in Brazil the British Broadcasting Corp. is out in front, with the U. S. a poor second, followed by Germany.

This was revealed by two independent factual surveys, titled *Radio Survey in Brazil, 1941* and *Survey of Listening Habits in Argentina,* conducted by J. Walter Thompson Co. subsidiaries in those countries in cooperation with the Export Information Bureau of the AAAA under the direction of Lloyd A. Free, research consultant and recently appointed chief of the FCC monitoring staff.

Using the sampling technique, Mr. Free employed native canvassers who were carefully trained before they were sent out into the field. As an indication of the thoroughness of the project, in the southern part of Brazil German-speaking questioners were employed to query the German speaking population, and the results of all the canvassers were carefully checked.

British Preferred

The results of the two surveys blast theories on shortwave brought back to this country by the steady stream of flying Latin American "experts".

In Brazil, it was found that 21% of all Brazilians who listen to shortwave broadcasts tuned in the BBC, 14% the U. S., and 13% Germany. The Brazilian shortwave audience is primarily a news listening audience, but the interest in U. S. shortwave programs is almost evenly divided between music and news.

It has been said the American news broadcasts have not taken hold in Brazil nor have they been advertised, and the survey shows that 85% of all shortwave news listeners hear the BBC, 47% tune in German shortwave, the United States is third with 42%, and Italy is an almost negligible fourth with 16%.

Not only has the BBC the largest news audience, but when the Brazilian shortwave listeners were asked which country broadcasts the most reliable news reports, more than half of those who expressed an opinion gave the British news as the most reliable, one-quarter stated U. S. news, and one-sixth German news.

The breakdown of the Brazilian audience into economic groups shows that the U. S. shortwave has its largest audience in the upper economic levels.

The reception of American shortwave programs is good, according to the Brazilian listeners, although English and German shortwave is slightly better. Peak listening hour for shortwave is at 8:30-9 in the evening, when 42.8 of the listeners prefer to tune in.

Ahead in Argentina

In Argentina, U. S. shortwave surpasses other countries in all phases of shortwave broadcasting. Not only are U. S. broadcasts the generally most popular (23.3% of shortwave listeners tune to the U. S., 19.5% to Germany, and 17.4% to England), but the quality of U. S. reception was considered very good by the largest percentage of interviewees.

U. S. leads the other countries in listenership of shortwave news broadcasts in Argentina with 30.7% of the listeners preferring U. S. shortwave news, 25.7% German, and 23.8% English. A special sampling indicated that among the U. S. shortwave programs, news was preferred, followed by semi-classical and classical music. Most Argentinians listen to shortwave from 9 p.m. to midnight, with 10-11 p.m. the peak listening hour.

The extent to which Latin American sets equipped to receive shortwave are tuned to shortwave programs has been the subject of much speculation in the past. In Brazil, shortwave listening is considerably more extensive than many accounts would indicate, according to the Brazilian study.

One quarter of the total urban population—half of upper class urban men and women—listen to shortwave broadcasts at least occasionally. In the Argentine, from the available ballots tabulated, about 40% of the allwave set owners listen to shortwave.

On the basis of the surveys in both countries, the number of radio sets equipped for allwave and for longwave only has not yet been compiled, but previous estimates have put the total number of receivers at 600,000 in Brazil and 910,000 in Argentina. About 50% are equipped for shortwave reception, it has been estimated. The potential shortwave audience is constantly increasing, however, since it is reported by U. S. manufacturers that 90% of new sets sold in both countries are allwave.

It is understood that similar surveys may be made in other Latin American countries on both domestic and shortwave listening habits.

Latin Net Series

FIRST contract in America for a commercial program on a network of South American stations, with originating point in the U. S., was claimed last Tuesday by A. Rojas Villalba, coordinator of operations for CRIA (Cadena Radio Inter-Americana). WLWO, Cincinnati, is basic station. Sponsor is Bristol-Myers Co., presenting a daily quarter-hour newscast for Sal Hepatica. First broadcast under the 26-week contract will be heard July 15. Manuel Avila, of WLWO, will handle the program.

THE BRITISH REPLY
On BBC to Questions Offered By U. S. Listeners

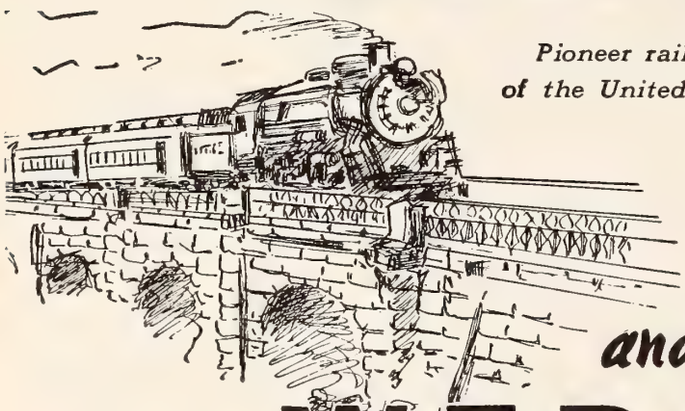
BRITISH Government officials and experts will answer questions of American listeners on a new shortwave series announced last Monday by British Broadcasting Corp., to start July 6 and continue every Sunday thereafter. American listeners were asked to send their questions to the New York BBC office, where they are cabled to London.

Alfred Duff Cooper, Minister of Information, headed the group of specialists for the first broadcast, with Stanley Maxted, Canadian radio producer, as m.c. Maxted reads a series of questions on each broadcast, giving the names and addresses of American senders, and calls upon some member of the panel for an answer. To receive an answer on any Sunday broadcast, questions must be submitted by the preceding Monday, it was stated.

APPLICANT to the FCC for a new local in Utica, N. Y., 250 watts on 1450 kc., is the Utica Broadcasting Co. Inc. Stock is owned in 25% blocks by Moses G. Hubbard Jr., attorney and director of a metal products company, president; Herbert T. Trevvett, banker, vice-president; Alex. T. Herron, superintendent of a cotton textile manufacturing concern, treasurer; Samuel D. Earl, attorney and director of a furniture company, secretary.

BALTIMORE INSTITUTIONS:

BALTIMORE & OHIO



Pioneer railroad of the United States

and

WFBR

Maryland's Pioneer Broadcast Station

Pioneers! WFBR has held first place in Baltimore hearts since broadcasting became a reality. Baltimoreans are loyal to their own institutions — that loyalty makes your radio advertising on WFBR more productive!

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

WFBR

National Representative: Edward Petry & Co.

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

DATA ON WAR NEWS IS ASKED BY FCC

ADDING to headaches already caused by a series of "official quiz programs", the latest questionnaire of the FCC, requesting a wide variety of information on programs dealing specifically with the United States' role in the European war, was sent stations early last week.

Apparently following word-for-word the statement of Senator Tobey (R-N. H.), who requested the information, at the Senate Interstate Commerce Committee hearings on the White Resolution, the FCC has divided the questions into two groups.

The first section requests the time, title, speaker's name, sponsoring group, commercial or sustaining basis, network or local, airtime program or series, and a copy of all "speeches, talks, debates, forums, discussions, public meetings, or spot announcements which dealt with or treated the role of the United States with respect to the war abroad". The period covered was Jan. 1 to June 1.

Part two asks stations to tell whether they had refused any speeches on the United States' role in the war, the names of the speakers refused time, and the reasons for such refusals.

Lemmon Working on WLAN

WALTER S. LEMMON, chief of the Radiotype Division of International Business Machines Corp., and prime mover in the operation of WRUL, Boston shortwave station, has been placed in charge of plans for the new WLAN, Endicott, N. Y., which the FCC last March authorized Thomas J. Watson, president of IBM, to construct. Engineering plans are still being considered, including the erection of a booster station in Binghamton, according to Mr. Lemmon. Jansky & Bailey, Washington consulting engineers, will assist. The station will operate with 250 watts on 1450 kc.

THE PRESENT owners of WSIX, Nashville, Jack M. and Louis R. Draughon, each holds 20% interest in Tennessee Radio Corp., applying for a new station in Nashville, 250 watts on 1240 kc., contingent on WSIX shifting to another frequency. 40% of the balance of the stock is held by William D. Hudson, who with his wife, Violet Hutton Hudson, is permitee of the new WJZM under construction in Clarksville, Tenn. John D. Sprouse holds the remaining 20%.

THE *Chamber Music Society of Lower Basin Street* program is now recording its weekly "concerts" on NBC-Blue for shortwaving on NBC's international stations to South America.

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO-
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

AN ALL-STEEL STATION IN GEORGIA



BUILT by the multi-millionaire president of the LeTourneau Company of Georgia, manufacturers of heavy earth-moving equipment, the new WRLC, Toccoa, Ga., which went on the air May 1 and was formally licensed May 29, is said by its operators to have the only all-steel radio studio structure in America.

As described by Bert Georges, commercial manager, who formerly was manager of the Huntington, W. Va. studios of WCMI, Ashland, Ky., the entire building is constructed of 10-inch steel sheeting, a substance known as Verviculite being poured to a thickness of six inches between the steel walls.

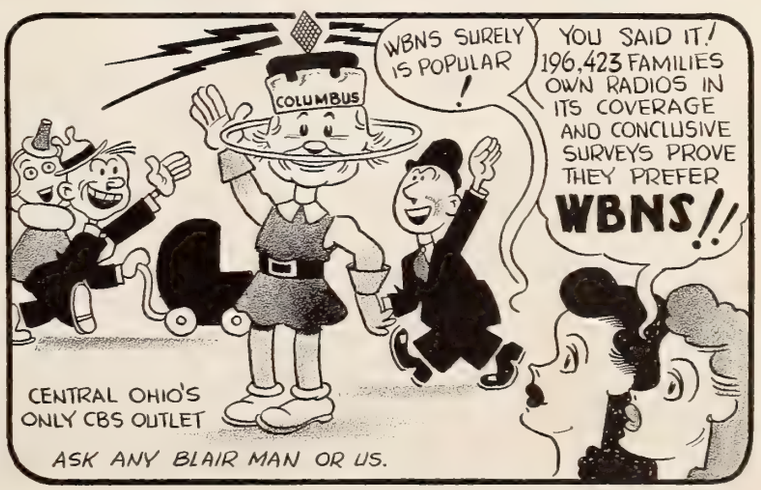
R. G. LeTourneau, who is the creator of the $12,000,000 LeTourneau Foundation in California which makes grants of aid to religious organizations and who also recently acquired ownership of WHEB, Portsmouth, N. H., was said by Mr. Georges to "think in terms of steel" and to have determined to experiment in the use of steel for studios. He left the design to his secretary, William Retts, who also holds the title of manager of WRLC and is co-pilot of Mr. LeTourneau's Lockheed plane.

The station is equipped with Gates transmitter and studio equipment with a 175-foot Wincharger tower. The building measures 36 x 40 and was constructed at the LeTourneau company's plant. It was moved by truck and unloaded at the site. The staff includes: Elliott Lindblad, from WKBW, Buffalo, and WMBI, Chicago, program director; Harold Marler, from WCMI, Huntington, W. Va., continuity; Ed Martin, from WDZ, Tuscola, Ill., announcer; Ed Day, from WMRC, Greenville, S. C., and WMFR, High Point, S. C., chief engineer; Virgil Craig, from KIUL, Garden City, Kan., engineer; Tim Kline, engineer; Dick LeTourneau and Maurice Steel, controls and junior announcers; Bea Lindblad, secretary.

WKIP Not Affected By Sale of Newspapers

WKIP, Poughkeepsie, N. Y., was not involved in the recent sale of the *Poughkeepsie Star* and *Enterprise* and *Poughkeepsie Eagle-News*, evening and morning newspapers, which were purchased by the Speidel Newspapers Inc., and the station will continue to be controlled by Richard E. Coon. Mr. Coon formerly was editor of the newspapers and remains as their business manager under the new ownership.

The Speidel interests also own the *Poughkeepsie Courier*, a weekly, *Iowa City Press-Citizen*, Chillicothe (O.), *Scioto Gazette* and *News-Advertiser*, Fort Collins (Col.), *Express-Courier*, Cheyenne (Wyo.), *State Tribune* and *Wyoming Eagle*, Salinas (Cal.), *Index-Journal* and *Post*, *Reno Gazette*, *Nevada State Journal* and *Wyoming Stockman-Farmer*. Their radio holdings are WGNY, Newburgh, N. Y.; KFBC, Cheyenne, Wyo.; KDON, Monterey, Cal.



WHEELING
A Fort Industry Market



Ohio Valley Industry Speaks!

Smoke from belching Mine, Mill and Factory chimneys of the thriving Steel and Coal Belt of the Nation, are writing prosperity in bold headlines across the sky, that all can read. And best of all, the men who run these seething plants and their families, are dyed-in-the-wool fans of WWVA. That means you can reach the fat pocketbooks of this prosperous clan through the Ohio Valley's most personalized and effective advertising medium—WWVA.

Now Is the Time!

N.B.C. BASIC BLUE

BLAIR Represents Us

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.

CLARK
For
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING



Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

MUZAK FM SERVICE WILL CHARGE FEES

ADAPTATION of FM for a subscriber broadcast service was granted Muzak Corp., New York, in a July 1 FCC ruling. Muzak, a subsidiary of Associated Music Publishers, is authorized to operate a developmental FM station on 117.65 mc. with 1,000 watts power. At present Muzak is furnishing wired musical programs on a contract basis, the FCC announcement states, and a similar service is proposed for FM listeners.

Muzak informed the FCC it intends to restrict reception to subscribers by transmitting an accompanying "pig squeal" or discordant sound which can be eliminated only by use of special receivers leased to subscribers by Muzak Corp.

Although FCC said the grant is on an experimental basis only, Muzak stated there was no more reason for people to pay for radio programs by buying advertised products than by eliminating the commercials and paying direct. Muzak further asserted that there was no reason why the public should pay directly for moving pictures and indirectly for radio when it was only a matter of circumstance that radio is available in its present form and that the American people never had been able to choose its manner of payment for the service.

Transmitter will be located at 11 W. 42d St. UP news service will be used and engineers from Associated Music Publishers and Wired Radio Inc. have been added to the Muzak staff in its new undertaking.

Three More FM Units Now FMBI Members

LATEST to join FM Broadcasters Inc. are Don Lee Broadcasting System's K45LA, Los Angeles; Capitol Broadcasting Co.'s W47A, Schenectady, N. Y.; and the *St. Louis Globe-Democrat*, St. Louis.

Don Lee, which will shortly open K45LA, is installing a 50,000-watt transmitter. W47A is to begin service for the Albany-Schenectady area within a week. The *Globe-Democrat* has FM application pending before the FCC.

IN RESPONSE to numerous requests from abroad, NBC is including in its regular shortwave newscasts to Great Britain complete scores of American, National and International League baseball games. The scores are heard in England at 4 p.m., British time.

KFEL DENVER
5000 WATTS
MUTUAL NETWORK
AROUND THE CLOCK
24-HOURS A DAY
Represented by Blair

Stromberg Carlson Line

THE new line of Stromberg Carlson receivers will include FM sets equipped with atomatic range shifts and a simplified control of eight pushbuttons for both AM and FM. All Stromberg receivers are licensed under Armstrong patents. The acoustical labyrinth is found in large receivers. The line consists of four new chassis and 26 new models. A national advertising campaign is planned. McCann-Erickson, New York, has the account.

Survey Dept.

ENGINEER Maurice Nelson is still scratching his head and wondering about that telephone call that came through the other day while he was on duty in the transmitter of WROK, Rockford, Ill. A feminine voice on the other end of the wire inquired sweetly, "This is —— radio survey—to what radio station are you listening?" Mr. Nelson loyally replied: "To WROK."

FRANK BULL, Los Angeles sports commentator and partner in Smith & Bull Adv. Agency, that city, has been re-elected president of the Southern California Sportcasters' Assn., for 1941-42. Sam Balter, MBS sportcaster, was elected vice-president. Joe Micciche, KRKD, Los Angeles, special events director and sports reporter, was made secretary-treasurer. Membership of SCSA includes 20 top radio sports reporters and commentators.

STERLING FISHER, CBS director of education, has been elected to the National Committee of the U. S. on International Intellectual Cooperation to serve as its radio expert. He will prepare general recommendations for cultural cooperation among the American nations through radio to be submitted to the Second Conference of the Inter-American Committee on Intellectual Cooperation, scheduled for Havana Nov. 15.

in the CONTROL ROOM

LESLIE LEARNED and William Stahl, formerly of WNYC, New York, James Garigin, of WHAI, Greenfield, Mass., and Walter Payne, of Don Bestor's orchestra, have joined the engineering staff of WOR, New York.

DON SAUNDERS, engineer of WJSV, Washington, has been appointed lieutenant, junior grade, in the Naval Reserve.

BOB SMITH, technician, of KSRO, Santa Rosa, Cal., recently resigned to become radio operator on the Matson passenger liner *Monterey*.

JOHN SIGNER, technician, formerly of KGU, Honolulu, has joined KFRC, San Francisco, for vacation relief.

ART TURNROSE, technician, formerly of KWJB, Globe, Ariz., and more recently with the Golden Gate Exposition, has joined KSRO, Santa Rosa, Cal.

WILLIAM E. BEHNKEN, formerly of WSAV, Savannah, Ga., is attending the College of Engineering at U. of Illinois and is a member of the University's station, WILL, Urbana.

WILLIAM KLUGH, formerly of WDEL, Wilmington, Del., has joined the engineering staff of WQXR, New York.

AIME BRISSETTE and Robert Francis has been added to the engineering staff of WORL, Boston.

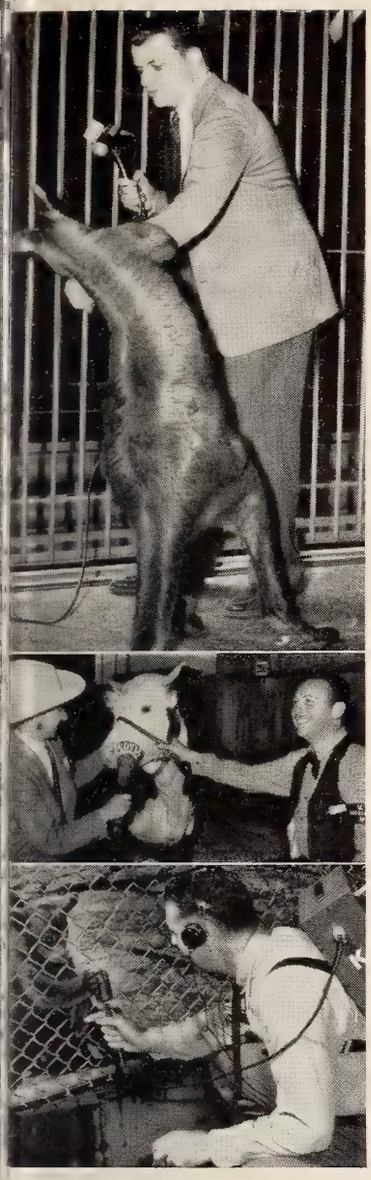
JERRY COBB has been transferred from the commercial to the technical staff of KOH, Reno.

WALTER MORRISEY, control supervisor of KOA, Denver, has left the hospital and will convalesce at his home for another month from a knee injury.

GERALD D. SMITH, formerly control room supervisor of WFBM, Indianapolis, has joined the technical staff of CBS in Chicago.

BILL SIMPSON, engineer of WNEW, New York, is the father of a girl, Betsy Ann, born on his seventh wedding anniversary, June 16.

REL
FM's PIONEER MANUFACTURER
Are You Substituting Experimenting For Experience?
REL has years of experience in building and operating all types of high fidelity, wide swing, phase shift modulated FM equipment — from speech input to antenna — with qualified engineers to supervise installation with results guaranteed!
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.



TODAY's wild animal lesson, kiddies, takes us to the Antipodes, Utah and Wichita. Our first friend among denizens of the wilds is the kangaroo (top), better know as Leaping Lena, who reluctantly submits to a CBS microphone held gingerly by Announcer John Reed King as they sparred in the New York Zoo. Next we meet the mighty steer, who can't put his heart in the interview because he has a haunch he'll be a porterhouse by and by. Smiling at his misery are Bill Baldwin (left) and Charlie (no relation to Frank) Buck, of KDYL, Salt Lake City, who interviewed him at a stock show. And now we come to that rolly-polly habitant of the hills, little Master Bruin, who thinks Herb Hollister, of KANS, Wichita, is about to hand him an oversize peanut. Master Bruin is no ordinary bear. No sir! His pop is Wichita's famous three-legged bear and he is one of a recent litter of three quadrupeds. And that winds up today's lesson, kiddies!

Histex Spots

HISTEX Corp., Chicago (Histeen Tablets), will use spot announcements several times daily for three weeks in August during the hay fever season. Stations are KWK KFEL KITE KWTO WIBW WLS WDGY WLW. Agency is United Adc. Co., Chicago.

M-Day Plans

(*Continued from page 8*)

radio and wire, and possibly all other modes of communications.

Chairman Fly announced that to facilitate emergency use of municipal fire and communications systems, DCB has in preparation a special manual, to be distributed to all municipalities having such systems. Maintenance of these systems at peak efficiency, expansion of plant and equipment, availability of auxiliary electric power supplies in the event regular service is interrupted, protection of communications centers against accident and sabotage, and other steps designed to increase dependability will be covered in the manual.

In the non-broadcasting field, it is thought that some services, probably point-to-point and ship-to-shore, may be needed by the military establishment. Under war conditions a few of these may be taken over by the Army.

Army-Navy Tieup

In addition to the activities of DCB, the public relations branches of both the Army and the Navy are intimately associated with war planning operations where radio is concerned. Major Gen. Robert C. Richardson Jr., chief of the public relations branch of the Army, and Rear Admiral Arthur J. Hepburn will supervise these plans.

Edward M. Kirby, public relations director of the NAB, has already established a radio section of a score of men under Gen. Richardson, practically all of them direct from the broadcasting industry. In the Navy Department, Frank E. Mason, NBC vice-president, is serving as special assistant to Secretary Knox in developing his own radio branch.

Even greater expansion of both of these units is foreseen, to keep the public informed on defense program activities. The Army particularly reports a week-to-week increase in the number of pickups from Army camps, as well as origination of established commercial programs from training centers.

At Army Maneuvers

In the Army maneuvers in Tennessee, Louisiana and Texas, the radio branch had four of its men assigned for radio relations work. This was designed to acquaint them with actual military conditions.

Mr. Mason, it is reported, plans to assign certain of his men to temporary sea duty to get the "feel" of Naval operations. It is expected that radio men will be assigned to Navy maneuvers from time to time for training purposes.

In the evolution of radio "public relations" by the military services, the commanding officers are basing their operations upon experience in the field. Because broadcasting already has been pegged on a parity with the press, it is destined to become a more and more important factor as the war tempo increases.

Strictly from the information standpoint, it is logical to assume that eventually separate press-radio facilities will be set up for the radio fraternity in both the War and Navy Departments. Plans for this, it is understood, already are on paper.

NAB President Miller shortly will appoint a National Defense Committee of the NAB to confer with public relations officials of the Government. Such a committee was authorized at the NAB convention in St. Louis last May. Mr. Miller himself will serve as chairman of this committee.

Radio Morgue

RECORDED MORGUE or dramatizations on the life story of famous Americans is being prepared by WPEN, Philadelphia. Enlisting the services of the chief librarian of the Philadelphia Public Library, a list of all outstanding Americans, both living and dead, is being prepared. The material is being provided by the library with Bob Bloomfield, of the station staff, writing the scripts. Gene Kern is casting the talent and the dramatizations will be directed by program director Lew London.

CBC Raises Pay

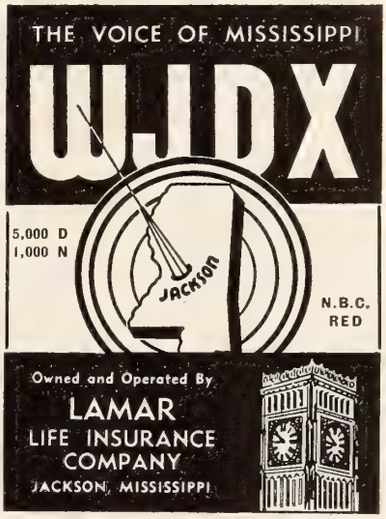
CANADIAN BROADCASTING Corp. salaries moved upward on June 25, retroactive to April 1. Substantial increases have been granted many members of the technical staff and those associated with the production of programs, CBC executive offices at Ottawa announced. The increase followed a survey of salary rates received by CBC employes and corresponding employes in private industry. In the last four years the CBC staff has increased from 180 to 623 and hours of broadcasting from 6 to 16 daily, largely because of the war.

Overtime Restitution

DURING the 2½ years since the Fair Labor Standards Act went into effect, a total of 30 radio stations paid overtime restitution aggregating $13,407.12 to their employes, according to revised figures compiled for BROADCASTING by the Wage & Hour Division of the Labor Department [BROADCASTING, June 30]. This amounts to an average of $446.90 per station, according to Wage & Hour Division figures for the period from Oct. 24, 1938, when the Act started operating, to April 23, 1941.

REPLACING former equipment in downtown Los Angeles, KHJ, Southern California key station of Don Lee network, is erecting two 300-ft. towers at the corners of Venice Blvd. and Fairfax Ave., that city. According to Frank Kennedy, KHJ chief engineer, transmitter buiding will contain facilities for an 18-hour staff in early July. Present transmitter and tower will be used as a shortwave unit.













A TASTE OF WAR was sampled by radiomen during the recent Middle Tennessee Army maneuvers, where many programs originated. In front of the Press-Radio Headquarters of the Second Army (left photo) are members of the staff that helped WSM, Nashville, originate its programs. Participating are (l to r, back), John Sarver (John Conrad), formerly of KWK, WLW, WSAI, now at Camp Robinson, Arkansas; Lieut. Col. Robert B. McBridge Jr., head of G-2, Second Army; Lieut. Tom Paradine, formerly of NBC and WTIC, Hartford; Jack Stapp, WSM program director; Jud Collins, WSM announcer. Seated in white shirt is Jack Harris, of the War Department's radio division and formerly with WSM. He is talking with Capt. Barney Oldfield, formerly of KFAB, KFOR, loaned to maneuvers by Jefferson Parneleso, Missouri. In a radio railway car, WSM had full equipment for the maneuvers. Watching operations are these WSM engineeers (l to r), Jack DeWitt, chief engineer, Bill Critchlow and George Reynolds.

Assignment Boosts Granted 7 Stations

KARM Gets 5 kw Unlimited; WFBR, WAKR Increases

IMPROVEMENT in the assignments of a half-dozen stations, including a jump from local to regional status for KARM, Fresno, Cal., was authorized last Tuesday by the FCC.

KARM was granted a construction permit to shift from 1340 to 1430 kc. and increase its power from 250 to 5,000 watts fulltime, with a directional antenna.

WFBR, Baltimore, was granted an increase from 1,000 watts night, 5,000 local sunset, to 5,000 watts fulltime with an agreement to protect WOOD-WASH, Grand Rapids, to its 1.3 millivolt contour. The authorization included a change in the directional antenna.

Akron Boost

WAKR, Akron, was granted a construction permit to increase power from 1,000 watts to 5,000 watts fulltime and install a directional for night use only on 1590 kc. A shift in frequency from 1070 to 790 kc. was given WEAU, Eau Claire, Wis., with an increase in hours from limited time to unlimited time with 1,000 watts night and 5,000 watts local sunset.

KQW, San Jose, was given a temporary license for 5,000 watts unlimited time, employing a directional antenna on 740 kc., pending final determination of its application for an increase in power to 50,000 watts. A competitive application for this assignment is pending from KSFO, San Francisco.

WIGM, Medford, Wis., was granted a construction permit to shift from 1500 to 1490 kc. and increase from 100 to 250 watts unlimited. WMBI, Chicago, non-commercial station operated by Moody Bible Institute, was accorded final action on its petition for reconsideration and grant without hearing, upon the condition that the station operate on 1110 kc. with 5,000 watts limited time, with the effective date of the modified license to be the same as that upon which WCBD, Chicago, is licensed to operate on 820 kc.

Sale of Artists Service By NBC Thought Near

SALE of NBC Artists Service may be completed within a week or two, with either Music Corp. of America, which recently purchased the CBS Talent Bureau, and William Morris Agency the most likely buyer. William Morris Jr. and William Murray of the Morris agency conferred last week with Mark Woods, NBC vice-president and treasurer, and were expected to come back with a definite offer. J. C. Stein, of MCA, is due to return to New York from the West Coast early this week, also with a definite offer.

Both of these companies, it is reported, desire to acquire the complete NBC talent set-up, making it unnecessary for the network to arrange for a piece-meal sale, as was contemplated at one time. Reports that Sidney Strotz, NBC vice-president in charge of programs, might leave this post to head a company formed to take over the artists service were pooh-poohed at NBC headquarters. Mr. Strotz was out of the city and could not be reached for comment.



RADIO COVERS THE MANEUVERS

Studio in Railroad Car Is Key Point for Crew Handling WSM Pickups

EXTENSIVE on-the-spot coverage of the Second Army Maneuvers, held June 2-28 in Tennessee, was provided by WSM, and WLAC, Nashville, WLW, Cincinnati, and WDOD, Chattanooga. The maneuvers, participated in by five complete divisions and auxiliary units totaling 77,000 men, were a warm-up for the largest peacetime maneuvers in history, to be held in Louisiana Sept. 1-30, by the Second and Third Armies.

From points scattered all over the 600 square-mile maneuver area, the stations handled pickups of all types of military action, including the use of armored divisions. WLW handled two pickups remoted to Cincinnati. WDOD made several independent pickups, in addition carrying several transcribed programs originated by WLAC and fed to WREC, Memphis, and WDOD. Among more than 20 programs originated by WSM, several were fed to NBC-Red and to State networks.

As abroad, news and radio men wear khaki uniforms while on duty with armed forces.

With elaborate equipment in the field, WSM sent to the maneuvers a special crew which spent the bulk of its time for the entire month arranging WSM pickups. The station's field activities centered around a private railroad car, fully equipped as a broadcast studio with recording facilities and emergency power plant. In addition, two mobile units were used, along with pack transmitters.

For one program during the maneuvers, open-air chapel services for the thousands of participants, the Army Signal Corps laid down about 800 yards of lines to the hilltop site of the services. The pickup then was relayed via a portable FM transmitter to the line pickup point eight miles away, where it went on telephone lines to the studio. Other programs included descriptions of the attack and defense activities, a transcribed version of unloading a tank column, amusements and military analyses by participating Army officers and W. R. Manier Jr., of WSM.

In the special crew at the maneuvers were Chief Engineer Jack DeWitt; Jud Collins, announcer; George Reynolds and Bill Critchlow, engineers; General Manager Harry Stone; Program Director Jack Stapp. Aiding in the pickups for the Army were Lieut. Col. Robert B. McBride Jr., Second Army G-2 head; Capt. Barney Oldfield, formerly of KFAB-KFOR, Lincoln, Neb.; Lieut. Tom Paradine, formerly of NBC, New York, and WTIC Hartford, Conn.; Private John Sarber formerly of WLW-WSAI and KWK, St. Louis; Jack Harris, formerly of WSM and now special events director of the Radio Division of the War Department Bureau of Public Relations.

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 15 starts four to six times weekly spot announcement campaign on 27 Canadian stations. Account is placed by A. McKim Ltd., Toronto.

Two Main Studios?

WHETHER a station can have two "main studios" is the issue to be determined in connection with an application of KGKO, Fort Worth-Dallas, designated for hearing last Tuesday by the FCC. The station, jointly owned by the *Fort Worth Star-Telegram* and the *Dallas News*, applied for modification of license, to permit maintenance of one studio in Fort Worth and the other in Dallas. The FCC last year approved a transfer application under which the *Dallas News* acquired a 50% interest in the station which serves as the Blue Network outlet for the "twin cities" of Texas.

Shortwave to CBS Stopped by Berlin

Flannery Phones News After Comments by Elmer Davis

IN RETALIATION for remarks made June 27 by the CBS news analyst, Elmer Davis, following an interview with P. G. Wodehouse, the British novelist recently released by the Nazis from an interment camp, all news broadcasts by CBS correspondents in Berlin have been cancelled by German authorities.

News of the ban was phoned to New York by Harold W. Flannery, chief of the CBS Berlin bureau, who stated that the extraordinary refusal was subject to review by unnamed higher German authorities. He was permitted, however, to give other news in his telephone report and also was allowed to cable a news dispatch.

No 'Dictation'

After the news reached CBS in New York, Paul W. White, CBS director of public affairs, issued the following statement:

"CBS will submit to no foreign dictation as to its broadcasts in this country. We will not seek to please Germany in presenting the news over here as the price of being allowed to broadcast from Berlin. If the motive behind the German government's action is to compel us to color our news analysis to its liking, that action has failed.

"When Mr. Flannery communicated the German decision to us." Mr. White continued, "he was immediately instructed to make no compromises with the integrity of our news broadcasts, in an effort to maintain his post. He was further instructed to make clear to the Propaganda Ministry that our broadcasts outside Germany and German-controlled territory were beyond the censorship of the Reich."

In the Wodehouse interview, the novelist said that he did not mind being a prisoner of war, that he had had a suite at the Hotel Adlon in Berlin and that he could come and go as he chose although, he added, "if I wanted to go to Switzerland this summer, I imagine there'd be objections."

Elmer Davis in his analysis, pointed out that the German treatment of Mr. Wodehouse was somewhat different from that accorded to other prisoners whose release might have had less publicity value.

No word as to the resumption of CBS broadcasts from Berlin had been received late last week, although the network stated it should hear the outcome by early this week.

Chaos in Berlin

THE tables were turned the other night and Berlin was bewildered when a WOR announcer slipped up in giving the opening cue for a MBS program for its Berlin correspondent. Said the announcer: "We take you now to John Paul Dixon in London!" The amazed voice of a German production man in the Berlin studio came through—"John Paul Dixon in *London?*" and repeated the phrase in confusion. Finally, everything was cleared up, the proper announcement made, and Dixon came on the air—from Berlin.

LICENSE GRANTED TO KRBA, LUFKIN

CULMINATION of activity in connection with the Texas revocation hearings of last year appeared in sight last Monday when the FCC adopted an order authorizing issuance of a license on a regular basis to KRBA, Lufkin, replacing its temporary license.

The temporary license of KGFI, Brownsville, which had also been involved in the hearings, was extended 30 days. The temporary licenses had been issued until the stations furnished proof that Rev. James G. Ulmer had divested his holdings in the stations.

Action against KRBA and KGFI, as well as KAND, Corsicana, KNET, Palestine, KSAM, Huntsville, and KGKB, Tyler, was instituted in February, 1940, when the FCC charged the licenses of the stations with "hidden" ownership, saying an FCC investigation showed Rev. James G. Ulmer, Texas broadcaster-minister actually had control of the stations [BROADCASTING, Feb. 15, 1940].

After subsequent hearings in Texas conducted by FCC Commissioner George H. Payne, the FCC ruled in the fall of 1940 that KAND, had been guilty of no deliberate misrepresentation and accordingly withdrew its revocation order, with Commissioner Payne dissenting. Following this the revocation order against KGKB was vacated earlier this year and the Commission proposed to withdraw its action against KNET, KRBA, KGFI and KSAM upon showing within 90 days that all of Rev. Ulmer's holdings in the stations have been disposed of. Earlier in June KNET and KSAM complied and were issued regular licenses.

PROPOSING to surrender their construction permit for a new station, WHAL, Saginaw, Mich., which has been outstanding for the last two years, Harold F. Gross and Edmund C. Shields have applied to the FCC for a new station in Kalamazoo, Mich., on WHAL's facilities on 980 kc. using 1,000 watts. They are also licensees of WJIM, Lansing.

Mennen to Russell Seeds

MENNEN Co., Newark, has appointed Russel M. Seeds Co., Chicago, to handle advertising of the men's products division. Company will shortly start a weekly half-hour dramatic program from Hollywood, but neither time nor network has been cleared. In order to service the new account, Russel M. Seeds Co. is opening New York offices headed by H. J. Richardson Jr. The office in Rockefeller Center will be completely staffed with radio, art and research departments.

Allotment of Beer Funds

AMOUNT of advertising spent by the brewing industry for radio time in 1940 declined to $908,000, or 4.2% of the beer budget, from the $1,250,000 (6%) of 1939, according to an analysis by Edwin Fein, general manager, Research Co. of America, New York. The study is based on data from the United Brewers Industrial Foundation. Apportionment of beer advertising in other media in 1940 and 1939 follows: Daily newspapers $6,000,000 (28.5%) in 1940, $6,500,000 (31.3%) in 1939; weeklies, $750,000 (3.5%) and $750,000 (3.6%); magazines $1,600,000 (7.6%) and $800,000 (3.8%); point of sale $6,000,000 (28.6%) and $6,000,000 (28.0%); outdoor $5,800,000 (27.6%) and $5,500,000 (26.3%). Totals were $5,800,000 in 1940, $5,500,000 in 1939.

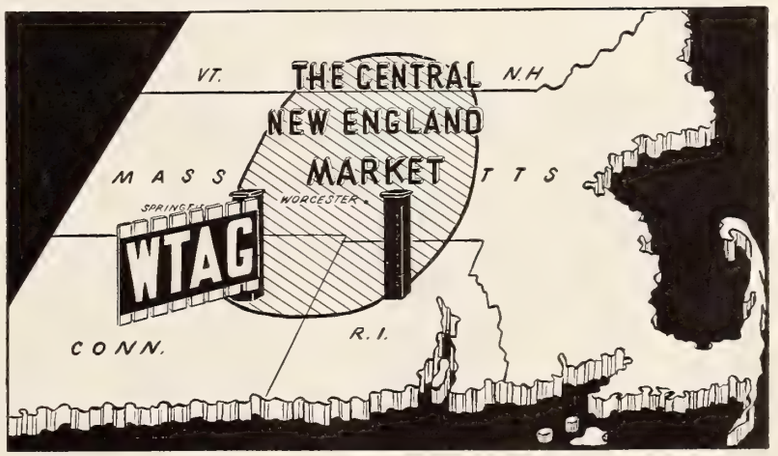
Erskine Caldwell, Wife, Cover Moscow for CBS

ERSKINE CALDWELL, author and playright, and his wife Margaret Bourke-White, noted photographer, have been named CBS correspondents in Moscow, where they happened to be visiting at the time of the outbreak of the Russian-German war. Paul W. White, CBS director of public affairs, asked them to handle the assignment prior to their trip to Russia, if the necessity arose for daily broadcasts out of the Russian capital.

Their first broadcast on CBS took place June 29 on the 7:30 p.m. program *World News Tonight*, the first radio news report to come from Moscow since the German declaration of war. They will continue daily broadcasts, whenever CBS feels it necessary and conditions make it possible for a report to come through.

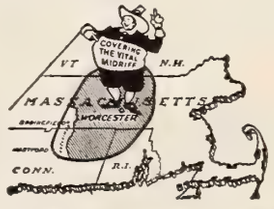
Stairs in Tune

TO SIMULATE various kinds of persons walking up or down stairs, NBC sound effects men have worked out a set of "tuned" stairs, each step so tuned as to give out a different note as called for by a program script.



The ONE Gate to This Market is Open

WTAG
WORCESTER



Use this wide open gate to reach the vast market in Central New England — the families of skilled workers with money to spend, employed in 500 different booming industries — the majority on defense orders. One station, WTAG, and no other reaches all of these families. WTAG is the gate through which you can cover, with one appropriation, this rich Central New England Market.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



WGR and WKBW
Columbia and Mutual
Buffalo
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

President's Approval Expected For Daylight Saving Project

Year-Round Observance Favored as Increasing Support for Idea Develops in Government

WITH approval of President Roosevelt now regarded as certain, and a special recommendation to Congress calling for immediate passage of necessary legislation expected this week, a universal daylight saving time basis for the United States may be only a matter of weeks. Whether "fast time" would be observed throughout the year or only during the six or seven long-day months, remains problematical although indications favor a year-round observance.

During the last few months the daylight saving proposition has won increasing support from the Administration and defense leaders, particularly for its conservation aspects. The Office of Production Management a fortnight ago sent to the White House a request that President Roosevelt call for legislation establishing daylight saving time on a year-round basis during the defense emergency.

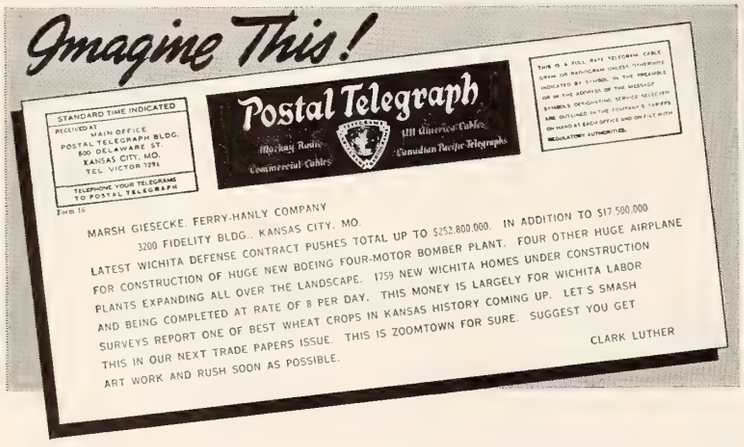
Survey Shows Need

The OPM request came after the Federal Power Commission had concluded a year-long survey, on the basis of which it recommended DST observance in several regions of the country threatened by electric power shortages [BROADCASTING, June 30].

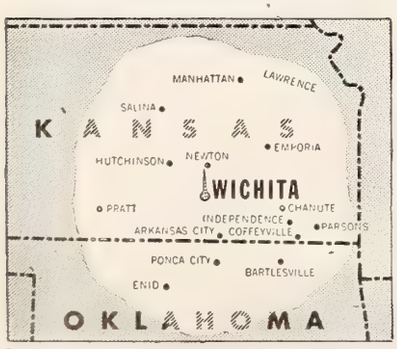
OPM last Wednesday joined the Power Commission in calling upon public and private power systems and their customers in the South—particularly the Southeast—"to cut down or rearrange their normal, peacetime use of electricity" in order to keep defense industries operating.

Some localities in these regions already are observing a "voluntary daylight saving time", with several stations cutting an hour off their broadcast day and urging listeners to follow the example and use less electricity.

Georgia Power Co. at present is sponsoring six daily spot announcements on 18 Georgia stations [BROADCASTING, June 30], urging consumers to conserve power during the power crisis. Along this line, the NAB has recommended that stations in Alabama, Florida, Mississippi, North Carolina, South Carolina, Tennessee and Virginia solicit similar power-conserving broadcasts from utility companies within their service areas.



Are you interested in Potentials? Then you are interested in Wichita—that BOOMING market in Kansas. For some time the average family in Wichita has had more than $268 more per year to spend than average American families. Now with defense contracts being let to Wichita concerns—faster than we can keep track of 'em—well, you figure it. 30 thousand families—225 million in defense contracts to date—mostly for Wichita labor. Now you are interested! . . . Then see your nearest Edward Petry office for time availabilities on



Glenn D. Gillett Field Strength Survey—1939
Map Shows Coverage to the .1 MV/M Line

That Selling Station for Kansas

KFH

WICHITA

The Only Full Time CBS Outlet in Kansas

CBS • 5000 DAY • CP 5000 NIGHT—CALL ANY EDWARD PETRY OFFICE

AFRA

(*Continued from page 10*)

not apply to the current situation, as the code was not signed by MBS nor by the advertisers or agencies whose programs would be cancelled by the withdrawal of AFRA talent from the network. Answering this statement, network spokesmen pointed out that although Mutual as a network had not signed the code, it had been signed individually by WOR, WGN and Don Lee.

Advertising agencies, while not signing the code itself, signed letters agreeing to comply with the code's rules and regulations. AFRA says that these letters contain 10-day cancellation clauses and that therefore in giving them more than 10 days notice of its proposed action, AFRA has fulfilled its obligations to them. This is disputed, however, as these agencies cannot pull their programs from any station in the networks for which they have contracted, except at the regular 13-week intervals, without leaving themselves liable for damages to the station.

Hulbert Taft Jr., general manager of WKRC, in New York to discuss these legal aspects, expressed the opinion that AFRA's proposed action may form a dangerous precedent if allowed to stand. On this theory, he said, a union could force a station to comply with its demands by threatening to tie up its network service, regardless of whether or not the union represents a majority of the station's employees.

If AFRA should order its members not to work on MBS commercial programs including WKRC among their outlets, the following programs would be affected: Gospel Broadcasting Assn.'s *Old Fashioned Revival; Captain Midnight*, sponsored by Wander Co.; *The Lone Ranger*, General Mills; Raymond Gram Swing, General Cigar Co.; Axton-Fisher Tobacco Co.'s *Spud Imperial Time* and *Danger Is My Business; Inside of Sports*, Bayuk Cigars Inc.; Wythe Williams, American Safety Razor Corp.; *Double or Nothing*, White Labs.; John B. Hughes, American Home Products; *Front Page Farrell*, Anacin Co.

The Johnson Family, together with three sustaining programs fed by WKRC to the Mutual network, *Edith Adams' Future, Old Fashioned Girl* and *Quiz Bowl*, are being permitted to continue until July 12.

On his return to AFRA's New York headquarters from Cincinnati last Wednesday George Heller, national associate executive secretary of the union, said that nine local advertisers had withdrawn their programs from WKRC since the beginning of the strike.

TWO NET PROGRAMS ON NBC FOR LEVER

LEVER BROS. Co., Cambridge, Mass., has announced two new shows, one for Rinso and a second for Rinso-Spry, and the replacement of a third, all to take effect during July, through its agency, Ruthrauff & Ryan, New York.

Radio rights for Henry Souvaine's production of George McManus' *Bringing Up Father* have been purchased, and the show will have its premiere Tuesday evening July 8, 9-9:30 (EDST), on NBC-Blue, with a repeat performance for Pacific Coast listeners. There will be an all-star cast, with original background and music by Elliot Jacoby and a 12-piece orchestra.

Grand Central Station, which now occupies the 9-9:30 Tuesday spot on NBC-Blue for Rinso, will be shifted to CBS, Wednesdays, 8-8:30 p.m. (EDST), for the same product. It will replace *Big Town* heard regularly at that time for Rinso, which is leaving the air until fall.

A new Saturday 11:30-12 morning show, *Vaudeville Theatre*, will make its debut July 12 for both Spry and Rinso on NBC-Red. Jim Ameche will be featured as m.c., with Dick Todd as singer and D'Artega's orchestra. Each week a different vaudeville-type act will be headlined.

In addition, Lever Bros. is conducting a test campaign in the Midwest for *Helen's Home*, a transcribed serial, to be heard at different times during the morning on WHO WOWO WDAF WIBA WEAU KABR KDLR KRMC KGCU KLPM KATE WLOL WDSM KVOX.

FM NET TO SEEK NEW YORK OUTLET

AMERICAN Network, created to launch the first FM network plans to ask the FCC for an FM outlet in New York, according to John R. Latham, executive vice-president. Paul D. P. Spearman, Washington attorney, is counsel. Engineering data will be prepared by Andrew D. Ring, of Ring & Clark, consulting engineers. The New York outlet would key what ultimately will be a 40-market FM network, plans for which were drawn early this year by Mr. Latham at the request of a group of FM experimenters.

With FM stations already on the air in nine markets represented in the group, Mr. Latham said preliminary network operation may begin this year.

Buy WCCO Artists Bureau

JOHN WILLIAMS and Urbane Boddin, former employes of the Artists Bureau of WCCO, CBS M&O station in Minneapolis, have purchased the bureau. Move follows the recent sale of the CBS artists services to Music Corp. of America, with transfer of offices and personnel expected to be completed within the month.

WHBF

Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
ROCK ISLAND • DAVENPORT • MOLINE



QUARTET IN B for Birthday—and a happy one—made its appearance at the WBT, Charlotte studios June 18 in the form of four modern Mercuries—the Western Union variety—when four staff members all celebrated birthdays. So impressed were WU officials by the wholesale order for songsters that Supt. John Nowell came along, baton in hand, to lead his boys through the intricate passages. Being musically congratulated are (l to r) Kay Owsley, continuity department; Russ Hodges, sports editor; Jack Williams, music clearance dept., and Reginald Acker.

Webb C. Artz

WEBB C. ARTZ, 52, former radio news manager of United Press in New York, died July 2 at the Lilly Clinic, Indianapolis, after a three months illness. Mr. Artz made his first contribution to UP while traveling in Egypt when he cabled an exclusive story on J. P. Morgan aboard his yacht in eastern waters. Formerly with the *Cleveland News*, city editor of the *San Antonio Express* and managing editor of the *Houston Press*, he joined UP in 1929, becoming radio news manager in 1936 of the service he helped to organize. His widow survives.

'Moonlight' Sponsors

TWO SPONSORS, both New York companies, have signed for participations in the *Moonlight Saving Time* all-night program on WOR, New York, 2:30-5 a.m. Based on the idea of public service, I. J. Fox, furriers, will use 54 participations weekly, paying tribute to late shift workers, such as doctors, nurses, and defense employes. Second sponsor is Strauss Stores Corp., auto accessories chain, for six spots weekly on the program, through Thomas F. Harkins, Philadelphia.

Salute to Latin Outlet

SALUTING Uruguay's newest radio station "El Espectador" July 1, NBC's international shortwave stations WRCA and WNBI sent a special broadcast to Montevideo to the new completely RCA equipped studio. Niles Trammell, president of NBC, wrote a special message, which was read in Spanish by Eli Canel, head of NBC's Spanish Department of the International Division. Uruguayan Consul-General Rivas delivered an address.

CBS on July 8 will broadcast a complete description of the 1941 All-Star baseball game between star players of the American and National Leagues from Detroit.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

ASCAP

(*Continued from page 10*)

their own society and to vest these rights solely in BMI, which is owned by the radio broadcasters. It is simply one more attempt to destroy the value of rights now vested in the creators of American music."

Error on BMI Books

BMI was unusually vulnerable to such attacks last week, due to an error in procedure in its bookkeeping department that resulted in the publishers associated with BMI receiving ridiculously small payments for their performance rights for the first quarter of 1941. Through an error which BMI describes as "impossible to happen but it did", the network performances were omitted from the calculations and only the local station broadcasts included, with the result that several publishers received checks for less than $25.

The complaints arising from this error resulted in BMI's putting its accounting staff on a 24-hour basis to refigure the royalties so that new checks could be sent out, to bring the payments up to their proper size. A second result was a decision by a number of the smaller publishers to organize a protective society with Peter Doraine of Doraine Music Publishing Co. as chairman and Andrew D. Weinberger as counsel.

This group was scheduled to hold a meeting last Thursday, at which Sydney Kaye, vice-president and general counsel of BMI, was invited to explain the mistake, under threat that if his explanation failed to satisfy the publishers they would withdraw from BMI and organize their own performing rights association. Mr. Weinberger said that if the group is satisfied that the BMI system of accounting is all right and the first quarter low payments the result of an "honest mistake", the organization will go along with BMI, but will ask for the right to make its own periodic audits of BMI records.

Fortunately, there were some BMI publishers whose performance fees were correctly figured and who were pleased with the results. Harold Oxley, general manager of New Era Music Corp., wrote BMI as follows:

"Late in 1940 when New Era Music signed with BMI, we said, the BMI way of dealing with writers is the best thing that has ever happened to American music. New Era Music is going to BMI because BMI gives the fairest deal.

"I can say that we still feel the same way. The check we received for performance royalties for the first quarter of 1941 under the BMI system represents the most equitable method of payment in the music business."

Checks for Writers

BMI also reports that in addition to the writers of their top hit tunes, who received about $3,000 for their performance rights and a like amount from the sale of sheet music and records of their tunes, Royalty checks ranging between $75 and $200 were sent to many "hobby writers" whose songs never achieved hit proportions but nevertheless were performed frequently on the air during the first three months of 1941. Franklin D. Roosevelt Jr. and Kendrick Sparrow, for example, got $81.84 apiece for *I'll Spend the Rest of My Life.*

Taking advantage of BMI's predicament, ASCAP in its Thursday release, asked BMI a list of questions, "for the benefit of composers," regarding BMI's income and payments to composers, including several questions as to the provisions BMI has made for "relief of composers during sickness and distress", "for widows and orphans of composers who die but whose works live", "to insure continued payments through years to come to composers who write hit songs but whose output may dwindle or cease", etc.

MBS Meets Publishers

MBS entertained some 60 music publishers at lunch Tuesday. Fred Weber, MBS general manager; Adolph Opfinger, program service manager; Paul Jonas, in charge of music copyrights; Nat Abramson, head of WOR's artists bureau, and John G. Paine, general manager of ASCAP, explained to the publishers how the network operates and answered questions regarding the use of radio in musical exploitation.

A committee of publishers, headed by Rocco Vocco, of Bregman, Vocco & Conn, was set up as a liaison group to meet with MBS officials every two weeks to discuss any problems that may arise and to attempt to work out solutions satisfactory to both the network and the publisher. MBS plans to hold a similar get-together with band leaders this week.

Taking advantage, of its position as the only network which can perform George Gershwin's tunes, MBS is planning four memorial programs next weekend, commemorating the anniversary of Gershwins death July 11, 1937.

SASSER (Ky.) WON'T TALK BACK WITH SALES!

We-uns cain't stop you from buying time to reach the handful of folks in Sasser (Ky.)—if that's what you want. But don't expect a spectacular spurt in your Kentucky sales! If you expect *that*, you need the big Louisville Trading Area, with its effective buying income 33% *greater* than the rest of Kentucky *combined!* And to cover the whole Area, all you need is WAVE—which you can have at practically give-away rates! How's for letting us prove it?

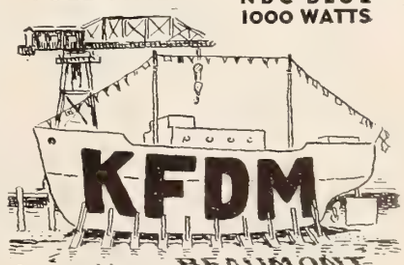
LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N. B. C. Basic Red
FREE & PETERS, INC.
National Representatives



. . . IN THE SAME OLD LOCATION

THE PEOPLE IN THIS BOOMING GULF COAST INDUSTRIAL AREA STILL FIND THE PROGRAMS THEY WANT IN THE OLD, FAMILIAR LOCATION . . .

FULL TIME
560 KC
NBC BLUE
1000 WATTS



KFDM
BEAUMONT
Represented by HOWARD H. WILSON COMPANY

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JUNE 28 TO JULY 3, INCLUSIVE

Decisions . . .

JULY 1

KRBA, Lufkin, Tex.—License issued on regular basis to Red Lands Broadcasting Co.

KGFI, Brownsville, Tex.—Temporary license extended 7-1-41 until licensee complys with order of 4-2-41.

NEW, Muzak Corp., New York—Granted CP new developmental FM station 117.65 mc 1,000 w unl.

KARM, Fresno, Cal.—Granted CP change to 1430 kc, 5 kw unl. directional, new equipment, move transmitter.

WIGM, Medford, Wis.—Granted modification of CP change to 1490 kc, 250 w unl., new transmitter, change studio and transmitter site.

WAKR, Akron, O.—Granted CP increase to 5 kw unl., new transmitter, directional N.

WEAU, Eau Claire, Wis.—Granted CP change to 790 kc unl., new transmitter.

WFTL, Fort Lauderdale, Fla.—Granted consent to assignment of license from Tom M. Bryan to Ralph A. Horton, assignee having divested himself of all newspaper association.

WMBI, Chicago — Granted modification license 1110 kc 5 kw (ltd. to WBT, KFAB) upon completion WCBD CP.

WIOD, Miami, Fla.—Granted withdrawal of action against grant CP to WAYS.

KQW, San Jose, Cal.—Ordered issuance temporary 5 kw unl. license to determination of application for 50 kw with directional.

WFBR, Baltimore—Granted application change directional, increase to 5 kw unl. with agreement to protect WOOD-WASH.

Adopted Order No. 79-A, setting up procedure for hearings on newspaper ownership.

DESIGNATED FOR HEARING—**NEW, Hennessy Broadcasting Co., Butte, Mont.,** CP new station 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte, Mont.,** CP new station 1490 kc 250 w unl.; **NEW, Southern California Broadcasting Co., Pasadena, Cal.,** CP new station 1430 kc 1 kw D; **NEW, Jefferson Broadcasting Corp., Birmingham, Ala.,** CP new station 1340 kc 250 w unl., facilities of WSGN; **NEW, Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa.,** CP new station 1240 kc 250 w unl., facilities of WBAX; **NEW, Frequency Broadcasting Corp., Borough of Brooklyn, N. Y.**—CP new station 620 kc 500 w D; **WJPR, Greenville, Miss.,** CP change to 1600 kc, increase to 1 kw unl.; **KGKO, Fort Worth, Tex.,** modification of license to maintain two main studios, in Dallas and Fort Worth.

JULY 3

MISCELLANEOUS — **WBAX, Wilkes-Barre, Pa.,** temporary license extended to 9-1-41; **WAYS, Inter-City Adv. Co., Charlotte, N. C.,** dismissed rehearing petition filed by WIOD; **WABY, Albany,** granted dismissal without prejudice application modify license to 1210 kc 250 w unl.; **NEW, King-Trendle Broadcasting Corp., Detroit,** granted dismissal without prejudice application 1010 kc 250 w unl.; **KWTO, Springfield, Mo.,** granted continuance hearing to 9-5-41.

Applications . . .

JUNE 30

NEW, Imes-Weaver Broadcasting Co., Columbia, Tenn.—CP new station 1340 kc 250 w unl. (original applic. submitted 6-11-41).

NEW, Imes-Weaver Broadcasting Co., Cleveland, Tenn.—CP new station 1450 kc 250 w unl. (original applic. submitted 6-17-41).

JULY 1

NEW, NBC, Washington—CP commercial television station Channel No. 2 FM (formerly W3XNB).

NEW, Key Broadcasters Inc., Wilkes-Barre, Pa.—CP 1240 kc 250 w unl., facilities of WBAX.

WWVA, Wheeling—Special service authorization to operate on 1170 kc, 5 kw unl. until 2-1-42.

NEW, Philco Radio & Television Corp., Philadelphia—CP new commercial television station to operate on Channel No. 3 FM emission (formerly W3XE).

WJOB, Hammond, Ind. — CP change transmitter and studio location, install new antenna.

WCAZ, Carthage, Ill.—CP change equipment, increase to 250 w.

NEW, Hugh Francis McKee, Portland, Ore.—Amend CP new station to omit request for 6-7 time sharing with KBPS.

JULY 3

NEW, Portland Broadcasting System, Falmouth, Me.—CP 47.1 mc FM 5,050 sq. miles 256,466 pop.

NEW, General Electric Co., New Scotland, N. Y.—CP new commercial television station formerly W2XB Channel No. 3 and special emission FM.

NEW, Westinghouse Radio Stations Inc., Hull, Mass.—CP 9570 kc 700 w A0 and A1 emissions, ltd. to WBOS.

WMAS, Springfield, Mass.—CP change to 910 kc 1 kw, new transmitter directional N & D, change site.

WOL, Washington—CP change directional antenna.

NEW, Northern Ohio Broadcasting Co., Elyria, O.—CP 640 kc 1 kw ltd. (S-KFI), contingent WHKC grant, amended to omit request share time with KFI, asks WCLE facilities.

WCKY, Cincinnati—CP change to 640 kc, change antenna, transmitter site to New Burlington, O., contingent WCLE change to 600 kc, WHKC change to 610 kc.

WKBN, Youngstown — Modification CP new transmitter etc., re transmitter.

WLW, Cincinnati—CP increase from 50 to 650 kw, change W8XO transmitter for use by WLW, directional N.

KFJZ, Fort Worth—Modification CP as modified for new transmitter, increase to 5 kw, directional, move transmitter, asking change to 1270 kc.

NEW, Bob Jones College Inc., Cleveland, Tenn.—CP 550 kc 1 kw D.

KFXM, San Bernardino, Cal.—Voluntary assignment license to Tri-City Broadcasting Co.

Tentative Calendar . . .

AUGUST 7

WBT, Charlotte, N. C.—CP 1110 kc 50 kw unl., directional N.

KFAB, Lincoln, Neb.—CP 1110 kc 50 kw unl., directional N.

WBBM, Chicago—Modification license change 770 kc 50 kw unl.

WJAG, Norfolk, Neb.—CP change 770 kc 1 kw D.

AUGUST 14

(Consolidated Hearing)

NEW, The Gazette Co., Cedar Rapids, Ia.—CP new station 1550 kc 5 kw unl., directional N.

NEW, Brainerd-Bemidji Broadcasting Co., Brainerd, Minn.—CP new station 1550 kc 1 kw unl.

AUGUST 20

(Consolidated Hearing)

WARM, Scranton, Pa.—License to cover CP new station.

NEW, Anthracite Broadcasting Co. Inc., Scranton, Pa.—CP new station 1400 kc 250 w unl.

NEW, George Grant Brooks Jr., Scranton, Pa.—CP new station 1400 kc 250 w unl.

SEPTEMBER 8

NEW, Herald Publishing Co., Klamath Falls, Ore.—CP new station 1400 kc 250 w unl.

NEW, Dorman Schaeffer, Klamath Falls, Ore.—CP new station 1400 kc 250 w unl.

SEPTEMBER 11

KFXM, San Bernardino, Cal.—CP change 1420 kc, increase 1 kw unl.

OCTOBER 1

(Consolidated Hearing)

NEW, High Point Broadcasting Co., High Point, N. C.—CP new station 1370 kc 100 w unl.

NEW, Ralph L. Lewis, Greensboro, N. C.—CP new station 1370 kc 100 w unl.

WOW Improvements

WOW, Omaha, has started remodeling operations which will expand its executive office and studio space by about 1,000 square feet. Space used by secretaries, stenographers and clerical divisions is to be doubled, along with addition of an artists' lounge and a recreation room for feminine employes. The expansion calls for a new transcription and recording room, engineering workshop.



CLERGY HELPED at the National Eucharistic Congress in St. Paul as radio gave extensive coverage. Here Father Mark Farrell, of St. Paul, dons earphones to give cues to Al Ash (left), of KSTP. Ken Fry, NBC central division special events director, is at right. Ash blended pickups from four microphones under Father Farrell's direction.

Red and Blue Discounts Are Separated by NBC

BILLINGS of NBC's Red and Blue Networks will no longer be combined for discount purposes after Aug. 1, NBC has announced, stating that at the time the two networks' sales departments were organized as separate and distinct operations, the program called for eventually dividing all operating procedure.

Each network, under the plan, will earn its own discount, with all current contracts renewing without lapse to receive full protection for one year up to and including Aug. 1, 1942. The division of the Red and Blue, NBC states, will involve only seven advertisers whose total annual billings will be increased approximately by only 2%.

GE Shortwave News

GENERAL ELECTRIC Co., Schenectady, which sponsors the institutional program *News of the Week in Industry* on NBC-Blue, recently started to shortwave the weekly quarter-hour program in six languages to Latin America, Europe, and Asia. Program will be carried regularly by three G-E shortwave stations, WGEO-WGEA, Schenectady; and KGEI, San Francisco, according to R. S. Peare, G-E manager of broadcasting.

BUCHANAN-THOMAS ADV. Co., Omaha, has stipulated with the Federal Trade Commission to stop certain advertising representations for Butter-Nut Coffee on behalf of its client, Paxton & Gallagher Co., Omaha, according to a June 29 FTC announcement. Montgomery Ward & Co., Chicago, also has stipulated with the FTC to properly label its coal tar hair dye preparations, Inecto and Clairol.

NEW YORK chapter of AFRA has nominated William P. Adams, Alan Bunce, Ben Grauer, Alex McKee, Anne Seymour, Del Sharbutt and Ned Wever as candidates to represent this local on the national board of the union.

Network Accounts

All time EDST unless otherwise indicated.

New Business

GENERAL FOODS Corp., New York (Walter Baker chocolate), on June 30 started *The Second Mrs. Burton* on 6 CBS Pacific stations, Mon. thru Fri., 3-3:15 p.m. (PST). Agency: Benton & Bowles, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso, Spry), on July 12 starts *Vaudeville Theatre* on 12 NBC-Red stations, Sat., 11:30-12 a.m. Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS. Co., Cambridge Mass. (Rinso), on July 8 starts *Bringing Up Father* on 48 NBC-Blue stations, Tues., 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

GULF OIL Corp., Pittsburgh, on Sept. 28 resumes *Screen Guild Theatre* on 79 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

Renewal Accounts

MENNEN Co., New York (shaving cream), on July 14 renews *Bob Garred Reporting* on 5 CBS Pacific stations, Mon., Wed., Fri., 7:30-7:45 a.m. (PST). Agency: H. M. Kiesewetter Adv. Agency, N. Y.

KRAFT CHEESE Co., Chicago, on July 24 renews for 52 weeks *Kraft Music Hall* on 88 NBC-Red stations, Thurs., 9-10 p.m. Agency: J. Walter Thompson Co., Chicago.

Network Changes

LEVER BROS. Co., Cambridge, on July 8 discontinued *Uncle Jim's Question Bee* on 47 NBC-Blue stations, Tues., 8:30-9 p.m. Agency: Ruthrauff & Ryan, N. Y.

PROCTER & GAMBLE Co. of Canada Ltd., Toronto (Naphtha Soap and Chipso), on June 30 switched *Pepper Young's Family* and *Road of Life*, the former now Mon. thru Fri., 2:15-2:30 p.m., EDST, on 18 Canadian Broadcasting Corp. stations, and latter Mon. thru Fri., 3:45-4 p.m., EDST, on 25 CBC stations. Agencies: Compton Adv. Inc., N. Y. (Naphtha) and Pedlar & Ryan, N. Y. (Chipso).

LEVER BROTHERS Co., Cambridge, Mass. (Rinso), on July 8 shifts *Grand Central Station* on 48 NBC-Blue stations Tuesdays, 9-9:30, to 75 CBS stations, Wednesdays, 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co., Camden, N. J. soups), on July 7 replaces for July *Fletcher Wiley* with *You're The Expert* on 37 CBS stations, Mon. thru Fri., 2:30-2:45 p.m. Agency: Ward Wheelock Co., Philadelphia.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on July 5 shifted *Grand Ole Opry* on 45 NBC-Red stations, Sat., 10-10:30 p.m. to 87 NBC-Red stations, Sat., 10:30-11 p.m. Agency: Wm. Esty & Co., N. Y.

LADY ESTHER Ltd., Chicago (cosmetics, toilet preparations), on Aug. 4 replaces Guy Lombardo with Freddy Martin and His Orchestra for *Lady Esther Serenade* on CBS, Mon., 10-10:30 p.m. (EDST). Agency: Pedlar & Ryan, N. Y.

WCHV to Join MBS

WCHV, Charlottesville, Va., on Sept. 1 will join MBS as the network's 180th affiliate. Station operates on 1450 kc., 250 watts

RCA MFG. Co., Camden, has compiled a complete engineering and amateur guidebook on transmitting tubes to be distributed for 25 cents through RCA tube and equipment distributors throughout the country. It contains data on transmitting tubes and transmitter designs.

RYSTALS by
HIPOWER
he Hipower Crystal Company, one of
merica's oldest and largest manufac-
rers of precision crystal units, is able
offer the broadcaster and manufac-
rer attractive prices because of their
rge production and the exclusive
ipower grinding process. Whatever
our crystal need may be, Hipower
an supply it. Write today for full
formation.
IPOWER CRYSTAL CO.
les Division—205 W. Wacker Drive, Chicago
ctory—2035 Charleston Street, Chicago, Ill.

AURICE RANDALL, pioneer mem- of the WGY Players, a dramatic oup organized in 1922, died recently his home in Troy. He was the first or to perform in a television radio ma. The performance was J. Hart- Manners' "The Queen's Mes- ger," on Sept. 11, 1928. Mr. Ran- l also served for many years as official Santa Claus on all of GY's Christmas broadcasts.

ARLOW WILCOX, announcer on CBS *Hollywood Premiere* pro- am, plays a smalltown banker in the w RKO movie, "Look Who's ughing".

REL Names Coast Rep

A. GUNTHER, vice-president of Radio Engineering Laboratories Inc., Long Island City, N. Y., has announced Norman B. Neely Enterprises has been appointed the REL Pacific Coast representative in the sale of FM broadcast equipment. The Neely offices are at 5334 Hollywood Blvd., Hollywood, and 420 Market St., San Francisco.

Salem Chemical Spots

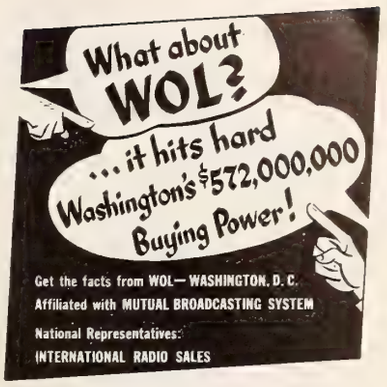
SALEM CHEMICAL & SUPPLY Co., Salem, Mass., has placed five one-minute spot announcements a week—two for Silver Label germacide and three for Creol disinfectant—on WBZ-WBZA, Boston, Springfield; WTIC, Hartford; WCSH, Portland, with an outlet in Providence to be added. Agency is Blackett-Sample-Hummert, N. Y.

EASTERN members of the Radio Writers' Guild have approved the "statement of fair practices" covering commercial radio writers as submitted by RWG and the American Assn. of Advertising Agencies. Final ratification awaits RWG approval in Chicago and Los Angeles.

Smith Bros. Breaks

SMITH BROS., Poughkeepsie. N. Y. (cough drops and syrup), is planning a 17-week schedule of chainbreak announcements on stations affiliated with NBC-Red and CBS, starting about Nov. 15. J. D. Tarcher, New York, the agency, is now signing up stations.

CHRC, Quebec, will go on the air in mid-July with a new 1,000-watt transmitter on 800 kc., according to the Canadian Broadcasting Corp. CHLT, Sherbrooke, Que., is now on the air with 250 watts.



CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS**, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

perienced Radio Time Salesman—On eading station in a large industrial and amily market in the Middlewest. Give ull particulars and references. Address Box 663, BROADCASTING.

wscaster—Experienced, sober, capable. Good job for right man. Voice recording requested. Box 655, BROADCASTING.

lesman—For 250 watt station Middle West. City 50,000. Send qualifications, references, draft status, starting salary o Box 662, BROADCASTING.

Situations Wanted

orts Announcer—Of outstanding ability who has been doing sport reviews, and play-by-play in major league baseball, hockey, wresting, football, etc., for the past ten years in a city of approximately one million people. Agreeable to start with a reasonable salary, but must have quick offer. Unusual local situation necessitates change. Excellent references. Box 652, BROADCASTING.

ntinuity And Dramatic Writer—Girl with ideas, 28, single. Mike. Employed in south—homesick for north. Excellent references. Box 656, BROADCASTING.

tention Station Managers!—If you're willing to pay $50 weekly to a fine commercial announcer, now employed, contact at once Box 660, BROADCASTING.

ntinuity Writer — Women's editor, experienced, now empoyed, 21, single, can operate board. Will go any place. References, and samples of work sent. Box 659, BROADCASTING.

IEF ENGINEER — Regional station wishes to make change. Broad engineering background, business experience, and executive ability. Interested only in a position of permanent nature. Box 661, BROADCASTING.

ogressive, Alert Announcer-Producer—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Can double equally well as singer, actor, writer. Box 651, BROADCASTING.

Situations Wanted (Continued)

Program Director—Canadian, young, thoroughly experienced, wants tough job, good pay. Has been chief announcer three stations. Excellent copy, special events man. Disk or interview. Box 653, BROADCASTING.

Young Man—With First Phone Second Telegraph desires position. What have you? Prefer Northwest, will work anywhere. Experience on both licenses. Dodge Graduate. Toivo E. Pekonen, 218 Third Street South, Virginia, Minnesota.

ENGINEER—Available Sept. Thoroughly experienced. Complete station construction, chief engineer, maintenance, controls; etc. One to ten kilowatt. University credits. **MARRIED-FAMILY.** Prefer chief engineer's job. Consider other. Best references. State salary. Write to Box 657, BROADCASTING.

News Analyst And Commentator—Twenty years combined newspaper and radio experience. Best of analyses on war and international situation from one who is World War veteran and has been foreign correspondent. Sponsored solidly for eight years, all national accounts, and can give finest of agency and local references. Take complete charge of newsroom. Seek affiliation with station or regional network desiring outstanding news prestige. Now employed but looking for greater outlet for proven commercial medium. Box 658, BROADCASTING.

Wanted To Buy

Pacific Coast — Station wishes to contact anyone having good 5 kilowatt transmitter for sale. Box 654, BROADCASTING.

Want To Buy—Small Radio station in South. Advise giving gross income, actual expense, price. RADIO 331 Balter Building, New Orleans.

For Sale

For Sale:—2000 feet five-eighths inch used copper coaxial line. WIND, Gary, Indiana.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
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982 National Press Bldg.
Washington, D. C.

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Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

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STATION LOCATION SURVEYS
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CLIFFORD YEWDALL
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NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

AFCCE
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Advertise in BROADCASTING for Results!

Defense Tax Bill Will Affect Radio

Excise Levy on Sets, Parts Is Increased to 10%

ALTHOUGH no franchise tax on radio broadcast facilities will be proposed, the House Ways & Means Committee has included in the new defense tax bill several increases which will affect the broadcasting industry. Following extended hearings by the committee, the bill is expected to appear on the floor of the House about mid-July.

Among the increases affecting radio is a boost in the excise levy on radio sets and parts and a revision of the base for taxation, expected to yield $9,400,000 a year. As now written the tax on radios and parts will be 10%, instead of the present 5½%. The 10% levy is in line with Treasury recommendations.

The committee voted to tax telephone, cable and radio leased wires. The new tax, expected to bring $27,600,000 in revenue, will be imposed on any leased wire or talking circuit, and includes those not now taxed, such as teletype service, it is understood.

During its consideration of proposals advocated to supply new tax revenues, the committee voted down the plan of Rep. Sauthoff (Prog.-Wis.) for a franchise tax on radio stations. Such a tax had been urged strongly by John B. Haggerty, president of National Allied Printing Trades Assn., early in the Ways & Means hearings, and the proposal had several Congressional advocates. One of these, Rep. Connery (D-Mass.), now has pending in the House a bill along similar lines.

Sunnyvale Spots

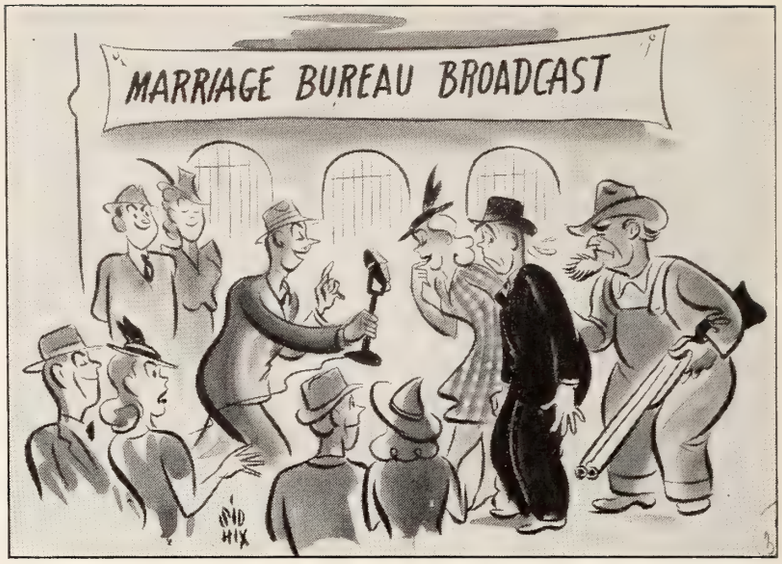
SUNNYVALE PACKING Co., San Francisco (Rancho Soups), recently started a campaign on eight stations on the Pacific Coast, using one-minute transcribed announcements, five times weekly. Agency is Lord & Thomas, San Francisco. The station list: KFRC KSFO KFI KNX KARM KSL KIDO KSEI.

Dr. Lyon's News

R. L. WATKINS Co., New York (Dr. Lyons Toothpaste) has started six ten-minute newscasts by Bob Andersen, weekly on KSFO, San Francisco. The firm on June 30 started a five-weekly quarter-hour disc, *Your Neighbor*, on KNX, Hollywood, for 52 weeks. Agency is Blackett - Sample - Hummert, New York.

Mary McBride's Sponsor

MARY MARGARET McBRIDE, who on July 4 concluded a series sponsored by the Florida Citrus Commission, on July 7 begins a five-time weekly schedule partly on a sponsorship and partly on a sustaining basis. On Monday, Wednesday and Friday, she will be heard sustaining on CBS, while on Tuesday and Thursday she will be sponsored locally on WABC, New York, by the Bohack Stores (chain). Time for all programs is 3-3:15 p.m. Agency for Bohack is E. M. Freystadt Assoc., N. Y.



Drawn for BROADCASTING by Sid Hix

"Ah, and Here's a Happy Young Couple! I Want You Folks to Tell Us Why You're Here Today!"

Seeking Superpower

(*Continued from page 7*)

test the maximum feasible output in excess of 500,000 watts that could be generated by the transmitter, and at the same time test reception over its service area.

The WLW application for 650,000 watts regular authorization brought out that during the last year an extensive survey of the static level in rural areas had been made throughout the country. As a result of these studies, it was ascertained that an average signal of 175 times the intensity of the average static level 90% of the time is essential to provide a serviceable signal in rural areas.

It was added that WLW, with 650,000 watts and based on these technical studies of meteorological conditions in rural areas, could provide satisfactory service in an area embracing the States of Ohio, Kentucky, West Virginia, Tennessee and Arkansas. While it would have a signal beyond this area, it nevertheless would not be equal to the 90% ratio regarded as essential. The term "isoservice line" was coined to cover this degree of signal intensity.

Would Amend Rules

The WLW application was filed by James D. Shouse, vice-president and general manager of Crosley broadcast operations, and was based on engineering studies by G. F. Lydorf and W. S. Alberts, of the station staff, with Ring & Clark, Washington engineers, as consultants.

The WSM application and petition, filed by Attorneys Louis G. Caldwell and Reed T. Rollo, specified that it was designed to bring the old pending application up-to-date, in conformity with existing FCC requirements. The supplemental petition requested that paragraph 3.22 (a) of the regulations be amended to eliminate the 50,000-watt peak limitation for I-A channels and that the revised rules specify power of not less than 50,000 watts. Limitations on Class I-B stations would remain not less than 10,000 watts, nor more than 50,000 watts, under this proposal.

The KSL petition was executed by J. Reuben Clark Jr., president of the Radio Service Corp. of Utah, and Charles W. Wayland, Washington attorney for the station. Specifically, it requested that the FCC reconsider the application pending since 1936 and grant KSL 500,000 watts.

According to FCC records, applications for 500,000-watt output pending since 1936 and still on file, are those of KFI, Los Angeles; WOR, New York; WGN, Chicago; WSB, Atlanta; WJR, Detroit; WJZ, New York, WGY, Schenectady; WHAS, Louisville; WHO, Des Moines; WOAI, San Antonio. In addition, WSM, WLW and KSL had applications pending, which now have been revived.

Raids on Radio

THE CANADIAN Army took control of Toronto radio stations on June 26 in a surprise mock raid on information that theoretical Quislings were to take over Toronto that day. The Army, which came about 75 miles from training quarters at Camp Borden stationed guards with tommy guns and revolvers at all radio stations, newspapers and rail and highway terminals. Studios of CBL, CBY, CFRB and CKCL were guarded, the latter in addition to sidearms with a Bren gun, and all those entering and leaving the studios had to show their national registration cards.

FOURTH GRANT of the Alfred P. Sloan Foundation to Chicago U for the continuation of experiments in educational broadcasting has been announced by President Robert M. Hutchins. The grant of $48,505 will permit further extension of activities of *The University of Chicago Round Table* on NBC-Red.

Belo Corp. Ruling Upheld on Appeal

U. S Court Affirms Decision On Method of Payment

HOLDING that the time radio and newspaper editors and newsgatherers, as well as other radio and newspaper employes, must work is "very variable and unpredictable", the Fifth U. S. Circuit Court of Appeals in New Orleans on June 27 affirmed a lower Federal court decision in a wage-hour case originally decided in favor of A. H. Belo Corp., owning WFAA, Dallas, and a half interest in KGKO, Fort Worth, and publishing the *Dallas Morning News*.

Coming upon appeal by the Wage & Hour Division of the Labor Department, the circuit court action affirmed the Feb. 4 decision of Federal Judge William H. Atwell, of Dallas, who held that firms paying wages or salaries equaling or exceeding minimum required under the Fair Labor Standards Act in pursuance of genuine contracts are complying with the Act, regardless of method of payment.

Commenting on the decision BROADCASTING, Joseph L. Miller, NAB labor relations director, sounded a note of warning to broadcasters:

"Of course the Wage & Hour Division will appeal the circuit court decision to the Supreme Court. A final decision cannot be expected before next fall. Meantime any radio station which uses a 'guaranteed overtime' plan such as the New Orleans court approved runs the risk of having to pay back pay to the employes covered by the plan."

Since General Philip B. Fleming in announcing the appeal from the initial decision, stated that the decision, if allowed to stand, would largely destroy Section 7 of the Act, providing the 40-hour maximum workweek, it is expected the Wage & Hour Division will carry its appeal to the Supreme Court. It is understood the Division first will take up the matter of appeal with Solicitor-General Francis Biddle, who would handle the case before the Supreme Court.

Pointing to the practical difficulty in making a fair working agreement based on hours worked by newspapermen, the circuit court stated: "When things are quiet, a few hours a day may suffice. In times of news activity, a 12-hour day may be required." The decision was concurred in by all three members of the court—Judges S. Sibley, Joseph Hutchinson and Rufus Foster.

WSTV, Steubenville, O., has appointed International Radio Sales as national representative, effective immediately.

ASSOCIATED TRANSCRIPTION of Hollywood, West Coast technical service, formerly headed by Harry Walstrum, has discontinued operations



Mrs. Gearhart, who says Consumers Foundation is "absolutely the finest home economics broadcast," serves lemonade and her delicious deep dish apple pie to her "boys."



Myron, 17, takes over the duties of his older brother Fred, now a Sergeant in the U. S. Army Air Corp.

"MEET THE PAUL GEARHART FAMILY"



Myron and his Bald Face Hereford Bull.
Myron, a soil tester for AAA, he listens to WLW's Soil Conservation feature—"Fortune's Washed Away."

The Paul Gearhart's are progressive, practical farm people who live in Ross County, R. R. No. 1, near Chillicothe, Ohio. Here is another family who, living one hundred miles from WLW's towers, in the rich, fertile lands of the Midwest rely constantly on WLW for complete Weather and Market Reports, News and evening entertainment. Mr. Gearhart is, at present, cultivating 250 acres. Approximately one-third of this area is devoted to wheat, the remainder to corn and soy beans.

Mr. Gearhart is a straight-forward individual, who is a firm believer in "such modernism" as is deemed practicable for the farmers of the Midwest. As a staunch member of the AAA Committee, he heartily endorses the Government's policy in this vast farm progran.

There are three children in the Gearhart Family, Fred, 19, Myron 17, and Paul Wendell, the youngest, 14. Mrs. Gearhart says, "Believe it or not, when we get up we turn on the radio at 6:00 A. M. and it stays on WLW till 10 at night." The whole family agrees that WLW ranks as their favorite station both collectively and individually.

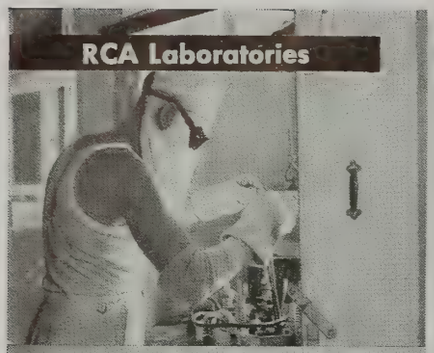


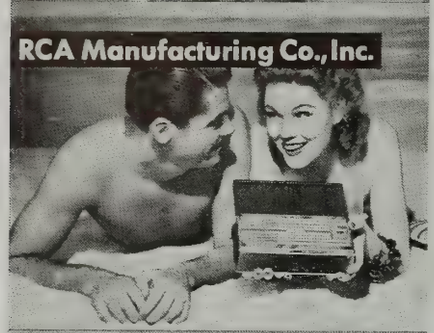
Paul Wendell—youngest son helps Dad at harvest time. Paul likes Fibber McGee and Molly. Henry Aldrich, too.



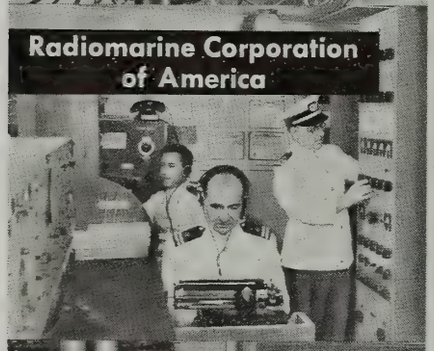
REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

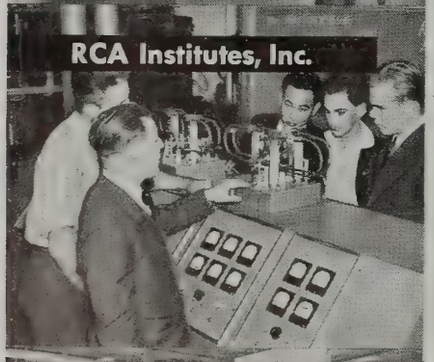
WLW THE NATION'S *most Merchandise-able* STATION





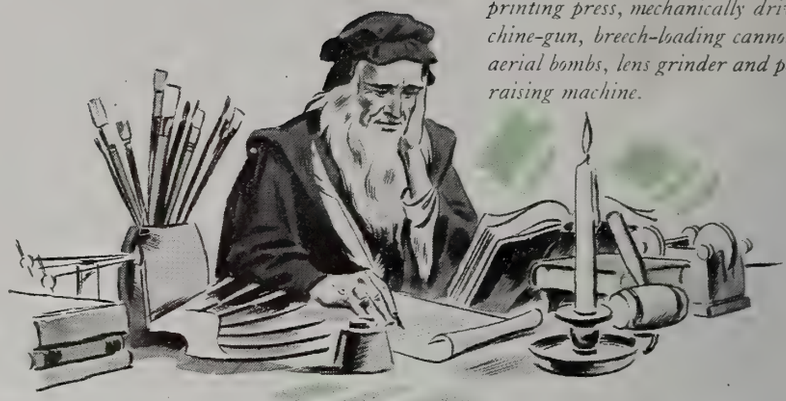








Among the many ideas of the famous Florentine artist and scientist, Leonardo Da Vinci, were: a flying machine, parachute, air-conditioning ventilator, sea-diving apparatus, printing press, mechanically driven car, machine-gun, breech-loading cannon, shrapnel, aerial bombs, lens grinder and polisher, nap-raising machine.



WHAT MAN CAN IMAGINE

Research can Achieve!

About the time Columbus discovered America, many of the wonders of our Mechanical Age lived as ideas in the mind of Leonardo Da Vinci. When he died, he left behind him some 7,000 sheets of drawings and notes depicting scores of "inventions." But Da Vinci's imagination wasn't enough to give life to his shadowy visions. That's why, could he return to earth today, he would be gratified to learn that what man can imagine, research now can achieve.

Thanks to research, RCA has created a dependable, world-wide radio communications service operating across the hemispheres to 47 countries. As a result, the United States is now the communications center of the world.

Thanks to research, RCA provides millions with radios, vacuum tubes and RCA Victrolas; builds transmitters and other broadcast equipment for radio stations from coast to coast. In modern design, efficiency and usefulness, these products are second to none.

Thanks to research, scores of ships go to sea equipped with RCA marine radio apparatus, which guards life and property on the waterways of the world. Afloat as ashore, the slogan "RCA All the Way" is a guarantee that messages will be delivered with speed and accuracy.

Thanks to research, RCA makes possible, through the National Broadcasting Company, the best in entertainment, in up-to-the-minute news, and in education, giving America and Americans the finest and most worthwhile radio programs in the world.

Thanks to research, RCA is a mark of progress and service in the public interest. And in RCA Laboratories, research today is testing for the future —so that in years to come more millions may enjoy a richer, fuller, more satisfying life.

RCA

RCA LABORATORIES

A Service of the Radio Corporation of America

RADIO CITY, NEW YORK, N. Y.

Other RCA Services: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America
National Broadcasting Co., Inc. • R. C. A. Communications, Inc. • RCA Institutes, Inc.

PRINTED IN U.S.A.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy • $5.00 the Year
Canadian & Foreign $6.00 the Year

JULY 14, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 2
WASHINGTON, D. C.

they say Acme's got an 'in' at our place



MAYBE YOU'VE heard it said at the Ad Club. Or at Stouffer's on a Wednesday noon. Sometimes perhaps at the Hapsburg. But the comment's always the same—"Say, Larry—looks like Acme's got an 'in' at WOR." The remark usually follows the rumor that another Acme radio client is crossing the finish line laps ahead of competitors whose dust he at one time paced.

We're sorry, but Acme's* got no 'in' at our place. We'll give you a spy's glance though at one very good reason for the remark. It's simply that Acme — and a lot of other smart timebuyers — are keenly aware of the fact that the WOR markets are as specialized a timebuy as fancy diamond selection. Here is a market group and a people as different from any other as Hollywood is from Holyoke. Ergo, you get listening tastes and habits as different as H is from H.

So Acme calls constantly on WOR's long-and-very-specially-accumulated knowledge of WOR listeners' listening and other ways of life. And, in doing so, Acme gets that very valuable edge that people blithely call an 'in'.

Actually, it's just a matter of thrifty business.

that power-full station **WOR**

*This isn't the agency's name. But you know it.

It's So Well Proved...



...even the Mummy Couldn't Keep Mum!

WE TELL story after story proving that WLS gets Results. And here's another one to put in the record!

At an inquiry cost of only 6.9¢ a household item received 13,752 letters from 18 one-minute announcements between 11:55 and 12 noon—and this in their first three weeks on the air! They offered a 24-page canning recipe booklet. The account was Kerr Glass Company, placed by Raymond R. Morgan Company.

WLS Gets Results, in *summer* as well as winter . . . and WLS Gets Results from the very first broadcast! We have lots of stories like this. Just write and ask us . . . or ask any John Blair man.

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR

YOU GET FRIENDLY FAMILY ACCEPTANCE WITH THE YANKEE NETWORK



ANY product or service appealing to families with children will find a responsive market in New England, where there are 705,000 families with children under ...en, and 1,147,716 families with children under 21.*

With the 19 hometown stations of The Yankee Network, you get the friendly family acceptance that consistently builds good will and sales, because each one of these stations is as much a definite part of the community as the neighborhood store.

Coverage by Yankee Network stations is as complete as it is effective, reaching all key markets in New England, where per capita retail sales are 23.2% higher than the national average.

**Printers' Ink, "Families and How They Live."*

Memo To **NORWICH PHARMACAL COMPANY**

Thank you for your selection of the Yankee Network for your first test of radio, Mondays, 9:30–10:00 P.M.

And please tell your agency, Lawrence C. Gumbinner, how much we appreciated the opportunity to tell your sales staff about our great region, our stations, our listeners and our services. With this type of cooperation, we can't miss another Yankee success story.

LINUS TRAVERS
Vice President

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport New Haven
WCSH Portland
WLLH Lowell Lawrence
WSAR Fall River
WLBZ Bangor
WFEA Manchester
WNBH New Bedford
WBRK Pittsfield
WNLC New London
WLNH Laconia
WRDO Augusta
WCOU Lewiston Auburn
WHAI Greenfield
WSYB Rutland
WELI New Haven

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Exclusive National Sales Representatives

...blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



The advertising emperor of one of America's largest shoe polish factories, has *this* to say about KOIL's 7-Point Plus Merchandising Plan:

"We know that our advertising agents have thanked you for the 7-Point Plus Merchandising support given to our program. But we think so much of the 'plus', that we had to express our personal appreciation!"

THAT 7-POINT PLUS MERCHANDISING STATION IN OMAHA, NEBRASKA.....

KOIL

For the rural and small town audiences, use KFAB LINCOLN, NEBR

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REPR

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

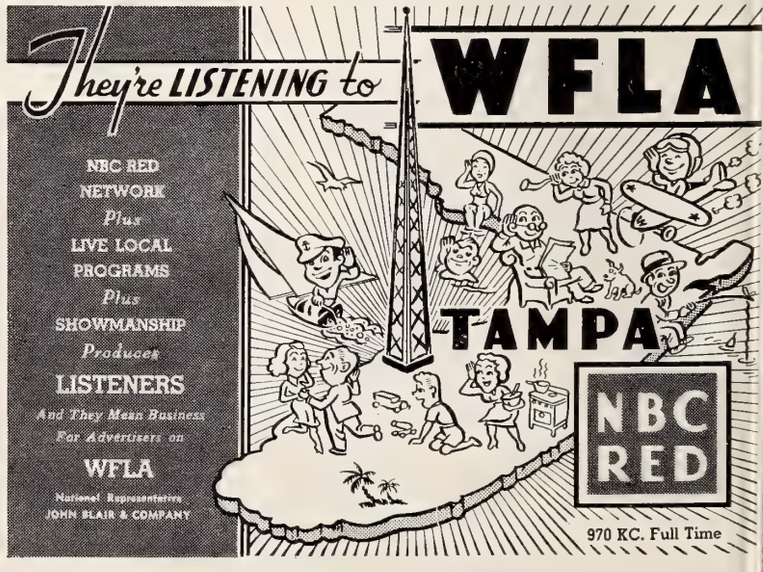
July 14, 1941

CONTENTS

ANPA Enters Press-Radio Hearing	7
Nets Seek to Avert Monopoly Action	7
Scale of Fees Offered NBC by ASCAP	8
Injunction in AFRA Dispute	9
Strotz May Buy NBC Artist Bureau	9
Danaher Raps Fly Censorship	9
Independent Publishers Form Own Group	10
Material Shortage Gets Official Recognition	10
How Kraft Opens the Door	11
Cut in Auto Business	14
Cosmetic Tax Hits Advertising	14
PACA Hears Tips on Copy	16
General Mills Radio Movie	18
U. S. Buys Time on Wide-World	20
Muzak Grant Arouses Interest	22
Await Action on Tax Bill	23
Sears' Sales Shoot Upward	26
Shepard Heads NAB Defense Group	46
Success Story: Morris Plan Bank	51
FCC Appointment in Doubt	52
To Cooperate in Draft Coverages	54

DEPARTMENTS

Agencies	40	Network Accounts	53
Agency Appointments	40	Personal Notes	31
Behind the Mike	32	Purely Programs	35
Classified Advertisements	45	Radio Advertisers	39
Control Room	44	Radio Bookshelf	30
Editorials	30	Station Accounts	38
FCC Actions	52	Studio Notes	42
Meet the Ladies	32	We Pay Respects	31
Merchandising	36	Hix Cartoon	54



BAKERIES IN MINNEAPOLIS — MASTER BREAD — ST. PAUL-DULUTH-HIBBING

ZINSMASTER BAKING COMPANY

MINNEAPOLIS, MINNESOTA

June 9, 1941

Radio Station WCCO
625 Second Avenue South
Minneapolis, Minnesota

Gentlemen:

Just a little over a year ago, the Zinsmaster Baking Company started its fifteen-minute, five-day-a-week show, "Master Meets the Missus," on WCCO. At this time, it is a pleasure for us to report to you that it has been one of the most successful advertising campaigns ever introduced by our company.

It is our conviction that the program has had a three-way appeal and that each appeal has been equally successful.

1. The show definitely appeals to the consumer. It has resulted in an increased desire for Zinsmaster products.
2. It has built dealer good will and aided us in cementing our friendship with the trade.
3. The fact that members of our own sales organization are heard on these broadcasts tends to stimulate sales effort and build morale.

We are highly gratified by the results of this campaign on WCCO and hope that the very pleasant relations between your organization and ours may continue for a long time to come.

Very truly yours,

Harry W. Zinsmaster

HWZ:VS



The Zinsmaster Baking Company's experience with WCCO provides another of those success stories that WCCO likes. It is a further proof of radio's unparalleled power to move minds and merchandise . . . and of WCCO's ability to put radio's power to work.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST

Minneapolis-St. Paul, 830 Kilocycles. Owned and operated by CBS. Represented by Radio Sales



"It's not for sale!"

● City slickers, we've always heard, are the original genuine Grade A *fall guys* of the world.

Maybe that's wrong. But when it comes to planning farm advertising promotions, we do know that most time salesmen *are* city men —hence *do* have a pretty tough time trying to visualize the typical kind of farm prospect. Without real farm experience, even a conscientious salesman may unwittingly mislead both himself and his customer.

As representatives for a number of stations with very large farm followings, it has behooved F&P to dig more deeply into farm merchandising than you'd normally expect. . . . More than that, several of our fifteen fellows operate their own farms, and *quite* a few have worked in agricultural jobs, or have sold farm products. Best of all, we have actually helped build a *lot* of successful farm campaigns.

So if you want some radio help on any kind of farm or small-town product, give us a ring. You won't have to explain that a battery chicken *isn't* a live-wire young lady!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
WISH	INDIANAPOLIS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · NEW YORK: *247 Park Ave.* Plaza 5-4131 · DETROIT: *New Center Bldg.* Trinity 2-8444 · SAN FRANCISCO: *111 Sutter* Sutter 4353 · LOS ANGELES: *650 S. Grand* Vandike 0569 · ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 2 WASHINGTON, D. C., JULY 14, 1941 $5.00 A YEAR—

ANPA Enters Wide-Open Press Batt

Resentment Aroused as FCC's Probers Raid Newspaper and Radio Files

A WIDE OPEN fight, with no holds barred, against the FCC's station-newspaper divorcement proceedings was presaged last week with the revelation that the American Newspaper Publishers' Assn. will intervene in the inquiry now scheduled to begin July 23. ANPA is entering the case out of conviction that the issue transcends mere fact-finding and is really aimed at the nation's press.

Simultaneously, there developed deep resentment among newspaper stations over the latest foray of the FCC in rummaging through the files of stations to procure grist for the inquiry. In a dozen quarters, widely separated geographically, Commission investigators have in effect flashed their badges and demanded the right to examine all files relating to any aspect of joint operation of newspapers and stations.

Raiders of Files

Press associations serving radio, and even the major networks, have been called on during the last fortnight, it was reported, under instruction of the FCC investigating unit, headed by David Lloyd, who in turn received orders from FCC Chairman Fly.

Branded as an out-and-out "fishing expedition", these intramural investigations evidently have sought only data that would reflect unfavorably upon dual radio-newspaper operation, according to reports received by BROADCASTING. In several instances the investigators were asked to specify the precise correspondence or contractual data they desired. NBC and CBS, it is understood, declined to throw open their files unless specific data were enumerated.

Last Friday Commissioner Ray Wakefield admitted he had signed "several subpoenas" but indicated that they had not yet been served. The FCC had authorized Commissioner Wakefield to sign subpoenas. MBS as well as the other networks was called on by FCC investigators, and indicated it would "cooperate". It is understood that among the subpoenas already signed are those covering NBC and CBS. In one quarter it was stated the subpoenas were more in the nature of "indictments".

Acting upon instruction of the ANPA board of directors, Walter Dear, president of ANPA and publisher of the *Jersey* (City) *Journal*, announced last Wednesday the board had instructed its general counsel, Elisha Hanson, of Washington, to appear in the investigation. Mr. Hanson will file an appearance on behalf of the powerful newspaper group by July 18, the due date.

"This action has been taken," Mr. Dear announced, "because it is apparent that the inquiry is undertaken for the purpose of disqualifying anyone engaged in the newspaper publishing business from engaging in radio broadcast business. An order to this effect would clearly be discriminatory and illegal.

"The views of this association will be presented through counsel. Every effort will be made to protect all engaged in our business from such discriminatory action."

The ANPA action came after distribution by the FCC of its 14-page questionnaire to all stations, eliciting information on newspaper-station practices by going far beyond the scope of station operation per se [BROADCASTING, July 7]. The questionnaire, together with a supplemental order (79-A) outlining issues to be met at the hearing, were released by the Commission 10 days ago.

Immediate reaction was that the Commission did not propose to confine its inquiry to the question of newspaper ownership, but that it proposed to go far beyond this and actually invade press association activities, purported coloring of news by radio sponsors, and the competitive effect of joint ownership upon independently-owned stations.

This reaction was buttressed when the corps of FCC investigators descended upon stations, networks and press associations to comb through their files.

Until a week or so ago, reports had been received of sporadic "investigations" by the FCC investigations" by the FCC investigation unit, created by FCC Chairman Fly about a year ago. But the "dragnet" type of field investigation apparently did not develop until late June when Chief Investigator Lloyd sent forth his men as well as a number of attorneys and accountants borrowed from other divisions. This came, presumably, when Chairman Fly decided to proceed with the July 23 date for opening of the inquiry.

Gestapo?

One of the recent reports, only whispered about in the industry, was the sudden appearance June 17 of two FCC investigators at NBC headquarters in Washington. This was the day NBC President Niles Trammell was to testify before the Senate Interstate Commerce Committee on the White Resolution designed to stop the FCC's anti-monopoly regulations and provide a full-scale investigation of the FCC, with a view toward new legislation.

The investigators, according to the report, asked for local correspondence files. Upon advice of counsel, however, the data was not turned over, with the suggestion that specific requests be made.

No official comment came from NBC or its attorneys, but those who had heard of the incident branded it a "Gestapo" type of operation and probably designed to unnerve the NBC president before his committee appearance.

While it had been freely stated until a few days ago that the July 23 starting date would not hold, since neither the FCC nor the Newspaper-Radio Committee conceivably could be ready, there is no

(*Continued on page 48*)

Three Major Networks Confer To Avert Monopoly Action

Wheeler-Inspired Sessions Take Up Main Issues; Prospects of Postponement Thought Bright

WITH LESS than a month remaining before the Aug. 2 effective date of the far-reaching network monopoly rules, directing heads of the three major networks have been holding periodic meetings in the hope of narrowing differences on the rules and paving the way for action calculated to result in a postponement.

Following sessions held in both Washington and New York during the week of June 30, heads of NBC, CBS and MBS met in New York last Thursday in a third conference, upon suggestion of Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, that they endeavor to settle their own disputes by compromise.

Further Sessions

If and when that is accomplished it is presumed Senator Wheeler will be notified and possibly a session arranged with FCC Chairman James Lawrence Fly, spearhead of the Government drive to regulate relations between affiliates and networks.

Present at the session last Thursday were Niles Trammell, president, and Frank Mullen, vice-president and general manager, of NBC; Edward Klauber, executive vice-president, and Paul Kesten, vice-president of CBS; and Fred Weber, general manager, and Louis G. Caldwell, general counsel, of MBS. With Wm. S. Paley, CBS president, substituted for Mr. Kesten, they also were the participants in the meeting the preceding Thursday in New York, as well as at the June 30 session in Washington, attended also by Senator Wheeler and Ed Craney, general manager of KGIR, Butte [BROADCASTING, July 7].

Mr. Trammell, it is understood, conferred informally with Chairman Fly last Tuesday in Washington. Mr. Paley also was in Washington but did not visit the FCC. Both network heads, however, conferred separately Wednesday with Chairman Wheeler.

To effectuate the Aug. 2 postponement, the quid pro quo may be

(*Continued on page 50*)

Scale of Fees Offered Ri... C Networks by ASCAP

...y Counters With Its Own Blanket Proposal; ...e Damage Suit Still Discussed

...a rejection of NBC's ...for return of its reper... the Red and Blue, ASCAP ...tered with another blanket ...k proposal, with both groups ...ng the figures in the hope ...aching an accord.

...llowing a meeting of the ...CAP board July 3, during which ...th the NBC and CBS contract ...roposals were discussed, E. Claude ...Mills, chairman of the ASCAP administrative committee, and John G. Paine, ASCAP general manager, conferred last Monday with Niles Trammell, president, and Mark Woods, vice-president and treasurer of NBC.

Rising Rate

The tentative counter-proposition, it is understood, provided for a blanket commercial network contract calling for 2½% of net receipts from the sale of time for the initial two years 3% for the second two years and 3½% for the balance of the proposed nine-year period. This was as against NBC's proposition of a flat 2½% for the duration of the contract [BROADCASTING, June 30].

On both sides it was indicated the discussions are entirely harmonious and an amicable solution appears in the offing. Any proposition agreed to as between NBC and ASCAP negotiators, however, presumably will be subject to approval of their respective boards.

Apparently, serious negotiations with CBS on its proposal have not been undertaken, pending the outcome of the NBC conversations. ASCAP heretofore has insisted that it would stand on the MBS contract, which, under blanket license provisions, called for a 3% royalty on network programs for four years and for 3½% thereafter until 1950. The CBS proposal to pay ASCAP 2% of network net receipts after deduction of line costs and expenses, with a graduated scale based on income, had been branded "ridiculous" by ASCAP.

ASCAP's revenue from the MBS-type contract, if applied horizontally to the industry, would bring an estimated yield of about $4,200,000 per year, as against $5,100,000 paid by the industry in 1940. This latter figure, however, is bracketed against the $8,000,000 to $9,000,000 which the industry would have been forced to pay ASCAP if the contract originally proffered by the Society had been accepted.

ASCAP contends that the CBS proposal, if applied to the industry, would yield only about $2,500,000 from radio, while the NBC proposal would give ASCAP an estimated annual revenue of more than $3,000,000.

Triple-Damage Suit

Meanwhile, ASCAP persists in keeping alive its threatened triple-damage suit against the industry, specifying NBC, CBS, NAB and BMI and their officers, on grounds of allegedly conspiring to put the Society out of business and bar its music from the air. More than a month has elapsed since ASCAP made its original threat declaring that its lawyers were preparing the suit seeking to reimburse the Society for losses allegedly sustained as a result of the banning of ASCAP music from the major networks and the bulk of the stations since Jan. 1.

In industry quarters, it was thought there was little substance to the threat and that, as a matter of fact, the industry might find itself in a position of turning tables on ASCAP, since it was subjected to payment of arbitrary royalties over a period of years and since ASCAP, in Supreme Court litigation, in effect was adjudged an illegal combination only a few months ago.

Bucky Harris Is Named Grant Production Head

L. G. (Bucky) HARRIS, formerly assistant production manager of NBC central division, Chicago, on July 9 joined Grant Adv., Chicago as radio production manager of the agency's offices in Chicago, New York, Dallas, Mexico City, and Monterey, Mexico. He joined NBC in 1933 and has produced such shows as *National Farm & Home Hour*, *Pot o' Gold* and other network shows. His successor has not yet been named.



Mr. Harris

Mr. Harris' first duties will be to organize the new subsidiary, Grant Adv., S. A., and to supervise production of *Palillo*, a weekly half-hour variety program sponsored by El Aguila, Mexico City, in the interest of Embajadores cigarettes. This show will be broadcast on a 10-station Mexican network, emanating from XEW, Mexico City.

Railroad's Spots

NEW YORK, ONTARIO, & WESTERN RAILROAD, New York, is running a schedule of 36 spot announcements through July on WHN and WBNX, New York, 26 on the latter and 10 on the former. The Caples Co., New York is the agency.



NEW SLANT at baseball greets Dizzy Dean (right), former big league pitcher, as he watches St. Louis games from a seat behind the KWK mike. Dean was signed as baseball play-by-play commentator for Falstaff Brewing Corp., St. Louis, by Harvey Beffa (left), Falstaff vice-president in charge of advertising, at suggestion of the agency, Sherman K. Ellis & Co. Dean secured his release from the Chicago Cubs and went to work during the All-Star game in Detroit. Dean is to receive $5,000 for the remainder of this season and $10,000 for each of the next two years.

Second Station Granted In Palm Beach Region

A SECOND station in the Palm Beach area was granted July 9 by the FCC when a construction permit for a local outlet in Lake Worth, Fla., immediately adjacent to Palm Beach, was issued to Lake Worth Broadcasting Co. to operate on 1340 kc. with 250 watts full-time.

Ownership in the new station is held by seven of the community's leading business, civic and political figures headed by Charles E. Davis, recently elected city commisioner, who is president and 48% stockholder. Others are Robert S. Erskine, realtor and banker, 20%; Ralph C. Roberts, furniture dealer, vice-president, 16%; Jerrold F. Jacob, attorney and recently elected city judge as well as president of the Chamber of Commerce, secretary, 4%; Roy E. Garnett, banker, treasurer, 4%; Tom G. Smith, mortician, 4%; R. E. Branch, banker, 4%.

New Net in Mexico

FIRST Mexican coast-to-coast network has been started by Emilio Azcarraga, owner of XEW, Mexico City, with a variety program for Embajadores cigarettes. Account is handled by Grant Adv. S. A., with XEW feeding 10 stations each Monday, 9:15-9:45 p.m. The program originates in the Bucareli theatre, Mexico City. Stations besides XEW are XETB, Torreon, Coah.; XEKS, Saltillo, Coah.; XEDQ, Guadalajara, Jal.; XEHR, Puebla, Pue.; XECC, S. Luis Potosi; XES, Tampico, Tams.; XECW, Cordoba, V. C.; XEPP, Orizaba, V. C.; XEUW, Vera Cruz; XET, Monterrey.



Mr. Azcarraga

BOB BURNS SIGNED BY CAMPBELL SOUP

CAMPBELL SOUP Co., Camden (soups), through Ruthrauff & Ryan, New York, about Sept. 1 starts sponsoring on CBS a weekly half-hour variety type of program built around Bob Burns comedian. Although details were not available at press time, the Hollywood originating show will have both comedy and dramatized incidents for Burns, who will portray his Arkansas Traveler role.

Burns since Jan. 2, 1936 has been featured with Bing Crosby on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., and was released from that contract following his July 10 broadcast. Contract had six months more to go. Jerry Lester has replaced Burns on the Kraft program. Under his new sponsor it is reported that Burns will receive $5,000 per week.

S. Heagan Bayles and Harry Omerle, executives of Ruthrauff & Ryan and William Morris Agency, respectively, after several days in Hollywood completing contract arrangements with Burns have returned to New York.

Bing Defers Leave

BING CROSBY, m.c. for the *Kraft Music Hall*, sponsored by the Kraft Cheese Co., Chicago, Thursdays 9 10 p.m. on NBC-Red, who was to leave July 10 for a 13-week vacation, will stay through July 31 delaying the appearance of Don Ameche as m.c. until Aug. 7. Ameche was to have started July 17. Crosby's leave will be shortened to 11 weeks. Bob Burns, comedian on the Kraft show, went off the air July 10 and will return in the fall as the star of a new Campbell soup program on CBS.

Cal Kuhl, formerly producer of the *Chase & Sanborn Hour* and a few years ago producer of the Bing Crosby show, has returned as producer of the *Kraft Music Hall* Bob Brewster who was producing that show, will probably be in charge of a new Old Gold show this fall, with Kuhl in an advisory capacity. J. Walter Thompson Co. New York, handles the account.

Serial for Campbell

CAMPBELL SOUP Co., Camden N. J. on July 21 will begin sponsorship of *The Man I Married*, Monday thru Fridays 11:15-11:30 a.m. with a repeat 3-3:15 p.m. on 5 CBS stations, replacing *Marth Webster* now heard on that spot which is due to go off the air July 18. *The Man I Married* was formerly sponsored by Procter & Gamble for Oxydol on NBC. Agency Ward Wheelock Co., New York.

Peter Paul's Fall Plans

PETER PAUL Inc., Naugatuck Conn. (candy bars), about Sept. will resume its full spot schedule of from 50 to 60 stations. During the summer from 30 to 40 outlets are being used. Agency is Platt Forbes, New York.

FRED DODGE, since last March head of the Philadelphia radio department of the Ward Wheelock agency, announced his resignation last Friday. He was formerly assistant to Rogers Clipp, manager of WFIL, Philadelphia.

Danaher Criticizes Fly Suggestion of News Censorship

Chairman Requested Newsmen Not to Say 'Stalin Line'

EXPRESSING complete amazement at the action, Senator Danaher (R-Conn.) last week sarcastically criticized FCC Chairman James Lawrence Fly's "Stalin Line Conference" in which the chairman suggested to Washington newspaper and radio representatives that they eliminate reference to the "Stalin Line" as such.

Senator Danaher's remarks came after the story of the supposed "highly confidential" meeting had reached Capitol Hill an hour after the conference ended. The Connecticut Republican said:

"Now we have come to the point where newspaper and radiomen must get approval of news, not from a cabinet official, but from the head of an administrative agency. The news the American people read and hear is being colored at the source.

The 'Record' Next

"Things have come to a pretty pass when a nation not at war has its newspaper and radio reporters —the latter servants of companies operating with licenses from the government—told how they should present the news to which the American people are entitled without coloring. Probably the next step will be to censor the *Congressional Record.*"

The conference, which was a chief topic of Washington newspaper gossip last week as well as main topic of conversation prior to President Roosevelt's Friday press conference, was called suddenly Thursday afternoon.

News commentators H. R. Baukage of NBC, Fulton Lewis Jr. of MBS and Albert Warner of CBS, of whom only the latter directs a network news bureau, were among those summoned to the chairman's office. Others asked to attend included representatives of the United Press, International News Service and Associated Press as well as the *New York Times.*

It is understood the meeting was called as a part of the activities of the Defense Communication Board of which Mr. Fly is chairman.

Substance of the now famous conference was that Chairman Fly suggested to the radio and newspaper representatives that they refrain from use of the phrase "Stalin Line" in their broadcasts or dispatches. He pointed out that it was merely a suggestion, not a request or an order, and that if they didn't agree with the idea not to pay any attention to it.

One of those attending asked if there was any such thing as a "Stalin Line" and to determine that point a call was placed to the War Department. There it was said no accurate information was available but it was thought that what is generally referred to as the "Stalin Line" is merely a series of individual fortifications, nothing comparable to the Maginot Line of France.

Mr. Fly explained his "suggestion", saying he thought that if the Germans pierced the line it would have a bad effect upon the morale of the American people. He also is quoted as saying that he checked his suggestion with Acting Secretary of State Sumner Welles, who agreed that it was "a good idea".

At one point during the conference it is reported someone asked what could be done about use of the term by such people as Walter Winchell, H. V. Kaltenborn, and Elmer Davis who operate out of New York. No provision had evidently been made for them to be included in the "suggestion."

As BROADCASTING went to press no news agency had deleted the term from its dispatches.

WKRC Gets Injunction to Prevent MBS From Discontinuing Service in Strike

FOLLOWING a week of hectic activity, the WKRC-AFRA-MBS strike situation took an unforeseen turn Friday, eve of the strike deadline, when the station obtained an injunction in the Cincinnati Common Pleas Court restraining the AT&T and the Cincinnati & Suburban Telephone Co. from discontinuing MBS network service. The temporary injunction was granted by Common Pleas Judge Dudley Outcalt.

The petition alleged that MBS already had asked AT&T to eliminate WKRC from the MBS network on the July 12 deadline. The petition at the same time asked for a permanent injunction against discontinuance of the service.

Inasmuch as there is an Ohio law which makes such an injunction returnable in three weeks and because of the MBS mechanical setup, the network is faced with the possibility of being unable to feed any agency-produced commercial shows to its entire station list.

Affects Agency Shows

AFRA and MBS attorneys, as BROADCASTING went to press, were endeavoring to take legal action to avert this. Previously, it had been agreed at a special MBS board meeting in Chicago attended by AFRA negotiators including Miss Emily Holt, executive secretary of the union, that MBS could send its agency produced shows — using AFRA talent exclusively—to all its affiliates except WKRC.

Hulbert Taft Jr., manager of the station, had attended the meeting in Chicago but was said to have left before the agreement was reached between MBS and AFRA. Conferences between Miss Holt and Mr. Taft were resumed in Cincinnati Thursday and Friday but reached a stalemate over employment of three staff members, alleged by the union to be "strike-breakers", and a demand by Miss Holt for a letter of apology from Radio Artists Assn., an independent union at the station. The station management also charged that the union wanted included in any AFRA agreement persons not previously mentioned in discussions.

As BROADCASTING went to press, station officials had decided to take no action until after Sunday night, pointing out that only one commercial, agency-produced show would be affected by the AFRA ban scheduled for July 12.

Despite the apparent breakdown of negotiations on several fronts, there still appeared to be a basis for resumption late Friday. At that time the Radio Artists Assn., which AFRA charges is a company union, was meeting to discuss the AFRA proposition for wages and hours. If the independent union accepts the terms, it was considered possible that Mr. Taft and Miss Holt would resume discussions.

Late Friday when word of the developments reached New York, MBS General Manager Fred Weber, MBS attorney Emanuel Dannett and AFRA Attorney Henry Jaffee flew to Cincinnati to discuss a possible truce.

Started in June

The first strike in AFRA history started June 20, when four AFRA members of the 17-man WKRC announcing staff failed to report to work and started picketing the WKRC studios, assigned by other local union members [BROADCASTING, June 23, 30]. The station meantime has continued operating on full schedule, with the majority of the staff staying on the job. They are members of the recently-organized Radio Artists Assn., an independent union considered by AFRA to be an "administration-dominated organization".

Prior to the June 20 strike RAA had been sure enough of its position to petition the National Labor Relations Board for an election to determine which union should act as collective bargaining agent for WKRC talent, with AFRA opposing the move.



DOTTED LINER is Chick Meehan, noted sports figure (seated left) and Edgar Kobak, NBC vice-president, signing contracts granting NBC-Blue exclusive broadcast rights to Meehan's Brooklyn Boxing Assn. fights from Ebbets Field this summer. Interested onlookers are (l to r) Bill Stern, NBC director of sports; G. I. Gross, Meehan's attorney; Keith Kiggins, sales manager of the NBC-Blue network; Leon Goldberg, advertising manager of Adam Hat Stores, New York, series sponsor.

NBC ARTIST BUREAU MAY GO TO STROTZ

WITH Sidney N. Strotz, NBC vice-president in charge of programs, emerging as a possible purchaser of the NBC Artists Service, when and if it is sold, NBC during the last week continued conversations with another prospective purchaser, Music Corp. of America, which recently completed a deal for CBS Artists Bureau.

Conferences with William Morris Agency, another principal prospect, are scheduled for the week of July 14. However, conversations have not yet elicited any definite offer, NBC indicated Friday.

Mark Woods, NBC vice-president and treasurer, met last Thursday with executives of MCA, and it is thought a concrete offer may soon come from either or both MCA and the Morris Agency. It is also understood that W. (Biggie) Levin, independent talent agent of Chicago, has shown interest in acquiring the NBC talent agency. He was in New York last Tuesday getting an outline of the organization from NBC officials, and is now studying the proposition in Chicago.

Mr. Strotz has been rumored for some time to be slated to take over management of the talent organization if NBC sells it, in compliance with the FCC monopoly order forcing liquidation of extra-broadcast network activities. Although he admitted interest in acquiring the artists service himself, rather than managing it for someone else, Mr. Strotz had nothing to say about identity of his backers and declared that he has not yet made any offer to NBC.

Material Shortage Serious Threat to Tube, Set Makers

Shutdown by October Feared; Repair Allotment Seen

TAKING official cognizance for the first time of shortages in material causing a reduction in the production of receiving sets [BROADCASTING, May 5, June 2] and possibly transmitting equipment, FCC Chairman James Lawrence Fly warned last week that there would be a curtailment in receiving sets by October.

The chairman pointed out that if a radio manufacturer couldn't get aluminum in July he would not be manufacturnig in October. Mr. Fly said he was anxious to avoid a drastic curtailment of operations not only because of the unemployment that would result but also because he feels radios and maintenance of radio communication are important to civilian morale.

Mr. Fly was definite in his prediction of a cut in receiving sets. Difficulty of obtaining steel has already postponed work on the new NBC building in San Francisco, and has delayed numerous station antenna installations.

A step to alleviate the material shortage as far as transmitting equipment is concerned was taken last week [BROADCASTING, July 7] when the Office of Price Administration & Civilian Supply announced a priority status for materials necessary to keep commercial broadcast and communications equipment, as well as equipment in other specified industries, in good working order.

It is understood that allotments under this announcement would go principally for transmitters and transmitter equipment. The Office of Production Management also is considering grant of a small aluminum allotment to the radio industry to avoid a practical stoppage in set production. This would offer only temporary relief, however. Announcement of a decision on the aluminum allocation for set manufacture will be made in about two weeks, it is understood.

Replacement Sets

Officials of the Radio Manufacturers Assn. say their figures show that 1,000,000 sets become obsolete in a year and they feel provision should be made at least for replacement during the coming season. However, the attitude of officials in Washington has been that sets presently in homes can provide good listening and that the industry could give more of its production facilities directly to defense output.

Chairman Fly pointed out, however, that only a small part of the industry's capacity is engaged in supplying defense items. This, he

(*Continued on Page 47*)

Independent Publishers Form Group To Safeguard Rights in BMI Dealings

ACTING voluntarily to prevent recurrence of an unfortunate episode in their relations with Broadcast Music Inc., more than 50 small music publishers have formed Independent Music Publishers Assn., designed to operate as a "buffer" between publisher members and BMI.

Meanwhile, BMI announced last Wednesday that contracts had been completed with six new publishing firms to license their music for use by BMI subscribers—Fountain Music Co.; Harmony Music Publishers; Melo-Dee Music Co.; Modern Standard Music Co.; Merrell Schwartz Music Co.; Meredith Willson, musical director of the *Maxwell House Program.*

The group, formed July 3, met in New York last Tuesday and has scheduled a general meeting for July 21, at which members will ratify a formal constitution and by-laws now being formulated by an organizational committee.

Bookkeeping Error

IMPA came into being following commission of an admitted bookkeeping error on the part of BMI, as a result of which many small publishers received from BMI what were regarded as minuscule performing rights payments for the first quarter of 1941 [BROADCASTING, July 7].

Making prompt amends by putting its accounting staff on a 24-hour basis refiguring payments and rushing supplementary payments into the mails, BMI voiced apology and explained that the small payments resulted because payments for network performances had not been included in the calculations.

At the initial IMPA meeting July 3 Sydney M. Kaye, BMI executive vice-president, and M. E. Tompkins, vice-president and general manager, explained the embarrassing situation and volunteered to adjust any matter pertaining to individual publisher payments. A vote of confidence in the management and policies of BMI was offered by attending publishers.

At this meeting a committee of publishers also was appointed to cooperate with BMI in obtaining the highest degree of accuracy possible in its system of performance payments. The committee also was authorized to formulate a formal constitution and by-laws for subsequent ratification by the entire membership.

Following a second meeting last Tuesday, this committee indicated that a standard contract form would be developed for use by publisher members, and that IMPA would ask for a periodic audit of BMI accounts, in the interest of working out an accounting method equitable to all concerned. Although committee members felt confident current differences would be adjusted satisfactorily, it was evident that several publishers still were dissatisfied after even their corrected royalty payments.

Members of the IMPA organizational committee include Peter Doraine, Doraine Music Publishing Co., chairman; Andrew D. Weinberger, counsel; Harold Oxley, New Era Music Corp.; Bill Lackenbauer, Encore Music Co.; Berkley Graham, London Music Co.; Ben Sabia, Mutual Music Co.

The organizational meeting July 3 was attended by 49 publishers, with 10 other out-of-town publishers indicating their cooperation through letters. IMPA leaders believe the membership will include eventually all the publisher members of BMI.

Battle of Releases

Meantime, the bookkeeping incident has lent new fury to the acrimonious exchange of press releases between BMI and ASCAP and associated organizations. Among the first to seize upon the incident was Irving Caesar, president of Song Writers' Protective Assn., who declared last Wednesday that the situation "marked the broadcasters' music publishing house as a sweatshop".

"BMI (the implement and creation of CBS and NBC) has never found it consistent with its business interest that the writer and publisher should participate in a disposition of mechanical rights, transcription rights and performing rights to their mutual advantage. BMI evidently thinks it silly to yield to writers the basic elemental rights that SPA has achieved for writers in its minimum basic agreement," Mr. Caesar said.

"It is all too evident that BMI was organized by the broadcasters for the sole purpose of destroying the rights vested in writers and putting songwriters in the category of sweat-shop workers. The creative artist, whether he be a Victor Herbert or a John Philip Sousa, should, according to these broadcasters, be grateful for whatever crumbs are thrown his way."

In a typical answer to ASCAP blasts, BMI declared:

"ASCAP, by the circulation of a number of misstatements, is attempting to foment discord between BMI and its affiliated music publishers. This comes with singularly bad grace from ASCAP, as the music publishers to which it refers are the very persons it has for years excluded from membership and prevented from gaining a foothold in the music field.

"It may be noted that BMI affiliated publishers will do better during subsequent quarters than they did during the first quarter of 1941. This is by reason of the fact that the vast majority of BMI affiliates were publishers who came into being after the existence of BMI which, for the first time, afforded them an open market for music. It is of interest to note that half of the numbers on the current *Hit Parade* are the publications of firms which had not been in business prior to the formation of BMI and had not been able to obtain exploitation of their works."

BMI EXPLOITATION
Subsidiary Is Organized to Promote Numbers

ASSERTEDLY to provide an increasing variety of popular music under the BMI banner, Broadcast Music Inc. has organized Radio Tunes Inc as its first subsidiary, to publish and exploit popular music. Chief executives have not been selected, although Sydney M. Kaye, BMI executive vice-president, Merritt E. Tompkins, vice-president and general manager, and Robert J. Burton were named as directors.

Radio Tunes will establish a professional department and other divisions essential to a music company of its kind. "In establishing a subsidiary, BMI is profiting from the experience of other music publishers who have found additional companies useful in the promotion of their music," BMI declared. Legal aspects were handled by Rosenberg, Goldmark & Colin.

THEY WERE IN THE MARINE CORPS THEN

One of a Series



OVERSEAS SERVICE, and plenty of it, was seen by this group of radio and agency executives. For identifications and service records, see page 47.

More Than a Krafty Foot in the Door

Radio Salesman Right in the House; Kraft Sales Climb and Climb

By JOHN H. PLATT

Director of Advertising, Kraft Cheese Co., Chicago

ON A WARM July night in 1933, radio merchandising history was made when Kraft Cheese Co. launched a revolutionary new radio program. It was a two-hour show under the baton of Paul Whiteman, starring a brand new Kraft product, Miracle Whip Salad Dressing.

Radio itself, as a great commercial selling medium, was young enough then so that such a program based on the soundest merchandising principles we knew, to sell a product whose "rightness" for the market had been pre-tested in every way, represented a real adventure in the—for us—uncharted seas of radio selling.

History Is Made

The program had been carefully planned to introduce in the eastern section of the United States this newest product of the Kraft line. The trade had been fully and dramatically primed for the new show and the new product. A powerful newspaper campaign, carrying a "double your money back" guarantee was ready to go.

That first two-hour show on an eastern group of NBC network stations was in itself a gigantic pre-test, before going national with the product and the merchandising.

What happened the day following that first two-hour program, and on subsequent days, too, in grocery stores throughout the East, and shortly thereafter all over the country, made merchandising history. Success of that radio show which introduced Miracle Whip Salad Dressing and continued, nationally, on an hour program, to sell it and many other Kraft products, is outstanding even for radio which has scores of notable merchandising stories to tell.

Now sponsored on 89 NBC-Red stations, plus many Canadian outlets, the formula of the present one-hour *Kraft Music Hall*, starring Bing Crosby and Bob Burns, was arrived at Jan. 2, 1936. We have kept the formula for certain definite reasons. We believe, on the basis of performance, that they are good reasons for us, and for the products we have to sell. The uniform selling performance of the weekly show over this period is no matter of peaks of success here and there. We know what the program has done, can do, and is doing, consistently, week in and week out, 52 weeks a year.

Within a few weeks after its introduction on the air, Miracle Whip Salad Dressing became the leader among all salad dressings on the market. Within little more than a year, it was outselling the next 20 brands combined! There were, of course, many factors entering into the phenomenal and immediate success of Miracle Whip. The product itself was right, new, designed to meet a special American taste.

One at a Time

Research to perfect the product had been far-reaching. The product had been carefully, and without promotion of any kind, tested in scattered markets. Kraft salesmen and the retail trade were ready for the introduction. The radio show was thoughtfully prepared; all commercials, all copy keyed to one hard-hitting central idea.

The story of Miracle Whip, in which the radio program played so dramatic a part, is mentioned specifically because it perfectly illustrates the working philosophy which Kraft Cheese Co. has used in its advertising and merchandising since the concern began national advertising in 1919.

Part of that philosophy, simply stated, is this: Sell one idea at a time; sell it hard; sell it straight and sell it fast. We have followed this simple rule consistently on the *Kraft Music Hall* for eight years—selling one product at a time, selling it straight and fast.

During the major portion of these years the show, on the entertainment side, has sparkled with the amiable talents of Bing Crosby, Bob Burns and their guests. In the *Kraft Music Hall's* history on the air, the commercials have sold many Kraft products. Virtually every major product in the whole line of cheeses and salad products has received its full share of the spotlight. But we have never tried to sell them simultaneously. Always one at a time, always hard, always straight!

We have followed this simple and direct method of selling on the air for several equally simple reasons. In the first place, fortunately or unfortunately, a radio listener can hear only one program at a time, one message at a time.

When a radio advertiser competes for circulation, he's competing with everything else on the air. But if he has his customer tuned to his show, he has that customer exclusively. The salesman has more than a foot in the door. He's inside the house selling his wares. We think the customer likes to get the message straight from the shoulder. We think he, or principally she, likes the message short and snappy. We believe that more than one idea at a time, an attempt to sell more than one product at a time, in any one commercial, or on any one show, is confusing.



MR. PLATT

Four Out of Sixty

The selling time on any given radio period is too short. In the case of *Kraft Music Hall,* that selling time is four minutes out of 60. Those four minutes have to pay. In our experience the best way to make those four minutes pay is to use them for a straight selling job.

Ken Carpenter does that job for us. He does it admirably, as any grocer can testify Friday morning after Friday morning when the grocery orders for the week-end begin coming in. For the real test of the *Kraft Music Hall* performance is to be found in the Friday and Saturday sales records of the grocery store.

Sometimes we are asked why, with such engaging talent as Crosby and Burns, we don't use them in publication advertising and in the radio commercials. In spite of the natural temptation which such a suggestion offers, we have always used radio talent exclusively as talent.

Crosby and Burns are artists, valuable in the field for which they are famous, valuable as entertainers. If they stepped out of character to become commercial salesmen, we think the listening audience might resent it, and with some justification.

It may be that Bing Crosby could go out on a cheese truck and sell cheese as it has never been sold before, but he's doing all right for Kraft just being Bing Crosby. We have, in the last eight years, always given the 56 minutes of the show devoted to entertainment the full limit of that value, merely as entertainment. Four minutes each Thursday night we devote to straight selling.

Kraft has continued through eight years, 52 weeks a year, to maintain a full-hour show. We have done so for several reasons important to us, and to the kind of selling job the show must do.

For one thing, analysis of listening audiences has shown that the average audiences for all hour shows are two times as great as those for half-hour shows, with average talent costs only 1¼ times as great, and average time costs just 1.6 as great.

The advertising impact of the hour show is more than double that of the half-hour, many radio advertising authorities agree, because of the fact that in the hour show the advertiser has the opportunity of talking to his particular audience more times about his subjects, driving home his selling message.

An Hour Preferred

On the *Kraft Music Hall,* each hour's program contains three hard-selling commercials. In the course of a year, the program sells many products, but never simultaneously. For some products, a single product associated with a single name, the half-hour, or quarter-hour show has proved eminently successful.

For selling a series of products successfully, we believe that only a big full-hour show does the big full-time job of selling required.

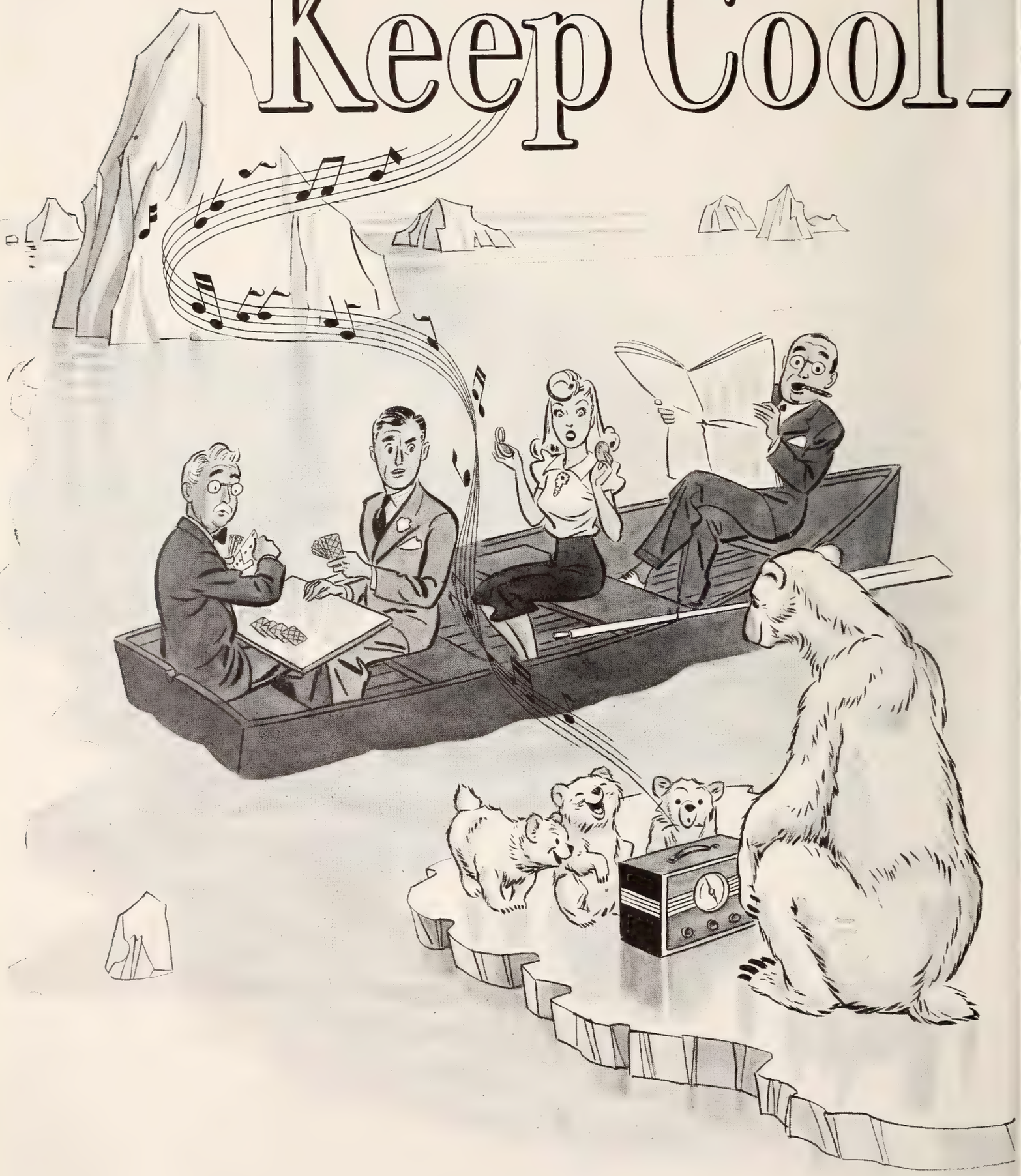
The hour program makes it possible not only to implant the name Kraft, but to apply intense sales pressure for a few weeks on particular items of the Kraft line without ever losing sight of the fact that the whole operation is that of the Kraft Company. The weight of a full-hour show holds the Kraft identity over the entire series of intensive selling programs.

A vital reason for the success of the *Kraft Music Hall* program is that it offers, and must offer, significant entertainment. And enter-

(*Continued on page 34*)

THEY don't want any birdshot around Kraft headquarters when the "Music Hall" is on the air. For Kraft shoots one thing at a time, and shoots hard and straight. Others may scatter their shot, but Kraft has found that that three snappy Thursday night plugs for one product will bring countless thousands into grocery stores Friday and Saturday. They come to buy a Kraft product—the one featured on the NBC-Red program. The Kraft story is one of the interesting success tales of radio. Nobody knows the details better than John H. Platt, advertising director, because it's his baby. Now let him do the talking!

Keep Cool.



DO YOUR NETWORK SHOPPING EARLY!

Sunday to Saturday—Winter and Summer—Any Time is Good Time on NBC RED!

Come heat, humidity or plain high water...*now* is the time for all good advertising men to come to the aid of their Summer, Fall and Winter sales curves—with a liberal dose of advertising strategy *a la* NBC RED! Here's why:

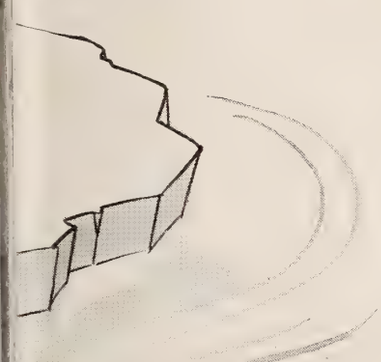
The NBC RED All-County Census proves that, nightly, 41.7% *more* radio families "listen most" to NBC RED than to any other network. By day, 36.9% *more* families "listen most" to NBC RED than to any other network. Listener loyalty like that helps a lot to push most *any* campaign over the goal line!

So-o...if you're lucky enough to be on NBC RED right now, you need only give your contracts a quick once-over, then run along to your golfing, your swimming or your butterfly-netting. If you're *not* now on "the network *most* people listen to *most,*" cheer up! It's no trick at all to enter the charmed circle. Just reach for your phone and relax in the breeze of your fan while we tell you about the tested sales-producing opportunities we have in stock.

From all indications, NBC RED is well on its way to its *14th* consecutive year of network leadership, with a grand parade of programs. Hop on the band-wagon today, and take it easy the rest of the summer. For, now as ever, the password to worry-free advertising is:

"ANY TIME IS GOOD TIME ON NBC RED!"

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service





Auto Cut Likely to Affect All Media

Spot May Be an Early Victim; Big Debut Business Seen

WITH further curtailment of auto production a certainty, BROADCASTING last week contacted leading agencies handling automotive accounts in New York and Chicago as well as industry sources in Detroit in an effort to determine the effect on radio advertising.

The overall feeling among agency and industry sources sums up as follows:

1—All media will suffer.

2—There is disagreement as to what media will feel the cut first. Agencies are of the opinion network radio will be last to feel the pinch, with the big companies continuing network shows such as *Major Bowes Amateur Hour* while slashing spot mercilessly.

3—Detroit reports an outlook for a fairly good volume of "kickoff" advertising to introduce the new models this fall. This would apply to all media. From present indications the volume of radio advertising may approach the time-buying at the start of the 1940 model season last autumn.

Shortage of Material

This last prediction is the bright spot in an otherwise pessimistic picture.

Originally the OPM decreed a 20% reduction for 1942 model cars, to provide savings in strategic materials needed in the defense program. Late in June leading auto manufacturers were called to Washington for a meeting with OPM officials. The meeting was private but it is known the manufacturers were told a further cut in production was inevitable due to skyrocketing defense demands for such necessary material as aluminum, chromium, zinc, nickel and steel. For example, after Army and Navy defense requirements are filled the ratio of apparent civilian demands to the remaining supply of aluminum is 15 to 1, and this includes all industries.

Armament Needs First

Now the word has gone out that there will be no more flat reductions in percentage terms but that production will depend on the materials available after armament needs are met. After the first cut, the Office of Price Administration is expected to enter the picture and allocate the residual materials among competing civilian demands. Depending on OPA's decision, the auto industry's output for civilian consumption may be further reduced to release goods for other non-defense lines.

Although no one in Washington would hazard a guess as to the amount of reduction, Detroit sources are estimating up to 50% for the entire model year—or about 2,600,000 cars and trucks. This would be about on a par with production in the 1938 calendar year which was considered exceedingly dull from an advertising standpoint.

The 1942 Problem

In Detroit it is expected the bulk of the curtailment will come after Jan. 1, 1942. Up to that time, it is felt, there will be sufficient materials and manpower to keep assembly lines moving in good volume. After that, however, defense production in automobile areas will be moving in high gear and the diversion of materials will be substantial.

Some sources feel that as many as 1,500,000 cars and trucks will be produced by next January, in the first four or five months of the model year, but hardly more than a million from January to next summer. When it is considered that more than 5,000,000 cars and trucks were produced this year, the impact of the reduction is easily seen.

On the brighter side of the picture, as far as radio goes, the sharply curtailed new car output will naturally mean greater interest in the used market. With huge lots seemingly filled with used cars, it would seem there are plenty to take care of needs. But, industry authorities point out, the used car has its own distinctive market. In times of normal production many sections report used-car sales averaging better than two for every one new car sold. If the used-car market becomes as highly competitive as this reasoning would indicate, local dealers, always consistent radio users, may concentrate on radio campaigns to call attention to their product.

Another bright side of the otherwise generally gloomy picture has been the urging by manufacturers for dealers to give greater attention to profits to be gained in wider promotion of retail service departments. In many cities this would take the form of intensive radio campaigns to promote service features.

Demand vs. Supply

New York agencies contend that with reduced new-car production the market will grow increasingly competitive and radio, as well as other media, will be used considerably. This is discounted in other places, where it is contended the demand will so far outstrip the supply that advertising budgets will be held to a minimum.

In Chicago, agencies handling automobile business were of the opinion that spot radio would be the first to go when an advertising cut is instituted. This is borne out in New York where it was pointed out that spot is designed for a direct selling job in point-of-sale merchandising campaigns.

The overall picture appears hazy but definite portents are taking shape. They all seem to indicate that automobile advertising nationally, reduced though it may be, will take on a more institutional flavor —for which radio is ideally suited; there will be a good run of used-car business on a local basis as long as the supply holds out and probably a good increase, locally, in promotion of service features such as repairs and accessories.



GOOD FELLOWS staged a farewell dinner for Joseph R. Stauffer in Hollywood prior to his departure for New York where he took over as radio director of Kenyon & Eckhardt July 14. With Joe the center of attention, and representing radio and advertising agencies, they included (l to r): Alec Robb, NBC Hollywood program and talent sales manager; Wayne Griffin, BBDO producer; Lew Frost, assistant to Don E. Gilman, NBC western division v-p.; John Swallow, NBC West Coast program director; Danny Danker, v-p. of J. Walter Thompson Co. Stauffer was formerly Hollywood manager of Young & Rubicam.

Tax on Cosmetics Said to Prejudice Advertising Funds

Proposed Levy Would Remove Present Exemption Plan

COSMETIC advertising is affected by an excise tax proposal adopted by the House Ways & Means Committee in the new $3,500,000,000 national defense tax bill. The committee voted to base the 11% cosmetic excise tax on the wholesale price or value of the cosmetic item.

This tax would be computed on a basis which includes the advertising and selling costs, recommended by the Treasury, which estimated the change would increase the annual yield by $5,000,000 without changing the 11% rate set by the first national defense tax bill passed in 1940. For the year ended June 30, 1940, the industry paid $7,700,000 in excise taxes.

Ended Litigation

A 10% cosmetic excise tax was first imposed in the 1933 "nuisance" taxes. From 1933 until 1939, the tax basis included advertising and selling costs, but in June, 1939 the industry got Congress to pass an amendment which, in effect eliminated advertising and selling costs. This amendment ended litigation between the industry and the Government over the tax.

When the Treasury proposed a change in the basis of payment at the Ways & Means Committee hearings, industry leaders suggested the 11% rate be increased to secure the $5,000,000 additional revenue but that the basis of paying the tax be kept intact.

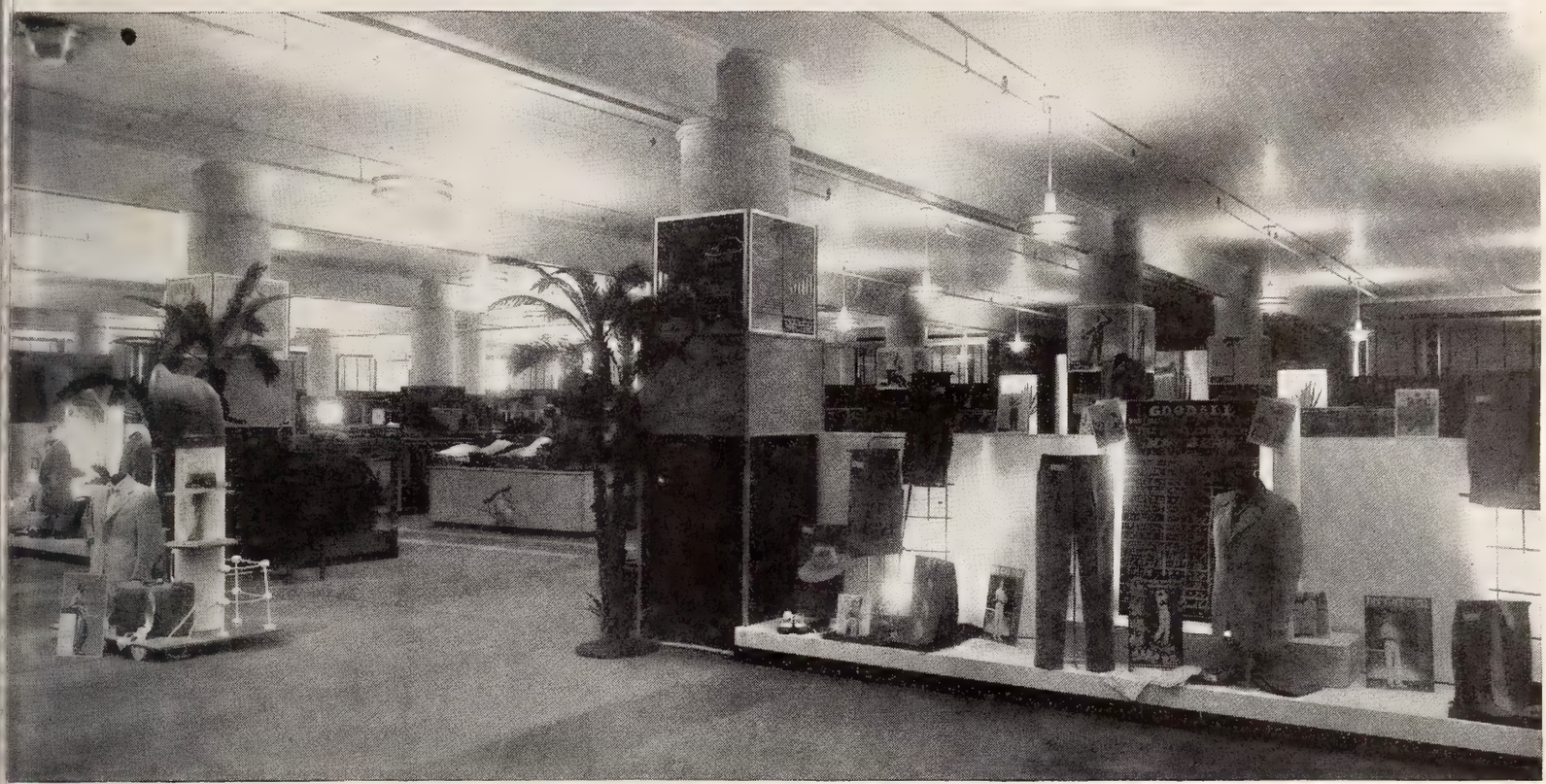
Private brands of cosmetics are given an unfair competitive advantage over advertised brands industry leaders say, under the Ways & Means proposal.

An unbranded, non-advertised item selling for $1 might carry a tax of 3 cents, whereas the same item, branded and advertised, selling at the same price, might carry a levy of 6 cents. In some quarters it was believed the Treasury desires to get at advertising expenditures for tax purposes.

Coca Cola on 113

COCA COLA Co., Atlanta, in adding six new outlets to its schedule on CBS, June 25 now has a total of 113 stations, the largest on the network's schedule of sponsored programs. The program, *Pause That Refreshed on the Air* hears Sundays 8-8:30 p.m. (EDST) features Andre Kostelanetz and his orchestra, Albert Spalding and guest soloists. It recently shifted to the Sunday evening time but on Sept. 28 will return to a Sunday afternoon spot and expand to at least three-quarters of an hour. Stations added include: WLAW WABI WKWK KDAL WMFG WHLB. Agency is D'Arcy Adv. Co. New York.

Block's choose new full-time WIBC
TO COVER INDIANA



WM H. BLOCK COMPANY WITH LARGEST MEN'S CLOTHING DEPARTMENT GOES AFTER STATE-WIDE AUDIENCE



● WIBC's Burt Wilson, Hoosier state's ace sports announcer, leads the field in Indiana. He has the following.

● The Wm. H. Block Company, Indianapolis department store, wanted a responsive audience. They chose the new full-time facilities of WIBC because it gave them the audience they wanted from one end of the state to the other. It takes that kind of a group to keep the largest men's clothing department in the state—and, incidentally, one of the largest in the country—full of Hoosiers* buying clothes . . . Block's are smart merchandisers. They rank among the first ten in department store advertising space in the nation. They checked pretty carefully.

As they expressed it—"We found WIBC to be the 'hottest' bet in Indiana radio, with more listener loyalty and a clear channel that reached out covering the state. We were interested in their Mutual affiliation, too."

If you want to sell Indiana folks—a tremendous big bunch of them—in one convenient package—investigate what WIBC offers.

*Most of 'em bring their wives.



Indiana's Friendly Station

★ ★ ★ ★ ★ ★ ★ **WIBC** ★ ★ ★ ★

Affiliated with the Mutual Broadcasting System

INDIANAPOLIS

OFFICES AND STUDIOS ON NINTH FLOOR • INDIANAPOLIS ATHLETIC CLUB









Copy With a Hook Urged by Morgan

Tells PACA Much Copy Now Is Cluttered With Words

IT TAKES more than just another radio show to sell merchandise, Raymond R. Morgan, head of the Hollywood agency bearing his name, told the radio departmental session of the Pacific Advertising Clubs Assn. convention at Santa Barbara, Cal., July 1 [BROADCASTING, June 30].

Criticizing the type of commercial copy used on many current programs, he said that to make radio do the job expected, agency men must create an idea and then get the right twist to make that idea sell. He said much copy today is insipid, pointless and cluttered up with meaningless adjectives.

An Idea First

"Get the right angle, apply it correctly and radio will sell your client's merchandise," he continued. "If you haven't an idea, don't start on radio. Also please don't blame the poor downtrodden copywriter for bad commercials. Nine times out of ten it isn't his fault if the selling message is weak. It is probably your own, or that of the sponsor.

"In building a radio campaign, the importance of the commercial is unfortunately relegated to the background, with the copywriter being brought in at the last minute to perform his important chore. Build your radio around your selling message."

Mr. Morgan pointed out that many sponsors unfortunately want commercial copy to their own tastes. "They like highly technical stuff or wordy copy that is over the head of the average radio listener," he said. He advised sponsors to use a hook, a premium of some sort, and gave several case histories to show its success. By such a procedure, according to Mr. Morgan, the sponsor, too, will get a more accurate check on just how completely his radio sales message is getting over. The answer lies in sales.

Mr. Morgan said big time shows with Hollywood name talent are fine to listen to, but "don't necessarily sell the sponsor's product. The thing that sells merchandise is not the radio program. It is the commercial copy. A simple, inexpensive program, properly directed, with good copy and the right kind of hook will do the job."

To obtain sure-fire copy, Mr. Morgan pleaded that greater recognition and financial consideration be given the commercial copywriter, who, he pointed out, is an integral factor in the success of commercial radio.

A question and answer roundtable, covering a variety of subjects on Pacific Coast radio advertising and coverage followed Mr. Morgan's talk. Donald W. Thornburgh, CBS Pacific Coast vice-president, presided as chairman, with participants including William B. Ryan, sales manager, KPO-KGO, San Francisco; George Moskovics, CBS Pacific Coast sales promotion director; R. L. Philippi, advertising director of Union Oil Co.; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System; and Charles Storke, manager, KTMS, Santa Barbara, Cal.

Don Belding Reelected

Don Belding, Los Angeles vice-president of Lord & Thomas, was re-elected PACA president for a second term, with Larry Lane, San Francisco, publisher of *Sunset Magazine*, senior vice-president. Other vice-presidents elected were: I. N. Shun, of Adv. Counselors Inc., Phoenix; Howard Willoughby, executive of Foster & Kleiser, San Francisco; Claire Drew Forbes, Seattle department store advertising manager.

The five-day convention, which ended July 3, was attended by approximately 500 radio and agency executives from the 11 western states.

MORE NEWSPAPER GRANTS HELD UP

HAVING granted a license renewal to KTBC, Austin, Tex., in connection with the recent Texas revocation proceedings, the FCC has dismissed the application of J. M. West, J. Marion West, T. H. Monroe and P. M. Stevenson for a new station using the facilities of that station, 1,000 watts specified hours on 1120 kc.

It has also placed in the pending files, pursuant to Order No. 79 pertaining to the projected inquiry into newspaper ownership, the application of the same group for authority to purchase the station for $50,000 from its present owners. J. M. West is one of Texas' leading financiers and owns the *Austin Tribune* and *Dallas Dispatch Journal*. J. Marion West is his son, Mr. Monroe is a Houston businessman and Mr. Stevenson is an Austin attorney.

Also placed in the pending files under Order 79 was the application of Chattahoochee Broadcasting Co. for a new 250-watt station on 1450 kc. in Columbus, Ga., and that of Fairfield Broadcasting Corp. for a new 1,000-watt daytime outlet on 880 kc. in Fairfield, O. The Georgia application involves local newspaper interests, and the Ohio company is headed by Charles Sawyer, Democratic National Committeeman from Ohio who controls WING, Dayton, and WIZE, Springfield, and owns the *Lancaster* (O.) *Eagle-Gazette*.

Jewel Tea Spots

JEWEL TEA Co., Barrington, Ill., on July 7 started an institutional campaign for Jewel Food Stores with spot announcements varying in length, from 3 to 10 times weekly on the following Chicago stations: WBBM WMAQ WENR WGN WCFL. Contracts are for 12 weeks. Agency is McJunkin Adv. Co.,

COAST CONFEREES mulled radio advertising problems during the recent PACA session at Santa Barbara. Heads together (top left) over a toy boat are those of (l to r) to R. G. Kenyon, Southern Cal Edison Co., Los Angeles; Tracy Moore, NBC western division Blue sales manager; Mrs. Jordan, and her husband Fred Jordan, Buchanan & Co. Los Angeles v-p.

Robert McAndrews (top center at left) NBC western division sales promotion manager, holds the Boroughs direct mail award which he won for the second consecutive year; Don E. Gilman NBC Pacific Coast v-p, congratulates him.

Among shop talkers were (top right) William Pickering, president of Heintz, Pickering & Co., Los Angeles; Mrs. Scott, and her husband Clyde Scott, commercial manager of KFI-KECA, Los Angeles; standing, Robert M. Hixson, secretary and account executive of Hixson-O'Donnell Adv., Los Angeles.

The round table discussion covering radio (bottom) was directed by Donald W. Thornburgh (standing), CBS Pacific Coast vice-president. Others participating were William B. Ryan, sales manager of KPO-KGO, San Francisco; George Moskovics, CBS Pacific Coast sales promotion manager, Hollywood; R. L. Philippi, Union Oil Co. advertising director; Lewis Allen Weiss, v-p and general manager, Don Lee; Charles Storke, manager of KTMS, Santa Barbara.

WBAL Goes to 50 kw.

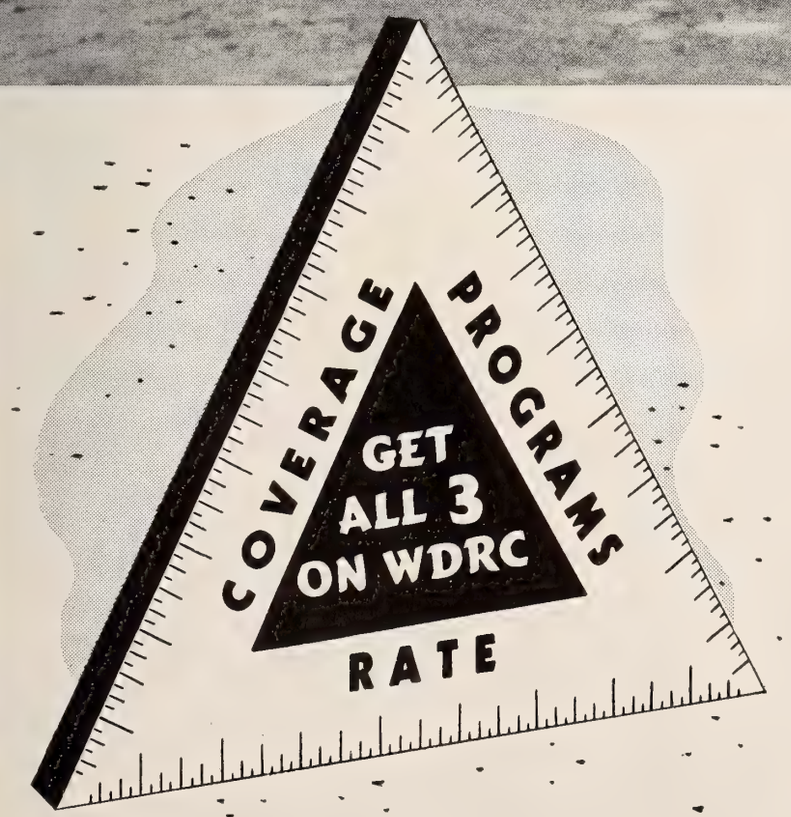
WBAL, Baltimore, went on the air fulltime with 50,000 watts July 10, operating on 1090 kc. and relinquishing its synchronization with WJZ, New York, after 9 p.m. on 770 kc. Formerly licensed for 10,000 watts, WBAL had to reduce to 2,500 during the synchronizing period. Harold Burke, manager, reports excellent results in extended coverage are already perceptible.

Ship Line's Series

EASTERN STEAMSHIP LINES, New York, on June 23 started a 26-week spot campaign in the Boston and New York markets for its overnight run between those two cities. A total of 34 announcements weekly will be used on three New York stations, WMCA, WHN and WQXR and six weekly on WEEI, Boston. If the campaign proves successful it may be extended. Agency is N. W. Ayer & Son, New York.

Connect in Connecticut





FOR A HOME RUN in Connecticut's Major Market, it's just good horse sense to use WDRC and get all three: **coverage, programs, rate!**

BASIC CBS FOR CONNECTICUT

WDRC

CONNECTICUT'S PIONEER BROADCASTER

THREE ASKING CPs FOR WILKES-BARRE

THREE MORE groups, Central Broadcasting Co., Northeastern Pennsylvania Broadcasters Inc. and Key Broadcasters Inc., have filed applications with the FCC for a new local station in Wilkes-Barre, Pa., seeking the facilities vacated by WBAX, 250 watts on 1240 kc.

Holding 33 1-3% each in the Central Broadcasting Co. are Edward Morris, a jeweler, president; Richard H. Bailey Jr., employe in the Washington office of Sen. Guffey (D-Pa.), vice-president; Dr. Leo C. Mundy, member of the Pennsylvania Senate, treasurer. James J. Jennings, director of public relations for the State Treasury, is secretary.

Northeastern Pennsylvania Broadcasters Inc. is composed of eight local businessmen each holding 200 shares of common and preferred stock. They are Robert Doran, attorney, president; Joseph S. Bittenbender, owner of J. S. Bittenbender Co., vice-president; H. Melvin Vivian, lumberman, treasurer; W. Earl Tremayne, engineer, secretary; Samuel Hirshowitz, clothier; R. H. Levy, baker; William J. Rooney, restaurant owner; Charles Weissman, auto accessory dealer.

Stock in Key Broadcasters Inc. is held by Joseph Elicker, owner of a restaurant in Dallas, Pa., vice-president and treasurer, 800 shares; Fred M. Kiefer, columnist of the *Dallas* (Pa.) *Post*, president, 450 shares; Joseph W. Murphy, dentist, secretary, 300 shares.



WISCONSIN LEAGUE of Radio Stations, meeting as guests of WSAU in Wausau recently, honored its retiring president, Father James A. Wagner, head of St. Norbert College's two stations—WTAQ, Green Bay, and WHBY, Appleton—by presenting him with a portmanteau in appreciation of his ten years in that office. New officers are James Kyler, WCLO, Janesville, president; Ed Cuniff, WKBH, LaCrosse, secretary; H. H. Born, WHBL, Sheboygan, treasurer. In group photo are (upper row, l to r): B. F. Hovel, WSAU, Wausau; Charles LaForce, WEMP, Milwaukee; George Frechette, WFHR, Wisconsin Rapids; Father Wagner; Ed Hagen, WSAU; Don Burt, WSAU; Mr. Cuniff; J. W. Killeen, WSAU; Mr. Born; G. R. Bridges, WEAU, Eau Claire; Harold Newcomb, WRJN, Racine. Bottom row: R. D. Sanche, WSAU; Walter C. Bridges, WEBC, Duluth-Superior; William Huffman, WFHR; Wayne Cribb, WHBL; Haydn Evans, WTAQ; Mr. Kyler; Ed Allen, WIBA, Madison; J. J. McGenty, WJMC, Rice Lake; Ken Schmidt, WIBA; Charles Lanphier, WEMP. All paid tribute to Fr. Wagner for his achievements.

GENERAL MILLS SELLS RADIO

Movie Shown to Grocers Explains How Use of Air Brings Rapid Turnover of Products

TWO-REEL motion picture, "Turnover", convincing argument in favor of radio as an advertising medium, is being shown throughout the country by General Mills. It depicts to the grocer for the first time a visual story of General Mills' radio advertising program, showing how advertising on the air and merchandising can be synchronized perfectly.

The General Mills programs mentioned in the film include *Betty Crocker*, radio's oldest daytime network commercial feature; *Arnold Grimm's Daughter, Valiant Lady, Hymns of All Churches, Stories by Kathleen Norris, Jack Armstrong, Billy & Betty, Carolyn's Golden Store, Beat the Band* and baseball.

Quick Turnover

All these programs get results that mean turnover of product on the grocers' shelves approximately 15 times a year, the film brought out. Because the housewife buys 90% of the food, the majority of General Mills radio programs are designed to appeal to her. General Mills claims that *Jack Armstrong* and its baseball broadcasts have made Wheaties the best selling cereal on the market, also that one out of every three youngsters in the United States has a Jack Armstrong plane.

The company studied some 6,000 premiums before selecting the airplane and other giveaways used in connection with its programs.

H. G. Gieseke of the Sperry Flour Co., General Mills subsidiary, stated at a showing before the San Francisco Advertising Club that the movie has brought home its point to grocers and that General Mills has been able to get additional cooperation in the way of displays after retailers have seen the film.

In its house organ, *Modern Millwheel*, General Mills has this to say about its film and its radio:

"Whenever a General Mills salesman makes a sale to a grocer, he sells fine cereal products, of course, but he also sells the grocer something even more important—turnover. Turnover, or resale value, means profits to the grocer. The average grocer's stock of Wheaties "turns over" completely every 25 days. The other General Mills products enjoy equally outstanding rates of turnover.

"What great force keeps this river of distribution in motion? The new sound motion picture, "Turnover", produced by the merchandising department of GMI, under the direction of Charles H. Bell, answers: 'The power of daytime radio advertising keeps General Mills products moving. The end result of all this forceful advertising is speedy turnover.'

"Rapidly and convincingly, with narrator, music, and fine photography, the film tells the story of the big selling job General Mills daytime shows do for the grocer. Individually the programs are reviewed. The careful tailoring of the programs to the needs and desires of Mrs. Housewife and her family is stressed, together with the careful testing, producing, and analyzing for results.

The Backbone

"Daytime radio has become the backbone of General Mills advertising. There are twice as many radios as telephones in American homes. And the chances are that the average grocer's store is located in the very center of a community of regular General Mills listeners. If he were to call them up on the telephone personally, he could not do half so powerful a selling job.

"Fourteen years ago the first General Mills national program was heard over the air: *Betty Crocker* —once a week, 52 times a year. This year, in 1941, listeners will hear 9,000 individual General Mills programs!

"Each grocery products branch office has been supplied with a copy of the film, together with a projector and sound equipment. General Mills is all set to tell the story of 'Turnover' to grocers and trade associations all over America!"

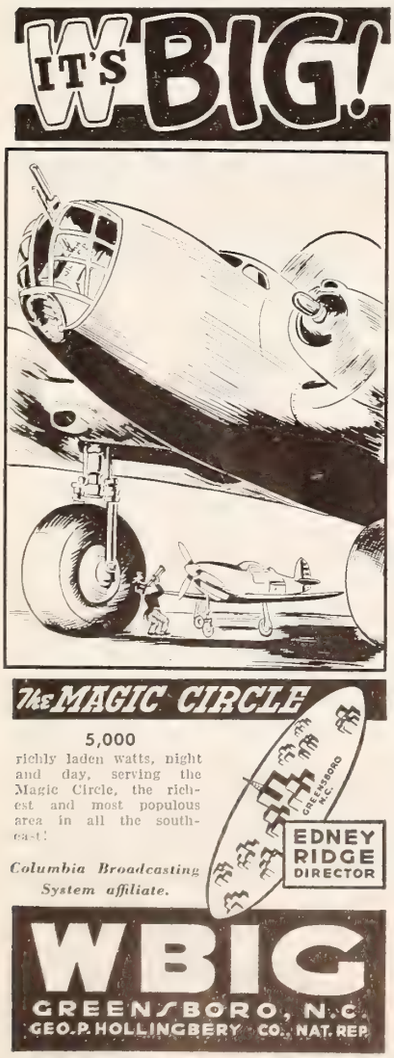
Talent Sale Plans Disclosed by CBS

DETAILS of the deals whereby CBS is disposing of its talent services are disclosed in a call for a special meeting of CBS stockholders to be held Aug. 11 in New York. The notice to stockholders by President William S. Paley points out that the company in recent years "has from time to time been criticized for acting, directly or through its subsidiaries, in a dual capacity by both managing artists and buying their services for broadcasting on behalf of the corporation itself or of the sponsors of its commercial programs".

"Although an order of the FCC, dated May 2, 1941, adopting certain regulations as a result of such investigation [network monopoly], does not refer to the management of artists by the said subsidiaries of CBS", says the proxy statement, "questions have been raised in a report accompanying the order as to the propriety of CBS continuing to have an interest in the management companies. The board of directors of CBS believes there has been and is no impropriety in its having such interests, but in view of the questions and the fact that the continuance of the management business is no longer necessary to insure to CBS a supply of radio talent, its board of directors believes it desirable that the interests of CBS in such subsidiaries be disposed of at this time".

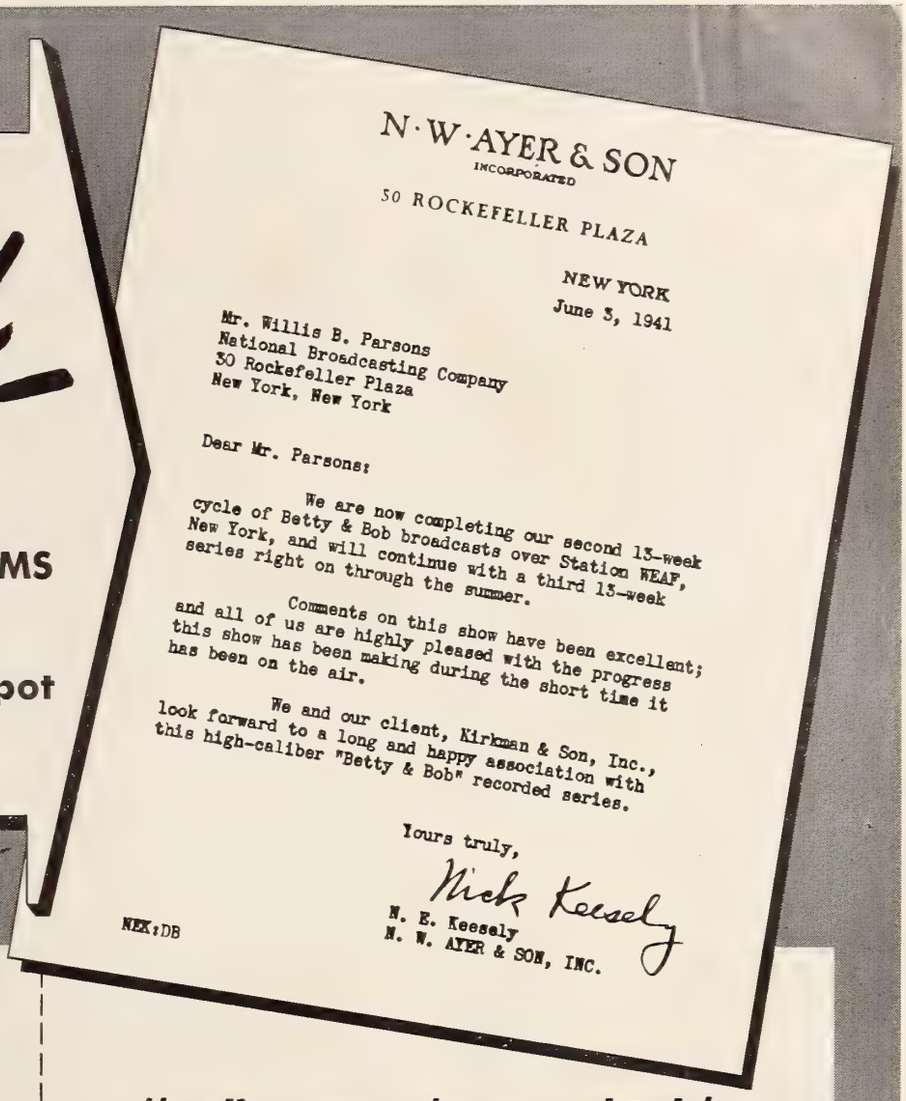
The 61 shares of preferred stock will be sold for $61,000 and the 9,684 shares of common of Columbia Concerts Corp. will be sold for $150,000, subject to approval of two-thirds of the stockholders, to Arthur Judson, F. C. Coppicus, Frederick C. Schang Jr., Lawrence Evans, Jack Salter, Ward French, Calvin M. Franklin and Horace J. Parmelee, all executives of that company but none an officer or director of CBS.

The 100 shares of Columbia Artists Inc. (all) and as much of Columbia Management of California Inc. as CBS shall own at time of sale (but not less than 51%) would be sold for $176,190 to Music Corp. of America, also subject to ratification by two-thirds of the stockholders.



Here's Proof—

that NBC RECORDED PROGRAMS DO A REAL SALES JOB for National and Regional Spot and Local Advertisers!



N·W·AYER & SON
INCORPORATED
50 ROCKEFELLER PLAZA
NEW YORK

June 3, 1941

Mr. Willis B. Parsons
National Broadcasting Company
30 Rockefeller Plaza
New York, New York

Dear Mr. Parsons:

We are now completing our second 13-week cycle of Betty & Bob broadcasts over Station WEAF, New York, and will continue with a third 13-week series right on through the summer.

Comments on this show have been excellent; and all of us are highly pleased with the progress this show has been making during the short time it has been on the air.

We and our client, Kirkman & Son, Inc., look forward to a long and happy association with this high-caliber "Betty & Bob" recorded series.

Yours truly,

Nick Keesely

N. E. Keesely
N. W. AYER & SON, INC.

NEK:DB

[COUPON]

Mail Today for more news on "SHOWS OF TOMORROW"

For complete information—presentation, rates, availability, and audition recordings—check the programs below that interest you . . . then mail this coupon, pinned to your letterhead, to NBC Radio-Recording Division.

CHECK

[ ] **Betty and Bob**

[ ] **The Face of The War—as seen by Sam Cuff.** A brand new approach to the news behind the headlines today.

[ ] **Getting the Most Out of Life Today with Dr. William L. Stidger.** Forceful, down-to-earth philosophy every man and woman can understand and enjoy.

[ ] **Time Out—with Ted Steele and Grace Albert.** Boy-and-girl songs and banter with interludes featuring "Nellie the Novachord."

[ ] **Five-Minute Mysteries.** Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode.

[ ] **Touchdown Tips with Sam Hayes.** A coming attraction for 1941 football season featuring a sportscaster whose pre-game predictions are amazingly accurate.

"Will continue 'Betty and Bob' right through the summer"

. . . writes Nick Keesely of N. W. Ayer & Son

Here's evidence of the productive soap-selling job "Betty and Bob" is doing in the New York market. In 29 other markets, large and small, this five-a-week, quarter-hour show moves crackers, bread, milk, laundry service, starch, foods, blankets, refrigerators! . . .

The recorded "Betty and Bob" is cut to the same audience-winning program pattern that made it a headliner for eight years when sponsored by General Mills on the network . . . plus new plot sequences and an all-star cast!

You'd spend thousands of dollars producing "Betty and Bob" on your own. Thanks to NBC Radio-Recording, it's yours at amazingly low cost. Recording NBC Orthacoustic* gives it the "live-talent" quality that modern audiences demand. *Many good markets are still available.*

*Registered trademark

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Building, Washington, D. C. • Sunset and Vine, Hollywood

WMBD Post to Caley

CHARLES C. CALEY, for the last seven years commercial manager of WMBD, Peoria, last week was appointed assistant manager by Edgar L. Bill, president. He will continue as commercial manager. Simultaneously, Mr. Bill announced promotion of Hugh Boice as national sales manager and Russell Ehresman as manager of merchandising and promotion. Mr. Caley is a member of the national sales managers committee of the NAB and is general chairman of Peoria's 1941-42 community fund.



Mr. Caley

U. S. Cultural Group to Buy $200,000 Time on World-Wide

Deficiency Bill Carries Funds and Signing of Contract Is Expected to Come Shortly

EXPENDITURE of $200,000 for the purchase of time on WRUL and WRUW, Boston shortwave stations operated by the World Wide Broadcasting Corp., by the Committee for the Coordination of Cultural & Commercial Relations Between the American Republics appeared assured last week as President Roosevelt signed the second deficiency appropriation bill.

The bill carried approximately $10,000,000 for the work of the committee, $7,000,000 of which is for the fiscal year beginning July 1. The other $3,000,000 is for contract authorizations during this fiscal year.

Soon to Be Signed

While a contract has not actually been signed with World Wide, it is understood from sources close to the Rockefeller Committee and the State Department that the arrangement would be closed shortly.

Officials of the Rockefeller committee emphasized that the money would be spent for the purchase of time only, the committee acting in the role of sponsor. No control over the station will be exercised, according to committee officials. So far as could be learned no actual program format has been drawn up although it is expected that news will take up considerable time.

It was said the committee selected WRUL for the United States' first Government-sponsored program experiment because it was a non-commercial station and the committee did not wish to be placed in the position of competing with commercial shortwave stations. No other purchase of time is contemplated, committee officials stated.

Also included in the appropriation bill was an item for $325,000 which has not yet been earmarked. Whether any of this sum might be used for sponsorship of other Government programs could not be learned at the committee. Committee officials denied reports, however, that the money would be paid NBC and CBS to pay line charges on point-to-point broadcasts rebroadcast over South American stations.

In this connection the committee is endeavoring to have American manufacturers purchase time on local Latin American stations for presentations of news furnished by American wire services. This would be in addition to time purchased on United States short wave stations.

The committee also received $75,000 which will probably be used in purchasing space in Latin American newspapers to advertise American programs and airmailing American schedules in Spanish and Portuguese. No decision has been made on these plans but it is expected that they will be put into effect shortly.

More Carnation Discs

CARNATION Co., Milwaukee, on July 22 will launch a 13-week test campaign on KYW, Philadelphia, and WSYR, Syracuse, for its canned milk. Show, featuring Peter Donald m.c.; Bill Grant, tenor and the Five Marshalls, quintet, is a 15-minute transcription titled *Carnation Bouquet*. The discs will be heard Tuesdays and Thursdays on each station 12-12:15 on KYW and 11:30-11:45 on WSYR, both EDST. In addition, Carnation Co. on July 2 renewed for another 13 weeks Arthur Godfrey discs on some 35 local outlets throughout the country. Agency is Erwin, Wasey & Co., New York.

WFCI, Pawtucket, Yankee and Colonial affiliate, has appointed Headley-Reed Co., with offices in New York, Chicago, Atlanta and Detroit, its national representative, effective immediately. WFCI, a Yankee and Colonial network affiliate, operates on 1420 kc., 100 watts power.

DURN LITTLE "GRAVY" IN VEST (Ky.)!

With a population of 75—and buying power in direct proportion!—Vest (Ky.) ain't exactly tailored to fit your sales-appetite in Kentucky! Fer your information, the "gravy" in Kentucky is in the booming Louisville Trading Area. Normally blessed with approximately *two-thirds* of the State's buying power, it's now enriched with an *extra* defense payroll of $5,000,000 a month! . . . You can cover this market with WAVE *alone*—at a cost that will more than surprise you! May we tell you ALL?

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

REE & PETERS, INC., NATIONAL REPRESENTATIVES



a 7-year user...

"thoroughly well pleased... with our radio advertising ...sponsored daily without interruption... not only create demand...but also bring back repeat purchases."

50,000 WATTS
NBC RED NETWORK
KOA
DENVER
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Nation Dominates In Shortwave War

RCA Finds Argentina First in Number of Receivers

AMERICA is achieving a dominant position in international broadcasting, largely through development by United States technicians of devices making possible country-to-country broadcasts "with efficiency undreamed of during World War I", according to a statement last Monday by RCA reviewing the Western Hemisphere operations of NBC's two international shortwave stations, WRCA and WNBI, Bound Brook, N. J.

Terming the advance of American shortwave broadcasting "one of the miracle stories of the current war period", the RCA statement gave the bulk of the credit to refinement of the vacuum tube and development of steerable "searchlight" antennas.

Describing the efficiency of these newly-perfected antennas, RCA explained the 50,000-watt beamed signal is the equivalent of a 1,200,000-watt signal broadcast to the four winds. When both of the NBC 50,000-watt shortwave stations are synchronized on the same frequency to beam on adjoining language countries in Latin America, the effective power is 1,700,000 watts, RCA stated.

They Listen Anyhow

"Since the European war broke out, America's horizon of steel towers and tall wooden masts has widened in the interests of national defense and international communications," the RCA statement commented. "Despite the fact that heavy penalties are meted out in oppressed countries on the continent of Europe to those caught listening to foreign broadcasts, mail reaching the United States from foreign shores furnishes proof that the American shortwave broadcasts of unbiased news are overspreading the hemispheres and finding ears that are long-distant targets for truth."

Tabulating the number of radio sets in the countries of South America the *RCA Review* for July lists Argentina first, with 1,050,000 sets; Brazil, 500,000; Mexico, 300,000; Chile, 160,000; Uruguay and Cuba, 150,000 each; Venezuela, 138,000; Colombia, 100,000; Peru, 68,000, and all other Latin American countries below that number. North American broadcasters consider Rio de Janeiro and Buenos Aires the centers of the most important language areas of South America, it was stated.

Commenting on NBC's development of international broadcasting in the *Review*, Raymond F. Guy, NBC radio facilities engineer stated:

"For many years NBC has conducted an effective international broadcasting service. With the outbreak and spread of the present world conflict and the continuous improvement in radio facilities, the value of this service has multiplied in importance and scope. Thousands of letters and telegrams incessantly convey that fact with stirring impact. International broadcasting as conducted by the democracies has become a powerful instrument which has earned the respect and confidence of foreign listeners through the truthfulness of its reporting and the character of its programs."

RALPH NICHOLSON, co-publisher of the *Tampa Times*, operating WDAE, has severed his connection with that newspaper and has purchased the *New Orleans Item*, which he will actively head.

KARM Names F & P

FREE & PETERS has been appointed exclusive national representatives of KARM, Fresno, Cal. The station was recently granted a FCC construction permit for an increase in power from 250 watts to 5,000 watts, and the new transmitter is expected to be in operation by Oct. 1.



VISIBILITY UNLIMITED

FLIGHT REPORT: Spotted 60 towns of 10,000 or more population in Pittsburgh sector, where over a billion dollars is being spent on defense orders. KDKA came in strong as plane passed each of the 60 towns in this concentrated industrial area.

SUMMARY: KDKA, Pittsburgh's only 50,000 watt station, is a sound buy for the advertiser. He gets complete Pittsburgh coverage, plus 60 industrial communities of over 10,000 residents, plus hundreds of smaller towns. "Visibility Unlimited" is the air term that aptly describes KDKA's coverage horizon.

Call or write your nearest NBC Spot Sales office for a detailed study of this tremendous market.

WESTINGHOUSE RADIO STATIONS Inc

KDKA
PITTSBURGH
50,000 WATTS



Memo: to the **STATION OWNER** who Watches Expenditures



The NEW
TURNER
CARDIOID Microphone
Licks FEEDBACK

Out-Performs Many Mikes Costing Twice as Much!

Here's the way to hold down your costs without sacrificing quality of performance. The new Turner Cardioid Broadcast Model 101C gives you positive performance without feedback. Compare its results with microphones costing 2 and 3 times as much! Notice how extremely sensitive it is to sounds originating in front—how absolutely dead to sounds in the rear. Deals a death-blow to feedback problems. The 2-element generator offers true Cardioid characteristics, bringing you the best features of both the velocity and the dynamic, in the most efficient microphone yet produced by modern precision engineering. The attractive styling is finished in a rich brushed chrome.

Tell your Chief Engineer to find out about this new microphone. Broadcast Model Turner Cardioid No. 101C, range 30-10,000 cycles, List $70.

the TURNER Co. 920 17th St. N.E. Cedar Rapids, Iowa

Joe DuMond to Manage New KBUR, Burlington

JOE DuMOND, creator and principal in the NBC *Josh Higgins of Finchville* series out of Chicago, has assumed the duties of manager and commercial manager of the new KBUR, Burlington, Ia., which on July 15 starts operating with 250 watts on 1490 kc. Mr. DuMond, former radio director of Henri, Hurst & McDonald and original manager of WMT, Waterloo, Ia., under the late Harry Shaw, relinquished his NBC duties May 17 after six years of handling his daily program. The *Josh Higgins* feature has the distinction of having a 1,000-acre State park in Iowa named after it.



Mr. Dumond

Formal dedication of the station is scheduled for July 31, with Vice-President Wallace expected to attend and with a salute from NBC scheduled. The station's executive staff, according to Mr. DuMond, has been completed, with Clark Kuney as program director and Willis Wilson as chief engineer. Mr. Kuney, formerly with various Maine stations, recently was guest conductor with the Pasadena Playhouse, and Mr. Wilson formerly was chief engineer of KGFI, Brownsville, Tex. RCA equipment and a 246-foot Harrell tower have been installed.

EUROPE SHORTWAVE EXPANDED BY NBC

EQUALING its shortwave service to South America, NBC's International Division has started regular program service to European countries, quadrupling the signal strength of its WNBI and WRCA to a combined power of 100,000 watts.

According to O. B. Hanson, NBC vice-president in charge of engineering, WNBI has been reconstructed and its power increased from 25,000 to 50,000 watts. A new directional beam antenna was built for the new transmitter to operate on 11.89 mc., teaming with WRCA which continues on 17.78 mc.

The rear lobe or tail of the new directional antenna picks up European programs and carries them to New Zealand and Australia with much better reception.

The beam antenna required 16 additional acres at its location at Bound Brook, N. J., where 70 acres are now occupied by 11 directional beam antennas, nine of which are in operation serving Europe and Latin America.

Orson Wells to Return

LADY ESTHER, Chicago (cosmetics, toilet preparations) beginning early in September will star Orson Wells in a new dramatic series on CBS replacing the *Lady Esther Serenade* which until Aug. 4 features Guy Lombardo. After that date the Freddy Martin orchestra will replace Lombardo until the new show gets under way. Pedlar & Ryan, New York, is the agency.

Muzak FM Grant Arouses Interest

FCC Not Fully in Accord Over Memorandum Opinion

MORE THAN casual concern is being evinced in Washington radio circles over the July 1 action of the FCC in granting to Muzak Corp., New York, a construction permit for a developmental FM broadcast station which would provide a subscriber-type program service to listeners [BROADCASTING, July 7].

The FCC itself, it is understood, was not fully in accord in the issuance of a memorandum opinion, which appeared to reflect Commission support of the projected new method whereby listeners would pay a monthly rental for program service, with no commercial sponsorship of the programs. Moreover, the fact that the FCC departed from its regulations, which specify that no developmental station may make a direct or indirect charge for program transmission, waiving this requirement with respect to the Muzak grant, was viewed with concern.

FCC Quotes Muzak

The FCC prior to publication of its memorandum opinion, issued a three-page press release July 1, publicizing the grant as providing a "new type of subscriber broadcast service". It pointed out that the service would enable the public to obtain selected programs by direct payment, rather than indirect payment through purchasing products advertised on the air, and then quoted the Muzak application as follows:

"There is no reason why the public should pay directly for moving pictures and indirectly for radio. It is merely a matter of circumstance that radio in the United States is available to the public only in connection with advertising announcements which frequently are highly disturbing or irritating. The American people have never decided or been given the opportunity to decide that radio should not be sold in the usual manner by direct payment for the service."

Headed by Catchings

Muzak, which for several years has provided hotels, restaurants and some home subscribers with program service via wire, is a subsidiary of Associated Music Publishers, which, among other things, provides a commercial transcription service for broadcast stations.

Waddill Catchings, head of both AMP and Muzak, is also a director and chairman of the Finance Committee of Warner Bros. Muzak is an off-shoot of Wired Radio Inc., originally set up by the North American Co., public utility operators, with a view toward providing a service competitive to radio by power or telephone lines into homes.

Action Is Awaited On New Tax Bill

House Group Nearing End of Its Revenue Hearings

HAVING weathered the first phase of House Ways & Means Committee consideration of new tax legislation without a franchise tax on broadcasting, the radio industry is awaiting emergence of the House measure prior to the end of the month, to ascertain how much of a dent the new war levies will make.

It is known that a number of items in the measure, as it went to the House drafting conference, would affect the radio industry, particularly in connection with increased taxes on receiving sets and parts. A proposal [BROADCASTING, July 7] to place a franchise tax on broadcasting facilities per se was dropped.

Leased Wire Levy

It also has been learned that there will be no special taxes on wires or tickers used by press associations or broadcasting stations for "the gathering of news". Other leased wire services for the dissemination of news to private subscribers, however, will carry a 5% tax, under the committee draft.

It is expected the Ways & Means Committee will begin consideration of the final draft in executive session within 10 days. Items other than those already incorporated in the measure can be inserted, it was pointed out, but those of major significance already rejected, which might have far-reaching effect upon any industry, probably will not be revived in the committee. What may develop on the floor, however, when the measure is given final House consideration, probably during latter July or early August.

In the Senate, acting Chairman George (D-Ga.) of the Finance Committee, asserted 10 days or two weeks of hearings would be held, with the hope of procuring Senate consideration the latter part of August or early September.

Revival of proposals to impose special taxes upon advertising generally and also upon broadcasting, or some variation of a franchise tax basis, is possible on either the House floor or in the Senate committee hearings, it was pointed out. Past efforts of this nature, however, have fallen because of contentions of unfair discrimination.

Camera Spots

STANDARD DISTRIBUTING Co., Chicago (cameras) has started a series of one and two-minute spot announcements daily on KDTH, Dubuque, Ia., KGGF, Coffeyville, Kan., and XEG, Monterey, Mexico; and a series of thrice-weekly quarter-hour station programs on WWVA WMT KSO KQW WNAX KMA KWTO WSOY KWFT. Agency is Lane, Benson & McClure, Chicago.

Good News Travels Fast!

The New Gates 30 Series Studio Speech Console, *is the Big News in Radio Today—51 Stations Already Enjoy a New High in Performance at a New Low in Cost!*



Your Logical Choice, *and here's why!*

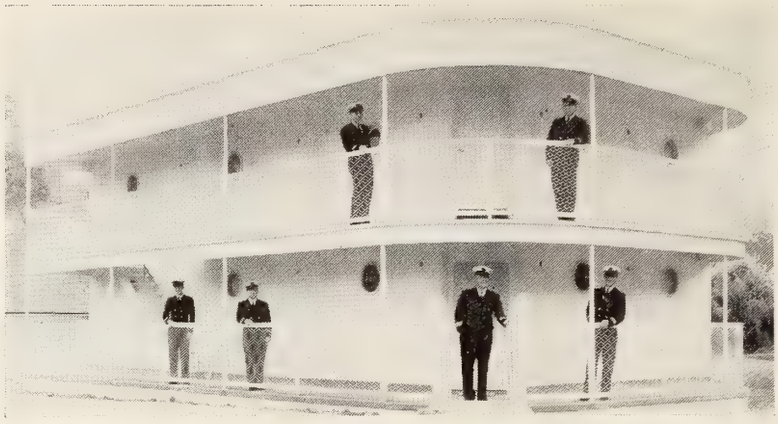
- More preamplifiers—five in all—more than are provided in any other console.
- Beautiful appearance — cabinet of matched walnut and selected South American Rakuda woods.
- Eight mixing positions—daven attenuators used throughout for mixing.
- One-piece chassis—eliminates cabling; simplifies maintenance.
- All input, output and low level interstage wiring fully shielded to eliminate crosstalk and distortion.
- Three color combinations available to provide harmonizing appearance with modern studio surroundings.
- —and important, too, is the fact that the Gates 30 Series Console is an entirely new engineered product. It is not a rebuild of a former model. Priced within the budget of the smallest station—its quality and performance is superior to any console on the market today.

FREE FACTS: *The impressive facts and figures that give the detailed advantages of the 30 Series Console are ready for you to see. Write at once, without obligation, of course.*

GATES
QUINCY, ILLINOIS, U.S.A.

"The Proven Line"
RADIO & SUPPLY CO.
(CABLE ADDRESS: "GATESRADIO")
Manufacturing Engineers Since 1922

TODAY
is the time to
get up to the minute
INFORMATION
on this
MAJOR MARKET
Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.
WLAW
5000 WATTS • 680 KC.
CBS
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.



LIKE SHIP'S CABIN is this unusual two story broadcasting studio built around a four-manual organ at Hyperion Blvd. & Tracy St., Los Angeles. It is used to broadcast the four-weekly half-hour religious program, *Haven of Rest*, sponsored by Crew of the Good Ship Grace Inc., on Mutual-Don Lee stations. Structure is designed to resemble a cabin of the good ship Grace, anchored in the Haven of Rest in keeping with the program's philosophical theme. Portholes, desking and railing carry out the idea. Building is 40x20 feet. Here is Paul Myers, (center, lower deck), known as First Mate Bob, with members of his "crew"

A LOCAL'S $50,000 HOUSE

Project Enlists Cooperation of Construction Industry and Everybody Is Happy

A 250-WATT local station in Beckley, W. Va., WJLS, has completed a $50,000 model home project under direction of Joe L. Smith Jr., owner and general manager, and Charles R. Armentrout, assistant manager.

Feelers were sent to national manufacturers when the idea was conceived, and response was good. Local building supply dealers and sub-contractors participated on a half-cash, half-time basis. From the day stone was first hewn from a nearby mountain, the WJLS relay unit was on the job. Workmen on the site were questioned, listeners invited to watch the project, and spectators buttonholed.

A daily *Construction Clinic* was broadcast from the studios, with builders and other participating groups cooperating. Two days before the opening, every station break mentioned the opening hour and a newspaper spread was used.

Some 3,000 persons viewed the home on opening day, which included a half-hour remote. Souvenir booklets were sold for 10 cents. Mr. Armentrout transcribed a 15-minute description of the home. By means of an oscillator, this transcription was sent to each room of the house and picked up on radios. This obviated need of a p. a. system and constant presence of an attendant.

Participation even included a landscape artist. All firms taking part expressed satisfaction with the project and many claim to have obtained new business.

Iowa Grads' Jobs

A BANNER crop of radio students from U of Iowa joining commercial radio organizations during June was announced by the university's station, WSUI, Sioux City, Ia. They included Marjorie Lester and Georgia Bowman, to WLW, Cincinnati; Ray Abel, NBC, Chicago; Lois Ann Russell, NBC New York; Frederick Keller, WOOD-WASH, Grand Rapids, Mich.; Claire Henerlider, WMT, Cedar Rapids, Ia.; Marold Glaspey, KFNF, Shenandoah, Ia.; George Moon, KHMO, Hannibal, Mo.; Hugh Harper, KSCJ, Sioux City; Marianne Prugh, George Weber Adv. Service, Des Moines; and Beverly Barnes who received a WLW scholarship award.

Magazine's Test

PARADE MAGAZINE, published by the newspaper *PM*, on July 9 started a one-week campaign on ten stations in the Pittsburgh, Milwaukee, Kansas City and Scranton markets. Four to eight one-minute announcements or chain breaks are being used in the early morning or evening. Station list includes: WCAE, KDKA, WJAS, and KQV, Pittsburgh; KMBC, WDAF and WHB, Kansas City; WTMJ and WISN, Milwaukee, and WGBI, Scranton. Agency is Erwin, Wasey & Co., New York.

Correction of 'Record' Denied by Lambertson In WFIL, WCAU Charge

REPRESENTATIVE Lambertson (D-Kan.) has no intention of correcting in the *Congressional Record* a charge he made May 27 that WFIL and WCAU, Philadelphia, had denied time for a speech by Col. Charles A. Lindbergh. The Congressman told BROADCASTING last Wednesday that he is "fighting the war mongers" and that he has "evidence that Rosenbaum (Samuel R. Rosenbaum, president of WFIL) is trying to get us into this war".

Rep. Lambertson said he could see no reason for correcting his statements, despite evidence by two other Congressmen that they were incorrect. His May 27 remarks, he said, were based on articles in Philadelphia newspapers and he added that he hadn't seen any corrections in these newspapers. He said he was not interested in checking with the FCC to see if the newspaper statements or his remarks had accurately presented the facts.

Rep. McGranery (D-Pa.), in a speech before the House July 3, corrected Rep. Lambertson's remarks and introduced an exchange of correspondence between the Kansan and Mr. Rosenbaum. Rep. McGranery stated he was introducing the correspondence "in the interest of justice and fair play". He was joined by Rep. Eberharter (D-Pa.), who said:

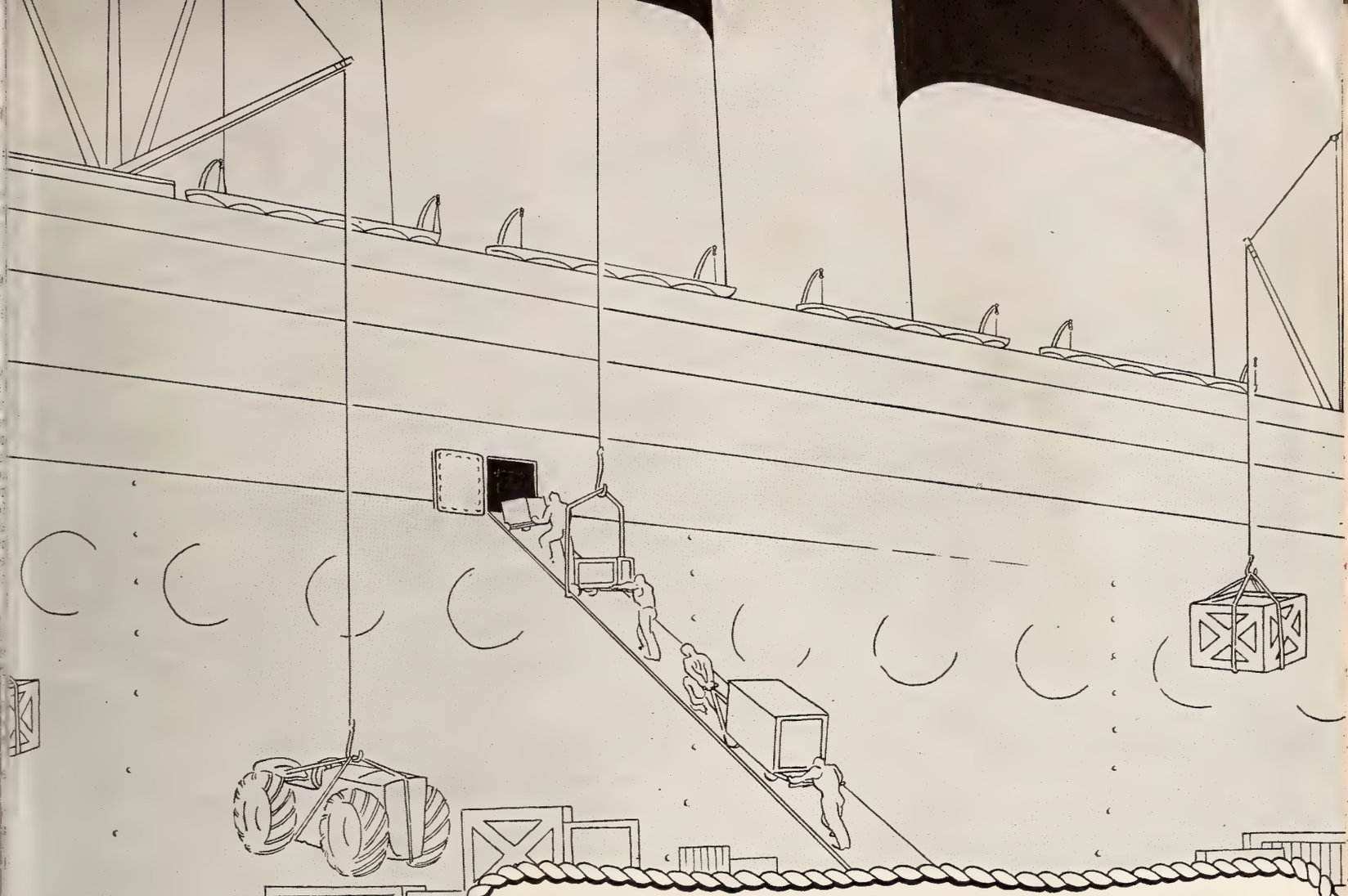
"It seems to me the remarks of the gentleman from Kansas at that time were intended to promote disunity at a time when we should have every effort made to promote unity and not stir up emotions which are perhaps engendered by racial feelings."

To Manage New KSKY

A. L. CHILTON, chief owner of KLRA and KGHI, Little Rock, will himself manage the new KSKY, Dallas, when that station goes on the air in the early autumn. The FCC last March authorized Chilton Radio Corp. to erect the new station as a 1,000-watt daytime outlet on 660 kc. Mr. Chilton reports that RCA transmitter equipment and a 300-foot Wincharger tower have been ordered and will shortly be delivered, but personnel has not yet been selected.



KIDO
NBC Red and Blue
Boise
Captain KIDO
JOHN BLAIR & CO.
Nat. Reps.
BOISE, home of KIDO's transmitter, is Idaho's top metropolitan city. It is also the center of the southwest dairy area which does over 15% of the dairy business for the entire state.



"No, son, we ain't sailing today"

"We're loading today. See them hoists and booms. Look at them roustabouts wheeling the stuff aboard. No loafing today. We sail tomorrow."

The same principle applies to time-selling this summer. It's the extra-hard impact of your sales story in July and August that brings extra-nice business to your station in September and October. Sales Management's survey of AAAA agencies revealed that *the three summer months are the second most important quarter of the year for the preparation of advertising campaign plans.*

Extra-hard impact, that's what BROADCASTING promotion delivers this summer. Write for rates.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Do your loading today for sales tomorrow!

Mrs. Bloom's Boom Zooms Sears' Sales

Columbia Shopperess Tells What She Sees and In Come the Customers

By P. J. AYLWARD
Manager, Sears, Roebuck & Co., Columbia, S. C.

ABOUT seven months ago, in November, my interoffice telephone rang.

"Skipper Leo Downs of WIS to see you, Mr. Aylward."

"Oh, yes", I said. "Probably thinking about Christmas spots already. O. K. Send him in!"

Salesman Downs came in, but it wasn't spot announcements, our usual seasonal radio diet, that "Skipper" had on his mind.

"Got something new in the way of a radio program for Sear's, Jerry," said Leo. "Want to hear it?"

"What's it like?"

Meet Mrs. Bloom!

"It's like nothing you ever knew before. A woman's hour that's really different. You'll have to hear it to believe it."

"O. K., Skipper. We're always looking for a better way to advertise Sear's. When do I listen?"

"Ten o'clock in the morning," said Mr. Downs, "if that suits you. And you won't be disappointed."

Next morning, I settled down in the WIS client's room and the announcer introduced Winefred Bradford Bloom with a program titled "The Missus Goes Shopping". It was my first meeting with Mrs. Bloom . . . and a memorable occasion it was.

She greeted us in a warm and friendly voice . . . then started out on a descriptive word tour of a large Columbia department store. Mrs. Bloom said it was a rainy day, and she wanted to do all her shopping in one place. Interested in a new home, she went into the paint department. Floor covering caught her eye . . . then furniture. The program was chatty, informal. Minutes slipped away . . . and then, just at the end of the show, Mrs. Bloom said she had done all her shopping at Sear's. It was hard for me to believe . . . because I'd heard things described that I didn't know were in the store myself.

"How'd you like it?", said Skipper Downs.

"I don't quite know," said I, impressed but wanting confirmation of my opinion from some of my own staff. "Could you do it over? I'd like some of the department heads to listen."

"We brought in some of the store executives, and they agreed with me. It was a good program. We didn't know exactly how good but we were willing to give it a whirl.

Sears' Woman's Hour . . . with Winefred Bradford Bloom . . .went on the air over WIS, 5,000-watt NBC - Red station covering the whole State of South Carolina from the capital, Columbia, for the first time Nov. 18, 1940. It was on the air six times a week until January. Then, we dropped to three-a-week. Mrs. Bloom came to the store several hours each day after the program to meet customers and advise them about buying, interior decorating, gifts and the like. The press of store work became so great that we felt it best to cut down on the air-time.



MR. AYLWARD

Some Achievements

Here are some of the things the program has done:

We had a customer who . . . after listening to several shows . . . came into the store and asked Mrs. Bloom's advice on changes in the bathroom of his home. Mrs. Bloom went with him to the house . . . and suggested a whole new bathroom . . . linoleum floors, new walls and bathroom fixtures. She also looked over the kitchen and sold him the idea of re-doing that . . . floor, walls, sink, steel cabinets and a range. Mrs. Bloom also suggested making over an unused porch into a storage closet and using an old, unusued pantry for a powder room. Result: A possible $100 sale was boosted to nearly $1,000.

One day, rugs were discussed on *Sears' Woman's Hour*. That afternoon a customer came into the store for one of the rugs mentioned on the broadcast. The salesman called in Mrs. Bloom . . . and before we knew it, the woman had ordered not only the rug . . . but chairs and draperies to go with it. And she also gave us an order for reupholstering the rest of her furniture! It was a sale that ran to more than $200.

We've conducted several tests that conclusively prove the sales power of *Sears' Woman's Hour*. Around Christmas, Mrs. Bloom began to feature table decorations. We needed to move some silverware . . . and used no other medium of advertising to help. When the *Woman's Hour* began to paint pictures of lovely holiday tables set with gleaming silver from Sears' . . . the sets began to move. We sold more than 100 sets of silverware during the holidays. (This feature was dropped from the air for a while . . . and we've only sold two sets since. The buyer has asked that we give his silver a boost on WIS again.)

Then, there were the "Lone Ranger" watches. The department head told Mrs. Bloom his quite large stock wasn't moving. She said she'd buy two for her own grandsons . . . just to get the ball rolling. But first, she mentioned the watches on her program. A couple of days later, Mrs. Bloom went by to pick up the watches . . . and found that they had been completely sold out!

Large Unit Sales

Like most Sears-Roebuck retail stores in cities the size of Columbia (85,000), we maintain rather complete departments in many lines . . . furniture, for instance. Until *Sears' Woman's Hour* came along we concentrated more or less on selling individual pieces—a chair, rug, table, bed or lamp.

Now . . . we sell a whole room, thanks to Mrs. Bloom and *Sears' Woman's Hour*. She talks about a chair in relation to the rest of the room — harmonizing draperies, lamps, tables, rugs and fixtures. The result: Unit sales, and large ones.

There are many reasons for the success of *Sears' Woman's Hour* . . . and not the least of these is Winefred Bradford Bloom. She's an experienced showman as well as an interior decorator, horticulturist and designer of note. Her programs offer sound, practical advice on decorating, color schemes, furniture arrangement and the like. At the store, her services (free to all Sears' customers) are constantly being sought by an ever-increasing number of people. And mail is coming in from every corner of the State. Mrs. Bloom, personally, answers each letter, and out-of-town customers are on the increase.

Then, there are the programs themselves. They're friendly, helpful programs, not high-pressure selling jobs. Each has a definite theme. Sample titles are "Thanksgiving Decorations", "What to Give at Christmas", "Occupation, Housewife", and "Friday, the 13th". And the programs have variety, too. The Christmas show was transcribed, each department head wishing his friends and customers a happy holiday in a different, original way. Earlier, wives were invited to write in what they wished to receive from their husbands at Christmas. Then selected letters with initials were read on the *Woman's Hour* on a holiday, when the women could see to it that their husbands were home listening!

Into the Store

Showmanship counts in selling via the airwaves, and Mrs. Bloom puts plenty of it into *Sears' Woman's Hour!*

Everything mentioned on the program, of course, can be obtained at Sears'. Since a prime purpose of the show is to get customers into the retail store, the catalogue isn't mentioned on the air. But we're doing an increasing amount of catalogue-order business for customers brought into the store by the program.

Rarely does Mrs. Bloom mention prices in her portion of the *Woman's Hour*. This is handled by the announcer who has a special of one of two items, with prices, in the short commercial near the end of the show.

Yes, my meeting with Winefred Bradford Bloom was a memorable one. And the success of *Sears' Woman's Hour* bids fair to be a memorable chapter in the history of our advertising efforts for the Columbia store.

With the *Woman's Hour* over WIS we're not selling just the sizzle . . . we're selling the whole ham! And, believe me, larger single sales mean a much merrier ring on the cash register!

BUSINESS was good—well, good enough—at the Sears store in Columbia. And then came Mrs. Bloom! Since which time Mrs. Bloom has started a boom. And Mrs. Bloom's boom has zoomed the sales curve so nicely that the store's manager, Jerry Aylward, decided to write a piece about it. When a customer comes in to buy a rug, Mrs. Bloom sells a room—chairs, drapes and all that goes with it. Which is the point of this story, because the individual sales are being built into large unit sales.

Sackett Buying KVAN Control

CONTROL of KVAN, Vancouver, Wash., opposite Portland, Ore., will be acquired by Sheldon F. Sackett, now owning 50%, if the FCC approves an application for transfer of five shares from D. Elwood Caples. Mr. Sackett is publisher of the *Coos Bay Times*, Marshfield, Ore., and owner of KOOS. He purchased his 50% from Walter L. Read in 1940.



WKY IS *Everywhere* IN OKLAHOMA!



WKY goes everywhere in Oklahoma for timely, air-worthy, community interest programs. Dots indicate points of origination during recent months.

• WKY's home address is Oklahoma City but all Oklahoma is its backyard. From one end of this domain to the other, WKY's microphones are in action broadcasting informative, entertaining programs of special interest to listeners everywhere in Oklahoma. Going places, doing things, being everywhere . . . these have established WKY as an integral part of the Oklahoma scene, and WKY-listening as a statewide habit. WKY's pre-eminent effectiveness as a selling medium has been the natural result.

WKY
OKLAHOMA CITY
NBC-Red Affiliate

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. THE OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affl. Mgmt.)* REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



It's

Want your sal
IN THE BAG!

Defense co
the half billion
contracted for

Wages are
ranging from $

Where the
the rich Mid-M

NBC BASIC BLUE STATION • ST. LOUIS, MO.

AFFILIATED WITH KFRU, COLUMBIA, MO. • REPRESENTED BY WEED & CO., NEW YORK, CH

in the bag...

ercentages to leap like a kangaroo? KXOK can do it . . . IT'S

cts in KXOK's broadcasting radius have spurted far above
and more orders are streaming in. Seven defense plants are
re already under construction.

adily increasing in the industrial field with weekly wages
$70 per week and skilled laborers are earning even more.

money made there's money spent, so cash in with KXOK in
ippi Valley Market. IT'S IN THE BAG!

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

HO, DETROIT, SAN FRANCISCO • OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

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Prudent Hedging

SO FAR, the impact of production cuts forced by defense priorities has hardly been felt by retailers of such durable consumer commodities, as automobiles, radios, tires, household appliances and the like. Substantial inventories and fairly regular deliveries up to now are cushioning the effects, and advertising of such lines has yet suffered little curtailments. But there can be no doubt that the cuts will be felt later this year, and through next year.

These are all-important items in many a station's sponsorship budget, and the loss of local dealer advertising, will be felt keenly unless it is replaced by something else. It is time, therefore, for station managers to begin thinking now how to hedge against the inevitable.

To take up the slack, the best suggestion we have heard—and the prudent sales manager will act at once—is that used car sales will be stepped up; that old radios will be repaired; that tire-rebuilding will take on new importance; that household appliances will be fixed when they cannot be replaced.

In a word, service and repair, hitherto sideline or small-time functions, will become major activities of many sponsors now using radio advertising primarily to move new and replacement goods. This will be especially true locally. And radio can repeat in the servicing field the selling records it has created in other lines.

Life and Taxes

UNCLE SAM, in his quest for funds to finance the colossal national defense program, can be expected to tap every conceivable revenue source. Already it is evident that general corporate and income taxes will be more than doubled in the average brackets. Special levies, such as those on amusements, automobiles, radio sets and other so-called luxury items, which can be lopped off easily once the emergency is over, already are provided in the revenue measure being drafted by the House Ways & Means Committee in collaboration with the Treasury Department.

Every true American, though he doesn't relish the outlook, is willing to pull in his belt a few notches in the interest of the national welfare. The broadcasting industry, and advertising generally, are prepared to bear their portion of the tax burden.

But now there is disconcerting talk in inner circles of special imposts, superimposed over all general taxes, upon broadcasting income and upon advertising generally. Pressure groups long have advocated a sort of "franchise tax" for broadcasting, but in the past it has never been seriously considered because of the palpable discrimination. The same has been true of certain consumer groups with regard to advertising as a whole.

Advertising is a business, and broadcasting is just one branch of it, albeit different because of the distinctive character of the public service it renders. To impose a discriminatory tax upon advertising, or any of its offshoots, in the long run would be only another re-enactment of the "killing the goose" fable. Advertising creates consumer demand, which in turn creates profits for industry or service, which in turn produce the bulk of the revenues filtering into the Treasury from American business.

Boring In

SCANT NOTICE was given in the trade to the July 1 ruling of the FCC granting Muzak Corp. of New York a construction permit for a developmental FM station for subscriber-type broadcast service. Yet it may have deep significance, for it appears to be another in the series of regulatory moves calculated to undermine broadcasting by the American Plan.

Muzak for several years has been providing by wire what amounts to central-station jukebox service to hotels, taverns and other public places. It grew out of the Wired Radio project of a decade back under which a service competitive to space radio would have been created by supplying programs to the public via power or telephone lines with the subscriber paying a monthly rental on the receiver. There would have been no advertising sponsorship. Via FM, Muzak, successor to Wired Radio, proposes to revive the subscriber method of payment, stressing its advertising-free character.

There can be no quarrel with Muzak's ambitions to expand its commercial efforts, though an anomaly appears in the fact that Associated Music Publishers Inc., which sells transcriptions to broadcast stations for commercial sponsorship, is the parent of Muzak. Waddill Catchings, prominent industrialist and chairman of the finance committee of Warner Bros., which long has aspired to nationwide radio operations, is head of both Muzak and AMP.

The danger, as we see it, is expressed in the FCC's memorandum opinion granting the Muzak application. Keep in mind that in recent months this same Commission decreed its "death sentence" regulations on network broadcasting and its newspaper-divorcement proceedings.

Now, in sanctioning the Muzak experiment, the FCC blandly changes its existing rules providing that a developmental station shall not make any charge, directly or indirectly, for the transmission of programs. It does this on the ground that the method of charging the subscriber for program service is "worthy of investigation".

The whole tenor of the FCC's opinion exudes an anti-commercial broadcasting viewpoint. For example, it points out that the practice of public support of broadcast service in this country is not through any "direct change, but through the purchase of articles and services advertised by radio". Then it adds, "This is not true in all countries of the world".

Perhaps the FCC, in its wisdom, regards European radio as superior to ours. Perhaps it considers the Government-operated systems of the Nazis, the Fascists and the Communists fairer and freer than our own.

The whole trend of FCC thinking certainly should give broadcasters pause. Hitting only the high spots of its recent course, we find it proposing to regulate station-network contractual relations in its network regulations; thinking about forcing newspapers to divest themselves of broadcast interests, however remote the publishing interest may be; and now apparently toying with the idea of espousing the ultimate breakdown of American radio through an adaptation of the European system of no advertising.

All of this adds up to the crying need for a redefinition by Congress of the 14-year-old radio law.

The RADIO BOOK SHELF

JAMES F. WATERS, originator of the *Court of Missing Heirs* program, is writing a book to be published Aug. 11, with the same title as his radio program. The volume will contain the stories of more than 80 heirs who have been discovered by the *Court*. It also will list 3,000 other estates whose heirs have not yet been discovered, complete with all available clues to their identity.

AVAILABLE for royalty-free non-commercial use by stations, schools and radio workshops and clubs, *100 Non-Royalty Radio Plays*, compiled by William Kozlenko [Greenberg: Publisher, N. Y., $4.25], offers 100 tested quarter and half-hour dramatic scripts in a single volume, with an introduction by Sherman H. Dryer, U of Chicago radio director.

A DOZEN short plays, four of them written for radio production, are included in the volume, *American Scenes*, edited by William Kozlenko [John Day Co., New York, $2.50]. The four radio plays are "Fire and Cloud", by Richard Wright, dealing with a southern Negro bread riot; "Ask Anybody in the Neighborhood", a city slum drama by Benjamin Appel; "The Doorway to Limbo", a fantasy by Oscar Saul and Lew Lantz; "Freedom Is a Trumpet", a verse drama by William Merrick.

We Pay Our Respects To —



JOSEPH R. STAUFFER

IF YOU are looking for the cinema version of an advertising agency executive, complete with distressed secretaries scurrying around to interpret his every brainstorm, don't go to Joseph R. Stauffer, newly appointed radio director of Kenyon & Eckhardt, New York. For he refuses to become upset, no matter what complexities. Asked if he "blew up" under tension, he quietly smiled, "I never get under tension."

Completely unassuming, yet instantly tractable is Joe Stauffer. Perhaps much of his demeanor of quiet assurance springs from early military training. After being graduated in June, 1916 from high school in his home town, Scottdale, Pa., he attended prep school at Washington for one year, entering West Point in 1917. He emerged in 1920 as second lieutenant. In September that year he was assigned to the Cavalry, attending the Army Cavalry School at Fort Riley, Kansas, for a year, doubling in theatricals.

After resigning from the Army in June, 1921, he returned to Scottdale and became assistant sales manager of a family-owned manufacturing concern engaged in a water purifying process. During his five years with this firm, a Philadelphia branch was opened, which he managed for 18 months.

But the call of show business would not be stilled. He devoted his leisure time to Little Theatre work, the various groups playing "the sticks". Profits were donated to playgrounds and similar worthy projects. In October, 1926 he resigned from the family corporation, and the succeeding three years were spent with the New Jersey Public Service Transportation Department.

September of 1929 found him headquartered in New York as associate editor of the *Electric Railway Journal*, a McGraw-Hill publication. Then in January, 1931 he was transferred to Chicago as western editor of that magazine.

Through the years the desire to produce radio shows persisted, and he haunted the broadcasting stations regularly. The radio idea took on actual form in 1934 when he joined the New York radio department of Young & Rubicam.

Among his assignments were daytime service shows for General Foods Corp., Borden Co., and Fels Co. Nighttime and major productions included a variety show for Colgate-Palmolive-Peet Co., two seasons of the NBC *Packard Hour*, starring Lawrence Tibbett; Helen Hayes' first radio series under sponsorship of General Foods, and others.

Then on June 1, 1936 he was transferred to Hollywood, continuing in a production capacity. His assignment was the new NBC *Packard Show*, starring Fred Astaire. Approximately a year later, in September, 1937, he stepped out of the production assignment to take over talent buying and supervisory work for the agency on the West Coast.

At this time International Silver Co. started its CBS *Silver Theatre* with guest-star policy. The Young & Rubicam 1938 Christmas gift to Joe Stauffer was management of the agency's Southern California branch office.

As far as his personal history is concerned, here are on-the-record facts. Joseph R. Stauffer was born in Scottdale, Pa., Oct. 27, 1897, and attended primary as well as high school in that city. He emphatically swears that the "R" in his name serves only one purpose; it stands for absolutely nothing. His late grandfather adopted that initial in his youth. Young Joe followed suit. He recalls the unhappiness caused him in school days by continuously explaining away the "R".

Joe Stauffer married the former Eleanor Stevenson of Scottdale on Sept. 25, 1923. They weren't childhood sweethearts; in fact, he didn't meet her until after being graduated from West Point. They have one child, Joseph Richard, 16. An accomplished pianist, with an extensive background of musical knowledge, he is definite about not having hobbies. He doesn't like golf, but does enjoy horseback riding and tennis.

Personal NOTES

WALTER BROWN, owner of WSPA and WORD, Spartansburg, S. C., and the former Miss Ruth Taylor of Spartanburg, were married July 3. Among those attending the wedding were Associate Supreme Court Justice and Mrs. James Byrnes.

JIM SEILER, promotion manager of WRC-WMAL, Washington, an ensign in the Naval Reserve, has been stationed at Balboa, Canal Zone in the public relations office.

BOYD RIPPEY has joined KFRC, San Francisco, as head of the sales staff replacing Gary Kreidt, who resigned to enter the printing and publishing business in Manila.

EUGENE S. THOMAS, sales manager of WOR, New York, and Mrs. Thomas are the parents of an 8 lb. 6 oz. son, Bruce Maxwell, born July 3 in the Methodist Episcopal Hospital, Brooklyn.

R. M. LAMBE Jr., formerly of Chatham Adv. Agency, and Robert W. Yates, new to radio, have joined the sales staff of WSJS, Winston-Salem, N. C.

JACK FIELD, Jr., sales manager of WPTF, Raleigh, suffered slight injuries in an auto accident June 29.

O. H. CALDWELL, editor of *Radio Today* and former Federal radio commissioner, and Mrs. Caldwell have announced Sept. 3 as the date of the marriage of their daughter, Mary Jane, to Robert Edward Nickerson, graduate of Columbia U who is now attending the Yale Law School.

JAMES HOWE, manager of WBTM, Danville, Va., has been elected president of the local Junior Chamber of Commerce.

LEIGH WHITE, CBS correspondent in the Balkans who was injured by Nazi bombers while fleeing from Yugoslavia, has been recuperating in an Athens hospital and is expected to leave Greece with the America Legation group July 15, CBS reports.

DAVID ROSENBLUM, onetime vice-president and treasurer of NBC who since February, 1940, has been general manager of the *New York Post*, resigned from that newspaper July 1 to return to the marketing and management counsel field. He formerly was head of Trade-Ways Inc.

FRANKLIN M. DOOLITTLE, chief owner and general manager of WDRC, Hartford, has been named a member of the Intercommunications Committee of the Connecticut State Defense Council.

EVELYN FEELY has resigned as manager of CKPC, Brantford, Ont., after eight years with the station. She became manager a year ago when Lieut. J. Don Buchanan, owner and manager, joined his regiment on active service. Mrs. Buchanan is new manager.

WELBOURN KELLEY, NBC script writer, has been appointed chief of the radio script division of the Navy in Washington. Mr. Kelley will continue writing scripts for the NBC-Blue program *Chamber Music Society of Lower Basin Street*, along with scripts for the NBC *Summer Symphony* and other programs. He was previously with Associated Press and in the NBC press department in New York.

ARTHUR DURAM, former salesman and sports announcer of WOC, Davenport, and previously on the sales staff of WCBS, Springfield, Ill., has joined the sales staff of WHN, New York.

SYDNEY GAYNOR, KHJ, Hollywood, commercial manager, is the father of a boy born July 2.

DR. PAUL FISHER, chemist and farm expert on the faculty of Riverdale (Cal.) College for several years, has resigned to become farm program director of KPRO, Riverside.

MARK KINSEY of the WHO, Des Moines, news bureau, has been named publicity chairman for the Iowa division of the Veterans of Foreign Wars.

BOB CANNON, CBS Hollywood producer, has been appointed official representative of the Newport-Balboa flotilla of the newly organized Coast Guard auxiliary.

EDMUND A. CHESTER, CBS director of broadcasting to foreign countries, on June 26 became the father of a baby girl.

BURL IVES, one of the leading exponents of American folk music, acts as the singing master of ceremonies on *Burl Ives Coffee Club* which started July 5 on CBS. The program, heard Saturdays 10-10:30 a.m., features different types of music.

Norman Lewis Is Named WJMA Sales Director

COMPLETED personnel of WJMA, Covington, Va., which went on the air May 26 after being constructed in record-breaking time—34 days—has been announced by Boyd Lawlor, station manager, formerly production manager of WTCM, Traverse City, Mich. Station was granted April 22 to John and Marcia Arrington, onetime operators of WCHV, Charlottesville, Va., and uses 250 watts on 1340 kc.

Norman Lewis, formerly of WGMA, Moultrie, Ga., assistant to Mr. Arrington, has been named commercial manager. Others are Don Ross, from WKBH, LaCrosse, Wis., program director; Margie Garrison, in charge of commercial copy; Billy Mac, formerly of WHFC, chief announcer; Dick Eyrich, from KFJB, Marshalltown, Ia., and Jimmie Armstrong, from WJJD, Chicago, announcers; Chuck Gill, formerly of WTAD, Quincy, Ill., chief engineer; Jimmie Garber and Warren Brown, transmitter engineers. Mrs. Arrington serves as secretary-treasurer of the station.

WJMA uses Western Electric equipment throughout and subscribes to United Press and NBC Transcription service.

New Post for Dempsey

JOHN J. DEMPSEY, of New Mexico, former member of Congress who was largely responsible for recognition of radio through provision of radio gallery facilities in Congress, on July 7 was sworn in as Undersecretary of the Interior. After retiring from Congress earlier this year, he became a member of the Maritime Commission. He is the father of William J. Dempsey, former FCC general counsel, now a Washington attorney.

BEHIND the MIKE

ROSS WRIGHT, formerly chief announcer at CFCO, Chatham, Ont., is now overseas as a Leading Aircraftsman with the Royal Canadian Air Force.

JOHN FLOYD WILLIAMS, announcer of WCAX, Burlington, Vt., is the father of a boy, Jon Blake, born June 20.

DON C. SMITH, formerly of WLPM, Suffolk, Va., has joined WKRC, Cincinnati. Ted Austin takes his place.

MILDRED E. WILLIAMS, formerly of WTAL, Tallahassee, Fla., has joined WJHO, Opelika, Ala.

LYLE FLANAGAN, continuity director of WHO, Des Moines, has been made adjutant of the sixth district of the American Legion in Iowa.

HERALD GOODMAN, character comedian of WHO, Des Moines, is in Hollywood to participate in the Range Busters' next Monogram picture, "Saddle Mountain Roundup".

JOHN HURLEY, announcer of WRC-WMAL, Washington, has been called to active duty with the Navy as a lieutenant and will serve in the public relation's branch at Balboa, Canal Zone.

MARTHA HARRISON, former conductor of several women's programs on WWRL, Woodside, N. Y., has joined the news staff of the British Press Service.

WEBB TILTON, a member of the NBC guide staff and baritone, has been signed by the Yankee Network to two programs weekly for WNAC, Yankee station in Boston.

HAROLD ALGYER, co-director of the *Studio Players*, dramatic group heard on WWRL, Woodside, L. I., recently, started military training under selective service at Fort Jackson, S. C.

MARK GOODSON, staff announcer of KFRC, San Francisco, has resigned and is to leave shortly for New York. Goodson has written several shows which he hopes to sell.

HELEN STEVENS FISHER, known as "The Little Lady of the House" on the *National Farm & Home Hour*, NBC-Blue, is the author of a new book titled *A Good Time at Your Party* published by M. S. Hill Co., New York.

ROBERT BENSON, formerly in radio in California, has joined WDAS, Philadelphia, as news editor.

MARVIN YOUNG, NBC Hollywood writer-producer, and a major in the reserves, has reported for active army duty and been assigned to the Morale division, Washington, D. C.

FREDERIC MacKAYE, Hollywood announcer-actor, has adopted a 2½ year-old girl.

WENDELL NOBLE, new to radio, recently joined KOY, Phoenix, as announcer.

RAYMOND A. SCHULTZ, in charge of NBC Hollywood ticket distribution, and Gretta Jane Lockwood, Los Angeles debutante, have announced their engagement. Wedding is scheduled for Aug. 2.

PAUL CHASTAIN, formerly of KBIX, Muskogee, Okla., has joined the announcing staff of KRIC, Beaumont, Tex.

Meet the LADIES



ANN GINN

SEVENTEEN YEARS experience rest lightly on the shoulders of Ann Ginn, director of women's activities of WTCN, Minneapolis. Only 10 of the 17 years have been spent in radio, but the other seven years were a perfect training period. Five years as merchandiser for one of the world's largest hosiery manufacturers gave Ann Ginn an understanding of the advertiser's problems. Two years on the stage as a dramatic actress taught her the value of selling personality. She uses both her merchandising experience and her personality daily on the *Around the Town with Ann Ginn*. The program has been used by local and national accounts for seven years and now over 3,000 Northwest housewives have volunteered to assist Ann in the selection, approval, and merchandising of her accounts. These homemakers form the Northwest Homemaker's Testing Bureau.

HUGH BADER, formerly of the CBS junior staff in Hollywood, Charles Ludke, relief announcer, and George Livesey, junior announcer, have been added to the announcing staff of KGVO, Missoula, Mont.

LEONARD MEAKIN, announcer of WINX, Washington, has been ordered to immediate duty with the Fourth Armored Division at Fort Benning, Ga. He holds a reserve second lieutenant's commission.

WAYNE TYLER, formerly of WTNJ, Trenton, N. J., has joined WLVA, Lynchburg, Va.

TED BROWN and Jimmy Johnston have been added to the announcing staff of WSLS, Roanoke, Va.

RUSSELL WILEY has joined the announcing staff of WSIX, Nashville.

JAY BREEN of the news department of WOW, Omaha, on June 30 married Ruth Kunuth, of Omaha.

BERT BUZZINI, newscaster of KQW, San Jose, Cal. recently graduated from the San Francisco College of Law and was valedictorian for his class.

ERNEST JARVIS of CBS Hollywood production department, and a Naval reserve officer, has reported for active duty.

JACK TEMPLE, recently joined KDB, Santa Barbara, Cal., as production manager. He formerly engaged in Hollywood film production work and for a time was drama instructor at Stanford U.

NEAL HOPKINS, former freelance writer, has joined the NBC script division to handle the *Spin & Win with Jimmy Flynn* program, together with work on special events and documentary shows.

JACK SWIFT, formerly of WTSP, St. Petersburg, Fla., has joined the announcing staff of WSB, Atlanta.

ROY ROWAN, announcer of WKZO, Kalamazoo, has announced his engagement to Mae Irene Blum, of Flint, Mich.

GLENN WILLIAMS, news editor of WAGE, Syracuse, has been placed in charge of the station's merchandising department. Dee Finch, WAGE sportscaster, was married June 28 in Binghamton, N. Y.

BOB HEIDLER, news writer of WKRC, Cincinnati, is the father of a boy born June 24.

FRANK SCHRODER, known on the air as Nelson King and formerly production manager of WGRC, Louisville; Jack Donnell, of WGRC; and Dale Groom of WRTD, Richmond, have joined the announcing staff of WKRC, Cincinnati.

EDWIN BROWNE, in charge of educational and religious broadcasts of KMBC, Kansas City, has been named director of special events and public features.

CHARLES ANDERSON, Hollywood free lance announcer, has been called to Army duty.

LEITH STEVENS, Hollywood musical director of the CBS *Big Town* program, sponsored by Lever Bros. (Rinso), has been signed by RKO Radio Pictures for a film.

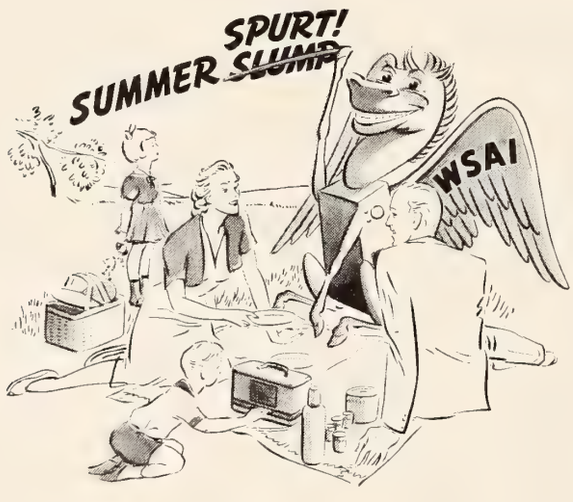
JOEL MALONE, CBS Hollywood continuity writer, sold movie rights of his original story, "Changed Identity", to MGM, and has also completed sale to Republic Studios of another script, "Raiders of El Dorado".

RICHARD PERRY, formerly of Grant Adv. Inc., Dallas, has rejoined WFAA-KGKO, Dallas, in charge of early morning news.

HOWARD FISHER, recent addition to the announcing staff of KPAC, Port Arthur, Tex., has been awarded a scholarship to the School of Speech at Northwestern U.

CARL CLARK, formerly of WEMP, Milwaukee, and WTAQ, Green Bay, Wis., has been added to the announcing staff of WINN, Louisville.

GENE TWOMBLY, junior sound effects man of KNX, Hollywood, on July 6 directed a CBS dramatization of his original story, "The Return," second in the series of productions by non-professional employes of the studios under the program title *Young Ideas*.



Say . . . who said "Summer Slump?" It's "SPURT" in my language! Why, just one typical summer week means 292 sponsored quarter hours work for me—while a winter week had only 198 quarter hours. That's a 47.4% SPURT . . . something to think about with over 8,000,000 auto radios and millions of portable sets being used. Summer listening *never* goes on vacation and neither do sales for WSAI-Advertisers.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Fastest Growing Market in Southeast

2 New Shipyards—
10,000 New Workers—
40,000 Officers and Men—

A Sales Management *High Spot!*

RED NBC BLUE

WSAV SAVANNAH

National Representatives
GEORGE P. HOLLINGBERY CO.

RICHARD AIKEN, a 1941 graduate of Carnegie Tech Drama School, has joined the announcing staff of KDKA, Pittsburgh.

ARTHUR PERLES, who has been handling publicity on CBS news department activities and special features, has been assigned to publicity for all CBS shortwave activities including the Latin American network which begins operations early in September. He will work under Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations. Robin Kinkead, formerly of the magazine division of the CBS publicity department, will take over Mr. Perles' duties.

EARL HOTALING has left the announcing staff of WLVA, Lynchburg, Va., to join WBTM, Danville, Va.

RICHARD GOGGIN, producer and director of WABC, New York, is on a two-week "busman's holiday" vacation at Woodstock, N. Y., where he is teaching radio acting and production to students at the Woodstock Playhouse.

LEW WALKER Jr., formerly of KYW, Philadelphia, has joined the announcing staff of WBYN, Brooklyn.

DAVID ROSS Jr., sophomore at Wisconsin U and son of CBS announcer David Ross, has joined WBBM, Chicago, for the summer. His nom d'air is Ross Davidson.

CATHERINE KING and Janie Simmet, both new to radio, have joined the program department of KYW, Philadelphia.

JAMES PARKS, head of the Chicago talent and production organization of the same name, on June 22 married Janet Findeisen in St. Louis.

BETTY TODD, continuity head of WBT, Charlotte, is in New York for the New York U Summer Radio Workshop.

CLAY DANIEL, announcer, and Jack Day, traffic manager, of WSJS, Winston-Salem, N. C., are fathers of baby boys born on consecutive days.

EZREL WAGES has joined the music library staff of WSB, Atlanta.

MAJ. JIMMIE STEVENSON, newscaster of WJR, Detroit, has returned after a four-week tour in the Judge Advocate General's office at the headquarters of the Sixth Area in Chicago. He expects to be called to active duty shortly.

JAMES ROMINE, assistant director of the WAPI, Birmingham, farm department, recently married Marguerite Turham, of Birmingham.

LLOYD DENNIS, program director of WJSV, Washington, is the father of a baby boy, his first child.

RUTH HOWARD, daughter of radio comedian Tom Howard and formerly of WBIX, Utica, and WOKO, Albany, has joined the staff of WJJD, Chicago, and will conduct the daily *Listen Ladies* program.

IMES-WEAVER Broadcasting Co., headed by Robin Weaver, editor of the *Neshoba Democrat*, a weekly of Philadelphia, Tenn., with Birney Imes, publisher of the *Columbus*, (Miss.) *Commercial-Dispatch* and operator of WCBI, Columbus, has applied for local stations in Murphreesboro, Columbia and Cleveland, all Tennessee communities. Mr. Imes also has a pending application for a local in Tupelo, Miss.

PARTNERSHIP of R. M. Wallace, chief engineer of WOLS, Florence, S. C., and G. E. Schnibben, theatre man from Florence, has applied to the FCC for a new local in Norfolk, Va., 250 watts on 1490 kc., contingent on WBOC going to 1230 kc.



AROUND THE TOP in the New Orleans city bowling loop is the team of WWL, now looking for a match with another station. Squad members are (top, l to r) Sid Larguier, Rene Robichaux and Bill Friess; botton, Lester Birchmeyer and Al Godwin.

Signs Farm Series

TRANSIT GRAIN & COMMISSION Co., Fort Worth, has signed for five-minute *Farm Flashes* by Charlie Tabor on KGKO, Fort Worth. Contract for 13 times was handled by Southern Adv. Agency, same city.

They Wear Badges

SPECIAL events crews from WTAG, Worcester, will have no difficulty from now on bucking police lines at fires and other emergencies. The Worcester police department has issued shiny regulation police shields to Announcers Holly Wright, Gil Hodges and Del Camp as well as Promotion Manager Phil Jasen.

WCBD Becomes WAIT

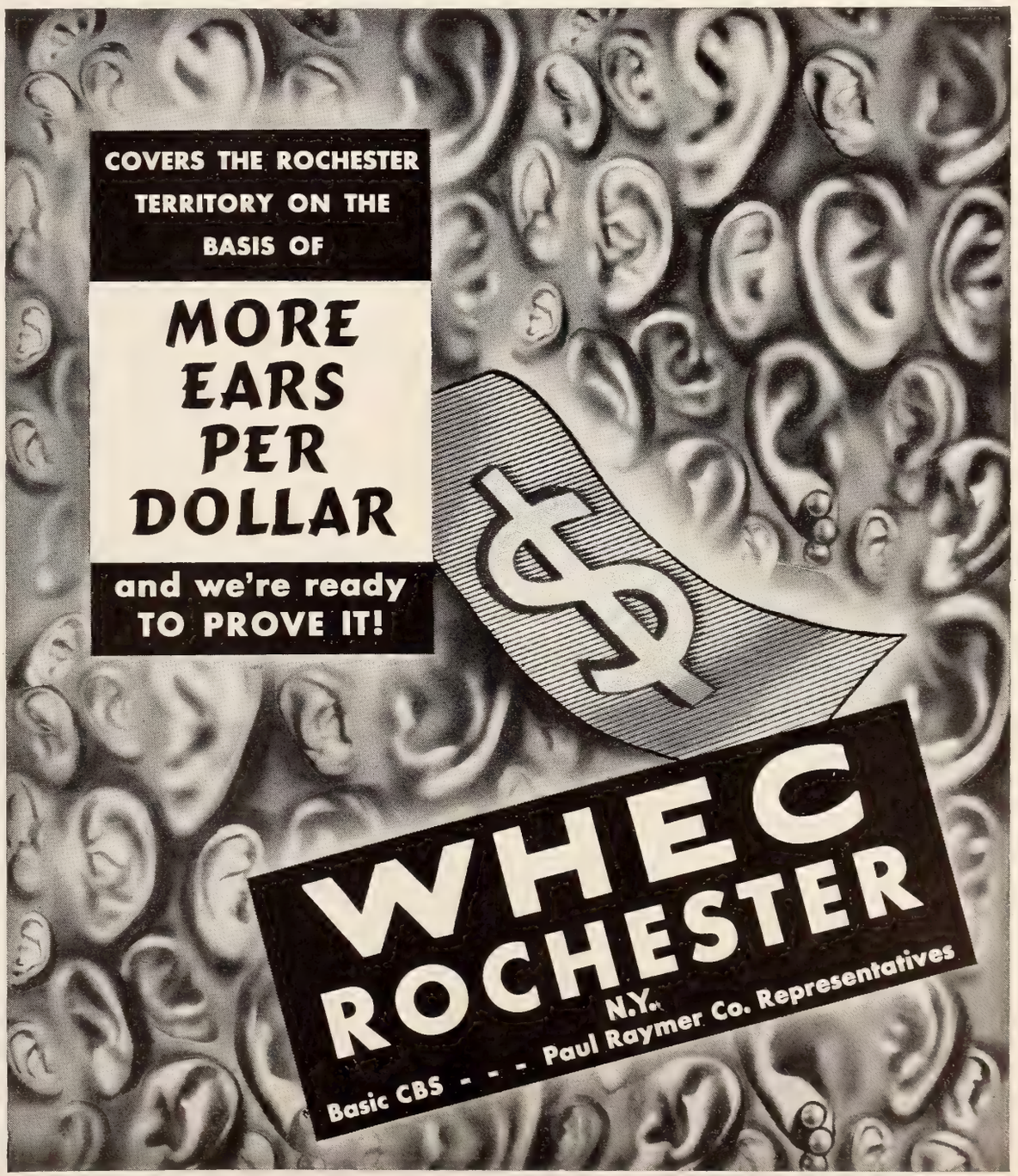
THE NEW call letters WAIT were issued by the FCC July 9 to WCBD, Chicago, close on the heels of its recent grant to that station of 5,000 watts on 820 kc. in lieu of its former assignment with that power on 1110 kc. WAIT was authorized to operate on the channel until sunset at Fort Worth, where WBAP-WFAA occupy it exclusively at night. The station is operated by Gene T. Dyer.

Felix Muniz Is Named As Director of WIAC

APPOINTING Felix Muniz, Puerto Rican advertising agency executive, to the managership of WIAC, under construction in San Juan, P. R., Enrique Abarca Sanfeliz, permitee of the new outlet, has set the starting date for October. Station was granted April 25 to Senor Sanfeliz, a manufacturer of sugar refining equipment, to operate with 5,000 watts day and 1,000 night on 580 kc. Complete personnel is to be chosen soon.

Technical construction of the station is being planned by Page & Davis, Washington consulting engineers. Complete studio and transmitter equipment, including a 5-DX transmitter, has been orderd from RCA and a 310-foot self supporting tower purchased from Blaw-Knox.

CHLP, Montreal, has appointed James L. Alexander, Toronto, as exclusive representative in Ontario, and Joseph Hershey McGillvra as exclusive representative in the United States.



Maca Yeast Series

NORTHWESTERN YEAST Co., Chicago (Maca) on June 30 launched its summer campaign with the sponsorship of *Songs of a Dreamer*, thrice-weekly quarter-hour show on 32 stations for 13 weeks. Already in its second year, the program features Gene Baker, baritone, and Doris Moore, home economics specialist. According to H. B. Taylor, advertising manager of the sponsoring company, broadcasts are carried on 16 stations of the Texas Network as well as 16 new stations which includes WSYR WMBD WTAD WDAF KWTO KFAB KMMJ KGNF WNAX KLZ WKY KQW KHQ WIBA WRVA WDBJ. Agency is Hays MacFarland & Co., Chicago.

How Kraft Sales Climbed

(*Continued from page* 11)

tainment can only be significant when the program is hand-tailored to fit its stars. *Kraft Music Hall*, with its varied entertainment, the special nature of its stars and guest talent, fits better into the hour pattern than into any other. The stars of *Kraft Music Hall* are on the air almost constantly during the full hour.

The fact that they are both on almost all the time and are likely to sing or talk at almost any moment, commands constant listener attention for 60 solid minutes. The full hour program give Crosby and Burns the time required to provide the sort of entertainment listeners tune into week after week, and year after year.

We know that the *Kraft Music Hall* audience has increased many times since introduction of the program on the NBC-Red network. One reason for this tremendously increased circulation is the greater number of radio sets in American homes. Today there are something in the neighborhood of 46 million radios in the United States. When we first went on the air with *Kraft Music Hall*, there were around 18 million.

It is difficult of course to analyze radio circulation exactly, even with most accurate checking services, coincidentals, and private surveys of many kinds. They do give us accurate bases for judgment, however, and on these bases, listening attention and numbers of our audiences have held a very high rate over eight years of performances.

At Point of Sale

The individual stars of the show have many times taken top honors in various popularity polls. Year after year, Bing Crosby has been voted most popular male singer in America. Ken Carpenter has been well out in front among popular announcers. Bob Burns, too, has been voted one of the leading comedians in popular favor.

Not to be forgotten of course is Connie Boswell, another top number in popularity polls. Then there is Don Ameche, newly added to the weekly show.

These are all signs, and gratifying signs, of the kind of listening audiences *Kraft Music Hall* possesses.

Most gratifying of all, however, from the standpoint of any advertiser, is the response at the point of sale. In our case, this response comes at the grocery stores of America. That response is consistent, immediately reflected in sales all over the country. Whichever Kraft product receives the weight of the selling on a Thursday night broadcast is spot-lighted the following morning in increased sales of that commodity.

We merchandise the show to dealers. We keep them aware of the job the program is doing. We do it by direct mail, and by announcement to the trade. Also through enthusiastic "selling" on the part of our salesmen. As a matter of fact, the grocers themselves frequently, and eloquently, tell us what the weekly broadcast is doing for them.

They're enthusiastic about it, not only as Crosby and Burns fans, but because of what the show does to the jingle of their cash registers. In the last analysis, sales at the corner grocery store and in the big city markets, week in and week out, 52 times a year, constitute the real "success story" of *Kraft Music Hall*.

Radio, Phonograph Sales Of Seven Firms Found To Be 75% of the Total

CONSOLIDATED SALES of seven of the leading radio and phonograph manufacturing corporations for 1939 aggregated $208,263,235 or 75½% of the total national output of such products, according to a survey recently completed by the FTC. Almost 9% of the business reported for that year consisted of export and foreign sales and services.

Of their total receipts from net sales and services $190,208,270 or 91.3% represented domestic sales and services and $18,054,965 or 8.7% represented export and foreign sales and services.

The total operating outgo of that year (including raw materials, wages, taxes, depreciation etc.) amounted to $193,273,037 or 76.3 cents of every dollar of sales.

The combined net income (before deduction of interest on long-term borrowings and income taxes) on the average total capital employed by the seven corporations represented a rate of return of 13.9%. The net income on the average corporate net worth investment, of stockholders' equity before provisions for income taxes was 14.7% of the stockholders' investment.

Cash dividends paid during 1939 represented a return of approximately 7.4% to the stockholders on the average ledger value (not market value) of their equity of $101,610,262.

CBS Drops Schedules

BECAUSE in the majority of cases individual CBS stations provide their own local program schedules to radio editors, the network as of July 13 discontinued its comprehensive schedule of CBS broadcasts, heretofore issued each week. According to Louis Ruppel, CBS director of publicity, WABC, New York, for instance, will provide its own program schedule folio together with a summary of other network features.

AMERICAN JUNIOR RED CROSS next fall will become a collaborator in the CBS *School of the Air of the Americas* programs, recommending regular listening for its student members and related societies in Latin America and Canada.

STANDARD RADIO, Chicago, has announced the following new and renewal subscribers to its program library service: WCKY KROC KBWD WKST KYOO WOMI KBUR KTOK WLAP WERC KXO WLBC KVEC WMMN.

KBUR

IOWA'S ANSWER TO THE

NEW

BURLINGTON MARKET

The NEW site of one of the Government's largest Ordnance Plants

One Half Million Increase of New Spendable Dollars Per Week!

TWENTY THOUSAND NEW CONSUMERS and still more NEW ones rushing in for BURLINGTON'S NEW GOLD!

KBUR

offers you the most dominant vehicle with which to garner your share of these NEW DOLLARS.

KBUR is one of the FINEST local stations in America. FINEST because of PROGRAMMING and SUPERIOR MERCHANDISING service.

To get your share of the NEW DOLLARS in the NEW BURLINGTON market, you'll need to use IOWA'S NEWEST radio station . . .

KBUR

BURLINGTON BROADCASTING CO.

BURLINGTON, IOWA — JOE DU MOND, Gen. Mgr.



WCKY

The L. B. Wilson Station

CINCINNATI • 50,000 watts • CBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Purely PROGRAMS

SPOT NEWS dramatizations on WPEN, Philadelphia, utilize three quarter-hour periods each week for *It Happened Today*. Three of the most important news stories of the day are dramatized. The production is directed by Gene Kerns, staff producer, with scripts by Bob Bloomfield, head of the continuity department.

* * *

Mental Magic

HYPNOTISM is the subject of a series of programs on KGVO, Missoula, Mont. Dr. A. S. McPhee and Dean E. A. Atkinson of Montana State U demonstrate and discuss the phenomenon. The series is part of KGVO's *Friendly Forum*, conducted by Chief Announcer Paul Aurandt.

* * *

At Your Service

TO SOLVE the problem of giving free time to service and welfare organizations, Milton Kaye, program director of WPAT, Paterson, N. J., has started a quarter-hour five times weekly *WPAT at Your Service* program of courtesy announcements for the groups.

* * *

Transcribed News

UNUSUAL news program heard thrice-weekly on WHN, New York, is *The Headlines Speak* quarter-hour broadcast of news recorded "on the spot" by Robert Vincent and Norman Ober with portable transcription equipment and then edited for use on the air.

* * *

Negro Quiz

NEGRO contestants exclusively take part in the new half-hour quiz show which started on WOR, New York, July 6. Titled *Cab Calloway's Quizzical*, the program features the famous Negro band leader as m.c.

* * *

Bus Banter

HUMAN interest stories of bus travel are gleaned at the Kalamazoo bus station by Bob Latting, who conducts *Banter Between Busses* on WKZO, Kalamazoo.

All the Army News

PACIFIC COAST Army Camp News is the title of a new weekly quarter-hour program launched on NBC Pacific Blue stations. Hank McCune, commentator, is assisted by Victor Perrin, announcer, in relating what goes on in the army camps as told by draftees in their letters, as reported in the camp newspapers or by the public relations offices. Series is being written and produced by Ned Tollinger.

* * *

Some of Both

SINCE public surveys seem to show that some listeners like "hot" music and others like it "sweet," Joe Rines, musical director of WMCA, New York, has arranged a weekly program *Sweet & Hot* which offers samples of music in its various styles and announces for listeners other musical shows on WMCA during the week.

INSTRUCTION AT WSB

College Students Are Given Practical Training

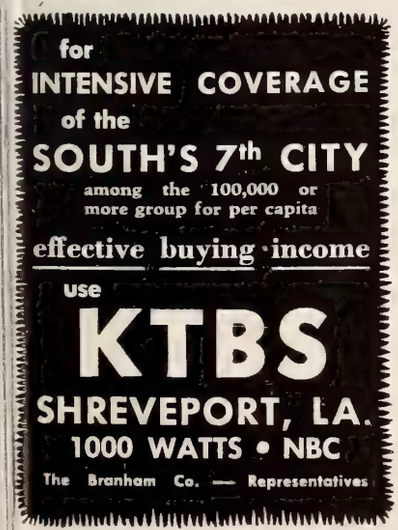
ACCEPTING outstanding Georgia college students as fledgling radio men, WSB, Atlanta, has set up a systematic program of apprentice instruction. Under the plan, instruction is given in announcing, production, writing, dramatics, sports and special events, newscasting and commercial radio. In previous years WSB brought in apprentices to learn radio, but no definite system of instruction was employed.

Two students already have started their six-week course of instruction—Mark Waits, of the U of Georgia, and Robert Finklestein, of Georgia Tech. Classes are held each morning for one hour, with a different subject studied each day. Outside assignments are given. Attendance at certain programs is compulsory.

Staff members acting as instructors are Bob Pollock, announcing and production; Elmo Ellis, writing; Madelinn Chace, dramatics; Marcus Bartlett, sports and special events; Walter Paschall, news editing and presentation; John Outler, commercial radio.

Radio Aquas

DOCUMENTS certifying that the recipients were captains of the Aquatennial celebration held in Minneapolis this year have been sent on the suggestion of Earl H. Gammons, manager of WCCO, to William S. Paley, Niles Trammell, Neville Miller, H. V. Kaltenborn, Elmer Davis, Paul Sullivan, Eric Sevareid, Kate Smith, Stephen Early, Paul White, Fred Allen, Bob Hawk, Jack Benny, Bob Hope, Edgar Bergen, Louis Ruppel and Harold Hough.





Ed East's "Breakfast in Bedlam" pulled 29,473 responses in one week!

Are people wide awake enough at 7 A.M. to respond to a radio offer? But . . . *definitely!*

Ed East's "Breakfast in Bedlam" has long been a favorite with the "early birds" who live in the World's Richest Market. But even we were surprised when 29,473 people wrote in for a four-page newspaper about the program. We had to print three editions to take care of the demand! And we had to hire five extra people to get them out. This response is still another amazing indication of "Breakfast in Bedlam's" audience size and responsiveness.

It's concrete evidence that Ed East's "Breakfast in Bedlam" has "what it takes." He can sell *your* product as he has sold dozens of others. May we show you how?

You may buy 15-minute units, 50- or 100-word live announcements, or 1-minute transcribed announcements in "Breakfast in Bedlam" (7 to 7:55 A.M., Monday through Saturday).

Represented Nationally by NBC SPOT Sales Offices
NEW YORK CHICAGO SAN FRANCISCO BOSTON CLEVELAND
DENVER HOLLYWOOD WASHINGTON

WJZ
NEW YORK
50,000 WATTS • 770 KC.
Key Station NBC Blue Network



In most cities it's estimated that 10% of the people are away during each of the summer months.

But, with the steadily mounting flood of newcomers, due to the tremendously expanding government defense program, and parallel rising business activity, WASHINGTON actually will have MORE people here during this summer than were here during the past winter season which hit an all-time high.

So really, there's no vacation period in Washington this summer. And that's *another* good reason for you to switch *now* to WRC—the station thoroughly covering the 1,000,000 people, with 2,000,000 Pocketbook Power*, in the Washington Trading Area.

Remember, these thousands of newcomers, from all over the country, are furnishing new homes, getting new clothes, laying in new supplies, forming *new buying habits.* You ought to begin now to tell them about YOUR PRODUCTS through

WRC

980 Kc. 5000 Watts NBC—Red Network

Trans-Lux Building, Washington, D. C.

Represented nationally by

NATIONAL BROADCASTING COMPANY

Spot Sales Offices in
Washington, New York, Chicago, San Francisco,
Boston, Cleveland, Denver and Hollywood

★ Gov't statistics show that Washingtonians have DOUBLE the per capita income of residents of any other city.

Merchandising & Promotion

Sidewalk News—Theatre Tieup—Promoting FM—Forecasting 'Forecast'—Midnight Million

KSO, Des Moines, is cooperating with General Mills this season in promoting Wheaties by working with C. C. Taft Co., local grocery and fruit wholesaler. The Taft Co. is holding a contest among grocers, running simultaneously with the plugging of the Wheaties banana sale on KSO and WNAX by Gene Shumate and Don O'Brien, in which prizes are given for the best floor or window displays of the product.

* * *

Caricatures for WOR

CONTINUING its policy of using well-known caricatures for promotion, WOR, New York, has released 700 new car ads bearing the figure of the lantern-jawed man with the ear trumpet, made familiar by Cartoonist George Price in the *New Yorker*. Cards show the ear trumpet turned to WOR.

* * *

News to the Sidewalk

ON-THE-HOUR news flashes for passerbys have been started by WCAU, Philadelphia. Discarding the news bulletin board in front of the station building because it has been obstructing traffic, a loudspeaker has been hung from the newsroom. Each hour, on the hour, a three-minute news summary is carried over the loudspeaker into the street. The periods are not broadcast.

* * *

A Bond a Day

AS A PATRIOTIC promotion, CKNX, Wingham, Ont., is giving away a $5 War Saving Certificate daily on the station's *Noonday Newscast.*

* * *

News Charts

COMPLETE CHART of newscasts on stations in the New York area is offered listeners to the nightly newscast of RCA-Victor on WEAF, New York. Thousands of requests have been received for the cards, which also list the time and station of 18 of the top commentators.

Ottumwa Tieup

OWNER of all four theatres in Ottumwa, Ia., as well as other theatres in the State, has made a tieup with KBIZ to cut in station promotion on newsreels. In addition, the theatres furnish passes for the station's man-on-the-street programs and for quiz show based on the movies.

* * *

The Art of Worry

DOOR KNOB CARDS with the warning—"Worry Period, please do not disturb!"—are being distributed by WBIG, Greensboro, N. C. On the reverse side is a humorous discourse on how to get the most of and how to get rich without worry by using WBIG.

* * *

FM in Milwaukee

WINDOW posters with spectacular photos of forked lightning crashing over downtown Milwaukee and the invitation, "Enjoy FM on nights like this!", are being distributed to radio dealers in Milwaukee and vicinity by the *Milwaukee Journal* on behalf of W55M, FM adjunct of WTMJ. Copy on the cards also gives the story of staticless FM and the weekly schedule of the station.

* * *

At the Parks

PATRONS of amusement parks and beaches around New York can hear the 5:30-7:30 p.m. broadcasts of the *Make Believe Ballroom* programs on WNEW, New York, over loudspeaker facilities set up by the station as a promotional stunt.

* * *

Forecast of Forecast

TO PROMOTE the first broadcast of the CBS second annual *Forecast* series, starting July 14, CBS has issued a 20-page brochure "Seventh Son—Monday Nights at Nine", describing the 12 programs scheduled in the group and their availability to potential sponsors.

* * *

All Night

ILLUSTRATED with a night view of New York, 1,000 booklets titled "The Midnight Million" are being issued by WBNX, New York, calling attention to the *All Through the Night* programs heard nightly except Sundays after 12 midnight.

Reserve Your Copy of
1941 Iowa Radio Audience Survey
NOW

Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

Address Dept. B

STATION WHO
DES MOINES, IOWA

WJHP
N·B·C BLUE

Summertime is a busy time for Jacksonville. Get your share of this business. Make WJHP a must.

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. R. DORMAN, Mgr., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

WJHP
JACKSONVILLE FLA.

BROCHURES

NORTHERN BROADCASTING Co. —Folder with coverage maps based on the CBS coverage method on stations CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CKRN, Rouyn, Que.; CKVD, Val D'Or, Que.

NBC-Red—Buff-colored booklet, "A Bit of Sunshine", telling in words and pictures the story of the *Refugee Children's Hour*.

KOY, Phoenix—Two-color, 20-page, promotional booklet, inserted in colored file folder, headed "KOY, Phoenix, Key Station, Arizona Network."

CBS-Pacific Network—Four-page piece pointing to the value of program testing.

NBC, Hollywood—Pocket-size cartoon and photograph illustrated booklet relating advantages of participation in *Art Baker's Notebook* on NBC-Pacific Blue.

KFYR, Bismarck, N. D. — New 24-page booklet with pictures of the station's staff, NBC stars and the station equipment.

UNITED PRESS—Folder on UP coverages of Latin America.

WSYR, Syracuse—Survey on how 123 products sell in the Syracuse area.

Ben Polin a Hero

BEN POLIN, CBS Hollywood photographer, was the hero in a dramatic rescue on July 6 when he swam across rip-tide at Manhattan Beach, Cal. to the aid of a drowning man, bringing him safely ashore.



GIANT GRAB BAG, 14-foot replica of the sponsor's six-bottle package, stands on the stage of Baltimore's Hippodrome for the Monday night *Arrow Grab Bag Quiz* sponsored on WBAL by Globe Brewing Co., Baltimore (Arrow beer). Quizees win prizes such as electric toasters, radios, clocks, etc. and get them by pulling strings on the big bag. When a contestant fails to answer Bill Harson's questions, cash is dropped into a jackpot which eventually goes to any Marylander whose automobile number is drawn from the big beer keg at left during the program.

Precise Sounds

BEFORE CUTTING a new series of vacation travel spot announcements, released on a number of California stations, Southern Pacific Co. commissioned Photo & Sound, San Francisco transcription firm, to take a portable recorder along their right of way and transcribe authentic sound effects. Western railroaders and fans had complained that the stock sound effects featured only *eastern* type locomotives.

Fox Furs Drive

I. J. FOX Inc., New York (furs) on July 20 will begin the largest spot announcement schedule in its history to advertise its two annual fall sales—the August fur sale and the yearly anniversary sale. There will be a total of 600 spots weekly on 12 stations in New York and the surrounding areas during the 24-week campaign. Tentative station list includes: WMCA WNEW WHN WHOM WOR WINS WAAT WOV WCAP WFAS WGBB and WBRB. Account was placed direct through Lew Kashuk, advertising director for the firm.

More Breweries Adopt Brisacher Disc Series

A GROUP of new advertisers, cooperatively sponsoring the *Barrel of Fun*, transcribed program, has been announced by Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco, owners of the show. Peter Hand Brewery Co. on July 11 began sponsorship of the program on WBBM, Chicago, through Mitchell-Faust Adv. Co.; Brewing Corp. of America, through Hubbell Adv. Agency, Cleveland, has added WIBX, Utica; WJTN, Jamestown, N. Y.; WMRN, Marian, O.; WMAN, Mansfield, O.; WLEU, Erie, Pa.

Fort Pitt Brewing Co., through BBDO, Pittsburgh, has added WCHS, Charleston, W. Va.; WBLK, Clarksburg, WWVA, Wheeling. Southern Brewing Co., through Peninsular Adv. Agency, Tampa, Fla., has added WSPB, Sarasota, and WBDO, Orlando, Fla. Acme Breweries, San Francisco, through Brisacher, Davis & Staff, has added three Alaskan stations, KFQD, Anchorage; KFAR, Fairbanks and KGBU, Ketchikan, as well as KHSL, Chico, Cal. and KXO, El Centro, Cal.

DEFENSE handbook written by H. V. Kaltenborn, NBC-Red news analyst, and issued by his sponsor the Pure Oil Co., will be used by the U. S. Marine Corps as material for its recruiting pamphlet. Book is first in series of three to be issued by Pure Oil, subsequent ones to deal with the Army and the Air Corps.





THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Canada Dry Ginger Ale, New York (Spur) 6 *sa* or *ta* weekly, thru J. M. Mathes Inc., N. Y.

Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.

Oyster Shell Products Co., New Rochelle, N. Y. (poultry feed), weekly *sa*, thru Cecil & Presbrey, N. Y.

Sweets Co. of America, New York (Tootsie Roll), 3 *ta* weekly, thru Biow Co., N. Y.

McGowen-Educator Food Co., Lowell, Mass. (Crax), 3 *sa* weekly, thru John W. Queen, Boston.

Gulf Oil Corp., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.

E. L. Knowles Inc., Springfield, Mass. (Rubine), 3 *sa* weekly, thru Chas. W. Hoyt Co., N. Y.

Ball Brothers, Munice, Ind. (glass jars), 3 *sa* weekly, thru Appelgate Adv. Agency, Munice.

Lumbermen's Mutual Casualty Co., Chicago (insurance), 6 *ta* weekly, thru Leo Burnett Co., Chicago.

M & M Ltd., Newark (candy), 2 *sa* weekly, thru Lord & Thomas, N. Y.

Spaulding Bakeries, Binghamton, N. Y., 3 *sp* weekly, direct.

Procter & Gamble Co., Cincinnati (Duz), *sa*, series, thru Compton Adv., N. Y.

Kellogg Co., Battle Creek, Mich. (Pep), *ta* series, thru Kenyon & Eckhardt, N. Y.

Manhattan Soap Co., New York (Sweetheart), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Peter Paul Inc., Naugatuck, Conn. (candy, gum), *t, sp* series, thru Platt-Forbes, N. Y.

Johnson & Johnson, New Brunswick, N. J. (Tek toothbrush), 5 *sa* weekly, thru Ferry-Hanly, N. Y.

American Chicle Co., Long Island City (Dentyne), *t, sp*, thru Badger, Browning & Hersey, N. Y.

KHJ, Los Angeles

Warner Bros. Theatres, Hollywood (motion pictures), 30 *sa* thru Stodel Adv. Co., Los Angeles.

American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 24 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

MacFadden Publications, New York (*Liberty* magazine), *sp* weekly, thru Erwin, Wasey & Co., N. Y.

California Federal Savings & Loan Assn., Los Angeles (investments), 5 *ta* weekly, thru Elwood J. Robinson Adv. Agency.

Metropolitan Federal Savings & Loan Assn., Los Angeles (investments), 5 *sp* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

Lawrdon Chemical Co., Los Angeles (wax products), 5 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.

WBOC, Salisbury, Md.

Read Drug & Chemical Co., Baltimore, 150 *sa*, direct.

Swift & Co., Chicago (Jewel), 156 *sa*, thru J. Walter Thompson Co., Chicago.

Philadelphia Dairy Products Co., Philadelphia, 2 *sp* daily, *sp* weekly, thru Scheck Adv. Agency, Newark.

Frey-Weaver Co., Lancaster, Pa. (coffee), 3 *sp* weekly, direct.

WTMJ, Milwaukee

American Chicle Co., Long Island City, 6 *sp* weekly, thru Badger, Browning & Hersey, N. Y.

Miller Brewing Co., Milwaukee, 414 *sa*, thru H. C. Mulberger Inc., Milwaukee.

Corn Products Refining Co., New York, 6 *sp* weekly, thru C. L. Miller Co., N. Y.

Peter Paul Inc., Naugatuck, Conn., 3 *sp* weekly, thru Platt-Forbes, N. Y.

WICC, Bridgeport, Conn.

Wilson & Co., Chicago (Ideal dog food), 3 *sa* weekly, thru U. S. Adv. Corp., Chicago.

Manhattan Soap Co., New York (Sweetheart), 5 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Krueger Brewing Co., Newark, 65 *sa*, thru Compton Adv., N. Y.

Ex-Lax Inc., New York (proprietary), 115 *sa*, thru Joseph Katz Co., N. Y.

Dr. Swett Root Beer, Boston, 130 *ta*, thru C. L. Miller Co., Boston.

Canada Dry Ginger Ale, New York (Spur), 260 *ta*, thru J. M. Mathes Inc., N. Y.

Clicquot Club Co., Millis, Mass., 170 *ta*, thru N. W. Ayer & Son, N. Y.

Lever Bros. Co., New York (Swan), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

Church & Dwight, New York (Cow brand soda), 156 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.

BC Remedy Co., Durham, N. C. (proprietary), 364 *ta*, thru Harvey-Massengale Co., Durham.

Atlantic Refining Co., Philadelphia (White Flash gasoline), 3 *sa* weekly, thru N. W. Ayer & Son, N. Y.

Penick & Ford, New York (My-T-Fine pudding), 5 *ta* weekly, thru BBDO, N. Y.

Continental Baking Co., New York, 9 *ta*, thru Benton & Bowles, N. Y.

P. Ballantine & Sons, New York, 15 *ta* weekly, thru J. Walter Thompson Co., N. Y.

Hudson Motor Car Co., Detroit, 84 *sa*, thru Brenallen Co., N. Y.

Chr. Hansen Labs., Little Falls, N. Y. (Junket), 3 *sa* weekly, thru Mitchell-Faust Adv. Agency, Chicago.

KECA, Los Angeles

Metropolitan Federal Savings & Loan Assn., Los Angeles (investments), 7 *ta* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

California Federal Savings & Loan Assn., Los Angeles (investments), 18 *ta* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

Pennant Oil & Grease Co., Los Angeles (motor oil), 2 *ta* weekly, thru Brisacher, Davis & Staff, Los Angeles.

Western Federal Savings & Loan Assn., Los Angeles (investments), 3 *sa* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

WRC-WMAL, Washington

Charles E. Hires Co., Phila. (root beer), 39 *sa*, thru O'Dea, Sheldon & Canaday, N. Y.

Tru-Aide Inc., Los Angeles, 50 *sa*, thru Beaumont & Hohman, Los Angeles.

Macfadden Publications, New York, 22 *sa*, thru Arthur Kudner Inc., N. Y.

Starr Pen Co., Chicago, 4 *t* weekly, thru United Adv. Cos., Chicago.

KFI, Los Angeles

Sunnyvale Packing Co., San Francisco (Rancho soup), 5 *ta* weekly, thru Lord & Thomas, San Francisco.

Smart & Final Co., Wilmington, Cal., (canned goods), 3 *sp* weekly, thru Heintz Pickering & Co., Los Angeles.

CFQC, Saskatoon, Sask.

White Labs., Chicago (Feenamint), 52 *sa*, thru Baker Adv. Agency, Toronto.

WFIL, Philadelphia

Steel Pier Corp., Atlantic City (amusement pier), 6 *sa* weekly, placed direct.

Philadelphia Dairy Products, Philadelphia (ice cream), 5 *sp* weekly, thru Scheck Adv., Newark, N. J.

Clicquot Club Co., Millis, Mass. (Clicquot Club), 10 *ta* weekly, thru N. W. Ayer, N. Y.

A.B.C. Credit Corp., Philadelphia (small loans), 6 *sa* weekly, thru Solis S. Cantor, Philadelphia.

Lydia S. Pinkham Medicine Co., Lynn, Mass. (Pinkham's Compound and Tablets), 10 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

Doyle Packing Co., Inc. of New Jersey, Newark (Strongheart Dog Food), 6 *sa* weekly, thru H. M. Alexander, N. Y.

Vick Chemical Co., New York (Vick products), 6 *sp* weekly, thru Morse International, N. Y.

Otto Erlanger Brewing Co., Philadelphia (beer), 6 *sp* weekly, thru J. M. Korn, Philadelphia.

West End Furniture Co., Philadelphia (household furnishings), 18 *sa* weekly, thru Cox & Tanz, Philadelphia.

WBT, Charlotte

California Fruit Growers Exchange, Los Angeles (oranges, lemons), 5 *sa* weekly, 5 *sa* weekly, thru Lord & Thomas, Los Angeles.

Kerr Glass Mfg. Co., Los Angeles (fruit jars), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.

Procter & Gamble Co., Cincinnati (Duz), 5 *t* weekly, 5 *t* weekly, 3 *sa* weekly, thru Compton Adv., N. Y.

Swift & Co., Chicago (Jewel shortening), 6 *ta* weekly, thru J. Walter Thompson Co., Chicago.

KQW, San Jose, Cal.

Seaboard Finance Co., Los Angeles (loans), 7 *sp* weekly, 14 *sa* weekly, thru Smith & Bull, Los Angeles.

Standard Distributing Co., Chicago, (color camera), 3 *sp* weekly. thru Lane, Benson, McClure, Chicago.

Bernay Perfume Co., Chicago, 3 *sp* weekly, thru United Adv. Cos., Chicago.

Golden State Co., San Francisco (Golden-V Vitamin milk), 10 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.

State-Line Country Club, Lake Tahoe, Nev. (resort) 6 *sa* weekly, direct.

KOA, Denver

Carey Salt Co., Hutchinson, Kan., 10 *sa* weekly, thru McJunkin Adv. Co., Chicago.

Procter & Gamble Co., Cincinnati, (Dash), 5 *ta* weekly, thru Pedlar & Ryan, N. Y.

E. B. Millar Coffee Co., Denver (coffee), 7 *sa* weekly, thru Robertson Adv. Co., Denver.

KPO, San Francisco

Cook Products Corp., San Francisco (Girard's salad dressing), weekly *t*, thru Rufus Rhoades & Co., San Francisco.

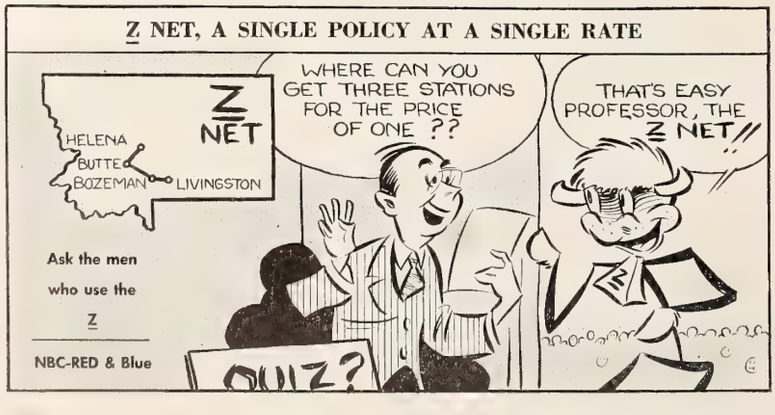
Southern Pacific Co., San Francisco, 23 *sa*, thru Lord & Thomas, San Francisco.

WNAC, Boston

Sudbury Labs., So. Sudbury, Mass. (Chaperone), *sa* series, thru Mason L. Ham Adv. Agency, Boston.

Stera-Kleen Inc., Jersey City, 26 *sp*, thru Redfield-Johnstone, N. Y.

Z NET, A SINGLE POLICY AT A SINGLE RATE



CANADIAN LICENSES REACH NEW RECORD

A NEW RECORD for licensed radio receivers was set in Canada for the fiscal year ended March 31, 1941, when 1,454,717 licenses were recorded, against 1,345,157 in the previous fiscal year, according to a report released by the Radio Branch, Department of Transport, Ottawa.

Unlike last year's figures, which represented every licensed radio receiver in use, this year one license only was necessary for one dwelling, no matter how many radios were in use. Separate licenses are necessary for auto radios. Annual license fee is $2.50. Final figures for the fiscal year 1940-41 by provinces show most licenses issued in Ontario with 558,780; Quebec, 346,328; British Columbia, 125,714; Saskatchewan, 109,713; Alberta, 108,649; Manitoba, 94,357; Nova Scotia, 62,496; New Brunswick, 41,758; Prince Edward Island, 6,337; Yukon and Northwest Territories, 585.

Free licenses issued to blind persons, hospitals, schools and the Army amounted to 6,562. There were 236 crystal sets licensed free. Based on the official estimated population of 11,315,000 in 1939, there is now a radio receiver for every 7.7 persons in Canada.

Sales Meeting Is Held By Officials of WLW

SEMI-ANNUAL sales meeting of WLW, Cincinnati, bringing together members of the eastern and midwestern sales staff was held July 11-12 in Cincinnati under the direction of Robert E. Dunville, general sales manager for the broadcasting division of Crosley Corp. Discussed was the meaning of the monopoly hearings to sales, the development of new programs for sales, merchandising activities and plans, and trade relations in the drug and grocery fields.

Station personnel attending were James D. Shouse, vice-president in charge of broadcasting; George C. Biggar, program director; Harry M. Smith, sales manager; Warren Jennings, manager, and Frank Fenton and George Comtois, of the New York office; Walter Callahan, manager, and Richard Garner and George Clark, of the Chicago office; Beulah Strawway, director of merchandising and research department and Joseph Bauer, assistant director; Robert Savage, production director, and Ed Feinthel, assistant director; Chick Allison, director, and Richard Ruppert, assistant director of the promotion department; John Rudolph, drug field director, and William Oldham, grocery director, of the trade extension department.

Triple Discs to Avoid Subs

TO INSURE its receipt in England. CBS has sent three transcriptions via separate ships of *Highways for Americans*, a special defense program carried on the network July 13. Written and directed by Bernard Schoenfeld and Earle McGill, respectively, the program was produced in cooperation with the Office for Emergency Management with Paul Muni as narrator. BBC asked for it as a "semi-documentary program representative of America" and a special version was transcribed under the direction of Guy della-Cioppa.

Radio Advertisers

R. C. WILLIAMS & Co., New York, has signed to sponsor John B. Kennedy, news analyst, thrice-weekly on WNEW, New York. Kennedy's commentaries now are sold all five weekdays. Williams sponsors Monday, Wednesday, Friday for Royal Scarlet Coffee, 7:30-7:45 p.m., through Alley & Richards Co., New York. Seidenberg Cigar Co. sponsors Kennedy on Thursdays, and starting Aug. 5, L. O. Koven & Brother, Jersey City, will sponsor the broadcasts for oil burners, through Spooner & Kreigel, New York.

SIOUX STEEL CO., Sioux Falls, S. D. (Sioux Steel grain bins) on June 30 started daily participation in the *Farm Journal*, conducted by Austin Fenger, on KSFO, San Francisco. Agency is Brewer-Weeks Co., San Francisco.

COOK PRODUCTS Corp., San Francisco (Girard's salad dressing) on July 3 renewed for 13 weeks its weekly five-minute transcribed program, *Hollywood Headlines*, on KPO, San Francisco. Agency is Rufus Rhoades & Co., San Francisco.

UNIVERSAL MILLS, Fort Worth, is presenting Ernest Tubb, cowboy singer, in a series of 260 programs on KGKO, Fort Worth, on behalf of Gold Chain flour. Agency is Ray K. Glenn Agency, Fort Worth.

REAL CREAM Inc., San Francisco (Avoset), is sponsoring a new series of musical jingle spots prepared by Photo & Sound Inc., San Francisco, for release on KGU and KGMB, Honolulu.

SOUTHEASTERN MICHIGAN TOURIST Assn., after a four-week test, has renewed *Wings Over Michigan* for another four weeks on CKLW, Windsor-Detroit. Aired as part of CKLW's *Dawn Patrol*, the program runs six half-hours weekly and is designed to attract visitors to Michigan from neighboring states by describing the beauties of resort spots through a mythical plane flight.

NORTHERN FRUIT JOBBERS Assn., Duluth-Superior, has contracted to sponsor for 52 weeks *Do You Know?*, kitchen hints and recorded music program on WDSM, Superior.

THE Lithuanian Hour on WHIP, Chicago, has added City Furniture Co. as a participating sponsor for 26 weeks, and on July 25 renews Morris B. Sachs (clothiers) for 52 more weeks of half-hour participations. Saltimeras Radio Advertisers, Chicago, handles the accounts.



NORWICH PHARMACAL Co. returns to the air over four Yankee Network stations (WNAC WEAN WTAG WTIC) to promote its Pepto-Bismol, and on the first program in the WNAC studios is John Alden, company's v-p, with Frances Scott, mistress of ceremonies. Program is titled *What Burns You Up?* and has to do with pet peeves and embarrassing moments. It is placed by the Lawrence C. Gumbinner Adv. Agency, New York.

BECKMAN FUR Co., Los Angeles, has started sponsoring a weekly quarter-hour live musical program, *Sunday Serenade*, on KNX, Hollywood. Contract is for 13 weeks, having started July 6. Firm also uses spot announcements on local stations. Agency is Glasser-Gailey & Co., Los Angeles.

MORRIS PLAN BANK, Philadelphia (personal loans), started a new broadcast series on WFIL, Philadelphia, on July 1. Scheduled six nights a week, 10:30-10:45 p.m., the program introduces John Corcoran for inside and off-the-record news comments on the European situation. Mr. Corcoran for 13 years was representative in London, Paris and Berlin for *Pictorial Review*. Agency is Philip Klein, Philadelphia.

UNITED AIRCRAFT INSTITUTE, Dallas, has started *Behind the Battlefronts*, weekly quarter-hour war news analysis by Norton McGriffin, newspaperman and author, on KGKO, Fort Worth. Contract is for 26 weeks, handled direct.

DOUGLAS MILLER, recently with the *Cleveland Press*, has joined Seiberling Rubber Co., Akron, as advertising assistant in charge of public relations, under N. E. Malone, advertising manager. He will work on sales promotion and publicity in collaboration with Meldrum & Fewsmith Inc., the Seiberling agency.

PFEIFFER BREWING Co., Detroit, has started a series of 10 weekly half-hours on WJR, Detroit, with George Olsen's band. Bob Rice, Jean Blair, Jerry Mitchell and Bob Holland handle the vocals. Agency is Maxon Inc., Detroit.

CATE-McLAURIN Inc. (Sieberling tire distributor in South Carolina) has begun sponsorship of the thrice-weekly, morning program *Hillbillies* by Byron Parker on WIS, Columbia.

VITAGRANE FOODS, Toronto, (cereals) on July 1 started spot announcements three times weekly on seven Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.

A. B. DAVIDSON & Co., Toronto (investment brokers) has started twice-daily dramatized spot announcements five times weekly on Ontario stations. R. C. Smith & Son, Toronto, placed the account.

ARIZONA BREWING Co., Phoenix (beverage), placing direct, is currently sponsoring a daily five minute Spanish language newscast on KOY, that city. Finnell's Cash Lumber Co., Phoenix, also sponsors a daily early morning five minute newscast on that station.

AAAA Market Data

AMERICAN ASSN. of Advertising Agencies has released volume X-a of Market & Newspaper Statistics, dealing with the 64 cities over 100,000 populations in the U. S. and Canada in which newspapers were audited to Sept. 30 and Dec. 31, 1940. Included in the volume are latest figures on population, number of occupied dwelling units, income tax returns, audited newspaper circulation, linage, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of ABC. Audit Reports which deal with circulation inducements.

WKST, New Castle, Pa., has appointed International Radio Sales as exclusive national representative.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
CHICAGO · NEW YORK · DETROIT · ST LOUIS · SAN FRANCISCO · LOS ANGELES

FOR FOOD
.....FOR THOUGHT
$25,120,000

WMBG—the Red Network Outlet in Richmond—serves an area whose yearly food bill is $25,120,000. When you can talk over WMBG to an audience—and the Red Network assures you this audience—that buys 25 million dollars' worth of food a year—and do it at a fair rate it is food for thought and dollars for food.

WMBG offers you the Red Network audience—5000 watts daytime — 1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

National Representative—John Blair Company

"THE ENEMY WITHIN"
(EXPOSE OF NAZI ESPIONAGE)
"IMPERIAL LEADER"
(THE STORY OF WINSTON CHURCHILL)
"ENGLAND EXPECTS . . ."
(EXPLOITS OF THE ENGLISH NAVY)
THREE GREAT TOPICAL RADIO FEATURES
For information please write or wire
Kasper-Gordon, Inc., 140 Boylston St., Boston
Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood

AGENCY Appointments

INTERNATIONAL SALT Co., Scranton, Pa., to J. Walter Thompson Co., N. Y.

C. O. & W. D. SETHNESS Co., Chicago (Twang rootbeer), to Martin A. Pokrass Adv., Chicago.

ALBERS BROS. MILLING Co., Seattle, to Lord & Thomas, San Francisco.

ALTORFER BROS. Co., E. Peoria, Ill., to Cramer Krasselt, Milwaukee.

GIMBEL BROS., New York (department store), to Victor van der Linde Inc., New York, for radio advertising. Will use six half-hours weekly on WMCA, New York, starting Aug. 4, with details not yet definite.

FIRST FEDERAL SAVINGS & Loan Assn. of Beverly Hills, Cal., to Robert F. Dennis Inc., Los Angeles. Firm contemplates using fall radio.

BENJAMIN SHANDER Inc., Philadelphia (shirts), to Lester Harrison Associates Inc., Philadelphia.

JOHNSON PRODUCTS Co., Westport, Conn. (Athletin remedy), to Redfield-Johnstone, N. Y. Said to use radio.

PAN AMERICAN COFFEE BUREAU, New York, to Buchanan & Co., N. Y.

Wood to Critchfield

MORRISON WOOD, former radio director of the Chicago office of Erwin, Wasey & Co., has joined Critchfield & Co., Chicago, as radio director succeeding M. E. Blackburne, resigned. Mr. Wood in addition to other duties will supervise the *Musical Steelmakers* sponsored on NBC-Blue by Wheeling Steel Corp.

Tom Lewis in Charge

TOM LEWIS, in addition to his duties as manager of the Young & Rubicam radio department in New York, has been placed in charge of all radio production for Y&R shows on the West Coast. The move is in line with an increase in the number of Hollywood originations planned for this fall, according to an announcement by T. F. Harrington, Y&R vice-president in charge of radio. Mr. Lewis will divide his time between New York and Hollywood.

Join B-S-H Chicago

RECENT ADDITIONS to Blackett-Sample-Hummert staff in Chicago include: Charles A. Wolcott, for ten years in charge of sales and service for Daniel Starch, New York, with general supervision over the media, research, merchandising, marketing and copy testing activities of the agency; Carl S. Brown, for two years president of Son De Regger & Brown, Des Moines, in an executive capacity; Thomas J. Grant, for five years a copywriter of Ruthrauff & Ryan, Chicago, in the same capacity. Son De Regger & Brown will operate under direction of Mr. Brown's partner L. S. Son De Regger.

CARROLL CASE, former freelance writer, has joined Air Features Inc., New York, radio production subsidiary of Blackett-Sample-Hummert, to handle script editorial work formerly under the direction of Mildred Fenton, who recently joined Ted Bates Inc., New York, in charge of daytime programs.

Agencies

TOM REVERE, Benton & Bowles, New York vice-president in charge of radio, is in Hollywood to check on summer programs originating from the West Coast and to plan fall production of network shows. Bert Prager, agency New York producer, is being transferred to Hollywood for seven weeks to take over the assignment of Mann Holiner while on vacation.

ROBERT JENNINGS, Chicago radio director of H. W. Kastor & Sons, was in Hollywood last week for conferences with Gordon Hughes, agency producer.

DR. ALBERT B. BLANKENSHIP, formerly of the Psychological Corp., New York, has joined the plans-merchandising department of N. W. Ayer & Son, Philadelphia, to handle research.

C. E. STAUDINGER, vice-president of Sherman K. Ellis & Co., New York, has been elected an executive vice-president of the agency.

TRAVERS WELLS, formerly associated with Steve Hannagan and Lord & Thomas, New York, on July 28 joined Ted Bates Inc., New York, as supervisor and director of the Guy Lombardo show to go on for Colgate-Palmolive-Peet Aug. 4.

RANDALL M. DUBOIS, radio and general media buyer for Morse International, New York, has been called to active service as an ensign in the Naval Reserve. Lynn Barnard, formerly time buyer for Pedlar & Ryan, New York, succeeded Mr. Dubois July 7.

FRED H. ANDERSON, head of the media and plans dept. of Ivey & Ellington, Philadelphia, has resigned to enter the flying service. Clarence R. Palmer of the agency replaces him as head of media.

B. BALFOUR HAAS, formerly advertising manager of William Jameson & Co., New York, has been appointed an executive in the media department of Lennen & Mitchell, New York, to handle the Calvert Distillers Corp. account among others.

JAN KING, onetime manager of KPAB, Laredo, Tex., and formerly connected with B. F. Goodrich Co., Akron, in sales promotion, has formed Jan King & Associates, new advertising agency in the 1411 Fourth Ave. Bldg., Seattle. He will also represent stations. Associated with him is Frances Searle, formerly space buyer for Comet Adv. Agency.

HANNAH T. KICHAVEN, well known in theatricals and radio, has established a talent agency under her own name at 7904 Santa Monica Blvd., Hollywood. Telephone is Hollywood 3677.

CARROLL TORNROTH, formerly of NBC Hollywood artists service, has joined Nat Goldstone Agency, Beverly Hills, Cal., handling both radio and film talent.

JULES BUNDGUS, Hollywood publicity director of Benton & Bowles, and Nancy Gottfried, public relations director of Ted Bates Inc., New York, have announced their engagement. Wedding is scheduled Sept. 7.

LILLIAN LOWANS, formerly of McKee & Albright, has joined the copy staff of Franklin Bruck Adv. Corp., New York.

BRUCE MILLAR, for seven years assistant to the director of public and stockholder relations of General Foods Corp., has joined Benton & Bowles where he will specialize in public relations work and will continue to be associated with the General Foods account.

L. CARL BLANKE, formerly of the Chicago office of *Popular Science Monthly*, has joined Burton Browne Inc., Chicago agency. During 1940, Mr. Blanke was appointed president of the Chicago Junior Advertising Club and this year became secretary of the National Junior Advertising clubs.

PAULINE VIERS, after an absence of a year, has rejoined Buchanan & Co., Los Angeles, as account executive. Randy Smith, formerly copy writer of Elwood J. Robinson Adv. Co., that city, has joined Buchanan & Co.

HILDA LUCY, timebuyer for Kenyon & Eckhardt, New York, is engaged to marry John Cartwright Harley, of Remington Rand Inc., that city.

Open Chicago Office

CALKINS & HOLDEN, N. Y., has opened a Chicago office at 333 N. Michigan Ave. Hilmer V. Swenson, merchandising consultant, has been named manager, and Wallace Swanson, who has been associated with Mr. Swenson for a number of years will handle production. Ray A. Washburn, formerly account executive of Schwimmer & Scott, Chicago, will serve in the same capacity. Telephone: Randolph 3831.

Ferguson Renominated

NEARLY three months in advance of expiration of his term, Garland S. Ferguson, veteran member of the Federal Trade Commission, last month was renominated by President Roosevelt to serve another seven-year term from Sept. 25 1941. Commissioner Ferguson, a native of North Carolina, has served on the Trade Commission since 1927 and has been its chairman three times.

J-W-T Shifts Producers

J. WALTER THOMPSON Co has shifted producer assignments on two of its major Hollywood originating network shows. Under the revised setup, Cal Kuhl has taken over production of the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co. Bob Brewster has been assigned producer of the NBC *Tommy Riggs Show*, sponsored by P. Lorillard Co. (Old Gold cigarettes). He also produces the weekly NBC *One Man's Family*, sponsored by Standard Brands (Tenderleaf tea). Bradford Brown is producing the CBS *Melody Ranch* sponsored by Wm. Wrigley Co. (Doublemint gum).

New Trial Ordered

APPELLATE division of New York Supreme Court recently unanimously reversed a decision of the Supreme Court and, ordering a new trial, ruled that the basic idea of a radio script had been plagiarized in connection with the $25,000 suit brought by Alonzo Cole, writer and radio director, against Phillips H. Lord Inc., radio production firm.

THE VOICE MAY BE FOREIGN . . .
BUT THE HEART CRIES
FOR FREEDOM

★

WE QUOTE FROM CHAIRMAN FLY:

"In my opinion foreign language broadcasts are of considerable value . . . These programs have an important place in the lives of foreign-born citizens and residents . . . In particular, I wish to concur in your opinion that these broadcasts can play an important role in the Americanization process." (Excerpt of statement taken from N. A. B. report by James Lawrence Fly, chairman F. C. C., Washington, D. C.)

★

TO SUCH HIGH IDEALS OF DEMOCRACY
WE HEARTILY SUBSCRIBE

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE



NINE YEARS with CKLW, Windsor-Detroit, were celebrated recently by "Happy" Joe Gentile (left), conductor of the station's *Early Morning Frolic*, with leaders of Detroit's sports and entertainment fields attending a special breakfast at the Statler. Here he is being congratulated by Jack Pickering, *Detroit Free Press* columnist, as his brother Larry Gentile looks on; Larry conducts the *Dawn Patrol* on CKLW.

Heat Stuff

DURING the recent heat wave, the special features division of WOR, New York, tried to cheer up New Yorkers with announcements like the following, tending to demonstrate that it wasn't so hot after all, relatively speaking: "The temperature in New York City is now 92 degrees. The temperature in Springfield, Ill., is 98. In Salt Lake City it's 100. And in Death Valley, it's 110! . . . Aren't you glad you live in New York?"

North Central Network Names McGillvra Rep

APPOINTMENT of Joseph Hershey McGillvra as national representative of the North Central Broadcasting System Inc., St. Paul, has been announced by Mr. McGillvra. Headquarters of the network are in the Commodore Hotel in St. Paul and network stations, all MBS outlets, are: KLPM KDLR KRMC KGCU KABR KVOX KGDE WLOL KWLM KATE WEAU WDSM KWNO.

ARCH OBOLER, Hollywood writer, will write and direct the dramatic portions of the weekly CBS *Millions for Defense* program.

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios
1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

California PTA Group Finds Children Prefer Programs Directed to Adults

BY AND LARGE, children don't like juvenile radio programs. But they do like Jack Benny, Fibber McGee & Molly and Bob Hope. These facts were revealed recently when the 10th District, California Congress of Parents & Teachers, under the direction of Mrs. J. Sherwood Hewitson, radio chairman, released an exhaustive survey made among children from the fourth grade through high school to determine the reaction of radio programs.

Of 15 ranking shows favored by students in the fourth to sixth grade group, only five could be classified as children's shows. Of 1,299 queried, 138 favored quiz shows, six operas. The top 15 ranking shows in order of preference were: *Lone Ranger, Capt. Midnight, Blondie, Shafter Parker, Jack Benny, I Love a Mystery, Fibber McGee & Molly, Bob Hope, Superman, Aldrich Family, Jack Armstrong, Lux Radio Theatre, Big Town, Gang Busters* and *Orphan Annie*. It was noted that in this list no musical nor educational programs appear.

Reasons for Choices

In asking 500 children why they liked their radio programs it was learned that 300 said because of mystery, excitement and adventure; 123 for comedy; 20 for music; 29 for education or patriotism; seven for drama. Of 512 youngsters, 299 said that nothing on the radio made them afraid and 92 said they were frightened at times. Suggestions for future programs were stories and plays about the lives of famous explorers, people and adventures, favorite stories made into plays, adventures of a boy and girl on a trip around the world and stories about events in history.

By the time the child has reached junior high school the juvenile program is "out" and drama and music have come into prominence. Jack Benny and Bob Hope, in this classification, move up to first and second place, respectively, but Fibber McGee & Molly drop back one place to eighth position.

Of 3,285 junior high school students questioned, 1,412 listed Jack Benny as their favorite comedian, while only 371 preferred Fred Allen. It was found that in this age group, the favorite listening period was between dinner and bedtime. Of 4,584 elementary and junior high school students in the survey, only 1% had no radio.

In the high school classification, the variety show type of program continued to lead.



Rochester is a busy city the year around, in summer as in winter. But when the hot days come, Rochesterians join countless others from all parts of the country in enjoying the cool shores of Lake Ontario, the pine woods and lakes of the Adirondacks and the blue Finger Lakes stretching southward through the hills.

That's why, for *complete* summertime coverage of this prosperous area, you need WHAM. WHAM, with its fifty thousand watts and clear channel, reaches the best-able-to-buy Rochesterians wherever they are. WHAM's 43 county primary area gives you Rochester, Monroe County and 42 other counties—*18 trading centers for the price of one.*

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.
50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

COVERAGE

CJOR's 1000 Watts on 600 K.C. are doing a "real job" for our scores of leading national accounts.

CJOR

Vancouver, B. C.

National Representatives

J. H. McGillvra (U. S.)

H. N. Stovin (In Canada)



ULTRA-MODERN FACADE of the newly-occupied home of KSCJ, in downtown Sioux City, Ia., was largely the design of Miss Elizabeth Sammons, daughter of the publisher of the *Sioux City Journal*, operator of the station. Its dedication June 28 drew more than 6,000 visitors. Mahogany porcelain tile with buff trim on the first floor, topped with matching brick and white motar on the upper portion, are the color motifs. Windows are trimmed with chromium and have mahogany awnings. Signs are neon. The building contains three air-conditioned studios, offices and spectators' room on first floor, and audition, news, continuity, rehearsal and lounge rooms on the second.

INS

You get not only spot news with INS, but every one of the features necessary for a well - rounded, balanced news broadcast.

INTERNATIONAL NEWS SERVICE

Now You Tell One!

Advertisers by the score are telling their story over WAIR. NOW YOU TELL ONE. When you check results, you're mighty likely to say "It ain't so!"

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

Studio Notes

COWLES GROUP executives July 1 held their annual sales meeting in Des Moines to map out plans for the ensuing year. Attending were Sumner Quarton and W. B. Quarton, WMT, Cedar Rapids-Waterloo, Ia.; Phil Hoffman and Arden Swisher, WNAX, Yankton, S. D.; Luther Hill, Craig Lawrence, Ted Enns and Wayne Welch, KSO-KRNT, Des Moines.

WCBI, Columbus, Miss., is planning broadcasts from the campus studios of Mississippi State College in Columbus, which has engaged Dr. Frederick O. Crandall, formerly of the U of Michigan, to handle its broadcast activities and has installed two completely equipped studios and control room. WCBI also plans to establish a studio of its own at Mississippi State, 23 miles distant.

WHOM, Jersey City, in a good-will gesture to a sister station in that city July 4, joined in the dedicatory exercises of the new WAAT 1,000-watt transmitter on Belleville Turnpike, Kearny, N. J.

WHN, New York, is sending two traveling "reporters", Robert Vincent and Norman Ober, to "cover" the city with portable equipment; they pick up on-the-spot news in the form of interviews and descriptions of the events which are recorded, brought back to the office for editing and then released on a delayed broadcast. Program began July 8 and is called *The Headliners Speak*, being aired Tuesday Thursday and Saturday, 8-8:15 p.m.

FRANKLIN TOOKE, program director of WOWO-WGL, Fort Wayne, has issued a production manual for the program department. It contains helpful hints for announcers, such as where and how to use transcriptions and copy, and hand signals for use by announcers and production men in local shows. It also includes NAB rules and FCC regulations applicable to the program department.

Fencing Challenge

CALLING themselves the fencing champs of radio, the team of WIBG, Glenside, Pa., challenges any other claimants in the business. Two announcers comprise the WIBG squad—Roy Neal, former U of Pennsylvania swordsman, who holds 13 State titles, and Bill Manns, who fenced at Temple U and is co-holder of the Eastern Inter-Club title.

WHO, Des Moines, will hold Sept. 20 its third annual Corn Belt plowing match on a farm six miles south of Albia, Ia. That city and WHO will co-sponsor the event, which is expected to attract 12,000. A professional class restricted to winners of past contests will be featured in addition to the regular plowing match for which WHO donates the $500 first prize.

APPROXIMATELY two score San Francisco Bay station managers, artists, announcers and producers are to leave San Francisco July 18 for the annual Radio Day at the Salinas Rodeo in Salinas, Cal. They will travel in a bus to the rodeo city where Gene Autry will be guest of honor.

POSTAL SAVINGS PLAN book containing $1 worth of stamps, and accompanied by a letter from C. Merwin Dobyns, owner and general manager of KGER, Long Beach, Cal., was given to each employe of that station on July 4.

WMT, Cedar Rapids, Ia., has arranged a daily quarter-hour program in which the effect of national defense on Iowa is interpreted by members of service organizations and others invited to participate in the broadcasts.

WMBS, Uniontown, Pa. has opened studios in the nearby town of Charleroi. A one-hour dedicatory program marked the opening of the new studios July 2.

WCLE, Cleveland, was linked July 4 to the Cleveland Police Radio system for a 45-minute traffic control program from three points in the downtown area. Seeking to alleviate congested holiday traffic microphones were placed at the base of the flagpole atop the Terminal Tower; in a mobile unit at Lakeside Ave. and E. Ninth St.; and at a rooftop observation point on Cleveland Stadium and announcers, guided by the instructions of the police department, directed motorists in the crowded sections through their auto radios.

THE MUMMERS, dramatic group of WJR, Detroit, was chosen by CBS to represent drama in radio at the New Education Fellowship, an international conference of the Progressive Education Assn. at Ann Arbor July 9-12. The association sponsors new methods of teaching and is interested in radio in the schoolroom.

WFAA and KGKO, Dallas, reported a registration of 4,000 visitors from 21 States, the District of Columbia and Mexico, during the first week after the formal opening of the new penthouse studios. In addition to the distribution of free souvenir folders and a 26-page special edition of the *Dallas Morning News*, a quiz show with the visitors as contestants is offered daily from one of the new studios.

WJR, Detroit, as part of its *Selectees All* program has dispatched Larry Payne and Jerry Pettit along with several WJR engineers to Louisiana where they will record interviews with Michigan men stationed in that area. Payne and Pettit have already visited Fort Custer, Fort Sheridan and Fort Leonard Wood.

WTAG, Worcester, Mass., is presenting a new forum type of broadcast in which leading speakers offer differing views on current problems facing the nation. A major portion of the program is devoted to answering listeners' questions.

Kraft Wins Contest

REYNOLD R. KRAFT of the NBC-Red sales staff, topped all members of Red sales in a contest to guess the number of replies to an offer made on six broadcasts by Chas. H. Phillips Chemical Co., for free Milk of Magnesia tablets. The offer was made once on *Waltz Time* (NBC-Red) and five times on *Lorenzo Jones* (NBC-Red). All members of the Red sales force, from Vice-President Roy C. Witmer on down, entered the contest. Kraft received a framed original of one of the "Alice in Sponsorland" drawings as a prize.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast), will resume *I Love a Mystery* on NBC-Blue at the beginning of October. Kenyon & Eckhardt, N. Y., is the agency.

WWL NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

GE TO CONTINUE VIDEO PROGRAMS

BROADCASTING of original television programs over W2XB, General Electric station at Schenectady, is to be resumed with greatly increased transmitting power upon completion of the new studio building and changes in the transmitter to incorporate the new standards with a few weeks, according to Robert S. Peare, GE manager of broadcasting.

Power at the transmitting station in the Helderberg mountains, 12 miles south of Schenectady, will be increased from 3,000 to 20,000 watts for sound and eventually from 10,000 to 40,000 watts for scene transmission. Locally originated programs, discontinued last December after 18 months of experimentation, will be both live and film.

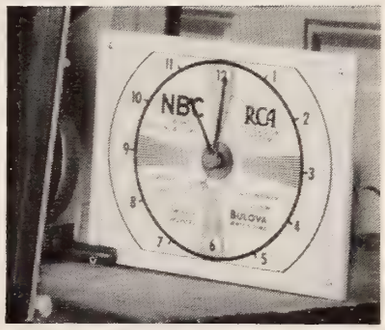
Since December GE telecasting has been confined to the relaying of NBC programs originating in New York by means of the relay and transmitting stations in the Helderbergs. These rebroadcasts were discontinued temporarily as of June 30 to permit changing the transmitting equipment to conform to the new picture and sound standards established by the FCC.

W2XB had been telecasting under an experimental license in Channel 3 and expects to apply for a commercial license in this channel. With completion of the changes, GE is planning to enter the commercial telecasting field with a minimum schedule of 15 hours weekly. GE receiving sets in the Albany, Troy and Schenectady area served by W2XB and in metropolitan areas served by other television stations will be adapted to the new standards.

New Stamford Outlet

SLOCUM CHAPIN, recently with World Broadcasting System and formerly with WOC, Davenport, and WKBN, Youngstown, has been selected manager of the new WSRR, Stamford, Conn., according to Stephen R. Rintoul, who obtained the construction permit for the 250-watt station on 1400 kc. last February. Mr. Rintoul, an account executive with The Katz Agency, New York, reports he hopes to have the station on the air by early September. RCA transmitter equipment, General Radio frequency monitor and a Lehigh tower have been ordered.

Television Time



NEWEST in time signals is this televised version sponsored on July 1 when commercial video got under way on WNBT, New York, NBC station. The camera is focused on a large clock with a moving second hand. These signals will be shown six times a week for 13 weeks, under sponsorship of Bulova Watch Co., New York.

Jurisdiction Issue Facing Television

Unions at Standstill Pending Settlement of Problems

ALTHOUGH moves to unionize talent and the production end of visual broadcasting have stalled, pending determination of a jurisdictional problem between the American Federation of Radio Artists, Actors' Equity and Screen Actors' Guild, technical staffs now are substantially in the union fold.

IATSE Agreement

CBS on July 3 worked out an agreement with Associated Broadcast Technicians Unit, of the International Brotherhood of Electrical Workers, which in effect applies to technicians of CBS' television station, WCBW, the same agreement covering CBS broadcast technicians since 1937. The CBS-ABTU agreement, retroactive to July 1, is identical with the earlier broadcast agreement except for addition of a new employe classification—television technicians' helper—it was stated.

Both NBC and CBS recently announced a mid-June working agreement with International Alliance of Theatrical Stage Employes, covering property men, carpenters and lighting technicians employed in television operations. NBC's technical video employes have been covered for several years through their own union, National Assn. of Broadcasting Engineers & Technicians.

No meetings or other definite action have been scheduled to iron out the problem of representation for talent and production employes, although this is a matter sure to develop before long, with television at last operating on a commercial scale. The initial move to cover these employes was dropped about a year ago at the time the FCC rescinded its order authorizing "limited commercial" operation of television.

Both Equity and SAG at the moment are inclined to await participation by AFRA before trying to untangle the jurisdictional snarl that developed early during the initial negotiations. It is believed the three will get together as soon as possible, when the WKRC-MBS-AFRA strike situation eases up, to adjust their differences and resume conversations wth video operators.

Inside Television

INSIGHT into television problems was supplied by CBS last Tuesday on a special half-hour visual program, *The Boys in the Backroom*, on WCBW, CBS television station in New York. From its new television studios in the Grand Central Bldg. CBS presented appearances by Gilbert Seldes, CBS director of television programs, along with members of the production and engineering staffs, all with a word on their special functions and problems. The *Backroom* telecast may be repeated soon, according to CBS.

IBEW NEGOTIATES NORTHWEST PACTS

BROADCAST division of International Brotherhood of Electrical Workers in the West announces it has established a broadcast unit in Medford, Ore., which has all of Oregon outside of Portland in its jurisdiction. A drive is now under way to sign stations.

Five agreements came up for their first renewals in Washington. In Seattle $210 per month has been established as a minimum wage for technicians and $240 per month for chiefs. Tentative agreements have been reached with KVOS, KXRO and KPQ establishing a scale of $190 per month for stations of less than 1 kw. outside the metropolitan areas.

In San Francisco KSFO is operating under a new agreement with IBEW. The new contract provides $50 per week for six months and $52.50 per week for the balance of the contract, which became effective July 1.

National Advertisers Get Greatest Coverage per Dollar Spent

WNBC in HARTFORD America's Test City

Absorbine Jr.
Adam Hats
American Chicle Co.
Anacin
20 Grand Cigarettes
Bisodol
Bulova
Carter's Pills
Gruen
Colgate
Bromo-Seltzer
Jergens Lotion
Pepsi-Cola
Ralston Purina Co.
National Biscuit Co.
RCA Victor
Welch's Grape Juice
Woodbury's

5000 WATTS DAY
1000 WATTS NIGHT
NBC BASIC BLUE
HEADLEY REED COMPANY

General Offices: 54 Pratt St., Hartford, Conn.

WFBL
SYRACUSE

NOW... 5000 WATTS DAY and NIGHT

Covers far more population and buying power than ever before

BETTER RECEPTION TO ALL POINTS

Here's what listeners tell us:

HAMILTON, N. Y. (45 miles away) "Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."

NORWICH, N. Y. (66 miles away) "WFBL is now our best and clearest station. No interference."

WATERTOWN, N. Y. (72 miles away) "Since you've increased your power your reception has much improved."

CLYDE, N. Y. (44 miles away) "I really take pleasure in tuning WFBL now that your programs come in much clearer."

WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows,* the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.

WRITE today for complete data regarding WFBL's increased coverage, rates and time available.

WFBL
SYRACUSE, N. Y.
*Member Basic Network Columbia Broadcasting System

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

• *To Serve Well* •

The Broadcasting Engineer

CREI Training

Increases

Technical Efficiency

Alert Chief Engineers are encouraging CREI training for their employees—for it means:

- **Step-up of individual efficiency**
- **Increased personal worth to station**
- **Additional technical ability**

Yes, men who devote their own money and spare-time toward improving their technical ability through CREI training are an asset to any station.

In our entire 14 years the CREI home study courses have been written and planned exclusively for the professional radioman to enable him to improve his technical ability and to be in a position to assume added technical duties.

The remarkable achievements made by CREI men throughout the broadcasting field are convincing testimony that our efforts, properly confined to this one important course in Practical Radio Engineering, have been of real value to radio in training better engineers. The fact that radiomen in more than 400 broadcasting stations enrolled for CREI training to increase their ability proves the point.

Chief engineers fully recognize the need in radio for men with modern technical training, and many welcome regular reports concerning students' progress. (Reports of student's enrollment and progress are made to employers *only* upon the direct request of the student.)

For example, a Chief Engineer of one of the large broadcasting chains writes: "We are happy to know that Mr. Ellis has taken steps to improve his technical knowledge." Another engineer writes: "I shall be glad to have you keep us in touch with his progress as he seems to be very much interested and it is a very worthwhile undertaking."

We, at CREI are proud to add our contribution to broadcasting by training men who are equipped to fulfill your demands. Perhaps a recommendation of our home study courses to your associates might be as appreciated by them as it would be by us. May we send you our booklet and complete details?

"Serving the Radio Industry since 1927"

CAPITOL RADIO
Engineering Institute
E. H. RIETZKE, *President*
Dept. B-7
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

in the CONTROL ROOM

SAM NORIN, formerly chief engineer of KELA, Centralia, Wash., has joined the technical staff of KIRO, Seattle.

HERBERT BIGELOW, engineer of KIDO, Boise, has taken a leave of absence and is in California as an assistant radio inspector for the War Department.

D. D. KAHLE, technician, formerly of KLZ, Denver, has joined KOA for vacation relief.

ROBERT (Don) SMITH, technician, formerly of KSRO, Santa Rosa, Cal., is doing vacation relief at KSAN, San Francisco.

JOHN STEVENS, technician of KLX, Oakland, Cal., and Louise Paulson were married recently.

ROLAND CARPENTER of North Abington, Mass., has been added to the control room staff of WEEI, Boston.

FRED SPIELBERGER, KDB, Santa Barbara, Cal., technician, is now attached to the 14th Field Artillery at Fort Benning, Ky.

ART PECK, engineer of WCCO, Minneapolis, recently composed a song, *There's No Future for Me*, which made its radio debut June 26 on the *Saturday Morning Open House*.

JOE ROTH, of Plainwell, Mich., has joined the transmitter staff of WKZO, Kalamazoo.

G. A. FREDRICKS, formerly of the engineering staff of KSO-KRNT, Des Moines, has joined WGN, Chicago.

WALTER CLEARY, formerly of WEW, St. Louis, has joined the engineering staff of KMOX, St. Louis.

ERWIN JENNINGS has joined the technical staff of WSB, Atlanta.

CBS Names Fubini

EUGENE FUBINI, CBS engineer in the field and FM departments, has been made acting engineer in charge of the CBS shortwave division, replacing William H. Moffat, who has been called to active duty in the Naval Reserve. Mr. Fubini came to the United States from Italy in March, 1939, after years of radio research and development abroad. He joined CBS soon after that date, having met E. K. Cohan, CBS director of engineering on one of the latter's engineering trips to Europe.

REQUESTING the 640 kc. facilities of WCLE, Cleveland, when that station shifts frequency, the Northern Ohio Broadcasting Co. has filed an application with the FCC for a 1,000-watt, limited-time station in Elyria, O. Principals are Lynton H. Rogers, banker of Lorain, O., president, 1 share with 300 shares subscribed; William H. Thomas, lawyer of Lakewood, O., vice-president and secretary, 1 share; L. H. Stone, of Cleveland, 1 share.

FIRST Canadian user of FM is the publicly-owned Toronto Transportation Commission, operating streetcars and buses in Greater Toronto area. The FM station is to be opened this autumn, with a 10-mile radius from the main car repair shop. It will direct the work of emergency cars and trucks to cut down traffic delays and speed up service.

Board Names Clark

RALPH L. CLARK, member of the Washington consulting engineering firm of Ring & Clark, last week was designated technical advisor for National Independent Broadcasters in matters relating to the work of the Domestic Broadcasting Committee of the Defense Communications Board. The notification was sent by Harold A. Lafount, NIB president and member of the DCB committee to DCB-FCC Chairman James Lawrence Fly. Mr. Clark is former senior engineer of the FCC.

PROVISION FOR FM GRANTED AMATEURS

FOSTERING a move to encourage activity among amateur radio operators in developing FM equipment as well as to obtain data respecting characteristics of the amateur band for FM use and to accommodate the increasing number of amateur radiotelephone stations, the FCC June 9 amended its rules governing amateur radio service at the request of the American Radio Relay League.

Under Section 12.117 an allocation of 50 kc. for utilization of FM was made while Section 12.115 was changed to make an additional 400 kc. available for voice communication, As a result the amateur band now extends from 28,100 to 30,000 kc. instead of 28,500 to 30,000 kc. as heretofore, and the frequencies 29,250 to 30,000 kc. have been assigned for FM transmission.

At the same time the Commission amended Section 12.63, on its own motion, to clarify operation of amateur station by remote control. This move will tend to eliminate misunderstandings about the requirements of the FCC that an amateur desiring to operate by remote control must submit information on location of control point, his right to use of the premises, means by which remote control is effected, and the equipment used to monitor the transmissions from the control point.

W. H. Beltz, of RCA, Reports for Naval Duty

WILLIS H. (Bill) BELTZ, since 1933 in charge of transmitter sales for RCA in the Western district, headquartering in Hollywood, on July 15 reports for active duty in the Navy Department, as a lieutenant - commander. A reserve officer, Comdr. Beltz will report to the Bureau of Ships.



Mr. Beltz

Comdr. Beltz was a radio operator in the Merchant Marine during the World War and was at sea when war was declared in 1917. He was assigned to the field artillery officers training camp in 1918 and commissioned a second lieutenant. Following the war, Mr. Beltz attended U of Kansas and was graduated in 1921 with a degree in electrical engineering.

He was with General Electric in Schenectady during 1921 and 1922 and with RCA since 1922. His RCA assignments included engineer in charge in Hawaii, 1923-27; assistant operating engineer, New York, 1927-30; assistant chief engineer, RCA Communications, 1930; assistant service manager, RCA Photophone, New York, 1931; transmission equipment sales, RCA, New York, 1932, and since 1933 in charge of the Western district in transmitter sales.

FIRST commercial FM application in over a month was received recently by the FCC from Portland Broadcasting System, licensee of WGAN, Portland, for facilities in Falmouth, Me., on 47.1 mc. covering 5,050 sq. mi. and a 256,466 population.

W65H, pioneer Hartford FM station, has issued its first commercial rate card, according to Commercial Manager William F. Malo. The basic night-time hourly rate is quoted at $50, the daytime rate at $25.

REL

FM's PIONEER MANUFACTURER

Are You Substituting Experimenting For Experience?

REL has years of experience in building and operating all types of high fidelity, wide swing, phase shift modulated FM equipment — from speech input to antenna — with qualified engineers to supervise installation with results guaranteed!

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

WCAU Farm Programs Supplant Commercials

CHARLES SHOFFNER, recently appointed rural program director of WCAU, Philadelphia, has instituted two daily farm service programs for rural listeners. The time for both periods has been taken off the commercial availability schedule.

The station has taken 15 minutes out of the 5-7 a.m. daily program sponsored by Consolidated Drug Co., Chicago, and turned it over to Mr. Shoffner for a farm service program giving market reports, farm aids and sundry information. Also withdrawn from sale is the 4:15-4:30 p.m. period each afternoon during which Mr. Shoffner conducts the *For Your Information* program, affording a public exchange of ideas on topics of general interest. Mr. Shoffner continues his Saturday *Farm Journal.*

VOICE OF COLORADO
Editorials Form Basis of New KLZ Program

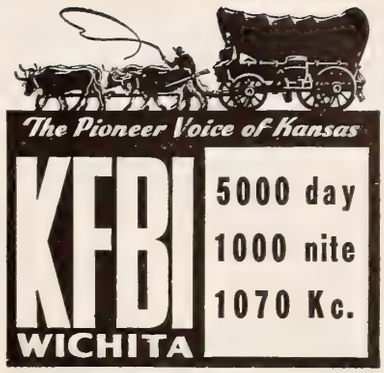
COORDINATING the world's two greatest news and public opinion digest media, KLZ, Denver, is producing a 30-minute weekly program, *Colorado Speaks,* in which outstanding editorials of the week in Colorado newspapers are presented by the news staff of the station. Approximately 260 newspapers, daily and weekly, submit material to KLZ and a close balance in using editorials for and against major issues is attempted.

To break the serious vein of today's grimmer editorial aspects, witty paragraphs of various editors are inserted into the broadcasts. Each week via transcription a guest appearance is made by a different editor who presents his editorial of the week personally.

RCA's New Movies

RCA MFG. Co. has added sound motion pictures to its sales promotion campaign in Latin America, using two films, "Unseen Worlds" and "Good Neighbors" to supplement the company's 29 broadcasts a week in Spanish and Portugese on NBC's short-wave stations, WRCA and WNBI. The first picture deals with the electron microscope developed in RCA laboratories; the second shows RCA's plants throughout Latin America. Pictures will be shown in movie theatres.

RCA MFG. Co., N. J., is distributing a booklet describing its new Type 1-K, 1,000-watt broadcast transmitter.



CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS,** triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

First Class Operator—Draft deferred exempt; N. Y. State; State qualifications fully. Box 684, BROADCASTING.

Wanted—Network affiliated station needs a good all around announcer with operator's license. Send details and transcription to WINC, Winchester, Virginia.

$5,700 In Last Five Weeks Of Selling At KPOW!—We want an experienced, capable, salesman to take advantage of this virg.n territory! Send full particulars, experiences, and picture first letter to KPOW, Powell, Wyoming.

Situation Wanted

Combination Announcer - Operator — Now employed. Considering change. State salary. Box 677, BROADCASTING.

Chief Engineer—Desires change, married, reliable and up-to-date. Prefer South. Address Box 686, BROADCASTING.

Newscaster—Five years specializing in newscasting and editing, seeking opportunity on progressive station exploiting news. Box 688, BROADCASTING.

Announcer—Seven years major network stations. Now freelancing in New York, want staff position with opportunity. Box 689, BROADCASTING.

Can't Sing—Can't Act—Can Sell—And broadcast sports as well as anyone. Draft exempt. Available August 1. Box 685, BROADCASTING.

Production - Program Manager — Also announcer, writer—fourteen years' experience—will go anywhere—employed but wants to make a change. Box 679, BROADCASTING.

Program - Director — Young, married, six years announcing and production experience on network stations. Desires Program-Directorship of regional station. Box 687, BROADCASTING.

Announcer - Writer — College journalism graduate. Two years with university station, announcing, writing, sports. Good voice. write clever commercia's. Excellent references. Box 680, BROADCASTING.

Continuity - Production - Traffic—Man with 12 years' experience. Good reasons for changing position. Reference present employer. Qualified as Program or Copy Director. Box 682, BROADCASTING.

Situations Wanted (Continued)

12 Years' Radio Experience—Including network production, announcing and station management. Will consider good permanent connection with radio agency or station. Inquiries kept confidential. Address Box 692, BROADCASTING.

Salesman—Can write spots and shows and sell 'em too! Bred on newspapering. . . . Eight years in advertising. Am 32 and my wife prefers the Southeast. Box 683, BROADCASTING.

Progressive, Alert Announcer-Producer—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Can double equally well as singer, actor, writer. Box 676, BROADCASTING.

Widely Experienced Agency Radio Man—Now employed as account executive seeks position with agency, station or representative. Writes, directs, produces. Bonus background of newspaper, department store experience. Selling, copywriting, layout and merchandising. Young. Draft exempt. Box 690, BROADCASTING.

Do You Have Genuine Opportunity—For experienced salesman now in blind alley? Seven years' radio experience; one year continuity, four years sales major network station, two years commercial manager small network affiliate. Age 30, married, finest references. Want sales job large station or commercial manager small station. Prefer West, can come for interview. Box 681, BROADCASTING.

Wanted to Buy

Require Complete Equipment—For 1kw station. Open for quotations on all modern used equipment. Box 691, BROADCASTING.

Pacific Coast—Station wishes to contact anyone having good 5 kilowatt transmitter for sale. Box 678, BROADCASTING.

Want To Buy—Small Radio station in South. Advise giving gross income, actual expense, price. RADIO 331 Balter Building, New Orleans.

Wanted—One 250 watt transmitter in good condition. Please state make, age, condition of transmitter and price. Write Box 693, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
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There is no substitute for experience
GLENN D. GILLETT
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PAUL F. GODLEY
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Consulting Radio Engineer
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FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

THE statements by NBC President Niles Trammell and CBS President William S. Paley before the Senate Interstate Commerce Committee considering the White Resolution have been issued as booklets by the networks.



Shepard Is Named to Serve as Chairman Of NAB National Radio Defense Group

APPOINTMENT of a National Radio Defense Committee of the NAB, to collaborate with Governmental defense agencies in future planning, was announced last Friday by NAB President Neville Miller. The committee was appointed pursuant to a resolution adopted at the NAB convention in St. Louis May 12-15.

John Shepard 3d, Yankee Network, was named chairman of the committee, which is scheduled to hold its first meeting in Washington Tuesday and Wednesday of this week. Other basic committee members are Ben Ludy, WIBW, Topeka; Leo Fitzpatrick, WJR, Detroit; H. Vernon Anderson, WJBO, Baton Rouge; A. J. Fletcher, WRAL, Raleigh.

NBC and CBS have not yet formally named their representatives but they are expected to be F. M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president.

District Liaisons

In addition, Mr. Miller has asked the 17 district directors to designate a broadcaster in each district to serve as field liaison representative for the committee. District members, however, will not attend the Washington conferences regularly.

At the initial sessions, it is expected the committee will meet with public relations and radio officials of the Army and Navy as well as other Governmental agencies identified with defense.

With the increased defense tempo, the NAB convention, based on recommendation of its board of directors, had decided upon appointment of such a committee. Ed Kirby, public relations director of the NAB now on leave as radio chief of the War Department public relations branch, originally had urged creation of such an industry committee.



FAT MAN'S MIKE used in NBC Chicago studios. Because NBC engineers claimed the network's biggest wordmen couldn't get close enough to the mike to do their selling jobs properly, they rigged this stand up for Announcers Michael Roy (white coat) and Ed Wilson.

Lorillard Switch

P. LORILLARD Co., New York, sponsoring *Don't Be Personal* on 7 CBS Pacific Coast stations, Sunday, 8:30-9 p.m. (PST), for Sensation cigarettes, on July 6 switched the product to Beechnut cigarettes. A contest for men in military training offers $15 for prize-winning letter of the week relating camp incidents. Agency is Lennen & Mitchell, Hollywood.

RUDY VALLEE PRESENTS Inc., new Hollywood talent agency, has filed articles of incorporation with the California Secretary of State. Concern plans to issue 100 shares of no par value stock. Listed as directors are Ted Lesser, Mannie Lowy, Claire Lesser and Rudy Vallee, star of the NBC *Rudy Vallee Show* sponsored by National Dairy Products Corp., (Sealtest).

CKCR, Kitchener, Ont., has appointed Stovin & Wright, Toronto, as exclusive representative for Canada as of July 15.

SUMMER SCHEDULE ARRANGED BY FCC

ALTHOUGH no definite plans have been announced, it is indicated the FCC during the summer months will go into quasi-recess, with no schedule of meetings and employing the same less-than-quorum procedure followed in previous years. Chairman Fly at a recent press conference said the FCC will hold "frequent, if not regular meetings."

No regular schedule for meetings is likely, and meetings may be held and actions taken without presence of a quorum. All sections, however, are subject to ratification by the full FCC.

The principal proceeding is the newspaper ownership hearing, set for July 23. The Commission would sit en banc on this matter. It is believed this proceeding may be postponed again, however, probably until Sept. 15.

Few of the six commissioners have formulated any definite plans for their summer activities. Commissioner Case was expected to return to his office about July 8 after a short time at his summer home on Narragansett Bay. Commissioner Wakefield, scheduled to preside at a telephone hearing in Hoquiam, Wash., on Aug. 18, may leave early in August for a brief visit on the West Coast, it is understood. He will return to Washington via St. Paul, where he plans to attend the meeting of the National Assn. of Railroad & Utility Commissioners on Aug. 26. Commissioner Craven is vacationing in New Jersey for the next few weeks, but plans to return to Washington for any important proceedings.

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For the Price of One

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Write for Details of Programs and Time Available, Rates, Market Data, and Information on Merchandizing Service

FREE & PETERS, INC., *Exclusive National Representatives*

New York Chicago Detroit Los Angeles San Francisco Atlanta

WLAC

NASHVILLE

goes soon to

50,000 WATTS

—will give you *blanket coverage* of the rich Tennessee Valley area.

Make *your* reservations *now!*

PAUL H. RAYMER CO.
National Representatives

Free Speech Acts Of FCC Approved

Civil Liberties Union Likes Network Monopoly Report

SUPPORT of the FCC's attitude on free speech, as reflected both in the Network Monopoly Report and in an opinion involving WAAB, Boston, was voiced by the American Civil Liberties Union in its review of the year, issued last week.

In a chapter devoted to censorship, the Union cited that radio, as the single greatest instrument of free speech, has been strengthened not only by the two-year-old code of the NAB, but was reinforced by an order of the Commission directed to WAAB, whose license "was challenged on the ground of favoritism" in the discussion of public issues.

"The Commission," contended the report, "held that a station is operating in the public interest only if it affords equal facilities to all sides of controversial questions.

Political Rights

"Even more important from the point of view of long-range effect on free speech was the Commission's monumental report on the monopoly practices of national networks. Diversity in ownership and control is an obvious requirement for greater freedom on the air; and the Commission directed its order to restore a greater degree of freedom and competition. The Commission also insisted, during the political campaign, that candidates for national office must be afforded equal facilities even in States where their parties were not on the ballot."

In what it described as a "Balance Sheet of Civil Liberties", the Union commended the FCC decision in the WAAB case, the monopoly report and the FCC action in "insisting on the rights of candidates in the national election to equal facilities on the radio, even in States where national candidates were not on the local ballot".

C. L. MENSER, NBC New York production manager, is currently in Hollywood for discussions on added summer replacement shows.



NOW THEY LOOK LIKE THIS

See page 10



PHOTOGRAPHS ON PAGE 10 in same (l to r) order show: **1. Wilbur Eickelberg**, general sales manager of Don Lee Broadcasting System, who enlisted in the Marines in April, 1917 and was sent to Paris Island and Quantico for training; in September he was in France, seeing action for two years, on the Chateau Thierry, Meuse-Argonne, Chalons, St. Mihiel and other fronts and being mustered out in August, 1919 as a second lieutenant. **2. Homer Fickett**, New York BBDO producer of DuPont's *Cavalcade of America*, who was stationed during the war with the Marine Aviation Corps at Ponte Delgada, Azores. **3. Owen F. Uridge**, assistant general manager of WJR, Detroit, who joined up in April, 1917, went overseas the following December and for 23 months was brigaded with the British during the Ypres and Somme offensives; he was mustered out a first lieutenant.

Shortages

(*Continued from page 10*)

said, is particularly true of small manufacturers.

A rise in the price of sets, caused by the shortage in material and rising costs, is also predicted. Some estimates place the increase at 10% but this is regarded as high by RMA officials.

A curtailment of 25% already is contemplated under the 12,000,000 sets produced last year by the major manufacturers. It is felt the curtailment will go much higher because of material shortage.

Set Industry Worried

If radio set manufacturers are unable to obtain aluminum within a short time, the entire industry will be at a standstill by October, according to Paul V. Galvin, vice-president of the Radio Mfrs. Assn., and chairman of the Governmental relations and priorities committees of the RMA.

Mr. Galvin, who is president of the Galvin Mfg. Corp., Chicago (Motorola), stated that "FCC Commissioner Fly, concerned over the shortages, has a sympathetic understanding of both the problems of the OPM and in the industry, and is cooperating with James S. Knowlson, president of the RMA, in an effort to ease the situation." (Mr. Knowlson is president of Stewart-Warner Corp., Chicago.)

The industry has substituted various metals for aluminum", Mr. Galvin said, "including the use of alnico, an alloy of steel, scrap aluminum, and nickel, which is now being used for magnets in the permanent magnet speakers. Last year, the industry used 4,000,000 pounds of aluminum, but this year, through the use of substitutes, the industry will use only 10% of that, or about 400,000 pounds. However, the metal is badly needed for the electrolytic condensers, and no substitute has been found that has the electro-chemical qualities of aluminum essential in the condensers."

"'But far more serious to the broadcasting industry," Mr. Galvin said, "is the inability of tube manufacturers—of which there is only a half-dozen in the United States—to obtain nickel and tungsten. The tube manufacturers are rapidly depleting their inventories, and will have to shut down in the fall if unable to obtain the metals."

In the meantime, the set manufacturers are tapering production while waiting for word from OPM, and the greatest backlog of orders in the history of radio manufacturing is steadily piling up.

Video in New York

SEEKING listener opinion on programs, WNBT, NBC's television station in New York, mailed a folder postcard with attached business reply card listing the station's entire schedule for the week. On the reverse of the reply card is a ballot listing each program with the request to classify as either excellent, good, fair or poor.

PACIFIC COAST Broadcasting Co., proposing to apply for a 10,000-watt station at Pasadena, has filed articles of incorporation with the California Secretary of State in Sacramento. Directors of the company, which was authorized to issue two classes of stock with an aggregate par value of $75,000, are J. Frank Burke, president of KFVD, Los Angeles; Fay J. Smalley Jr. and Wayne D. Moon, commercial manager and auditor, respectively of that station.

TOLEDO
A Fort Industry Market

Available NOW!

our daily

SPORTS SPOTLIGHT

featuring

Bob Evans

6:15 P.M. Daily
Monday thru
Saturday

A proven audience starring northwestern Ohio's most authoritative radio Sports reporter—

Wire your reservation.

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO



ANPA Enters Press Battle

(*Continued from page 7*)

present indication of a postponement request from the newspaper group, created last April to combat the regulations.

Harold V. Hough, Chairman of the Committee, and Sydney M. Kaye, associate counsel for the group, were in Washington last Wednesday and Thursday with C. H. Sundberg, secretary of the committee, to complete arrangements for the inquiry, presumably to be conducted before the FCC sitting en banc.

It has been an open secret that Chairman Fly did not propose to postpone the hearings unless the burden was squarely upon the newspaper committee, and even then, because of the most recent developments, some doubt was expressed as to his action.

Chairman Fly has insisted that the hearings should be started promptly because of the hue and cry from the industry about the holding up of applications for both standard and FM facilities where newspaper-ownership is involved, however indirectly. Since promulgation of the inquiry order (No. 79) last March, the FCC has shunted to the pending file all applications for new facilities involving newspapers, save in a few instances which have been branded as discriminatory, but has authorized improved facilities in some cases with the proviso that they are subject to whatever policy action the FCC might take pursuant to the inquiry.

On behalf of the Newspaper-Radio Committee, it was indicated it will state it is not ready to make an affirmative presentation on behalf of newspaper-owned stations on July 23, but intends to appear in the proceedings.

In Midst of Summer

The newspaper committee originally had requested a postponement of the proceedings from July 25 until Sept. 15. The Commission, however, granted an adjournment only until July 23. It was then presumed that, upon proper petition, it would grant another postponement since several members of the Commission have no intention of sitting through such proceedings day in and day out during the heat of a Washington summer.

Aside from calling upon all of the press associations, FCC investigators have visited such operations as Hearst Radio in New York; the Cowles stations headquarters in Des Moines; WDAF, Kansas City, owned by the *Star;* WSPA-WORD, Spartanburg, S. C., non-newspaper owned; WTMA, Charleston, S. C., owned by the *News & Courier* and *Post,* WCBA, Allentown, owned by the *Call,* among others.

In one instance, more than a week was spent examining files, including personal memoranda, contracts, news continuities, newspaper program listings and, in fact, everything having any bearing, direct or indirect, upon newspaper station operation.

Questions often ran to ridiculous extremes, it was reported. The investigators wanted to know who dictated the news broadcasts, whether advertisers had any degree of control over news content, relationships with press associations, complaints against stations or newspapers, whether the stations had an "editorial policy" and a myriad other inquiries. Files as far back as six years, including those stored away in attic or basement, were carefully perused.

But, according to one broadcaster, only such data that might be employed to show partiality, wrongdoing, unfair competition or public complaint proved of interest. In this particular case, the organization took the position it had nothing to hide and threw open everything.

Preparing the Data

The Newspaper-Radio Committee, it is understood, has a staff of nearly 40 preparing data for the hearings, based largely upon the results of a confidential questionnaire dispatched June 27, a day before the FCC questionnaire went out. The committee, with well over $100,000 already committed by newspaper-owned stations toward a budget of some $200,000, proposes an exhaustive presentation. Questionnaires were not due until July 10, and it was thought it would be physically impossible to prepare all of the data in time for presentation to the FCC July 23.

Thomas D. Thacher, former Solicitor General of the United States, is chief counsel for the committee, with Mr. Kaye and Abe Herman, of Fort Worth, as his associates.

Unlike the FCC questionnaire, the committee asked no questions about program listings in newspapers, or other matters regarded as extraneous to the main issue. The four-phase questionnaire covered station ownership and history, including profits and losses for each year and physical investment; commercial policy, covering joint sale of newspaper space and station time or combination rates; news broadcasting, covering news services subscribed to; news program breakdowns, both commercial and sustaining; handling of news and commentators; and general policy of stations, relating to NAB code adherence on controversial issues, religious services, complaints, public service programs and the like.

In its preface, the committee said the survey was intended to portray a faithful picture of the effects of newspaper relationship on radio stations. "No matter how slight or tenuous the relationship," the stations were told, "it is imperative that these questions be answered fully. Whether your station is directly licensed to a newspaper, directly controlled by a newspaper through a broadcast corporation, or even if only as little as 10% of the stock is owned by any persons connected with any newspaper anywhere, your station is concerned."

Bosco Adds

BOSCO Co., New York (milk amplifier), on July 7 started *Bosco Bandstand,* a program of transcribed music, 8:30-8:45 a.m. (EDST), six times weekly, on KYW, Philadelphia. Also on that date the company shifted a program of the same name on KNX, Los Angeles, from 7:45-8 a.m., (PST), Monday, Wednesday and Friday, to 12:30-12:40 p.m., Monday thru Friday. Agency is Kenyon & Eckhardt, New York.

KINY, Juneau, Alaska, was authorized by the FCC last Wednesday to increase its power from 1,000 to 5,000 watts fulltime, subject to approval of transmitter and antenna site.

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

WSOY
DECATUR ILLINOIS
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For a large chunk of ILLINOIS
Test your campaigns in a dual market—BOTH agricultural and industrial. WSOY gives you coverage of such a market.
250 WATTS · 1340 · FULL TIME

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK



NOT AN ALUMINUM HUNT for Uncle Sam but a radio "Moving Party." When Claire Harrison, continuity director of KWK, St. Louis, moved to a new apartment, she improvised the party as a freight-saving venture. Each guest had to call at the old abode, pick up a box or bundle and trundle it to the new cliff-dwelling. Here (l to r) are Ray Dady, KWK manager, about to swallow the canary; Dan Seyforth, production director, coddling the kettle; Salesman Jack Henderson, exploring the cooker, and Master-Mind Harrison. At the right, moved by the spirit of the occasion, Hoyt Andres, announcer, and John Tinnea, program director, made a stop at the KWK "graveyard" and picked up a few odds and ends treasures for embellishment.

Mutual Compares Network Payments

Cisler Compilation Basis of Relative Monthly Issue

CLAIMING a net monthly return over 350% greater than the net resulting to the station if it were affiliated with NBC-Blue, MBS last Monday released a "balance sheet" compiled by S. A. Cisler, general manager of WGRC, New Albany-Louisville, in which he compared figurative results "of what WGRC could expect to receive from MBS against NBC-Blue" figured on a $120 per hour rate, with 20 hours of time sold per month. The Cisler analysis showed a possible net revenue of $350.70 per month from MBS, compared with $96 from NBC-Blue.

The office of William S. Hedges, NBC vice-president in charge of station relations, declined to comment on the MBS comparison until an opportunity is afforded to study the analysis made by Mr. Cisler.

Deals Compared

According to the comparative breakdowns, based on a gross revenue for 20 hours of $2,400, the station would pay $600 for line charges, with no time given to the network, under the "Mutual deal"; while under the "NBC-Blue deal" it would pay no line charges but would give 16 hours free time to the network.

On the MBS side, after allowing a maximum volume discount of 50%, net revenue for the 20 hours would be $1,200, from which would be deducted $180 for 15% commissions, the $600 in line charges, $21 representing 3½% for MBS on the $600 figure, another $48.30 representing 11½% for MBS of the $420 remaining after agency commissions were deducted from the $1,200 net revenue—leaving a net return to the station of $350.70.

On the NBC-Blue side, NBC would take the first 16 hours free, Mr. Cisler explained, paying $24, or 20% of the $120 hourly rate, for each of the next four hours—leaving a net return to the station of $96. Commenting further, Mr. Cisler declared it would take approximately 31 hours of NBC-Blue to equal the revenue from MBS on 20 hours, on this basis. When MBS sells 31 hours, the revenue rises to $847.18, which he said amounted "to more than twice what NBC-Blue pays out for the same amount of time".

English Joins NBC

MAURICE ENGLISH, until recently foreign correspondent in France and Spain for the *Chicago Tribune*, has joined NBC's international division to check news and comment for factual and objective content so that its uniformity will be assured when broadcast in six languages on NBC's shortwave stations. A graduate of Holy Cross and Harvard U, Mr. English worked several years with *Time* magazine and the *Chicago Tribune* before going abroad as a war correspondent.

DEFENSE production song written by Walter Craig, program director of WMCA, New York, has been submitted to the Office of Production Management at Washington as a suggested theme song for American industry. Mr. Craig's lyrics are sung to the music of *Marching Along Together*, Robbins Music Corp. song, and are used on WMCA's series *Democracy at Work*.

MBS Co-op Drama

FOLLOWING its successful 26-week sponsorship last spring on MBS of the *Adventures of Bulldog Drummond*, Howard Clothes, New York, on Sept. 28 will resume the Sunday night half-hour series on 8 Mutual stations, WOR WFIL WAAB WGN WCAE WEAN WAGE and WTAG. It will be available for cooperative sponsorship on other MBS outlets. Norman Livingston, producer for the agency, Redfield-Johnstone, New York, is on a three-month tour to line up local sponsors. Cast for the Sunday 6:30-7 p.m. show will be the same as for the test period last spring.

Brewery Spot Test

HAFFENREFFER BREWING Co., Boston (Pickwick Ale) on June 23 started a test series of one-minute live spot announcements six times weekly for nine weeks on WFEA, Manchester; WKNE, Keene; WLNH, Laconia; WDEV, Waterbury; WWSR, St. Albans, Vt.; WCAX, Burlington, and WSYB, Rutland. If the test proves successful, the schedule will be expanded and transcribed announcements used in the fall, according to the agency, Albert Frank-Guenther Law, Boston.

Phila. Fight on Blue

FIRST of the bouts scheduled for NBC-Blue from Shibe Park, Philadelphia, under sponsorship of Adam Hat Stores, New York, will take place July 21 when Sam Taub and Bill Stern cover the 15-round lightweight battle between Sammy Angott and Ray Robinson.

Freedom Group Attacks Wheeler in Removal of Winchell From Z-Bar

AN ATTACK upon Senator Wheeler (-Mont.), isolationist leader, for allegedly having used his influence to prevent broadcasts of Walter Winchell's Sunday night program over the Z-Bar Network stations in Montana was made last week by F. H. Peter Cusick, executive secretary of Fight for Freedom Inc., New York.

The Winchell broadcasts, plus those of other commensators, have not been caried for several weeks on KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, all operated by Ed Craney. While Mr. Craney has made no formal announcement, it is understood he based his action on the ground that the commentators did not present both sides of the war issue.

Mr. Cusick said Senator Wheeler "must certainly be defended in his right to speak in Atlanta, or anywhere else, but we think it should be pointed out that Wheeler does not believe the same rights apply to his opponents". He quoted reports from Montana which he said indicated that the Senator had used his influence to ban Winchell's broadcasts, declaring that listeners in that State now must tune to KSL or KOA for the commentator.

Mr. Cusick also quoted the *Great Falls* (Mont.) *News*, which stated July 4 that Senator Wheeler "cannot forever shut off the people of Montana from hearing Winchell if they choose to".



Trying to sell the Texas Gulf Coast without KXYZ-KRIS is like trying to type without a typewriter. The amazing growth and business activity of this section have made it the bright spot on business maps for the past decade. The TWIN stations are the only combination to blanket the heart of this rich market. Write NOW for data.

National Representatives:
THE BRANHAM COMPANY

DOUBLE *Savings!*
● through our COMBINATION RATES
● . . . and BONUS POINT ADVERTISING

KXYZ ★ KRIS
HOUSTON NBC • Blue
CORPUS CHRISTI NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

FM
with *Simplified* CIRCUIT DESIGN
GENERAL ELECTRIC 160-17



"I can ride back in one o' dem autos dey make in WFDF's coverage, if dey'll jes deliver me at Flint, Mich."



It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

The All-Important Fact Is . . .

MOST EL PASO PEOPLE
Listen to KTSM
MOST OF THE TIME

KTSM, NBC Outlet, El Paso, Texas
Geo. P. Hollingberry Co., Nat'l Rep.

Networks Confer on Monopoly

(*Continued from page 7*)

the filing of an appropriate petition with the FCC setting forth reasons, preparatory to the opening of discussions with the Commission.

Won't Surrender Rights

In the conversations, the matter of new legislation, to supplant the existing law, has not been overlooked. The major networks are proceeding on the premise that they should not surrender any of their legal rights in the joint effort to narrow existing differences. It is recognized that new legislation can not be procured overnight, and it is felt that the FCC, Congress and the industry all are interested in procuring the proper sort of redefinition of the statute.

One solution, looked upon as entirely possible, is suspension of the existing rules, promulgation of modified rules by the FCC and then voluntary action by the FCC in suspending the effective date of the rules until there can be a court adjudication of the FCC's authority to invoke them.

Meanwhile, there was doubt as to whether the hearings on the White Resolution calling for a full-scale investigation of radio regulation, which would stay the effective date of the FCC regulations, would be reopened at all.

When the hearings were recessed June 20, at the call of Chairman Wheeler, it was understood that Mr. Fly would be recalled for rebuttal testimony. Chairman Fly himself has indicated that he did not expect to reappear, but the Commission has made no move to defer the effective date of the regulations, obviously awaiting overtures from the industry or possibly from Senator Wheeler.

There appears to be little doubt that a postponement will be forthcoming, in one way or another. Should the preliminary conversations break off, both NBC and CBS are prepared to start litigation challenging the FCC's jurisdiction. But such a move would be in the nature of a last resort.

It is assumed that counter-proposals will be broached by NBC and CBS, looking toward revision of the proposed regulations. With the "forced sale" aspect of NBC's disposition of the Blue Network no longer involved, by virtue of voluntary action by the FCC, the most important phases of the eight regulations commanding attention of the older networks are those relating to exclusivity and time option bans and the divestment of owned or managed stations in markets other than New York, Chicago and Los Angeles-San Francisco.

Bone of Contention

The primary bone of contention in the intra-network discussions, it is understood, has been in connection with the exclusivity and time option phases. The conversations, it is understood, have returned to an earlier suggestion that there be exclusive contracts and fulltime options in markets in which at least four fulltime outlets are available, thus caring for each of the four existing networks. However, in markets having less than four stations, the discussion is surrounding some means of an option formula basis, whereby each of the four networks would be accorded outlets.

In any event, it was regarded as likely that at some point prior to the Aug. 2 deadline the network executives would sit down with Chairman Fly and an adequate basis for postponement would be reached. There is the possibility that each rule would be appraised individually in a series of conferences with the FCC and invoked piecemeal, if litigation were averted.

Meanwhile, it was stated at the office of Senator Tobey (R-N.H.) that he desired to call more witnesses on the White Resolution. Absent when Mr. Trammell appeared for NBC and during a portion of Mr. Paley's testimony he had indicated he desired to cross-examine these witnesses, as well as to delve into the circumstances surrounding the sale of WMCA, New York, by Donald Flamm to Edward J. Noble, chairman of the Life Saver Corp. and former Undersecretary of Commerce. Senator Tobey had inquired into this transaction when Commissioner T. A. M. Craven was on the stand during the White Resolution Hearings and said at that time he hoped to pursue this matter with other witneses.

Fear an Inquisition

If the hearings are reopened for Chairman Fly's rebuttal testimony, Senator Tobey has indicated he desires to call other members of the FCC to ascertain their views, not only on the network monopoly regulations but on the WMCA case.

A number of committee members —possibly a majority—appear disposed not to favor reopening of the hearings, lest it become a fishing expedition along the lines of the Tobey-directed inquisition during hearings on the confirmation on the late Thad H. Brown last year.

Considerable sentiment exists on the committee for new legislation to supplant the 14-year-old communications law, but there is not a great deal of enthusiasm apparent for the White Resolution because of its all-inclusive nature.

Most committee members, it is thought, favor the course outlined by Chairman Wheeler toward compromise of the regulations, with new legislation to be introduced as early as possible. It is generally felt that an entire new law could not be pressed through Congress in the immediate future, with the war situation dominating all Governmental activity.

Double Birdie

IT HAPPENED, say three unusually honest and respectable golfers, on the Omaha Field Club course on the second tee. Tom Dailey, WOW's sports editor let fly with a terrific drive. The ball caught—not one, but—TWO sparrows in flight — and killed them both, stone dead! Two days later a Bob Ripley agent wired for photo and story.

Permanent N. Y. Office Planned by World Wide

ALTHOUGH WRUL, Boston shortwave station, has not definitely signed a contract for offices and studios in New York City, Walter Lemmon, director of World Wide operations, told BROADCASTING the station would locate in New York in September and is temporarily using studios furnished by WMCA, New York. It has been reported that WRUL was planning to establish headquarters in Radio City, but this was not confirmed by Mr. Lemmon.

World Wide Broadcasting Corp., which recently received a $40,000 loan from the Reconstruction Finance Corp. [BROADCASTING, June 30], has indicated it plans to increase operating power of its two Boston international shortwave outlets, WRUL and WRUW, from 50,000 to 100,000 watts.

Hobart Montee, until several weeks ago actively associated with WRUL, is in California recuperating from a recent heart attack, according to Mr. Lemmon. During Mr. Montee's indefinite leave of absence, Douglas Schneider, his assistant, will be in charge of European shortwave programs.

STUDENTS of Dartmouth will study broadcasting operations of WNEW, New York, this summer, preparatory to running a campus station of their own next fall. Studios for DBS (Dartmouth Broadcasting System) are now under construction in Hanover, N. H., to be operated by the students under the direction of the Dartmouth College Radio Council.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS





LADIES DAY at WCKY, Cincinnati, and KLZ, Denver, is being observed in impromptu fashion here. At the top L. B. Wilson, owner of WCKY, strikes a W. C. Fieldsian pose as he watches Ann LaHay sign her new contract as women's program director, after several years in a similar capacity at KLZ. Below is Maida Severn, who succeeds Miss LaHay at the Denver station. For several years she was under contract to NBC Artists Bureau as a singer, and handled publicity for "Gardens on Parade" at New York World's Fair. More recently she has been in the script-writing and publicity departments at CBS, New York. Helen Rees, woman's program director at WCKY, has been assigned to special promotion work by Mr. Wilson, to work under his personal direction.

ABTU Signs More

SIGNING of agreements with more stations is announced by the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers. Signed July 8, retroactive to May 1, is an agreement with KRNT and KSO, Des Moines. Also signed were agreements with WCFL, Chicago, and WGRC, New Albany, Ind. All agreements called for higher pay, vacations and other benefits.

HUGH M. CURTLER, former general manager of WCHV, Charlottesville, Va., and later with the Joseph Katz Agency, Baltimore, on July 9 was appointed commercial manager of WBAB, Atlantic City.

MORRIS PLAN'S SPELLING BEE

Third Season Completed by Sponsor on WGL as Schools Compete for Honors

RAPIDLY assuming the proportions of a tradition is the radio-instituted and radio-promoted *Allen County Spelling Bee*, which has just concluded its tenth annual series on WGL, Fort Wayne.

The program consists of approximately six weeks of broadcast spelling matches among boys and girls of the fifth, sixth, seventh and eighth grades of all schools in the county. Through elimination, the best spellers in each grade are determined, then the champions of the city schools and county schools and then these two are pitted against each other to determine the grand champion. In effect, the contest amounts to the official spelling match of the area, sanctioned by educators.

Morris Plan Sponsors

The *Spelling Bee* was inaugurated in 1931 and has continued annually ever since. For the past three years it has been sponsored by the Fort Wayne Morris Plan. Cooperation with the schools is intensive and embraces not only public but Catholic and Lutheran schools, assuring 100% interest throughout the county.

The station and sponsor cooperate in presenting a traveling plaque each year to the school represented by the winner. This plaque hangs in the school for one year, and has space for the names of winners until 1964. The traditional value of the plaque is expected in time to match proportionately such trophies as the Indiana-Purdue "Old Oaken Bucket".

In addition, individual awards in the form of medals are given to each grand champion and each grade winner.

Morris Plan's advertising manager, James Studer, acts as announcer on the show, using three carefully-worded individual announcements during the 45-minute period. R. Nelson Snider, principal of South Side High School of Fort Wayne, gathers the words for the contest and acts as the spelling master, and a group of judges from public, Catholic and Lutheran schools sits in on each broadcast to clear up any questions on such points as words with two different spellings, etc.

Both Morris Plan and the school systems are well pleased with the series, and the school children and teachers are known to prime themselves for the event weeks ahead.

Iceland Scoop

FIRST "on-the-spot" broadcast on the arrival of U. S. Marines at Reykjavik, Iceland, was heard July 8 on NBC-Blue when an unidentified British officer described the landing of the American force. The broadcast was shortwaved via RCA to New York and presented 9:45-9:55 p.m.

KFXM Sale Deal

THE SALE of KFXM, San Bernardino, Cal., to a family corporation consisting of a mother and her two sons is proposed in an application filed with the FCC for voluntary transfer from Lee Bros. Broadcasting Co. Mrs. Florence L. Cressman and her sons, Albert L. and Harry G., the latter a minor, propose to buy the station for $110,000. The money was provided by Harry E. Cressman, husband and father, who is a Ford and Lincoln distributor formerly residing in England. Although American-born, the senior Cressman is a British subject who returned to this country at the outbreak of the war. Because of his foreign citizenship he is not eligible to acquire an American station. The station operates with 250 watts on 1240 kc.

NAB MEMBERSHIP NOW TOTALS 539

OVER-ALL memberships of the NAB stands at 539 as against 547 last May at the time of the NAB convention, despite the resignation of 15 stations because they were out of sympathy with the position taken by the trade association in connection with industry issues. In addition, seven stations were dropped last month for non-payment of dues.

Most recent resignations from NAB include WHK, Cleveland, and WHKC, Columbus, identified with the *Cleveland Plain Dealer*, which, it is reported, has resigned from virtually all industry trade association activities, whatever their nature; WAIR, Winston-Salem; KWK, St. Louis; WSKB, McComb, Miss., and KSLM, Salem, Ore.

Other resignations, previously announced, were WOR, New York; WGN, Chicago; WOL, Washington; KHJ, Los Angeles; WFBR, Baltimore, all MBS affiliates; KGIR, Butte; WTMJ, Milwaukee; KSTP, St. Paul; KFPY, Spokane.

Turner Co. Appoints

IRVIN I. AARON & Associates, Milwaukee, has been appointed sales representatives in Minnesota, Wisconsin and portions of North Dakota and Illinois for the Turner Co., Cedar Rapids, Ia., manufacturers of microphones, microphone equipment and the new Turner push-pull vibrator.

THE FOREMAN Co. has been appointed exclusive national representatives of KFJM, Grand Forks, N. D.





ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 5 TO JULY 11, INCLUSIVE

Decisions . . .

JULY 9

NEW, Lake Worth Broadcasting Corp., Lake Worth, Fla.—Granted CP new station 1340 kc 250 w unl.

KINY, Juneau, Alaska—Granted CP equipment changes increase to 5 kw unl.

WSYB, Rutland, Vt.—Granted CP install new transmitter and directional night, change to 1380 kc, increase to 1 kw. unl.

W59C, Chicago—Granted temp. authority operate with 1 kw, to determination of Order 79.

WCNC, Elizabeth City, N. C.—Granted petition to assign license to Albermarle Broadcasting Co.

WCBD, Chicago—Change call letters to WAIT.

DESIGNATED FOR HEARING—**WIBG, Glenside, Pa.**, application to change hours to ltd.-sunset Knoxville; **NEW, Park Cities Broadcasting Corp., Dallas**, CP new station 710 kc 5 kw unl.; **NEW, Midstate Broadcasting Corp., Utica, N. Y.**, CP new station 1450 kc 250 w unl., joint hearing with applic. of Utica Broadcasting Co. and *Utica Observer-Dispatch;* **KGGM, Albuquerque**, CP move transmitter change to 590 kc, increase to 5 kw unl., joint hearing with KVOA and KVSF.

MISCELLANEOUS — **NEW, Chattahoochee Broadcasting Co., Columbus, Ga.**, CP new station placed in pending file under Order 79; **NEW, Fairfield Broadcasting Corp., Lancaster, O.**, placed in pending file under Order 79; **KTBC, Austin, Tex.**, Application for transfer license placed in pending file under Order 79.

JULY 11

MISCELLANEOUS — **NEW, Mid-American Broadcasting Corp., Louisville**, dismissed without prejudice petition amend CP and on FCC's own motion continued hearing to 7-30-41; **WTIC, Hartford**, passed until next week action on petition intervene Mid-American and WGRC applications, Louisville-New Albany, Ind.; **KFEQ, St. Joseph, Mo.**, granted motion remove from docket application CP 680 kc 5 kw unl. directional (new application to be submitted), and KWK petition to intervene withdrawn; **WIBG, Glenside, Pa.**, granted continuance hearing on renewal to 8-27-41; **WGRC, New Albany, Ind.**, dismissed without prejudice petition amend application CP change to 1080 kc 5 kw unl. directional and on FCC's own motion continued hearing to 7-3-41; **KFXM, San Bernardino, Cal.**, granted dismissal without prejudice application CP change to 1420 kc 1 kw unl.; **WLW, Cincinnati**, granted request retire to closed files application 500 kw on 700 kc; **NBC**, granted postponement hearing renewal KGO, KOA, WMAL, 60 days to 9-19-41; **KORN, Fremont, Neb.**, granted petition continue renewal and transfer hearing to 8-15-41; **KONB, Omaha**, granted continuance hearing on CP etc. 1500 kc 250 w unl. to 8-12-41.

Applications . . .

JULY 9

WMAL, Washington—Voluntary assignment license from NBC to M. A. Leese Radio Corp.

WKBW, Buffalo—Modification CP new transmitter change to 1520 kc.

KNET, Palestine, Tex.—Voluntary assignment license to Palestine Broadcasting Corp.

WRUF, Gainesville, Fla.—CP increase to unl. hours, install night directional.

WFTM, Fort Myers, Fla.—CP install new transmitter and move with studio.

WIBA, Madison, Wis.—Modification CP to change to 1310 kc.

KDON, Monterey, Cal.—CP install new transmitter, increase to 250 w.

Tentative Calendar . . .

JULY 15

KIDW, Lamar, Col.—License renewal.

JULY 16

(Consolidated Hearing)

NEW, Mid-America Broadcasting Corp., Louisville CP new station 1080 kc 1 kw N 5 kw D.

WGRC, New Albany, Ind.—CP 1080 kc 5 kw unl.

SEPTEMBER 5

KWTO, Springfield, Mo.—CP 560 1 kw N 5 kw D.

SEPTEMBER 9

WENY, Elmira, N. Y.—CP 590 kc 1 kw unl.

SEPTEMBER 10

WAPI, Birmingham, Ala.—CP 1070 kc 50 kw unl., directional N.

SEPTEMBER 15

KPAC, Port Arthur, Tex.—Modification license 1220 kc 1 kw unl.

(Consolidated Hearing)

NEW, Scripps-Howard Radio Inc., Houston—CP new station 1230 kc 250 w unl.

NEW, Texas Star Broadcasting Co., Houston—CP new station 1230 kc 250 w unl.

NEW, Greater Houston Broadcasting Co. Inc., Houston—CP new station 1230 kc 250 w unl.

Matinee Video Program Is Inaugurated by NBC

INSTITUTIONAL telecast to act for television as the *Farm & Home Hour* does for longwave broadcasting will start July 17 on NBC's television station WNBT, under the name of *Radio City Matinee.* Hostess on the first program will be Vyvyenne Donner, fashion expert, and guests will include the Triolets, girl's trio, and the Four Dudes, male chorus.

Subsequent programs will be devoted to such feminine interests as beauty, fashions, child welfare, and decorating. The hour telecasts, Thursdays at 2:30 p.m., will be written and produced by Ernest Colling, who handles television publicity for NBC.

IN HONOR of NBC's two networks, WSJS, Winston-Salem, N. C., has christened two miniature lakes on the roof of its new studio building "Lake Red" and "Lake Blue." Part of the cooling system, the lakes are stocked with goldfish and run into each other from different levels.

Ship Operators Rules Are Suspended by FCC

SUSPENSION for six months of the requirement that commercial radio operators possess at least a half-year's previous ship service to be eligible for employment as the radio operator on a cargo ship was announced last Friday by the FCC to help meet the demand for radio telegraph operators in the expanding merchant marine.

Action was taken pursuant to an amendment to the Communications Act approved July 8 as an emergency measure and was in accordance with the intent of Congress, the Commission said. The suspension was placed in effect immediately to meet a shortage of operators, which has resulted in delayed sailings of cargo ships. Under the Commission's order, graduates of the Maritime Commission's radio schools who have secured FCC licenses will be eligible for employment on cargo ships.

RMA Material Bureau Seeks Substitute Metal

FIRST meeting of the new Radio Manufacturers Assn. Materiel Bureau was held in New York July 1 and a number of committees were appointed to study substitutes for essential materials needed by industry but now unavailable because of defense requirements.

L. C. F. Horle, consulting engineer of RMA, is acting director of the new bureau. The group also will undertake to save material through mechanical design, circuit design and standardization, both electrical and mechanical.

CHIEF RIDES RANGE

from 30 to 15,000 cycles, with uniform frequency response

"And Western Electric 23C gives big build-up, too," says Chief Engineer. "Total gain 96 db. Complete audio system, factory-wired and tested.

"Here is Speech Input plenty simple to install, operate, maintain. Rush scout to get full story from Graybar Electric."





Western Electric

FCC Appointment Remains in Doubt

Commission Operating With Only Four Present

THE FCC limped along last week with only four of its six members present and with no indication from the White House as to the appointment of a successor to Frederick I. Thompson, whose term expired June 30. Commissioners T. A. M. Craven and George H. Payne were vacationing.

At his press conference last Friday, President Roosevelt said he had not decided on the FCC appointment. Asked about the possibility of naming Edward Roddan, assistant publicity director of the Democratic National Committee and a former Washington newspaperman, to the Thompson vacancy, the Chief Executive said he had no information.

Favored by Fly

In some Administration quarters it was thought the President might take his time filling the Thompson vacancy. While it is still possible the Alabaman will be renamed, the chances are believed remote. The President has made several recent appointments to other agencies weeks prior to expiration of the terms of the incumbents. It was thought that if he had any intention of renaming Mr. Thompson, whose two-year tenure had aroused considerable opposition, he would have done so some time back.

FCC Chairman James Lawrence Fly, according to reports, has been urging the Thompson reappointment, primarily because the Commissioner has voted with the majority on controversial issues and was in the forefront of both the chain monopoly regulations and the newspaper-divorcement proceedings.

Other possible appointees have been rumored in Washington. Possible promotion of T. J. Slowie, FCC secretary and Iowa Democrat, to the Commissionership is the latest report. Other names previously mentioned are those of G. W. Johnstone, former radio director of the Democratic National Committee and pioneer network public relations officer; Fulton J. Redman, Portland, Me., attorney, and Thomas E. (Buster) Lawson Jr., Attorney General of Alabama.

Frost Named by RCA

WITH W. H. Beltz, manager of the Hollywood branch of RCA Mfg. Co., called to active duty in the Navy E. (Jack) Frost), in charge of San Francisco operations, has taken over West Coast activities, according to announcement last Friday by I. R. Baker, manager of RCA broadcast transmitter sales. Mr. Beltz, a lieutenant commander in the Reserve, has been called to Washington for active duty as of July 15 [see story on page 44].

CALL LETTERS assigned for recent new station grants are WLDS, Jacksonville, Ill.; WSON, Henderson, Ky.; KTRN, Tacoma, Wash.

Network Accounts

All time EDST unless otherwise indicated.

New Business

UNION OIL Co. of Cal., Los Angeles, on July 7 started *Nelson Pringle* on three CBS-California stations (KNX, KSFO and KARM), Mon. thru Fri. 7:45-8 a.m. PST. Agency: Lord & Thomas, Los Angeles.

Renewal Accounts

GENERAL CIGAR Co., New York (White Owls), on June 27 renewed *Raymond Gram Swing* on 38 MBS stations, Don Lee and Colonial Networks, Mon. and Fri., 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

BAYUK CIGARS, Philadelphia (Phillies), on July 1 renewed *The Inside of Sports* on 30 MBS stations, Mon., Wed., Fri., 7:30-7:45 p.m. and Tues., Thurs., Sat., 7:45-8 p.m. Agency: Ivey & Ellington, Philadelphia.

R. B. SEMLER, New Canaan, Conn. (Kreml hair tonic), on July 5 renewed *Gabriel Heatter* on 15 MBS stations, Mon., Wed., Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co. N. Y.

TILLAMOOK COUNTY CREAMERY ASSN., Portland, Ore. (cheese), on July 4 renewed *Benny Walker's Tillamook Kitchen* on 6 NBC-Red Pacific stations, Fri., 9-9:15 p.m. (PST). Agency: Botsford, Constantine & Gardner, Portland.

HARROW'S INC., Los Angeles (Mar-O-Oil shampoo), on Sept. 28 renews for 52 weeks *Hollywood Whispers* on 80 MBS stations, Sun., 2:45 p.m. (EST). Agency: Hays MacFarland & Co., Chicago.

MENNEN Co., Newark (shave cream) on July 13 renews for 52 weeks, *Bob Garred Reporting*, on 5 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO), Mon., Wed., Fri., 7:30-7:45 a.m. (PST). Agency: H. M. Kiesewetter Adv., N. Y.

Network Changes

COCA-COLA Co., Atlanta, on June 25 added 6 CBS stations to *The Pause That Refreshes on the Air*, making a total of 113 CBS stations, Sun. 8-8:30 p.m.

HIARS Inc., Chicago (candy bars), on July 13 shifts *Dr. I. Q.* and *Dr. I. Q. Jr.* to Minneapolis. *Dr. I. Q.* is heard on 89 NBC-Red stations, Mon., 9-9:30 p.m., and *Dr. I. Q. Jr.* on 26 Red stations, Sun., 6:30-7 p.m.

CAMPBELL SOUP Co., Camden, N. J. on July 21 replaces *Martha Webster* with *The Man I Married* on 86 CBS stations, Mon. thru Fri., 11:15-11:30 a.m.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE

124 Jackson Ave.

University Park, Md.

Block News Test

BLOCK DRUG Co., Jersey City, is conducting a 13-week test campaign for Stera-Kleen (false tooth cleanser) using *Fred Lang Reviews the News* twice weekly 7:15 a.m. on WNAC, Boston, and WEAN, Providence. If the test proves successful, more stations will be added, according to Redfield-Johnstone, New York, the agency.

Tightened Censorship In Berlin Is Observed As Lanius Is Cut Off

FURTHER indications of the tightening German policy on American broadcasters in Berlin was evidenced last week as Charles Lanius, NBC correspondent in the Nazi capital, was cut off the air by censor for 40 seconds during his regular morning broadcast last Thursday.

This came as the status of Harry Flannery, CBS correspondent in Berlin, was still in doubt after he had been refused radio facilities by the German government in reprisal for statements made on a domestic CBS network by Elmer Davis, CBS news commentator, regarding the air debut of P. G. Wodehouse, "incarcerated" English author.

It had been rumored that Flannery's broadcasting privileges would be restored but as BROADCASTING went to press Friday this report could not be confirmed.

Lanius was cut off the air during a description of a German newsreel depicting the activities of Nazi troops in the war against Russia. The NBC reporter likened the reactions of German troops under fire to a well-drilled American football team which seemed to know exactly what to do next. In some quarters it was thought he was cut off the air because the German censor thought he was trying to convey to his listeners the idea that the pictures were "faked". When Lanius was cut, NBC switched the program to Washington so that when he returned to the air he was not heard by American listeners.

Joint Antenna in Houston

DESPITE a difference in corporate ownership, KXYZ and KPRC, Houston, were authorized by the FCC last Wednesday to make joint use of the same antenna for day and night operation. KXYZ operates on 1470 kc. with 1,000 watts, and KPRC is assigned to 950 kc. with 5,000 watts local sunset and 1,000 night. The latter station, however, is slated for operation on 1320 kc. with 5,000 watts fulltime when KTRH, present occupant of that frequency, shifts to 740 kc. with 50,000 watts, probably later this year. KXYZ is owned by Tilford Jones, nephew of Secretary of Commerce Jesse Jones, and KPRC is controlled by the *Houston Post*.

WHIS, Bluefield, W. Va., has joined NBC as a basic supplementary outlet to both Red and Blue networks, instead of joining the Blue Southeastern Group, as previously announced. The station operates on 1440 kc., 1,000 local sunset and 500 watts night power. Evening hour rate is $80, and charges for cut-in announcements are $7 night, $4 day, and $5 Sunday afternoons.

Florida Citrus to B-S-H

FLORIDA Citrus Commission, Lakeland, Fla., on July 11 announced the appointment of Blackett-Sample-Hummert, New York, as its agency. A five-man committee headed by Thomas B. Swann, chairman of the Commission, had been in New York for over a week conferring with the various agencies bidding for the account. The new agency will handle both fresh and canned fruit advertising for the Commission. Arthur Kudner formerly had the account.

COLOMBIA OUTLET JOINS CBS HOOKUP

CBS has increased its "Network of the Americas" to 62 stations with the addition July 10 of Radio Nutibara, HJDT, in Medellin, Colombia.

In building its Latin American chain, Columbia also is negotiating with other Latin American stations, according to Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations. CBS aims to provide programs for every one of more than 4,000,000 radio sets below the United States border.

CBS engineers are rushing work on the two 50,000 watt transmitters for WCBX and WCRC, Brentwood, L. I., the network's international stations which originate programs for all points in the world. These two stations will devote eight directional antennas exclusively for transmissions to the south.

Though capable of 19 different broadcasting combinations, five other antennas, with 13 more broadcasting combinations, have been assigned to blanket coverage of Mexico, with provisions for shifting to shortwave toward Europe. These transmitters are to begin operation in September.

Approval of President Awaited on OPM Plan To Start Daylight Time

WHILE an expression of approval from President Roosevelt is expected shortly on the Office of Production Management's request for universal daylight time, as BROADCASTING went to press the recommendation was still on Mr. Roosevelt's desk.

The OPM recommendations, asking the President to request legislation to institute daylight time on a year-round basis, have been at the White House for 10 days or more but the press of other business, it is thought, has kept the President from acting on them. When action comes it will probably in the form of a letter to Congressional leaders.

Last week Sen. Guffey (D-Pa.) introduced a bill in the Senate which would reenact the law of March 19, 1918 to provide "fast" time between the last Sunday in March and the last Sunday in October each year.

Donovan Heads News

APPOINTMENT of William J. (Wild Bill) Donovan, former Army colonel and attorney, as coordinator of information on national security, was announced last Friday by resident Roosevelt. As a civilian official, Col. Donovan "will collect and assemble information and data bearing on national security" from Government agencies and analyze and collate it for the President, it was announced. Previously, it had been reported Col. Donovan would be named chief of military intelligence with a major general's rank. His new work will not duplicate activities of the Army General staff, the regular intelligence services or the FBI.



U. S. to Cooperate In Draft Coverage

Names of Those Drawn to Be Made Available Locally

BROADCAST stations will have the cooperation of the Selective Service System in connection with the second registration to be held at 7 p.m. (EST) July 17 in Washington, according to Maj. Ernest M. Culligan, Public Relations Officer.

Replying to a letter from Arthur Stringer, of the NAB, who had written about past difficulty experienced by stations in getting draft information from local boards, Maj. Culligan wrote:

"It is my pleasure to assure you that instructions have been issued to all members of the Selective Service System to make information regarding Selective Service readily available to the press and radio news agencies. During the past several months we have corrected many situations where local boards were reluctant to release information and I am sure that radio stations will not encounter any difficulty in this connection.

Promises to Help

"Should any situation come to your attention that requires corrected action, please advise me and I assure you the matter will be straightened out."

A number of stations complained during the first registration that they were unable to obtain lists of names from local boards at the same time they were released to the press. Mr. Stringer said that Maj. Culligan's statement indicates this difficulty should not be encountered during the second registration. He urged stations to reestablish contacts immediately with local sources of names. Stations were advised to notify NAB headquarters if any difficulty is met.

The drawing of the 750 numbers in the second registration is expected to take about two hours. After the drawing, the news will originate in various centers throughout the country.



Drawn for BROADCASTING by Sid Hix

"Come On! Didn't the Chief Tells Us to Broadcast ALL the Army Games!"

John W. Savage

JOHN W. SAVAGE, 49, assistant to the president of General Electric Co., New York, on July 10 died in Harkness Pavilion, New York. Joining G-E in 1921, Mr. Savage was a specialist in the commercial research department of the company, later becoming manager of that division. He then became assistant to Charles E. Wilson, executive vice-preisdent, retaining that post when Mr. Wilson became president in 1940. Surviving are his wife and mother.

Serutan News

SERUTAN Co., Jersey City, for Serutan and associated products on July 10 will start sponsorship of *Beyond the News With Jay Sims* on WOR, New York, Thursdays 10-10:15 p.m. During the first week in October the program will be expanded to a limited MBS network and changed to a Sunday morning quarter-hour spot on WGN WXYZ WGR WAAB WFIL WHK. Raymond Spector Co., New York, is agency.

Sign UP Service

KGHL, Billings, Mont., has signed a long-term contract for United Press News Service, as has KBWD, Brownwood Tex. Stations renewing long-time up contracts are KOMA, Oklahoma City, KTUL, Tulsa, and WROK, Rockford, Ill.



THIS GOOD EARTH will soon sprout three new 374-foot towers, permitting WCOP, Boston, to inaugurate fulltime operation. Mayor Maurice J. Tobin is breaking ground for the construction of the three-element directional array. Looking on (l to r), William O'Donnell; John K. Gowen third, director of public relations; Arthur Leary, sales staff; Ashley L. Robison, auditor; Roland C. Hale, chief engineer, and A. N. Armstrong Jr., general manager.

NAB SALES GROUP HEADED BY CARR

APPOINTMENT of a seven-man executive committee for the sales managers division of the NAB, headed by Eugene Carr, assistant manager of WGAR, Cleveland, was announced last Thursday by NAB President Neville Miller. The committee, pursuant to a board of directors ruling, comprises Chairman Carr, selected at large; one member each representing small, medium and large stations, and one representing each of the networks.



Mr. Carr

John M. Outler Jr., commercial manager of WSB, Atlanta, is the large station representative, with E. Y. Flanigan, commercial manager of WSPD, Toledo, for medium stations, and Robert MacKenzie, manager of WCMI, Ashland, Ky., for small stations. Mr. Flanigan was chairman last year.

Network representatives are Arthur Garfield Hayes, CBS Radio Sales, New York; George H. Frey, sales service manager, NBC eastern division, New York, and Linus Travers, vice-president of the Yankee Network and WAAB, Boston, which is MBS-affiliated.

Chairman Carr conferred in Washington last weekend with Frank E. Pellegrin, director of the NAB department of broadcast Advertising, preparatory to calling the first meeting of the new executive committee later this summer.

Horswell Buying KNET

BERT HORSWELL, onetime Chicago station representative and later manager of KRIC, Beaumont, Tex., has applied to the FCC for authority to purchase KNET, Palestine, Tex., a 100-watt daytime station on 1450 kc. He proposes to pay Boner Frizzell, the present owner, $5,000 for the property. Now employed at KNET, Mr. Horswell would hold 34% of the stock in the new company he has formed to operate the station, with his wife owning 33% and his mother-in-law, Pauline M. Gordon, of Beaumont, the remaining 33%.

11 STATIONS CARRY OHIO LEGAL SERIES

ELEVEN Ohio stations are broadcasting *Liberty Under Law* under the auspices of local bar associations and the public relations committee of the Ohio State Bar Assn. These programs which are presented weekly by transcription, containing 15-minute dramatic sketches portraying incidents involving legal questions and the activities of lawyers, showing their relationship to the public and describing their work in upholding and defining the rights of citizens.

The programs are heard on WLOK, Lima; WFMJ, Youngstown; WING, Dayton; WMRN, Marion; WSTV, Steubenville; WPAY, Portsmouth; WIZE, Springfield; WADC, Akron; WICA, Ashtabula; WBNS, Columbus; WSPD, Toledo.

The series was created by Irwin Johnson, director of developmental programs of WBNS, Columbus, and was first broadcast over that station under auspices of the Columbus lawyers in March, 1940. Since that time, the Columbus Bar has presented weekly broadcasts in the series.

A few of the topics covered are: "Mr. Fixit," telling how erroneous advice about tax returns may lead otherwise honest citizens into serious trouble; "Right of Assembly," based on a city ordinance prohibiting the use of public parks for the purposes of assembly and "soap-box oratory"; "Freedom of the Press," story of an editor whose over-zealous writings put him behind bars for contempt of court; "Justice for the Soldier," telling of the use of the Soldiers' and Sailors' Relief Act to protect conscriptees while they are away in training camps; "Law Is Illegal," a report of the first known case in Ohio where a judge had the courage to declare an act of the Legislature unconstitutional; "Wanted: Americans Only," showing some of the problems which arise in manufacturing plants where employers insist that all workers be American citizens or take out citizenship papers.

These programs are produced from original scripts and are written and presented by lawyers under Mr. Johnson's supervision. The programs originate in the studios of WBNS and Lowell Riley, of that station's staff, is musical director and supervisor of sound effects. On June 21 the State Bar announced a prize contest open to all lawyers who are members for the best radio scripts to be written for presentation on the air in this series. Scripts entered in the contest are to be judged on the basis of public interest, radio adaptability, dramatic effect and originality.

WGN's FM Nearly Ready

HAVING received FCC permission to proceed with construction of W59C, FM adjunct of WGN, Chicago, Carl J. Meyers, WGN, chief engineer has announced that the station will go on the air within two weeks as the second FM outlet in the area. Temporary transmitter is located atop the Tribune Tower and will operate with 1,000 watts power. The station expects to be using 50,000 watts by December. There are an estimated 4,000 FM receivers in Chicago, it was stated.

REVIVAL - of 522 CHURCHES

TWO and one-half years ago when the matter was first investigated, over 5,000 churches had been abandoned high on rock-ribbed mountains, deep in pebbled gulches throughout the hilly regions of WLW's coverage area in Kentucky, West Virginia, Tennessee, and other states. This had come about because the tiny pastorates could not support individual pastors.

Today, 522 of these rural churches are again open every Sunday. 30,000 men, women, and children in the 522 churches alone gather in groups ranging from 25 to 400 each, to hear the sermon over WLW by Reverend E. Howard Cadle.



PREVIOUSLY ABANDONED, THIS ATHOL, KY. CHURCH now provides comfort for its mountainside area.



REVEREND E. HOWARD CADLE His WLW program, originating from Indianapolis is heard in 522 churches, by 30,000 people.

It was Rev. Cadle's inspiration to re-open these churches. And it was WLW's privilege to assist him in every possible way. Radios were installed in these remote spots, stimulating attendance . . . And so, already, through WLW's cooperation, a sizeable number of the idle churches are again alive and helpful.

These are the people who need this type of service, probably to an even greater degree than their city cousins.

The many who are sensitive to an inborn urge for religious expression are aided through other WLW programs, also. There is the "Church By the Side of the Road", a presentation of hymns by the Crosley Employees Choir, with a sermonette by pastors of different faiths from all parts of WLW-land.



ABANDONED, ALSO, HAD BEEN THIS CROWD of rural church goers who are now provided with weekly sermons—through WLW.

Together, these programs are more reasons why so many rural people consider WLW a part of their lives . . . it is stations like WLW who can and do provide this type of service.

REPRESENTATIVES: New York—Transamerican Broadcasting & Television Corp. Chicago—WLW, 230 N. Michigan Avenue. San Francisco—International Radio Sales.

WLW THE NATION'S *most Merchandise-able* STATION

For Finest Response from *any* Recording!

NEW RCA TRANSCRIPTION TURNTABLE

Type 70-C1





- ★ Lateral and Vertical Reproduction from Same Head
- ★ Polished Diamond Stylus—One-Ounce Pressure
- ★ 6-Position Frequency-Characteristic Switch
- ★ Pickup Response: ±2 db., 50-10,000 cycles
- ★ Provision for Instantaneous Recording Attachment

Vertical or lateral recordings... professional transcriptions or commercial pressings for home use . . . Orthacoustic or conventional records . . . now *every* type of disc can be reproduced to the full limit of its inherent quality with a single pickup head!

This new RCA development adds important advantages to the already famous RCA Series 70 line of transcription turntables, of which more than *2,000* are now in use. Type 70-C1 embodies the new RCA MI-4875 pickup, which tracks both lateral and vertical grooves with a frequency-response flat within 2 db. from 50 to 10,000 cycles. Six-position switch, in conjunction with a special filter unit, selects the ideal type of playback characteristic for the particular type of recording —two vertical positions and four lateral positions. A diamond stylus, ground and polished to microscopic accuracy, eliminates needle changing.

Like the famous 70-C, the new Type 70-C1 combines accurate timing and excellent speed regulation with extremely low noise level. Turntable rotation is precise within 0.6 percent at 33⅓ r.p.m., and within 0.4 percent at 78 r.p.m. Cabinet is attractively finished in black or umber grey, with chromium trim. An RCA Type 72-C Instantaneous Recording Attachment can be added easily and quickly. Ruggedly constructed, the RCA 70-C1 will stand years of hard use—write for data on this ideal studio investment *today*.

Use RCA Radio Tubes in Your Station for Finer Performance

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

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"The fine cooperation of KLZ and its staff will never be forgotten."

Bob Hawk for Eversharp

"That we are pleased with the cooperation you are extending is putting it mildly."

Bowey's, Inc.

"The splendid promotional help KLZ has put behind the program has contributed to the success of the Doran Coffee program."

Betts-Koerber, Inc.

"Congratulations on an outstanding job."

Ward-Wheelock Co., Inc.

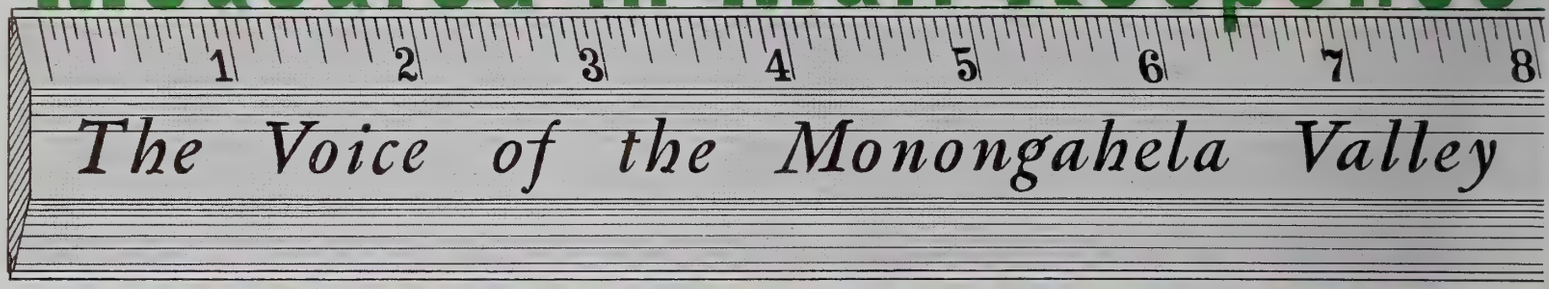


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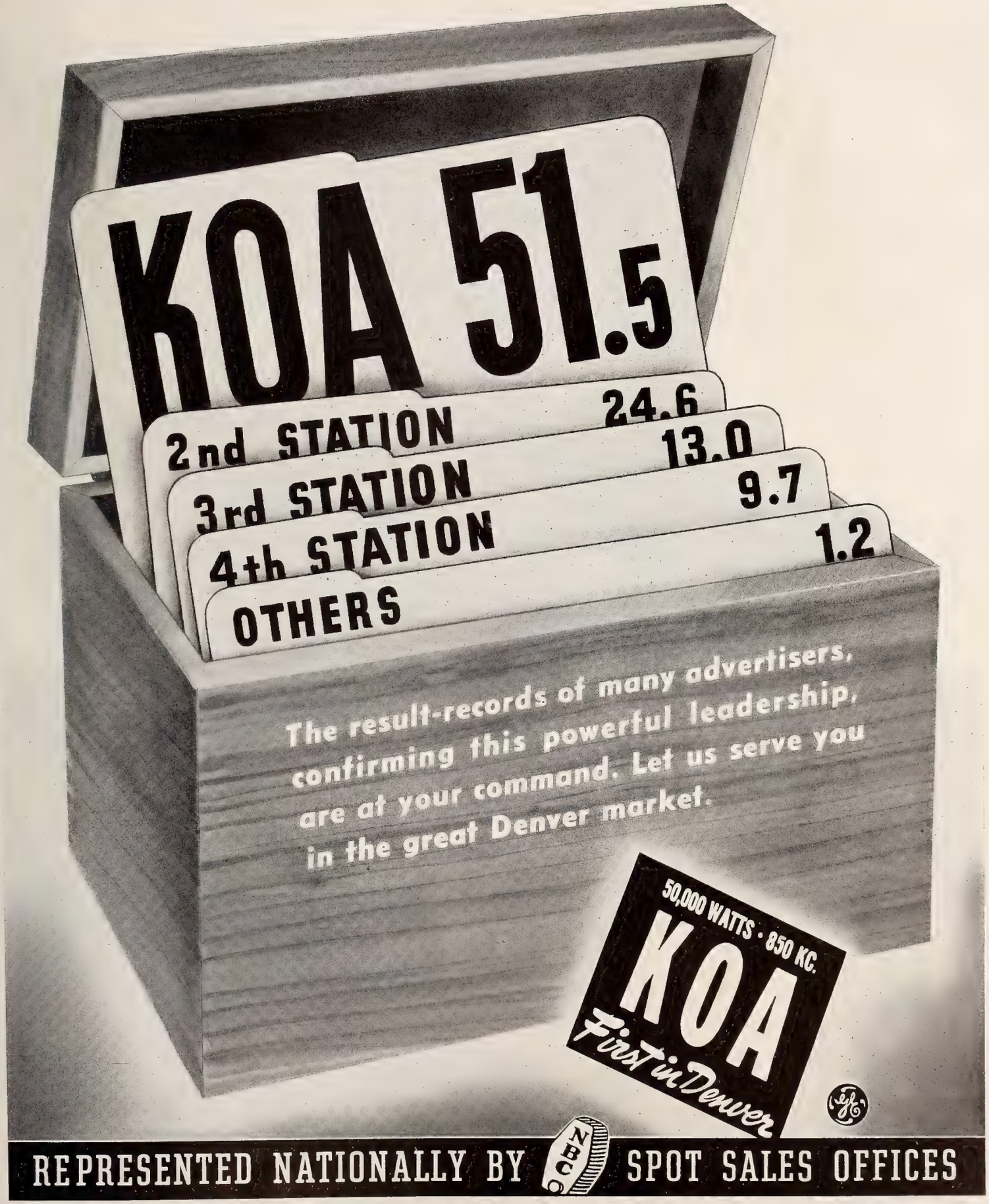
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JOHN BLAIR

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

July 21, 1941

CONTENTS

Ill-Will Prevails For Press Hearings	7
Nets Gloomy But Delay Seen	9
Tax Bill Draft Excludes Radio	9
NAB Eyes Technician Shortage	10
When Noxzema Turned to Radio	14
Craney Launches Trade Group	16
Radio Census Data Delayed	18
Daylight Hearings Soon	24
Canadian Press Radio Subsidiary	24
Maj. Armstrong Warns Dealers on FM	26
Bennett Urges ASCAP Fight	28
Brewery's Music and Merchandising	34
Royal Off To Latin America	37
FM CPs Given Three	42
New KOB Plant Dedicated	47
CBS, Dumont Plan Video Service	48
AFRA-WKRC Strike Settled	50
Bulova Signs With ASCAP	51
Oil Companies Promote Conservation	51
Gen. Richardson Leaves War Post	53
Large Advertisers Favor Nets in 1940	54
CBS, NBC Axis Problems	54

DEPARTMENTS

Agencies	35	Merchandising	44
Agency Appointments	34	Networks Accounts	53
Behind the Mike	32	Personal Notes	31
Classified Advertisements	45	Purely Programs	38
Control Room	43	Radio Advertisers	41
Editorials	30	Station Accounts	40
FCC Actions	52	Studio Notes	39
Meet the Ladies	32	We Pay Respects	31

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Vol. 21, No. 3 WASHINGTON, D. C., JULY 21, 1941 $5.00 A YEAR—15c A COPY

Ill-Will Prevails as Press Hearing Looms

'Token' Start Seen; FCC's Authority Challenged; Delay Doubtful

IN AN ATMOSPHERE of undisguised ill-feeling, the FCC's inquiry into the propriety of newspaper ownership of broadcast stations is scheduled to get under way this Wednesday on a "token" basis, but with a pending motion to quash the proceedings to be cleared prior to the opening gavel.

Principal participants already have challenged the FCC's jurisdiction to "discriminate" against newspapers as station owners, and the American Newspaper Publishers Assn., in behalf of the nation's press, has petitioned the Commission to postpone the proceedings until the question of jurisdiction is settled.

Other primary participants, including the Newspaper-Radio Committee and FM Broadcasters Inc., likewise strongly oppose any action that would forestall newspaper ownership either of standard or FM stations. The Newspaper-Radio Committee did not file an appearance as such, and it reserved its legal rights on jurisdiction in its petition. Only others filing appearances up to Friday night were WGN of the *Chicago Tribune* and WLAW of the *Lawrence* (Mass.) *Eagle* and *Tribune*.

Remote Chance of Delay

There is the possibility, though remote, that the Commission will postpone the opening date, on the ANPA motion filed by Elisha Hanson, the association's general counsel. This was doubted, however, since the Commission held at the time it issued its investigation order last March that it was endowed with the power to conduct the legislative proceedings. Two members—Commissioners Craven and Case—dissented.

It had been more or less inferred that neither side—the FCC nor the industry—is prepared for the full-dress investigation encompassed in Order 79 and the more recently issued 79-A. Because the Newspaper-Radio Committee formally did not press for another postponement, one was granted up to last Friday.

On the other hand, FCC Chairman James Lawrence Fly indicated at his press conference Monday, July 14, that he expected the hearings to run a week or so and then be adjourned to give the Commission time to "read the record" and frame further questions. This was interpreted as meaning that the hearings simply would be opened on a token basis and that the actual inquiry would not get under way until fall, to avoid the hot Washington summer and also to give the Commission additional time.

There was also the possibility of litigation to forestall the taking of testimony. It was considered likely that before the proceedings actually get under way, the motions on jurisdiction will be pressed.

Several Possibilities

As things stood last Friday, however, the Commission had not acted on the strongly-worded motion of ANPA to stay the proceedings and hear arguments on the jurisdictional question. The Commission holds its regular meeting Tuesday (July 22) and might dispose of the motion then. Or it might decide to await the convening of the inquiry Wednesday morning in the National Archives Bldg. before making known its ruling.

There are several possible ways of disposing of it. The Commission might ignore it entirely because of the unorthodox nature of the proceedings, or it might rule that it had already decided the question of jurisdiction in its own favor when it instituted the proceedings March 20. Then, there is the possibility that it will hear arguments, authorize filing of briefs and postpone the hearing date until after it has reconsidered the jurisdictional question.

Meanwhile, a substantial segment of the nation's press, as well as newspaper-owned stations, reached a new crescendo in indignation over the Commission's investigatory tactics. The Inquiry Division still had some 12 or 15 "investigators" in the field, swooping down on newspaper-owned stations, networks and press associations to obtain evidence for the inquiry.

Subpoenas Ready

It was ascertained [BROADCASTCASTING, July 14] that subpoenas had been sworn by the Commission, but as BROADCASTING went to press no confirmation of service had been received. On the Commission's behalf it was stated that there was little likelihood of service, since the Commission did not wish to discommode station operations, but that it was determined to procure the necessary data. So far as known, this marks the first time the Commission has ever used this method to gather preliminary data.

It was evident also that the FCC itself was split on procedure in the newspaper inquiry. In what amounted to a test vote on holding of the hearings as scheduled July 23, it was reported, the Commission split three to three, with Chairman Fly and Commissioners Walker and Payne voting for the hearing as scheduled and Commissioners Craven, Case and Wakefield registering against. Because of the tie vote (the seventh post is vacant since the expiration of the term of Commissioner Frederick I. Thompson June 30), the hearing date stood, according to this report.

A battle of legal lights is expected to launch the proceedings. Chairman Fly, a lawyer in his own right, is expected to take control with the opening gavel, as he has at other proceedings during his two-year tenure.

Mr. Hanson pointed out in his appearance that he had filed simultaneously his motion to have the Commission vacate its order, on behalf of ANPA, which he said represented more than 425 publishers whose periodicals represent in excess of 80% of the total daily and Sunday circulation of newspapers published in the United States. Many of the members of ANPA,

Where and When

THE FCC's inquiry into newspaper-ownership of stations, pursuant to Orders 79 and 79A, will be held beginning Wednesday, July 23, in the auditorium of the National Archives Bldg., Pennsylvania Ave. and Seventh St N.W. The FCC announced the hearings will be held at 10 a. m. and close at 4:30 p. m. Chairman Fly estimates the hearings may run a week, and then be adjourned to give the FCC time to digest the preliminary records. Presumably the hearings would be resumed in September.



Drawn for BROADCASTING by Sid Hix

It's a Commission Investigator. He Thinks There's a Secret Panel Into a Newspaper Building Next Door!"

he said, now hold broadcast licenses and some of them hold FM licenses, while others are applicants.

Vital to Publishers

Asserting that the purpose of the hearing, as announced in the two orders and as evidenced by the 14-page searching questionnaire dated June 28, presents an issue vital to all newspaper publishers, Mr. Hanson declared this was so whether or not they are radio licensees or applicants.

"It is the contention of ANPA," Mr. Hanson stated, "that the FCC is without power under the Constitution of the United States to lay down a policy, the purpose of which is to bar persons, firms or corporations engaged in the newspaper publishing business from engaging in the radio broadcast business."

ANPA contends, he added, that by reason of the precise terms of the Communications Act, under which the Commission functions, it is prohibited from laying down such a policy. He said ANPA is "prepared to support its contentions and to that end has directed this notice of special appearance for that purpose."

In the petition filed by the Newspaper-Radio Committee, Mr. Hough said the group represents approximately 100 entities and was formed by persons interested in both newspaper and broadcast operation, for the purpose of presenting to the Commission general contentions. He said it did not represent any specific license, applicant or prospective applicant.

Mr. Hanson, for ANPA, proposes to argue his motion before the formal taking of testimony is begun. The Newspaper-Radio Committee, in the petition filed last Friday by Harold V. Hough, chairman, set out that its counsel would not be in a position to make an affirmative presentatin of evidence on July 23, but that it woud be prepared to argue the statutory authority of the Commission against imposition of any "administrative discrimination" between the treatment accorded stations affiliated.

Might Delay FM

At the counsel table for the Hough committee will be Judge Thomas D. Thacher, formerly Solicitor General of the United States; Sydney M. Kaye, vice-president and general counsel of Broadcast Music Inc., and Abe Herman, Fort Worth attorney for the *Star-Telegram.*

In behalf of FMBI, John Shepard 3d, president, said that any discrimination against newspapers as licensees of FM stations would deter advancement in the new field of FM, Philip G. Loucks, former NAB managing director and general counsel for FMBI, will appear for that organization. Notice also has been served on Mr. Loucks by the FCC that he migh' be asked to testify as an expert witness, presumably in view of his background as former NAB managing director.

Press-Radio Committee Petition Filed With FCC

Following is the full text of the petition for the newspaper-divorcement hearing filed with the FCC July 18 by the Newspaper-Radio Committee:

The petition of Harold Hough, as chairman of and on behalf of, the Newspaper-Radio Committee, respectfully shows:

1. In accordance with the provisions of the "procedure for hearings under Order No. 79," dated July 1, 1941, the Newspaper-Radio Committee hereby makes written request for the right to be heard at the investigation under Order No. 79.

2. The Newspaper-Radio Committee, as set in its petition, verified June 13, 1941, was formed by a group of persons interested in both newspaper and radio broadcasting operation for the purpose of presenting to the Commission the general contentions of this group and is not authorized to represent any specific licensee, applicant for a license or prospective applicant for a broadcasting license upon any question not affecting the interests of the group as a whole. Approximately 100 such persons have affiliated themselves with and are supporting the Newspaper-Radio Committee.

3. The Newspaper-Radio Committee desires to present to the Commission, at the opening of the hearings, a statement by its counsel regarding the statutory authority of the Commission and the limitations of such authority with respect to matters referred to in Order No. 79 and specifically setting forth argument to establish

A—That the FCC had not been authorized by the Congress to apply to applicants for licenses who are connected with newspaper publication any rules or regulations which are different than those generally promulgated by the FCC with respect to the right to apply for, hold and obtain, renewals and transfers of licenses in the various fields of broadcasting by any other persons.

Violates Constitution

B—That the imposition of any special regulations and restrictions in the field of radio broadcasting applicable only to newspaper publishers or those interested in the publication of newspapers would constitute an abridgment of the freedom of the press and a deprivation of liberty and of property without due process of law, contrary to limitations imposed upon Congress by the Constitution of the United States.

4. The Newspaper-Radio Committee, as set forth in its petition to the Commission, verified June 13, 1941, will not on July 23, 1941, the date set for the commencement of hearings, be in a position to make an affirmative presentation of any evidence, and the Newspaper-Radio Committee is not in a position on the date of this petition to specify what evidence or information it may desire to produce, the pertinency and relevancy of such evidence or information, the names of its witnesses, or the volume and character of its documentary evidence.

Any evidence presented by the Newspaper-Radio Committee, however, will be presented by competent persons engaged in the field of broadcasting or in the field of newspaper publication or by recognized experts in such fields, and such evidence will be pertinent to the matters set forth in Order No. 79 and will not be cumulative or repetitious. The Newspaper-Radio Committee is engaged in gathering pertinent information and has engaged experts to make studies with respect to the matters referred to in Order No. 79.

Additional Evidence

5. The Newspaper-Radio Committee desires the right, as evidence becomes available to it and to the extent that the introduction of such evidence will, in its opinion, contribute to the purposes of the hearings under Order No. 79, upon written notice to the Commission, to present evidence and information by oral testimony, by opinion testimony of experts and by documentary and other evidence.

6. It is the belief of the Newspaper-Radio Committee that the evidence gathered by it will tend to prove that the operation of radio broadcasting stations owned by persons interested in newspaper publication has fully met the statutory test of public interest, convenience and necessity in at least as great a measure as the operation of radio broadcasting stations owned by persons not interested in newspapers has met that test and that there is no basis in fact or in law for any administrative discrimination between the treatment accorded to stations affiliated with newspapers and those that are not so affiliated.

7. The Newspaper-Radio Committee submits this petition in compliance, to the extent now possible, with Paragraph 1 of the "Procedure for Hearings Under Order No. 79," dated July 1, 1941, and respectfully reserves the right to avail itself, from time to time hereafter, of the privilege of requesting special leave to present evidence and to be heard in accordance with the provisions of Paragraph 4 of said "Procedure for Hearings Under Order No. 79."

8. The Newspaper-Radio Committee respectfully reserves, in making this petition, any and all legal rights with respect to the power of the Commission under Order No. 79 and under the investigation proposed thereunder, and the Newspaper-Radio Committee states that this petition shall not be deemed an appearance or submission to jurisdiction on behalf of any member or supporter of the Newspaper-Radio Committee.

Counsel for ANPA



ELISHA HANSON

Mr. Hanson filed both his motion to vacate the inquiry order and his appearance with the Commission on July 15. The Commission met that day, but its Law Department had not had opportunity to appraise his motion and it was indicated the matter would not be considered until this week.

After stating the committee was prepared to argue the question of the Commission's jurisdiction, the appearance set forth that the committee would not be in a position to make an affirmative presentation of "any evidence" at the opening of the hearing and that it would not be in a position to specify what evidence or information it might desire to produce.

The committee contended that the evidence which will be gathered by it will tend to prove that the operation of stations by newspaper interests has fully met the statutory test and that there is no legal basis for "any administrative discrimination".

Finally, it reserved all legal rights with respect to the power of the Commission and said that its petition should not be deemed "an appearance or submission to jurisdiction on behalf of any member or supporter of the Newspaper-Radio Committee".

Text of Hanson Motion

FOLLOWING is the full text of the motion filed July 2 with the FCC by Elisha Hanson, general counsel of American Newspaper Publishers Assn. asking the FCC to vacate its newspaper divorcement order and terminate the proceedings:

Comes now the American Newspaper Publishers Assn., by Elisha Hanson, its general counsel, and moves that the Commission vacate its Orders No. 79 and No. 79-A and terminate the proceeding instituted thereunder.

In support of said motion, said association respectfully points out:

1. The Commission is without authority under the statute governing its operations to conduct such an inquiry as it has embarked on pursuant to Order No. 79, or to take testimony or other evidence in connection therewith as provided for in its Order No. 79-A.

2. The Commission is without authority under the statute governing its operations to enter any order or adopt any policy or rules for its guidance in the consideration of applications now pending, applications that may be filed in the future, or renewal applications the purpose and effect of which would be to extend the limitation on the holding and transfer of licenses as that limitation is set forth in Sec. 310 (a) and (b) of the Communications Act of 1934, as amended.

3. The Commission is without authority under the statute governing its operations to enter any order or adopt any policy or rules for its guidance in consideration of matters arising under Sec. 311 of the Communications Act of 1934, as amended, the purpose and effect of which would be to extend the provisions of that section to persons other than those specifically referred to therein.

Policy Powers

4. The Commission is without authority through statements of policy the adoption of such policy or policies or through the adoption of rules and regulations to legislate on the question of who shall or shall not be entitled to receive approval of applications for radio broadcast licenses, of whatever kind or description, or approval of applications for renewal or transfer of such licenses.

5. The Commission is without authority to adopt either a policy or rule providing for the classification of pe

(*Continued on page 51*)

Nets Gloomy but Rules Delay Is Seen

Little Progress Gained In Conferences With Chairman Fly

ANYTHING but optimism prevailed among the major networks last Friday after their top executives had conferred three successive days with FCC Chairman James Lawrence Fly on modification of the radical network monopoly rules, still scheduled to become effective Aug. 2.

When the secret informal conferences recessed Friday forenoon, to be convened again Monday (July 21), only one topic—time options—had been discussed, and no solution was in sight even on that issue.

Possible Solution

Though Chairman Fly steadfastly has declined to recede from the "principles" enunciated in the eight rules, several of which are no longer in controversy, it nevertheless was expected that before the Aug. 2 deadline something would be worked out. Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, who instigated the conference method, has not participated in the sessions but is sitting on the sidelines, keeping posted on every development.

NBC and CBS representatives appeared pessimistic because of the slow progress, while MBS conferees, apparently supporting the rules in toto, were represented as just as well satisfied to see them go into effect as written.

Chairman Fly himself has presided over the sessions, which were begun Wednesday afternoon at a three-hour session; continued Thursday afternoon for a 4½-hour session, and then resumed at 9:30 a.m. Friday for two hours.

At the initial meeting his Commission collaborator was General Counsel Telford Taylor. Because of the latter's absence from the city Thursday and Friday, Thomas E. Harris, senior assistant general counsel, sat in.

Participants for NBC throughout the sessions were Niles Trammell, president; Frank E. Mullen, vice-president and general manager, and F. M. Russell, Washington vice-president. The CBS committee consisted of William S. Paley, president; Edward Klauber, executive vice-president; Harry C. Butcher, Washington vice-president. For MBS, the representatives were Fred Weber, general manager, and Louis G. Caldwell, general counsel—the only outside attorney to participate.

With the clock ticking on, restiveness in the industry over the failure to procure a postponement to reach an accord was becoming increasingly evident. It is understood that a substantial number of affiliates already have notified NBC and CBS that existing contracts will be cancelled as of midnight Aug. 1, pursuant to the rules as now written, and that operation thereafter must be on a catch-as-catch-can basis, within the limitations of the regulations.

On the other hand, it was clear that many affiliates—perhaps the majority of them—would seek to work with their networks on a "gentleman's agreement" basis, clearing time as usual until the whole subject of the regulations is clarified, either by Commission edict, court decree or legislative action.

Still Hope for Relief

Few stations propose to "pull the plug" on the networks, it is indicated. But the consensus appears to be that something should be done in advance of Aug. 2, one way or the other, so that stations which find it necessary to discontinue network service, particularly NBC operation, will be in a position to fill in.

Despite the seeming unwillingness of Chairman Fly to recede from his stand, implying White House support, it was felt that some sort of relief would come before the Aug. 2 deadline. For example, Chairman Fly, in his testimony before the Senate Committee, committed the Commission to postponement of the forced sale of the Blue Network, as well as of managed and operated stations, but he wants this accomplished now on formal petition.

Unquestionably, that will be done, one way or the other, before Aug. 2, relieving those stations now on NBC from the necessity of discontinuing service altogether because of the dual network operation ban in the same market.

No participant in the sessions would discuss the precise ground covered, evidently because of the understanding that the conferences should be regarded as executive. But it was clear that they were not sanguine over the ultimate outcome.

If, with the resumption of sessions July 21, little progress is made, there is likelihood that both of the networks, and possibly certain of the affiliates, will seek to enjoin the FCC from making its rules effective in proceedings brought either in New York or Washington, or perhaps some remote place. The Commission's jurisdiction would be challenged, along with the claim that invoking of the rules would result in irreparable injury not only to themselves, but to the listening public.

While there are eight rules to be covered in the conferences, all of the time thus far has been devoted to the time option issue. The MBS position was represented as being in favor of full time options in those cities having four outlets or more, but of wide-open competition for outlets in cities with less than four fulltime outlets. Cities in point are Salt Lake City, Spokane, Cleveland, Houston and Birmingham which, it is understood, have been cited by MBS as markets where they are now frozen out of a full-schedule basis.

Apparently, Chairman Fly is not in accord with such a proposal, because of his contention before the Senate Committee hearings on the White Resolution that five or possibly six nationwide networks could be accommodated. Engineering studies by the FCC, it is understood, undertaken at Chairman Fly's behest, have failed to yield the possibility, within the framework of the domestic broadcasting band, of setting up more than four comprehensive national networks.

The question of postponement of the regulations evidently has not yet been covered. Presumably Chairman Fly wants to clear the more important issues in connection with the rules before touching upon it, meanwhile keeping the entire industry in a state of aggravated jitters.

Promises Plenty of Time

At his press conference last Monday [July 14], which preceded the Wheeler-inspired conferences by two days, Chairman Fly said he had heard nothing further from the Senate Committee about reopening of the hearings which were recessed June 20 subject to the call of the chair. But he said he was "making progress" on conversations with the network presidents, having conferred previously with Mr. Trammell and Mr. Paley on separate occasions.

When he was asked about FCC consideration of postponing sale of the Blue, he said he had heard of no formal move to reconsider the Commission's order, but that the matter had been mentioned by NBC in its conversations. He said he had repeatedly stated that ample time would be provided so that an orderly disposition would result and that it had never been assumed that the network should be disposed of under pressure. As long as there is "good faith", he said, time would be allowed.

Indicating that the FCC did not propose to move except on formal pleading, he said there had been no application for postponement and that the Commission would not postpone any of the rules on its own motion. He reiterated that he expected compliance in principle with the regulations and that there might be some modifications in the rules but no change in principle.

Meanwhile, no word whatever was forthcoming from the White

(*Continued on Page 49*)

House Group Drops Proposals To Tax Radio and Advertising

ELEVENTH-HOUR efforts to include in the new $3,500,000,000 revenue bill taxes on gross incomes of broadcasting stations and networks, as well as on all advertising expenditures, were knocked out by the House Ways & Means Committee last week, according to reliable reports.

With some Treasury backing, it was reported, a preliminary proposal to tax gross billings of broadcasting stations, with a view toward raising 10 to 15 million dollars, had been proposed as an alternative for a franchise tax, previously knocked out. Also projected had been an over-all excise on expenditures for advertising, to be taxed either at the source or on the basis of agency billings. This, it was reported, might return something like $60,000,000 in additional income to the Treasury.

Discriminatory

Both proposals, after cursory consideration, were dropped, according to committee members. Presumably, they were regarded as discriminatory and too much in the sphere of special levies.

Under the broadcasting industry proposal, networks might have been taxed substantially, over and above regular schedules, which will be doubled in some instances under the projected revenue law. Clear-channel outlets and the more thriving regionals likewise would have been hard-hit, it was pointed out.

The new measure now is before the legislative drafting service, with the bill probably to be reported to the House by July 22. Final action in the House is expected by July 28, when the bill will go to the Senate.

Whether the projects for special taxes on advertising—apparently endorsed by consumer groups—and on radio will crop up before the Senate Finance Committee is problematical. Senator George (D-Ga.), acting chairman of the Senate Committee, is understood to favor, along general lines, the measure as drafted by the House.

It also was considered likely that the President's move to have placed in the bill the Treasury Department's proposal for the excess profits method of computation, on the basis of invested capital, would fail. The biggest single controversy now before the House Committee, it it reported, is that dealing with mandatory joint husband-wife returns, as against filing of separate returns, now permitted.

With additional billions being spent for defense purposes, it is recognized in Washington that every conceivable revenue source will be tapped in next year's revenue measure, if not in a supplementary bill later this session. It is conceivable, it was pointed out, that in the quest for new revenues, special excises will be imposed and that the advertising-broadcasting industry plans may be revived.

Defense Committee Seeks Solution to Technician Dearth

Change in Union Rules Among Measures Recommended

WITH AN IMPENDING shortage of radio technicians foreseen because of national defense requirements, steps are being taken by the recently created National Defense Committee of the NAB to assist in development of an adequate reservoir of technicians for both Government and industry.

This disclosure was made last Wednesday following a two-day meeting of the committee, headed by John Shepard 3d, Yankee Network president. The effect of enlistments, draft and call to active duty of broadcast technicians already has been felt in the industry and is likely to become even more severe, it was learned. The Army Signal Corps, for example, now has only about 10,000 radio technicians in training, with its estimated requirements about 42,000.

Women Next?

In a conference last Tuesday with Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer, the committee offered to cooperate in every manner possible in training and enrolling new technicians for the war emergency, as well as to assure the industry of sufficient manpower.

Among other things, it was decided to confer with representatives of the International Brotherhood of Electrical Workers, parent AFL union, and possibly other unions, about revisions of union requirements, which would make possible use of apprentice operators and engineers for stations. Also discussed was the possibility of developing women as broadcast operators.

At its two-day meeting the committee, created earlier this month by NAB President Neville Miller under authorization from the NAB convention in St. Louis last May, reaffirmed the industry's pledge to give priority to Government programs dealing with the essentials of national defense. A "priorities" resolution was adopted for guidance of the industry.

The committee brought out that Government agencies have made so many requests for time on the air that many stations were finding it impossible to accede to all and at the same time preserve a balanced program service. It was pointed out that balanced service is essential if large listening audiences are to be attracted, without which Government programs and announcements would be ineffective.

The committee recommended that all stations give priority to Governmental programs in this order: (1) Enlistment of manpower for both the armed services and national defense industries; (2) defense financing, such as the sale of defense bonds; (3) morale building; (4) activities of Government agencies not primarily connected with national defense.

The committee approved the resolution adopted Monday by the NAB Executive Committee, reaffirming the "industry's desire to continue its present practice of making its facilities available at no cost to Government agencies engaged in promoting the national defense program".

The NAB pointed out that radio is playing one of the major roles in national defense, giving unsparingly of its time to arm the nation. It stressed the leading part that had been taken in recruiting soldiers and sailors and making selective service successful.

Members of the committee, which held its organization meeting in Washington last week, in addition to Chairman Shepard, are H. Vernon Anderson, WJBO, Baton Rouge; Leo J. Fitzpatrick, WJR, Detroit; A. J. Fletcher, WRAL, Raleigh; Ben Ludy, WIBW, Topeka; F. M. Russell, NBC, and Harry C. Butcher, CBS. All were present but Mr. Fitzpatrick, detained in Detroit because of the death of a friend.

NAB DEFENSE GROUP RESOLUTION

FOLLOWING is the text of the resolution adopted by the NAB National Defense Committee at its sessions in Washington July 15-16:

Whereas, in accordance with its traditional policy of public service, the radio broadcasting industry is assisting the national defense program of our country; and

Whereas a large number of Governmental agencies are increasingly requesting time on the stations of the nation to broadcast programs and announcements; and

Whereas so many requests in fact have been made that many stations are finding it impossible to grant all of said requests and at the same time maintain balanced program service to the listening public; and

Whereas the NAB National Defense Committee recognizes that each station desires to carry as many programs and announcements from Governmental agencies as possible, consistent with the imperative obligation of each station to maintain well balanced program service that will continue to attract and hold large listening audiences, without which governmental programs and announcements would lose much of their listener attention and effect;

Therefore it appears to be desirable to recommend to the stations a general classification indicating which Government programs and announcements should be given priority;

Now therefore be it resolved, that the NAB National Defense Committee recommends to the various stations throughout the country that programs submitted by Governmental agencies be given priority substantially in the following order, to wit:

A—Man power: (1) enlistment in armed forces—Army, Navy, Marine Corps; (2) civilian employment in national defense agencies; (3) civilian training for national defense jobs in private industry; (4) employment or enlistment in Government agencies such as Maritime Service.

B—Defense Financing. C—Morale. D—Activities of government agencies not primarily connected with national defense.

It is recognized that broadcast discussions of public questions are essential to the proper functioning of the democratic process.

Nothing in this recommendation should be construed as modifying in any manner the industry policy as set out in the Code of the NAB to fairly present both sides of controversial subject.

Resolved further, that this resolution be brought to the attention of all Governmental agencies which publicize Governmental activities and that the NAB National Defense Committee cooperate with the various Governmental agencies to accomplish the most effective use of radio for national defense;

Resolved further, that this committee recognizes that authority to accept or reject programs is properly vested in each station license and that good judgment will be exercised in the interest of the broadest and most effective cooperation for the public welfare.



STELLAR TRIO of diamond heroes met in Detroit at the WXYZ mike the day Dizzy Dean (center) was signed by Falstaff Brewing Corp., St. Louis, as baseball commentator. Here he is interviewed by Harry Heilmann (left), former American League slugger now broadcasting on WXYZ and Michigan Network. Dean and Ted Williams, Red Sox hitter, were interviewed on Heilmann's *Fan on the Street*, WXYZ and Michigan Network quarter-hour. Williams had just won the All Star game with a ninth-inning home run. The program is sponsored by Altes beer and produced by Neff Radio Productions.

Peace Attends

WHEN President Roosevelt administered the oath of office as associate justice of the Supreme Court to Senator James F. Byrnes of South Carolina at ceremonies in the White House, recently, one of the South Carolinians present was Roger C. Peace, publisher of the *Greenville News-Piedmont*, and owner of WFBC.

Commentator's Offer

DOROTHY THOMPSON, columnist and radio commentator, has offered her services to NBC for a series of broadcasts from London, where she is visiting for four to six weeks. NBC is considering the offer, but had not decided definitely to carry the series when BROADCASTING went to press.

ROBERTO STIGLICH, MBS South American representative who has been in this country since February, has returned to Lima, Peru, to establish Mutual offices at Santa Teresa, 587, that city.

Data on Priorities For Radio Ample

OPACS Not to Call Meeting Of the Entire Industry

OFFICE of Price Administration and Civilian Supply has decided it is unnecessary to call a conference for the entire radio industry, similar to the recent automobile, refrigerator, and household equipment industry conferences [see page 22], the Radio Manufacturers Assn. priorities committee announced last week.

OPACS officials have assured the RMA that radio is considered an "essential" industry and that there will be preference allocation to maintain supplies of radio repair and maintenance parts to keep in operation receiving sets now in the hands of the public [BROADCASTING July 14].

Ample Data on Hand

Reason for the OPACS decision not to hold a radio industry conference, according to RMA, is that the trade group through its priorities committee, has already submitted extensive briefs, memoranda and statistics on radio requirements for civilian use. RMA has also held conferences with many OPACS officials in presenting the industry's problems growing out of the scarcity of material because of the defense program.

OPACS conferences with other industries, it was said by RMA, have for one of their principal aims the appointment of committees similar to one named several months ago by RMA. It was said that RMA is regarded as well in advance of other industries in making known its civilian needs to OPACS. In addition, further conferences have been arranged by Chairman Paul V. Galvin, of the RMA priorities committee, with OPACS officials and additional radio industry data will be submitted by the RMA materiel bureau.

Writers, AAAA Adopt Statement of Practices

FOLLOWING a series of conferences between representatives of advertising agencies and radio writers, a "statement of practices" was finally approved last week by the Radio Writers Guild and the American Assn of Advertising Agencies. The statement is not binding in that support of it by agencies and writers is purely voluntary and is "dictated solely by a mutual desire on the part of both groups to be fair and to fulfill their responsibilities."

The statement emphasizes chiefly that agreements between writers and agencies should be in written form and should be specific to eliminate mistakes and controversies. It involves no restrictions which the two groups "should not voluntarily adopt," and is aimed "at promoting sound relations between agencies and freelance radio writers without sacrificing their freedom to negotiate according to individual needs."



"THIS SURVEY IS UNIQUE!"

● The new 1941 Iowa Radio Audience Survey,* just off the press, gives promotion-minded people *an entirely new "measuring stick"* for the evaluation of competitive radio stations—a new measurement which we believe will become recognized as an outstanding contribution to the art of time-buying.

Very briefly, the Survey proves the comparative *listening-time* that is given to "favorite" stations, and to "heard-regularly" stations. It proves that the average Iowa radio listener gives 61.3% of his listening time to the one station named as "listened-to-most", and only 32.0% of his time to the *several* stations named as "heard regularly".

In other words, every dollar spent with Iowa's "favorite" station is more than *twice* as effective as a dollar spent with the "also-heard" stations.

This is only *one* of the many valuable revelations in the 1941 Survey. It gives you the whole picture of radio in Iowa—identifies stations in order of the audience's preference—tells all, conceals nothing.

If you haven't already written for your copy, do it now. No obligation, of course.

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* By H. B. Summers of Kansas State College and F. L. Whan of the University of Wichita.

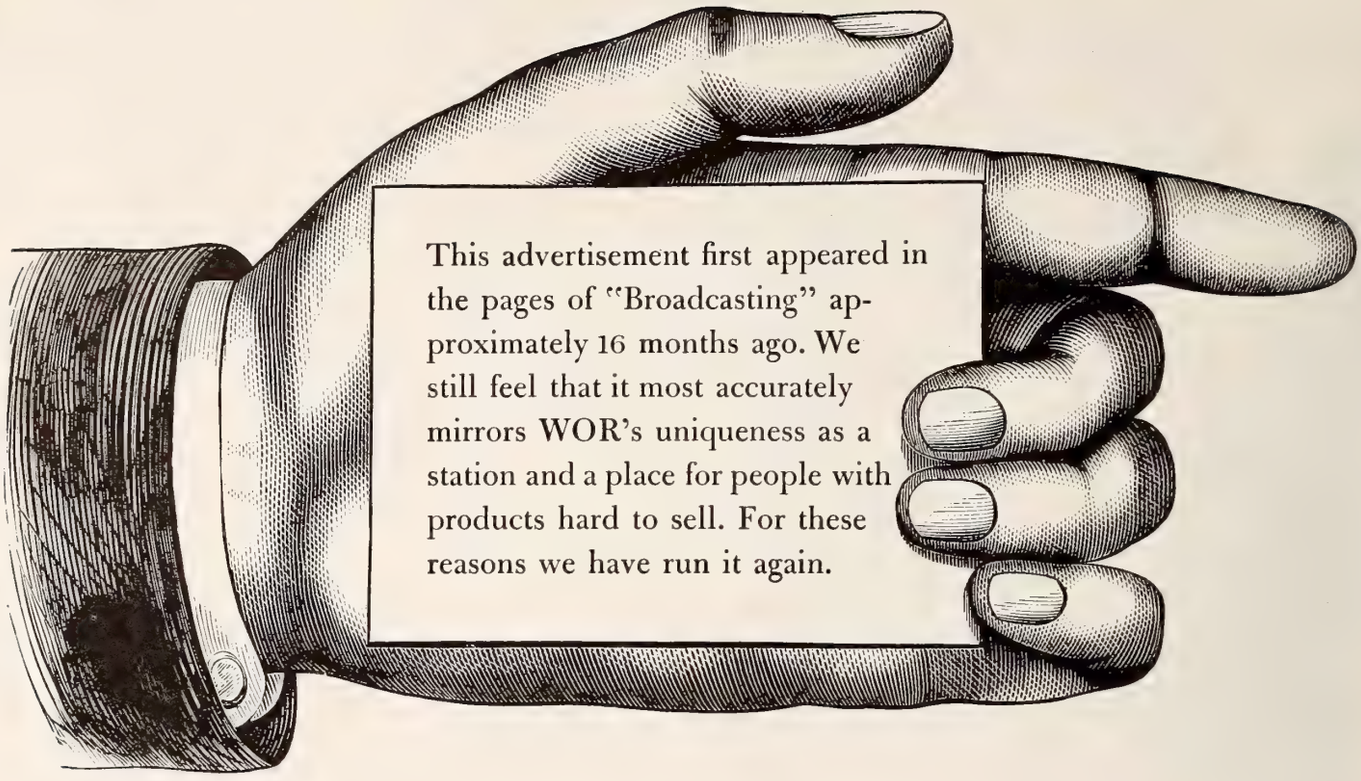
WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

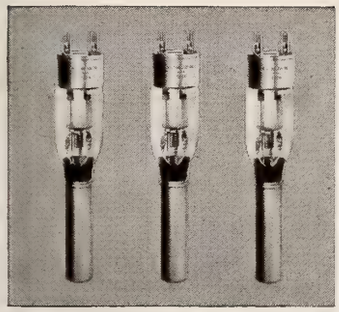


This advertisement first appeared in the pages of "Broadcasting" approximately 16 months ago. We still feel that it most accurately mirrors WOR's uniqueness as a station and a place for people with products hard to sell. For these reasons we have run it again.

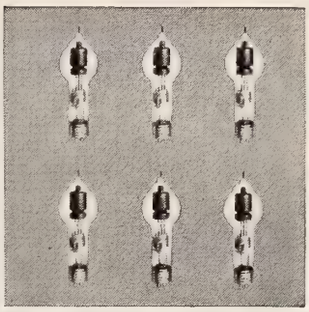
LOOK WHAT'S HAPPENED TO RECTIFIERS

Tube-hour cost slashed 80—90% in 10 years!

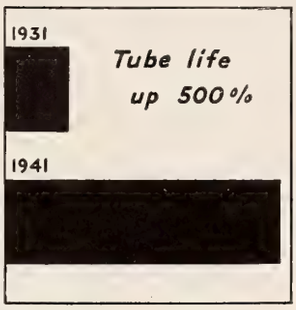
SAVINGS FOR 5 KW TRANSMITTERS



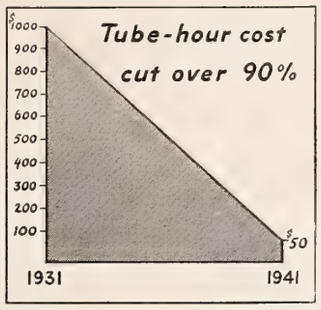
1931: Ten years ago 5 KW transmitters used three 222A high vacuum, water cooled Rectifier tubes . . . at a cost of $220 each—$660 for a set.



1941: Today 5 KW's use six 315A mercury vapor tubes in a three phase, full wave Rectifier . . . at a cost of $35 apiece—or $210 for a set of six.

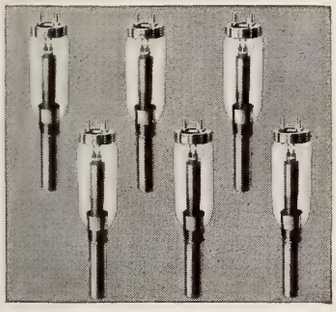


The old 222A's averaged approximately eight to nine months operation. The 315A's average life is from 3 to 4 years—an increase of about 500%.

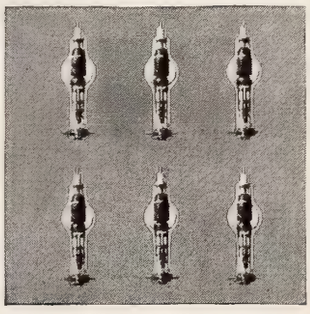


In 1931, Rectifier tube cost for a 5 KW transmitter was around $1000 per year. Today, with 315A's, the average cost is from $50 to $70 a year. *Over 90% saving!*

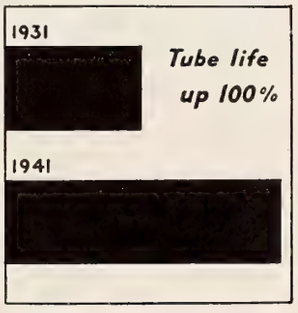
SAVINGS FOR 50 KW TRANSMITTERS



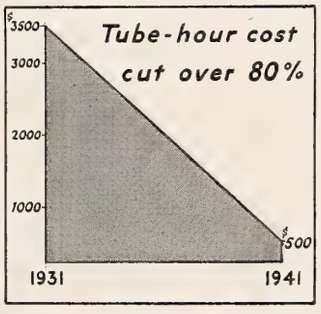
1931: Six 237A high vacuum, water cooled Rectifiers did the job in the old 50 KW's. They cost $435 apiece—more than $2600 for a set of six.



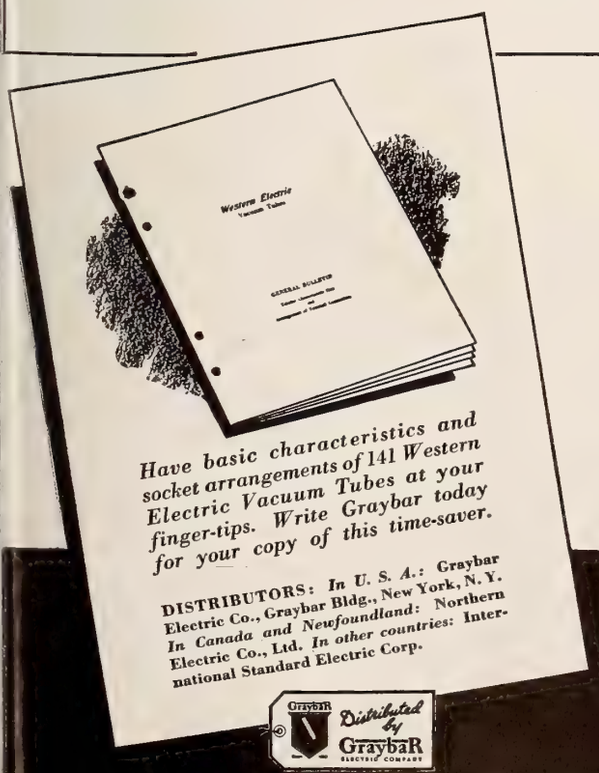
1941: Today's 50 KW's use six 255B mercury vapor Rectifiers. Costing only $125 apiece, the entire set means an outlay of but $750.



237A's had an average life of about nine months. Compare that with low-cost 255B mercury vapor Rectifiers' life of about a year and a half.



Yes, Rectifiers have changed! A decade ago, cost per year was near $3500...today—using 255B's—it's about $500. That's a cut in tube-hour cost of *over 80%*.



Have basic characteristics and socket arrangements of 141 Western Electric Vacuum Tubes at your finger-tips. Write Graybar today for your copy of this time-saver.

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., Graybar Bldg., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Distributed by GraybaR ELECTRIC COMPANY

IN only 10 years Rectifier tube-hour costs have been cut as much as 90% . . . and Western Electric has been a leader all the way.

And now you can use Western Electric Mercury Vapor Rectifiers without costly socket changes.

Get your copy of bulletin described on left. Write: Graybar Electric Company, Graybar Bldg., New York, N. Y.

Western Electric

Ask your Engineer!

Independent Group Started by Craney

Urges NAB Abolition; Claims Domination By Networks

A MOVEMENT for abolition of the NAB and for the creation of a new trade association of independent station owners, with no network or network-owned station entitled to membership, was launched last week by Ed Craney, operator of KGIR, Butte, and the Z-Bar Network. He coupled with it a slashing attack upon the NAB because "it can't represent us as independent broadcasters at the White House, in the Capitol, before the FCC, or with the Department of Justice".

In a letter prepared for circulation to independently-owned stations, the Montanan, a recognized leader among the independents, attacked what he described as "industry boon-doggling" and ascribed to the networks domination of the NAB. In parallel columns he gave his version of industry activities—one devoted to copyright and the other to regulatory problems under the NAB dating back to the "good old days before 1932".

Others Interested

Mr. Craney's outburst followed his own resignation from the NAB several weeks ago, largely as a result of the St. Louis NAB convention episode, which has seen the resignation of nearly a score of stations from the trade group. MBS, which has broken off with NAB and its president, Neville Miller, is understood to be fostering a reorganization, and a half-dozen of its most important stations are among those that have resigned. In addition at least two other station owners are reported to be promoting what amount to blanket resignations [BROADCASTING, July 7-14].

After reviewing the early history of both the copyright fight and NAB, Mr. Craney recited that in 1938 the NAB was reorganized, at which time Mr. Miller was retained "to do a trouble shooting job and keep us out of hot water down Washington way". He pointed out that he was a member of the reorganization committee and was one of the "misguided souls", but he said he never agreed that the networks should belong to the NAB and had repeatedly tried to get them out. Now, he observed "they appoint their own directors to its board".

"If the networks didn't dominate NAB and if someone who knew his way around Washington had been put in to head NAB, the results might have been different," he declared. "However, it does not appear possible to insulate a man against being 'taken over' by the nets."

Taking up the 1939-40 era, Mr. Craney referred to the work of Senator Wheeler (D-Mont.) in prodding the Department of Justice to keep alive the Government suit against ASCAP. The new NAB, he observed did not ask, as it was instructed, for a "use method of payment from ASCAP" but sought a "lump sum". He charged that Edward Klauber, executive vice-president of CBS, "was running NAB" during the copyright conversations, both as to BMI and ASCAP.

Adverting to BMI in 1941, he said that today BMI "is being viewed in not too complimentary a manner by the Department of Justice". He said that perhaps the broadcasters would be "better off to sell (or even give) BMI to E. B. Marks and then secure a license from Marks on those works—if BMI was created to fill the permanent need of a separate source of music". He said he had his doubts about the latter.

Why a Blanket Fee?

If BMI was created as a separate source of music to compete with "ASCAP, the monopoly", Mr. Craney asked why MBS had accepted a blanket contract, and why CBS and NBC had offered to take blanket contracts. All these contracts or proposals provide for payment on gross income, he declared, and if that holds he asked "what is the incentive to keep another source of music alive?" He charged that BMI had been created by the networks "as a trading instrument only". They are now "up to the point where they were in 1935 when they walked out on you and made their own deal. The nets put up only a small amount of the money they have already saved. You have and will pay the bill."

After insisting that it is entirely feasible to keep records of musical performances, Mr. Craney said that to add "insult to injury", the networks "want you to help pay their ASCAP copyright bill with a specified percentage of your income from the sale of gross network time, regardless of what music is used or even if no music is used." He inquired what "they will want you to do about BMI SESAC and others". He observed the Dept. of Justice might have something to say about this procedure, and added that he would not pay NBC, with which his station is affiliated, "a percentage of gross for any purpose". NBC, he said, could renegotiate its agreement "and they may not pay as much (it can't be much less though) as they do now, but we won't do business on a percentage of gross basis. Now, then, make up your own mind—where is BMI, and what about your investment? Who is sitting in the driver's seat and running the show."

Mr. Craney and 1941

On the other side of the ledger, in dealing with NAB's operations, Mr. Craney recounted his version of the 1941 events and the NAB convention episodes. He pointed out the FCC had just brought out its new rules. By the time of the convention he declared "very few broadcasters had even read the rules", and many of them had been "exposed to a barrage of propaganda against them". Asserting he had read and re-read the rules and argued and reargued them, Mr. Craney commented that not all are good, but that "certainly not all of them are bad". If broadcasters had the "right to write such rules, some of them would probably be stiffer and others added".

Nothing!

"What did the NAB do about it?" Mr. Craney inquired. Supplying his own answer, he said, "Outside of giving only the network story, insulting the chairman of the FCC and climbing way out on a limb—nothing. But perhaps, fellow broadcasters, our troubles have been of our own making, or our own slovenliness, of our own selfishness, laziness and ability to sit back and let others do our thinking. Where are we today?

"NAB can't represent us as independent broadcasters at the White House, in the Capitol, before the FCC, or with the Department of Justice.

"When we want to be represented we have to go to Washington ourselves and perhaps that is as it should be. We should either be in this public service business of broadcasting or we should be out of it.

"We can hire the brains in Washington to inform us when this or that needs our attention, but we can't hire brains and personality to do that job for us. What we need today is an organization of independent station owners who can think independently and can't be forced by fear or favor to do every little 'chore' the networks may want done. No network or network-owned station can be a member of such a group. This cannot well be the reorganization of any existant organization."

Anti-Noise Drive

ANTI-NOISE ORDINANCE passed in Camden, N. J., July 10, restricts the use of radio receiving sets during the late evening hours. Sponsored by Commissioner E. George, and passed unanimously on final reading, the ordinance provides a fine of $25 or 10 days in jail for operation of a radio, musical instrument or phonograph louder than is necessary, for personal or voluntary listeners' hearing, and from 11 p.m. to 7 a.m., should not be heard at a distance of not more than 100 feet.

O'Daniels, Pat and Mike, Seek Station in Dallas

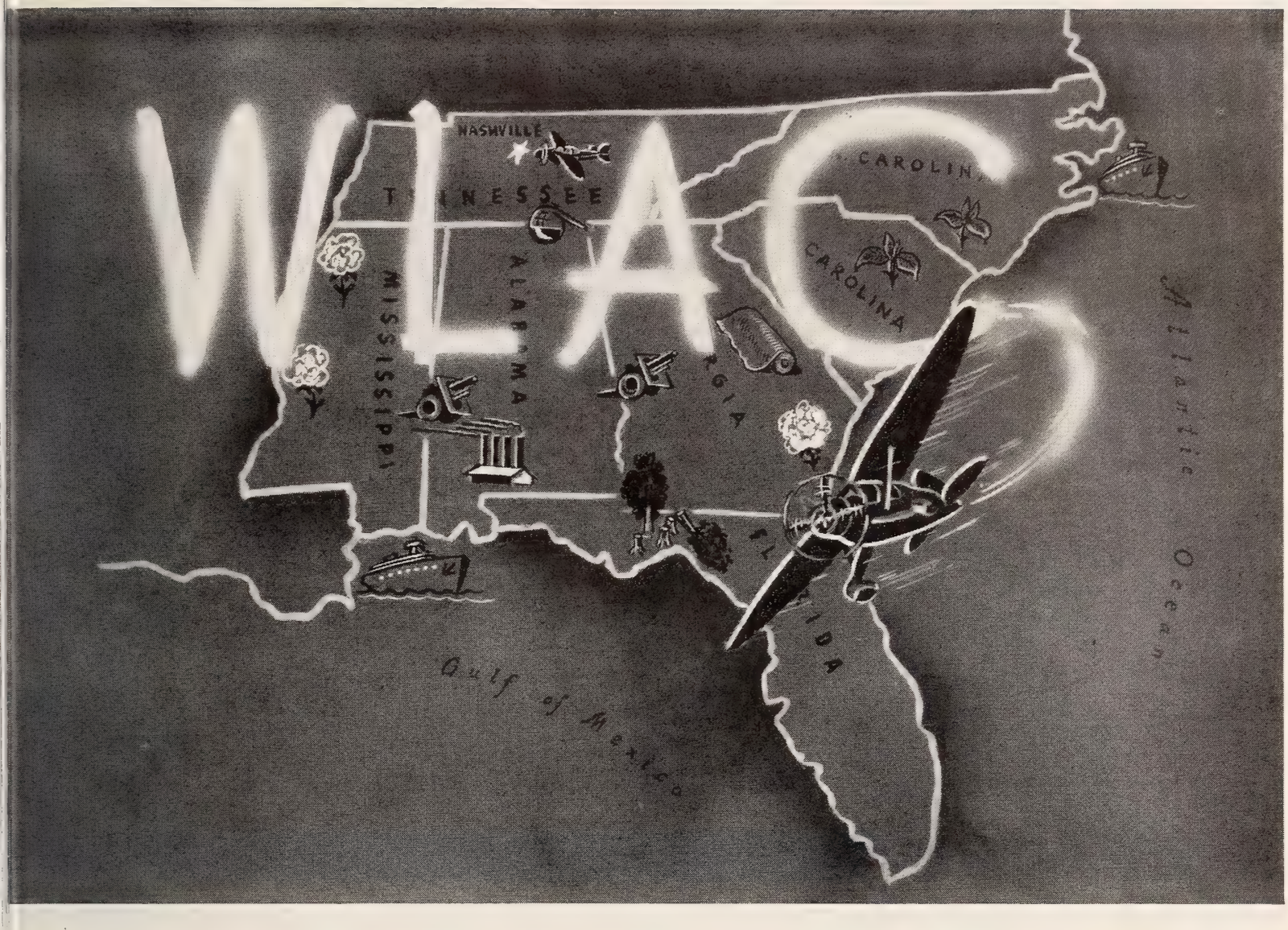
SENATOR-ELECT W. Lee O'Daniel's sons, Pat and Mike, are disclosed as stockholders in Park Cities Broadcasting Corp., whose application for a new 5,000-watt station on 710 kc. in Dallas has been designated for hearing by the FCC. Pat is president and Mike is vice-president of the W. Lee O'Daniel Flour Co., of Fort Worth. The 710 kc. frequency is now occupied by the 50,000-watt WOR, New York, and KIRO, Seattle, and the 5,000-watt KMPC, Beverly Hills, Cal.

Officers of the company are E. B. Germany, president, chairman of the board of the Highland Park State Bank, Dallas; Thomas A. Carpenter, vice-president, chairman of the board of City National Life Insurance Co., Dallas; Guy L. Mann, vice-president, general counsel of the Highland Park State Bank; Andrew V. Allison, secretary-treasurer, secretary of the City National Life Insurance Co. Other stockholders are James M. Collins, vice-president of Vent-A-Hood Mfg. Co., Dallas, and Karl B. Smith, president of the Fidelity Union Life Insurance Co., Dallas, and also of the Mart National Bank, Mart, Tex.

PAUL F. GODLEY, the consulting engineer, has applied to the FCC for a new 250-watt station on 1230 kc. in Newark, N. J.



FIRST-HAND FACTS about the Cleveland market were acquired by members of the Paul H. Raymer Company staff, who spent two days in the city following appointment of the Raymer firm as rep for WHK. Standing behind WHK-WCLE Sales Manager K. K. Hackathorn are (l to r) Charles A. Stevens, Paul Tiemer, W. Word Dorrell, Fred C. Brokaw, Paul H. Raymer, Walter I. Tenney.



LAYING DOWN A "CAN'T MISS" SIGNAL

OVER THE SOUTH

WITH

50,000 WATTS

That's the pretty picture for time buyers when WLAC boosts its power in the fall of 1941!

J. T. WARD
Owner
F. C. SOWELL
Manager

COLUMBIA BROADCASTING SYSTEM

UNITED PRESS "ESSO" NEWS

PAUL H. RAYMER
Company
National
Representatives

NAB Executive Group Silent Due to Bleak Capital Outlook

Reviews Monopoly Situation, 'Rump Movement', Decides All Defense Time Should Be Free

THE RATHER bleak outlook for radio from the regulatory standpoint was canvassed by the NAB Executive Committee at a special meeting in Washington last Monday, with no definite action taken on policy matters in view of generally unsettled conditions.

The status of the chain-monopoly rules, slated to become effective Aug. 2, was outlined to the committee by network representatives. Because there has been no final conclusion of conferences between network executives and FCC Chairman Fly, and because no action had yet been taken on the White Resolution for a full-dress investigation of the FCC [BROADCASTING, July 14], this phase of the committee's discussion resulted only in a general appraisal of current conditions.

If the regulations are not postponed by the FCC, it was made clear, many stations affiliated with networks may "pull the plug" unless their network contracts are revised in accordance with the requirements of the eight punitive rules.

'Rump Movement'

NAB President Neville Miller brought to the committee's attention reports [BROADCASTING, July 7] that a movement is under way to reorganize the NAB because of the plight in which the industry finds itself over the monopoly regulations. The strained relations between the NAB and Chairman Fly, among other things, had been ascribed as the reason for the reorganization movement.

The committee did not issue any statement in connection with these reports, apparently deciding it did not choose to dignify the "rump movement", which would indicate lack of industry unity. The situation, however, is being watched with a view toward action if any concerted campaign is undertaken toward wholesale defections from the NAB.

Criticism by members of the Senate Interstate Commerce Committee during White Resolution hearings last month of exorbitant telephone line charges was taken up by the committee. It was decided this matter should be pursued, both in Congress and possibly in conversations with the AT&T and associated Bell companies. Members of the committee, led by Chairman Wheeler (D-Mont.), cited the high cost of lines to remote areas, and urged that the FCC and the industry should inquire into this problem, with the objective of reducing costs to those small stations least able to foot the bill.

The move of the American Assn. of Advertising Agencies to procure from the broadcasting industry, horizontally, recognition of the 2% cash discount on agency billings, was discussed by the executive committee. The NAB was authorized to pursue consideration of the matter and Frederic R. Gamble, executive secretary of AAAA, will be invited to confer with the executive committee at its next meeting.

The committee also discussed the national defense outlook and its relationship to the industry, copyright, and the status of the NAB budget.

Defense Publicity

The committee said that in view of the current trade publicity [BROADCASTING, June 30-July 7] being given to the proposed advertising campaign on behalf of the Navy, to be placed through one of the large advertising agencies (BBDO), it felt that the purchase of time by defense agencies "might tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency".

The committee added that it wished to "reaffirm the industry's desire to continue its present practice of making its facilities available at no cost to Government agencies engaged in promoting the national defense program.

"To inform the public of the industry's position, it is suggested that an announcement that all Government defense programs are being carried without charge be used once each day by all cooperating stations".

Present at the meeting, in addition to President Miller, were James D. Shouse, WLW-WSAI, Cincinnati, and Paul W. Morency, WTIC, Hartford, for big stations; John J. Gillin Jr., WOW, Omaha, and Don S. Elias, WWNC, Asheville, for medium stations; and John Elmer, WCBM, Baltimore, and William H. West Jr., WTMV, E. St. Louis, Ill., for small stations. Network representatives present were F. M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president, representing Edward Klauber, CBS executive vice-president.

Grove Vitamin

GROVE LABS., St. Louis, will market a vitamin concentrate product this fall. Although details about the product were not divulged, it is known that Russel M. Seeds Co., Chicago, will handle the account, and that radio will be used. The company is also preparing through the same agency, a fall schedule of spot announcements for Videx, a new headache remedy for which tests are now being made in a few selected markets.



TWO OF THESE TOWERS served as control points for KOA, Denver, in feeding coverage of the PGA golf tournament to NBC, which had exclusive rights. Starr Yelland, announcer, and Don Martin, news editor, handled the coverage. The KOA pack transmitter was the only one permitted on the course during play, says KOA. KLZ had a broadcast booth, with awning top, and sent a regular schedule of broadcasts from the course, with Jack Fitzpatrick announcing.

LAS VEGAS, HELENA GRANTED STATIONS

NEW local stations in Las Vegas, N.M. and Helena, Ark. were authorized for construction by the FCC July 16.

Southwest Broadcasters Inc. was authorized to build a 250-watt station on 1230 kc. in Las Vegas, the principals in this company being the same as those of the now extinct Las Vegas Broadcasting Co. Inc. which had secured a construction permit for a new outlet in Las Vegas, Nev. but surrendered it voluntarily after a second local had been granted in the same community [BROADCASTING, Jan. 13].

The "swap" from the Nevada Las Vegas to the New Mexico Las Vegas was granted to Ernest Thwaites, retired railroad man now living in LaJolla, Cal., and his son Ernest N. Thwaites, formerly connected with KVSF, Santa Fe, N.M. The father will own 82%, the son 16.6%.

The grant in Helena, Ark., covers 250 watts on 1490 kc., and went to a partnership of J. Q. Floyd, engaged in the motor transport business; Thomas Franklin, ice, coal and furniture dealer; Sam Wesley Anderson, school superintendent.

Marlin Adding

MARLIN FIREARMS Co., New Haven, Conn. (Marlin razor blades), has been steadily adding to its list of stations for one minute transcribed announcements, the total now standing at 40 with more than 50 expected by the end of the year. Contracts in the different markets are of varying length. The discs feature a jingle, the "Marlin Shaving Song". The company is also using participations in the Arthur Godfrey programs on WABC, New York, and WJSV, Washington. Craven & Hedrick, New York, handles the account.

Radio Census Data Further Delayed

Reports Are Slated to Come From Bureau in September

DELAYS in the U. S. Census Bureau's schedules have again held up the issuance of the 1940 radio census by States and counties which were originally scheduled for issuance, one by one, during the early summer. Inquiry by BROADCASTING has elicited that the radio reports will start in September, one State at a time, but no order of issuance has been decided upon nor is it expected that all of the 48 State releases will be ready until early in 1942.

The radio reports will show the number of radio homes for each State for urban and rural areas, for counties and for urban places having a population of 2,500 or more as well as for metropolitan districts. They will parallel the housing figures, showing number of occupied and vacant dwellings, already issued by States and now available without charge from the Census Bureau in one booklet known as *Series H-2: Number of Housing Units for States.*

After the State by State radio reports have been issued as press releases, they will be incorporated in a final report titled *Second Series: General Characteristics*, but this report will not be available until early in 1942.

In this report will be included, besides the radio figures, data on all dwelling units, exterior, material, year built, number of rooms, lighting equipment, state of repair and plumbing equipment, value and monthly rent; for all occupied dwelling units, size of household, persons per room, refrigeration equipment, cooking fuel, heating equipment and heating fuel; mortgage status for owner-occupied nonfarm units; and for tenant-occupied nonfarm units, gross monthly rent, etc.

The population figures by States with rural and urban breakdowns, have all been issued and are available upon request from the Census Bureau, Washington.

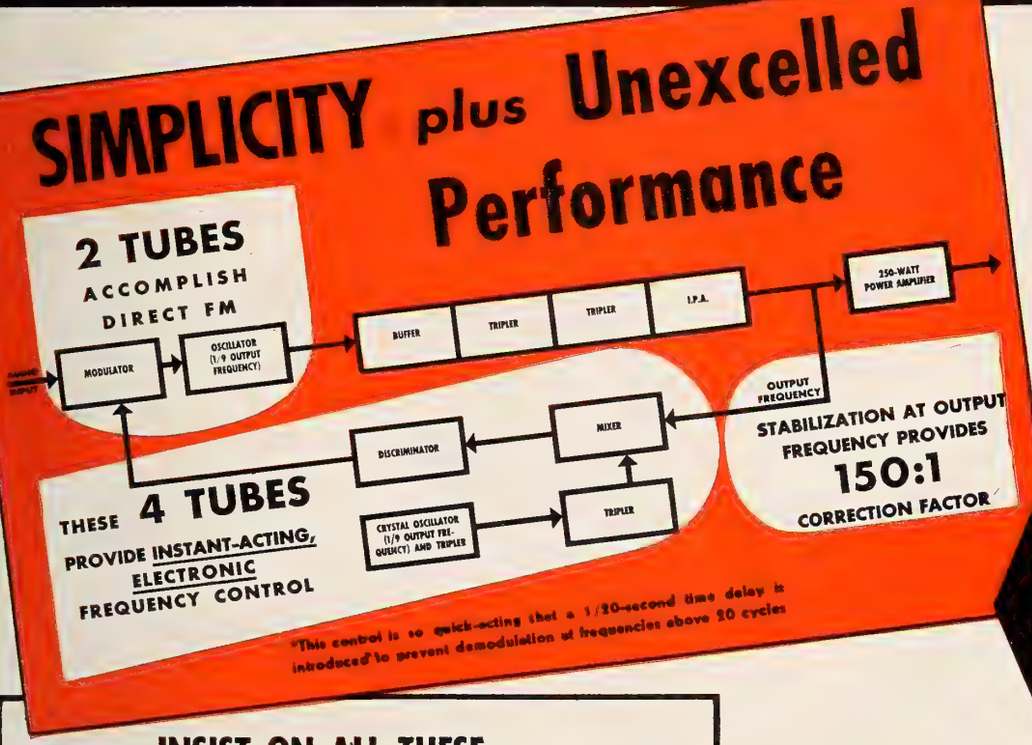
New Emerson Series

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Aug. 4 will start a new *Vox Pop* series with Parks Johnson and Wally Butterworth. The program will be heard each Monday 8-8:30 p.m., starting on 54 CBS stations. On Sept. 29 it will be extended to the Far West on a total of 67 stations and on Nov. 17 adds the entire Florida Group for a network of 73 outlets. The new contract provides for remote pick-ups from many States and for the informal "man-in-the-street" format. Program was sponsored last year by Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club). Ruthrauff & Ryan, New York, has the account.

WEED & Co., has been named as national representative of WSUN, St. Petersburg, Fla.

Check Before You Choose

SIMPLICITY plus Unexcelled Performance



And you'll specify

SIMPLIFIED FM CIRCUIT DESIGN

INSIST ON ALL THESE . . .

Continuity of Service

- Automatic reclosing overload protection
- Instant access to every tube (no shielding to remove)
- Complete accessibility without disassembly
- Only 2 tubes to produce *direct* FM
- Only 4 tubes in stabilizing circuit
- Single crystal control

Frequency Control

- Instant-acting electronic (no moving parts; no overshoot)
- Stabilization at *output* frequency
- Temperature control of crystal only ±1000 cycles stability
- Voltage regulated power supply
- New G-31 crystal unit
- Temperature *compensated* oscillator and discriminator circuits

High Fidelity

- Frequency response within ±1 db of RMA standard, 30 to 16000 cycles
- Full dynamic range—noise level down 70 db
- Linearity within 0.25% up to ±150 kc carrier swing
- Harmonic distortion less than 1½% (30 to 7500 cycles) up to ±75 kc carrier swing; less than 2% up to ±100 kc swing
- Cathode-ray modulation indicator
- Square-wave testing of every transmitter

Economy

Based on G-E 1000-watt Transmitter, Type GF-101-B

- Tube cost—only $287
- Floor space—only 9.3 square feet
- Ventilation—natural draft (no blower; quiet operation)
- Power consumption only 3.75 kw

FOR CONTINUITY OF SERVICE, G-E design provides a small tube complement, conservatively operated, plus automatic reclosing overload protection and quick accessibility to every part and tube.

The frequency stability of G-E transmitters is maintained at within ±1000 cycles by *instant-acting* electronic control so sensitive that even abnormal line-voltage fluctuations or *sudden detuning of the oscillator tank can have no effect on center frequency.*

The dependability is equal to that of the finest AM broadcast transmitters. *FM could ask no more.* G-E design centralizes frequency modulation and stabilization in one tube (the modulator), without impeding modulation capabilities or linearity. This fact is proved by performance measurements. No temperature control is necessary or used except within the crystal unit itself.

For true high fidelity—frequency response, linearity, freedom from distortion over wide carrier excursions—G-E transmitters are outstanding. These characteristics—inherent in the G-E simplified circuit—are assured by thorough factory adjustment and testing of *every* unit.

For economy, G-E simplicity assures low tube cost, ease of maintenance, and small operating expense. Small size and unit construction make installation easy and hold floor space to the minimum.

G-E simplified circuit design offers an unbeatable combination of advantages. Investigate them thoroughly. Your nearby G-E man has the story. Call him in without delay. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

160-10


"THAT'S HIS FAVORITE DREAM—HE'S LOWERING HIS COST OF DISTRIBUTION"
Wm Steig

Buy "Blue..."

—and watch your cost of distribution DROP!



FROM alarm clocks to zithers, the high cost of distribution is affecting every manufacturer in every industry. Sales may expand, but with rising labor and raw material costs, and retail price ceilings, profit margins are in danger of extinction.

The answer to this "production-price-profit" problem is not higher prices to the consumer, as many manufacturers have learned . . .

The answer is *lower distribution costs.*

Radio has proved the most economical way to move goods from producer to consumer, and the Blue Network is the natural choice for a manufacturer who wishes to lower his cost of distribution right now.

Why pick the Blue, you ask? For four very good reasons.

1 **You'll be MARKET-WISE.** The Blue covers the places where you can sell in greatest volume at a profit. The Blue concentrates its coverage in Money Markets, where the nation's buying power is heaviest.

2 **You'll be POWER-WISE.** The Blue is thrifty with power. Where some other networks offer a larger number of 50 kw stations, the Blue concentrates its high-power stations in the areas where power is most needed—conserves it elsewhere.

3 **You'll be BUDGET-WISE.** The Blue's concentrated coverage and its famous "Blue Plate" discount plan combine to give you national coverage at the lowest cost of any medium entering the home. You can now "go national" on a modest budget, which means you have more left to spend for your program.

4 **You'll be PROGRAM-WISE.** First, because the Blue's editorial policy stresses the finest schedule of news, sports and public service programs on the air. Second, because Blue commercials (as proved by their evening CAB *average* of 10) have built an audience as loyal as it is large, and cost their sponsors 44% less per quarter hour than their major network competition.

THUS, in a nutshell (or two): On the Blue you get *effective* coverage of productive markets at *profitably* low cost. Buy Blue and you take that first major step toward lower distribution costs—and more "sales thru the air with the greatest of ease."

National Broadcasting Company • *A Radio Corporation of America Service*

THE SHOW "BUY" OF THE MONTH—"SPIN AND WIN WITH JIMMY FLYNN"... A fast-moving quiz program in a carnival atmosphere . . . Fun, music, prizes, everything but the popcorn . . . Now touring the army camps, this popular show is heard via the BLUE NETWORK Saturday 9:00-9:30 P. M. (NYT)

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease

Action to Provide Parts for Service Is Taken by OPA

Maintenance Business Seen As Aid to Local Business

IN AN EFFORT to assure adequate supplies of repair and maintenance parts for automobiles, trucks, tractors, household refrigerators, stoves, ranges and water heaters, the Civilian Supply Allocation Division of the Office of Price Administration and Civilian Supply has announced an allocation program giving such material a preference over other civilian needs.

The program, administered by the Office of Production Management, is expected to reduce to a minimum the inconvenience to the public caused by the diversion of raw materials to defense needs with the resulting curtailment of consumer durable goods production. Through this program, it is thought, that such goods now in existence can be kept in operation.

Repair Business

It is pointed out that increasing requirements of the defense program will, in the near future, make it difficult to expand or even keep constant the supply of new consumer durable goods.

In radio and advertising circles the announcement was interpreted as adding impetus to a growing stress on repair and maintenance activities of many accounts selling durable consumer goods now on the air.

These same circles point out that while the continuation of this trend might adversely affect network radio it would certainly result in increased local business by dealers handling durable consumer goods, promoting their repair and maintenance services.

Other defense news which affected radio and advertising last week included a report of the committee of the National Academy of Sciences to the OPM, and a series of meetings of eight consumer durable goods industries with the Civilian Supply Allocation Division of OPACS.

The Academy of Science Committee told the OPM that silver may be substituted extensively for tin in solder to conserve tin and hasten accumulation of adequate resources of the latter. Tin is used in manufacture of radio sets and transmitters especially as shields for tubes as well as other uses.

Representatives of such durable goods industries as automobiles, air conditioning equipment, heating equipment and miscellaneous household equipment met with officials to furnish information regarding raw material needs. The information will be used in working out allocations of scarce materials among civilian users.



SEASONED METHODS FOR SEASONETTES

WELL-SEASONED FOOD is certainly one of the contributory factors toward the spice of living.

Such reasoning provided the working basis for Restaurants del Paseo, Santa Barbara, Cal., known for its dishes of distinctive flavor. It began six years ago when, under direction of Russell D. Smith, host, strange feats were performed with blends of herbs and spices. Letters were received from all parts of the country and such voluntary interest could not be disregarded. So in 1935 Seasonettes were born, cradled in an attractive shaker tin.

A Budget Is Adopted

With no particular advertising effort behind it, Seasonettes for three years continued to "go places". Then John S. Patten, of the sales staff, saw possibilities of making the public more Seasonettes-conscious than ever. As an initial step in girding for action, Patten became owner of Seasonettes Distributing Agency in October, 1940.

Eugene F. Rouse Adv. Agency, Los Angeles, saw the sales possibilities and entered upon an all-out plan of action to insure firm groundwork. Field surveys were made; other seasonings tested; food brokers consulted; radio executives interviewed; magazines and newspapers checked for merchandising as well as advertising potentialities; cooking school activities investigated; direct and store sampling reviewed. No phase of successful advertising, merchandising and selling was overlooked for activities that lay ahead—keeping in mind that sales ambitions must not run away with the budget.

Naturally an important spearhead of the Seasonettes campaign has been radio. Stations first chosen to carry its twice-weekly messages were; KHJ, Los Angeles; KFOX, Long Beach; KIEV, Glendale; KOIN, Portland. Then since the first of the year Chef Milani on KMPC, Beverly Hills, Cal., has brought to the Seasonettes story a practical, authoritative tang three times per week. Recent additions to the list are the five-weekly, half-hour program, *Homemakers Club*, on KHJ, and Art Kirkham's *Newspaper of the Air* on KOIN. In addition, an announcement campaign has been started on KECA, Los Angeles.

Dramatic Methods

Advertisements also were planned and written for magazines and newspapers. Space was not large, but copy was planned for quick eye attention and dramatic telling. Plus the radio campaign, some 5 million messages were delivered within the first month. This program was repeated in the following two months. But before any advertising was actually released, it was completely prepared for advance presentation to dealers.

Copy, including radio scripts, was reproduced in thousands of striking broadsides for use of Seasonettes' salesmen in their calls on grocers throughout the territory. Before a penny was spent, dealers knew what was coming by means of a prepared advertising campaign they could actually see.

Then action was shifted from the simmering stage to the boiling point. The cooks stood by and waited for results. They got them. In March, 1941, sales to the trade increased 400% over the previous month. As evidence that women in turn were buying Seasonettes, the 400% gain was repeated the next month and again the next. No magic. No sleight-of-hand. Just plain common sense well applied, with a constant eye on the decimal point, and with no part of the job too small for complete effort.

Not "how much to spend", but "how well to spend it", is the hub of that all-complex wheel—an advertising campaign that delivers the goods. Seasonettes with the help of radio has done the job.



THE McCANNS have arrived and have the *Pure Food Hour* well in hand. Patsy Ann McCann, three-year-old daughter of Alfred McCann Jr., conductor of WOR's popular participating show, made her air debut on the 16th anniversary of the program. Mr. McCann took over the program nine years ago after the death of his father, the founder of the *Pure Food Hour*.

KDAL IS AWARDED REGIONAL STATUS

KDAL, Duluth, was jumped in status from a local to a regional by the FCC in a decision announced last Wednesday. The station was shifted from 1490 to 610 kc., with an increase in power from 250 watts to 1,000 watts, with a directional antenna for day and night use.

KLRA, Little Rock, was authorized to shift from 1420 to 1010 kc., with 5,000 watts fulltime as a Class III-A outlet.

KHSL, Chico, Cal., was granted a construction permit to increase power from 500 watts night, 1,000 day, to 1,000 fulltime with a directional antenna for day and night use, on 1290 kc. The station is one of the McClung group. The grant, however, was with the condition that it was without prejudice to any action the Commission might take regarding duplicate station ownership.

KFIO, Spokane, was granted a construction permit for a new transmitter and vertical radiator, with an increase in power from 100 watts daytime only, to 250 watts fulltime, plus a shift in frequency from 1150 kc. to 1230 kc.

Seeks WSAU Control

CONTROL of WSAU, Wausau, Wis., will be acquired by W. E. Walker if the FCC authorizes the transfer of five shares held by M. F. Chapin, who has been gradually disposing of his interest in the station. Mr. Walker would hold 85 of the 160 issued shares, the remaining being held by Donald R. Burt. Mr. Chapin proposes to devote all of his time to the operation of WMAM, Marinette, Wis., of which he is one of the owners. Mr. Walker also has an interest in WMAM but devotes all of his time to the management of WSAU.

Florida Citrus Spots

FLORIDA CITRUS COMMISSION, Lakeland, on July 7 began a campaign of transcribed spot announcements and participations on 41 stations throughout the country for its canned fruits, to run through July to the middle of August. Account was handled by Arthur Kudner Inc., New York. Blackett-Sample-Hummert, that city, is due to take over the Citrus account Sept. 1.

New Kraft Series

KRAFT CHEESE Co., Chicago, early in September will start a half-hour program on NBC-Blue, which will be in addition to *Kraft Music Hall*, which will continue on the Thursday 9-10 p.m. period on 78 Red stations. Format has not yet been decided. It will be heard Sundays 7:30-8 p.m. Agency is J. Walter Thompson Co., Chicago.

Spots for Seasoning

HEALTH BRAND PRODUCTS, New York, has appointed the Brenallen Co., that city, to handle all advertising. Agency is preparing transcriptions in English and foreign languages to promote Tip and Roberts, garlic extracts used in seasoning. No stations have yet been selected.

It's 6 of DON LEE and a half dozen of the other

AMONG THE TOP 14 HOOPER RATED PACIFIC COAST EVENING SHOWS DON LEE TIES FOR FIRST PLACE

★ HERE ARE THE HOOPER "PACIFIC" RATINGS FOR MAY AND JUNE, 1941 FOR THE TOP 14 SHOWS

DON LEE		COLUMBIA		NBC RED	
9.8	Lone Ranger			13.2	Signal Carnival
9.2	Quiz of Two Cities			11.2	Tommy Riggs
7.8	9 p.m. News			10.9	Hawthorne House
7.0	News & Views			9.4	Night Editor
5.7	Linkletter in Hollywood	6.2	Hollywood Show Case	8.0	Richfield Reporter
5.7	J. B. Hughes	5.7	Bill Henry	6.4	Point Sublime

The above figures are for the metropolitan areas of Los Angeles, San Francisco, Seattle and Portland and do not take into consideration the 28 additional markets where Don Lee has practically exclusive coverage. This is another good reason why those "Free to Choose" buy Don Lee for the most complete, effective coverage of the Pacific Coast.

5515 MELROSE AVE., HOLLYWOOD
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
JOHN BLAIR & CO., National Representatives

Mutual DON LEE

Hearings Likely to Start Soon On Daylight Saving Measures

President Asks Right to Impose Fast Time as Need Arises in Various Parts of Country

HEARINGS before the House Interstate & Foreign Commerce committee on legislation which would authorize President Roosevelt to order daylight saving time either on a national or regional basis as he sees fit are expected to begin this week. The legislation is of far-reaching importance to the broadcasting industry because of its relationship to both network and spot programming, a subject agitated since DST has been observed in various areas.

Congressional leaders said after the President had sent a letter to Speaker Sam Rayburn and Vice President Henry Wallace [BROADCASTING, July 7] that they felt Mr. Roosevelt's proposal would be speedily approved by Congress because of its national defense aspects.

Needed in Southeast

In his letter the President told Congress he has been advised by the Department of Interior, Office of Production Management and the Federal Power Commission there is a need for immediate extension of daylight time to the Southeastern States and that these agencies felt there is a need for year-round "fast" time for parts, if not all of the country.

Mr. Roosevelt also sent a letter to the Governors of Alabama, Virginia, Tennessee, South Carolina, North Carolina, Georgia, Mississippi, and Florida asking them, if legally possible, to order daylight time for their States immediately. Gov. Dixon of Alabama was the first to take action after receiving the President's request, proclaiming daylight time beginning Sunday July 20 at midnight.

The FPC conducted a survey to determine the savings in power which would accrue from daylight time and a digest of its findings was incorporated in the President's letter to Congress. The findings show that possible reductions of electricity vary from region to region and would depend upon the proportion and nature of industrial, residential and commercial loads and to some extent upon the habits of the consuming public.

The President pointed out in his letter that some utilities with small industrial loads, particularly municipally-owned systems, reported that daylight time saving time might seriously cut their revenues and jeopardize the interest and amortization payments on their bonded indebtedness. Thus, the President told Congress, while it is important that additional electricity for national defense be made available through daylight time, it is also important that such a program have sufficient flexibility to meet varying regional conditions.

No 'Double' Time

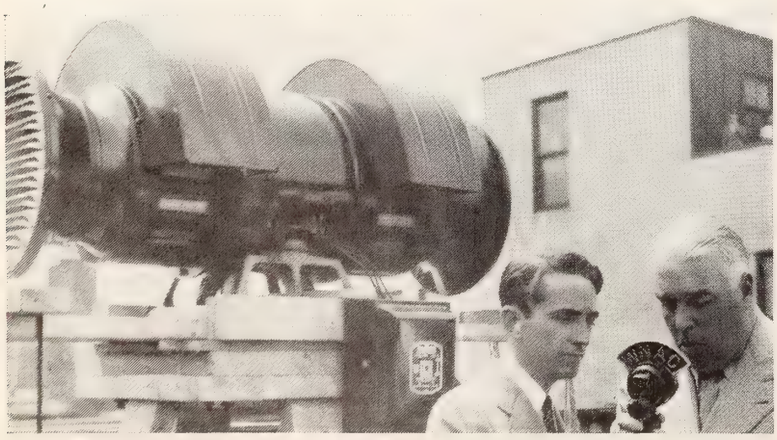
This prompted Mr. Roosevelt to ask that imposition of daylight time be left discretionary with him.

At his press conference Tuesday the President set at rest fears that his request to proclaim daylight time throughout the country would result in "double daylight time" in those localities in the West and Midwest already observing "fast" time. Reporters pointed out that adding another hour of daylight time would impose hardships but the President indicated he had no intention of adding another hour to localities now operating under daylight time.

Although there seemed to be no question that the measure as outlined by the President would be passed, several Congressmen from farming districts announced their opposition to the proposal. Chairman Fulmer (D-S. C.) of the House Agriculture Committee termed the idea a "joke." He said farmers would pay no attention to it and scouted the idea that any appreciable amount of electricity would be saved through the plan.

At present there are several daylight savings bills pending in both the House and Senate but none of them give the President the power he requests and consequently are expected to die in committee.

Radio officials were generally pleased at the President's action, seeing in it a possible solution to the confusion which yearly greets the industry when the networks go on daylight time, with complete dislocation of programs. However, it was pointed out that application of regional daylight time would work hardships in communities where it was not observed. In this regard, it was generally agreed the program confusion would be confined to fewer areas than heretofore if fast time is imposed in some regions and not in others.



READY FOR BOMBERS is Boston, with an air raid siren already installed at police headquarters. Testing of the new screamer was broadcast exclusively by WNAC, the station says. Here Announcer Leo Eagen (left) interviews Police Commissioner Joseph F. Timulty on the occasion.

GET THE MIKE IN!
Photo Slogan Draws a Horse Laugh From KSTP

EDITOR, BROADCASTING:

You've seen the microphone in that picture when the studio boss screwed on his license plates down in the street.

You've seen it in the sales office —where no self-respecting mike ought to be—when the sales chief signed a new contract with Dooper's Droopy Drawers.

You've seen it practically in bed with the leading lady of the daily script show.

Well, if you're disgusted with this practice of dragging the mike into pictures by the heels, please have a look!

JOE MEYERS,
KSTP, St. Paul.



"And the Villain Still Pursued Her—With a Traveling Mike", is the way Publicity Director Meyers labels this photo to end photos where a microphone is dragged in. The models for the mellerdrammer were obtained from the Showboat *Dixie Queen* which played the Twin Cities during the Aquatennial.

Douglas Oil Test

DOUGLAS OIL & REFINING Co., Los Angeles, new subsidiary of Douglas Aircraft Co., in a ten-week Southern California test campaign which started July 14, is using 12 spot announcements per week on KNX KFI KMPC KFAC KFXM KXO. Firm plans to expand schedule to include other Pacific Coast stations in accordance with progress of product's distribution. Placement is through H. W. Kastor & Sons, Chicago.

Radio Subsidiary Formed in Canada

Press News Ltd. To Sell News With Sponsorship Allowed

FOLLOWING in the footsteps of the Associated Press, the Canadian Press (Canadian equivalent of AP) has formed a subsidiary company, Press News Ltd., with offices in the Metropolitan Bldg., Toronto, to sell teletype news for sponsorship to Canadian broadcasting stations.

President of Press News and Canadian Press is Rupert Davies, *Kingston* (Ont.) *Whig-Standard* and CFRC, Kingston. Arthur Ford of CFPL, London, Ont. and the *London Free Press*, is vice-president. Directors are Roy Thomson, Northern Broadcasting & Publishing Ltd., Timmins, Ont.; W. B. Preston, *Brantford* (Ont.) *Expositor;* H. M. Hueston, *Canadian Observer*, Sarnia, Ont.; Wesley McCurdy, *Winnipeg Tribune;* Emile Jean, CHLN, Three Rivers, Que., and *Le Nouvelliste*. General manager is S. G. Ross, former Pacific Coast superintendent of Canadian Press. Other members of the staff have not yet been permanently appointed.

Also Supplies CBC

While the Canadian Press will continue to supply the Canadian Broadcasting Corp. News Bureau with frequent daily bulletins free of charge, as both British United Press, and which the CBC distributes on its networks, there is nothing in the Canadian Press contract with CBC to hinder its selling news to private stations for sponsorship, even though the stations are receiving the CBC non-sponsored news service.

Press News is entirely separate as a corporate entity from Canadian Press and capitalized at $50,000 with 10,000 shares at $5 par value.

No information is available on the number of stations already using or contracted to use PN service. PN representatives attended the convention of the Western Assn. of Broadcasters at Harrison Hot Springs, B. C., held July 14-16.

PN announces that its teletype equipment handles 60 words a minute, the fastest teletype service in Canada, and that service is given 19 hours daily, except Sunday, when 16 hours service is provided.

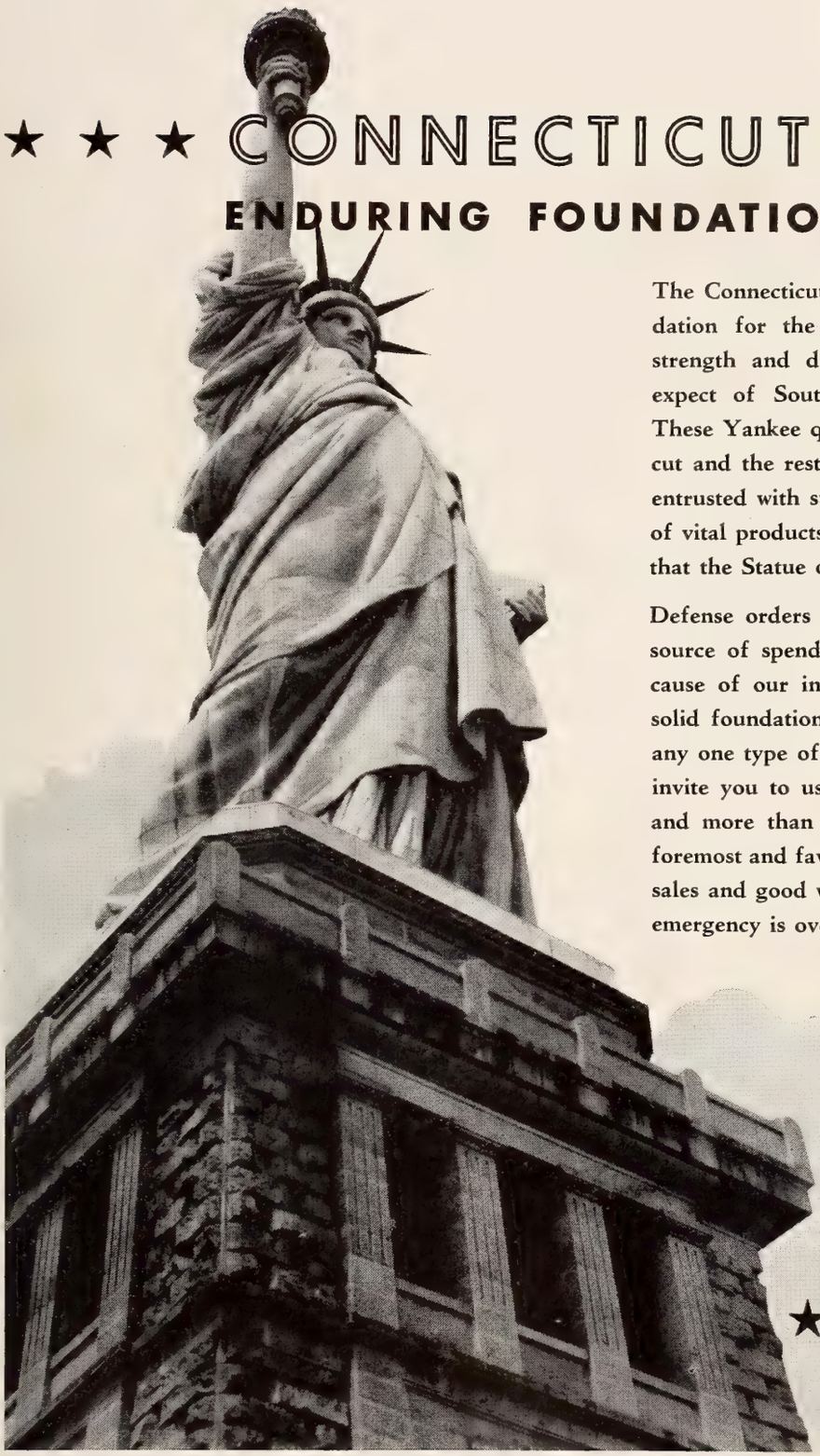
Carey Salt Spots

CAREY SALT Co., Hutchinson, Kan., has started one-minute spot announcements 6 to 12 times weekly on the following 18 stations: KOA KLZ KGNC KWK KMA KFAB KOIL KMMJ KFEQ KTOK KOME KCRC KBIX KGFF KADA WDAF WNAX WIBW. Announcements will run through the summer. Agency is McJunkin Adv. Co., Chicago.

THE CBS news commentators Maj. George Fielding Eliot and Linton Wells and the MBS Commentator Wythe Williams participate with Ralph Ingersoll, editor of *PM*, in a movie forum *Will England Be Invaded?* released this month by Columbia Pictures.

★ ★ ★ CONNECTICUT GRANITE

ENDURING FOUNDATION FOR LIBERTY



The Connecticut granite selected as an enduring foundation for the Statue of Liberty is typical of the strength and dependability which we have come to expect of Southern New England and its people. These Yankee qualities perhaps explain why Connecticut and the rest of Southern New England have been entrusted with such huge defense orders—the building of vital products to be used in protecting that heritage that the Statue of Liberty symbolizes.

Defense orders which mean more jobs and a greater source of spendable income come to us naturally because of our inherited skill; but industry built on a solid foundation and not subject to the fluctuation of any one type of business is always uppermost when we invite you to use WTIC. Backed by its 50,000 Watts and more than 16 years as Southern New England's foremost and favorite radio station, WTIC will produce sales and good will that will last long after the present emergency is over.

★ ★ ★ ★ ★ ★

WTIC

US 1

50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

Got Their Recipes

BETTER late than never! Last year when a recipe booklet offer was made over WNAX, Yankton, S. D., three listeners who had requested the booklet, enclosing in their letters 10 cents, failed to receive their copies when the letters fell into the hands of a mail thief. Recently the discarded letters were found in a box car down South and forwarded to WNAX which immediately made arrangements to send out the recipe books.

Maj. Armstrong Warns 65,000 Dealers Of Danger From Inferior FM Receivers

ACTING to insure high-quality FM reception living up to public claims of its high-fidelity, noise-free characteristics, Major Edwin H. Armstrong, inventor of the Armstrong wide-swing FM system, has blanketed 65,000 radio dealers of the country with letters calling attention to the ultimate damage to public confidence resulting from sale of low-priced "inferior" FM receivers not capable of first-class program reception and reproduction.

Although no names were mentioned in the Armstrong letter, it was evident the blast was leveled at manufacturers producing FM receivers without an Armstrong license and employing circuits of their own design for the low-price field.

Facts for Dealers

Outlining "some facts about FM which every dealer in this country ought to know", Maj. Armstrong declared:

"I have had a part in a number of revolutions in radio in the past and I know from long experience what happens when a fundamental idea takes hold and a large public demand is about to occur. It is at that time that the imitators and high pressure sellers who have done nothing to further the advances in the art then present themselves to the public as the exponents of new ideas and new 'fundamental' systems.

"These ideas and systems seldom have anything new about them except the advertising slogans which are invented for them, and their exponents are more often than not people who are attempting to take advantage of pioneer work by selling to the public cheap imitations of what the public really wants.

"This is about to happen, apparently, with FM. I want to do what I can to prevent it from happening, and the only way in which that can be done is with the help of well-informed dealers who will tell the public the facts and prevent a waste of the public's money on inferior apparatus. The sale of sets which do not give full FM performance that measures up to what has been repeatedly demonstrated and what the public has been led to understand FM will do, will not only have a bad effect on the industry generally, but it will reflect on those pioneer manufacturers who have honestly tried to give the public its money's worth and to open up a new market for the dealer."

Concluding, Maj. Armstrong listed companies licensed to build FM receivers under Armstrong patents, including Ansley Radio Corp., Espey Mfg. Co., Fada Radio & Electric Co., Freed Radio Corp., General Electric Co., Howard Radio Co., Magnavox Co., Meissner Mfg. Co., Philharmonic Radio Co., Pilot Radio Corp., E. H. Scott Radio Laboratories, Stewart-Warner Corp., Stromberg-Carlson Telephone Mfg. Co., Zenith Radio Corp., Hallicrafters Inc., Hammarlund Mfg. Co., National Co., Radio Engineering Laboratories, Western Electric Co.

EDWIN A. KRAFT, owner of KINY, Juneau, Alaska, and head of Northwest Radio Adv. Corp., Seattle, has applied to the FCC for a new 250-watt station on 1230 kc. in Kodiak, Alaska.

Bingham to Capital For Liaison Work

WHAS Owner to Serve Naval Newspaper, Radio Groups

TRANSFER of Lieut. Barry Bingham, president and publisher of the *Courier Journal* and *Times* and owner of WHAS, Louisville, now on leave of absence, from the Great Lakes Naval Training Station to Navy Department headquarters in Washington, was announced last week at the Department.



Lt. Bingham

Lt. Bingham for the last two months has been at the Great Lakes station as assistant public relations officer of the 9th Naval District. His new temporary assignment in Washington is in the public relations office, radio branch, now being reorganized under the direction of Frank E. Mason, vice-president of NBC, who holds the status of civilian chief and special assistant to Secretary of the Navy Knox.

Liaison Function

Because of his experience both in the newspaper and radio fields, Lt. Bingham is expected to function in a liaison capacity between the two branches of the public relations department.

Lt. Bingham has been on leave of absence from the newspaper-radio properties in Louisville since his call to active duty several months ago. Mark Ethridge, vice-president and general manager of the newspapers and station, is actively in charge of the operation during Lt. Bingham's indefinite leave.

M & M Candy to Add

M & M CANDY Co., Newark, periodically adding stations for its 26-week schedule of station break announcements, now has the following list: WMBG WCAO WDRC WJSV WEEI KYW WGY WARM WBAX WTAM KDKA WHIS WRAK WDBJ. Others will be added later. Agency is Lord & Thomas, New York.

MRS. CHARLOTTE NELSON, 82, mother of Al Nelson, general manager of KGO-KPO, San Francisco, died July 11 at her home in Chicago.



UP A TREE ABOUT THE BEST WAY TO REACH THE BUYING POWER OF THE RED RIVER VALLEY? YOU'LL FIND THE ANSWER ON

WDAY FARGO, N. D. 5000 WATTS-NBC

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

ARIZONA'S FIRST STATION

First on the dial
First with listeners
First in results for advertisers

KOY 550 KC

CBS PHOENIX

Mail response means sales response—and KOY pulled over 90,000 letters in 1940!

JOHN BLAIR & COMPANY

AFFILIATE STATION WLS CHICAGO

ADAM HAT FIRST FIGHT TELEVISOR

BECOMING the first sponsor of televised sports contests, Adam Hat Stores, New York, last Monday signed a contract with NBC to sponsor television broadcasts of boxing matches held at Ebbets Field under promotion of the Brooklyn Boxing Assn., headed by Chick Meehan, former football coach.

The first televised fight under the new Adam Hat contract is scheduled for July 22, the Red Burman-Melio Bettina heavyweight match, and will be carried on WNBT, New York NBC television station, at 9:30 p.m. (EDST).

The July 22 fight also will be sponsored for regular broadcast on NBC-Blue by the company, which in addition will sponsor a series of 10 other bouts on NBC-Blue, from Shibe Park and the Philadelphia Auditorium under promotion of Herman Taylor, Philadelphia fight impresario.

Jack Fraser has been assigned to handle the commentary for the televised version of the Burman-Bettina fight, with Sam Taub and Bill Stern, NBC fight announcing team, presiding over the Blue broadcast. NBC holds exclusive broadcast and television rights to all bouts at Ebbets Field, home of the Brooklyn Dodgers, as well as exclusive broadcast rights for Taylor's Philadelphia fights.

WGAA, Cedartown, Ga., Slated to Begin Aug. 1

ALTHOUGH uncertain of the starting date due to delays in receiving equipment, the new WGAA, Cedartown, Ga., is scheduled to go into operation Aug. 1, according to R. W. Rounsaville, vice-president and general manager of the station. Construction permit was authorized May 6 to Northwest Georgia Broadcasting Co. [BROADCASTING, May 12] of which O. C. Lam, Rome theater operator and farm owner, is president-treasurer and 82.5% stockholder. Mr. Rounsaville, a dancing school owner, holds 16.7% with Joe W. Lam having a qualifying share. Station will operate on 1340 kc. with 250 watts.

Program director will be Tom Phillips, and chief engineer, Dencil Pulley with other personnel to be chosen. Studios and transmitter will be equipped with a Gates-American transmitter, Gates console and Presto turntables and a Wincharger tower is being erected.

More for Lydia

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary), on August 1 will add 21 stations to its schedule of one-minute transcribed announcements, making a total of 85 stations now used. Contracts are for one month. List includes: KGU WOKO WWNC WBTM KMJ KXYZ WJAC KHJ WLVA WMAZ WSFA KOIL WPRO WEEU WSAY KTOC WGBI KGA WSPD KVOA WRAK. Agency is Erwin, Wasey & Co., New York.

IRVINE B. KITTINGER, 66, president of the Kittinger Furniture Corp. and one of the organizers of the Buffalo Broadcasting Corp. (WGR-WKBW), died July 12 in Buffalo.



C. S. Kelley, druggist in Santa Ana, California, has watched a lot of things happen to the retail drug business. He has served Santa Ana for 52 (yes, *fifty-two*) years. He has seen many branded drug products come and go—and knows the power of KNX to keep the leaders out in front today.

"When things are advertised on KNX," says Mr. Kelley, "Folks start asking for them . . . and I have to stock them."

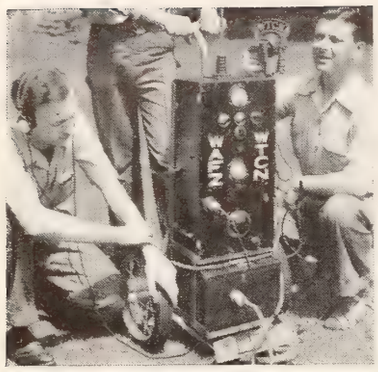
KNX
LOS ANGELES
50,000 WATTS

Retailers who ring up the dollars Southern California spends for drug items know the demand that KNX builds. That's why they point to KNX as radio's most potent force in the West's richest market.

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES with offices located in New York, Chicago, Detroit, St. Louis, Charlotte, San Francisco



GOLF COURSE MODEL pack transmitter is this outfit used by WTCN, Minneapolis. It is mounted on rubber tires, with handle at top. Operating is Roger Parker, engineer, with Pete Lyman announcing. The mitts at the top belong to a caddy.

IN A SERIES of six Sunday broadcasts, NBC-Red is presenting concerts by the Chautauqua (N. Y.) Symphony Orchestra under the direction of Albert Stoessel from the 68th annual summer festival held at Chautauqua.

Bennett Urges Broadcasters To Continue Copyright Drive

Warns That Inertia Will Dissipate Benefits of Recent Legal Actions; Belittles Suit Threats

A WARNING to broadcasters that they reappraise the current copyright situation lest they become victimized by the same kind of inertia that culminated in the crises of 1932 and 1936, after deals had been made with ASCAP, was sounded last Tuesday by Andrew W. Bennett, general counsel of National Independent Broadcasters and former special assistant to the Attorney General, in charge of copyright litigation.

In a thorough analysis of the current copyright situation, embodied in a letter to Harold A. Lafount, president of NIB, Mr. Bennett debunked ASCAP's threat of $20,000,000 treble damage suits against the industry as simply another "fear complex".

The truth about treble damages, he said, is that every music user whose continued existence depended upon the obtaining of a license from ASCAP prior to December, 1940 "has a valid and enforceable suit for treble damages against ASCAP and all of its members". He contended that "the shoe really is on the other foot".

Not Yet Solved

Asserting that the true ASCAP situation has been "clouded by rumors, threats and self-serving statements to such an extent that many stations have become more confused than ever", Mr. Bennett declared a serious condition prevails in radio despite the advances during the last year toward solution of the copyright problem.

Because of the improved condition, he said, many broadcasters believe either that the problem has been solved or that it will be solved for them by others. This, the attorney asserted, is "the same type of inertia which commenced in January, 1936 when ASCAP's five-year extension of then existing contracts was forced upon all stations by ASCAP after the networks set the pace in June of 1935 by entering into such licenses. The direct result of that inertia created by the 'five-year breathing spell' was the condition which developed last year and history is in danger of repeating itself."

In addition to the advances made through the formation of BMI, which he said had performed a "stupendous task" and has given an opportunity to new composers, authors and publishers in a field heretofore closed to them, Mr. Bennett cited two legal advances. He enumerated these as follows:

Supreme Court Ruling

"We now have (1) the limited benefits obtained from ASCAP's consent decree entered last March in the Government's suit brought in the U. S. District Court at New York, and (2) the unanimous opinion of the U. S. Supreme Court in the so-called Florida-ASCAP case upholding the constitutional right of State legislatures to enact both prohibitive and regulatory legislation against monopolies and restraints by combinations of copyright owners (*Watson, Atty. Gen. Florida* v. *Buck, Pres. ASCAP*). Only two provisions of the consent decree afford material benefits:

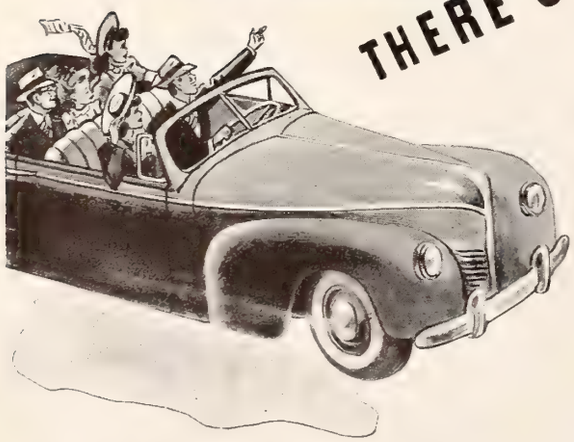
"(a) ASCAP must clear at the source all network programs (both commercial and sustaining). No provision of the decree authorizes a network to pass on this charge to the affiliates. Nor is there any provision which prohibits it. In Florida and Nebraska the State laws now on the statute books prohibit such charge back.

"(b) ASCAP must make available to all stations, including networks, a license whereby payment of license fees is based on use. This license, at ASCAP's option, may be either on a 'per-program' payment basis or on a 'per-piece' basis. By 'per-piece' I mean a payment for each individual ASCAP number performed. By 'per-program' is meant a payment on each program in which one or more ASCAP numbers are performed.

"A station, at its option, may request and accept a blanket license similar to ASCAP's past demands, but in this event the decrees requires that the license fees of the blanket payment license and the per-use payment license shall bear 'a relationship * * * justifiable by applicable business factors'. This means that the cost of the 'per-use' license must not be so excessive in relation to the blanket payment basis as economically to force stations to take the blanket license."

Unless these advances are car-





WGN enjoys a distinct advantage in having its studio building located on Michigan Avenue. This building is tangible testimony to Chicagoans that WGN is rooted in their community.

The people in metropolitan Chicago feel that WGN is an integral part of their city. That's one reason why they named WGN their "outstanding radio station." That's why WGN led all other Chicago stations on the basis of familiarity and prestige.

That is another reason, and proof, why *your program* on WGN will have more listeners. May we show you?

WGN

Eastern Sales Office
220 E. 42nd St.
New York, N. Y.

A Clear Channel Station

50,000 Watts • • 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

WGN

Paul H. Raymer Co.
Los Angeles, Cal.
San Francisco, Cal.

ried forward so that a monopolistic combination of copyright owners may not "again close the door to open competition" in the sale and purchase of performing rights, Mr. Bennett said there is "extreme danger of a repetition of 1932, 1935 and 1940".

"In my view," he continued, "the unanimous opinion of the Supreme Court in the Florida-ASCAP case furnishes the means of forever setting the broadcasting industry and other users of copyright music free from the domination of price fixing monopolies. That task of acquiring freedom should be carried on to completion and not be lost through inertia. It is the task of some representative organization of the industry which should function for the benefit of the entire industry and not be subjected to the selfish motives of a few. Unless this is done, it is my belief that we will be faced with an assortment of State statutes which lack uniformity, will lead to endless litigation and which may be more confusing than beneficial.

"Even at the present moment, there seems to be little effort made by the industry to take advantage of the gains made to date. For nine years the industry repeatedly has called for a method of licensing by ASCAP which would require payment only on the ASCAP music actually performed. Under the Government's consent decree, ASCAP not only must clear network programs at the source but must make available to all stations, including networks, a license on a 'per-use' basis which must bear 'a relationship * * * justifiable by applicable business factors.'

ASCAP Intent

"Up to the present time, it is my opinion that nothing has taken place indicating an intention on the part of ASCAP to license according to the intent of the consent decree or on the basis of normal competitive business methods. On the contrary, the atmosphere is cluttered with threats, self-serving declarations and similar propaganda all tending toward the re-establishment of the ASCAP blanket license with payment to ASCAP of a per cent of gross receipt.

"ASCAP is the seller seeking to establish a market for the product of its members. As the seller, it is up to ASCAP, if it wishes to dispose of its product, to submit to each station individually a proper offer. Then it is up to each station to determine whether the price and terms of the offer are economically desirable to it and whether it wishes to buy. ASCAP material no longer is indispensable to the operation of the station, and ASCAP now must compete with other copyright owners on quality and on price. It is not legally necessary for a station or a network to approach ASCAP with offers to buy.

"Let me suggest that there appears to be much loose thinking regarding the copyright problem, and this is stimulated by the propaganda directed toward a return to the old licensing method with payment to ASCAP based upon gross receipts. Fifth column activities are not limited to dictator nations.

"We have had the argument dinned into our ears so long by combinations that the blanket license with a blanket fee is the only workable and practicable method of buying performing rights that many fail to recognize such licensing method as the chief tool for regaining and maintaining domination in the combination. Though we are the dispensers of advertising, we forget the first principle of advertising—that repetition breeds belief.

Or Else!

"The trend toward an ASCAP license with a payment of a percentage of the station's gross income is accelerated by developing a 'fear complex'. This has been one of ASCAP's basic weapons in the past, the 'pay what you're told or else be sued for infringement' demand with which music users became so familiar—the prevention of competitive selling or buying in a free and open market and the enforcement of the blanket license under a claim that the Federal copyright laws granted copyright owners a special immunity from the provisions of anti-trust laws.

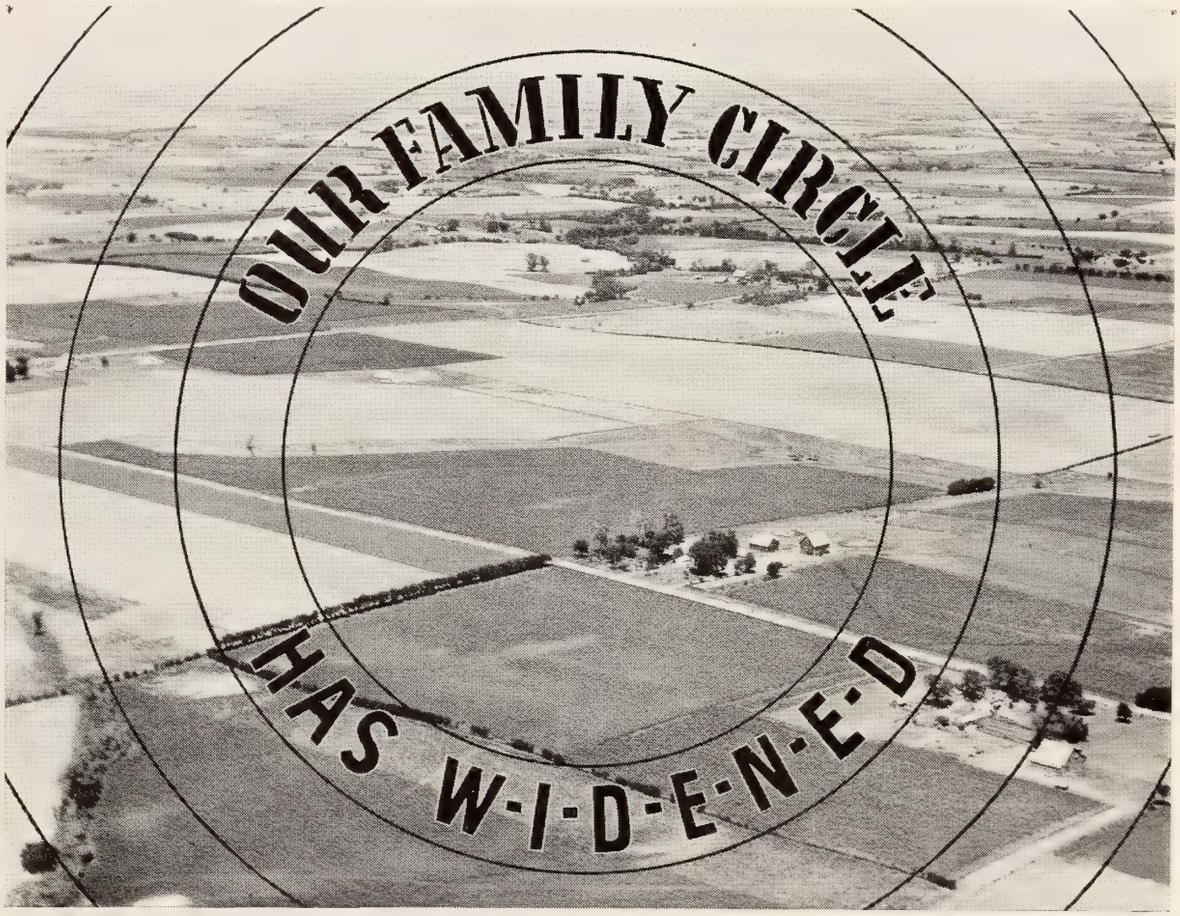
"Now that this claim has been destroyed by the U. S. Supreme Court through its unanimous decisions in the Florida and Nebraska-ASCAP cases, and now that ASCAP has been substantially 'off the air' for six months, the lyric has been changed slightly, but the melody lingers on. The effort to instill the same old 'fear complex', the effort to destroy competitive selling and buying in an open market by the blanket license method is in full swing. But this time the threat is not the threat of infringement suits.

"ASCAP's new lyric to recreate the 'fear complex' is the threat of treble damage suits—treble damage suits under the Sherman Anti-Trust Laws for alleged damages of 20 million dollars. Treble damages under the very laws for violation of which ASCAP and its members were prosecuted both civilly and

(*Continued on page 46*)

Can't Be Cancelled

SOCONY-VACUUM OIL Co., New York, has signed a 52-week non-cancellable contract with WABC, New York, for a news program on WABC, New York, to start Aug. 4, Mondays through Saturdays, 10:45-11 p.m. News commentator has not yet been set. Agency is J. Stirling Getchell, New York.



CAUSE: WIBW's 500% increase in nighttime power (still on our enviable frequency of 580 kilocycles).

EFFECT: (1) In round numbers, OUR FAMILY has been increased by over two and a half million listeners.* (2) Mail response is daily shattering all previous records. (3) Advertisers report sales and distribution increasing beyond all expectations.

CONCLUSION: When so many new listeners are stirred to such IMMEDIATE ACTION by WIBW's friendly, personalized selling methods . . . OUR FAMILY offers a market that calls for investigation . . . RIGHT NOW.

** In WIBW's 0.5 mv area alone.*

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
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BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
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Gestapo Tactics

NEVER in American history has national unity been more essential. President Roosevelt has implored the nation to work together in the interest of security. Party lines and pure political differences have been dropped. Along broad lines Mr. Roosevelt's plea has been heeded.

But is the Administration itself hewing to the national unity theme—insofar as radio is concerned? Broadcasting, it is true, is an infinitesimal part of the nation's fabric, but it is an important fraction. If ever an industry cringed in a virtual state of terror, it is broadcasting today under the lash of the FCC.

We now behold radio's Gestapo, begot by the FCC! It is after the nation's press, via the radio route. Certainly there can be no help to the cause of national unity if both the press and radio are besieged as they are by a creature of government.

With youthful ineptness, minions of the FCC's recently created investigation unit are virtually swooping down upon broadcast stations, networks and press associations and figuratively flipping their lapels to reveal shiny badges, then ransacking files, personal and otherwise, to sift out the "dirt." All this in preparation for a "trial" before the same FCC.

This isn't censorship. It's something worse —intimidation. Stations are licensees of the FCC. Their refusal to give open sesame to these "investigators" might figure later in reprisals on application renewals. This may sound ludicrous, but it has happened. Even subpoenas have been signed, but thus far not served. It is doubted whether they will be. It seems to be part of the intimidation process.

The FCC Inquiry Section says it is only seeking data upon which to pursue the inquiry into the question of newspaper-ownership policy, scheduled to start July 23. Yet these investigators, according to reports we have received, in most cases have sought only to ferret out that which might prove of value in building a case against newspaper ownership. It is difficult to reconcile the FCC's press release of last March, stating that a full and free hearing would be afforded and that the issue had not been prejudged, with the tactics of the FCC's investigators.

There is a hopeful sign now. The newspapers realize that the issue transcends the mere newspaper ownership of stations. The American Newspaper Publishers Assn. has interceded and is already engaged in a preliminary skirmish with the FCC, challenging its jurisdiction. For if the evident FCC thesis of disqualifying newspapers from station ownership holds, it would mean that a publisher would be classed with a criminal or an alien who, under the statute, cannot qualify as a licensee.

Realistic thinking is needed. The FCC, if it isn't acting under orders from higher up, nevertheless is not being deterred by the Administration.

The chain-monopoly regulations, the newspaper-divorcement inquiry, the attack upon multiple ownership, and the blithe though left-handed attempt to crack commercial broadcasting in sanctioning the Muzak "subscriber type" service by calling it "broadcasting" — all reflect a trend toward destruction of the present system of American broadcasting. But what the more ardent New Dealers of the radical fringe (including some of the FCC staff) really want is to dismember not only radio but forcibly to develop a servile press.

Appeasement doesn't work. One of the failings of businessmen is to forsake principle when dollars can be salvaged through compromise. The tendency is to ride the trend.

It should be crystal clear now that the promise of a fair trial before the FCC on the newspaper issue is little short of mockery. One has only to review the chain-monopoly proceedings which began in 1938 and ran through last May, when the FCC issued its final report, for the answer. The weight of the evidence was ignored. Only isolated instances of abuse were cited.

If existing FCC processes are followed we feel we can almost predict the conclusions of the FCC's majority. With its indicated preconceived notions, and totally oblivious of the Constitution, the Communications Act and the courts, all of which guarantee the right of an American citizen to engage in any legitimate enterprise, the FCC will probably find that the "public interest" is not being served through joint newspaper-station ownership.

How? A reading of the FCC's questionnaire to all stations on the newspaper issue provides the clues. They point to a desire to prove unfair competition; coloring of news in favor of sponsors; failure to provide equal time to all sides of controversial issues; denial of program listings and space to competitive non-newspaper stations; combination rates; press association restrictions; making too much money. Just a sentence here and a clause there in some ten-year old contract or letter—that would be ample to justify its conclusions.

There are huddles and conferences on the FCC's hydra-headed assault on the industry to compromise and appease and narrow issues. But the FCC majority's goal clearly is unchanged—destruction of commercial broadcasting because it is deemed too powerful; with the jackpot ultimate control of the press through its radio properties.

If it's to be survival of the fittest, it's about time for both press and radio to wake up and think along similar wrecking-crew lines.

First Things First

BROADCASTERS know what it is to be blitzkrieged. They are being strafed by the FCC, encircled by ASCAP, sniped at by the American Assn. of Advertising Agencies, divebombed by the income tax folks, and conferred with on a negotiated peace in the monopoly regulations. That does not take into account the newspaper-divorcement battle coming up, or the industry dissension being provoked from other quarters.

It is impossible to bring order overnight out of this sort of chaos. And all of these diverse and confused movements can't be handled simultaneously. It seems to us that first things should come first. The most pressing problem, of course, is the Aug. 2 deadline on the chain-monopoly regulations.

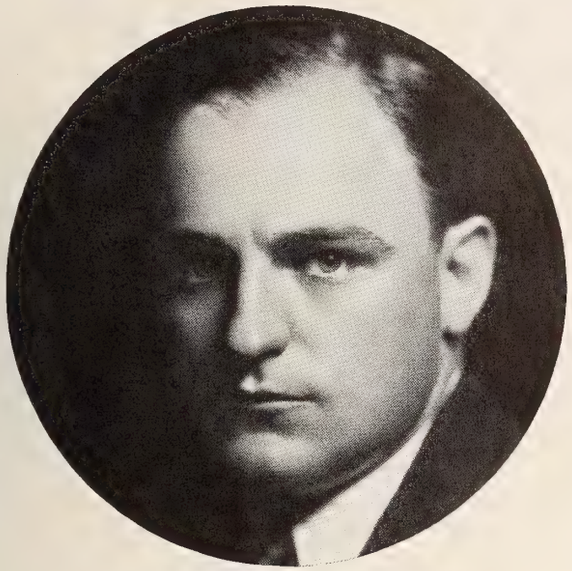
With so many things happening on so many fronts, it seems to us a bad time to force decisions on purely industry issues as against the more pressing regulatory-legislative problems. Copyright falls in that category. So does the AAAA demand for recognition of the 2% cash discount. In this issue we publish two separate appraisals, from the viewpoint of the independent broadcaster, on the ASCAP-network negotiations. There are serious legal problems involved, in the light of the Department of Justice consent decree requirements both as they pertain to ASCAP and BMI. And there is an even more fundamental question of principle involved in the proposal that affiliates pay to the networks a percentage of their income to help defray the network bill.

Many stations feel they can get along without ASCAP. It has been perfectly obvious since Jan. 1, 1941 that ASCAP music is not indispensable, even though it may be desirable. Stations must do their own thinking on this issue. Food for thought, on one side, is provided in the articles in this issue quoting Ed Craney, who needs no introduction, and A. W. Bennett, NIB counsel, who fought the ASCAP war for Uncle Sam in its earlier stages.

In every industry crisis there is a scapegoat. In this case the NAB is under fire. We do not gainsay that some of the criticism may be justified. But we feel that any full-scale movement for disintegration of the trade association is ill-timed, and would play into the hands of radio's all-too-numerous enemies, Governmental and otherwise. There is no united front, but the NAB is the closest thing to it. Keep it going until there can be calm, cool consideration of a revised or reorganized structure, if that is deemed necessary! Let's do it the democratic way—by convention ballot!

Broadcasting, if it is to make the most out of the existing situation, must maintain its basic stability. Dissension now could only mean a slide back that might take years to mend. Let's take these things in their stride and not try to solve everything today.

We Pay Our Respects To —



ARTHUR FRANK KATZENTINE

FOUR years ago Frank Katzentine was sitting in the patio of his Miami Beach home minding his own business, listening to the radio and reading a newspaper.

Noted as a man of versatile talents, he found this combination too much for him because the music was blaring and frequently interrupted.

Following custom, he decided he ought to do something about it. He did!

Five months later WKAT took the air in Miami with 100 watts power. And, of course, a nightly program of "music to read by".

Now he is manager of a 1,000 watt NBC outlet for the Greater Miami area and is doubling the capacity of the station's studio and transmitter plant located on the Miami Beach edge of Biscayne Bay.

Frank spends most of the day in his law office, but he takes time off at least once a day to discuss programming and sales with his staff. Not being 100% immersed in radio he sometimes comes out with ideas far from the normal industry routine.

Take the famous mystery of the Blue Cats!

That happened more than a year ago, and they're still talking about it in New York and Chicago advertising circles.

All Frank did was roundup some litters of white kittens, dip them in blue vegetable dye and ship them where they would do the most good. Each feline carried a tag with a reminder that "KAT Goes Blue", and messenger boys carried the pussies to their agency destinations.

Frank Katzentine was born Jan. 16, 1902, in Talladega, Ala. Available records fail to list any startling episodes in his youth until he entered Vanderbilt University. There he played varsity end on the football team representing that famed member of the gridiron elite.

In 1924 he was graduated with an LL.B. degree. Again the records are silent, but only for a couple of years. For the Katzentine saga is marked by a striking achievement for a youth of 25—a judgeship. That was in 1928, quite a year in the Katzentine career.

Besides being appointed to the municipal bench in 1928, he was admitted to the bar earlier in the year and on June 11 married Ucola Collier, of Greenwich, Conn. He is a member of the law firm of A. Frank Katzentine & W. Sanders Gramling.

Later he became acting district attorney and in 1932 was elected mayor of Miami Beach. During his term of mayor he was responsible for tracking down and capturing Harry Sidmore, nationally notorious and spectacular jewel thief. An amateur criminologist, he put his talents to effective use in this epic of Florida law enforcement. In 1935 he was awarded a medal for outstanding community service by the U. S. Junior Chamber of Commerce. Among other honorary appointments are colonelcies on the staffs of the governors of Florida and Kentucky.

Besides his studies in criminology, Frank is an authority on politics and trade relationships in the Caribbean and at one time represented the Republic of Cuba as trade advisor and counsellor.

One of his many radio campaigns was the one he waged last May at the NAB convention in St. Louis. There he waged a one-man campaign to induce stations and networks to substitute defense stamps and bonds for cash awards on quiz programs. He started the ball rolling, and the patriotic awards are now commonplace in the industry.

Frank is a member of Miami Beach's famed Committee of 100 and the Rod & Reel Club. He is an active Democrat and Baptist.

Personal NOTES

EDWIN E. DOWELL, assistant manager of British United Press in Canada, has resigned to rejoin the United Press at Portland, Ore. He has been with BUP since September, 1938, coming from the Seattle Bureau of UP, and has been located at the Toronto bureau since June, 1940.

IRA AVERY, WOR, New York, announcer, has been named night manager replacing Frank Knight, who returned to the regular announcing staff.

DICK DORRANCE, director of promotion for FM Broadcasters Inc., New York, has been named general manager of the organization.

RICHARD REDMOND, formerly sales promotion manager of William E. Rudge's Sons, New York, and previously of the CBS sales promotion staff, has been named assistant to Robert A. Schmid, MBS director of advertising and promotion.

GEORGE SUTTON, Washington radio attorney and a noted big game angler, has been spending the last few weeks on his yacht *Happy Days* fishing off Cape Hatteras. The famous guide, Bill Hatch, is accompanying him.

FREDERICK L. TURNBULL, formerly commercial manager of KMLB, Monroe, La., has been named business manager and promotional director of KPOW, Powell, Wyo.

CAL FARLEY, sportscaster of KGNC, Amarillo, Tex., took office July 1 as a district governor of Rotary International, having been unanimously elected at the recent international convention in Denver.

E. E. HILL, manager of WTAG, Worcester, Mass., has been named as representative for district No. 1 on the National Radio Defense Committee.

MERLE H. TUCKER, manager of KROD, El Paso, left July 12 for a three-week business trip in the Midwest and East.

HENRY B. WEAVER Jr., formerly of the firm of Sherley, Wilson & Weaver, is now associated with George F. Shea, Washington attorney.

H. HARRISON FLINT, program director of WOCB, W. Yarmouth, Mass., has been appointed head of public relations the state committee of public safety, a civilian defense organization for Barnstable County.

Paul B. Klugh

PAUL B. KLUGH, who in 1923 was one of the prime movers in founding the NAB, died July 14 while on a trailer trip in Yellowstone National Park. He was 66 and had retired from active business about five years ago. Mr. Klugh was executive head of Zenith Radio Corp., Chicago, when it operated the old WJAZ, and Comdr. Eugene F. McDonald, founder of the company, was made NAB president at its inception. Both were also active in the formation of Radio Manufacturers Assn. Surviving, besides the widow, are two daughters, Mrs. Irvin C. Garverick Jr., of Chatham, N. J., and Mrs. Gordon P. Stearns, of Rehoboth, Mass.

ALBERT R. PERKINS, former writer and story editor for Walt Disney Productions, has joined CBS as assistant director of script, according to William Spier, director of the CBS script dept. Also added to the script-writing staff are Sylvia Berger of CBS sales promotion; Jean Holloway, radio writer, and Harold Isaacs, freelance writer.

RICHARD C. PATTERSON Jr., former vice-president, of NBC, has been appointed chairman of the Defense Savings Committee for New York.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, was appointed to the board of directors of the Atlantic City Miss America Beauty Pageant.

ED DUTY, chief engineer of KHUB, Watsonville, Cal., has been named assistant manager in charge of station operations.

JOHN VAN CRONKHITE, recently with NBC in Washington, has joined the sales staff of WINX, Washington.

JAMES LEBARON, for two years eastern advertising manager of *Child Life*, has joined the New York sales staff of Joseph Hershey McGillvra, station representatives.

BILL SLOCUM Jr., CBS director of especial events, suffered an arm sprain while carrying a pack transmitter July 13 at Marine landing operations at Quantico, Va.

Grant Pollock Appointed To Direct WINC Sales

NAMING Grant Pollock, formerly of NBC, San Francisco, as commercial manager of the new WINC, Winchester, Va., Richard Field Lewis Jr., general manager and licensee of the station, has announced completion of the WINC personnel. Mr. Lewis, who also is owner of WFVA, Fredericksburg, Va., and at one time was chief engineer of KFXM, San Bernardino, Cal., was authorized last Feb. 4 by the FCC to construct the Winchester station which operates with 250 watts on 1400 kc. Formal dedication of the station, attended by Gov. Price and Senator Byrd, was held July 13 although the station has been on the air since June 26.

Other staff appointments are June Stoll, program director, and Jim Riser and Ogden Driggs, announcers. A Western Electric 451-A transmitter is being used with RCA speech equipment while the tower was obtained from Blaw-Knox Co. WINC operates as a bonus outlet of NBC-Blue.

William Dowdell Named WLW-WSAI News Head

WILLIAM DOWDELL, a member of the news staff of WLW-WSAI, Cincinnati, since June 8, has been named news editor of the two stations according to James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting.

Prior to his affiliation with WLW-WSAI, Mr. Dowdell was city editor of the *Cincinnati Post*. His 20 years of newspaper work include experience with the *Youngstown Telegram, Cleveland Press* and several New York papers. In his new position Mr. Dowdell will supervise the content of news broadcasts handled by a staff of more than 20 writers and newscasters.

Not the biggest... nor the "best"... -But a GOOD moderate size market where automotive, food and general merchandise sales are far above the national average!

You reap your share of the bountiful business when using this station!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

BEHIND the MIKE

KIM KIMMELL, program director and merchandising manager of KFDA, Amarillo, Tex., has been transferred to the sales force. He is replaced as merchandising manager by Jerry Brookman. Bill Dickson has joined the announcing staff.

STERLING TRACY, CBS Hollywood producer, has recovered from injuries received when he fell from a horse.

RAY LESLIE has joined the announcing staff of WPID, Petersburg, Va., for the vacation season.

CHARLES F. BEARDSLEY, 1941 graduate of Ohio State U, has been named merchandising manager of WMRN, Marion, O.

ROBERT BROWN, formerly with WCAR, Pontiac, Mich., has joined the announcing staff of WMAZ, Macon. WMAZ also announces the addition to its staff of Dorothy Muir, to handle women's features, and Val Sheridan, to handle a Sunday morning comic strip.

CLYDE CLEM, formerly of WISE, Asheville, N. C., and WORD, Spartanburg, S. C., has joined the announcing staff of WSOC, Charlotte, N. C.

EARLE McGILL, CBS producer and casting director, will produce shows at the Ann Arbor Dramatic Festival at the U of Michigan Aug. 9-11.

WILLIAM NELSON, son of Timebuyer Edward Nelson of Wade Adv. Agency, Chicago, has joined the program department of WLS, Chicago.

KEITH McLEOD, formerly production manager of Henry Souvaine Inc., New York, has joined NBC as a member of the production staff under Wilfred Roberts NBC production director. Mr. McLeod was with WJZ, New York, in its early days.

DOROTHY KILGALLEN, radio and newspaper columnist, who conducts the CBS *Vocie of Broadway* program for Johnson & Johnson, New Brunswick, N. J., on July 11 became the mother of an 8-pound son, Richard Tompkins Kollmar. Miss Kilgallen, in private life, is the wife of Richard Kollmar, actor currently on the CBS *Claudia & David* series for General Foods Corp., New York.

BOB KIEVE, who has been working summers in the special events department of WAAT, Jersey City, has been appointed publicity director of Intercollegiate Broadcasting System, company representing university and college radio stations.

DORIS LEEDS, formerly of a New York public relations firm, has joined the publicity department of KMBC, Kansas City, replacing Sally Deane who resigned to go to Wichita.

JACK BUSTER, graduate of the U of Texas and a newcomer to radio, has joined the announcing staff of KFRO, Longview, Tex.

BUD BLANCHETTE and Charles Luedke, announcers of KGVO, Missoula, Mont., have joined the Army.

BOB ANTHONY, formerly announcer of WSPA, Spartanburg, S. C., and previously production manager of WOLF, Syracuse, has joined WORD, NBC-Blue outlet in Spartanburg, as program director.

WILLIAM JENKINS, from WGY, Schenectady, has joined the announcing staff of WINX, Washington.

EDWARD J. TAIT has been promoted to acting program director of KFRO, Longview, Tex., replacing Jesse G. Turner who left to join KRRV, Sherman, Tex.

MICHAEL BLAIR, former production chief of WFIL, Philadelphia, joins the staff of WIP, Philadelphia, to take over the all-night chores of the Pep Boys *Dawn Patrol* while Mort Lawrence, the original program pilot, vacations in Maine.

LEE VINES, announcer of WIP, Philadelphia, on July 10 became the father of a boy born at St. Luke's Hospital.

LOU HERMAN, freelance script writer, Chicago, is the father of a baby girl born July 12.

WENDELL NOBLE, new to radio, has joined the announcing staff of KOY, Phoenix.

FREDERICK POLLOCK, formerly of WTEL, Philadelphia, has joined the announcing staff of WHAT, Philadelphia.

ED ALLEN, formerly of WFBG, Altoona, Pa., has joined the announcing staff of WIBG, Glenside, Pa.

FRANCES J. KENNEDY, continuity chief of WHBF, Rock Island, Ill., is the father of a boy, born recently.

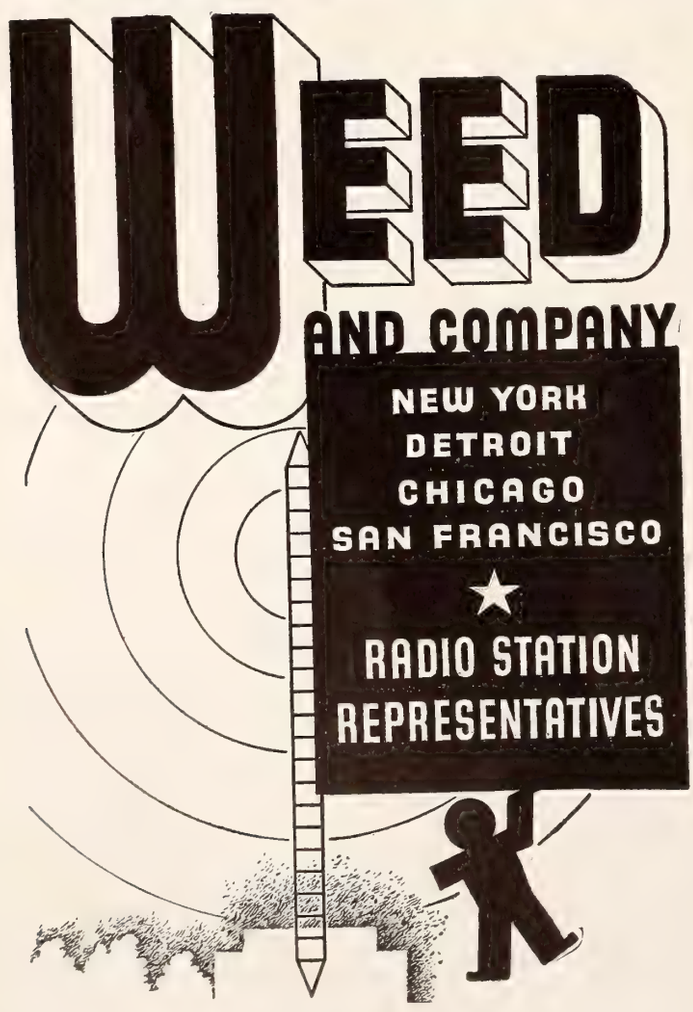
CHUCK McDANIELS, formerly a pianist with an Omaha orchestra, has joined WNAX, Yankton, S. D.

RUTH JOSEPH, graduate of the Ohio State U School of Journalism, has joined the service department of WHK-WCLE, Cleveland.

MURRAY YOUNG, news commentator of WHK-WCLE, Cleveland, is to marry Louise Roberts soon.

PATRICIA BRESNAHAN, bookkeeper of KIT, Yakima, Wash., was married July 5 to Frank Coleman, Tacoma.

CAROLYN MONTGOMERY, pianist and vocalist and formerly arranger for George Olson's orchestra, has joined the staff of WJJD, Chicago, doing the thrice-weekly series *Carolyn Sings*.



Meet the LADIES



JANE PORTER

A VETERAN of 2,700 broadcasts on KMOX, Jane Porter, energetic conductor of the *KMOX Magic Kitchen Cooking School* for seven years, can proudly point to her record of continuous sponsorship by various St. Louis food manufacturers since 1934. During this period Jane has given away more than a half-million samples, cook books, recipes, cakes and baskets to guests attending her programs.

Three years ago Jane struck upon the idea of doing just a little more than her usual broadcasts and as a result has spoken before more than 600 religious, educational and civic groups in St. Louis and nearby Missouri and Illinois. In addition she now makes personal appearances daily at grocery stores with her "Magic Kitchen Trailer" for food demonstrations.

Aside from contacting 87,000 persons outside of her broadcasts last year, Jane writes her own material and commercials and as a sideline does a newspaper column.

ROBERT MONK, recipient of a WLW radio scholarship in 1940 and more recently farm program assistant and announcer of WDZ, Tuscola, Ill., has been appointed program director of the new KHMO, Hannibal, Mo., scheduled to go on the air Aug. 1.

CARLTON WARREN, assistant program director of WOR, New York, on June 28 married Edith Van Buskirk of Bridgeport, Conn.

MARSHALL DANE, WOR announcer, is the father of a girl, born June 19.

BILL TAYLOR, formerly of WPAY Portsmouth, O., has joined the announcing staff of W71NY, New York FM adjunct of WOR.

ARTHUR TURNROSE, formerly chief engineer at KWJB, Globe, Ariz., has joined the announcing staff of KSRO, Santa Rosa.

EUGENE EUBANKS, former Hollywood actor and director and more recently producer of NBC, Chicago, has joined the radio production firm of Covert Co., Chicago, as producer.

BILL GEIMAN, formerly of KALW San Francisco, has joined KHUT Watsonville, Cal., as announcer and news editor.

LUTHER BRAND, formerly of WMAM, Marinette, Wis., has joined the announcing staff of WOWO-WGL Fort Wayne.

RILEY JACKSON, announcer of WIND, Gary, on Aug. 2, will marry Margaret Reeser of Clinton, Ill.

MARCELLA O'CONNOR, of the production department of KROW, San Francisco, has joined Photo & Sound Inc.

DON THOMPSON, NBC western division special events director, a lieutenant in the reserves, has reported for active Navy duty.

ROBERT RILEY CRUTCHER, Hollywood freelance radio writer, has been signed by 20th Century-Fox Studios to work on the film, *Between You and Me.*

WERNER JANSSEN, completing a South America professional tour, has been signed starting July 31, for six weeks to conduct the weekly *Standard Symphony Hour*, sponsored by Standard Oil Co. on Don Lee Pacific Coast stations.

PHIL BROOKS, formerly of KROC, Rochester, has joined KRKD, Los Angeles, as summer relief announcer.

OWEN BABBE has been promoted to chief announcer of KMPC, Beverly Hills, Cal., succeeding Jack Stafford who is devoting his time to sports events. Dick Carey, announcer, has resigned to join the Navy Air Corps and is stationed at Long Beach, Cal.

LOUIS DEARBORN has joined the announcing staff of WOCB, West Yarmouth, Mass., replacing Richard C. Kilbourne, drafted; Majorie Gates Alley, of Providence, has joined WOCB to handle women's and children programs; Frank L. Miller, formerly of the advertising department of S. C. Bird & Sons, Boston, has been named chief continuity writer of the station.

WHAT THEY ENJOY
CBS 'Forecast' Experiment
Subject of Book

EIGHT invitations, spaced week by week, are being sent out by W. B. Lewis, CBS vice-president in charge of broadcasts, for the annual *Forecast Series* starting July 14. In advance of the invitations the network sent a book telling about the series.

The book is titled *Seventh Son —On Monday Nights at Nine.* Decorated in symbolic art with a sort of modern Egyptian motif, the book discusses what listeners enjoy and how CBS is using the *Forecast* as a means of developing new program ideas. The network suggests:

"Listen as America will listen. Judge the programs, as all America will judge them. America will be evaluating the *Forecast* series from the view of whether, as listeners, they will want these programs continued. So will you, but you will enjoy a unique dual role . . . that of potential listener and that of potential sponsor."

Fights on Shortwave

JULIO GARZON, Spanish language sportscaster of WGEO, General Electric shortwave station in Schenectady, has been assigned to handle broadcasts in Spanish of all boxing bouts to be staged during the coming year by Mike Jacobs and the Twentieth Century Sporting Club, New York. The next fight, a championship bout between Fritzie Zivic and Freddy Cochrane, will take place July 28. These Spanish language programs are broadcast by WGEO through an arrangement with MBS which carries the rights under the sponsorship of the Gillette Safety Razor Co., Boston, over the longwave in this country.

HOW RADIO SELLS FURNITURE
Three-Fourths of Sponsors Get Satisfactory Results, According to Survey

ABOUT three-quarters of the U. S. furniture retailers using radio report satisfactory results from their broadcast advertising, with half this number reporting "good" results.

This was indicated in a survey conducted among 2,000 furniture retailers throughout the country by the National Retail Furniture Assn., *National Furniture Review* and *Radio Showmanship.* Results of the study indicated that 37% of the retailers participating reported good returns on their radio expenditure, with another 37% reporting fair returns.

The survey, which covered retail furniture outlets all over the country with annual volumes ranging from $14,000 to $2,000,000, indicated that 77% of the participating stores located in cities with radio stations used radio advertising, and that radio-advertised establishments did a greater volume of business per capita than non-radio stores.

Length of Program

The study also indicated that length of the store's program was an important factor in successful results from broadcast advertising, with that quarter-hour program rated the most productive time unit and the five-minute program the least productive.

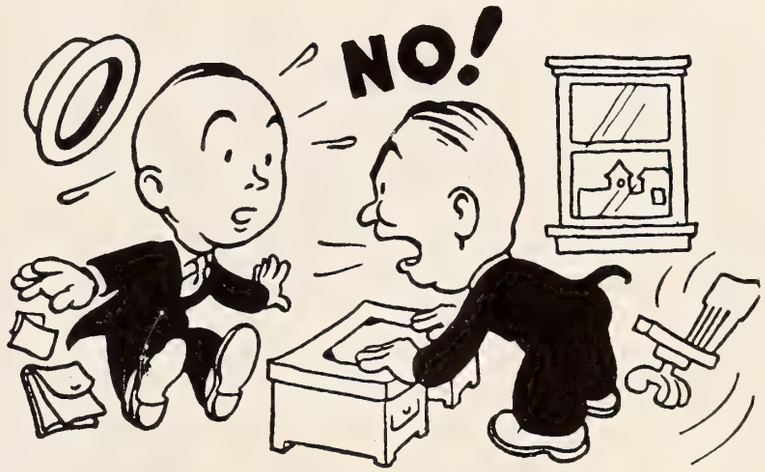
Consistency of the advertising program also established itself as a major factor in the pulling power of the radio campaign to sell furniture, it was shown. Of the retailers reporting highly productive results, 82% were on the air for 52 consecutive weeks. Of this same group, 37% used radio every day in the week.

Although the time of day when the broadcast is carried was shown to be important, the survey indicated that individual days are not vital factors in insuring radio's effectiveness in this field. According to the study, 61% of the retailers reporting satisfactory results broadcast between 9-11 a.m., 1-5 p.m. and 7-10 p.m.

As between institutional and selling copy, 68% of the merchants reporting good and fair results emphasized institutional copy, while among those reporting poor results only 35% used institutional copy, with the remaining 65% relying on price selling copy.

PERSONNEL changes have just been announced by KPO-KGO, San Francisco, as follows: Niel Shaver and Jack Ulrich from guest relations to sound effects; Don Monett to the Army; Bill Emery as supervisor of guest relations, succeeding Ulrich; Leonard Gross and Frank Olsson to guest relations; Milton Frank and George Croke are new additions to the messenger mail department.

They wanted to sign a 5 year contract on WRNL!



EARLY this year the Dr. Pepper Bottling Co. (who is goin' to town!) started a three-times-a-week show on WRNL for 13 weeks. Then they increased it to five-times-a-week for 52 weeks. ¶ Then two weeks after this contract started, they wanted to sign a FIVE YEAR contract! ¶ This client knows what WRNL is doing in the rich Richmond radius for advertisers who know what they are doing . . . and our renewals prove that lots of 'em do! Yes, WRNL rings the bell on cash registers in Virginia's No. 1 market. Ask Edward Petry & Company for all the facts!

WRNL RICHMOND VIRGINIA

AGENCY Appointments

DORSET FOODS Inc., New York (canned chicken products and soups), to W. I. Tracy, New York. May use radio.

ARMAND Co., Des Moines, to Ivan Hill Adv. Agency, Chicago.

MAY OIL BURNER Corp., Baltimore, to S. A. Levyne Co., Baltimore.

CHRISTOPHER CANDY Co., Los Angeles (wholesalers), to Sidney Garfinkel Adv. Agency, that city.

CAMPBELL SOUP Co., Camden, N. J., to Ruthrauff & Ryan, N. Y., for Campbell soups.

ROBERT H. GRAUPNER Inc., Harrisburg, Pa., to John P. Weidenhamer & Assoc., Harrisburg.

JOHN MIDDLETON Inc., Philadelphia (tobacco), to John Falkner Arndt & Co., Philadelphia.

TEA GARDEN PRODUCTS Co., San Francisco, to Erwin, Wasey & Co., San Francisco.

LIME COLA Co., of Cal., Los Angeles (concentrate), to Cesana Associates, Hollywood.

NORTHWEST MFG. Co., Mitchell, S. D. (oil burners), to Barrons Adv. Co., Kansas City

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NEW SUBSCRIBERS to the NBC Thesaurus Library as of July 1, announced recently by the Radio Recording Division, include: WAGE, Syracuse; WERC, Erie; WWDC, Washington; KABR, Aberdeen, S. D.; WEAU, Eau Claire, Wis.; KFBB, Great Falls, Mont.; WSBT, South Bend, Ind.; WJMA, Covington, Va.; CKRN, Rouyn, Que.; WMRE, Lewiston, Pa.; WOC, Davenport, Ia.; WOPI, Bristol, Tenn.; KSRO, Santa Rosa, Cal.; WLPM, Suffolk, Va. and KVOS, Bellingham, Wash.



BOYS AND GIRLS OF WJR, Detroit, wear broad smiles as the judges announce victory over staff of WGAR, Cleveland, in Noxzema's *Quiz of Two Cities*. Left to right: Bob Clark, WJR organist; Alice Bellamy, receptionist; Dave Baylor, m.c. from WGAR; Ruth Franklin Crane, director of women's activities; Jack Laffer, announcer.

BEHIND THE STROH CURTAIN

Brewery Sponsors Quality Musical Program and Merchandises It With Vigor

By ARDEN YINKEY
Zimmer-Keller, Detroit

IN MAY 1940 we launched Stroh Brewery Co. of Detroit, upon a campaign of radio advertising, in addition to the large volume of newspaper, outdoor and other forms of advertising which we place for this client. The company preferred a musical program, and to insure high character and quality we secured the services of W. G. Haenschen of New York. Drawing upon the Detroit Symphony, Mr. Haenschen organized a 36-piece all-string orchestra, composed of top-notch musicians.

Then we went to New York, and with Mr. Haenschen auditioned a number of singers. These we knew only by number, and we made our choice without seeing the singers. For our soprano we chose Margaret Daum, and Thomas L. Thomas for our baritone.

On the Road

To cover adequately, the Stroh distributing territory in Michigan, Ohio, Pennsylvania and Indiana, we chose WJR, Detroit, for a Tuesday evening half-hour, 7:30 to 8, working from the Masonic Temple auditorium which seats 1,800. Tickets to the broadcast are distributed free and each week a sizable audience has filled the hall.

Recently, Mr. Zimmer, president of our agency, conceived the idea of taking the show to some of Michigan's important industrial centers. We found that Flint, Grand Rapids, Saginaw, Lansing and Jackson have auditoriums with audience capacity from 2,500 up to 6,200. Mr. Zimmer believed the people in these smaller centers—with no opportunity of seeing a big-time broadcast as done in New York, Chicago, Hollywood, and this great show in Detroit—would want to see, hear and meet these artists.

They did—to the extent of filling our halls. We gave them a "peek behind the curtain" with the final dress rehearsal and tuning up at 7 o'clock, then the usual WJR broadcast until 8. After that, another half-hour concert just for them.

The broadcasts from these out-state centers were a tremendous success. Each house was taxed, not only as to seating capacity but for standing room. In one, it was necessary to place a loudspeaker outside of the building to take care of an overflow of about a thousand.

Mr. Haenschen, Miss Daum and Mr. Thomas regularly fly from New York each Monday night, as they did for the series of out-state broadcasts. On the tour, Mr. Zimmer joined them in flying to the point of the next evening's performance, which was put on after full rehearsal lasting from noon until 5 o'clock.

Members of the orchestra travelled in a huge highway bus, which carried on both sides, banners advertising the event. The musical props, including two Steinway grand pianos, stage platforms, xylophones, chimes, tympana etc., were carried by chartered truck.

Extra Facilities

Two radio engineers, the production manager and the announcer usually traveled in their own cars with their equipment. Three special telephone wires were leased from each broadcast point to WJR, so that reserve facilities would be ample in case of need.

The Stroh distributor in each point was the focus of the local activity directed toward getting audiences into the halls. He was supplied with advertising placards and with tickets. The cards were posted and supplies of tickets were placed in all retail outlets, to be given away free as the placards attracted attention, and as customers asked for them. In addition, downtown stores and hotels were supplied with posters and tickets, also central and neighborhood grocery, drug and music stores.

Personnel managers and the heads of union locals in the industrial plants were contacted, both by the distributor and the agency. Advance letters from the agency notified the local luncheon and service clubs, women's and war veteran's organizations, musical clubs and other cultural organizations.

For five or six days prior to the broadcast, the Stroh distributor's trucks carried banners advertising the program.

Radio announcements were also made from Detroit preceding the start of the tour and successively from the out-state cities, directed specifically to listeners in the next point to be played. Advertisements were placed in the local newspapers. The result of all these approaches was a full house on each of the five Tuesday evenings on the road, which concluded with the performance in Jackson, July 15.

WALKER Co. has been named national representatives for WCBD, Chicago. Call letters of the station will be changed shortly to WAIT.

You Don't Need Box Tops For This FREE Offer!

DOUBLE coverage for NOTHING EXTRA in the Heart of the rich Piedmont section of North Carolina . . . 1,042,000 people, 139,000 radio homes! We'd like to send you the whole story. Drop us a line, or ask the Headley-Reed Company.

600 Kc.

WSJS in Winston-Salem

NORTH CAROLINA



WDAY for the Red River Valley

FARGO, N. D. • 5000 watts • NBC

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Agencies

ELTON JOHNSON, vice-president of Clark Locke, Toronto agency, since its inception in 1923 has been elected a member of the firm, which changes its name to Locke, Johnson & Co. Mr. Johnson is past president of the International Affiliation of Sales & Advertising Clubs, and an ex-president of the Advertising & Sales Club of Toronto.

SHELDON R. COONS, former executive vice-president of Lord & Thomas, has established his own office as general business counsel at 113 W. 57th St., New York.

CLIFFORD L. FITZGERALD, formerly vice-president of Sherman K. Ellis & Co., and manager of the Chicago office, has joined Blackett-Sample-Hummert, Chicago, as vice-president.

SAMUEL LANHAM, formerly of Donahue & Co., and previously copy director of Wendell P. Colton Co., both in New York, has joined the copy staff of J. M. Mathes Inc., that city.

LILLIAN LOWANS, formerly with McKee & Albright and before that with Young & Rubicam and N. W. Ayer, New York, has been appointed to the copy staff of Franklin Bruck Adv. Corp., that city.

AUGUST J. BRUHN, Los Angeles co-manager of McCann-Erickson, is currently in Chicago and various eastern cities.

SHIRELY SCHOENBERG, copy director of W. C. Jeffries Co., Los Angeles, recently resigned that post to marry.

MORGAN & DAVIS ADV., Los Angeles, has discontinued business.

JOHN P. REESE has joined Ivey & Ellington, in Philadelphia as merchandising director. He formerly was with H. J. Heinz Co. in its sales, advertising and merchandising departments.

JAMES CLARK, formerly of the art staff of Lennen & Mitchell, New York, has been appointed associate art director of Brown & Thomas Adv. Corp., New York.

IVAN HILL, account executive with Russel M. Seeds Co., Chicago, recently opened his own agency in the Palmolive Bldg., that city. Mr. Hill will direct advertising of the Armand Co., Des Moines (cosmetics), the account which he serviced for the Seeds Co. Telephone is Delaware 1853.

RUSTY PIERCE, head of radio publicity of N. W. Ayer & Son, New York, and his wife, Jane, dialogue writer for *Orphans of Divorce*, recently became the parents of a daughter, Pricilla Jane Pierce.

On the Air in Winchester, Va.

WINC

affiliated with
National Broadcasting Co.



HERE'S ONE of those unsung men behind the man behind the mike. He's Carlo De Angelo, one of radio's busiest producers, whose shows are heard by millions each week but of whom listeners know little, if anything. Associated with the production offices of both Ed Wolf and Henry Souvaine, De Angelo directs *Bringing Up Father, Mandrake the Magician, Ellen Randolph, The O'Neills,* and *Your Happy Birthday.*

Raid School

ASSIGNED to attend a special air raid warden's school at New Haven, Chief Announcer Ray Barrett of WDRC capitalized on the occasion by broadcasting a special ten-minute program each evening on what he had seen and learned during the day-long classes.

PAUL HOLLISTER, vice-president of J. Stirling Getchell, New York, and Carol Irwin, manager of daytime radio programs in the Hollywood office of Young & Rubicam, New York, were married recently in Nevada. Miss Irwin will continue at the agency.

FRED ALLEN, formerly of KFBI, Wichita, Kan., has joined Raymond R. Morgan Co., Hollywood, as account executive. Anthony Schilling has been added to the copy department.

MORTIMER W. MEARS Adv. Agency, Los Angeles, has discontinued operation.

RICHARD PEARSON has severed association with Davis & Pearson Adv. Agency, Los Angeles, and joined Cesana & Assoc., Hollywood, as account executive. Former agency, headed by Don L. Davis, has moved to 306 N. Vermont Ave., and will shortly announce its new firm name.

PACIFIC MARKET BUILDERS, Los Angeles, having been dissolved, Jack B. Kiefer, vice-president, has established an advertising agency under his own name at 672 S. Lafayette Park Place, that city. Telephone is Exposition 4186. Fred G. Swartz, president of the former agency, is devoting his full time as general manager of the California Olive Growers & Packers Corp., Los Angeles.

W. C. HOUSE, formerly advertising manager of the Houbigant Sales Corp., New York, has joined Lennen & Mitchell, New York, to work on the Andrew Jergens Co. account.

SMITH, HOFFMAN & SMITH, Pittsburgh, has changed its name to Smith, Taylor & Jenkins Inc.

Kirk to Stack-Goble

MYRON P. KIRK, formerly vice-president in charge of radio for Ruthrauff & Ryan, New York, and more recently with Sherman K. Ellis, that city, in charge of radio and new business, has joined the New York office of Stack-Goble Adv. Agency as a vice-president.

Soap Industry ENDORSES WMAQ

the Chicago Station that Most People Listen To Most

Many thanks to the Soap Industry and to its allied trades for awarding WMAQ 30% more advertising than it does to any other station in Chicago.

When you wish to reach the women—

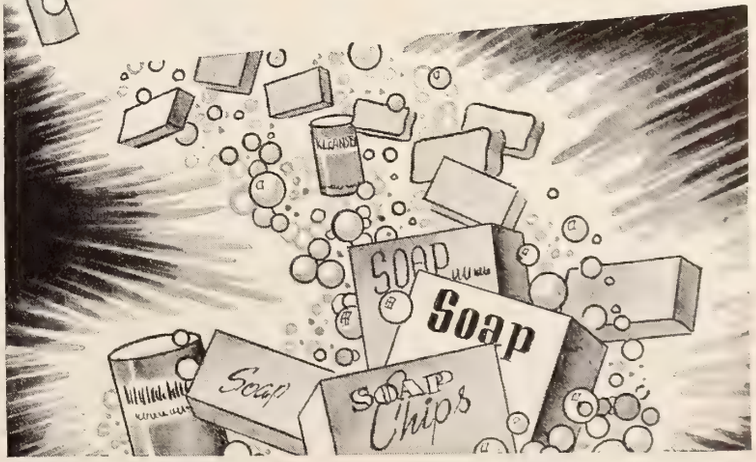
USE WMAQ Chicago IT PAYS

50,000 WATTS 670 Kc.

CHICAGO, ILLINOIS

★

Represented Nationally by NBC Spot Offices In
CHICAGO, NEW YORK, BOSTON, WASHINGTON, CLEVELAND, DENVER, SAN FRANCISCO, and HOLLYWOOD



ALTO!

That means

STOP

down here on the BORDER and

KROD

MEANS--

You can **STOP** reaching just a **PART** of the El Paso Southwest market. By telling your story over KROD—Columbia's Outlet to the El Paso Southwest—you reach an area with a 200 mile radius, much of which has been radio isolated. The bonus market which KROD alone can give you, includes 13,953 radio homes. KROD's aggressive policy and high quality of programs have built up a large and appreciative audience. The station staff is trained and ready to give you efficient merchandising service. You can advertise your product effectively in the El Paso Southwest over

KROD

EL PASO, TEXAS

CBS AFFILIATE

Covers ALL the El Paso Southwest

O

600 KILOCYCLES

1000 WATTS (Day)

500 WATTS (Night)

Dorrance D. Roderick, Owner
Merle H. Tucker, Manager

Howard H. Wilson Co.
National Representatives



FORMER RADIO MEN are keeping up with their profession at Camp Wheeler, Ga., where they are aiding in planning, producing, writing and acting in some 12 shows being fed from the camp each week as part of a large scale public relations program. Director is Lt. Edwin P. Curtin, former director of radio publicity for BBDO, New York. Assisting him are Pvt. Harmon Hyde, former announcer at WPRO, Providence; Frank McCarthy, formerly of WBRK, Pittsfield, Mass.; Art Buckley, former copywriter for Newell-Emmet Co., New York, and John Anspacher, formerly with the radio division of United Press. In addition, the camp supplies its own radio engineers: Pvt. Arthur Schoenfuss, formerly with CBS, New York, and Thomas Hanlon, formerly of WBRY, Waterbury, Conn. In photo (l to r) are Hyde, Hanlon, Schoenfuss, Bert Struby of the *Macon News & Telegraph* and Austin Kimble, of WBML, Macon, Ga.

AUTO LOAN BUSINESS UP 150%

Charleston, S. C., Bank Likes Radio Results and Plans Extension to Branches

WITHIN two years a radio campaign of the local Citizen & Southern Bank on WCSC, Charleston, S. C., has increased the bank's automobile loan business 150% in a steady upward climb. With this rise continuing, the bank now is contemplating extension of its radio activities for its Columbia and Spartanburg, S. C., branches.

Claiming no spectacular success for its broadcast efforts, Citizen & Southern Bank has discovered, however, that radio brings results. The bank did its first automobile loan business about six years ago, recognizing that loan income from small secured loans in connection with car purchases offered a means of employing the bank's funds at a profit. This business grew under direction of Hugh C. Lane, vice-president of the bank.

When the new venture had established itself, the board of directors decided to go into automobile financing and the personal loan business in a determined way. Direct mail was used to advise the bank's customers of the service. Later promotion extended to paid newspaper space. About two years ago Citizen & Southern Bank tried radio for the first time, using spot announcements on WCSC.

Desiring to reach the maximum audience on the advice of the station the bank used floating announcements in the early morning, at mid-day and at night. It soon found that the bank's own customers, who previously had arranged their personal loans and automobile financing through other sources, turned to the bank, commenting that they were surprised the bank would use radio. The customers indicated that they were impressed with the fact that the repetition, characteristic of radio, of the spot announcement message showed that the bank seriously meant it when it said it wished to finance their loan requirements.

After this satisfactory start, the bank decided to expand its radio program. In March it started sponsoring the transcribed series, *The Face of the War by Sam Cuff*, twice-weekly on Monday and Thursday at 7:45 p.m. on WCSC. The transcribed series was chosen because of current interest in war developments, and because it tied in well with the bank's service angle.

CBS Education Board Plans Oct. 6 Meeting

ANNUAL meeting of the CBS Adult Education Board has been scheduled for Oct. 6 in New York, according to William S. Paley, CBS president. Invitations to participate in the session have been sent to 13 of the country's leaders in education and public life who make up the board's personnel.

Agenda will include discussions on proposals for new projects and further extension of present programs. Sterling Fisher, CBS director of education and radio talks, will make his annual report.

Members of the Adult Education Board are: Lyman Bryson, Teachers College, Columbia U, chairman; Dr. Stringfellow Barr, president, St. Johns College, Annapolis; William Benton, vice-president, U of Chicago; Dr. Harry Woodburn Chase, chancellor, New York U; Rev. Robert I. Gannon, S.J., president, Fordham U; Alvin S. Johnson, director, New School for Social Research, New York; Henry R. Luce, chairman of the board of directors, Time Inc.; Spencer Miller Jr., director, Workers Educational Bureau of America; Ruth Bryan Rohde, former U. S. Minister to Denmark; T. V. Smith, U of Chicago; William Allen White, publisher of the *Emporia* (Kan.) *Gazette;* Dr. Lyman Wilbur, president, Stanford U; Dr. Joseph H. Willits, Rockefeller Foundation.

NBC Defense Series

PROMOTING the Treasury's defense savings drive, NBC will start July 22 a new series of half-hour broadcasts, Tuesdays, 8:30 p.m. (EDST), featuring the music of Dr. Frank Black and a 44-piece orchestra and chorus with a guest concert star each week. Entitled *For America We Sing*, programs are produced by Frank Hummert in collaboration with Dr. Black, NBC musical director, and will consist of purely American music, composers and artists. Charles J. Gilchrest is in charge of arrangements for the Treasury. Initial broadcast will offer Dorothy Maynor and Frank Munn, with Helen Jepson, Frank Parker, Rose Bampton, Robert Weede, Lanny Ross and Gladys Swarthout among others to appear later in the series.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

Royal Leaves on Latin-American Tour To Promote NBC Activities to the South

SCHEDULED to confer with executives of NBC's Pan American Network regarding NBC's plans for furthering mutual defense activities of the Americas, John F. Royal, NBC vice-president in charge of international relations and new developments, left Miami last Monday for a 20,000-mile air tour of Latin America.

According to Niles Trammell, NBC president, Mr. Royal undertook the "important business mission" in response to urgent requests from station executives and directors of the Pan American network.

Meets With Welles

Before leaving for Miami to fly to Puerto Rico, first stop in the 21-country tour, Mr. Royal met briefly in Washington with Sumner Welles, Undersecretary of State, to whom he reported unofficially. Later he is to be joined in South America by Edward Tomlinson, writer and commentator, scheduled to leave New York Aug. 1 for a six-week trip to Argentine, Brazil and Uruguay.

In a series of conferences with Latin American radio executives, Mr. Royal will outline NBC's efforts to keep open two-way broadcast facilities between the Americas. He also will report on response to programs now on NBC networks using Latin American talent and material, among them *Good Neighbors* and *Hemisphere Revue*, and develop plans for short-waving other Latin American programs for rebroadcast to United States audiences on NBC-Red and Blue.

From Puerto Rico Mr. Royal goes to Caracas, Venezuela, then to Colombia, Brazil, Uruguay, Paraguay, Argentine, Chile, Bolivia, Peru, Ecuador, Panama, Costa Rica, Nicaragua, El Salvador, Guatemala, Honduras, Mexico, Cuba, Haiti, Dominican Republic.

"In all the Latin American countries there is natural concern over the world situation," Mr. Trammell commented, "and there is equal need for personal discussion of methods to extend and develop inter-American broadcasting fully and quickly to maximum service and efficiency. Mr. Royal has maintained close relations with the member stations of NBC's Pan American Network since it was founded 10 years ago. His present trip is undertaken in a spirit of mutual desire for the most effective and efficient cooperation in any emergency.

"Throughout Central and South America he will study the developments of plans put in operation since his visit last year. He will complete arrangements whereby NBC in the United States will extend and enlarge the programs of news, information and entertainment for shortwave transmission to the Pan American Network all over Central and South America.

"While we shall continue and enlarge this kind of service to the stations of the Pan American network, we are eager to encourage the development by them of original material and talent for rebroadcast here. It is all very well



John Royal (r) & Secretary Welles

to talk about 'good relations', but it is a philosophy that must work both ways.

"We have discovered an eager interest in the radio listening audience for more Latin American programs of the type of *Good Neighbors*, and we believe Mr. Royal, with his extensive experience in producing and planning shows, can be of inestimable value to our Pan American affiliates in the development of radio showmanship."

WPEN SIGNS PACT FOR ASCAP MUSIC

WPEN, Philadelphia, became the first station in that city to sign with ASCAP since the start of music differences. Arthur Simon, general manager of WPEN, stated that a separate agreement had been reached with ASCAP, effective immediately. The station has an existing agreement with BMI.

The Mutual outlet, WIP, will be the first network station to sign with ASCAP, it is believed. It is understood an agreement exists between WPEN and WIP that neither station would sign unless the other one does.

In signing with ASCAP, WPEN becomes the fourth independent station in the Philadelphia area to use the Society's music. Before the Jan. 1 deadline, ASCAP had made separate agreements with WDAS, WIBG, Glenside, Pa., and WCAM, Camden, N. J.



"Shucks, Stranger, there Ain't No Mavericks in Texas Nowadays"

No, sir! The days of free-roaming, unbranded longhorns in Texas are gone forever. Today, instead, the ownership of registered breeds of choice beef cattle is definitely established on the prosperous ranches of the Lone Star state. A "maverick" is a thing of the past.

Just so are the radio listeners "branded", in this rich market. Not since 1922—when WOAI first went on the air—has the big and ever-increasing radio audience in South Texas strayed from its fold—or even wanted to!

And a public that has literally "corralled" itself to WOAI is mighty responsive to your advertising message over its favorite station.

WOAI San Antonio
50,000 WATTS
CLEAR CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AFFILIATE NBC MEMBER TQN

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

WBBM
50,000 WATTS
CHICAGO
CBS

Nine years of leadership in Chicago

Ask any Radio Sales office for more information about WBBM, one of the [illegible] CBS 50,000 watt stations

Purely PROGRAMS

AIMED at younger listeners, Nila Mack for CBS (Sundays, 1:30-2 p.m., EDST) is producing a new defense show titled *You Decide*. Each episode opens with a dramatization of a crucial decision faced by some prominent American early in life. At the point when he was forced to make his choice, the dramatization breaks off and a panel of four New York high school children discusses the course he should have taken. Then the celebrity himself comes on and tells what he actually did and why. Children are chosen each week by Youthbuilders Inc., collaborating with CBS on the program. At the end of the program a question relating to the subject of the broadcast is put up to the listening audience, with prizes offered for the best solutions sent in.

* * *

Rod and Gun

FISHING and hunting news is presented each Friday afternoon on the quarter-hour *For Angler & Hunter* by KGKO, Fort Worth in cooperation with the Texas Game, Fish & Oyster Commission. Featured are KGKO Sports Director Hal Thompson with Allie V. Lewis, State game warden, and Bill McClanahan, of the *Dallas Morning News*. Later in the day, Thompson gives a five-minute summary of fishing conditions on WFAA, Dallas.

* * *

Buys and Vitamins

BEST BUYS in Twin City fruit and vegetable markets, particularly Minnesota-grown products, are broadcast by seven stations as a daily reporter scans the market at 5 a.m. The news is supplied by the State extension service and is in charge of Harriet Elliott. Daily five-minute program by Madge Brown, of WLB, Minnesota U station, gives suggestions for "vitamizing" the family with fruits and vegetables.

* * *

Untried Talent

YOUNG PEOPLE bent on a radio career are given the chance to produce and arrange programs featuring other new and untried talent, on *Story Shop* which started recently on WEVD, New York. Guest stars also appear on the program. The producers are an NBC page, a BMI clerk and an office secretary.



Homey

A NEW PROGRAM aimed at the Sunday househunter in the rapidly expanding Detroit area has been purchased for a 13-week trial by the Currier Lumber Co., of Detroit, and has started on CKLW, Windsor-Detroit. The show, which bears the romantic title *Dream House*, is a quarter-hour musical in which the song titles all relate to home. Commercials highlight exceptional Currier values in new homes, remodeling plans, etc. Program is aired at 1 p.m., a time designed to catch motorists who are looking for homes. CKLW plans to expand show with additional 15-minute periods as other real estate sponsors come on. Frank Burke, CKLW production chief, is m.c.

* * *

Thumbs Up for Britain

A NARRATIVE COMMENTARY of England at war, featuring dramatic episodes and guests who have been close to the scenes of fighting and the work behind the lines both here and abroad, is presented on WINS, New York. Titled *Britain Can Take It*, the weekly show has authentic sound effects as recorded at the actual scene of events, used through the courtesy of BBC.

* * *

The FBI at Work

ACTIVITIES of the Federal Bureau of Investigation feature a new weekly broadcast of WCBS, Springfield, Ill. The local FBI agent and a station announcer handle the program and tell of the methods of the FBI in ridding the country of all types of crime.

* * *

Bankers' Forum

DISCUSSION on the position of the investor in national defense was participated in July 14 on WELI, New Haven, Conn., by five of the nation's outstanding investment bankers. Sylvia Porter, financial editor of the *New York Post*, acted as moderator.

* * *

Lucky Ladies

WITH six participating sponsors contributing a prize each day, WCBI, Columbus, Miss., conducts a half-hour program *The Woman's Gift Klub* in which Announcer Joe Byars attempts to reach six local women by phone during the program to give away the awards.

* * *

Health Warnings

A DISCUSSION of poison ivy, goldenrod and ragweed in the weeks that these growths do the most damage has been made a part of the *Nature in New England* series on wildlife and plant life on WTAG, Worcester.

* * *

Among the Comics

AS A BRIEF respite from war news, WIND, Gary, has incorporated into the daily quarter-hour *Current News* program a two-minute resume of the day's activities of the leading comic strip characters.



FROM AN IRON LUNG Mrs. Dorothy Crimm made her radio debut in a Toledo hospital, with her brother, Walter Patterson of WSPD, handling the pickup. Mrs. Crimm heard a transcribed playback of the broadcast when her brother brought a portable recorder to the hospital. She has been in the lung eight months.

Golf Widows

UNITED by a common complaint, 50 ladies met in the studios of WGAR, Cleveland, last Saturday as the guests of Manager John Patt for the *Golf Widows* program. The broadcast-party was originated to console those ladies whose husbands dedicate the entire week-end to golf, leaving them to their own devices. John Paar was m.c. for the broadcast, which included Walberg Brown's orchestra, baritone Jack Barker, drama director Wayne Mack and players who depicted the sorry life of the "golf widow". Maurice Condon short-waved the comments of the golfing husbands from Ridgewood Country Club during the show.

* * *

Bennett's Dodger Rhapsody

RUSSELL BENNETT, conductor of *Russell Bennett's Notebook* on WOR, New York, has composed another symphonic piece about the Brooklyn baseball team, *Six Paragraphs From Sodom By The Sea* with a premier performance scheduled for Monday, July 21, at 9:30 on his program. The composition is a series of tone poems suggested by the new book *Sodom by the Sea An Affectionate History of Coney Island* by Jo Ranson, radio editor of the *Brooklyn Eagle*, and Oliver Pilat, *New York Post* reporter.

* * *

Road to Health

COOPERATING with the Jackson County Medical Society, KMBC Kansas City, is presenting a dramatic series *Of Health & Happiness* to acquaint the public with the available local health facilities. Based on case histories of doctors scripts are prepared by KMBC's special features and dramatic staff.

* * *

What's in a Poll

AN INTERPRETATION of the results of polls taken by various research organizations is featured on *The People Say* on WBYN, Brooklyn. Program is sponsored by The Brooklyn Chapter of the America First Committee.

Studio Notes

WHN, New York, preparatory to going to 50,000 watts this autumn, has issued Rate Card No. 9, effective Oct. 1, fixing a basic Class A (weekdays 6 p.m. to 11 p.m. and Sundays 1 p.m. to 11 p.m.) rate of $750 an hour and Class B (all other time) rate of $375 an hour.

WMAZ, Macon, moves this week into its new home in the newly-built Bankers Insurance Co. Bldg., occupying the fifth floor with three studios, control room, newsroom and seven offices. Entirely new equipment has been installed throughout.

A COMPLETE refrigerated air-conditioning system has been installed in the new studios and office annex of KOY, Phoenix. On the day of installation the outside temperature obligingly climbed to 106 degrees.

DETAILED weather reports on agricultural and news programs will be carried by WLS, Chicago, with the permanent addition of Meteorologist Harry F. Geise, of Oak Park, Ill., to the staff.

CKLW, Windsor, Ont., has added a second station wagon to its equipment. One mobile unit is stationed in Detroit, the other in Windsor.

WBNX, New York, to make sure its staff members are "fully conversant" with the station's program policies and broadcasts, has compiled a complete "case-history" of WBNX coverage of "I Am An American Day", observed throughout the nation May 18.

WJR, Detroit, through its recording department, arranged for Dr. Luis Sanchez Ponton, Mexican minister of public education, to report to Mexican listeners on the international convention of the Progressive Education Assn. The records was rushed by air express to Mexico City where they were played on XEK and XEW.

WHB, Kansas City, July 12 celebrated the tenth anniversary of its *Musical Clock* by bringing back the originator of the program, Halloween Martin, via transcription. Miss Martin, now at WBBM, Chicago, conducted the entire show giving time signals every five minutes and closed the show with all by record.

KGNC, Amarillo, has fallen in line with the current trend by awarding defense savings stamps on its street quiz program sponsored by White's Auto Stores. Feature of the program is an optional double or nothing final question.

KROW, Oakland, Cal., was granted exclusive broadcasting rights at the recent Alameda County Fair at Pleasanton, Cal., scheduling 15 remote broadcasts over a 35-mile line during the ten days of the fair. Special emphasis was laid on programs of the Future Farmers and the 4-H Clubs. The daily afternoon horse races were broadcast by Hal Parkes assisted by Sam Whiting, president of the fair.

Shepard Pays Premiums

YANKEE Network employes who are serving in the nation's military services will continue to receive protection of the company's group insurance policy, it has been announced by John Shepard 3d, president of the network. Arrangements have been completed whereby the network pays the monthly premium of the employe during his military service. The payment will be made with the understanding that the employe return to his job with the network on expiration of military duty. There will be no obligation to repay the sum advanced for the premiums.

APPOINTMENT of a radio committee in the St. Louis area to support the scrap aluminum collection drive has been announced to include Merle S. Jones, KMOX; Edward J. Hamlin, KSD; Clarence Cosby, KXOK; Robert Convey, KWK; Bart Slattery, WIL; H. D. Wolff, WTMV; E. Knoernschild, KFUO; Nick Pagliara, WEW.

WTAG, Worcester, Mass., cooperating with the police department and the local traffic safety committee recently inaugurated Playground Week with the first of a series of traffic safety programs. Broadcasts originate at city parks and playgrounds with Announcer Gil Hodges and guest officials instructing children in safety and instructing them in how to meet traffic and playground emergencies. Loudspeakers carry the programs to all sections of the parks.

WROL, Knoxville, Tenn., on July 20 moved into new, studios located on the third floor of the Hamilton National Bank Bldg. Acoustical installations were by Johns Manville Co. and the control room has been equipped with RCA speech input system and Presto recording equipment.

WMOB, Mobile, Ala., originated July 5 the first of a series of broadcasts designed to acquaint the public with the activities of the MARS girls (Mobile Army Recreation Service), a local organization to provide entertainment for servicemen. Band music and interviews made up the program which was also fed to WNOE, New Orleans.

SAFETY tips for holiday spenders were given over the Fourth by KGLO, Mason City, Ia., with reminders broadcast at frequent intervals. No fatalities or serious injuries were reported in the area.

WCKY, Cincinnati, will actively support the move of the Cincinnati Red Cross Chapter to organize an emergency volunteer service. On July 21, Helen Rees will stage an audience broadcast from the Hotel Gibson for business girls and women whose services are wanted by the Red Cross and several other appeal broadcasts will be made on succeesding days including a program from the WCKY-Red Cross work room.

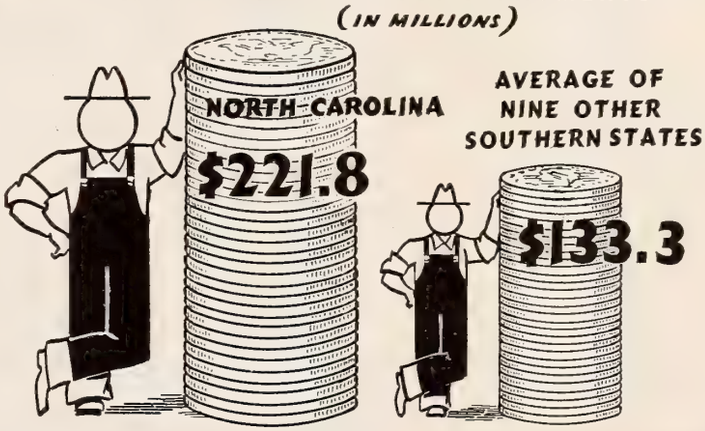
New WFBC Quarters

NEW QUARTERS, located in the local Poinsett Hotel and designed by H. B. Clarke, NBC engineer, have been occupied by WFBC, Greenville, S. C. The new setup encompasses two large audience studios and two smaller ones as well as complete executive offices. Control room, planned with thought toward future use of FM, has been equipped with new RCA equipment. Station manager is B. T. Whitmire and W. H. Clews is commercial manager.

KFRU
COLUMBIA
Bombshell of Missouri!
Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group during 1940.
1400 KC. ★ 250 Watts

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)



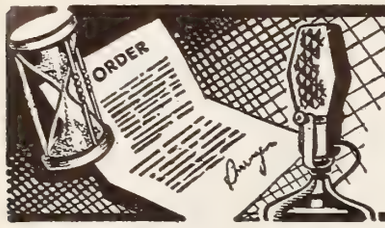
Source:— Department of Agriculture 1940

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts



FREE & PETERS, Inc., National Representatives



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

Block Drug Co., Jersey City, 6 *sp* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Phillips Packing Co., Cambridge, Md., 3 *sa* weekly, 52 weeks, thru Aitken-Kynett Co., Phila.
Smith Brothers, Poughkeepsie, N. Y., 3 *sp* weekly, 26 weeks, thru J. D. Tarcher & Co., N. Y.
Block Drug Co., Jersey City, 3 *ta* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Healthaids Inc., Jersey City, *sp* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Look Magazine Inc., Des Moines, 6 *sa* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Armour & Co., Chicago, 3 *sa* weekly, 52 weeks, thru Lord & Thomas, Chicago.
Dr. B. W. Hair's Successors, Richmond, Ind., 4 *sa* weekly, 5 weeks, thru Ryan & Thrasher, Cincinnati.
American Television Institute, Chicago, 3 *sp* weekly, thru Newby, Peren & Flitcraft, Chicago.
North American Accident Insurance Co., Newark, *sp* for 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Smith Mother Nature Brooder, St. Louis, *sa* for 13 weeks, thru Shaffer-Brennan-Margulis, St. Louis.
Allied Mills, Fort Wayne, 6 *sa* weekly 39 weeks, thru Louis E. Wade Inc., Fort Wayne.
Roman Cleanser Co., Detroit, *sa* for 28 weeks, thru Gleason Adv. Agency, Detroit.
Monarch Mfg. Co., Chicago, 7 *sp* weekly, 13 weeks, thru H. J. Handleman Inc., Chicago.

WAPI, Birmingham

Swift & Co., Chicago (Jewel shortening), weekly *sp*, thru J. Walter Thompson Co., Chicago.
California Fruit Growers Exchange, Los Angeles, 5 *sa* weekly, thru Lord & Thomas, Los Angeles.
DeSoto Chemical Co., Arcadia, Fla. (Gator roach hives), 10 *sa* weekly, direct.
Lydia Pinkham Medicine Co., Lynn, Mass., 5 *ta* weekly, thru Edwin, Wasey & Co., N. Y.
Knox Co., Los Angeles (Cystex), 2 *t* weekly thru Barton A. Stebbins, Los Angeles.

WHOM, Jersey City

Wm. Wrigley Jr. Co., Chicago (gum), 48 *sa* weekly, thru Vanderbie & Rubens, Chicago.
Colgate-Palmolive-Peet Co., Jersey City, 3 *sp* weekly, 5 *sa* weekly, thru New Markets Inc., N. Y.
I. J. Fox Inc., New York, 42 *sa* weekly, direct.
National Toilet Co., Paris, Tenn. (Nadinola cream), 6 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Garfield Tea Co., New York, 3 *sa* weekly, thru Jasper, Lynch & Fishell, N. Y.

KGNF, North Platte, Neb.

Miles Labs., Elkhart, Ind., 4 *t* weekly, thru Wade Adv. Agency, Chicago.
Northwestern Yeast Co., Chicago, 3 *t* weekly, thru Hays MacFarland & Co., Chicago.
Standard Oil Co. of Neb., weekly *t*, thru McCann-Erickson, Chicago.

WABC, New York

American Chicle Co., Long Island City (Dentyne, Chiclets), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.
Chesebrough Mfg. Co., New York (Vaseline hair tonic), 6 *sa* weekly, thru McCann-Erickson, N. Y.

WEAF, N.Y.

S. B. Thomas Inc., Long Island City, N. Y. (Protein Bread and English Muffins), 3 *sp* weekly, 13 weeks, thru Merrill Anderson Co., N. Y.

WFAA-WBAP, Dallas-Fort Worth

Wholesalers & Manufacturers Assn., Dallas, 26 *sp*, thru Rogers & Smith Adv. Agency, Dallas.
Continental Oil Co., Ponca City, Okla., 26 *t*, thru Tracy-Locke-Dawson, Dallas.
State of Colorado, Denver (tourist trade), 13 *t*, thru Goldberg Adv. Agency, Denver.
Armstrong Packing Co., Dallas (shortening), 26 *sa*, thru Couchman Adv. Agency, Dallas.
P. Lorillard Co., New York (tobacco), 78 *sa*, thru Lennen & Mitchell, N. Y.
Dallas-Fort Worth Brewing Co., Dallas-Fort Worth, 156 *sa*, 312 *sp*, thru Tracy-Locke-Dawson, Dallas.
Rit Products Corp., Chicago (dyes), 104 *t*, thru Earle Ludgin Inc., Chicago.
Groves Laboratories, Inc., St. Louis (chill tonic), 126 *sa*, thru H. W. Kastor & Sons Adv., Co., Chicago.
American Paper Stock Co., Dallas, 13 *sa* direct.
South Texas Cotton Oil Co., Houston (shortening), 52 *sp*, thru Segall & Weedin, Houston.
Barbasol Co., Indianapolis (toilet goods), 65 *t*, thru Erwin, Wasey & Co., N. Y.
E. I. DuPont deNemours & Co., Dallas (Jacquer), 13 *sa* direct.
Swift & Co., Chicago (shortening), 156 *t*, thru J. Walter Thompson Co., Chicago.

KYW, Philadelphia

American Cigarette & Cigar Co., New York (Pall Mall), 24 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Shaler Co., Chicago (Rislone oil), 7 *sa* weekly, thru Kirkgasser-Drew, Chicago.
American Chicle Co., Long Island, N. Y. (Chiclets), 6 *sa* weekly, thru Badger & Browning, Boston.
Commonwealth of Pennsylvania, Harrisburg (highway safety), 4 *sa* weekly, thru Benjamin Eshleman Co., Philadelphia.
Gulf Refining Corp., Pittsburgh (Tourguide Bureau), 5 *sa* weekly, thru Young & Rubicam, N. Y.
Charles E. Hires Co., Philadelphia (root beer), 53 *sa*, thru O'Dea, Sheldon & Canaday, N. Y.
Abbotts Dairies, Philadelphia, 8 *ta* weekly, thru Richard A. Foley, Philadelphia.

WHO, Des Moines

Chamberlain Labs., Des Moines (cosmetics), 130 *sa*, thru Cary-Ainsworth, Des Moines.
American Chicle Co., Long Island City (gum), 78 *t*, 72 *ta*, thru Badger, Browning & Hersey, N. Y.
Florida Citrus Commission, Lakeland, Fla. (citrus fruit), 65 *ta*, thru Arthur Kudner Inc., N. Y.
Philadelphia Von Co., Philadelphia (tablets), 6 *sa*, thru Harry P. Bridge Co., Philadelphia.

KMPC, Beverly Hills, Cal.

Pabst Brewing Co., Milwaukee (beer), 10 *sa* weekly, thru Lord & Thomas, Chicago.
Todd's Clothing Co., Los Angeles (retail chain), 5 *sp* weekly, thru N. J. Newman Adv., Los Angeles.

WJZ, New York

Seeman Bros. Inc., New York (White Rose Tea), 5 *sp* weekly, 52 weeks, thru J. D. Tarcher Co., N. Y.

WOR, New York

Blue Moon Foods, Thorp, Wis. (Cheese spreads), 2 *sp* weekly, thru H. B. LeQuatte, N. Y.
Strauss Stores Corp., Maspeth, L. I. (automobile accessories), 6 *sa* weekly, thru Thos. F. Harkins & Co., Philadelphia.
Joseph Martinson & Co., New York (coffee), 3 *sp* weekly, thru Neff-Rogow, N. Y.
Rubsam & Horrman Brewing Co., Staten Island, N. Y. (R & H beer), 5 *sp* weekly, thru Samuel C. Croot Co., N. Y.
Serutan Co., New York (proprietary), weekly *sp*, thru Raymond Spector Co., N. Y.
I. J. Fox, New York (furriers), 5 *sa* weekly, thru Lew Kashuk, N. Y.
Hecker Products Corp., New York (Force, H-O, Cream Farina), 5 *t* weekly, thru Maxon Inc., N. Y.
Lea & Perrins, New York (sauce), 5 *sa* weekly, thru George Bijur, N. Y.
Sudbury Laboratory, S. Sudbury, Mass (liquid chaperone), 4 *sa* weekly, thru Mason L. Ham, Boston.
L. N. Renault & Sons, Egg Harbor, N. J. (wines), 3 *sp* weekly, thru Gray & Rogers, Philadelphia.
Sussex County Boosters Conference, Newton, N. J. (county's facilities and products), 3 *sa* weekly, thru United Service Adv., Newark.
Look Inc., New York (magazine), 3 *sp* weekly, thru Raymond Spector Co., N. Y.
Crowell Publishing Co., New York (*Woman's Home Companion*), weekly *sp*, thru McCann-Erickson, N. Y.

WSJS, Winston-Salem, N. C.

Brown & Williamson Tobacco Corp., Louisville (Avalon), *sa* series, thru Russel M. Seeds Co., Chicago.
Swift & Co., Chicago (Jewel shortening), *ta* series, thru J. Walter Thompson Co., Chicago.
Bulova Watch Co., New York, *sa* series, thru Biow Co., N. Y.

KROW, Oakland, Cal.

American Cigar & Cigarette Co., New York (Pall Mall), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Marlin Firearms Co., New Haven (razor blades), 3 *sa* nightly, thru Craven & Hedrick, N. Y.

WQXR, New York

Eastern Steamship Lines, Boston, 21 *sa* weekly, 26 weeks, thru N. W. Ayer & Son, N. Y.
Browning King & Co., New York (men's clothes), 3 *sp* weekly, 13 weeks, thru Morton Freund, N. Y.

KOA, Denver

Bay Petroleum Corp., Denver, 7 *sa* weekly, thru Raymond Keane Adv. Agency, Denver.

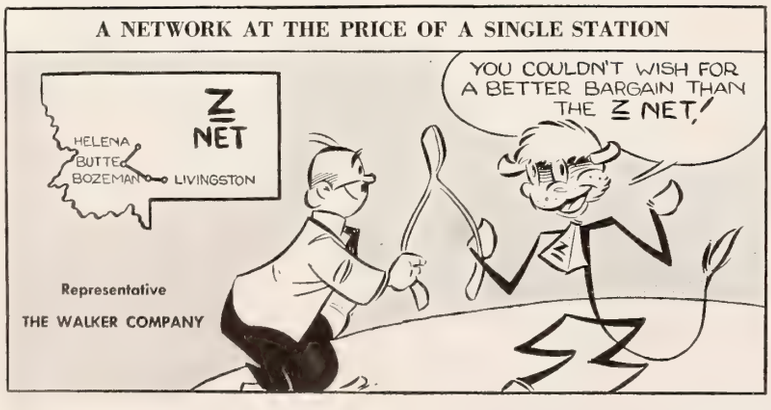
CFRB, Toronto

Fred J. Whitlow & Co., Toronto, (Shu-Milk), 2 *sp* weekly, thru F. H. Hayhurst Co., Toronto.

CJCA, Edmonton, Alb.

General Dry Batteries of Can., Toronto, 78 *sa*, thru A. McKim Ltd., Toronto.

A NETWORK AT THE PRICE OF A SINGLE STATION



Cash Response Decides Success of ICS Series Tested in Philadelphia

CASH RESPONSE from inquiries and enrolments rather than size of audience will govern International Correspondence Schools, Scranton, in testing a new half-hour show this autumn on WCAU, Philadelphia.

Featuring Dale Carnegie, author of a book on self-improvement, the program is scheduled for 13 weekly broadcasts Thursdays, 7-7:30 p.m., beginning the first week in October. It will be recorded and broadcast as a transcription to facilitate extension to other cities, providing the Philadelphia test is successful.

Describing the series, George W. Wilson, vice-president of ICS, said: "We are not so much interested in the size of the audience as we are in the degree of interest among those who are listening, as reflected in the number of inquiries the program draws and the extent to which those inquiries can be converted into enrolments. This method of testing should give us a good yardstick to measure the pulling power of radio as it applies to our advertising needs."

Agency handling the account is N. W. Ayer & Son, Philadelphia.

False Claims Charged In Engineering Courses

MISREPRESENTATION in the sale of correspondence courses in air conditioning, electric refrigeration, welding and auto repairs is charged by Federal Trade Commission in a complaint filed July 15 against Utilities Engineering Institute, Chicago. The firm's name, the FTC says, implies that it is an organization of engineers. It alleges that in its advertising, including radio, the firm claims opportunities are unlimited in the air conditioning and refrigeration field; that students can qualify as expert welders; that leading manufacturers employ large numbers of graduates and endorse the courses as well as using them to train employes.

The complaint charges that a representative number of leading manufacturers and dealers do not endorse the courses and opportunities for employment are misrepresented.

Blue Ribbon Hatcheries Corp., also trading as Brockenstette's Blue Ribbon Farms, Sabetha, Kan., is charged with misrepresenting its breeders and the performance of hens grown from its chicks.

NBC Women Honored

BOARD OF TRUSTEES of the American Merchant Marine Library Assn., as a result of the NBC programs conducted on its behalf, has passed resolutions honoring the three members of the staff of NBC's women's activities division: Margaret Cuthbert, director; June Jynd, her assistant, and Alma Kitchell, conductor of women's programs.

P. LORILLARD Co., New York (Friends tobacco) has renewed its 15-minute sports program on KYW, Philadelphia, for at least 13 weeks. Kerby Cushing handles the show. Agency is Lennen & Mitchell, New York.

Radio Advertisers

McCAULEY BOTTLING WORKS, Los Angeles (beverages), to exploit a new soft drink product, Bali, on July 5 starts a weekly quarter-hour show *The Lamplighter* on KHJ, that city. Contract is for 52 weeks. Series, conducted by Ted Yerxa and written by Arthur Ross, features after-dark entertainment notes, with passes to various night spots awarded on a quiz basis to telephoning listeners. Firm has also contracted for 13 week participation, five times weekly in the half-hour program, *Breakfast at Mardi's*, on KFWB, Hollywood. Cesana & Assoc., that city, has the account.

LAMONT, CORLISS & Co., New York, (Nestle's semi-sweet chocolate), in a 13-week campaign ending Sept. 7, through Cecil & Presbrey, that city, is currently sponsoring daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), starting Aug. 18 for 13 weeks, will also use daily participation in those combined programs with placement through Henri, Hurst & McDonald, Chicago.

PASADENA INDEPENDENT, Pasadena, Cal. (newspaper), new to radio and placing direct, is sponsoring a weekly quarter-hour public service program titled *Pasadena Reporting*, on KHJ, Los Angeles. David Young is commentator, featuring civic news. Contract is for 13 weeks, having started July 10. *Beverly Hills* (Cal.) *Citizen*, in a six-month campaign ending Dec. 31, on a scattered schedule, is currently using a series of spot announcements on that station.

KAUFMAN FURS, Los Angeles (retail), on July 14 revised its schedule for 30 days to include participation in *Art Baker's Notebook*, *Mirandy's Garden Patch* and *Agnes White's California Kitchen* on KFI; *Tom Stoddard's Bridge Club* on KFWB; *Norma Young's Happy Homes* and *Eddie Albright* on KHJ, with thrice-weekly participation in *Knox Manning News* on KNX. In addition, spot announcements are being used on KFAC KIEV and KFI. Dan B. Miner Co., Los Angeles, is the agency.

MARTINELLI'S Gold Medal Apple Cider, San Francisco, has started a new quarter-hour weekly show *Dial-A-Word* on KSFO, that city. Piloted by Jack Gregson, program is a radio game played by trying to find the correct answer by use of the numbers and letters on the telephone dial. Brisacher, Davis & Staff, San Francisco, has the account.

Decatur Deals

ONE of the largest single accounts of WMSL, Decatur, Ala., was signed recently when Sterchi Bros., a large furniture dealer in the South, contracted for six-weekly half-hour programs; three additional half-hours on the *Dawn Patrol* and two spot announcements daily, six times weekly. All contracts are for one year to expire July 1, 1942. Not content with putting over that deal, Vic Vickrey of WMSL came back with a 12-month contract with State National Bank, a chain of 18 banks in Tennessee, doubling the time heretofore used by the bank chain.

THE SHALER Co., Waupum, Wis. (Rislone, motor tune-up), on July 18 started six participations on the Arthur Godfrey program 6:35-7 a.m. on WABC, New York, to run until July 24. The company previously ran a one-week campaign in May. Kirkgasser-Drew Adv. Agency, Chicago, handles the account.

HAAS-BARUCH & Co., Los Angeles (Iris coffee, tea), under a 52 weeks contract which started in early July is using 35 time signal announcements weekly on KNX, Hollywood. Firm also sponsors 10 spot announcements per week on KHJ, Los Angeles. Robert Smith Adv. Agency, Los Angeles, has the account.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (powdered lemon juice), in a 30-day campaign ending Aug. 1, is sponsoring thrice-weekly participation in the quarter-hour program, *Sally Work*, on WBEN, Buffalo. Schedule is supplemented by magazines and newspapers. Agency is Charles H. Mayne Co., Los Angeles.

PAR SOAP Co., Oakland, is sponsoring a thrice-weekly quarter-hour quiz *For Housewives Only* on KGB, San Diego, Cal. With a telephone question and answer format, free groceries are awarded as prizes. Agency is Tomaschke-Elliott, San Francisco.

WILLIAM PETER BREWING Corp., Union City, N. J. is conducting a test campaign of transcribed spot announcements, 24 times weekly on WINS, New York. Agency is J. W. Pepper Inc., New York.

WALGREEN Co., Chicago (drug chain) Sept. 29 starts sponsorship of 12-weekly five-minute news periods WENR, Chicago. Contract is for 26 weeks. Agency Schwimmer & Scott, Chicago.

Heads Thos. Leeming

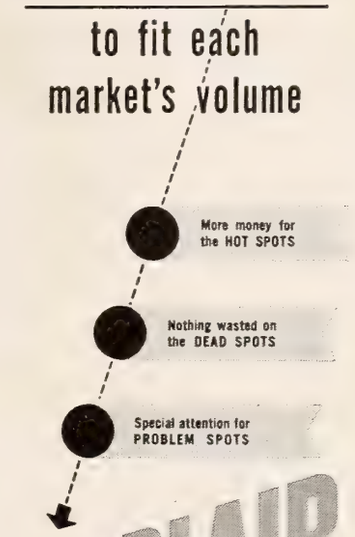
JOHN McSHANE, since 1926 vice-president and advertising manager of Thos. Leeming & Co., New York (Ben-Gay, Calmitol and Amend's Solution), extensive user of spot radio, has been elected president, succeeding the late Dwight E. Austin. Mr. McShane, also president of Pacquin Inc., New York, continues in that post.

Cigar Series Extended

CONSOLIDATED CIGAR Corp., New York, during the next few weeks will add one new program and renew three others, each for a period of 13 weeks, for its products, El Sidelo and Harvester cigars. On July 21 the *Alan Scott News* program for Harvester, Tuesday, Wednesday, Thursday and Sunday, 9-9:15 p.m., on WGN, Chicago, will be renewed as will the schedule of 50-word transcribed announcements for the same product on KIRO, Seattle, Aug. 15. Similar announcements for El Sidelo will be renewed Aug. 4 on KHQ, Spokane. The new program, *Allen Franklin & the News* is to start July 25 for Harvester on WTAQ, Green Bay, Wis. Agency is Erwin, Wasey & Co., New York.

BEATRICE CREAMERY Co., Chicago, promoting a new product, Chox, will sponsor the quarter-hour series *Shopping With the Missus*, three times a week on WBBM, Chicago, advertising Beatrice Salad Dressing the first 30 days of contract which starts on Aug. 4. Agency is Lord & Thomas. Chicago. John Morrell Co., Ottumwa, Ia. (Red Heart dog food), in August also will start sponsorship of the same program thrice weekly on WBBM for 52 weeks, thru Henri, Hurst & McDonald, Chicago.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume



JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES



America's Largest Farm Bureau
and
WJBC
Bloomington, Illinois

BLOOMINGTON—IS THE FARM CAPITOL OF THE MIDDLE WEST. Situated in almost the exact center of the Corn Belt section of the Mississippi Valley, McLean County is the 3rd richest county in the United States.

McLEAN COUNTY ranks first in corn production . . . second in production of cereal crops in the United States . . . These facts are evidence of the progressiveness of its farmers. THESE FARMERS ARE LOYAL LISTENERS TO WJBC.

This Great Farm Audience Listens Daily to WJBC

Representatives
International Radio Sales

THERE IS BUT ONE PERVADING "ISM" BUT IT IS EXPRESSED IN MANY TONGUES

★

In every one of the half score or so foreign languages spoken regularly over WHOM, there exists a potent "ism". It is the "ism" of Americanism. Deep-rooted is their loyalty to this, their own American Government. Overwhelming is their fervent will and desire to forever defend American Freedom, American Ideals. Such high principles makes these peoples truly good citizens.

★

THIS IS A LOYAL AUDIENCE OF 5,000,000 PEOPLE
THEY ARE ALSO INTERESTED IN BUYING
AMERICA'S PRODUCTS

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

Defense Operation Of FCC Includes Personnel of 515

Sterling Heads Vast System Of Monitoring Stations

A STAFF of 515, mostly technicians, has been mustered by the field division of the FCC's National Defense Operations Section headed by George E. Sterling to man the 91 monitoring stations that have been established throughout the United States and its territories. Of the staff, 99 are designated as monitoring officers, 126 assistant monitoring officers and 255 as operators.

There are 11 supervisors at as many primary monitoring stations, eight of them with assistants. The monitoring officers, their assistants and most of the operators are located at the secondary stations. The primary stations are equipped with long-range, high frequency direction finders, long-distance intercept apparatus and machines for recording propaganda programs from abroad as well as foreign-language programs on United States stations.

Collaboration Plans

The secondary stations are equipped to cover local areas, using monitoring apparatus and mobile direction finders. They are designated to collaborate with the FBI and the military intelligence services.

The list of supervisors and assistants at the primary stations and officers in charge at the secondary stations follows:

PRIMARY UNITS

Fairbanks, Alaska—Stacy W. Norman, supervisor.
Santa Ana, Cal.—William E. Downing, supervisor; James Homsy, assistant.
Marietta, Ga.—Frank Kratokvil, supervisor; Adolph Anderson, assistant.
Honolulu, Hawaii—Lee R. Dawson, supervisor.
Laurel, Md.—Charles A. Ellert, supervisor; George Rollins, assistant.
Millis, Mass.—Charles Manning, supervisor; Roger Phelps, assitant.
Allegan, Mich. (Great Lakes area)—Irving L. Weston, supervisor; LaMar Newcomb, assistant.
Grand Island, Neb. (Central States) — George L. Jensen, supervisor; Victor Rowe, assistant.
Portland, Ore.—George V. Wiltse, supervisor; Robert Landsburg, assistant.
Kingsville, Tenn. (Gulf States)—Joe McKinney, supervisor; George Llewellyn, assistant.
Santurce, Puerto Rico—Roland Archibald, acting supervisor.

SECONDARY UNITS
(With Monitoring Officers in Charge)

Alabama (Montgomery)—Herbert Sigman.
Alaska (Anchorage)—Carl Hoffman.
Alaska (Juneau)—Vergne L. Hoke.
Arizona (Tucson)—Floyd Wickenkamp.
Arizona (Yuma)—Harold W. Robbins.
Arkansas (Little Rock)—Carl M. Wilson.
California (Arcata)—Arthur A. Johnston.
California (Fresno)—George McLeod.
California (Larkspur)—Frank L. Kellogg.
California (Los Angeles)—T. M. Stevens.
California (San Diego)—Harry A. Kline.
Colorado (Denver)—O. D. Mitchell.
Connecticut (Portland)—Charles O. Cressy.
Delaware (Wilmington)—Wm. P. Schroeder.
Florida (Miami)—Lee F. Franklin.
Florida (Pensacola)—L. A. Delson.
Florida (St. Augustine)—F. Banks Duncan.
Florida (Tampa)—M. K. Lock.
Georgia (Atlanta)—Paul Rosenkrans.
Hawaii (Hanapepe, T. H.)—T. H. Tate.
Hawaii (Honolulu, T. H.)—Tom Wagner.
Hawaii (Kilauea Crater, T. H.) — R. J. Stratton.
Idaho (Boise) — M. E. Apple.
Illinois (Chicago)—Paul A. Girard.
Indiana (Indianapolis)—F. C. Cottingham.
Iowa (Des Moines)—M. W. Yoder Jr.
Kansas (Junction City)—Clyde O. Taylor.
Kentucky (Lexington)—Ernest D. Herider.
Louisiana (New Orleans)—W. M. Hammond.
Maine (Boothbay Harbor)—Thomas Galbraith.
Maryland (Baltimore)—Lewis Meriwether.
Massachusetts (Boston)—George Voigt.
Michigan (Detroit)—Samuel Lichtman.
Michigan (Sault Ste. Marie) — H. A. Hunter.
Minnesota (Duluth)—E. H. Marshall.
Minnesota (St. Paul)—Robert A. Phillips.
Mississippi (Jackson)—John L. Cole.
Missouri (Kansas City)—A. C. Lawrence.
Missouri (St. Louis)—Harold W. Bourell.
Montana (Great Falls)—Alfred H. Brodie.
Nebraska (Omaha)—Paul F. Skewes.
Nevada (Reno)—R. E. Sutton.
New Hampshire (Pembroke) — Richard Sherman.
New Jersey (Atlantic City)—H. R. Woodyard.
New Jersey (Fort Lee) — L. E. De La Fleur.
New Jersey (Gloucester) — E. W. Sanders.
New York (Bayshore, L. I.)—Julius Ross.
New York (Buffalo)—George B. Bairey.
New York—Arnold Shostak.
New York (Rensselaer)—Jesse W. Holland.
North Carolina (Raleigh) — Joseph W. Stephenson.
North Dakota (Fargo) — Carl E. Atherstone.
Ohio (Cleveland)—Wayne Miller.
Ohio (Columbus)—Lewis J. Bowker.
Oklahoma (Oklahoma City) — George J. Ikelman.
Oregon (Portland)—Charles R. Weeks.
Pennsylvania (Pittsburgh)—J. F. Manship.
Puerto Rico (San Juan)—Neal McNaughten.
Rhode Island (Scituate)—Thomas Cave.
South Carolina (Charleston) — Clarence Hudson.
South Daktota (Sturgis)—Donald Mitchell.
Tennesee (Memphis)—Earl A. Merryman.
Texas (Austin)—Robert D. Linx.
Texas (Brownsville)—W. M. Vogt.
Texas (Dallas)—W. S. McCallum.
Texas (El Paso)—Glen W. Earnhart.
Texas (Galveston)—F. B. Peterson.
Texas (Laredo)—T. E. Daniels.
Texas (Marfa)—Eric D. Coburn.
Utah (Salt Lake City)—Alvin Holmes.
Vermont (Burlington)—L. J. Peiffer.
Virginia (Falls Church)—Henry Dunphey.
Virginia (Norfolk)—James E. Moffatt.
Washington (Seattle)—Robert L. Stark.
Washington (Spokane)—Eugene Brewer.
West Virginia (Huntington) — Wm. F. Bradley.
Wisconsin (Port Washington)—Donald A. Murray.
Wyoming (Cheyenne)—J. L. Turre.



WIRELESS VETS held a reunion in Chicago the other day, and some of the notables attending were (l to r) Jack Binns, whose first CQD made history 33 years ago; George Sterling, chief of the FCC National Defense Operations Section; W. J. Halligan, president of the Hallicrafters Co. and chairman of the western division, Veteran Wireless Operators Assn.; Charles Ellert, supervisor of the FCC primary monitoring station at Laurel, Md.; T. R. McElroy, world speed champion code operator.

KTNM are the call letters of the new local in Tucumcari, N. M., granted recently to Krasin & Krutzner [BROADCASTING, June 30].

CBS, MGM Given FM Station CPs

Plan Stations in Los Angeles: U of Illinois Gets Grant

CBS, HOLLYWOOD, and Metro-Goldwyn-Mayer Studios Inc. were recipients of construction permits for commercial FM stations when the FCC July 16 authorized the grants, at the same time issuing a construction permit for a non-commercial FM station to the U of Illinois.

The CBS grant for a Class C outlet proposes to render extended urban and rural service in the Hollywood area. An antenna atop Mount Wilson, Pasadena, subject to certain engineering and legal requirements, is planned. Frequency for this purpose will be 43.1 mc.

Movie Firm's Plans

Metro-Goldwyn-Mayer proposes to locate its station in the Santa Monica Mountains to cover the Los Angeles metropolitan district and adjacent basic trading areas of Los Angeles, Orange and Ventura counties, as well as the western portion of Riverside County. Pending approval of the antenna site by the Civil Aeronautics Administration the permitee has been granted the 46.1 mc. frequency to cover a 7,000 square mile area and a 2,500,000 population.

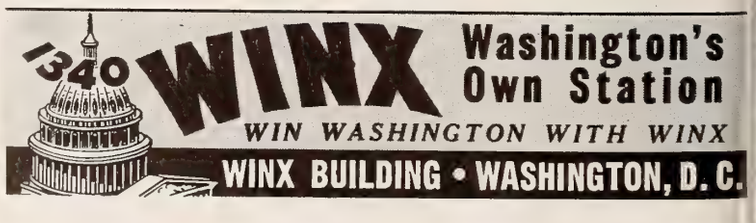
The non-commercial grant to the U of Illinois for an FM station in South Champaign was for 42.9 mc. using 250 watts. Antenna of the university's standard broadcasting station, WILL, will be used.

A non-profit organization, the university will utilize FM to provide supervisory and administrative instruction as well as supplementary education programs for Champaign and Urbana schools; supplement teachings in rural schools in Urbana County; and augment the education services of the University High School in the College of Education. Programs will be determined by the Dean of the College of Education cooperating with the supervising head of the unit within the school to which the particular program is directed.

Canada Set Sales Up

SALES OF radio receiving sets in Canada during the first quarter of 1941 totaled 77,121 sets valued at $4,450,692 at factory list prices, as against 71,503 sets sold during the same period last year. There were 9,777 sets imported during the first three months of 1941. Greatest sales increase was made in Ontario, with decreases on last year's sales in Quebec, Manitoba Alberta and British Columbia.





in the CONTROL ROOM

ARL QUIRK, transmitter engineer f WTRY, N. Y., has been inducted nto the Army and stationed at Camp pton. Added to the WTRY engineer- g staff are Waldo Whitman, for- erly of WHYN, Holyoke, Mass., and ewart Herrick, formerly of WENY, lmira, N. Y.

AMES J. JOHNSON, from Rich- ond, has joined the technical staff f WBTM, Danville, Va., replacing oe Foster now with the merchant arine.

ON FLETCHER, transmitter tech- ician of CKLW Windsor-Detroit, is o assume a similar position at CBL, oronto.

. WAYNE RHINE and A. Bernard lapper, formerly of the engineering aff of WDWS, Champaign, Ill., ave joined WPAT, Paterson.

. ARTHUR GILBERT, formerly of HN, New York, where he handled oduction, sound effects and did some nging and acting, has joined WAAT, ersey City, as an engineer.

UY MAKEN has been named pur- asing agent of Radio Wire Tele- sion, New York, replacing Ben Miller ho resigned to join Meissner Mfg. Co.

ENE BRAUTIGAM, formerly of STP and WTCN, has joined WLOL, inneapolis, as chief of the engineer- g staff and supervisor of station aintenance.

EORGE STEPHEN, from Trenton, . J., and Robert Ingle Jr. have joined e engineering staff of WMAZ, acon.

H. LINGLE, engineer of the WGY, henectady, transmitter, is the father a baby girl born June 15.

ONALD PARKER and Elmo Reed, WROK, Rockford, Ill., have been ducted into the Army. Robert E. rpenter, of Rockford, has joined e station as studio and remote engi- er.

ON SAUNDERS, engineer of JSV, Washington, has been called Naval Reserve duty as of July 26.

CA Continues Tests f Moscow Radiophotos

LLOWING the successful re- otion of the first radiophoto from oscow, RCA Communications Inc. orted it is continuing tests look- g to the establishment of a regu- commercial radiophoto service and from Russia. Moscow became e fifth addition to the radiophoto cuits, the others being London, rlin, Buenos Aires and Tokyo.

Because Berlin was sending over ny war pictures while none came m the Soviets, the latter last ek decided to open a 4,615-mile cuit to New York. Russian war tures, flashed over the heads of Nazis across the battle zones, nt sent to Radio Central on Riv- ead, Long Island, thence re- ed to RCAC radiophoto ma- nes at Broad Street headquart- , and then made available to the erican press. Despite magnetic turbances the pictures were ex- mely clear.

A Laboratories has issued an il- rated booklet titled *Into Unseen lds; RCA Electronic Microscope*, ing the story of the development and s of the device.

Tower Romance

J. WAIDE MOORHEAD, construction engineer of the Bass Co., Cleveland, came to Albany, Ga., to erect twin towers for WALB. He met the native Mary Aileen Brim and on July 9 married her in an all-radio wedding, broadcast from the big WALB audience studio where an altar had been erected.

Commercial FM Outlet Opened in Schenectady

W47A, Schenectady, N. Y., claimed as the first commercial FM station having no connection with previous broadcast or radio manufacturing operations, last Thursday inaugurated regular FM broadcast service in a Schenectady-Albany area of some 6,500 square miles. The new FM outlet is licensed to Capitol Broadcasting Co., headed by Leonard Asch, and operates on 44.7 mc.

According to reports from the station management, W47A promises to operate in the black from its opening day, since 36 commercial accounts, exclusive of spot announcements, had been signed as the station went on the air. The station operates on a 16½-hour daily schedule, with 18½ hours of programs on Saturday. A special dedicatory dinner, attended by well-known figures in the broadcast industry, was held the evening of July 17, sponsored by the Schenectady Chamber of Commerce.

GE Granted Facilities For Commercial Video

COMMERCIAL television facilities were granted July 16 by the FCC to General Electric Co., Schenectady, to replace its W2XB, experimental video station of GE silent since June 30. GE at present is remodeling its present experimental transmitter in the Helderberg Hills, New Scotland, N. Y. [BROADCASTING, July 7], and proposes to be ready for its commercial debut by Sept. 1. Incidental experimentation with color television is contemplated by GE.

Grant authorized use of television channel No. 3 (66,000-72,000 kc.) and will serve 3,320 square miles in the Albany-Schenectady-Troy area with some 572,000 residents.

RCA Trial Date Set

TRIAL in New York Supreme Court of the remaining causes of action in the suit brought against RCA by a group of the company's stockholders has been set for Aug. 6. All major causes of action in the suit were dismissed June 24 by Justice Aaron J. Levy, the court overruling at that time the contentions of the plaintiffs that RCA directors has settled previous stockholder actions to conceal certain acts which would become void through the statute of limitations.

RCA MFG. Co., Camden, announces sale of 1-K transmitters to WTMA, Charleston, S. C., and KBWD, Brownwood, Tex., and a 250-K transmitter to WMDF, Greenwood, S. C.

STRENGTH
.. one of three extra values

The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and — ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that means wider radio coverage. Add pleasing appearance due to correct designing — and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.



BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
FARMERS BANK BLDG. PITTSBURGH, PA.
Offices in Principal Cities

Merchandising & Promotion

El Paso Books—About Edibles—Midwest Maize—Interior Comfort—Pack of Tees

FOR THE INFORMATION of the sponsor, the agency and the district representative, KROD, El Paso, has just issued a number of brochures for General Mills on behalf of *Hymns of All Churches* and *Betty Crocker*. Books contain samples of merchandising letters, courtesy announcements, photographs of Tel-Pic signs used as promotional material, tearsheets of publicity and advertisements, pictures of dealers' party and advertising streamers distributed throughout KROD's territory.

* * *

A Sponsor a Week

TWO-COLOR signs on the backs of all taxis in the Publix cab fleet are being used by KLZ, Denver, to promote sponsored programs. Each client is giving one week of advertising in this manner. Big posters in mass displays have been placed in 142 Safeway Stores throughout Colorado by KLZ, on behalf of Wilson & Co. Ideal Dog Food. Three actual labels from Ideal, part of a requirement of a give-away offer, and a schedule of the broadcasts on KLZ appear.

* * *

Food News

KSFO, San Francisco, is cooperating with retail grocers of Northern California and food manufacturers and processors using time on the station by furnishing a 10-page detailed listing of all grocery store products. The quarterly report lists the name of manufacturer, the product, name of the program, and days and times when the program runs.

Tall Corn Again

FIFTH annual National Tall Corn Sweepstakes under the auspices of WHO, Des Moines, and the Iowa State Fair will be held Aug. 20-21 on the Fair Grounds. Cash prizes for the tallest corn in the contest will total $250. In addition Oliver Farm Equipment Co. will award a tractor and Mid-Continent Petroleum Corp. will give cans of oil as prizes. Winner will receive $100 and the Col. B. J. Palmer gold trophy.

* * *

What Power Means

PRELIMINARY effort to determine the extent of its increased coverage resulting from a recent boost to 50,000 watts was made by WPTF, Raleigh, N. C., when a contest was held among listeners for the best answer to the query, "What has WPTF's increased 50,000-watt power meant to me?" Three prizes of $25, $15 and $5 were offered.

* * *

Fins for Ideas

TO STIMULATE the flow of ideas from the WGAR staff, Manager John F. Patt has set up an idea competition, with a $5 prize for each accepted suggestion. First to garner a bill was Bill Stewart, office boy, who suggested a weekly program of yachting news.

Plug for Article

TO PUBLICIZE the article "Inside Germany Today," by Wythe Williams, MBS news analyst, appearing in the July 19 issue of *Liberty Magazine*, WOR, New York, issued 25,000 window cards to news agencies throughout the country. A special circular advertising the article and crediting MBS went to over 70,000 delivery boys for house-to-house distribution as well.

* * *

WFBM Promotes

WFBM, Indianapolis, has made arrangements with five local movie houses to run trailers promoting its local and CBS programs. Other promotion tieups of the station include display advertising in the *Indianapolis Times;* poster advertising on 300 taxicabs; folders, published twice monthly, distributed to all local Red cab drivers; displays in the H. P. Wasson Dept. Store.

* * *

It's Cool Inside

DURING HOT weather KFDM, Beaumont, Tex., announces several times daily the exact thermometer reading with the suggestion, "and its always 76 degrees at the Jefferson Theatre." The theatre reciprocates by running a trailer giving the KFDM call letters, dial location and calling attention to its NBC-Blue affiliation.

* * *

Mike Cutouts

FIRST ISSUE of *WOR News*, directed to WOR, New York, listencall letters prominently displayed, and a 2 x 4-inch blank space at the base for sponsor's program are being distributed by WJJD, Chicago and WIND, Gary, to station advertisers who give them away to dealers for display.

* * *

News of WOR

FIRST ISSUE of *WOR News*, directed to WOR, New York, listeners was published July 1 by the station's promotion department. Issued semi-weekly and edited by Bill Crawford of the WOR promotion staff, the publication specializes in information for studio audiences.



LIKE PRUNES! Well, yes, afte giving Miss Prune herself the onc over. Henrietta Horak, 29, Czech born advertising manager of th California Prune Growers Assn., touring the country on behalf c her 11,000 bosses, who raise prun in California. She is making nationwide goodwill tour on b half of her favorite fruit. Her she talks on WAAB, Boston, wit J. J. Hayes, northeastern repre sentative of the cooperative.

* * *

Atlanta Displays

CARDBOARD mailing pieces, suitable for window or counter displays, are being distributed t grocers by WSB, Atlanta, to publicize the noon newscast of Planter Peanuts. Printed on the cards ar cuts of a WSB mike with Walte Paschall, station news editor, whic are done in red, white and blu carrying out the patriotic motif.

* * *

Kansas Gold

A FAN-SHAPED array of re wheat adorns the cover of a prome tion piece sent to the trade b WIBW, Topeka. "Yellow gold i Kansas ready for you to mine," says. In the center spread is wheat field panorama, with ins of a harvester at work. A prepai post card is inserted in a picture c a row of freight cars.

* * *

Tee in Montana

ENCLOSING a packet of golf te to stress the theme, "Summer tim is time to tee off with advertisin in Montana", Montana Broadcas ers—KGIR, Butte; KPFA, Helena KRBM, Bozeman—is mailing a s licitation to advertisers calling a tention to the 25% increase in po ulation in the State due to summe travel.

BROCHURES

WTMJ, Milwaukee—Booklet promo ing new Nancy Grey program aim at men as well as women.

WSJS, Winston-Salem, N. C.—Fold calling attention to the increased s nal resulting from frequency shift.

HAVE YOU TRIED THE NEW PRESTO GLASS "Q" DISC



A heavy plate glass base coated with the famous Presto "Q" compound . . . smoother . . . flatter . . . more uniform in thickness than any metal base recording blank.

Made heavier (3/32") for added durability. Handle it like any transcription.

Has 2 standard holes for the turntable shaft and the drive pin that prevents slippage of the disc or cutting mechanism.

Made in the new Presto $250,000 disc plant. Now ready for you in the 12" and 16" sizes. Immediate shipment, any quantity.

Phone your radio distributor for new net prices to radio stations and studios.

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0342 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

An $8 Hat Wins a $2 Prize!

Yes sir! One of the more than 500 entries in a sponsored 5-minute jingle contest over WCBM was a hat retailing at $8! The winner? Sure! Just like the station that "pulled" it!

PENNY FOR PENNY COVERAGE BETTER THAN ANY!

★WCBM★

Baltimore's Mutual Affiliate
Beginning Oct. 1—NBC BLUE

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

Kellogg Renews on 35

KELLOGG Co., Battle Creek, Mich. (Pep), on July 7 renewed its schedule of 10 a-week one-minute transcribed announcements on 35 stations in various markets to extend through August. Agency is Kenyon & Eckhardt, New York.

Adam Fight in Brooklyn

FIRST FIGHT to be broadcast exclusively on NBC-Blue in the series managed by the Brooklyn Boxing Assn. from Ebbets Field, will take place July 22 between Red Burman and Melio Bettina, with Sam Taub and Bill Stern handling the description. Sponsor is Adam Hat Stores, New York.

Classroom Liked

CLASSROOM programs proved the most popular feature of the U of Illinois station at Urbana, WILL, which reports that 2,300 letters were received from listeners during the last year requesting more information on the programs with but 12 complaints, though the broadcasts dealt with controversial issues.

PA Has 193 Stations

PRESS ASSN., subsidiary of Associated Press to handle news for radio, now has a total of 103 stations subscribing to its service, in addition to the stations already served by AP prior to the organization of PA, according to William J. McCambridge, AP general manager. The addition of these 103 stations brings the total number of stations receiving AP news to more than 300.

AN EDICT that all neon signs, lobby lights, electric fans, etc. at WCBI, Columbus, Miss., be cut out except when absolutely necessary was issued by the station management in keeping with the power conservation movement.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS**, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

First Class Operator—Draft deferred exempt; N. Y. State; State qualifications fully. Box 702, BROADCASTING.

Two Licensed Operators—At 250 watt NBC affiliate station in Southeast. Write Box 705, BROADCASTING.

Commercial Manager—For Regional Network Station. State complete experience, education, salary desired, position in draft, references and submit recent full-length photograph. Box 706, BROADCASTING.

Operator-Transradio Man—Must be experienced and capable of transmitter maintenance. Arkansas station. Salary, $25.00 weekly. Send references. Permanent position for right man. Box 721, BROADCASTING.

Continuity—Prominent midwestern clear-channel station, network affiliate, requires personal copy writer, experienced on all types commercial and sustaining continuity. Experience in building script shows not required but advantageous. Women or draft-free men. Please send full details including photo and salary expected. Box 723, BROADCASTING.

Radio or Electrical Engineer in His Twenties—Degree in R.E. or E.E. preferred and should have an active government operator's license or several years' amateur experience. A flare for simple understandable written expression would be an advantage. Write freely and fully in strict confidence discussing your qualifications and requirements including salary. Address P. O. Box 3046, Washington, D. C.

Situations Wanted

Manager-Commercial Manager—12 years' experience. 32, married. Excellent references. Box 707, BROADCASTING.

Young Man—Single, draft exempt, seven years' experience Orient. newspaper, radio, script. Box 720, BROADCASTING.

Experienced Woman—Wants staff position. Proven program.References. Qualified for any broadcasting, continuity, receptionist. Box 712, BROADCASTING.

Announcer-Program Director—Eight years' experience. Now employed chain station large eastern city, desires change. Best references. Box 709, BROADCASTING.

Chief Engineer—Now employed in 5 KW Rocky Mountain district station, desires change to more progressive station. 12 years' experience. Box 718, BROADCASTING.

Broadcast Operator—6 years' experience in transmitter, control, remote and network assignments; A1 references; 1KW job now. Box 711, BROADCASTING.

Summer or Permanent—Announcer, 18, intelligent, ambitious, rich voice; limited experience. E. T. Superb background, references. P. O. Box 338, Clarks Summit, Pennsylvania.

Announcer-Engineer—Now program director, network affiliate, considering change. Three years' experience announcing, selling, copy-writing, and operating. Married, draft-deferred, good voice, reliable. Prefer West, make offer. Box 710, BROADCASTING.

Situations Wanted (Continued)

Production Man-Director—Training and experience include writing, production, acting, sales, publicity and office management, college graduate, 28, draft exempt. Locate anywhere. Box 708, BROADCASTING.

Announcer-Production Man—4 years' experience, network stations, desire immediate change. Draft exempt. Box 724, BROADCASTING.

Owners Of Radio Station, Attention—If your general manager is bluffing you, I can prove my ability to make money for you in five minutes. Box 725, BROADCASTING.

Sportscaster—Six years' experience local and networks—sports play-by-play; special events, program directing, script, continuity. Draft exempt. Employed at present but available at once. Box 717, BROADCASTING.

12 Years' Radio Experience—Including network production, announcing and station management. Will consider good permanent connection with radio agency or station. Inquiries kept confidential. Address Box 703, BROADCASTING.

Station Manager Now Employed—Thirteen years' experience all phases, licensed, married, draft exempt. Accept salary, commission or profit sharing basis. South only. Write fully. Box 714, BROADCASTING.

Traffic Director—Girl experienced in traffic, programming, general radio office work, seeks position in Texas station. 24. Now employed. Excellent references. Box 722, BROADCASTING.

Chief Engineer—Network station desires change. Young, draft exempt; college; experienced; design; operation; construction. Executive ability. Prefer southwest. Consider anything permanent. Box 715, BROADCASTING.

Attention Station Managers—Young man, 21, not in draft, desires position with progressive station. College graduate with first degree in radio. Have complete general background of industry—Announcing, engineering, writing, advertising, producing, managing etc. Salary secondary to position. Will travel. If you need a competent, conscientious beginner, I am your man. Box 713, BROADCASTING.

Somewhere in United States There Is a Station which can use an aggressive Program Man or Assistant Manager—who rose step by step from actor to announcer to production to Program Management—who has a successful record of modern program building at a profit. Capable of inspiring co-workers to cooperate happily for more business. Competent and harmonious worker—knows from nine years' experience station problems and solutions. Presentation on request. Box 716, BROADCASTING.

Wanted to Buy

Pacific Coast — Station wishes to contact anyone having good 5 kilowatt transmitter for sale. Box 701, BROADCASTING.

Wanted—One 250 watt transmitter in good condition. Please state make, age, condition of transmitter and price. Write Box 704, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

We have THE VERY IDEA
Custom-built radio productions
One minute or one hour—
live or transcribed
The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

Bennett

(*Continued from page 29*)

criminally by the Department of Justice.

"In the civil case, the consent decree was entered. In the criminal case, fines were assessed totaling some $35,000. For several weeks the trade papers have been full of ASCAP's proposed suit. ASCAP is reported to claim treble damage because they assert they are being kept off the air through boycott. Yet have they approached stations and attempted to sell their product on a competitive business basis?

"You will recall the efforts made by you in behalf of NIB to discuss with and obtain from ASCAP a license which would require payment for the material used. You did this both before the expiration of licenses last year and again when Gene Buck made his plea over the air in the first *ASCAP on Parade* program. Your effort merely resulted in disclosing a lack of sincerity on ASCAP's part to discuss anything but a continuation of the old blanket license with its destructive payment of a per cent on gross business.

Treble Damages

"The truth about 'treble damages' is that every music user whose continued existence depended upon the obtaining of a license from ASCAP prior to December, 1940, has a valid and enforcable suit for treble damages against ASCAP and all its members. The shoe really is on the other foot.

"ASCAP and each of its members is liable threefold for all sums wrongfully extracted. ASCAP no longer can deny the facts stated in the unanimous opinion of the U. S. Supreme Court. The opinion states that ASCAP 'is a combination which controls the performance rights of a major part of the available supply of copyrighted popular music' and that 'ASCAP comes squarely within the definition of the combinations prohibited by Section 1 of the 1937 Act'. This section of the Florida statute is no more extensive than the Federal Sherman Anti-Trust Act under which treble damages are awarded. Yet ASCAP threatens treble suits against broadcasters.

"For years this combination by mutual agreement pooled in ASCAP 'a major part of the available supply of copyrighted popular music,' thereby creating in ASCAP 'the power of life and death over every business * * * dependent upon copyrighted musical compositions for existence' (Mr. Justice Black). It actually wielded this power by enforcing its demands for a per cent of broadcasters' gross income, by discriminating contracts such as the newspaper formula and in other less obvious ways. Are broadcasters again to acquiesce and pay on gross income?

Open Competition

"Clear thinking at this point is doubly essential. In looking for the immediate dollar saving, we forget that the only protection against future exhorbitant demands lies in open competition and that this open competition can be established only by maintaining the 'dollar' incentive. Blanket licenses with payment of a per cent of gross income entered into with a combination controlling a dominating portion of the available material, destroys the 'dollar' incentive. It then becomes economically desirable to restrict the material used to the product of the dominating combination.

"The door to protective competition is closed against those who are not members of the combination just as effectively as though they did not exist. No one wants a repetition of December, 1940, but if it is to be avoided, a competitive market must be maintained. The door to competition must be kept open to new and unknown composers and authors, to new music publishers, to AMP, to SESAC, to BMI and others. Unless these non-ASCAP creators are able to market the product of their labor in a free market, their chance of earning a livelihood vanishes and their incentive to produce is destroyed.

"It is my firm conviction, based on seven years of intensive work with the copyright problem, that if broadcasters again pay ASCAP a per cent of their gross income for blanket licenses, the time will come when the gains of today are hopelessly lost. Unless we help ourselves now, we soon will be past helping. In Florida, Nebraska, Washington and Alaska, ASCAP is barred from doing business as a combination. In several other States, including Kansas and North Dakota, they must comply with laws placing restrictions on monopolistic operations. If there must be 48 different laws in order to cure permanently monopolistic domination in the copyright licensing field then let us have 48 laws. But an earnest effort should be made to keep those laws uniform.

"'Instead of a Munich pact broadcasters and other users of copyrighted music should assert their legal rights and maintain them. They must not be influenced by fear and self-serving propaganda. They must not let inertia again destroy their freedom to buy in a competitive market."



CODE CLASSES FOR DEFENSE are taught by KDKA, Pittsburgh, and here are two of the instructors during a recent classroom session. They are (l to r) T. C. Kenney, studio supervisor, and Jim Rock, KDKA general manager. Dwight Myer, chief engineer, is director of the classes but was away on a vacation at the time this photo was taken.

Hole in One

ON THE FIRST DAY of his vacation Kolin Hager, manager of WGY, Schenectady, scored a hole in one on the 185-yard second hole at the Mohawk Country Club, Schenectady. Hager, who is a portsider, used a brassie against a stiff wind to ace a tricky par-three hole. Ed Letson, announcer of KDYL, Salt Lake City, recently accomplished a similar feat on a local course.

Building in Clarksville, Tenn.

BOB THOMPSON, former assistant chief engineer of WGOV, Valdosta, Ga., is now chief engineer of the new WJZM, Clarksville, Tenn., now under construction with RCA equipment and a Wincharger 175-ft. tower. He is the only member of the staff thus far engaged, though the station expects to be on the air early in August. Operating with 250 watts on 1400 kc., the station was authorized by the FCC last February and is owned by William D. Hudson, mayor of Clarksville, and his wife. Mr. Hudson is also a member of the Tennessee Railroad & Public Utilities Commission.

PHIL BAKER, off the air nearly two years, has been auditioned by NBC with his old comedy cast in a new show, *Brownstone House*.

50,000 WATTS - CBS
425,683 Listening Families*
KWKH
SHREVEPORT
LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

New 50 kw. Plant Dedicated by KOB

New Type of Transmitter Put In Operation by Station

COMPLETELY equipped with what is claimed to be the first RCA Hi-Level modulated transmitter, KOB, Albuquerque, N. M., formally stepped up its power to 50,000 watts July 9 with special dedicatory festivities.

Transmitter is housed in a new building of Pueblo construction on the banks of the Rio Grande, nine miles north of Albuquerque. The new 450-foot vertical antenna is of uniform cross section construction, erected on 80,000 square feet of ground space over a water-soaked sub-strata that is only four feet below the surface.

Notables Attend

The formal dedication broadcast from the stage of the local Kimo theater was attended by Gov. John E. Miles, Mayor Clyde Tingley of Albuquerque and Dr. Hugh Milton, president of New Mexico State College, who spoke during the program. Other special guests present were Don Gilman, NBC vice-president; I. R. Baker, RCA Mfg. Co., Camden; Don Wilson, NBC announcer who acted as m.c.; Martha Tilton, NBC artist. The hour-long broadcast included a salute by the NBC-Blue network from Hollywood.

Increase culminates the climb of KOB, one of the nation's pioneer stations, from its inception in 1920 as a 50-watt outlet to its present 50,000 watt status as one of the country's most powerful stations.



PERCEPTIBLY PLEASED with details of their new contract with Union Oil Co. are these CBS Pacific network executives surrounding James Fonda, radio supervisor of Lord & Thomas, Hollywood. They are (l to r), Hal Hudson, CBS Pacific Coast program service manager; N. G. Pringle, head of the network's West Coast news bureau, who acts as commentator on the five-weekly quarter-hour program, sponsored by the petroleum concern; Fonda; Harry W. Witt, CBS Southern California sales manager; A. Ernest Bagge, network account executive. Union Oil on July 7 started for 52 weeks sponsoring the news analyst on 3 CBS California stations.

AN INCREASE in pay of 10% for all employes of WTRY, Troy, N. Y., has been announced by Commercial Manager William A. Ripple. Effective July 1, the raise is the second in six months.

JAMES McFADDEN, McKee-Albright New York vice-president in charge of radio, is currently in Hollywood conferring on plans to switch origination of the weekly NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest), from that city to New York, in later August.

Al Hollender Promoted

AL HOLLENDER, for seven years director of public relations of WJJD, Chicago-WIND, Gary, has been appointed assistant to President Ralph L. Atlass. Other personnel changes announced by Mr. Atlass include the naming of H. P. Sherman to the post of national sales manager of WJJD and the appointment of Dave Bennett, formerly of Dave Bennett Associates, Chicago, as local sales manager. Les Paul, formerly guitarist with Fred Waring's orchestra, succeeds Ben Kanter as musical director. Mr. Hollender will act as coordinator of several departments of both stations as well as continuing as public relations director.

WHOM Offers All Aid To Americanize Aliens

AN OFFER of its complete facilities to the U. S. Government to aid in the vast expansion of the Americanization program facilitating naturalization of 5,000,000 aliens has been made by WHOM, Jersey City, through its manager, Joseph Lang. In a letter to Howard O. Hunter, WPA administrator and director of the drive, Mr. Lang said:

"We offer the complete facilities of WHOM in cooperating with your department to further this work. WHOM broadcasts a greater variety of foreign language programs than, we think, any other station in the U. S. It is our belief that whatever we can do with you, together with what we are already doing through our own WHOM free naturalization school, will render a good public service to our listeners." President Roosevelt has allocated $14,000,000 of WPA funds for the Government's Americanization instruction program, which will be sponsored by the Department of Justice and co-sponsored by state departments of education.

Bond Bread Spots

GENERAL BAKING Co., New York (Bond Bread) on June 30 started sponsorship of *Gene & Glen*, a live talent show 12-12:15 p.m. Monday thru Friday on WNAC, Boston; WTIC, Hartford and WTAG, Worcester, the show originating in Hartford. Newell-Emmett Co., New York is agency.

ANOTHER
PERSONALITY FIRST

DIZZY DEAN on
ST. LOUIS KWK

"The Station with
The Personalities"

Johnny O'Hara	Johnny Neblett
Ray Daddy	Myron S. Bennett
Carol Gay	Helen Adams
Lon Saxon	Martin Bowin
Al Sarli	Rolla Coughlin

Represented by Raymer

KWK—MBS



America's best known baseball hero now on KWK's Play by Play Baseball Broadcasts.

WAVE SPINS NO WEB FOR SPIDER (Ky.)!

We won't say the villagers in Spider (Ky.) *can't* tune us in—but if they *do*, the coverage costs our advertisers nothing! Y'see, we *concentrate* on the Louisville Trading Area, where there's far more buying power than in the rest of Kentucky combined. And our rates are set for this area alone. Which means *you* reach the best market in the State, without paying for anything else—not to mention Louisville's $5,000,000 *extra* defense payroll every month! Want the whole story?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

"TOMATOPOLIS" OF THE WORLD!

Another of those we serve—Crystal Springs, Miss., World's greatest tomato shipping center.

Population—2855
Sales Establishments—92
Total Sales—$2,706,000
Distance from Jackson—25 miles

Invest your advertising dollars with WJDX — Dominant Radio Station in Mississippi's growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTSB

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

CBS, DuMont Plan Television Service

Plan Commercial Operation To Start in August

WITH CBS transmitting its first full-scale television program in full color last Thursday evening and DuMont as well as CBS expecting to be ready for commercial operation about Aug. 1, the television picture in New York broadens day by day. The only operator to start commercial video on the July 1 opening date, NBC continues its regular 15-hour weekly visual program schedule, which includes several sponsored programs, on WNBT.

Using special apparatus developed in its own laboratories by Dr. Peter Goldmark, CBS chief television engineer, CBS wheeled in color cameras and televised a repeat performance at 9:30 p.m. of its *Country Dance* program, transmitted in black-and-white from 8:30-9:30 p.m. The full production was televised in color, although only a few of the special color receivers were available for spectators.

DuMont Testing

DuMont's new transmitter and studios, located at 515 Madison Ave., New York, are going through final stages of field testing, according to Mortimer Loewi, head of the DuMont television operations, and a commercial license is expected around Aug. 1. Although DuMont expects to begin commercial operations as early as possible, no definite word on commercial arrangements, such as sponsors and rates, has been announced by Mr. Loewi.

The new "electronic view-finder" will be used on television cameras at the new studios, Mr. Loewi stated, commenting that the novel apparatus should lower the cost of visual pickup equipment. The new view-finder consists of a 5-inch cathode tube in a shadow-box attached to the side of the camera.

By looking through the eye aperture the operator sees the televised scene on the screen of the tube, just as it is picked up by receivers. In addition to automatic compensating features and the advantage to the operator of seeing the actual transmitted result, the relatively economical apparatus replaces expensive sets of glass lenses, Mr. Loewi explained.

Mrs. FDR Time Sought

PAN-AMERICAN COFFEE BUREAU, through its agency, Buchanan & Co., New York, is still seeking the best available time for its new network show featuring Mrs. Eleanor Roosevelt, to start sometime in September. The program will stress the Good Neighbor Policy and further cultural relations between the Americas. The bureau is composed of representatives of seven South American countries and is reported to have an operating budget of over $750,000.



ONE OF THE FIRST places captured during a fictional blitzkrieg at Anderson, S. C., was WAIM. The "defenseless" city was seized without warning by a Fifth Column army composed of ROTC cadets at Clemson College. The event was broadcast by a hookup of 28 stations.

U. S. Court Upholds Ruling Allowing Non-Royalty Records of Literary Works

AFFECTING authors of copyrighted poems, stories and works of that nature is the ruling handed down in early July by the U. S. Circuit Court of Appeals at Los Angeles. The decree unanimously upheld a decision of the district court that recordings can be made of any literary works and sold for commercial purposes without royalty payment as long as such works are not dramatized.

Decision was rendered in the suit of Austin Corcoran against Montgomery Ward & Co., in which the plaintiff charged the defendant with recording and selling his original copyrighted poem, "Plain Bull," thereby committing an infringement of copyright. His suit was dismissed by Judge Harry A. Hollzer. The circuit court, in an opinion by Justice William Healy, affirmed this action, Justices Denman and Mathews concurred.

Promptly following the ruling, reports were current on the Coast that a number of famous poems were being set to music and that the writers or their assigns appeared to be helpless, legally. It was said there might develop a race to grab words from various popular songs and set them to new music, by virtue of the ruling.

Although the court conceded there might appear to be justice in Corcoran's claim, it upheld its position by pointing out that in the 1909 revision of the Copyright Act, composers were given the exclusive right of recording their musical compositions and the same right was granted to authors of copyrighted dramatic works. However, Congress did not give like protection to copyrighted poems, stories and similar literary material.

The court further denied Corcoran's accusation that setting the verse to music constituted both a dramatized and another version of it, by describing the poem as doggerel verse, "lacking certain qualities of a dramatic work, notably dialogue and a perceptible plot". It further added that, "undoubtedly it could be arranged and dramatized in the form of the animated cartoon so familiar to those who frequent motion picture houses. Most novels and stories and even some news articles may be dramatized but nobody thinks of them as dramatic works. The various forms of literary composition all have certain features in common, but if the similarities are pushed too far all attempt at classification breaks down and the copyright law is reduced to chaos."

The plaintiff also charged that the defendant had "vended" the copyrighted work, and that in any event his work constituted the lyrics of a musical composition. The court rejected the first contention on the authority of White-Smith Publishing Co. against Apollo Co., decided by the U. S. Supreme Court in 1908, stating the poem as recorded was subject only to acoustical perception. Finally, the court held that the poem, in the form written, did not constitute a musical composition

Such legal interpretation renders it possible to set a best-selling novel to music and reproduce the product on records and sell such records to the public without payment of royalty.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

ON THE NBC RED NETWORK

Sales Group Plans 'Ear Appeal' Drive

Radio Now Fundamental for Advertisers, Carr Says

A CALL FOR "common sense selling" of broadcasting as the theme for the sales managers' division of the NAB this year was made last Wednesday by Eugene Carr, assistant manager of WGAR, Cleveland, and new chairman of the sales managers' executive committee, following an organization meeting in Washington.

Mr. Carr said it is just as fundamental for an advertiser today to reach out to his customers and prospective customers with an appeal to the ear as to approach them with an appeal to the eye. He said that the division would seek to do a "hard-hitting common sense selling of the fundamentals of radio" as an advertising medium.

Influence Plus

"Radio has built up a tremendous 'circulation' by the use of exactly the same factors as the magazines, newspapers and other media use—news, sports, entertainment, drama—precisely the same appeal to human nature," Mr. Carr asserted. "Add to this circulation the human qualities of the medium itself—the human voice appeal, human emotions in the flesh, the timeliness, the flexibility, the quality of personalizing a message — and you have advertising influence with a plus.

"And don't let anyone tell you that some of our good competition enjoy a certain select group of subscribers who buy and read just for the ads. If that's the case, why are the boys down the street out these days selling a bonus circulation due to the interest in war news.

"So, it's common sense selling—making the calls, hammering fundamentals, following through, and leaving something tangible on the prospect's desk for him to buy."

GA, Spokane, operating on 1510 kc, 000 watts, on July 15 joined Don ee-MBS as an affiliate, replacing PQ, Wenatchee, and KVOS, Bellgham.

Kelleher Joins WBS

THOMAS M. KELLEHER, for three years with Noee, Rothenberg & Jann, New York, newspaper representative, has joined the sales department of World Broadcasting System to work from the New York studios. Previously, Mr. Kelleher traveled through the East for International News Service, served nine years with the *Worcester Telegram & Gazette*, and for two years was national advertising director of the Record Newspapers in Troy, New York.



Mr. Kelleher

New Wisconsin Network

A NEW six-station regional network has been incorporated in Wisconsin under the name Wisconsin Network Inc., linking WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WHBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids. President of the company is Hiram H. Born, WHBL; vice-president, James F. Kyler, WCLO; secretary-treasurer, Father James A. Wagner, St. Norbert's College, operating both WHBY and WTAQ, Green Bay. The network is mutually owned.

Nets Gloomy

(*Continued from Page 9*)

House regarding either the network rules or the newspaper-divorcement proceedings. In some quarters this was interpreted to mean that the President, preoccupied with the war situation, had given no attention to either issue. Chairman Fly, however, apparently has the backing of others at the White House.

As long as the conferences are in progress, it is felt, there can be a radical change at any time. Once some sort of an agreement is reached on time options, which would come only on a compromise basis, the other seven points might be adjusted very quickly, with the Commission agreeing to an over-all postponement.. Then it is presumed each issue could be considered individually, with rules adopted pursuant to any accord that might be reached.

There would still be the possibility of litigation, however, to test the Commission's jurisdiction, since NBC and CBS throughout the conversations have maintained they should not surrender any of their legal rights. The question of legislation also is involved, since a number of members of the Senate Committee, as well as the network spokesmen, urged a reappraisal of the statute.

White to Maine

Senator White (R-Me.), before his departure last Thursday for his home, said he had not yet definitely determined whether or when he would introduce proposed revisions to the Communications Act dealing with broadcast regulation. He said he had drafted the amendments two months ago.

Although the Senator planned to stay in Maine several weeks, he said he might decide to introduce the bill in the near future, particularly if an impasse was reached on revised regulations. The more likely course, he indicated, would be to introduce the measure upon his return. He intimated that introduction of the amendments depended on developments in the whole controversy and on the views of some Committee members with whom he had discussed the measure in recent conferences

New P & G Serial

PROCTER & GAMBLE, Cincinnati (Duz), has purchased the rights to *The Bartons* a sustaining serial originating in Chicago for NBC-Blue, and will begin sponsorship sometime in the fall. Harlan Ware writes and Frank Papp directs the show, which is owned by NBC. Compton Adv., New York, handles the Duz account.

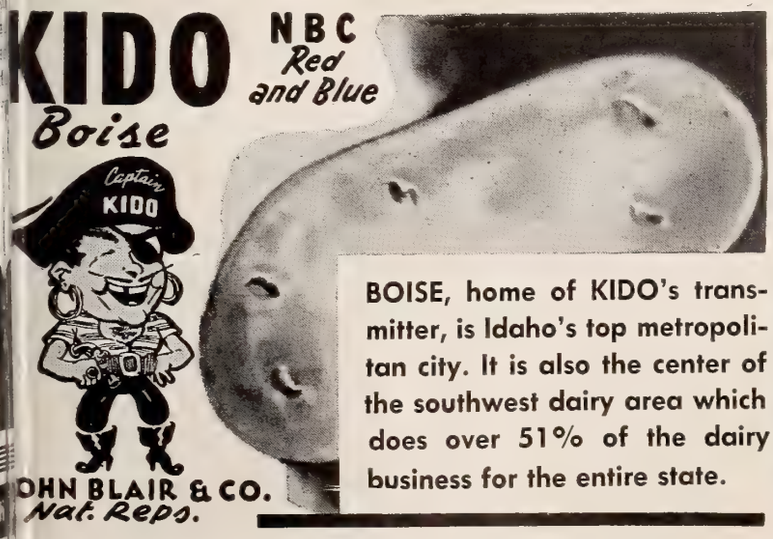
Test for 'Liberty'

MACFADDEN PUBLICATIONS, New York, on July 16 started a one-week test for *Liberty* magazine, participating on the *Yankee Network News* 6-6:10 p.m. EDST, Wednesday and Friday, and conducting spots on WBBM, Chicago. Agency is Erwin, Wasey & Co., New York.

Citation for Morton

ALFRED H. MORTON, vice-president in charge of television for NBC, was given the first citation ever made by the U. S. Treasury Department as the result of a television broadcast. Presented July 16 by Secretary of Treasury Morganthau, the citation reads: "In recognition of distinguished and patriotic services to our country rendered in behalf of national defense on a nationwide broadcast on the date of May 1, 1941, televised." This was the coast-to-coast broadcast ushering in the sale of defense bonds. It was televised simultaneously with the network broadcast.





Dispute of AFRA and WKRC Mediated

Preliminary Contract Signed, Winding Up Disagreement

MEDIATION of wages and hours of AFRA employes of WKRC, Cincinnati, began this week following the arrival of Mrs. Lillian L. Poses, representing William H. Davis, chairman of the Defense Mediation board. Mrs. Poses arrived in Cincinnati last Thursday and is to hold joint meetings with representatives of the station and the union who have already signed a preliminary contract recognizing AFRA as the sole bargaining agent for program employes.

Mrs. Poses, who has practiced law in New York City since 1931, has held responsible posts in various Government social and labor organizations and has functioned as mediator in several labor disputes. At present she is regional attorney for the Social Security Board for New York.

MBS an AFRA announced signing of agrements last Monday, ending the strike and establishing a pattern for arbitration designed to prevent recurrence of similar situations.

Under the agreement, as explained by AFRA and MBS, strikes against programs transmitted by the network to a station involved in a labor dispute with AFRA would be prevented, providing the outlet agrees to arbitration of its local negotiations.

The new pact, combined with earlier agrements between MBS originating stations and the union, frees the network from involvement in labor-talent disputes of affiliated stations where arbitration is accepted, with AFRA free to strike in cases where arbitration is refused, according to MBS.

Signed July 9 by W. E. Macfarlane, MBS president, and Mrs. Emily Holt, AFRA national executive secretary, and George Heller, associate secretary and treasurer of AFRA, the agreement was hailed by both the network and the union as an important forward step in network-labor relations.

With the WKRC strike officially ended at 5 p.m. last Monday, and picket lines called off, Fred Weber, MBS general manager, in New York announced that network service to all MBS affiliates continues without interruption.

Non-Strike Clause

The new agrement, which remains in effect until AFRA's code of fair practice expires Nov. 1, 1943, provides:

(a) In the event AFRA is unable to consummate a collective bargaining agreement with any Mutual affiliate after a reasonable period of negotiations, and provided that such affiliate shall agree to arbitrate its differences with AFRA as provided in the next two paragraphs, AFRA will not (because of said affiliate's failure to enter into a collective bargaining agreement with AFRA) in view of such affiliate's agreement to arbitrate its differences with AFRA, strike against, picket or boycott any commercial or sustaining programs by whomever produced, whether originating at the studios of such affiliate or at the studios of any other Mutual affiliate, or prevent any sustaining or commercial program by whomever produced from being transmitted to any affiliate. AFRA and its members shall be free from their obligations under this paragraph in the event such affiliate refuses to submit to arbitration or refuses to obey the terms and conditions of the arbitration award.

(b) The affiliate's willingness to arbitrate shall be evidenced by filing with AFRA, at its main office at 2 West 45th St., New York City, a signed copy of this agreement, within five days after notice by AFRA to such affiliate that in its opinion, negotiations have broken down, and such signed copy shall have the force and effect of a submission agreement. The arbitration shall be conducted under the rules set forth in the Code, incorporated herein by reference.

(c) The arbitration shall determine all matters in dispute including wages, working conditions, whether AFRA is the exclusive collective bargaining agency, and all other controversies, and the arbitrators shall not award an AFRA closed shop unless the arbitrators find that AFRA is the exclusive collective bargaining agency for a majority of the employes.

Can Pick Employes

In a joint statement Mrs. Holt and Hulbert Taft Jr., manager of the station said the settlement involved an "AFRA shop" for singers, actors and announcers. "Specialty talent", including newscasters, sportscasters, women's commentators, masters of ceremonies, and man-in-the-street announcers, were exempted from the "AFRA shop" provisions.

Under an "AFRA shop" the station may pick its own employes but they are required to join the union upon being hired. Under ordinary "closed shop" procedure the union certifies to the employer the names of persons who can be hired.

With the signing of the agreement, the four striking members of the staff went back to work and all non-striking members of the station's staff were declared eligible for admission and reinstatement into AFRA without penalty or discrimination. Radio Artists Assn., an independent union at the station, was disbanded and its petition to the National Labor Relations Board asking to be declared the sole bargaining agent for the station was withdrawn.

The RAA members had agreed to join or rejoin AFRA depending on whether its members had previously been in good standing with AFRA. On its part, AFRA consented to reinstate all members who had stayed in the station during the strike, simply upon application.

Two members of the station staff, Jimmy Scribner, author and sole actor of *The Johnson Family*, and Dick Nesbett, sports announcer, had been suspended from AFRA early in the strike.

Monday's settlement solved what might have been a perplexing problem for MBS after the station management had obtained a temporary injunction to prevent the network from discontinuing its service to the station. Under the AFRA-MBS-agency accord, agency-produced commercial shows would have been yanked from WKRC beginning July 12 [BROADCASTING July 14]. Because Ohio law provides that a temporary injunction is returnable in three weeks and because of the MBS mechanical setup, the network was faced with the possibility of being unable to feed any agency produced commercial to its entire station list.

The strike, first in AFRA history, started June 20 when four AFRA members of the 17-man announcing staff failed to report for work and started picketing the WKRC studios assisted by other Cincinnati AFRA members. Up until last week negotiations dragged, finally resulting in a special meeting of the MBS board in Chicago out of which came the MBS-AFRA agreement. After the legal pyrotechnics July 11 MBS General Manager Fred Weber, MBS Attorney Emmanuel Dannett and AFRA Attorney George Heller flew to Cincinnati for conferences with station and AFRA officials, paving the way for peace.

$80 to Check

TO VERIFY that no ASCAP arrangements would be played by Geraldo's London orchestra on the July 13 two-way British War Relief broadcast on NBC-Red, the network spent $80 in short-wave toll charges that morning only to find no ASCAP tunes were scheduled.

While talking to Fred Bate, NBC's London correspondent, before his 8 a.m. broadcast, NBC had heard the cut-in to London's Drury Lane Theatre from New York would occur while Geraldo's orchestra was playing "The Skater's Waltz," of which there is an ASCAP arrangement. Hence the hurried shortwave call only to find Geraldo was planning to play his own arrangement of the waltz.



AWARD FOR PATRIOTISM was recently bestowed on WNEW, New York, with Richard O'Dea, vice president of the station (right), accepting an American Legion plaque from Victor O. Perls, radio chairman of the New York County division of the veterans' organization. Inscription read, "In recognition of its continued and outstanding services in furthering the ideals of Americanism, awarded to WNEW by the New York County Organization American Legion, 1941."



Using 100 as the U. S. average, St. Petersburg's average business wage is 115, highest in the State.

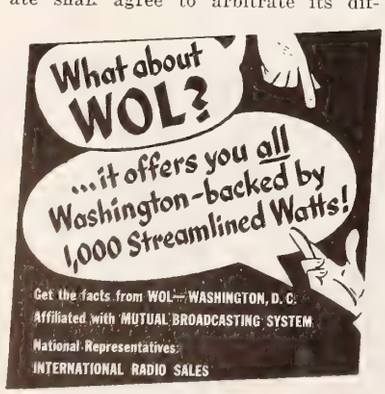
St. Petersburg	115
Miami	113
Jacksonville	83
Tampa	78
U. S.	100

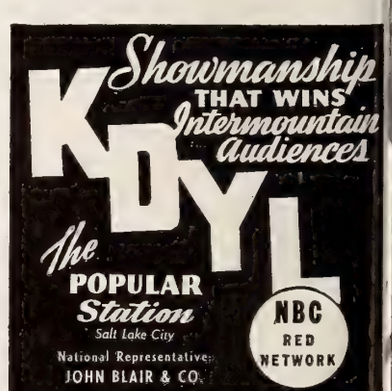
This is just another reason why St. Petersburg is one of the South's best markets. St. Petersburg is only part of the Tampa Bay Area—the Class "A" Market—covered completely and economically by WTSP.

Added to this bargain—your advertising is absolutely free every day the sun fails to shine on. . . .

W T S P

St. Petersburg TIMES Affiliate
A REGIONAL STATION
R. S. Stratton, Manager
St. Petersburg Fla.
Represented by
Radio Advertising Corp.
New York • Cleveland • Chicago





Bulova's Stations Signed by ASCAP

WCAE, KOAM and KSAN Are Other New Signatories

IGNING of the Bulova group of ve stations, plus three others, nce July 1 was announced last eek by ASCAP, as the battle of ords continued between the So- ety and Broadcast Music Inc.

ASCAP announced that WOV, ew York; WORL and WCOP, oston; WPEN, Philadelphia, and ELI, New Haven, all identified ith the Bulova-Lafount interests, ad negotiated contracts. Other iations signed since July 1, it was ated, are WCAE, Pittsburgh; OAM, Pittsburg, Kan., and SAN, San Francisco.

No further word was forthcom- g either from ASCAP or NBC CBS regarding negotiations oking toward return of ASCAP usic to these networks, to ter- inate the break that has existed nce Jan. 1, during which time ASCAP music has been per- rmed.

Confer in Capital

Top officials of NBC and CBS ere in Washington virtually dur- g the entire week, in connection ith conferences on the FCC's ain-monopoly report and there- re were not in a position per- nally to carry on negotiations th ASCAP.

Another exchange between BMI d ASCAP over the former's roy- ty payments to composers devel- ed during the week. After John Paine, ASCAP general manager, d echoed "sweatshop" charges ainst BMI and quoted figures rportedly showing that its writ- s were being paid miserly ounts, BMI rejoined that ASCAP d made several "vicious and ally uncalled for attacks on II" and had presented a list of estions for it to answer. It anded these questions as the ave you stopped beating your fe?" variety and said it had no ention of answering them. The CAP release of July 14, BMI ted, quoted the figures in regard BMI's financial life and it was found that "without exception the figures are inaccurate".

Mr. Paine's July 14 statement, among other things, alleged that of approximately $4,000,000 invested in BMI by radio (industry figures show only a total of $1,500,000 paid in) "not more than $35,100 has been paid to composers and authors up to this date".

Alluding to the $4,000,000 figure, Mr. Paine asked how much of "those millions were spent and still are being spent on propaganda aimed to destroy the rights of creators?" He inquired further "how much money was spent and is still being spent on legal fees in litigation aimed to rob the writers of the rights vested in them by the copyright laws?"

As the coup de grace, Mr. Paine referred to the "dead mackerel in the moonlight" observation of FCC Chairman James Lawrence Fly during the NAB convention in St. Louis.

* * *

The ASCAP board Friday announced election of 33 new members, including 26 writers and seven publishers, bringing the Society's total to 1,192 writer members and 146 publisher members. New publisher members include Brown & Henderson Inc., Coslow Music Co., Dash, Connelly Inc., Edition Musicus New York, Ensemble Music Press, Charles E. King, Pan-American Music Co.

Oil Companies Utilize Radio Programs To Promote Program for Conservation

URGING consumers to make more efficient use of dwindling oil supplies along the East Coast, petroleum companies and marketers serving the seaboard are revamping their commercial radio continuity in cooperation with conservation efforts of Federal Petroleum Coordinator Harold L. Ickes. The move started several weeks ago, but has gathered speed as the shortage has become increasingly acute.

For some time plans have been afoot to eliminate straight selling copy in favor of institutional continuity designed to dramatize the petroleum industry's role in national defense. However, this idea has been dropped to a large extent and oil companies, particularly those whose sales areas are restricted to the Eastern Seabord and contiguous territory, are substituting non-selling conservation copy. To date no accounts have curtailed radio expenditures.

Esso Advice

Esso Marketers, sponsoring the *Esso Reporter* newscasts and the first company to preach conservation, is using commercial time on the programs to advise drivers on how to care for their cars to reduce gas consumption, as well as recommending doubling up in use of cars for pleasure driving and domestic errands. Socony-Vacuum Oil Co. for about a month also has included similar copy.

Richfield Oil Co., starting July 15 on its MBS program *Confidentially Yours*, carries helpful hints to motorists on how to conserve fuel and has published a booklet, "14 Ways to Save Gasoline", to be distributed through local dealers up and down the Atlantic Coast.

No changes have been announced by several of the large national oil companies. Gulf Oil Corp. will resume its *Screen Guild Show* on CBS Sept. 28, and apparently will not change the selling style of the commercial continuity. Neither has it switched from selling copy on the CBS *News Roundup* it sponsors each Sunday on the regular *Screen Guild* spot during the summer. Texas Co., which has turned over its 9-10 p.m. spot to the Treasury Department this summer, also has no policy change in mind, it was indicated. Shell Oil Co., which has virtually nationwide distribution, is continuing its national transcribed spot campaign without change.

Press Hearings

(*Continued from page 8*)

sons, citizens of the United States, for the purpose of disqualifying any persons belonging to a particular class because of their belonging to that class from holding radio broadcast licenses or receiving approval of their applications for such licenses or receiving approval of applications for the transfer of such licenses from others to them.

6. The Commission, being without authority to adopt a policy or rules concerning the matters specified in its Order No. 79, as elaborated in its Order No. 79-A, it is without authority to conduct any inquiry into the subject to determine what statement of policy or rules, if any, should be issued concerning applications for high-frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers or to determine what statement of policy or rules, if any, should be issued concerning future acquisition of standard broadcast stations by newspapers.

Argument Asked

7. The Commission is without authority to conduct a general inquiry into the newspaper publishing business pursuant to its Order No. 79, as elaborated in its Order No. 79-A, and as propelled in its questionnaire dated June 28, 1941, sent out to stations licensed by the Commission.

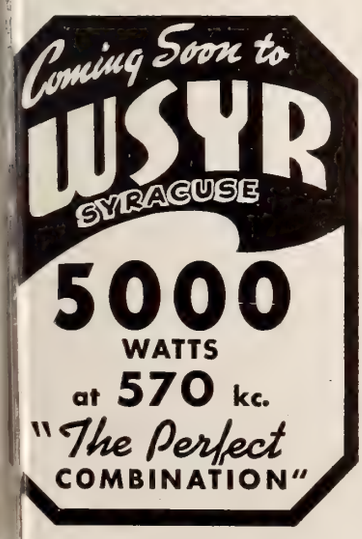
It is further moved that this motion be calendared for argument at the Commission's earliest convenience, argument heard thereon and consideration be given to a brief to be filed in support thereof and,

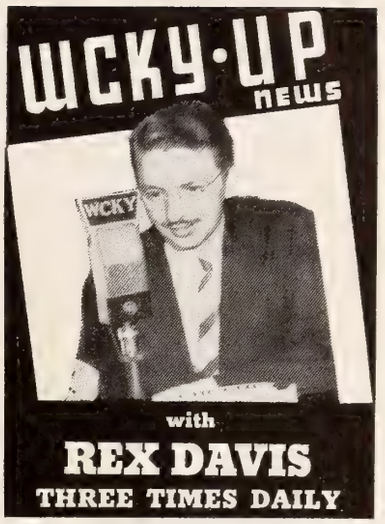
It is still further moved that the proceeding instituted by Order No. 79 be stayed until the Commission shall have considered and passed upon the points raised in this motion and,

It is still further moved that the motion be granted, that Orders No. 79 and 79-A be vacated and the proceeding instituted thereunder terminated.

KBKR Sold for $12,000

THE SALE for $12,000 of KBKR, Ore., a 250-watt outlet on 1500 kc., was authorized by the FCC July 16. Purchaser from Louis P. Thornton, who established the station in December, 1939, is the Baker Broadcasting Co., in which Paul V. McElwain, auto dealer of Marshfield, Ore., with his wife own 65½ shares of stock; Glenn E. McCormick, Eugene, Ore., 19 shares; Lulu C. McCormick, 1 share.











ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JULY 12 TO JULY 18, INCLUSIVE

Decisions . . .

JULY 16

NEW, Southwest Broadcasters Inc., Las Vegas, N. M.—Granted CP new station 1230 kc 250 w unl.

NEW, Helena Broadcasting Co., Helena, Ark.—Granted CP new station 1490 kc 250 w unl.

NEW, General Electric Co., Schenectady—Granted CP new commercial television station Channel No. 3.

NEW, U of Illinois, Urbana, Ill.—Granted CP new non-commercial FM station 42.9 mc. 250 w unl.

NEW, Metro-Goldwyn-Mayer, Los Angeles—Granted CP new FM station 46.1 mc. 7,000 sq. mi.

NEW, CBS Hollywood—Granted CP new Class C FM station 43.1 mc.

KDAL, Duluth, Minn.—Granted CP change 610 kc increase 1 kw unl., directional N, move transmitter.

KLRA, Little Rock, Ark.—Granted CP move and install new transmitter, change to 1010 kc.

KFIO, Spokane—Granted CP new transmitter and antenna increase 250 w unl. change 1230 kc.

KHSL, Chico, Cal.—Granted CP increase 1 kw unl. directional, subject to duplicate ownership issue.

KBKR, Baker, Ore.—Granted consent to voluntarily assign license to Baker Broadcasting Co. for $12,000.

MISCELLANEOUS — **WIBU, Poynette, Wis.**, granted petition cancel hearing and renew license; **WCBS, Springfield, Ill.**, adopted order denying petition to intervene in grant new station Jacksonville, Ill.

DESIGNATED FOR HEARING—**NEW, George Johnston Jr., Birmingham**, CP new station 1340 kc 250 w unl., jointly with applications new stations of WBAM Inc. and Jefferson Broadcasting Corp., seeking like facilities; **WCAP, Asbury Park, N. J.**, modification license to share time with WCAM; **WCAM, Camden, N. J.**, modification license to share time with WCAP; **NEW, Roy St. Lewis, Norfolk, Va.**, CP new station 1230 kc 250 w unl., jointly with like application of Colonial Broadcasting Corp.; **WBRY, Waterbury, Conn.**, modification license change 560 kc decrease to 1 kw unl., move transmitter.

JULY 18

MISCELLANEOUS — **NEW, Mid-American Broadcasting Corp., Louisville**, granted leave amend petition; **WGRC, New Albany, Ind.**, same; **WTIC, Hartford**, withdrew petition intervene in above two cases; **NEW, James F. Hopkins Inc., Ann Harbor, Mich.**, granted dismissal without prejudice application 1600 kc 1 kw unl.; **WTEL, Philadelphia**, hearing continued to 9-12-41; **WTNJ, Trenton**, application CP 1230 kc 1 kw unl. directional dismissed without prejudice; **WDAS, Philadelphia**, granted motion sever dockets and hearing involving **WCAM, WCAP, WTNJ** continued to 8-22-41; **KFRO, Longview, Tex.**, granted continuance hearing to 9-17-41.

Applications . . .

JULY 12

WOKO, Albany, N. Y.—CP new transmitter and directional, change 640 kc, increase 5 kw unl.

NEW, World Wide Broadcasting Corp.—CP new international station share all frequencies with WRUL, WRUW.

NEW, Pulitzer Publishing Co., St. Louis—Amend applic. new FM station to 45.5 mc, 11,301 sq. mi., 1,797,700 pop.

KFXJ, Grand Junction, Col.—CP 1280 kc increase 500 w N 1 kw D.

KVOS, Bellingham, Wash.—CP new transmitter (KIRO's old transmitter), change 790 kc, increase 1 kw.

KTRN, Tacoma, Wash.—Modification CP new station 1430 kc 1 kw unl. directional.

JULY 16

NEW, Allen B. DuMont Labs., New York—CP new commercial television station on Channel No. 6.

KTHS, Hot Springs, Ark.—Voluntary assignment license to Southland Radio Corp.

KTHS, Hot Springs, Ark. CP increase 50 kw with 250 w amplifier share time KRLD install and move new transmitter.

NEW, Dimple Broadcasting Co., Columbia, Tenn.—CP new station 1240 kc 250 w unl., facilities of WSIX.

NEW, Coastal Broadcasting Co., New Bern, N. C.—CP new station 1450 kc 250 w unl.

NEW, Louisiana Communications Inc., Baton Rouge, La.—CP new station 1400 kc 250 w unl.

WSAU, Wasau, Wis.—Authority to transfer control to W. E. Walker from M. F. Chapin by purchase of 5 shares of stock.

KVNU, Logan, Utah—CP change 660 kc install and move new transmitter, new antenna.

NEW, Edwin A. Kraft, Kodiak, Alaska—CP new station 1230 kc 250 w unl.

NEW, Paul Forman Godley, Newark—CP new station 1230 kc 250 w unl.

JULY 18

NEW, News Syndicate Co. Inc., New York—Amend CP new FM station to 47.9 mc.

NEW, New Haven Broadcasters, New Haven—CP new station 1200 kc 1 kw limited time.

WKZO, Kalamazoo, Mich.—Modification CP change type transmitter.

WKEU, Griffin, Ga.—CP increase 250 w unl., move transmitter, change antenna.

WSIX, Nashville, Tenn.—Modification CP increase 5 kw unl., install new transmitter.

NEW, Don Lee Broadcasting System, Hollywood—CP new commercial television station (formerly W6XAO) on Channel No. 1.

Tentative Calendar . . .

Investigation to determine policy of newspaper ownership in radio under Order 79 at auditorium, National Archives Bldg., Seventh & Pennsylvania Ave., Washington (July 23).

WABY, Albany, N. Y., modification license 1210 kc 250 w (July 23).

NEW, Mid-America Broadcasting Corp., Louisville, Ky., CP new station 1080 kc 1 kw N 5 kw D directional; **NEW, Northside Broadcasting Co., Louisville, Ky.**, CP new station 1080 kc 5 kw unl. directional (consolidated hearing, July 23).

NEW, West Allis Broadcasting Co., West Allis, Wis., CP new station 1480 kc 250 w D (July 23).

WTEL, Philadelphia, CP 1500 kc 250 w unl. (July 24).

WCAM, Camden, N. J., license renewal and modification license; **WCAP, Asbury Park, N. J.**, license renewal and modification license; **WTNJ, Trenton, N. J.**, license renewal and CP 1230 kc 1 kw unl directional; **WDAS, Philadelphia**, CP 1260 kc 1 kw N 5 kw D directional N (July 25).

KONB, Omaha, CP new station 1500 kc 250 w unl.; modification under CP (consolidated hearing, Aug. 12).

KWK, St. Louis, CP 680 kc 50 kw unl. directional (Aug. 14).

NEW, The Gazette Co., Cedar Rapids, Ia., CP new station 1600 kc 5 kw unl., directional N; **NEW; Brainerd-Bemidji Broadcasting Co., Brainerd, Minn.**, CP new station 1 kw unl. (consolidated hearing, Aug. 14).

Shell Oil Returns

SHELL OIL Co., San Francisco, out of network radio since 1936, through J. Walter Thompson Co., that city, on Aug. 7 starts sponsoring a weekly half-hour program *Shell Goes to a Party*, on 7 CBS Pacific Coast stations (KNX KSFO KARM KROY KIRO KOIN KFPY), Thursday, 9:15-9:45 p.m. (PST). Contract is for 13 weeks in a West Coast test preliminary to going transcontinental in late fall. Art Linkletter is to m.c. the weekly program, tentatively planned to originate from the homes and parties of Hollywood celebrities. Paul Rickenbacker, assistant to Daniel Danker, Southern California vice-president of the agency, is to produce.

Vick Plans Test

VICK CHEMICAL Co., New York, on July 28 will start a 13-week test of *News for Women* with Andre Baruch, Monday, Wednesday and Fridays, 3-3:15 p.m., on 14 CBS stations. The program will include weekly pickups from Europe and interviews with prominent women. Morse International, New York, is agency.

Mazola to Expand

CORN PRODUCTS Co., New York (Mazola), is sponsoring 20 chain-break announcements weekly on WPRO, Providence, and is planning to expand the campaign into New York State later this month, according to C. L. Miller Co., New York, agency in charge.

KORN, Fremont, Neb., license renewal; transfer of control (consolidated hearing, Aug. 15).

WIBG, Glenside, Pa., license renewal (Aug. 27).

KGO, San Francisco, license renewal (Sept. 19).

KOA, Denver, license renewal (Sept. 19).

WMAL, Washington, license renewal (Sept. 19).

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

The preferred advertising choice of more radio stations than all other trade publications combined . . . proved the preferred reading medium of time buyers coast-to-coast in every survey. ★

★ **Ask about these five surveys:** *Transcription Firm Survey, West Coast Station Survey, Station Representative Survey, Midwest Station Survey, Eastern Stations Survey.*

Experimental Rule Discarded by FCC

Special Authorizations Now Placed on Revised Status

ADOPTING a new procedure to eliminate special experimental authorizations, which were banned under the new broadcast rules in force during the last two years, the FCC last Wednesday approved issuance of "special service authorizations" to a half-dozen stations heretofore holding the experimental grants on a month-to-month basis.

The Commission said the new type of authorizations would expire simultaneously with the regular license of the stations affected "subject to the express condition that it may be terminated by the Commission at any time without advance notice of hearing, if in its discretion the need for such action arises."

Date Deferred

The Commission directed that upon the issuance of the new authorizations the outstanding special experimental authorizations should be cancelled. Whereas special experimentals had been banned since the new rules became effective on Aug. 1, 1939, the FCC from time to time has deferred the effective date to take care of the outstanding grants.

Stations given the new "special service authorizations", to accommodate their operation with full-time until such time as regular authorizations are forthcoming, include KVOO, Tulsa; KFAB, Lincoln; WAPI, Birmingham; WBAL Baltimore; WBBM, Chicago, and KTHS, Hot Springs.

CBS FINDS RECORD IN 1940 BILLINGS

CLAIMING its sixth straight year of attracting a greater share of the nation's 100 leading advertisers than any other network, CBS last Thursday announced that 56 of the 100 had used time on CBS during 1940. Tied in with CBS record gross billings for 1940, amounting to $41,025,549, this makes 1940 the network's best year from several angles, according to CBS.

The CBS breakdown showed that 56 of the 100 leading advertisers used CBS, 41 used NBC-Red, 32 NBC-Blue and 14 MBS. CBS also achieved a decisive margin among advertisers using only one network it was indicated, with 18 using only CBS, eight using NBC-Red, six using NBC-Blue and three MBS. According to the 1941 BROADCASTING Yearbook Number NBC-Red gross billings for 1940 amounted to $39,955,322; NBC-Blue $10,707,678; MBS, $4,767,054.

Among advertisers using more than one network in 1940, 38 used CBS, 33 used NBC-Red, 26 used NBC-Blue and 11 used MBS, the CBS figures indicated. For 1939 comparable figures were 39 for CBS, 33 for NBC-Red, 25 for NBC-Blue and 10 for MBS.

Network Accounts

All time EDST unless otherwise indicated.

New Business

EMERSON DRUG Co., Baltimore (Bromo-Seltzer) on Aug. 4 starts *Vox Pop* on 54 CBS stations to be extended by Nov. 17 to 73 stations, Monday 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

HOWARD CLOTHES, New York, on Sept. 28 starts *The Adventures of Bulldog Drummond* on 8 MBS stations, Sun., 6:30-7 p.m. (EST). Agency: Redfield-Johnstone, N. Y.

Renewal Accounts

SPERRY FLOUR Co., San Francisco (flour, cereals), on Aug. 11 renews for 52 weeks *Sam Hayes*, newscaster, on 6 NBC-Pacific Red stations. (KFI KPO KGW KOMO KHQ KMJ), Mon. thru Sat., 8-8:15 a.m. (PST). Agency: Westco Adv. Co., San Francisco.

LEWIS-HOWE Co., St. Louis (Tums), on July 11 renewed *Treasure Chest* on 69 NBC-Red stations, Tues., 8:30-9 p.m., Agency: Stack-Goble Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka Seltzer, One-A-Day Vitamins), on Aug. 5 renews for five weeks *Lum & Abner* on six NBC-Red West Coast stations, Mon., Tues., Thurs., Fri., 7:15-7:30 p.m. (PST). Agency: Wade Adv. Agency, Chicago.

MARS Inc., Chicago (candy bars), on July 29 renews for 52 weeks *Dr. I. Q.* on 89 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

PROCTER & GAMBLE Co. of Canada, Toronto (Oxydol) on July 1 renewed *Ma Perkins* on 25 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTER & GAMBLE Co. of Canada Ltd., Toronto (Camay), on July 1 renewed *Guiding Light* on 25 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:30-3:45 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co. of Canada, Toronto, on July 1 renewed on 25 Canadian Broadcasting Corp. stations. *Mary Marlin* for Ivory Snow. Mon. thru Fri. 2-2:15 p.m., and *Against the Storm* for Ivory Bar Soap. Mon. thru Fri. 3-3:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co. of Canada, Toronto, has renewed 5 French programs on CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec City—*Vie de Familie* for Chipso. Mon. thru Fri. 10-10:15 a.m.; *Courier Confidant* for Camay, Mon. thru Fri. 10:15-10:30 a.m.; *Quelles Nouvelles* for Barsalou, Mon. thru Fri. 12:30-12:45 p.m.; *La Rue Principale* for Oxydol, Mon. thru Fri. 2:15-2:30 p.m.; *La Pension Velder* for Ivory and Oxydol, Mon. thru Fri. 7-7:15 p.m. Agencies: Pedlar & Ryan, N. Y.; Compton Adv., N. Y.; Blackett-Sample-Hummert, N. Y.

TERLING PRODUCTS, Windsor, Ont. (Bayer Aspirin) on July 20 renewed *Album of Familiar Music* on Canadian Broadcasting Corp. stations, Sun. 9:30-10 p.m. Agency: Blackett-Sample-Hummert, Chicago.

Gen. Richardson, Public Relations Head, Named to Command 7th Army Corps

IN A MOVE designed to bring younger and more vigorous officers to major posts in the rapidly expanding Army, the War Department last Wednesday announced that Maj. Gen. Robert C. Richardson Jr., director of the Bureau of Public Relations, had been named to command the Seventh Army Corps, Birmingham.

Gen. Richardson, who came to Washington last March from Fort Bliss, Tex., where he was commandant, was directly responsible for an awakened interest in radio on the part of the War Department and the Army. He directed the expansion of the radio branch of the bureau of public relations which he made a separate entity in the public relations setup.

Achieves Cooperation

Radio previously had been grouped with motion pictures. Since Gen. Richardson's arrival, the War Department has constantly turned to radio both in promoting recruiting drives and portraying the work of the Army to the public.

Gen. Richardson, along with Gen. George Marshall, chief of staff, believes in complete frankness with radio and press. Working together they have established what many Washington observers call the best War Department "press and radio" in modern times.

While his departure will be keenly felt in radio circles, it is assumed his successor, yet to be named, will continue the policies he laid down as the War Department's first director of public relations.

[Officials of the radio branch said that J. N. (Bill) Bailey, former news editor of WLW-WSAI, Cincinnati, will probably join the War Department as soon as his status is cleared with the Civil Service Commission.]

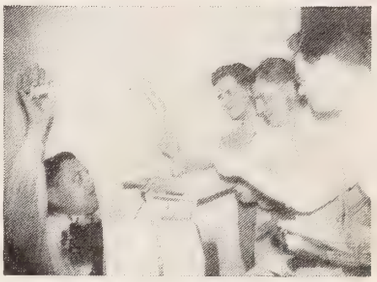
Serial Cast Intact

CBS DRAMATIC serial *Woman of Courage*, heard five times weekly, 10:45-11 a.m., on July 21 starts its third year on the air with the original cast intact. Program is sponsored by Colgate-Palmolive-Peet Co., Jersey City, for Octagon products through Ted Bates, New York, and for Crystal White, through Sherman & Marquette, Chicago.

Network Changes

GALLENKAMP Stores Co., San Francisco (shoes), on July 11 switched *Here's the Clue* on 3 CBS California stations (KNX KSFO KARM), from Thurs., 6:45-6:50 p.m. (PST), to Fri., 8:45-9 p.m. (PST). Agency: Long Adv. Service, San Francisco.

GENERAL FOODS, Toronto (Grape Nut Flakes, Baker's Cocoa) on July 24 for four weeks replaces *Henry Aldrich* with *Funtime With Woodhouse & Hawkins* on 25 Canadian Broadcasting Corp. stations, Thurs. 8:30-9 p.m. Agency: Baker Adv. Agency, Toronto.



I SURRENDER!, exclaimed Jack Rathbun, program director of WJHP, Jacksonville, Fla., after trying to explain why Blitch's copy for 12 noon wasn't ready until 12:15; what happened to the four sound effects on Finkelstein's chain break; where were the 25 availabilities for Jan. 2, 1958. Pointers of accusing fingers are (l to r) Ira Koger, sales manager; Fred Rabell, Royce R. Powell, salesmen.

WRIGLEY STARTS DEALER CAMPAIGN

WILLIAM WRIGLEY JR. Co., Chicago (Spearmint gum), in a nationwide local dealer promotion, is placing a total of 13 transcribed quarter-hour programs on about 600 stations. The programs, to be heard over a period of three weeks on each station starting July 30, will dramatize, through the character of Scattergood Baines, the service that the local retailers render the community. The programs will be timed to coincide with the appearance of the RKO Scattergood Baines movie at local theatres.

"We are localizing Scattergood Baines," explained Wrigley's advertising manager, Henry L. Webster, "and we want the smaller stations as well to have an opportunity to get the business and localize the program." Stations must agree, however, to use merchandising aids furnished them and to broadcast 10 one-minute spot announcements promoting the program. Arthur Meyerhoff & Co., Chicago, is agency.

Wetzel Succeeds Harris

MAURICE WETZEL has been appointed assistant production manager of the NBC Central Division, succeeding L. G. (Bucky) Harris who recently resigned to join Grant Adv., Chicago. Mr. Wetzel has been in the industry since 1921 when he started a station in Grand Rapids, Mich. He was later connected with WCFL and KYW in Chicago, leaving KYW in 1932 to join the production staff of NBC Chicago as assistant to C. L. Menser, production chief. Formerly manager of the NBC Central Division electrical transcription division for several years, and a pioneer in the development and promotion of the NBC Thesaurus, Mr. Wetzel rejoined the NBC Chicago production staff in October, 1940.



Mr. Wetzel



"Daddie, who are the diplomatic relations WFDF Flint Michigan talks about?"
"My boy, there are no such people."

INS

Every broadcast moment may be the moment for a news broadcast EXTRA. If it's right you'll get it first from INS.

INTERNATIONAL NEWS SERVICE

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Large Advertisers Favor Networks in Budgets for Year

Medium Enjoys a Lead Over Newspapers, Magazines

AMERICA'S 50 leading advertisers, all spending more than $1,000,000 during 1940 in various media, spent $71,257,820 for network radio, or 37.4% of the $190,553,685 total spent in the three principal media, network radio, newspapers and magazines, according to an analysis issued last Tuesday by the NBC research division.

Of this total, $63,316,721, or 33.2%, was for newspapers, and $55,979,144, or 29.4%, for magazines, giving network radio a 12.5% lead over newspapers, and 27.3% lead over magazines.

Other Breakdowns

Of the 50 advertisers, 40 used all three media, spending 27.3% more for network time than for newspaper space and 51.9% more for network time than for magazine space. Total expenditures in the three media for the 40 advertisers amounted to $174,143,342, of which radio received $71,257,820, or 40.9%, newspapers $55,978,202, or 32.2%, and magazines $46,907,320, or 26.9%.

Further breaking down the expenditures of the leading advertisers, 50% of the 40 who used the networks, or 20 advertisers, were found to spend more for network time than for space in either newspapers or magazines, or a total of $52,683,435 on NBC-Red and Blue, CBS and MBS, the four major networks. The analysis shows both NBC networks receiving $31,271,280, or 59.4%, of this total; CBS $21,264,787, or 40.3%, Mutual $147,368 or .3%.

Both newspaper and magazine figures for this analysis were taken from reports of the American Newspaper Publishers Assn.

20 LARGEST ADVERTISERS FAVORING NETWORK RADIO IN 1940

Rank	Advertiser	Three Media	Network Radio	NBC Total	NBC-Red	NBC-Blue	CBS	MBS
2	Procter & Gamble	$15,634,634	$10,999,416	$ 8,759,452	$ 8,127,805	$ 631,647	$ 2,239,964	$ ------
6	General Foods	8,915,426	5,887,349	1,794,830	1,392,910	401,920	4,092,519	------
8	Sterling Products	7,355,317	5,974,999	5,001,680	3,566,212	1,435,468	874,146	99,1
9	Colgate	6,801,077	4,334,222	965,516	729,636	235,880	3,368,706	------
12	Campbell Soup	5,625,016	4,044,389	----------	----------	----------	4,044,389	------
13	Standard Brands	4,113,340	1,504,199	1,504,199	1,423,235	80,964	----------	------
14	General Mills	3,901,694	3,139,652	2,495,735	2,495,735	----------	643,917	------
15	American Home Products	3,404,964	2,821,739	1,909,117	254,790	1,654,327	912,622	------
16	Brown & Williamson	3,365,685	2,972,755	1,814,033	1,553,777	260,256	1,158,722	------
21	National Dairy Products	2,947,686	1,497,639	1,339,299	1,339,299	----------	158,340	------
25	Philip Morris	2,413,319	1,608,211	704,868	594,912	109,956	855,148	48,1
27	Andrew Jergens	2,200,238	1,033,807	1,033,807	515,100	518,707	----------	------
28	Quaker Oats	2,016,767	955,756	955,756	955,756	----------	----------	------
35	Miles Laboratories	1,574,984	1,393,382	1,393,382	853,566	539,816	----------	------
36	Wm. Wrigley, Jr.	1,525,600	1,368,224	----------	----------	----------	1,368,224	------
41	Pepsodent	1,275,720	624,910	624,910	546,286	78,624	----------	------
44	Prudential Insurance	1,225,377	724,655	----------	----------	----------	724,655	------
45	Sun Oil	1,214,641	676,712	676,712	----------	676,712	----------	------
49	Lady Esther	1,116,100	554,899	37,104	37,104	----------	517,795	------
50	George A. Hormel	1,113,522	566,520	260,880	260,880	----------	305,640	------
	Total	$77,741,107	$52,683,435	$31,271,280	$24,647,003	$ 6,624,277	$21,264,787	$147,3

CBS and NBC Cancel Rome Programs; Harry Flannery Reinstated by Berlin

BOTH CBS and NBC have canceled all scheduled broadcasts from Rome following action of the Italian Government in establishing a far-reaching rule imposing new and increasingly rigid censorship restrictions.

Definite cancellation of the broadcasts came July 12, after the networks' Rome correspondents had notified New York headquarters of the Italian move.

David Anderson, NBC correspondent in Rome, is scheduled for transfer either to Stockholm, where he formerly was stationed, or Moscow, according to A. A. Schechter, NBC director of news and special events.

Jordan to Return

Athough the CBS Rome correspondent, Charles M. Barbe, probably will leave Rome for Bern, Switzerland, no indication of his future location was given by Paul White, CBS director of public affairs. Meantime, Max Jordan, head of the NBC continental news staff, was to leave New York by clipper late last week for Basle, following a vacation of several months in this country.

According to a cable to Mr. White from Mr. Barbe, the new Italian regulations provide:

1. An increase of German censorship of all news, including specal daily instructions to Rome Radio from Berlin covering forbidden and permitted items; the permitted items may not now be released from Rome until after their appearance in the DNB Agency reports.

2. Use of live news from Italy before its appearance in daily newspapers is not permitted; exclusive material is completely deleted.

3. Blanket restrictions on all reports of anti-American activities and heckling incidents.

4. Discussion of scripts with censors is prohibited, and scripts must be submitted several hours in advance of broadcast periods.

5. All modifying and explanatory passages are stricken from local news, thus forcing the broadcast of propaganda, a script short in length or cancellation of the entire program.

6. No "tying up" of Italian war communiques is permitted (this was taken to mean that the correspondent was not allowed to contrast these communiques with those of previous days or with those from other nations).

Flannery Reinstated

The Rome incident occurred at almost the same time the German Government reinstated Harry Flannery, CBS Berlin correspondent, and allowed CBS to resume pickups from the Reich capital. CBS on July 12 carried its first Berlin pickup since June 28, when Berlin authorities ruled CBS off the air because of remarks made by CBS Commentator Elmer Davis after an interview between Flannery and P. G. Wodehouse, British author now held in Berlin.

CBS' immediate response to the German action had been to advise Mr. Flannery that under no circumstances was he to compromise the integrity of his reporting to keep the Berlin post on the air.

Reich authorities later offered to allow a resumption of CBS service if accompanying commentaries were kept free from "tendentious" statements against Germany. CBS answered that its program policy bars such comment anyway, declaring that if it returned Berlin to the air, CBS must be free to administer its program policy itself without dictation from any foreign Government

On July 10 the German officials offered to reinstate CBS pickups on condition that opening and closing announcements of the pickups be handled in Berlin. CBS accepted the offer since it involved no change from established practice, where correspondents introduce themselves at the beginning and sign off at the end of their appearances.

A third CBS European correspondent, Betty Wason, formerly stationed at Athens, is understood to be in Lisbon awaiting passage to the United States.



FRENCH FROM BOSTON made its debut June 30 as WBOS, 50,000-watt shortwave adjunct of Westinghouse radio stations took the air with its first beamed French broadcast to Europe, while WBZ-WBZA and WBOS officials looked on. Standing (l to r) F. M. Sloan, WBZ-WBZA plant manager; C. S. Young, acting general manager, WBZ-WBZA-WBOS; F. P. Nelson, Westinghouse director of international broadcasting, and John F. McNamara, program director WBZ-WBZA. Seated, Streeter Stuart, Spanish and French announcer, WBOS, and Nicolas DeVyner, French announcer of the international station.

National Anthem Order Handed Down by Petrillo

UNDER a modified order sent out last Tuesday to the entire AFM membership by James C. Petrillo, president of the American Federation of Musicians, bands and orchestras, including those appearing on broadcasts, must play the National Anthem before and after each performance. The Tuesday notification, which authorized local union discretion in enforcing the order, followed the original order sent to AFM locals July 10 flatly requiring the playing of "The Star Spangled Banner".

Indicating that orchestra members in some cases may have to play the anthem on their own time, and that they should do so if they have a listening audience, Mr. Petrillo made it clear that the sponsor of commercial programs still had the right to determine what music is played on his broadcasts. He commented that it was not his intention to insist that the anthem be included on every program, althought in cases where there was a studio audience, the musicians should play the anthem before the program goes on the air and after it is signed off.

"MEET THE M. M. TYREES"

The M. M. Tyree's are typical American farm people who live on their well-kept farm of 100 acres at Cox Landing, near Huntington, West Virginia. Mr. Tyree raises all his own feed for a fine herd of 33 Jersey cows of which he is justly proud.

The Tyree family speaks for thousands of other farm families in the same locality, when they say: "WLW is vital to our interest, Dairying. Every morning, we turn the radio on at 6:30, without fail, to hear the Nation's Station Market Summaries, agricultural programs, and of course, the News."

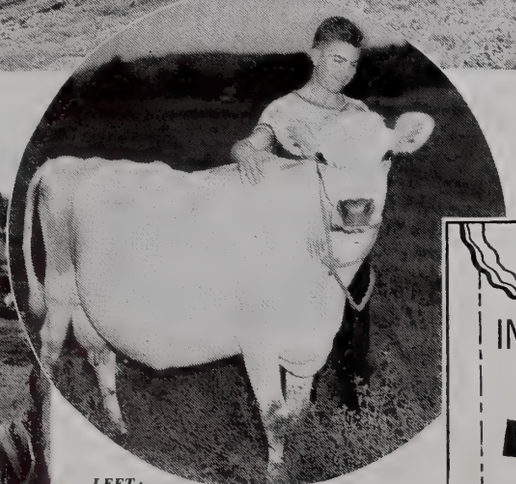
Four of the six children live at home. Every member has completed his 4-H Club Training except Bill, who is engaged in 4-H Club work at Marshall College. Mrs. Tyree, a progressive farm woman, takes a great interest in WLW's "Consumer's Foundation."



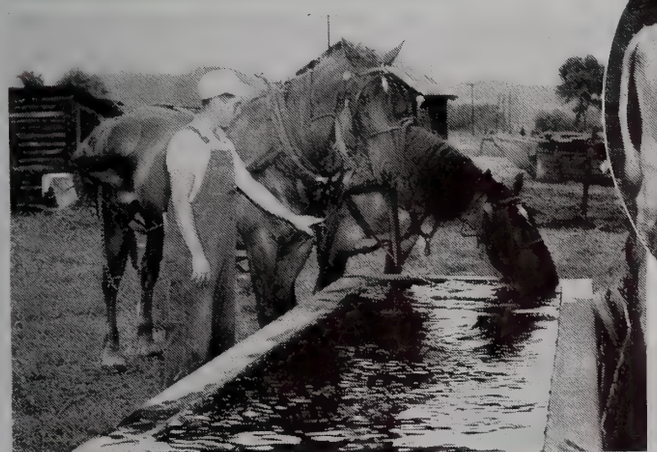
ABOVE:
Seated on their spacious porch, the Tyrees, are left to right: Mr. Tyree, Bill, Helen, Mrs. Tyree, Thelma, Dennis and Jack. Mr. Tyree praises WLW's "Everybody's Farm Hour" and the Cadle Tabernacle program.



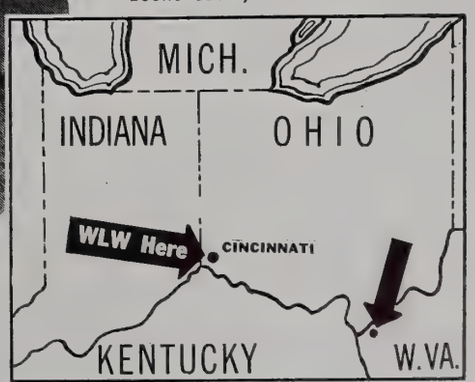
LEFT:
Meet Dad Tyree's "right-hand" man . . . son Dennis. His hobby, dogs. His listening habits, farm programs that appeal to his special interest, Dairying.



CIRCLE:
Bill and his Jersey pal, "Buttercup Daisy," a 4-H Club project. Likes the hilarious excitement and fun of WLW's "Boone County Jamboree."



LEFT:
Dennis assumes duties of brother, Jack, now a 4-H Club Agent for Upshire County, Buchanan, West Virginia.



REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

WLW THE NATION'S *most Merchandise-able* STATION

High Fidelity at Low Cost!

RCA 1,000 Watt Transmitter

MODEL 1-K



- Flat within 1.5 db., 30-10,000 cycles
- High-efficiency Class B Modulation
- Distortion less than 3%, 50-7,500 cycles
- Carrier frequency exact within ±20 cycles
- Less than 5% Carrier Shift

The RCA Model 1-K consists basically of the Model 250-K transmitter plus a matching amplifier unit. 250-watt stations with Model 250-K can increase power to 1,000 watts easily and at very low cost.

SIMPLICITY and accessibility... extended frequency-response and low distortion... with extremely low overall operating costs ...make the RCA Type 1-K Transmitter your logical choice when you go to 1,000 watts!

Excited by the famous RCA 250-K transmitter unit, the 1-K offers unusual flexibility, operating at 1,000 watts, 500 watts, 500/1000 watts, 250/1,000 watts, and 250/500 watts. Stations already equipped with the 250-K can increase their power to a maximum of 1,000 watts simply by the addition of the amplifier unit (RCA Type MI-7185), and power unit. Write for complete story, yours on request.

Use RCA Radio Tubes in your station for finer performance



RCA Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

In Canada: RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

IN THIS ISSUE: NEWSPAPER- RADIO HEARINGS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy • $5.00 the Year
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JULY 28, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 4
WASHINGTON, D. C.

The Man Who Broke the Bank at 1440



The tale of a WOR success that opened a sponsor's eyes and left his competitors... well, breathless

We took him to our bank of success stories and leafed them rather proudly.

"Very interesting," he said. "But, look here—I've not only got *their* problems, but another one besides. I've got to reduce my newspaper and magazine costs. I'm dropping them entirely. Putting the load on WOR. Let's see what you can do."

"Well," we said hesitantly . . .

There was nothing unusual about the WOR show. Just a cowboy, really; with a Texas drawl and a hot guitar. The time? Morning. Early. Between 8 and 9 o'clock.

In a little less than 6 months the story bulged to be released.

Had this ingenious citizen reduced his previous magazine and newspaper cost 30—maybe 40%? He had, dear Edgar, but the figure was 10% greater than he had hoped. 50%, to be exact.

Had he upped sales? He had, by 10%—in the face of a business recession, and in a field where competition was stronger than the whiff of a Lahayian cigar.

This man broke our bank of proud successes. But in doing so he may have set a precedent that will be cracked by WOR's handling of your particular problem. May we try?

Our address is 1440 Broadway, in New York.

—that power-full station WOR



Farmers wrote, "We listen while we work"

ONE of many farm service features on WLS is "Bulletin Board," broadcast daily at 6:30 A. M. It includes weather information, livestock estimates, crop news and items of value and importance to farm listeners.

Many listeners wrote WLS they had radios in their barns and listened to "Bulletin Board," for its helpful information, as they did their chores. So the WLS "Radio in the Barn Club" was founded, with certificates of membership offered to those using WLS in this way.

Almost 2,000 farmers in 14 states responded —2,000 farm listeners in Pennsylvania, Tennessee, Ohio, Colorado, California, Minnesota, Mississippi, Missouri, Texas, Iowa, Illinois, Indiana, Michigan and Wisconsin—using WLS as a part of their business.

The American farmer, particularly, has learned to depend on radio for its *business* value. Farm people over a wide area—far beyond the Mid-West alone—have learned especially to depend upon WLS, Chicago. They have confidence in WLS . . . in what we tell them to do *and* in what we tell them to buy. They've proved this time after time. Write and ask us . . . or ask any John Blair man.

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR

nvest in HOMETOWN PREFERRED



THE Colonial Network, with 19 local "branches" has stock you can buy that returns profitable interest on your investment.

This stock has high goodwill value because it is "preferred" — has a friendly as well as financial interest, a sound background of prosperous production and a payment record of regular, substantial dividends over a long period of years.

The business it finances is located in New England, one of America's most populous and responsive markets — a market where employment, income and buying power are at high peaks.

Stock is priced to fit thrifty budgets —13, 26 or 52 time payments arranged.

WAAB Boston
WEAN Providence
WICC Bridgeport New Haven
WLLH Lowell Lawrence
WSAR Fall River
WSPR Springfield
WLBZ Bangor
WFEA Manchester
WNBH New Bedford
WTHT Hartford
WATR Waterbury
WBRK Pittsfield
WNLC New London
WLNH Laconia
WRDO Augusta
WCOU Lewiston Auburn
WHAI Greenfield
WSYB Rutland
WELI New Haven

INCREASE IN SUMMER VACATIONISTS

Mid-season reports from various points throughout New England show substantial increases over the customary 3,000,000 visitors from all over America. Keep in touch with these buyers of your products, and make new friends through The Colonial Network.

The Colonial Network

1 BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



farm Hands

tune to KFAB

Yes, *one* station is the stand-out choice when *"farm hands"* in Nebraska reach for the radio dial.

KFAB is specifically programmed for rural listeners. Everything these listeners *like*... they *get*, on KFAB!

That's why KFAB is the most powerful selling influence you can use, for Nebraska and her neighbors. That's why KFAB can give *you* the biggest helping hand, when you point your efforts toward this prosperous rural market!

KFAB

FOR THE CITY LISTENERS, USE THAT 7-POINT-PLUS MERCHANDISING STATION IN OMAHA KOIL

LINCOLN, NEBR.

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., INC., NAT'L REP'R.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

July 28, 1941

CONTENTS

House Group Revises Radio Tax	7
Radio Slumbers—An Editorial	8
Newspaper Inquiry Off to Wobbly Start	9
Hanson and Fly in Word Battle	10
ANPA Jurisdiction Plea Refused	10
New York Net Keys Sign New AFM Contract	12
Hope for ASCAP Pact Seen	12
NBC Listening Post Dedicated	14
Ted Church Quits GOP	14
Stations Identified by FCC with Newspapers	16
FCC Newspaper Data Hit	17
Network Monopoly Rules Postponed	18
RFC Loans Prevents Sale of British Holdings	20
It's Radio for Miller's Mills	22
CBC Forms Second Network	24
President Records Message	26
Fly's Statement on Scope and Purpose	52
Newspaper-Radio Issue Background	54
AFRA, WKRC Sign Agreement	57
Washington State Stations Clash with MBS	61
Arnold Disclaims Intention to Hurt Advertising	62
Foreign Broadcasts May Come Under Donovan	62
NBC Talent Bureau Sale Near	62

DEPARTMENTS

Agencies	39	Network Accounts	61
Agency Appointments	38	Other Fellow's Viewpoint	45
Behind the Mike	36	Personal Notes	35
Classified Advertisements	49	Purely Programs	30
Control Room	47	Radio Advertisers	41
Editorials	34	Station Accounts	40
FCC Actions	60	Studio Notes	44
Meet the Ladies	36	We Pay Respects	35
Merchandising	28	Hix Cartoon	62

USE

KANS

WICHITA, KANSAS

The Detroit News

and

WWJ

In response to a request from the Editor of Editor and Publisher for a statement of the position of The Detroit News with respect to the proposed Federal Communications Commission investigation of newspaper ownership of broadcasting stations, we submit the following:

It seems to The Detroit News that the Federal Communications Commission has an obligation to the public to see that radio stations are operated in the public interest, and that naturally entails its seeking assurance of the responsibility of those seeking licenses to operate. As the founder of the first commercial broadcasting station WWJ which we have operated daily since August twentieth, nineteen twenty, we ask for nothing more than a dispassionate examination of our record of service for twenty-one years including our pioneer efforts toward the development of broadcasting in ultra high frequency, and more recently in the frequency modulation fields. The traditions of ethical journalism are wholly harmonious with the commission's purpose to see that radio operates in the public interest, convenience and necessity. We could ask no better witness than the competitive stations in our own area and the public we have sought so diligently to serve. The original intent of The Detroit News in entering the radio field was to further reliable methods of communication as a natural step in the advancement of journalism, and increase our service to the public. To this end we operated our station for five years without accepting any revenue of any kind from any source. It is now, as always, our aim to maintain those standards of integrity in advertising which characterize not only good stations but good newspapers, and to put the public welfare and interest ahead of profit at all times. It would seem to us fundamentally unjust to judge any application for a new license or the continuance of an old one on any other basis than the good character, fitness and responsibility of the individual applicant.

The Detroit News

Licensee Stations WWJ and W45D



"Energetic blighter, what?"

Having been in this business of radio station representation as long as the idea itself, we of F&P know that it takes a lot of *digging* to build a successful radio campaign.

Where are the best potential markets for your products? What are the listening habits, the program preferences, the favorite stations within those markets? What sort of merchandising assistance can be obtained from the available stations? What is the situation in a dozen *other* factors that influence radio results?

If you're in doubt about any of these factors in any of your territories, Free & Peters can *probably* help you. We believe we do more digging for *right answers* than any other single group in the radio business.

So—if you want *facts* that lead to wise decisions, give us a call. Our spadework costs you nothing!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
WISH	INDIANAPOLIS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 · NEW YORK: 247 Park Ave., Plaza 5-4131 · DETROIT: New Center Bldg., Trinity 2-8444 · SAN FRANCISCO: 111 Sutter, Sutter 4353 · LOS ANGELES: 650 S. Grand, Vandike 0569 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 4 WASHINGTON, D. C., JULY 28, 1941 $5.00 A YEAR—15c A COPY

House Group Revives 10 Million Tax Levy

Radio Would Be Assessed 5 to 15% on Net Time Sales; Hope Is Voiced for Dropping of Plan in the Senate

EXPECTED to nick the radio broadcasting industry for perhaps as much as $10,000,000 in additional Federal income taxes, the House Ways & Means Committee last Friday reported out and introduced to the House the $3,500,000,000 defense tax bill.

Despite previous indications that no specific levy on broadcast incomes would be included in the new measure, the committee at the eleventh hour wrote into the bill a provision calling for taxes ranging from 5 to 15% on net annual time sales of $100,000 and over.

Debate on the measure, the product of three months of work by the committee, is scheduled to start Tuesday. House passage is expected by next Friday, Aug. 1, and the Senate Finance Committee probably will start public hearings within a week of House approval. The Senate hearings will last about two weeks, it was indicated.

The bill, premised largely on Treasury Department recommendations, is designed to bring in an additional $3,500,000,000 in taxes for the defense program.

A Heavy Burden

Although there was some disagreement between Treasury and industry estimates on the amount of revenue that would result from the levy on radio's net time sales, there was little doubt the tax would make a substantial dent in the economic returns of virtually all the larger stations, as well as national and regional networks. According to Treasury and committee estimates, the ascending tax scale would yield between $4,500,000 and $5,000,000 additional from the industry, but independent estimates, based on FCC income figures for the industry, indicated the yield might reach $10,000,000.

Since the exact language of the bill was not available Friday, there was uncertainty over the actual amount of the tax increase for the industry. Apparently the Treasury estimates were predicated on the deduction of the net time sales tax from the taxable income for corporate surtax and excess profits tax purposes, which in effect would mean an actual increase of about $5,000,000. However, in view of the uncertainty, industry observers cautioned that present consideration should look to a possible $10,000,000 increase.

As the full import of the "surprise" provision in the bill struck, station and network officials made plans to fight the levy, charging it was discrimininatory against radio. Since it was indicated the bill probably would go to the House under a rule barring amendments from the floor except by committee members, small hope was seen for successfully opposing the provision in the House. However, some indications were seen for a successful fight against the levy in the Senate, particularly in view of its "discriminatory" characteristics.

NAB President Neville Miller last Thursday, in letters to Chairman Doughton and all members of the Ways & Means Committee, charged that the proposed tax was discriminatory and asked for reconsideration by the committee. Declaring that "the broadcasting industry does not and will not seek to evade its just and proportionate share of the tax burdens which of necessity must be increased because of the present emergency", Mr. Miller called the levy an "unwarranted penalty" on broadcasting.

Doughton May Delete

Possibility of voluntary action by the House committee to knock out the radio tax provision was foreseen Friday following a conference of broadcasters with Chairman Doughton, of the Ways & Means Committee. NAB President Miller, F. M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president, conferred with the legislator and left with him Mr. Miller's letter of protest.

The FCC last Saturday released a special tabulation grouping stations with net time sales aggregating $100,000 annually and over [see below]. The tabulation did not cover networks, which roughly

Income Factors of Broadcast Stations Whose Time Sales Exceeded $100,000 in 1940

(As reported by the licensees to the FCC)

Item	Particulars	Time Sales Group: $100,000 to $150,000	$150,000 to $200,000	$200,000 to $250,000	$250,000 to $500,000	$500,000 to $1,000,000	$1,000,000 or more	Total
1	Number of stations each with time sales within the amounts shown for the group	49	45	25	69	42	8	238
	Income—							
2	Sale of time to networks	$814,103	$1,660,957	$1,688,187	$7,624,029	$10,014,000	$5,207,125	$27,008,401
3	Sale of time to others	5,420,733	6,271,740	4,019,056	16,402,036	20,302,075	8,639,140	61,054,780
4	Total sale of time	$6,234,836	$7,932,697	$5,707,243	$24,026,065	$30,316,075	$13,846,265	$88,063,181
5	Deduct: Commissions and outpayments (none payable by stations on network time)	419,185	762,747	600,780	2,562,133	3,664,599	1,544,799	9,554,243
6	Balance, net time sales retained	$5,815,651	$7,169,950	$5,106,463	$21,463,932	$26,651,476	$12,301,466	$78,508,938
7	Add: Incidental revenues	231,256	422,700	384,314	1,419,446	2,644,643	1,565,917	6,668,276
8	Total broadcast revenues	$6,046,907	$7,592,650	$5,490,777	$22,883,378	$29,296,119	$13,867,383	$85,177,214
	Expenses—							
9	Total broadcast expenses, including all items of direct and indirect expense but not including Federal Income Tax	$4,795,378	$6,375,048	$4,319,409	$16,914,938	$19,959,416	$9,279,585	$61,643,774
	Broadcast Service Income—							
10	Net income before Federal Income Tax	$1,251,529 [1]	$1,217,602 [2]	$1,171,368 [3]	$5,968,440 [4]	$9,336,703	$4,587,798	$23,533,440

[1] Includes 1 station whose reported broadcast expenses exceeded reported broadcast revenues by the aggregate amount of $9,100.
[2] Includes 8 stations whose reported broadcast expenses exceeded reported broadcast revenues by the aggregate amount of $344,852.
[3] Includes 2 stations whose reported broadcast expenses exceeded reported broadcast revenues by the aggregate amount of $127,610.
[4] Includes 2 stations whose reported broadcast expenses exceeded reported broadcast revenues by the aggregate amount of $40,882.

Editor's Note—The 188 stations covered in first four columns would fall in 5% tax bracket under proposed Defense Tax Bill; the 42 in the fifth column would fall in the 10% bracket; the 8 in the sixth column would fall in the 15% bracket. Network earnings, also to be taxed in the 15% bracket, are not covered in this table.



The FCC lined up in this fashion when the press-radio hearings opened (l to r): Commissioners Wakefield, Walker, Fly, Case, Craven, Payne

Radio Slumbers: Presto! $10,000,000 Super-Taxes—*An Editorial*

SO RADIO, again victimized by the lobbyists, is going to be taken for another little buggy-ride to the tune of about $10,000,000 in super-income taxes on net time sales of more than $100,000.

The House Ways & Means Committee, without even as much as a word of industry testimony on the provision, has saddled the new graduated tax on broadcasting. It isn't a franchise tax—that was killed during the hearings. But it is a discriminatory tax against radio advertising, spirited into the committee draft at the eleventh hour, after the confectionery, cutlery, metal-sign and other folk had been successful in rescinding about $35,000,000, which apparently had to be made up in some way.

Radio evidently has proved itself an easy mark in the eyes of both the legislative and the regulatory establishments in Washington. There had been ample warning that radio was being singled out for special treatment. Early this year, the Allied Printing Trades Assn., representing unions identified with the printed page, announced a colossal lobby to shackle radio with a special franchise tax, designed to yield about $12,000,000 and thus (heaven only knows how) to help the printing industry. After a preliminary foray from the industry, through the NAB, little was heard of this move. But the under-cover work went on.

Just two weeks ago [BROADCASTING, July 14], we heard that the move to revive a special impost upon radio advertising, superimposed over general taxes, had been made before the House Ways & Means Committee. Coupled with this was a reported Treasury move to impose special taxes on all advertising at the source, possibly based on agency billings.

But something happened. There is no special tax on the income of other major media—newspapers, magazines, farm papers or direct mail. Only radio and the billboards were tapped when revenue was needed quickly. Was it because these two media had not made themselves articulate?

No advertising medium should be subjected to special taxation. If one is singled out, especially one that devotes so much of its substance (time) free to Government although some newspapers and magazines are now accepting paid advertisement for a Navy recruiting drive, it is rank discrimination, giving other media an undue advantage. The plain truth is that radio again has been caught napping. It hasn't told its story to the House Committee, either in public hearing or otherwise. But it's a reasonable guess that the Allied Printing Trades Assn. and its well-known lobbyists have imparted their story in cloakroom and private office.

Official comment has not emanated either from the House Committee or the Treasury on the new tax proposal. But, we are told, "proponents" of the tax felt the added cost could be passed on to advertisers; that even with the super-tax, broadcasters still would enjoy a high return (it would cut net earnings in half) and they should be willing to pay a high tax for a "valuable franchise".

This proves simply that the pressure boys have been getting in their licks while the broadcasters were on the sidelines, wrestling with the FCC, the unions and ASCAP. It means that the broadcasters have never told their story of the hazards of broadcast operation; of the slim margin between substantial profits and red ink; and of the extraordinary unbudgetable expenses that cannot be apportioned, occasioned by the handling of special events and national defense or in time of crisis or disaster. The only story they have heard is that radio literally rolls in wealth.

The defense tax bill is not yet law. After it passes the House it must go to the Senate Finance Committee for hearing, prior to Senate action. The industry must make its stand there. Radio, in time of national stress, is prepared to bear its portion of the taxes. But it cannot survive under the American Plan if it is to be stripped to the bones by discriminatory imposts.

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are calculated to contribute between $3,000,000 and $4,000,000 of the aggregate supertax. The FCC table listed 238 stations with time sales of $100,000 or over, although it was explained that 13 of these reported expenses exceeding broadcast revenues, leaving 22 stations clearly subject to the proposed tax.

Network spokesmen were quick to deny any reported acceptance of the drastic levy without a murmur. They declared the tax proposal would not be accepted calmly, and that the networks would stand on Mr. Miller's statement.

Mr. Miller also announced that the NAB has retained Ellsworth C. Alvord, Washington tax counsel, to represent it at the hearings before the Senate Finance Committee.

Outlining industry opposition, Mr. Miller said the "special penalty on radio advertising" would drive advertisers to newspapers, magazines and other media. He declared that although the tax appears to be in the nature of an excise, it really is a tax on gross income of radio stations. The broadcasting industry, under general corporate levies, is paying its share of Federal taxes and will continue to do so, but the new levy would reduce net income of many stations by as much as 50%, he commented. Alluding to early proposals for a punitive tax on broadcasting, Mr. Miller stated that the American Federation of Labor had advised him that "it does not favor a special tax on broadcasting which would have the effect of penalizing certain of their members for the dubious advantage of other members employed by competing industries".

Study Aided by FCC

If opposition forces were unable to remove the provision from the bill, it was believed a move would be made to lighten the burden on broadcasters by extending the levy to cover newspapers and magazines. The "discriminatory" nature of the levy was borne out further, in the minds of some industry observers, by the fact that the bill also includes a tax on billboard renters, ranging from $5 for billboards up to 200 square feet in area, to $8 from 300 to 600 square feet, and $11 over 600 square feet.

Inclusion of the levy in the new bill climaxed efforts along this line by the Treasury and others. Representatives of the Treasury and the Ways & Means Committee have conferred on several occasions during the last several months with the FCC Accounting Department in an effort to determine the possible effects of such a tax. However, the FCC has indicated its activities in the matter have been of a completely objective nature, in response to requests from the department and the committee.

Indications of the possibility of a radio tax came early during committee hearings, with John B. Haggerty, president of the International Allied Printing Trades Assn., strongly advocating a Federal franchise tax on the gross receipts of radio stations.

Under the Haggerty proposal, a 10% levy would have been placed on gross sales between $25,000 and $100,000, 15% between $100,000 and $500,000, 20% above $500,000. The same day Mr. Haggerty appeared before the committee, May 19, Rep. Connery (D-Mass.) introduced a bill calling for a graduated gross income tax on station earnings, ranging from 10% to 20% on annual earnings of $150,000 and above. The Connery bill is still pending in the House. Early in July Rep. Sauthoff (Prog.-Wis.) also appeared before the committee in an effort to have a franchise tax for radio facilities included in the bill, but the committee failed to accept his proposal [BROADCASTING, Feb. 24, March 24, May 26, June 2, June 9, July 7].

Set Tax Raised

Although no official draft of the new bill was available Friday, it was understood the measure provided for a graduated tax on net time sales, as follows: No tax on

(*Continued on page* 58)

Newspaper Inquiry Off to a Wobbly Start

Inaccurate Data, Vulnerable Testimony, Stifling of Counsel Mark Probe

OBVIOUSLY unprepared and working under forced draft, the FCC's widely publicized inquiry into newspaper ownership of broadcast stations got off to a shaky start for two days last week and then quit until Wednesday of this week.

Though every effort apparently is being made by Chairman James Lawrence Fly to keep the inquiry running through the balance of the summer, all signs pointed to an adjournment this week, or possibly next, until mid-September. Several other members of the Commisison, including the Craven-Case minority which has opposed the inquiry from the start, are not disposed to sit through the summer. And the Commission's legal staff, cuffed around during the first hours of the hearing by commissioners because of the inadequacy of exhibits and testimony, probably is yearning for time.

Table of stations identified by FCC wth newspaper ownership and story analyzing FCC exhibits at Newspaper-Radio hearings will be found on pages 16-17.

Hanson Stifled

A half-dozen witnesses, four of them subpoenaed by the Commission as experts, and two members of the FCC staff, were heard during the Wednesday and Thursday sessions last week. They appeared as Commission witnesses, presumably to lay the foundation for the case that might justify divorcement of newspapers from station ownership, either through regulation or recommended legislation to Congress.

That Chairman Fly, with or without consent of his colleagues, proposed to have the Commission take testimony before the question of jurisdiction is determined, was made clear before the hearing was five minutes old. He announced denial of the petition of the American Newspaper Publishers Assn., challenging the FCC's jurisdiction, and cut short its counsel, Elisha Hanson, when he attempted to argue the issue.

Mr. Hanson then revealed he had suggested to four witnesses subpoenaed by the FCC that they refuse to appear in what he described as "illegal proceedings". He identified them as James G. Stahlman, former president of the ANPA and publisher of the *Nashville Banner*, now on active duty as a lieutenant commander in the Navy; Edwin S. Friendly, business manager of the *New York Sun;* Arthur Robb, editor of *Editor & Publisher*, and William A. Thompson, director of the ANPA Bureau of Advertising.

Whether the FCC will attempt to force appearance of these witnesses by court action was the hot question. Though Chairman Fly, who spark-plugged the proceedings as he has in the past, said the matter would be "taken up in due course", extreme doubt was expressed that the Commission would allow the jurisdictional question to go off on a subpoena tangent.

Chairman Fly likewise refused to entertain a motion from former Judge Thomas D. Thacher, of New York, chief counsel for the Newspaper-Radio Committee, that the jurisdictional question be argued in advance of the taking of testimony. But he treated the former Solicitor General of the United States with extreme courtesy in contrast to the sharp tongue-lashing given Mr. Hanson.

Despite the lean-over-backward stance taken by Chairman Fly in his opening statement [see page 52] which expressed an open mind by the FCC on the question of newspaper-ownership, his interrogation of witnesses indicated he was seeking to build a case against the propriety of joint newspaper-ownership and operation of broadcast stations. The whole trend of questioning by Commission counsel was in that direction.

The preponderant view was that thus far the expert witnesses called by the FCC had boomeranged. Direct testimony that appeared to support the contention of undesirability of joint operation (which was scant) promptly was exploded in questions largely from Commissioner T. A. M. Craven, or from Judge Thacher or Louis G. Caldwell, counsel for WGN, owned by the *Chicago Tribune.*

In the audience were some 50 or 60 publishers or executives of newspaper-owned stations, rallied largely by the Newspaper-Radio Committee, representing 120 stations, headed by Harold V. Hough, of WBAP-KGKO, and the *Fort Worth Star-Telegram.* The dominant view was that the FCC, or at least Chairman Fly, had already made up its mind that something should be done to force divorcement of newspapers from stations, and that, on the long haul, the Administration, or at least the radical New Deal fringe, is shooting at the press.

The view also was freely expressed on the sidelines that the expert testimony of witnesses, subpoenaed by the FCC at government expense, is not of paramount importance but that the "between-the-lines" interpretations will count. In this regard, greatest importance thus far has been attached to the presentation of a batch of exhibits prepared by the FCC's Accounting Department showing the economic position of newspaper-affiliated stations as compared to non-newspaper stations and the 31 stations owned or managed by the networks.

Sutton Supplies Data

DeQuincy V. Sutton, head broadcast accountant of the FCC, had just begun his explanation of these documents when the inquiry was recessed until Wednesday. He was the Commission's key witness during the chain-monopoly inquiry of 1938, which resulted in the eight punitive regulations now being renovated after reverberations that ran from the White House to the Capitol. In the newspaper-divorcement case he probably will assay to show by figures that there is a concentration of earnings in such jointly-owned ventures, and that competitive advantages result.

The star witness, called by the FCC as an expert, proved to be 72-year-old Marco Morrow, veteran of the Capper Publications in Topeka and board chairman of WIBW. He described radio as "inherently a part of journalism" and favored newspaper ownership of stations without qualification. He favored, too, ownership of the only station in a community by the only newspaper, contending that this does not increase the danger of monopoly but would make for better public service.

Examination of witnesses for the FCC was handled by Thomas E. Harris, senior assistant general counsel, and David Lloyd, chief of the Inquiry Division, who is supervising the FCC's "field work" in the newspaper inquiry, with investigators rummaging through station, press association and network files for ammunition. This activity, indulged in for the first time by the FCC, has won the recently created investigation unit, a Fly innovation, the soubriquet "Super-Swoopers".

Hough Disappointed

Mr. Hough, following the first day's proceedings, expressed "keen disappointment" over the Commission's denial of "fair hearing" on an issue which he said should have commanded immediate and impartial attention. Alluding to Chairman Fly's refusal to hear Judge Thacher on his plea that the Commission had no power to make any classification of newspaper stations as against non-newspaper stations, Mr. Hough said this "departed from normal and customary procedure" and "just does not seem on the square to me".

Pointing out that the Commission now is refusing to act on pending applications for licenses by newspapermen "contrary to the duties imposed upon it by the statute under which it operates", Mr. Hough said that regardless of any conclusions on the merits, "we were here with counsel after having petitioned for the right to be heard and after having been granted an opportunity to present the legal considerations involved."

No Conclusions Formed, Fly Says at Opening

Fireworks developed at the hearing almost with the opening gong. Chairman Fly first read into the record his opening statement, in which he contended the joint control over newspapers and stations has been a topic of interest, "both in Congress and elsewhere".

After he had stressed the Commission's purpose as a "fact-finding" mission, he said no conclusions had been formulated and the facts developed at the hearings "may lead us to the conclusion that no rules or policies whatever need to be developed". Other alternatives, he said, were that the FCC might conclude recommendations should be made to Congress, or that it should lay down certain rules and policies within the jurisdiction already given it by Congress [see text of statement on page 52].

Even before opposing counsel



THIS LEGAL BATTERY, opposing the FCC's inquiry, lined up in the first row of the Archives Bldg. auditorium. Examining the copious exhibits introduced by the FCC are (l to r) Louis G. Caldwell, who filed an appearance for WGN, Chicago; Sydney M. Kaye, associate counsel, Thomas D. Thacher, chief counsel, Abe Herman, associate counsel, and George Hourwich, all for the Newspaper-Radio Committee; Elisha Hanson, chief counsel for American Newspaper Publishers Assn.

got to their feet, Mr. Fly settled the question of jurisdiction, asserting the Commission believed it would be premature to enter a discussion now. The Commission will afford "ample opportunity" for expression of views on the jurisdictional question "if and when it contemplates the issuance of any rules", he explained.

Chairman Fly said the Commission "is determined to be informed", and believes its jurisdiction to make a study of the problem is clear, as stated in the opinion denying the motion to quash filed by ANPA [see next column].

The first phase of the hearings, Chairman Fly said, would be devoted to calling witnesses from the FCC staff and to their presentation of exhibits and documentary evidence. He announced formally that all the hearings will not be held consecutively. After the Commission puts in its basic testimony, he said, others whose appearances have been allowed will be permitted to call witnesses. Then there will be an adjournment "for a period to be determined"—probably until mid-September.

CIO Asks Chance To Appear at Hearing

Chairman Fly said finally that since the hearings are concerned with the relationship between stations and newspapers, some understanding of the latter industries is necessary. But he observed that the Commission does not contemplate any action with respect to the newspaper industry apart from its relationship to broadcasting.

In addition to the appearances and petitions filed covered in Chairman Fly's statement [see page 52] it was learned that the CIO, through its general counsel, Lee Pressman, also had asked for opportunity to be heard. In a letter to the Commission dated July 18, Mr. Pressman said CIO is "vitally interested in the use of radio as an important means of communication both because the CIO and its affiliated organizations have frequent occasion to use broadcasting facilities, and because its interests are the subject of discussion by others who may control or make use of broadcasting stations and facilities." He asked for "a few hours of time".

Other appearances filed were on behalf of the Forward Wheeling Radio Corp., an applicant for a new standard broadcast station in Wheeling, and the Parkersburg (W. Va.) Sentinel Co., seeking a local in Parkersburg, both filed by James S. McCluer, Parkersburg attorney. The applications have been placed in the pending files because of the newspaper inquiry.

Immediately following reading of the opening statement, ANPA Counsel Hanson asked why his appearance had not been noted, and FCC Assistant General Counsel Tom Harris observed that the Commission had settled the ANPA motion that morning in denying the motions to quash the proceedings.

Hanson, Fly in Controversy As ANPA's Plea Is Refused

CLEAR-CUT indication by the FCC that it intends to pursue its inquiry into the propriety of newspaper ownership of broadcast stations, unless tripped by court action, was given last Wednesday before the actual taking of testimony at the hearing.

The Commission announced its decision and order denying the motion of American Newspaper Publishers Assn. that the proceedings be vacated [BROADCASTING, July 21], and then Chairman Fly refused to permit Elisha Hanson, general counsel of ANPA, to argue his motion.

Mr. Hanson, in a rough-and-tumble colloquy with the chairman, finally served notice that he intended to litigate the issue if, as and when the Commission sought to subpoena any of his clients. He told the Commission his clients would refuse the subpoena, indicating that in that manner the question would be brought before a properly constituted tribunal.

Later On, Perhaps

Chairman Fly likewise refused to hear argument from Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committee, on the whole question of the propriety of the proceedings, Judge Thacher having laid his foundation on the contention that the Commission was powerless to do anything about newspaper ownership of stations under the existing law.

The position taken by Chairman Fly, presumably after consultation with the Commission before the hearings got under way, was that there would be ample time to argue the whole jurisdictional question if, as and when the Commission decided to issue regulations.

Finding it necessary to dispose of the Hanson motion before the procedings actually were open, the Commission issued a 2½-page decision just before the proceedings started. It pointed out that the ANPA petition was filed July 15—eight days before the hearing—and requested the Commission to vacate its Orders 79 and 79-A, on the ground that it lacked authority to conduct such proceedings.

"Our jurisdiction to issue Order 79 and 79-A was carefully considered prior to the promulgation of those orders," said the opinion. "It seems inconceivable to us that an argument could be seriously advanced against the inherent power of any administrative agency, endowed by statute with power to hold hearings, issue subpoenas, etc., to conduct general hearings of the type involved here."

After reciting what it construed as the Congressional intent, as reflected in the Communications Act, the Commission pointed out that with the advent of FM, the question of newspaper ownership took on increased importance. It pointed out that of 116 applications for FM licenses, 45 filed by newspaper interests confronted the Commission with the necessity of determining whether granting of FM licenses to such interests would serve the public interest, convenience and necessity.

Can Study Anything

The Commission held that its authority under the Act to institute the proceedings on newspaper ownership is not limited, but that an inquiry may be authorized as to "any matter" concerning which "any question" may arise under "any of the provisions of this Act". Even if the questions arising under Orders 79 and 79-A were not clearly matters arising under Section 309, the opinion stated, the Commission could conduct "such a general inquiry preliminary to determining whether to make recommendations to Congress for additional legislation".

In denying the petition, the Commission concluded:

"The instant petition appears to be less concerned with Order No. 79 and Order No. 79-A than with some possible regulations, the precise nature of which petitioner does not state, which it fears the Commission may promulgate at some future date. It would certainly not be conducive to the proper dispatch of business to permit petitioner at this time to argue the validity of purely suppositious regulations which may or may not be promulgated after the hearings are closed.

"If at the close of the hearings we do determine that the public interest makes regulation necessary or advisable, our procedure allows ample opportunity to argue the validity or invalidity of such regulations at that time."

Hanson Draws Wrath Of Chairman Fly

Following a sharp interchange, Chairman Fly refused to permit Mr. Hanson to continue his preliminary argument, insisting he would have ample time later. Refusing to be silenced, Mr. Hanson said that witnesses of ANPA already subpoenaed by the Commission would refuse to appear, and Chairman Fly snapped back that their failure to answer the subpoenas "will be taken up in due course".

While there was no clarification, attorneys assumed the Chairman meant that the individuals might be cited in Federal court. But it was thought in other quarters the FCC would not let the question of its right to conduct the proceedings undergo court test on the issue of its right to subpoena witnesses.

When Mr. Hanson persisted in his effort to challenge the Commission's jurisdiction, Chairman Fl sternly cracked back that he woul not condone further interruption and that the hearing would pr ceed. Mr. Hanson then placed i the record the argument he ha prepared on the jurisdictional que tion.

After Mr. Hanson had stalke out of the room he told newspape men that ANPA witnesses who ha been advised not to appear in an swer to subpoenas were James G Stahlman, former ANPA presiden and publisher of the *Nashville Ba ner*, now on active duty as a Lieut Commander in the Navy; Edwin S Friendly, business manager of th *New York Sun*, an ANAPA execu tive; Arthur Robb, editor of *Edi tor & Publisher*, and William A Thomson, director of the ANP Bureau of Advertising. He said th FCC proceeding was "illegal" an that it had no power to force ap pearance of witnesses by subpoena

Thacher Also Denied Right of Argument

Judge Thacher appeared to im press the Commission with hi arguments, but Chairman Fly nev ertheless, in the light of the ruling on the Hanson motion, denied hin the privilege of presenting his de tailed statement. Mr. Thacher argued that the Commission, in a legislative proceeding, cannot un der law hold up applications from newspapers, now in its files whether standard or FM, since its conclusions must be in the nature of legislative recommendations to Congress.

Unless the present law is amended, Judge Thacher argued, the Commission cannot make a distinction between newspaper and non-newspaper applicants. He conceded the FCC's right to make the study, but said that whatever may be deduced it is still true that the Commision lacks authority to act unless there is a change in statute.

When Judge Thacher suggested that the FCC first obtain from its counsel a formal opinion as to whether it has the legal right to distinguish between different classes of applicants or licensees, General Counsel Taylor interposed that he would not venture to render such an opinion "until the facts are in the record" and added he knew of no reason why the Commission should not postpone its ruling on jurisdiction.

Exhibits Introduced By FCC's Witnesses

Only two witnesses were heard on the first day—Allen W. Sayler, supervising investigator of the FCC, who identified and explained a series of exhibits prepared under his direction and Elmo Roper, survey expert, whose public opinion studies appear in *Fortune*. Prof. Roper was subpoenaed by the FCC as one of its expert witnesses, and analyzed the results of studies bearing on both radio and newspaper public opinion, conducted since 1938.

Interrogated by David Lloyd, chief of the FCC Inquiry Division,

who directed the field investigation work that precipitated an industry furore, Mr. Sayler identified and placed in the record a series of exhibits dealing with newspaper ownership of broadcast stations, relationship of set ownership to newspaper circulation, and other comparisons bearing on the two media.

He was frequently interrupted by members of the Commission, who questioned the manner in which certain of the exhibits were prepared and what they tended to prove. Because of inaccuracies which were detected, permission was given the Commission staff to correct the exhibits and to change titles, headings and footnotes [See story on page 17].

The initial exhibit embodied a list of 298 stations which the FCC contended were associated with newspapers. Competent observers declared it was full of errors, and although described as being reasonably correct as of June 30, it failed to take into account a substantial number of changes authorized by the FCC itself prior to that date.

Chairman Fly Critical of Exhibits

Chairman Fly led most of the questioning and frequently took to task FCC counsel because of the "lack of clarity" of the exhibits.

One of the exhibits introduced disclosed that the total newspaper circulation in the United States increased from approximately 29,000,000 in 1922 to more than 41,000,000 in 1940, though the number of daily newspapers decreased from 2,033 to 1,877 during the same period. The number of radio stations during this period increased from an estimated 30 to 822, with the number of receiving sets jumping from 400,000 to 50,000,000.

Judge Thacher questioned the accuracy of the sets-in-use figure, pointing out that it probably was cumulative and that no accounting had been made of replacements.

The next witness was to have been L. D. H. Weld, director of research of McCann-Erickson, and research economist for *Printers' Ink*. Mr. Weld was absent due to illness, so the Commission received an identified exhibit tending to show estimated advertising expenditures in the five major media from 1928 through 1940, prepared by Mr. Weld.

Roper Describes Habits of Public

The data, published in past issues of *Printers' Ink*, showed that in 1940, of total advertising expenditures of $970,000,000, newspapers received $545,000,000; radio, $200,000,000; magazines, $160,000,000; outdoor, $50,000,000; farm papers, $15,000,000. This compared to $760,000,000 returned to newspapers in 1928 out of a total of $1,115,000,000 expended. In that year radio was credited with $26,000,000.

Prof. Roper, subpoenaed by the Commission as its third expert witness, described in detail the results of several surveys made for *Fortune*, covering "the press and the people". He explained these surveys were conducted by the personal interview method. Analyzing the results of these surveys [previously published in BROADCASTING], Prof. Roper said they indicated that people in the prosperous class devote more attention to newspapers than to radio, but those in the middle and poor classes listen more and more for their news.

He said he did not think there was any documentary proof that radio is faster as a new disseminating medium than newspapers, but that the public "feels it is faster".

Responding to Judge Thacher, Prof. Roper agreed that the general tempo of war events since the Munich crisis has increased both the volume of newscasts and of radio listening. Things are happening more quickly, he said.

In answer to Commissioner Craven, Prof. Roper said he did not believe the results of his surveys indicated any lack of confidence by the public in newspapers, but indicated that radio as a source of news has increased in importance with the acceleration of world events. While this increase has taken place, he said newspapers had not retrogressed, accounting for the increase in newspaper circulation.

He said that to compare radio with the press is to compare an infant industry with an old established medium. The press has entered what he described as probably the "consolidation stage, while radio is still in the mushroom growth era".

Prof. Charnley Tells Of Script Problems

Prof. Roper said his latest survey, made for a private client, showed that the tendency in the lower income level groups is to listen to the radio for news to an even greater extent, whereas for the prosperous group the newspaper remains the primary news source.

When the second day's session opened Thursday, Gov. Case was absent, due to illness. The Commission called as its first witness Mitchell V. Charnley, journalism professor at the U of Minnesota. In addition to teaching journalism, he has also specialized in radio script writing and explained that he was generally conversant with processing of news for radio, as well as newspaper handling.



OPPOSING COUNSEL as the hearing opened were David Lloyd, chief of the FCC Inquiry Section (left) who examined Commission witnesses, and former Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committe.

Examined by Assistant General Counsel Harris, who alternated with FCC Attorney Lloyd, he said there is a substantial difference in writing for the two media, since radio technique requires the "ear" appeal while the newspaper is geared toward eye appeal. Moreover, he explained the radio audience is likely to be a group, whereas the newspaper is prepared for reading by one person at a time.

Defining other variations in writing for the two media, Prof. Charnley said that the long story on the radio is very much different from the long story published in the newspaper, since radio offers news in capsule form. He cited a number of taboos on the air, which are used in newspapers regularly. Among these were the words "rape", "blood" and even "snake".

Prof. Charnley agreed that if two persons handled the processing of news for radio, their judgments would be different, primarily on the smaller items, but that surveys have revealed that selection of important news is relatively uniform.

Finds Similarity In News Selection

It would be desirable in the case of joint newspaper-radio ownership to have separate staffs select the news, he said, but in either event the selection would be relatively the same. Whereas the newspaper story uses a "hard lead", he said, in radio a "soft lead" is desirable, with shorter sentences and "anecdotal style".

Chairman Fly pursued the examination to ascertain how much of a news budget coming from the press association or associations into a station actually gets on the air. Prof. Charnley said this would vary with the number of news services taken by the station and the amount of time devoted to newscasts, but would be only a fraction of that actually transmitted.

He agreed with Chairman Fly that people listen to important speeches on the air, whereas they probably do not read entirely through the same speeches when published in full text in the newspapers.

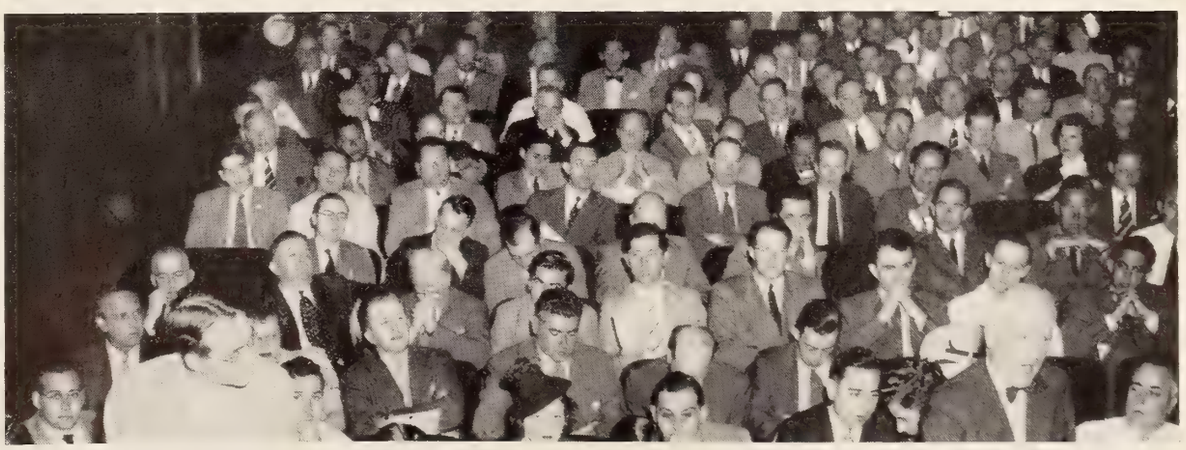
Chairman Fly said his effort was to ascertain who controlled the selection of news broadcast.

Cross-examined by Judge Thacher, Prof. Charnley said he had no information on the number of newspapers operating radio stations which used the same news staff. He declared his previous testimony was based on his own observations, but he had made no research on his own. As far as he was aware, he said, there was no basic difference between the news service provided stations and that supplied newspapers.

He said he was not in a position to express an opinion on comparative merits of newspaper affiliated stations and unaffiliated stations.

Questioned by WGN Counsel Caldwell, Prof. Charnley said the chances were very great that any story heard on a newscast would

(*Continued on page 52*)



SOME 200 broadcasters, newspaper publishers, engineers, attorneys and FCC employees made up the audience in the Archives Bldg. when the opening gavel sounded for the newspaper-radio hearing. In the foreground (standing at the left) is Telford Taylor, FCC general counsel. Arguing the question of FCC jurisdiction, is Thomas D. Thacher (extreme right), Press-Radio chief counsel.

New York Keys of Networks And AFM Sign New Contract

Three-Year Arrangement Provides Two Sets of Wage Increass, Adjustment to Living Costs

CONCLUDING six months of conferences between network and union officials, contracts were signed last week by NBC, CBS and WOR, New York MBS key station, and the New York local (802) of the American Federation of Musicians, covering musical network broadcasts until Feb. 1, 1944.

Contracts are retroactive to Jan. 20, 1941, when the broadcasters and union exchanged letters agreeing to continue the previous contracts except for certain provisions to be worked out in conference.

Wage Increases

Chief changes from the previous agreement include two sets of wage increases, one covering the year from Jan. 20, 1941 to Feb. 1, 1942, and the other covering the ensuing two years of the contracts; guarantees of minimum employment, and provision for adjustment of the salary scales if the cost of living should increase radically.

The three contracts are identical except for the minimum employment requirements, under which CBS agrees to maintain a minimum of 65 musicians, WOR 40 and NBC, for both WEAF and WJZ, 130 for nine months of the year and 115 for the remaining three months. NBC's contract also contains the proviso that should either of its New York stations be disposed of, its minimum would be reduced to that of CBS, or 65.

New contracts also cover in full detail the matter of "delayed broadcasts" for individual stations unable to carry network programs at the time of the network broadcasts and for regional groups which cannot advantageously carry the programs at the time of the network broadcasts.

Limit on Delay

No extra charge is made by the musicians for these delayed broadcasts, provided the regional recorded broadcast is made within 12 hours of the original program and the single station delayed broadcast made within 24 hours if the program is recorded in New York or 48 hours if it is recorded elsewhere.

For instrumentalists employed a full 25-hour five-day week on commercial programs the weekly wage of $150 continues unchanged. Those employed for a 25-hour week on sustaining programs have been raised from $110 to $115 for this year and for the two years beginning Feb. 1, 1942, will receive $120 weekly.

Instrumentalists employed for a 20-hour week on either sustaining or sustaining and commercial shows were raised this year from $115 to $120 weekly and next February will receive another $5 increase for the duration of the contract.

Per diem rates for instrumentalists have been boosted from $32.50 to $33.75 and next year go up to $35. Straight overtime charges have been increased from $1.25 a quarter-hour to $1.30 and go to $1.40 next February. There have also been minor changes in piece rates.

Arrangers working on sustaining programs were raised from $110 to $115 a week for this year and next February go to $120 for the remaining two years covered by the contract. Commercial scale for arrangers remains at $160. Scale for arrangers working a 20-hour week on a mixture of sustaining and commercial programs remains at $125 a week until Feb. 1, 1942, when it becomes $130.

Boost for Conductors

Copyists will continue at $70 weekly until February, after which their minimum increases to $75. Directors of music libraries remain at $150 a week and their assistants at $75. Conductors will also get increases for sustaining program work, their commercial program scale remaining at $262.50 a week.

The cost of living clause in the new contracts provides that if at the end of any calendar year the Bureau of Labor index for living costs shows an increase of 10% or more over the previous year, the union may ask for an adjustment of rates, to be negotiated. If negotiations fail to produce an agreement between union and employers, the contract further provides for arbitration under the auspices of the American Arbitration Assn.



POLLY TELLS THE ARMY every morning on KDON, Monterey, Cal., about social events, athletics and military news. Her participating program, called *Private Polly*, is built around talent from nearby Army posts, including radio folk. Here she is with Howard Nelson, formerly of WHN, New York (left) and Paul Jones, formerly of NBC, Hollywood. The station has posted 1,500 placards on every bulletin board at the posts. Program is heard 6-7 a.m. Private Polly is Polly Connell. Only soldiers' requests are honored on the program.

Hope for ASCAP Pact Is Seen Despite Futility of Meeting

Networks Tied Up by More Vital Problems But Talk of Compromise Already Is Heard

DESPITE the rejection by the ASCAP board of NBC's counter proposal for return of ASCAP music to its networks, conversations between the two organizations have been resumed and it is expected that in due time an agreement will be reached.

The more pressing problems of the broadcasting industry, which have kept Niles Trammell, NBC president, and other key executives almost continuously in Washington, have tended to interrupt discussions and the vacation season has produced further interruptions, so that no contract is expected before fall. It is generally believed, however, that if ASCAP and NBC come to terms, CBS will accept a similar ASCAP contract.

No official statements of progress have been forthcoming, but it is understood that when ASCAP turned down NBC's proffered 2½% of net time sales for a blanket license, and when NBC in turn refused to consider the 3% basis of the MBS contract, ASCAP officials sounded out Mr. Trammell on splitting the difference and settling on 2¾% which they said they might be able to persuade the ASCA board to accept.

ASCAP also suggested, it is understood, that the discussions be confined to network contracts only, leaving consideration of individual station licenses for NBC's M&O stations to a later time, when they could be included in a general industry discussion. It would not be desirable, it was pointed out, for NBC and ASCAP together to set up a pattern for the entire industry, as part of a network contract.

Prosecution of ASCAP's suit against NBC, CBS, NAB, BMI and their officers is largely dependent upon the outcome of the NBC-ASCAP negotiations, it is learned, with little likelihood of the suit being filed unless and until a complete breakdown occurs.

Meanwhile, ASCAP has secured further extensions from the July 28 deadline for its answer to the BMI-Marks suit on the question of whether performance rights are owned by the composer or the publisher.

The court has given ASCAP an additional 10 days in which to mov for dismissal of the suit and 2(days after that in which to file a answer if dismissal is not requested which in effect postpones the dead line a month.

Nominating committees o ASCAP last week presented to th board of directors their list of can didates for the 12 vacancies in th board and ballots are now being mailed to ASCAP members. Re sults will be announced at the gen eral membership meeting in Au gust. Three board members are t be elected from each class of can didates, as follows:

Standard Writers—Deems Tay lor and Oley Speaks (incumbents) Philip James, Clara Edwards, Hor ace Johnson, Geoffrey O'Hara John Tasker Howard and Harve Enders. Popular Writers—Edga Leslie, John Marcer and Otto Har bach (incumbents), L. Wolfe Gil bert, George Whiting, Stanle Adams, Lee David, Dorothy Field and Richard Rodgers. Standar Publishers—Walter Fischer an Gustave Schirmer (incumbents) John Drain, Carl T. Fischer, A Walter Kramer and W. Dean Preston Jr. Popular Publishers— J. J. Bregman, J. J. Robbins an Will Von Tilzer (incumbents), Ed win H. Morris, R. F. Murray an Lester Santly.

Bayuk Expanding

BAYUK CIGARS Inc., Philadel phia, on Aug. 4 is expanding it MBS schedule for Phillies with a new twice-weekly program title *Cal Tinney Sizing Up the News* Monday and Wednesday, 8-8:1 p.m. on 74 stations with a Wes Coast repeat at 7:15 p.m. (PST) On Aug. 5 Sam Balter's *Inside o Sports* program will shift from 3 to 74 MBS stations, Tuesday Thursday, Saturday, 7:45-8 p.m with a repeat for the West Coas at 7:15 p.m. (PST). In New Eng land *Inside of Sports* will shif from Yankee Network, Monday Wednesday, Friday, to Colonia Network, Tuesday, Thursday, Sat urday, effective Aug. 4. The Tin ney program will originate fron WIP, Philadelphia, and Balter show from WFIL, Philadelphia instead of the West Coast, as here tofore. Agency is Ivey & Elling ton, Philadelphia.

Spots for 'Sergeant York'

WARNER BROS., New York, has appropriated $500,000 for the coun try-wide promotion of the picture "Sergeant York", which includes spot announcements on stations i cities where the picture is to be shown. Details, being worked out by Warners and Blaine-Thompson New York, the agency, will be an nounced early this week.

MacMillan Oil Spots

MacMILLAN PETROLEUM Corp. Los Angeles (MacMillan Ring-Free Motor Oil), on Oct. 25 will start participations on two early morn ing prgorams, *Good Morning*, six times weekly on WGN, Chicago and *Newsreel Theatre of the Air* daily on WHN, New York. Agency is Roy S. Durstine Inc., New York.

CALIFORNIA FRUIT GROWERS EXCHANGE
Sunkist
Oranges-Grapefruit-Lemons

LOS ANGELES
CALIFORNIA
July 9th 1941

ADVERTISING DEPARTMENT

Mr. Carleton Coveny
John Blair & Company
Chamber of Commerce Building
Los Angeles, California

Dear Mr. Coveny:

Mr. Wilkinson of Lord & Thomas has told me of your fine cooperation in connection with our spot broadcasting activities. Thank you, and please convey my appreciation to your stations which are carrying our business.

While our campaign employs all basic media, we are mindful and appreciative of the opportunity which spot radio affords in supplementing and augmenting the coverage of other media on short notice where conditions in this quickly changing business make such effort advisable.

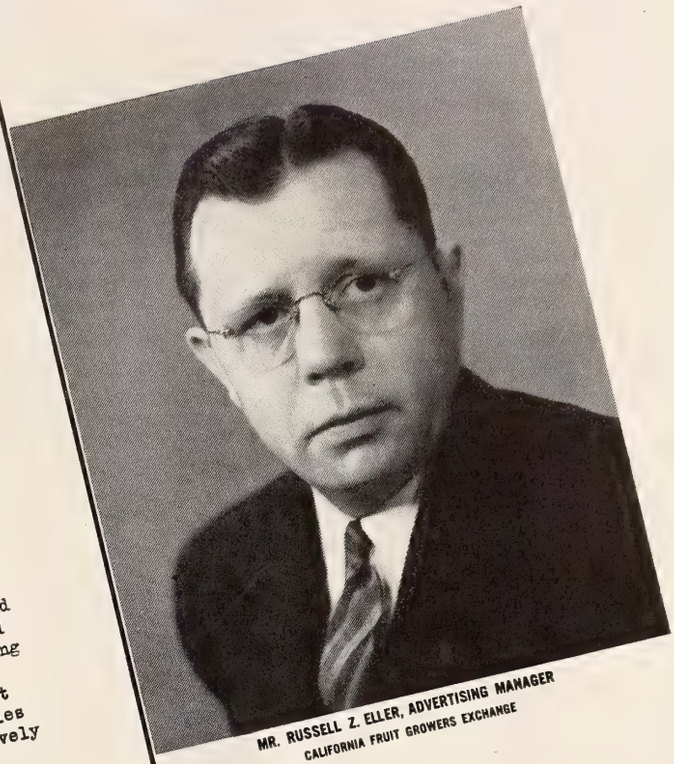
It is of value to us in our campaign, for example, to remind the public of the value of hot lemonade in centers affected by flu epidemics. We also find it productive in bolstering distribution in particular areas, to put pressure behind especially competitive markets and to fill in the gaps not covered by our network program. Spot broadcasting enables us to adjust our advertising to local situations effectively -- and quickly.

Again, please accept my thanks for your cooperation.

Sincerely yours,

Advertising Manager

Russell Z. Eller:gs



MR. RUSSELL Z. ELLER, ADVERTISING MANAGER
CALIFORNIA FRUIT GROWERS EXCHANGE

EXTRA PRESSURE ON COMPETITIVE SPOTS

ADDED COVERAGE FOR THE BALD SPOTS

RAPID ACTION FOR THE SEASONAL SPOTS

"SPOT BROADCASTING

enables us to adjust our advertising to local situations effectively—and quickly"

. . . says Mr. Russell Z. Eller for Sunkist

In the fast moving produce business, local problems frequently arise—seasonal, competitive or market-wise—which "national" advertising is too inflexible, too slow acting to deal with. That is why Sunkist and many another large network advertiser turns to Spot Radio for local action where and when the action is needed. It's a way to bring advertising and sales management a long step closer together... to the boundless benefit of both!

● Spot Broadcasting assures maximum effectiveness because you have unrestricted choice of stations and of spots with known audience. Ask a John Blair man.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

New NBC Station To Pickup Foreign Programs Opened

Network Listening Post Now Ready for Another Crisis

NBC's new listening post located at Bellmore, Long Island, 40 miles from the interfering influences of Manhattan's steel buildings and electrical circuits, was formally dedicated last Wednesday in the presence of some 150 newspaper and radio men.

Participating in the brief ceremony, which was broadcast on NBC's Blue Network, were Joseph V. Connolly, president of International News Service; Harry Flory, foreign news editor of United Press; Byron Price, executive news editor of Associated Press; Niles Trammell, NBC president; Jules Van Item, chief of the listening post; George Tobler, staff member at the post, and H. V. Kaltenborn, news commentator.

Moscow Like a Local

The program also included pick-ups of shortwave broadcasts from Rome, Moscow, Berlin and London as received at the new location, former site of the transmitter of WEAF, New York key station of the Red Network.

At this location, described by Mr. Van Item as one of the most favorable along the Atlantic Coast, NBC has installed a battery of eight of the most sensitive shortwave receivers which bring in stations as far away as Moscow with the clarity of local stations, he said. A crew of 24, 12 engineers and 12 monitors, operate the post. Minimum qualifications for the position of monitor, Mr. Van Item explained, include familiarity with at least four languages in addition to English. Altogether the staff can understand and translate 22 different foreign languages, he added.

The post is linked to NBC's newsroom at Radio City by teletypewrite circuits, private telephone lines, a microphone circuit and a program transmission line. Foreign broadcasts monitored at the post are simultaneously recorded for playback and translation and once translated the address, communique or news report is immediately relayed to Radio City.

Raymond F. Guy, radio facilities engineer, said a series of rhombic receiving antennas will be installed at the post within the next ten days, diamond in shape and mounted on poles 60 feet high, the new antennas will be 250 feet long and pointed in the direction of the overseas statiosn to be covered.

One antenna will be directed towards Europe, another towards the Orient and a third for listening to a single station, the Free French transmitter at Brazzaville, French Equatorial Africa. Antennas for monitoring Latin American stations will be added after completion of the first three, Mr. Guy said.

Preparing for another period of crisis, such as those at the time of the Nazi occupation of Czechoslovakia, the Munich days and the time immediately preceding the beginning of hostilities in 1939, NBC has equipped the post with sleeping quarters so the post's staff may be available at any moment.

Radio Is Ready

Explaining the importance of the post's operations, Mr. Trammell stated: "Radio waves, unless they are harnessed, as in our democracy, for the entertainment and public service of its people, can be as deadly to morale as bullets are to bodies. Britain, in the early days of the war, watched as her friends and allies weakened, became confused and were split by the barrage of radio propaganda from Berlin. We can profit by those mistakes.

"American radio is ready and trained for this barrage, if it should ever be directed at us. Careful planning, long study, has taught us to differentiate between news and propaganda, between fact and fancy. In many languages—French, German, Spanish, Norwegian, Italian, Dutch and English—NBC's monitors listen to these broadcasts. Broadcasts are translated, summarized, evaluated and then broadcast and given to our free press. They are available to all in order that we in a democracy can hear all sides, and with our free and undictated minds, decide what we believe to be the truth."





EARS ARE TUNED to the voices of the world at NBC's listening post at Bellmore, Long Island, where engineers and monitors pick up, record and translate broadcasts from Europe and Asia and relay what they hear to the network's newsroom in the haert of New York, some 40 miles away. The ping-pong-like objects along the walls are loudspeakers, the handles being volume controls. At right A. A. Schechter, NBC director of news and special events, and Jules Van Item, head of the listening post (top), kibitzing on the post's engineers as they follow their world-wide broadcasting schedule in search of hot news from abroad.

Kellogg Anticide Series

KELLOGG ANT PASTE Co., Los Angeles, on July 23 started a 13-week Pacific Coast campaign, employing heavy use of spot announcements and participation schedules. Stations include KFI KMPC KIEV KFOX KFXM KGB KERN KHJ KQW KFRC KEX KOMO. W. C. Jeffries Co., that city, has the account.

Ted Church Quits GOP's Radio Post

Cites Inactivity and Lack of Funds for Resignation

WELLS (Ted) CHURCH, for three years director of radio for the Republican National Committee, has announced his resignation from that post effective Aug. 1. Lack of committee funds and inactivity, Mr. Church said, brought about the decision. He said he had definite plans for the future, but they were sill of a confidenial naure.



Mr. Church

Mr. Church took over the radio activites of the GOP in July, 1938, handling the 1938 bi-election campaign, the 1940 convention and the 1940 election. He estimates that when he took over the Republican speakers were in a 3-to-1 minority on the air, subsequently swinging this situation on to an even keel.

Mr. Church paid high tribute to the fairness of the radio industry as to politics.

"I was given every assistance," he told BROADCASTING, "the pleasant incidents far outweighing the regretful ones. My only regret is that there are still a few station managers in the nation who fail to see that a black ledger is inextricably linked with public service operation.

"For a simple case in point, but last week a GOP member of Congress received a letter from a station executive refusing to carry monthly 15-minute talks by the Congressman on the ground that 'the broadcasting of your programs would place us in the vulnerable position of having to grant equal time on the air for the opposition to any point of your discussion, and, frankly, this we cannot afford to do.' As long as such faulty thinking exists in high places, the radio industry will have trouble."

Biggest Spot Campaign Is Projected for Vicks

VICK CHEMICAL Co., New York, on Sept. 29 will inaugurate the most extensive spot campaign in its history, according to Morse International, New York, agency in charge. More than $400,000 has been appropriated and over 200 stations will be under contract during the 26-week period.

All Vick products will be promoted—Vaporub, Vatronol, Vick Cough Drops, Vick Inhaler and Vick AQ Nose Drops, with the first two emphasized during the entire campaign while the others are to be plugged for shorter periods of 13-16 weeks. The schedules will vary in different markets.

Mrs. Roosevelt Program Is Booked for 32 Weeks

PAN AMERICAN COFFEE BUREAU, New York, on Oct. 5 will start a quarter-hour period of news comment by Mrs. Franklin D. Roosevelt, Sundays 6:45-7 p.m., on 111 NBC-Blue stations with possibly more stations to be added.

The program will stress the good neighbor policy and further cultural relations between the Americas while plugging greater consumption of coffee with the theme, "Get more out of life with coffee—the Americas' favorite drink". The contract is to run for 32 weeks with options, while spot radio tests may be made later. The bureau is composed of representatives of seven South American countries. Agency is Buchanan & Co., New York.

All-Night for WAAT

ANOTHER station in the metropolitan New York area goes on a round-the-clock schedule when WATT, Jersey City, begins 24-hour operation daily except Sunday, starting at midnight July 28. L. E. Gross, known on the air as Bob Elliot, recently with WITH, Baltimore, will m.c. the midnight-to-7 a.m. show.

HOW LONG HAS THIS BEEN GOING ON?

With Oklahoma City's Daytime Listeners

IT'S WKY 3 TO 1

As far back as radio goes, as far back as the first attempts at radio surveys go, WKY has enjoyed a decisive leadership in Oklahoma among listeners, among dealers, among advertisers.

This leadership has been maintained continuously, year after year, under permanent, unwavering policies of sound management, skillful programming and endless exploitation. WKY's record of past leadership accurately mirrors its future.

More complete details of the surveys capsuled at the right are available upon request.

TELEPHONE COINCIDENTAL SURVEY — 1940

Where: Oklahoma City Date: October 1940
Period: Entire morning and afternoon Made by: National research organization Result:

WKY 51% — Second station ..... 16% · Third station ..... 14% · Fourth station 11%

TELEPHONE COINCIDENTAL SURVEY — 1940

Where: Oklahoma City Date: May 1940
Periods: One, morning; one, afternoon Made by: Local advertising agency Result:

WKY 66% — Second station ..... 17% · Third station ..... 6% · Fourth station 4%

TELEPHONE COINCIDENTAL SURVEY — 1940

Where: Oklahoma City Date: January 1940
Period: One, morning Made by: Local advertising agency Result:

WKY 57% — Second station ..... 18% · Third station ..... 17% · Fourth station 4%

MAIL QUESTIONAIRE TO FARMERS — 1939

Where: Statewide Date: July 1939 Question: "To which Oklahoma City station do you listen most?" Made by: Recognized farm statistical organization Result:

WKY 48% — A Tulsa station ..... 22% · Another Oklahoma City station 13% · An Enid station 6%

TELEPHONE COINCIDENTAL SURVEY — 1938

Where: Oklahoma City Date: October 1938
Periods: Three, afternoon Made by: Local advertising agency Result:

WKY 66% — Second station ..... 19% · Third station ..... 9% · Fourth station 6%

SURVEY BY PERSONAL INTERVIEWS — 1938

Where: Oklahoma City Date: Spring 1938
Question: "What station do you listen to most frequently?" Made by: Nationally known organization Result:

WKY 71% — Second station ..... 11% · Third station ..... 9% · Fourth station 3%

SURVEY BY TELEGRAPHIC QUESTIONAIRE — 1937

Where: Statewide Date: October 1937 Question: To retail druggists, "Over what station is the majority of your town hearing the World Series broadcast?" Made by: Leading drug jobber Result:

WKY 54% — A Tulsa station ..... 13% · A Dallas station ..... 11% · Another Oklahoma City station 8%

SURVEY BY MAIL QUESTIONAIRE — 1936

Where: Statewide Date: February 1936 Question: To dealers, "What radio station is most popular in your community?" Made by: Electric appliance distributor Result:

WKY 55% — Second station ..... 13% · Third station ..... 7% · Fourth station 1%

SURVEY BY MAIL QUESTIONAIRE — 1936

Where: City and State Date: May 1936 Question: To charge account customers, "What is your favorite Oklahoma City radio station?" Made by: Large department store Result:

WKY 79% — Figures for other stations not released.

TELEPHONE COINCIDENTAL SURVEY — 1936

Where: 19 Oklahoma towns Date: May 1936
Period: Daytime Made by: Prominent department store Result:

WKY 46% — A Dallas station ..... 25% · Another Oklahoma City station 7% · A Tulsa station 7%

SURVEY BY PERSONAL INTERVIEWS — 1932

Where: Oklahoma City Date: December 1932 Question: "To which station do you listen most?" Made by: Local advertising agency Result:

WKY 77% — Second station ..... 11% · Third station ..... 4% · Fourth station 3%

SURVEY BY PERSONAL INTERVIEWS — 1930

Where: Oklahoma City Date: November 1930 Question: "Which radio station do you listen to most?" Made by: Local advertising agency Result:

WKY 81% — A Cincinnati station ..... 3% · Another Oklahoma City station 3% · A Dallas station 2%

WKY • OKLAHOMA CITY NBC-RED NETWORK • 930 KC.

WKY, Operated by The Oklahoma Publishing Co. ★ The Oklahoman and Times ★ The Farmer-Stockman ★ KOMA, Oklahoma City ★ KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Management) ★ Represented by the Katz Agency, Inc.

Stations Identified by the FCC With Newspaper Ownership

FCC Hearing Exhibit II Purporting to Show 'Degree of Ownership'

(As of June 30, 1941)

A-I: Licensee—Newspaper

KBIX, Muskogee, Okla.
KBND, Bend, Ore.
KDTH, Dubuque, Ia.
KEX, Portland, Ore.
KFAM, St. Cloud, Minn.
KFIZ, Fond du Lac, Wis.
KGGF, Coffeyville, Kan.
KGLO, Mason City, Ia.
KGW, Portland, Ore.
KHMO, Hannibal, Mo.
KHUB, Watsonville, Cal.
KOWH, Omaha, Neb.
KPDN, Pampa, Tex.
KPRC, Houston, Tex.
KRJF, Miles City, Mont.
KRNR, Roseburg, Ore.
KSCJ, Sioux City, Ia.
KSD, St. Louis, Mo.
KTMS, Santa Barbara, Cal.
KVSO, Ardmore, Okla.
KWOS, Jefferson City, Mo.
KXOK, St. Louis, Mo.
WAAF, Chicago, Ill.
WAIM, Anderson, S. C.
WALB, Albany, Ga.
WAOV, Vincennes, Ind.
WBAB, Atlantic City, N. J.
WBAP, Fort Worth, Tex.
WBRY, Waterbury, Conn.
WCAX, Burlington, Vt.
WCBI, Columbus, Miss.
WCLO, Janesville, Wis.
WDAE, Tampa, Fla.
WDAF, Kansas City, Mo.
WDAN, Danville, Ill.
WDBJ, Roanoke, Va.
WDWS, Champaign, Ill.
WELL, Battle Creek, Mich.
WENY, Elmira, N. Y.
WFAA, Dallas, Tex.
WFBC, Greenville, S. C.
WFLA, Tampa, Fla.
WHAS, Louisville, Ky.
WHBL, Sheboygan, Wis.
WHIS, Bluefield, W. Va.
WHLD, Niagara Falls, N. Y.
WJAG, Norfolk, Neb.
WJMC, Rice Lake, Wis.
WKAT, Miami Beach, Fla.
WKRC, Cincinnati, Ohio
WMC, Memphis, Tenn.
WMJM, Cordele, Ga.
WNBH, New Bedford, Mass.
WQAN, Scranton, Pa.
WSB, Atlanta, Ga.
WSBT, South Bend, Ind.
WSGN, Birmingham, Ala.
WSJS, Winston-Salem, N. C.
WTAG, Worchester, Mass.
WTHT, Hartford, Conn.
WTJS, Jackson, Tenn.
WTMJ, Milwaukee, Wis.
WTRC, Elkhart, Ind.
WWJ, Detroit, Mich.
WWNC, Asheville, N. C.
WWNY, Watertown, N. Y.

A-II: More than 50% stock of licensee owned by newspaper.

KAST, Astoria, Ore.
KAVE, Carlsbad, N. M.
KCKN, Kansas City, Kan.
KCMC, Texarkana, Tex.
KERN, Bakersfield, Cal.
KFAB, Lincoln, Neb.
KFBC, Cheyenne, Wyo.
KFBK, Sacramento, Cal.
KFOR, Lincoln, Neb.
KFRU, Columbia, Mo.
KGFF, Shawnee, Okla.
KGNC, Amarillo, Tex.
KIUN, Pecos, Tex.
KMJ, Fresno, Cal.
KMMJ, Grand Island, Neb.
KOH, Reno, Nev.
KOIL, Omaha, Neb.
KRLD, Dallas, Tex.
KRNT, Des Moines, Ia.
KSO, Des Moines, Ia.
KTAR, Phoenix, Ariz.
KTBS, Shreveport, La.
KTRH, Houston, Tex.
KWG, Stockton, Cal.
KWKH, Shreveport, La.
KYA, San Francisco, Cal.
WBEN, Buffalo, N. Y.
WCAE, Pittsburgh, Pa.
WGH, Newport News, Va.
WGN, Chicago, Ill.
WHAT, Philadelphia, Pa.
WHBC, Canton, O.
WHDL, Olean, N. Y.
WHEC, Rochester, N. Y.
WHIO, Dayton, O.
WHK, Cleveland, O.
WHKC, Columbus, O.
WHP, Harrisburg, Pa.
WIBA, Madison, Wis.
WIBW, Topeka, Kan.
WINS, New York City, N. Y.
WIOD, Miami, Fla.
WIRE, Indianapolis, Ind.
WISN, Milwaukee, Wis.
WJAC, Johnstown, Pa.
WKY, Oklahoma City, Okla.
WLS, Chicago, Ill.
WMBH, Joplin, Mo.
WMBO, Auburn, N. Y.
WMPS, Memphis, Tenn.
WMT, Cedar Rapids, Ia.
WOMI, Owensboro, Ky.
WPID, Petersburg, Va.
WRAK, Williamsport, Pa.
WROK, Rockford, Ill.
WSAN, Allentown, Pa.
WCBA, Allentown, Pa.
WCLE, Cleveland, O.
WCOA, Pensacola, Fla.
WDLP, Panama City, Fla.
WDMJ, Marquette, Mich.
WDNC, Durham, N. C.
WEBR, Buffalo, N. Y.
WSAZ, Huntington, W. Va.
WSOY, Decatur, Ill.
WTAR, Norfolk, Va.
WTCN, Minneapolis, Minn.
WTMA, Charleston, S. C.
WTMC, Ocala, Fla.
WWSW, Pittsburgh, Pa.
WGAN, Portland, Me.

A-III: More than 50% of stock of licensee held by a combination of the interests of the newspaper and of executives, stockholders, or employees of the same newspaper.

KFEQ, St. Joseph, Mo.
KGKO[1], Fort Worth, Tex.
KMYC, Marysville, Cal.
KTKC, Visalia, Cal.
WEAU, Eau Claire, Wis.
WEBC, Duluth, Minn.
WHBF, Rock Island, Ill.
WHLB, Virginia, Minn.
WMFG, Hibbing, Minn.
WTAL, Tallahassee, Fla.

[1] 50% owned by newspaper and 50% owned by persons having interests in another paper.

A-V: More than 50% of stock of licensee held by executives, stockholders, or employees of a newspaper.

KARK, Little Rock, Ark.
KBST, Big Spring, Tex.
KCRC, Enid, Okla.
KDON, Monterey, Cal.
KELD, El Dorado, Ark.
KFDA, Amarillo, Tex.
KFH, Wichita, Kan.
KFKA, Greeley, Colo.
KFYO, Lubbock, Tex.
KGKL, San Angelo, Tex.
KGNO, Dodge City, Kan.
KHAS, Hastings, Neb.
KHSL, Chico, Cal.
KLBM, La Grande, Ore.
KLO, Ogden, Utah
KLX, Oakland, Cal.
KLZ, Denver, Colo.
KOB, Albuquerque, N. M.
KOME, Tulsa, Okla.
KOOS, Marshfield, Ore.
KOY, Phoenix, Ariz.
KRBC, Abilene, Tex.
KRGV, Weslaco, Tex.
KRIC, Beaumont, Tex.
KROD, El Paso, Tex.
KSAL, Salina, Kan.
KSRO, Santa Rosa, Cal.
KTEM, Temple, Tex.
KTOK, Oklahoma City, Okla.
KTSA, San Antonio, Tex.
KVCV, Redding, Cal.
KVOA, Tucson, Ariz.
KVOR, Colorado Springs, Colo.
KWIL, Albany, Ore.
KWLK, Longview, Wash.
KWNO, Winona, Minn.
KYOS, Merced, Cal.
WAJR, Morgantown, W. Va.
WAYX, Waycross, Ga.
WAZL, Hazleton, Pa.
WBAL, Baltimore, Md.
WBLK, Clarksburg, W. Va.
WBNS, Columbus, O.
WCED, Du Bois, Pa.
WCHS, Charleston, W. Va.
WCMI, Ashland, Ky.
WCOC, Meridan, Miss.
WCOU, Lewiston, Me.
WCPO, Cincinnati, O.
WDEL, Wilmington, Del.
WEST, Easton, Pa.
WEVD, New York City, N. Y.
WFAS, White Plains, N. Y.
WFBM, Indianapolis, Ind.
WFHR, Wisconsin Rapids, Wis.
WFMJ, Youngstown, O.
WGAC, Augusta, Ga.
WGAL, Lancaster, Pa.
WGNY, Newburgh, N. Y.
WHMA, Anniston, Ala.
WICA, Ashtabula, O.
WILM, Wilmington, Del.
WING, Dayton, O.
WISE, Asheville, N. C.
WIZE, Springfield, O.
WJBO, Baton Rouge, La.
WJHP, Jacksonville, Fla.
WJLB, Detroit, Mich.
WJLS, Beckley, W. Va.
WKBO, Harrisburg, Pa.
WKIP, Poughkeepsie, N. Y.
WKOK, Sunbury, Pa.
WKWK, Wheeling, W. Va.
WLAP, Lexington, Ky.
WLAW, Lawrence, Mass.
WLOG, Logan, W. Va.
WNAX, Yankton, S. D.
WNOX, Knoxville, Tenn.
WORK, York, Pa.
WPAR, Parkersburg, W. Va.
WQBC, Vicksburg, Miss.
WRJN, Racine, Wis.
WRNL, Richmond, Va.
WTSP, St. Petersburg, Fla.

A-IV: Exactly 50% of stock of licensee held by newspaper.

KTRI, Sioux City, Ia.
WPAY, Portsmouth, O.
KVOL, Lafayette, La.

A-VI: Exactly 50% of stock of licensee held by person or persons having newspaper interest

KNOW, Austin, Tex.
KUIN, Grants Pass, Ore.
KVAN, Vancouver, Wash.
KXOX, Sweetwater, Tex.
WCAR, Pontiac, Mich.
WCBS, Springfield, Ill.
WMVA, Martinsville, Va.
WOPI, Bristol, Tenn.
WACO, Waco, Tex.

B-I: Less than 50% of stock of licensee owned by newspaper.

KALE, Portland, Ore.
KFBB, Great Falls, Mont.
KFDM, Beaumont, Tex.
KGBX, Springfield, Mo.
KGHI, Little Rock, Ark.
KIEM, Eureka, Cal.
KLRA, Little Rock, Ark.
KOIN, Portland, Ore.
KSL, Salt Lake City, Utah
KWTO, Springfield, Mo.
WABY, Albany, N. Y.
WGGA, Gainesville, Ga.
WKBH, La Crosse, Wis.
WKBN, Youngstown, O.
WMRF, Lewistown, Pa.
WOKO, Albany, N. Y.

B-II: Less than 50% of stock of licensee held by executives, stockholders or employees of a newspaper. (This excludes those stations where though less than 50% of stock in licensee is held by executives, stockholders, or employees of a newspaper, combination of such interests with that owned by a newspaper places the station in A-III.)

KATE, Albert Lea, Minn.
KBWD, Brownwood, Tex.
KCMO, Kansas City, Mo.
KCRJ, Jerome, Ariz.
KFNF, Shenandoah, Ia.
KPLC, Lake Charles, La.
KPLT, Paris, Tex.
KRIS, Corpus Christi, Tex.
KRRV, Sherman, Tex.
KTUC, Tucson, Ariz.
KVWC, Vernon, Tex.
KWOC, Poplar Bluff, Mo.
KYCA, Prescott, Ariz.
KYUM, Yuma, Ariz.
WAGF, Dothan, Ala.
WBTA, Batavia, N. Y.
WDAY, Fargo, N. D.
WDBC, Escanaba, Mich.
WGAU, Athens, Ga.
WGIL, Galesburg, Ill.
WHDF, Calumet, Mich.
WHKY, Hickory, N. C.
WHO, Des Moines, Ia.
WHYN, Holyoke, Mass.
WJTN, Jamestown, N. Y.
WKPT, Kingsport, Tenn.
WLAG, La Grange, Ga.
WLW, Cincinnati, O.
WMUR, Manchester, N. H.
WNEW, New York City
WPIC, Sharon, Pa.
WSAI, Cincinnati, O.
WSFA, Montgomery, Ala.
WSLI, Jackson, Miss.
WSLB, Ogdensburg, N. Y.
WSLS, Roanoke, Va.
WSOO, Sault Ste. Marie, Mich.
WSTP, Salisbury, N. C.
WGBR, Goldsboro, N. C.

Source—Records of FCC, Docket No. 6051, July, 1941.

FCC Newspaper Data Draw Criticism

areless Tabulations in Exhibits Lead to Laughter

VERITABLE hodge-podge of ulations and statistics, the ac-racy and pertinence of which re frequently challenged and ticized by members of the FCC elf, was introduced at the open-session of the newspaper-radio aring last Wednesday as the mmission placed its first witness the stand. He was Allen W. Say-, supervising investigator of staff headed by David Lloyd, o handled the questioning of Mr. yler and who identified the ex-its for the record.

Indicating that the tables were acceptable even to the Commis-n in their present form, was the ing by Chairman Fly that they simply marked for identification bject to revisions and corrections the errors are called to atten-n. Chairman Fly also requested various times that table head-s be changed and, as he put it one juncture, made "more lucid d self-explanatory". Even the ntification marks labelled by Mr. yler were changed by order of chairman.

The Audience Laughed

Frequent chuckles were heard in audience as counsel for and ncipals in some of the stations ntified as to their newspaper liations perused the mass of meographed releases and noted w they were identified and how statistical tables were ar-nged.

The first table purported to list standard broadcast stations ntified with newspaper interests of June 30, 1941. Exactly 298 tions were listed, of which 243 re classified by Mr. Sayler and the releases as being 50% or re controlled by newspaper in-ests which, he said, hence may said to "control their policies". ese were labelled as "Class A". e other 55 were under 50% and re labeled "Class B".

Mr. Sayler explained that in-ded among these were 12 sta-ns identified with weekly news-pers, four with trade or class blications, two with foreign-lan-age dailies and one with a fort-htly publication. He described of the 298 as linked "by ties of nership with newspapers or with rsons associated with newspa-rs", although the tables them-ves did not always indicate the act tieup.

The first table, Exhibit I, listed l letters, power, time, State, city, pulation, licensee, name of news-per, circulation and publisher, d the listings were first by call ters alphabetically and then by oups of owners or affiliations.

Sources of the information were id by Mr. Sayler to be not only e FCC records but the 1941 *Editor & Publisher Yearbook*, the 1939 *Ayer's Directory of Newspapers and Periodicals* and 1940 census data. In connection with these and other tables, he also said the BROADCASTING and *Radio Daily Yearbooks* were used.

Glaring Mistakes

Among the glaring errors in the master list (Exhibit I), purporting to set forth "standard broadcast stations affiliated with newspapers interests as at June 30, 1941", a preliminary perusal disclosed the following:

1. The three California stations —KHSL, Chico; KYOS, Merced; KVCV, Redding—are listed despite the fact that the McClung family, former publishers of the *Merced Sun-Star* and still the owners of those stations, sold the newspaper in latter March [BROADCASTING, April 7] and are no longer identified with the publishing business in any way.

2. The three West Virginia stations—WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg —are identified with the *Clarksburg Telegram* and *Exponent*, despite the fact that John A. Kennedy, owner of the stations, sold his family interest in the newspapers some months ago, and is now engaged solely in operating radio stations.

3. The radio stations WCBA and WSAN, in Allentown, Pa., are listed as separate stations despite the fact that early this year they were combined into one under the call letters WSAN by the FCC itself.

4. WHAT, Philadelphia, is properly identified with the *Philadelphia Record* and the *Camden Courier-Post*, but also listed as connected with it is the *New York Post* which was sold last year by the David Stern interests to other interests and is not now in any way identified with radio.

5. WKIP, Poughkeepsie, is listed as identified with the *Poughkeepsie Star & Enterprise, Eagle News & Sun Courier*, although these newspapers were sold to the Speidel chain some months ago, and the station is independently owned by Richard E. Coon, former editor of the newspapers.

6. WLW and WSAI, Cincinnati, are identified along with WING, Dayton, and WIZE, Springfield, as having newspapers interests identified with them, apparently by mere reason of the fact that Charles Sawyer, counsel for the Crosley Corp. and director of that company, operating WLW and WSAI, owns the *Lancaster* (O.) *Eagle Gazette* in addition to WING and WIZE.

7. The *Minneapolis Star-Journal* and *Columbus Citizen* are identified with WTSP, St. Petersburg, along with the *St. Petersburg Times*, although there is no interlocking interest whatever among these newspapers. WTSP is personally owned by Nelson P. Poynter, a member of the Newspaper-Radio Committee's steering committee, who is editor of the *St. Petersburg Times* and who once was employed by the *Minneapolis Star-Journal* and *Columbus Citizen*.

8. KOB, Albuquerque, is identified not only with the *Albuquerque Journal*, of which T. M. Pepperday is publisher, but it is also identified with the Scripps-Howard group of stations, apparently because Mr. Pepperday in an independent capacity represents the Rocky Mountain Division of that chain; Scripps-Howard has no interest whatsoever in KOB.

9. The list omits entirely the four stations in Hawaii—KGMB, Honolulu; KGU, Honolulu; KHBC, Hilo; KTOH, Lihue—which have definite newspaper affiliations, and the one in Alaska—KFAR, Fairbanks. This omission is inexplicable in view of the fact that these territorial stations are licensed by the FCC and in practically all respects are treated like continental United States stations, operating under exactly the same regulations.

Breakdown of Ownership

Exhibit II broke down the Exhibit I table to list 66 stations in which newspapers were directly the licensees; 71 in which more than 50% of the stock of the licensee company is owned by newspaper interests; 10 in which more than 50% of the stock is held by a combination of interests of the newspaper and of executives, stockholders or employes of the same newspaper; 3 in which exactly 50% of the stock is held by newspaper interests; 84 in which more than 50% of the stock is held by executives, stockholders or employes of a newspaper; 9 in which exactly 50% of the stock is held by a person or persons having newspaper interests; 16 in which less than 50% of the stock is owned by newspapers; 39 in which less than 50% of the stock is held by executives, stockholders or employes of a newspaper. [See tables opposite page.] The

(*Continued on page 50*)



FIRST WITNESS at the newspaper hearings, destined to run for months (with anticipated recesses), was Allen W. Sayler, supervising investigator of the Commission's Inquiry Section, who identified a series of exhibits prepared under his supervision.

FCC EXHIBIT IX

No. of Broadcast Stations and Receiving Sets Compared With No. of Newspapers and Their Circulation: 1922-41

Year	Number of Broadcast Stations [1]	Total Radio Sets in Use [2]	Number of Daily Newspapers	Total Circulation of Daily Newspapers
1922	30	400,000	2,033	29,680,328
1923*	556	1,500,000	2,036	31,453,683
1924*	530	3,000,000	2,005	32,999,437
1925*	571	4,000,000	2,008	33,739,369
1926*	528	5,000,000	2,001	36,001,803
1927*	733	6,500,000	1,949	37,966,766
1928*	677	8,500,000	1,939	37,972,592
1929*	618	10,500,000	1,944	39,425,615
1930*	612	13,000,000	1,942	39,589,172
1931*	612	15,000,000	1,923	38,761,187
1932	608	18,000,000	1,913	36,407,297
1933	610	22,000,000	1,911	35,175,238
1934	591	28,000,000	1,929	36,709,010
1935	605	30,500,000	1,950	38,155,540
1936	632	33,000,000	1,989	40,292,266
1937	685	37,600,000	1,983	41,418,730
1938	721	40,800,000	1,936	39,571,839
1939	764	45,200,000	1,888	39,670,682
1940	814	50,100,000	1,877	41,009,258
1941	882	--------	----	--------

[1] For the years 1922 and 1932 through 1941, the number of broadcast stations is shown as of Jan. 1 of each year. For the years 1923 through 1931, a date other than Jan. 1 is used.[See page 11, 1941 BROADCASTING *Yearbook*].

[2] These figures include auto sets in use, portable sets and additional sets in use in homes. The number of auto sets in use advanced from 100,000 in 1931 to 3,500,000 in 1936 to 8,000,000 in 1940.

Sources: Number of Broadcast Stations, Records of FCC. Total Radio Sets in Use, Estimates by O. H. Caldwell, editor of *Radio Today*. Number of Daily Newspapers and Total Circulation of Daily Newspapers, *Editor & Publisher Yearbooks*.

Fly Relents, Giving Nets Breathing Spel

'Orderly Sale' of Property Basis Of Delay

A BREATHING SPELL until Sept. 16 on the network-monopoly rules was authorized last Tuesday by the FCC following a series of conferences of top network officials with FCC Chairman James Lawrence Fly.

Indicating a sudden change of attitude, Chairman Fly last Monday (July 21) announced that NBC and CBS, without opposition from MBS, had petitioned the Commission for postponement of the rules, scheduled to become effective Aug. 2 (the FCC mentioned the effective date as July 30) until Sept. 16.

'Orderly' Sale

The following day the Commission announced approval of the petition, with the further proviso that those rules which would force sale by NBC of its Blue Network, as well as sale by both NBC and CBS of stations owned in other than key markets, would be extended from time to time to permit "orderly disposition of properties."

Under the agreement, all networks will maintain the status quo in their relationship with affiliates and in their over-all operations until the rules are changed and contracts are revised accordingly. In effect, the networks have a 45-day extension.

At the time of the postponement, which Chairman Fly previously had indicated would not be authorized on all of the rules, it was disclosed that Telford Taylor, FCC general counsel, would carry forward intensive conversations with the network executives toward revision of the regulations. These got under way promptly last Tuesday and were continued Thursday and Friday.

The objective, it was understood, is to procure an agreement on revised rules at least 30 days in advance of the new effective date, to give the networks ample time to revise affiliate contracts in accordance with the rules as agreed upon. Meanwhile, the matter of possible court test of the Commission's jurisdiction to issue the regulations, as well as the question of new legislation, have not been overlooked, it was reported.

Chairman Fly's conciliatory attitude developed over the weekend after the major networks had all but despaired of hope.

Last Monday when the NBC and CBS contingents entered the conference with Chairman Fly, accompanied by their chief counsel, they were prepared to announce they immediately would litigate the whole question, since there appeared no likelihood of obtaining changes in the rules. Mr. Fly, however, reopened the question of postponement of the regulations and the agreement on the petition ensued. What transpired over the weekend was not clear, though it was thought there had been intercession from other quarters.

Wheeler Informed

Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, who originally suggested the conference method, was in town. Whether he interceded was not known, though it has been apparent he has kept abreast of virtually all aspects of the conversations. He had previously urged that ample time be given to compromise differences, and Chairman Fly, during his testimony before the committee last month on the White Resolution, had committed himself to an effort to work out the rules in amicable fashion.

Following the Monday session, at which time it was agreed that conferences should be continued with General Counsel Taylor toward revision of the rules, the Commission issued a joint statement on behalf of Chairman Fly and representatives of the three networks. Conferees at the all-day session, in addition to Chairman Fly and General Counsel Taylor, included Niles Trammell, Frank E. Mullen and F. M. Russell for NBC; William S. Paley, Edward Klauber and Harry C. Butcher for CBS; and Fred Weber and Louis G. Caldwell for MBS. They had been the conferees during the preceding week.

Text of Statement

The text of this announcement follows:

At the close of a conference today between James Lawrence Fly, chairman of the FCC, and representatives of NBC, CBS and MBS, the following joint statement was issued by the three networks:

"On petition from National and Columbia, without opposition by Mutual, the Commission is being requested to postpone the effective date of its Order of May 2, 1941 from July 30 to Sept. 16, 1941. This postponement is being requested by National and Columbia in order to permit more time for the discussions that have been going on during the past ten days in which the various problems that confront the Commission and the networks are being explored.

"The officials of the networks are hopeful that the additional time will permit of a satisfactory solution of the various problems involved."

Chairman Fly agreed with the networks to present the motion to the Commission at its meeting tomorrow morning (July 22) and expressed appreciation for the cooperative attitude of the network officials and for their willingness to devote themselves continuously to a discussion of the problems.

Time Options

At the Tuesday session Mr. Taylor and Seymour Krieger, FCC attorney identified with the monopoly proceedings, met with Messrs. Trammell and William S. Hedges, the last-named NBC vice-president in charge of station operations, for NBC; Paley and Klauber for CBS, and Weber and Caldwell for MBS.

Primary attention still is being devoted to the question of time options, with several alternative plans suggested. Difficulty is encountered, apparently, only in cities having fewer than four fulltime stations. It is generally felt that regular affiliation arrangements can be maintained in those markets.

Some thought has been given to a plan whereby two hours out of each five-hour bracket of the day would be optioned to a particular network, with the right to option additional time as sold, based on past network sales experience on the stations. It is likely that several alternative propositions will be argued before a formula is devised.

The Blue Network appears to be the most vulnerable aspect of the entire proceedings. NBC, if it must dispose of the group, wants to have it operating on a going basis, with sufficient contracted time to make it a desirable venture. On the other hand, the quest of MBS for time in major markets strikes most directly at the Blue. It appears to be conceded that the Blue eventually will go, though under the order as adopted by the Commission ample time will be given NBC to permit what the Commission describes as "orderly disposition" of the prop ties.

NBC and CBS have maintain throughout they do not want weaken their position in possi court action. As a matter of fa once the rules finally are agre upon and promulgated, it is pected a friendly suit will be stituted in the hope of clearing the jurisdictional question.

Possible Legislation

On the legislative end, steps a being taken toward introduction legislation which would radica revise the Communications Act 1934 and clearly define and deli the FCC's functions. In this spect, it was reported that Senat Barkley (D-Ky.), majority lead was canvassing this matter a might confer with Chairm Wheeler about such a legislati move. Senator White (R-Me.) ready has drafted a proposed [BROADCASTING, July 21] and t may be the measure that ultimat is introduced.

At the Monday morning sessi the NBC and CBS delegations the first time were accompanied their head counsel—former Jud John J. Burns for CBS, and form District Attorney John T. Cahill New York, for NBC. They we prepared, it was understood, tell Chairman Fly they would li gate immediately, since there a peared no hope of working out amicable agreement in time a since affiliated stations were coming extremely restive with a proach of the deadline. Thereupo the agreement on postponeme was worked out and a break w averted.

Considerable question arose ov the language of network contra and of licenses, now restricted one year, though the law permi three-year licenses. Chairman F indicated that a two-year licen might be acceptable, but nothi concrete was settled.

Both NBC and CBS are oppos to the rule requiring disposition stations in markets other than N York, Chicago and San Francis Los Angeles, or a maximum three stations each. NBC own leases or manages 10 stations, C 8. Chairman Fly indicated each these matters could be handled their individual merits since regular procedure is prescribed f hearing and appeal.

Difficult to Change

Under the procedure agre upon, every effort will be ma during the ensuing weeks to come an agreement on the rules, so th at least a month will be availab during which the network can r vise contracts. The Commission action eliminated the necessity contract cancellation or revision of the Aug. 2 effective date, f which many affiliated stations ha been clamoring. Since it is not n known precisely what the requir

(*Continued on page 42*)

THEY WERE IN THE ARMY THEN

One of a Series



MORE VETERANS of World War I now serving in the radio ranks; their newest photos and identications will be found on page 48.

Give your new radio program a **WORK-OUT** *this summer—to score a knock-out next fall!*



An economical 13-week summer test on the Columbia Pacific Network gets your program in trim for next fall's competitive sales battle... lets you check copy appeals—offers—dealer tie-ups.

Only on the Pacific Coast are *all* these important program-testing conditions available in *one* package...

Regular C. E. Hooper "Pacific" ratings to measure relative popularity and *exact* month-by-month audiences.

Nielsen and Facts Consolidated Reports to check your Pacific Coast sales increases in regular test cities.

Seven "basic" CBS stations—broadcasting full CBS schedules, perfectly duplicating coast-to-coast network schedules and competition.

Low cost. A 13-week summer campaign on the Columbia Pacific Network at a time-cost as low as 21 cents per town by night—14 cents by day!—is ample to test your own program, or to satisfy yourself of the sales impact of one of our Columbia-perfected shows.

Hollywood production. Then, when all the "bugs" are out of your program—your *perfected* show with the identical cast, technicians, and producers, can go coast-to-coast from Hollywood, West Coast production headquarters for CBS!

New programs now ready! The new Columbia-perfected programs are now ready for your audition. They will save you weeks of worry, lost time, and costly experimentation. To hear them—and to get complete details and the surprisingly low costs—call your nearest Radio Sales office for information.

Columbia Pacific Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented nationally by Radio Sales with offices in New York, Chicago, Detroit, St. Louis, Charlotte.

RFC Grants Loan For 425 Millions to United Kingdom

Will Obviate Need of Selling Holdings in This Country

TO PROVIDE Great Britain dollar exchange without forcing sale of its securities and investments in this country, the Reconstruction Finance Corp. has authorized a $425,000,000 loan to the United Kingdom, Federal Loan Administrator Jesse Jones announced last Tuesday. Bearing the approval of President Roosevelt, the loan to all appearances will make unnecessary the liquidation of British financial holdings in this country, as advocated by Secretary of the Treasury Morgenthau [BROADCASTING, June 30].

Specfic Authority

The huge loan was made under specific authority granted the FCC by Congress, and the proceeds will be used by Great Britain to pay for war supplies in this country contracted for before enactment of the Lend-Lease Bill, the RFC explained.

Collateral advanced by Great Britain includes about $205,000,000 in securities of U. S. corporations listed on the New York Stock Exchange, $115,000,000 in unlisted securities and $180,000,000 in capital stock of 41 British-owned U. S. insurance companies, the RFC stated. In addition, the earnings of the U. S. branches of 41 British insurance companies not incorporated in this country, whose U. S. branches have net assets of about $200,000,000, will be assigned to the RFC.

Interest and dividends on this collateral, together with earnings of the insurance company branches, have averaged some $36,000,000 annually for the last five years, RFC commented. All of this return will be applied to pay interest and principal of the loan, which bears interest at the rate of 3% annually. It was estimated the available income would amortize the loan in approximately 15 years, on the basis of the last five years.

Jones-Morgenthau

Authorization of the loan was interpreted in some circles as a victory for the British Purchasing Commission and American proponents of the loan plan, chief among whom was said to be Mr. Jones, who contended that forced sale of British holdings in this country would effect our own economy adversely. Secretary Morgenthau, as late as June 26, said publicly that he felt the British investments ultimately should be sold, although the sales should be postponed until a more favorable time for putting the investments on the market.

Companies affected by Secretary Morgenthau's position would include Brown & Williamson Tobacco Co., heavy user of radio time, and possibly Shell Oil Co., Lever Bros. Co. and its subsidiary, Thomas J. Lipton Inc. [BROADCASTING, March 31, April 21, June 30].

Among American companies in which British holdings were posted as collateral were AT&T, American Tobacco Co., Chrysler Corp., Continental Baking Co., General Motors Corp., Gillette Safety Razor Co., Loew's Inc., P. Lorillard Co., Monsanto Chemical Co., National Biscuit Co., RCA, Sears, Roebuck & Co., Shell Union Oil Corp., Socony-Vacuum Oil Co., Standard Brands Inc., Standard Oil Co. (Indiana), Sterling Products Inc., Vick Chemical Co., Wheeling Steel Corp., Joseph Tetley & Co., Dunlop Tire & Rubber Corp.

Packers Plan Radio

WHILE THERE has been no decision as to how or when radio will be used in the 1942 $2,000,000 educational advertising meat campaign to be conducted by the American Meat Institute, Chicago, Institute officials stated that "radio is definitely in the picture?" "The meat packers individually are large users of radio time, and are among the most successful users of the medium. The Institute has done considerable research on the possible use of radio in the forthcoming campaign," it was stated. Leo Burnett Co., Chicago, handles the account.

KNAC, in San Antonio, Gets 1240 kc. Fulltime

FULLTIME was granted KNAC, San Antonio, by the FCC July 22, the station being relieved from time-sharing with KONO in the same community by assignment to 1240 kc. with 250 watts. Previously it operated with 250 watts on 1400 kc.

KCLN, Blytheville, Ark., purchased in 1939 by Fred O. Grimwood, former consulting engineer of Evansville, Ind., was granted a construction permit authorizing an increase in its power from 100 watts daytime to 1,000 watts daytime on 1230 kc.

Four rival applications for the same facilities in the Baton Rouge, La., area, 250 watts on 1400 kc., were ordered set for joint hearing. They are Air-Waves Inc., Henry Norman Saurage, Louisiana Communications Inc., and Capitol Broadcasting Co., the latter seeking the local at Port Allen, across the Mississippi from Baton Rouge.

Drive for Peaches

ATLANTIC COMMISSION Co., New York, the fresh fruits and vegetable buying affiliate of the Atlantic & Pacific Tea Co., on July starts a three-week spot campaign on approximately 50 stations to help growers dispose of the current peach crop, said to be one of the largest in recent years. A total of 20 live, one-minute announcements are to be used on each station. The campaign was originally scheduled to get under way July 23 but was moved up to the 30th when natural conditions delayed the harvest. Paris & Peart, New York, is agency.

Harmon Goes Radio



MICHIGAN's All-American Tom Harmon realized his ambition—to become a radio announcer—when he signed last week as sports director of WJR, Detroit. Here he signs a contract with G. A. (Dick) Richards, WJR president, at the latter's Beverly Hills home. Harmon is now in Hollywood making the picture "Harmon of Michigan". After its completion he will play in the All-Star game in Chicago Aug. 28, after which he will report to WJR where his first assignment will be to handle all Michigan games this fall.

GAGS BY PATRICK

Alabama Congressman Assists 'Barn Dance' Comic

REP. LUTHER PATRICK, Congressman from Alabama, not only writes legislation. He also helps author radio gags, it was revealed recently by Pat Buttram, comedian on the Alka-Seltzer *National Barn Dance* of NBC-Red. According to Comedian Buttram, Rep. Patrick, one-time announcer and commentator on WBRC, Birmingham, has doctored jokes for the radio show for the last seven years.

Buttram met the Congressman some years ago when both were in Birmingham radio. Rep. Patrick, then something of a broadcasting veteran, coached Buttram in his comedy presentation. Between sessions of legislative activity, Rep. Patrick still helps figure out new gags and comic poetry, according to Buttram. One of his briefest works, quoted frequently, is "Measles"—"Adam: had 'em"!

KDAL Signs With F & P

FOLLOWING the granting of a construction permit to KDAL, Duluth, to operate with 1,000 watts fulltime on 610 kc. [BROADCASTING, July 21], Odin Ramsland, newly appointed commercial manager of the station, announced it has signed with Free & Peters as exclusive national representatives. The station will shift from its present 250 watts on 1490 kc. as soon as the new transmitter is completed in early fall.

CBS School of the Air Plans Latin Conference In Mexico Aug. 14-16

FIRST Latin American Conference of the "School of the Air of the Americas", conducted by CBS, will be held Aug. 14-16 in Mexico City at invitation of the Mexican government. Educators, government officials and broadcasters from all American nations are invited, with Sterling Fisher, CBS director of education and radio talks, in charge.

Mexico is providing the National Palace of Fine Arts as a meeting place and contributing services of the Mexican National Symphony Orchestra. Nelson Rockefeller, Coordinator of Commercial and Cultural Relations Between the American Republics for the National Defense Council, will be represented and is providing funds to send the Golden Gate Quartet and Alan Lomax, Library of Congress.

Conference chairman will be Dr. Luis Sanchez Ponton, Mexican Secretary of Education, now in New York negotiating for radio sets for 10,000 Mexican schools so they can use the air schools programs. Dr. Carleton Sprague Smith, music director for the Rockfeller committee, will arrange music demonstrations. The conference will launch in Mexico the first national music and literature contests, designed to provide original material for the CBS air school. Similar contests are planned in all other Latin American nations.

Seek Newark Regional

WITH Arthur T. Vanderbilt, attorney of Short Hills, N. J., as chief stockholder, Newark Broadcasting Corp., newly-formed, has applied to the FCC for a new 5,000-watt station on 620 kc. in that city. Mr. Vanderbilt holds 30% of the stock, while Earl H. Rodney, of New Rochelle, N. Y., executive chairman of Mayor LaGuardia's Committee on Athletic Activities holds 25%, and Lewis B. Ballantyne, insurance man of Newark 5%. None holds any office in the corporation, the officers and their stockholders being Arthur T. Egner, attorney, of Orange, N. J. president, 10%; Lena D. Griffith, Orange, N. J., vice-president, 5%; Stuart Hedden, attorney, of New Milford, Conn., treasurer, 25%. This is the second application within a week for a new Newark station, the other having been filed by Paul F. Godley, consulting engineer, seeking 250 watts on 1230 kc.

Bisceglia Jingles

BISCEGLIA BROS., Philadelphia (Greystone wines), has started its biggest radio campaign for its "Wine Coller", a summer drink. A transcribed jingle announcement series, with recordings cut by the World Broadcasting System, New York, is being used on 15 stations throughout Pennsylvania. The campaign, started July 14, will continue for 13 weeks and a total of 1,200 announcements will be heard, station schedules varying from one, two and three a day. Agency is J. M. Korn & Co., Philadelphia.



23C Speech Input Equipment

is engineered by Bell Labs to provide a complete audio system in one factory-wired and tested unit. It offers uniform frequency response from 30 to 15,000 cycles—a total gain of 96 db—and high quality that makes it ideal for FM as well as AM.

Like earlier models of the Western Electric 23 Type equipment, the 23C is compact—neat in appearance—simple to install, operate and maintain. For full details on this popular studio Speech Input, get in touch with Graybar.

Distributed by Graybar

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., Graybar Bldg., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Western Electric

A Buck for a Box--The Miller Method

Novel Program Secures Immediate Distribution, Sales of Cereal

By J. J. WERNER
Sales and Advertising Director, Miller Cereal Mills Co., Omaha

LUCRE ALURE and lots of it, provides hook for the radio campaign of Miller Cereal Mills, Omaha. The way they work it is an interesting story of distribution. Starting from scratch, Miller has introduced a muffin mix by radio. Better still, it has even made a successful effort to sell corn flakes in January. That was the acid test of radio, as far as Miller was concerned. All this is done by the simple means of phoning some people during a radio program, and offering them $1 for each Miller corn flakes box in the kitchen. So—the housewives keep some Miller's boxes around just in case, and the stores have to stock the item to keep their customers supplied.

"IT SOUNDS like darn-fool philanthropy . . . but it works"!

That's the comment of every broker, every jobber, every retail grocer handling Miller's Corn Flakes, once they see our current radio promotion in operation. Because it *does* sound strange, yet the sales figures in black and white prove the sanity of our acts. You see, we're buying back empty Miller's Corn Flakes boxes—*for a dollar each!*

Moreover, we're extending the same offer to Miller's Wheat Brandies and other Miller's cereals. And for all, sales and distribution figures have jumped like a cat with its tail on fire.

One 15-minute radio program a day in each of our markets is doing the job. Which, although we previously had been skeptical of radio for our purpose, leads us to believe that radio, entirely unsupported by other media, *can* sell for us—when it's handled right.

Something for Nothing

Here's how we handle it.

Now coming out of its testing stage, and being introduced in markets as rapidly as possible is the *Miller Money Program.* With only the usual radio merchandising to give it sufficient impetus, our program is placed in markets where we want more distribution and sales. Using transcribed music to fill in the blank spaces, our announcer places phone calls throughout the program to as many housewives as the 15-minute period allows. To each, he makes the same offer:

"This is Joe Doakes calling from the *Miller Money Program* on station PDQ . . we're on the air right this minute. I've been authorized by the makers of Miller's Corn Flakes to buy back any empty Miller's Corn Flakes boxes you have . . . and I'll pay a dollar for each".

Where one box, or any number, is found, the cash is sent out immediately by Western Union messenger service.

So, what would *any* housewife listening to the program do? You bet, she buys Miller's Corn Flakes, several boxes, and waits for her phone to ring. Her grocer *must* have Miller's Corn Flakes—if not in stock today, he gets them. *His customers demand Miller's,* and he's in business to satisfy them.

It's the "something for nothing" instinct with the rough edges taken off. That's what helps make the first sale—quality brings the repeat orders.

True Testimonals

Lest it appear that our efforts in the *Miller Money Program,* are constrained strictly to this box-buying plan, let me point out the marvelous opportunity presented in this type of program for securing testimonials while they are fresh and believable!!

At each home where Miller's Corn Flakes are found, a natural phone conversation is struck up by the announcer. Thus, he is enabled to bring out the housewife's reaction to the product . . . learn why she prefers Miller's to other brands. Repeating her own words back to her—naturally conversational—the woman's testimonial is thus aired, complete with her name and address and entirely without the incredulity that so often accompanies printed testimonial advertising. Listeners *know* the testimonial is genuine, because they know the housewife is telling her story right that very minute.

All commercial copy in the program is of a "natural" tone—specifically written to sound as if it is ad lib comment by the announcer. Thus, with the same type of comment being made by housewives called on our program, our selling story is put across in a human, understandable manner.

Effective Sampling

The present form of the Miller program affords an opportunity for full-size sampling at each home where the product is not found by the phone call.

Where the housewife has no Miller's Corn Flakes, no empty boxes to sell, she is informed that a messenger boy will deliver two full-sized boxes of the product to her home, immediately. It's not a sample . . . it's a gift from the Miller Cereal Mills. And thus the value is maintained, indeed set even higher in her mind by the individual messenger boy delivery right to her door.

Has the *Money Show* proved its worth? Listen to the comment of those who know best—independent jobbers and brokers.

Here's the comment of one large brokerage house: "I do not believe we could have used any other form of promotion, that would have produced results as quickly as this program. In a short space of time we have secured distribution in every Class A and B store in the city, and every wholesale distributor is carrying the item".

In this type of promotion, distribution secured is not merely that of placing the item on the grocers' shelves. The entire program is based on consumer demand. The distribution secured is a guarantee that the product will move off the shelves, because it gets on the shelves only because the consumer had demanded it be put there.

Here's an example of that. One small grocer wrote: "As you know, I operate a suburban grocery store, and it has always been my policy to stock only those items which my customers demand. Previously, I did not find it necessary to handle Miller's products, but after the third day of your broadcast, the repeated demands for Miller's Corn Flakes made it necessary for me to stock them. That was only a few weeks ago, and since then I have sold several cases of Miller's Corn Flakes, and Miller's Wheat Brandies. At the present time I have 31 different types of breakfast food in stock, and I am glad to report that Miller's outsells all the rest"!

How It Began

The *Miller Money Program* had the most difficult initial test it is possible to contrive for any form of promotion. Its first job was to put over a new item. Not a new brand of an old item, but an entirely new item, one for which demand was expected to be extremely limited.

Sometime during last fall, our research department turned out a ready-to-mix preparation for making cornmeal muffins. It was naturally a luxury item, a prepared mixture that needed only eggs and milk added for muffins or waffles.

The product, Miller's Muffin Mix, was placed at the mercy of the *Money Show* promotion that has just been suggested to us by our agency, Allen & Reynolds, Omaha. On the suggestion of Harold Roll, agency executive who handles our account, the *Money Show* was given the complete task of putting over Miller's Muffin Mix. No other form of advertising was used—no merchandising other than the usual broker placement.

We could not say "our muffin mixture is better than someone else's". With a fairly high retail price, we could not say "Miller's Muffin Mix will save you money when you use it to make muffins". We could only hope that the unusualness of our *Money Show* would create the demand.

And that it did!

Miller's Muffin Mix began to move, and in a hurry. Jobbers who hadn't yet attempted to *sell* the product to grocers were phoned, even wired, "Where can we get Miller's Muffin Mix?" And the demand that was thus created by that first test last October, in first one market, then several, still continues.

With such results from our test, should we expand operations without limit? Now we are cautious at the Miller Cereal Mills. Maybe this was a "fluke", we considered. Perhaps the popularity came not from the program, but from the unusualness of the product.

So we gave the radio show the acid test—that of selling corn flakes in January, an unheard of time for cold cereal promotion. Not only did the test prove that the *Money Show* could sell, but its popularity grew so rapidly, its effectiveness in any market demonstrated so definitely, that now there's no limit! We copyrighted the show, and went at things in earnest.

Nebraska came first. Next came the South—Texas, Oklahoma. It worked there. Currently running on 29 stations, the list is being expanded rapidly.

Under our usual practice, time

(*Continued on page 48*)



THERE WASN'T any problem disposing of 11,000 pamphlets describing the *Miller Money Program,* when these charmers graced the WIBC booth at the recent Indianapolis Home Show.

Easy as ABC

Arizona Broadcasting Co.

The ABC OF RADIO IN ARIZONA

★★KTAR-Phoenix
5000 W - 620 KC

★★KVOA-Tucson
1000 W - 1290 KC

★★KYUM - Yuma
250 W - 1240 KC

★★KGLU-Safford
250 W - 1450 KC

★KCRJ - Jerome
250 W - 1340 KC

★KWJB - Globe
250 W - 1240 KC

★KYCA-Prescott
250 W - 1490 KC

★★NBC RED and BLUE Network Stations

★Other ABC Stations

OVER the rich Arizona market more completely with Arizona's largest radio network. ABC's seven stations guarantee local reception throughout the state. Join the increasing number of national and local advertisers who are getting better results through ABC coverage.

KTAR

KEY STATION OF THE
Arizona BROADCASTING CO. Inc.

Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Detroit San Francisco Los Angeles

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

CBC Forms Second Network In Canada for Commercials

Growing Demand for Evening Time Brings Move; Gillette Boxing Series Is First Sponsored

TO MEET GROWING demands for network evening time occasioned largely by the circumstances of war, the Canadian Broadcasting Corp. has set up a second network for commercial sponsorship. First user of the network, still in an experimental stage, is the Gillette Safety Razor Co., with MBS originating boxing events for 26 Canadian stations through the CBC plus the MBS outlet CKLW, Windsor. The second commercial network consists of 23 Canadian stations, with alternative stations in Montreal to meet local conditions.

The alternative network, it is pointed out by CBC executives, is purely for commercial sponsorship at present and will be operated only as and when required. It does not as a network entity receive network sustaining shows, though most of the individual stations are affiliated with the CBC to take its regular national program service. It is available only after 6 p.m. (EDST).

Inquiries Received

At present, it is understood there have been some inquiries for use of the network in the coming season, but aside from the Gillette program, no other advertiser is using the alternative network.

There has been considerable agitation for a second network during the last year, with private stations anxious to have such a network outside CBC control. Under the Canadian Radio Act the CBC has full control over all networks, even where only two stations are involved. A fulltime second network, with full day and night programs, however, is not considered feasible or economically possible or necessary at present. The CBC estimates that such a network would cost another millon dollars annually to operate.

The second or alternative network lined up by the CBC for commercial use has by surveys taken before March 29, 1941 a primary coverage just under the number on the CBC national network. As with the national network, stations on the alternative network receive 50% of their card rate for the time at which the station is used. The two CBC 50,000-watt stations, CBK, Watrous, Sask., and CBA, Sackville, N. B., both of which are on the alternative network, are sold with a clause that the CBC may use them in case of news or a program of national importance coming during the time of the sponsored program. These two stations are the most powerful in their area and commercial use is secondary to public service since they are publicly-owned.

Comprising the alternative network will be CJOR, Vancouver; CHWK, Chilliwack, B. C.; CFCN, Calgary, Alta.; CFRN, Edmonton; CBK, Watrous, Sask.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; CJRC, Winnipeg; CKCA, Kenora, Ont.; CJIC, Sault Ste Marie, Ont.; CBY, Toronto; CKOC, Hamilton, Ont.; CKTB, St. Catherines, Ont.; CFPL, London, Ont.; CFCO, Chatham, Ont.; CKLW, Windsor, Ont.; CKCR, Kitchener, Ont.; CKCO, Ottawa; CFCF or CHLP, Montreal; CHLT, Sherbrooke, Que.; CKNB, Campbellton, N. B.; CBA, Sackville, N. B.; CJLS, Yarmouth, N. S.

Grove to Resume

GROVE LABS., St. Louis (Bromo Quinine), through Russel M. Seeds Co., Chicago, on Oct. 5 resumes for 52 weeks *Sherlock Holmes* on 67 NBC-Red stations, Sunday, 10:30-11 p.m. (EST). Basil Rathbone will again play the title role with Nigel Bruce cast as Dr. Watson. Edith Meiser will adapt the Conan Doyle classics to radio. Tom McKnight continues as producer.

Perfection Stove Spots

PERFECTION STOVE Co., Cleveland (Superfex Heaters), on Aug. 18 starts a series of 26 thrice-weekly, five-minute transcribed programs on WMAQ, Chicago. Agency is McCann-Erickson, Cleveland.

KDYL, Salt Lake City, went on the air July 20 with its new 5,000-watt fulltime operation, including its new $15,000 tower and directional setup.

Western Canada Broadcasters Criticize Dominion for Delay in Power Increases

By JAMES MONTAGUES

AN ATTACK on Ottawa "red tape" and slow granting of new channel and power allocations to Canadian stations, and discussion of news and advertising rate structures, highlighted the two-day session of the Western Assn. of Broadcasters at Harrison Hot Springs, B. C., July 14-15.

In his presidential address, George Chandler, CJOR, Vancouver, criticised the delays of Ottawa in granting new allocations to Canadian stations competing for air advantage with American stations under Havana Treaty regulations. Mr. Chandler urged "this matter of granting technical facilities be smoked out in the public interest." He cited the comparative speed with which grants were made following applications in the United States.

Mr. Chandler touched on the war effort and called on WAB members to meet increased taxes and obligations. He warned against lobbying by various factions at Ottawa and told the convention to be on guard against future drives directed against their interests.

Glen Bannermann, president and general manager of the national organization, the Canadian Assn. of Broadcasters, discussed news and advertising rate structures. Representatives of British United Press and the recently-formed Press News, Canadian Press subsidiary, were on hand.

At the opening session the main speaker was Squadron Leader Sheil of the Royal New Zealand Air Force, who was introduced by C. P. MacGregor of Los Angeles, and spoke on "Broadcasting in the Antipodes". At the banquet on July 15 Dr. Robert E. Barton Allen, director of radio of the U of Indiana, told Canadian broadcasters that Hitler had won mastery over the radio air in South America and he feared the United States was "doing too little too late" to counter German propaganda assaults.

About 30 broadcasting station executives and an equal number of station representatives, equipment manufacturers, news service executives and transcription companies attended the convention. An international color was given the gathering with the attendance of a number of Americans and one United States operator, H. J. Quilliam, general manager of KIRO, Seattle.

George Chandler, CJOR, Vancouver was re-elected president and a representative to the CAB. Directors elected were Frank Elphicke, CJRC, Winnipeg; Lloyd Moffat, CKBI, Prince Albert, Sask.; G. R. A. Rice, CFRN, Edmonton. Representatives to the CAB elected were A. A. Murphy, CFQC, Saskatoon, and Harold Carson, CFAC, Calgary.

Convention Attendance

Attending the convention were:

Robert E. Barton Allen, Indiana U; B. Arundel, CKMO, Vancouver; William Backhouse, CKY, Winnipeg; J. W. B. Browne Sr., CKOV, Kelowna, B. C.; J. Browne Jr., CKOV, Kelowna, B. C.; J. Baldwin, All-Canada Radio Facilities, Vancouver; Mr. and Mrs. Glen Bannerman, Canadian Assn. of Broadcasters, Toronto; Mr. and Mrs. G. C. Chandler, CJOR, Vancouver; Mr. and Mrs. Arthur Chandler, CJOR, Vancouver; Ken Chisholm, RCA Victor Co., Winnipeg; Mr. and Mrs. T. C. Clarke, Northern Electric Co., Vancouver; Spence Caldwell, Canadian Marconi, Vancouver; M. T. Duggan, Press News Ltd., Vancouver; Ira Dilworth, CBC, Vancouver.

Mr. and Mrs. Ed Dowell, British United Press, Montreal; F. H. Elphicke, CJRC, Winnipeg; Vic Fouracre, Northern Electric Co., Vancouver; Les Hawkins, Canadian Marconi, Vancouver; Doug Homersham, CFJC, Kamloops, B. C.; R. W. Keyserlingk, British United Press, Montreal; D. E. Laws, CJOR, Vancouver; Mr. and Mrs. C. B. Lynch, British United Press, Vancouver; H. G. Love, CFCN, Calgary; C. P. Mason, United Radio Adv., Toronto; A. A. Murphy, CFQC, Saskatoon; C. P. McGregor, C. P. McGregor Inc., Los Angeles; Duke McLeod, CFAR, Flin Flon, Man.; James A. MacLean, British United Press, Winnipeg; Joseph H. McGillvra, New York.

V. F. Nielsen and Mrs. Nielsen, CFAC, Calgary; A. H. Nicholl, CJAT, Trail, B. C.; P. Peverley, Walter P. Downs, Vancouver; H. J. Quilliam, KIRO, Seattle; G. R. A. Rice, CFRN, Edmonton; Sam Ross, Press News Ltd., Vancouver; Jack Radford, CBC, Toronto; F. M. Squires, CKWX, Vancouver; F. V. Scanlon, CJRM, Regina, Sask.; Jack Slatter, Toronto; H. N. Stovin, Stovin & Wright, Toronto; R. J. Sprott, CKMO, Vancouver; H. B. Seabrook, CJOR, Vancouver; John Tregale, All-Canada Radio Facilities, Toronto; Ralph E. Whyte, CFJC, Kamloops, B. C.; Roy Wright, CKMO, Vancouver.



EMPIRE BROADCASTERS met at Harrison Hot Springs, B. C., at the annual convention of the Western Assn. of Broadcasters. Guest speaker was Squadron Leader B. T. Sheil (center), in civil life general manager of the government-owned New Zealand National Commercial Broadcasting Service. He is shown with George C. Chandler, CJOR, Vancouver (left), re-elected president of the WAB, and Glen Bannerman, Toronto, president and general manager of the Canadian Assn. of Broadcasters. Mr. Sheil spoke on broadcasting in the Antipodes and expressed himself as astounded that in Canada commercial broadcasting is not allowed to mention prices. In New Zealand, he said, price mention is considered of primary importance. He is a guest of C. P. MacGregor, of Los Angeles, and will shortly return to New Zealand.

Advertising of Vitamins Is Restricted in Canada

CANADIAN BROADCASTING Corp. regulations pertaining to food and drug advertisers in connection with vitamin content advertising, which were to have gone into effect last Jan. 1, were recently placed in operation after numerous minor differences had been settled between the advertisers, the CBC and the Department of Pensions & National Health at Ottawa.

Under the new amendments to the Food & Drug Act, claims for vitamin content are allowed within strict limitations; testimonials regarding the action of vitamins may not be used; no assurances may be made regarding results obtained by vitamin medication. All vitamin advertising copy must be submitted to the Department of Pensions & National Health, either direct or through the CBC.

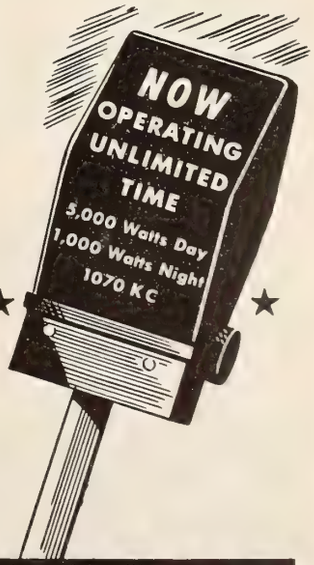


FULL-TIME WIBC-MUTUAL HONORED BY SPECIAL PROCLAMATION FROM GOVERNOR

● WIBC is grateful that the State of Indiana through its Governor, Henry F. Schricker, dedicated a WIBC-Mutual Day in recognition of this station.

The proclamation in part reads: "Meritorious public educational and entertainment service which has become a vital civic asset to our City and State and an important part of the daily lives of our citizens." Aside from all the whereases it's just another way of showing the loyalty of Hoosierland for the radio station that it likes the best.

If you want to reach the folks in the State of Indiana, in one convenient package, you can't do better than the full-time, clear channel of WIBC.



Indiana's Friendly Station

★ ★ ★ ★ ★ ★ ★ **WIBC** ★ ★ ★ ★

Affiliated with the Mutual Broadcasting System

INDIANAPOLIS

OFFICES AND STUDIOS ON NINTH FLOOR • INDIANAPOLIS ATHLETIC CLUB

President Records Congress Message

Breaks Precedent in Asking For Extension of Service

BREAKING a long-established precedent, President Roosevelt's message to Congress on retention of National Guardsmen, reserve officers and selectees in the Army for more than a year, was recorded by the President and played back on NBC, CBS and MBS at varying times July 21.

Usually when the President airs a special message to Congress it is done while he is reading it to a joint session of the House and Senate. One explanation advanced for the innovation was that the President considered the message of such vital importance that he felt he should read it to the radio audience rather than have it done by the reading clerks of the House. regular announcers or commentators. Through the recording the Chief Executive was able to carry out most of his busy Monday program without the interruption of a two-hour trip to Capitol Hill for the joint session.

Late for First Time

Technically the recording was made in the same manner as an actual broadcast, equipment being set up in the regular White House broadcasting room — actually the Diplomatic Reception Room. From there the President's voice was carried by line to the studios of NBC, CBS and WOL-MBS and recorded. NBC broadcast the speech at 12:15 p.m. (EST), shortly after the reading started in the Capitol; CBS carried it at 2:30 while MBS carried the message twice, at 1 and 10 p.m.

Reason for the varying times was that the White House requested the networks to carry the message at the time most convenient for themselves. The recording was available for broadcast by independent stations on the same basis as all Presidential broadcasts, merely putting lines into the nearest network point.

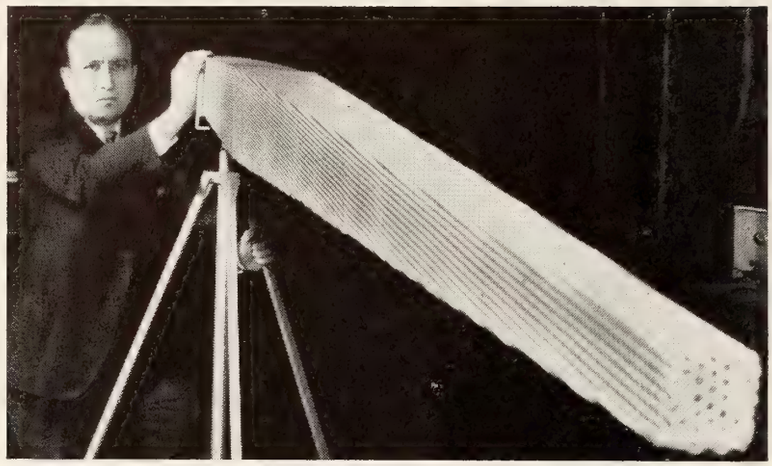
Only difference from a regular broadcast was the fact that the President was a half-hour late for his recording appearance, something that has never happened on a "live" broadcast.

Horlick Test

HORLICK'S MALTED MILK Corp., Racine, Wis., on July 29 will test a weekly half-hour adaptation of the comic strip *Harold Teen* on WGN, Chicago. Contract is for 26 weeks and Blair Wallister will produce the program which will advertise Boost, a chocolate flavored malted milk powder. Preliminary plans include the addition of WLW, Cincinnati, in about a month. Company is currently sponsoring *Superman*, a Monday through Friday quarter-hour transcribed serial on WENR, Chicago, and WLW, Cincinnati, which will be discontinued in late August. Agency is Erwin, Wasey & Co., Chicago.

SOUND PERSPECTIVE IN MIKE

New RCA Pickup Device Said to Function in Manner Resembling the Human Ear



IT'S 10 FEET LONG, this latest "sound perspective" long-shot microphone designed in the RCA Laboratories. Because it is so sensitive and directional, it is used "out front" and approximates the location of the audience. Realism is thus enhanced, both in broadcasts, movies and television. Field tests are being conducted on Hollywood lots.

DESIGNED to give a much higher standard of realism in sound reproduction by introducing the element of "sound perspective", this new, strange-looking device known as a "line microphone", a product of over 10 years development of RCA Laboratories, is being field-tested on the movie lots of Hollywood by RCA engineers.

Because it is highly directional and capable of efficient operation at substantial distance, the line mike functions in a manner akin to the human ear. Instead of being placed immediately in front of, just above, or at the side of the sound source as the conventional mikes would be, the new device can be positioned out in front, in a spot more nearly approximating that of the audience.

Vivid Effects

Such a device could be set up at the edge of a large crowd to pick up the voice of a speaker in the center or standing on a relatively distant platform. The smack of football players crashing together on the field would be within reach, or the music of a symphony orchestra could be picked up from a distance of 100 feet or more, according to the engineers.

Mounted on a rolling tripod, the new mike is 10 feet long, a few inches in diameter and is encased in a thin perforated metal sleeve. Inside the sleeve is an assembly of quarter-inch pipes of varying length and open at one end.

The openings serve as pickup points for sound waves, which are relayed through the pipes to a ribbon transducer, the element which changes the waves into electrical impulses.

Important uses for the device will be found not only in broadcasting and television, but in the theatre and in motion pictures as well.

Herbert Rosen Arrives, To Continue Work Here

HERBERT ROSEN, editor of Broadcasting Program Service, formerly of Paris and Marseilles, has arrived from Europe and established an office at 45 W. 45th St., where he intends to continue both his Radio Press Service and his representation of transcription firms.

A veteran German broadcaster, now a refugee, Mr. Rosen first in Berlin and then in France distributed American transcriptions, sound effect records, scripts and programs to stations in Europe, Africa, South America, Asia and Australia, and in turn exported their program products to the United States. When the war broke out, he was interned in France but later released upon the intercession of American friends. He left with his wife and nine-month-old son from Lisbon on the French liner *Winnipeg*, bound for Martinique, but the ship was captured by the British and taken to Trinidad. The usual one-week voyage to this country took more than two months.

Lombardo to Colgate

COLGATE - PALMOLIVE - PEET Co., Jersey City (Colgate Dental Cream), on Aug. 2 will replace *Colgate Spotlight*, featuring Ed East and variety entertainment, Saturdays 8-8:30 p.m. (EDST), with *Guy Lombardo & His Orchestra* at the same time on the same 69 CBS stations. In addition, there will be a rebroadcast at 11 p.m. and the program will be picked up across the Pacific and heard in Honolulu and Hilo. At present Lombardo is featured on *Lady Esther Serenade*, Mondays 10-10:30 on CBS, but terminates that contract July 28. Format of the new show will follow typical Lombardo style with old favorites and "hits of tomorrow" featured. Ted Bates Inc., New York, handles the account.

BOB JONES College Inc., headed by Bob Jones as president with Bob Jones Jr. as secretary-treasurer, has applied to the FCC for a daytime regional in Cleveland, Tenn., on 550 kc. with 1,000 watts.

KHMO, Hannibal, Mo., To Take Air in August

THE NEW KHMO, Hannibal, Mo., owned by the Courier Post Publishing Co., has completed organization of its staff and expects to begin operation the first week in August, it was announced last week by George Losey, general manager. The station, authorized by the FCC Feb. 5, 1941, will operate on 1340 kc. with 250 watts fulltime.



Mr. Losey

Mr. Losey was formerly with WLS, Chicago; WDZ, Tuscola, Ill., and WIZE, Springfield, O. Staff members include Earl Dougherty, formerly of WMBH, Joplin, commercial manager; Bob Williams, formerly of WDZ and WLW, Cincinnati, program director; Ben Parrish, formerly of KWOC, Poplar Bluffs, Mo., chief engineer; Stanley Cross, formerly of KMYR, Denver, and Janey-Lou Johnson, formerly of KTSW, Emporia, Kan., continuity and traffic director.

Announcers include George Moon, formerly of WSUI, Iowa City; Tuckerman Stadler, late of KFRU, Columbia, Mo., and Harry Becker, who was formerly with KVAK, Atchison, Kan. Turley Perry, of Hannibal, is staff musician, and Ruth Stout, also of Hannibal, secretary and receptionist.

WLOL Names Husted As Shurick's Successor

K. WALLACE HUSTED, formerly with WCCO and WLW and recently with the Minneapolis office of BBDO, has been named general manager of WLOL, Minneapolis, succeeding Edward P. Shurick Sr. Mr. Shurick with the station since its inception in 1939, has been detailed by Judge John P. Devaney, former chief justice of the Minnesota State Supreme Court, who controls the station, to work on national defense matters in connection with Judge Devaney's recent appointment by President Roosevelt as one of the Minnesota defense coordinators. He will continue as consultant for WLOL.



Mr. Husted

Mr. Husted assumed his new duties July 21. At one time he was assistant general manager and sales director of WCCO, where he started in 1927 as an announcer. Later he resigned to join WLW, but returned to Minneapolis to join the agency's branch staff.

Insurer's Series

PILGRIM NATIONAL LIFE Insurance Co., Chicago, is testing a live musical quarter-hour, *The Hayden Family*, six times a week on KWTO, Springfield, Ill., and via transcription thrice-weekly on KDTH, Dubuque, and KMA, Shenandoah, Ia. Agency is J. L. Stewart Inc., Chicago.

LUBBOCK and the Panhandle South Plains Are on the ZOOM!



Here's what the recent establishment of a U. S. Army Air Corps Twin-Engine Advanced Training School at Lubbock means to this already rich and steady market:

—A 4½ Million Dollar Building Project!
—Huge Payrolls To An Army Of Workmen During A 4-Month Construction Period!
—The Addition Of 4,000 Army Men To The City's Population!
—Added Industrial Activity—Building Boom—Skyrocketing Sales—Increased Prosperity!

Add this huge bonus to Lubbock's annual 40 Millions in retail sales and you have a picture of the advertising returns you can expect from this market which is open to you through the area's dominating station—

Get The Attractive Combination Rate On These Four Close-knit Stations:

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

Merchandising & Promotion

Sales in Summer—Angler's Bulletin—Name for Pooch—Plane at Fairs—For Ruralites

THE IDEA of doing a "sales loading" job during the summer months, as portrayed in the house ad in the July 14 BROADCASTING, was like "a check from home" to Commercial Manager Charlie Balthrope, of KTSA, San Antonio, who reports that KTSA's sales meetings during the last month-and-a-half have featured short illustrated talks on famous military battles, driving home the fact that most sales battles, as well, are won or lost in the planning room. Besides meaning more business for the salesmen, well-planned campaigns mean more results from radio, and more renewals.

Reversing the usual summer slump, KTSA's sales department, he reports, has upped its quota of weekly contacts in a "planning" drive for fall and winter business. An interesting by-product has been a definite increase in summer business, shown by a 38.6% rise in local and regional business over June and July, 1940.

* * *

El Paso Books

FOR THE INFORMATION of the sponsor, the agency and the district representative, KROD, El Paso, has just issued a number of brochures for General Mills on behalf of *Hymns of All Churches* and *Betty Crocker*. Books contain samples of merchandising letters, courtesy announcements, photographs of Tel-Pic signs used as promotional material, tear-sheets of publicity and advertisements, pictures of dealers' party and advertising streamers distributed throughout KROD's territory.

Drug Stimulus

TO STIMULATE interest in drug products, KMOX, St. Louis, has started a new weekly promotion program as a test for the retail druggists of St. Louis. Each program invites consumers to visit his neighborhood drug store and look over special offers on related groups of drug articles. Groups are changed weekly to fit the continuity. More than 900 druggists are participating in the promotion, building displays of KMOX advertised products in return for the time. The stores also keep an inventory of sales to give KMOX drug advertisers an index on the sale of products in particular markets. The deal was engineered by J. Soulard Johnson, KMOX sales promotion director, through the Retail Druggists Assn. of St. Louis.

* * *

Available

FOR THE benefit of advertising agencies located in Chicago, WMCA, New York, is preparing a recorded album of all its sustaining features available for sponsorship, including news and sports commentaries, musical and variety shows and a quiz series. The album will be kept at WMCA's Chicago studios where special facilities will be maintained for audition of the discs.



TO INSURE rapid distribution of membership cards for Par Soap Co.'s *For Housewives Only Club*, KDYL, Salt Lake City, sent several comely misses, like the one at right, to visit personally every major grocery store in Salt Lake City, Ogden and Provo. Listeners join the club by mailing in to the station a membership card like the one here being handed the shopping housewife. The thrice-weekly *For Housewives Only* is conducted by Emerson Smith, KDYL program director, who selects at random phone numbers of club members, calls them, asks the member a true-or-false question. Correct answers win a "Par Double Treat", a $2 merchandise order and a large box of Par Soap. The personal contact method has more than doubled club membership, KDYL reports.

* * *

Fish

AS MERCHANDISING service for the client, Fred D. Fleming, KLZ, Denver news editor and fishing enthusiast, gets out a weekly sportsman's bulletin, "Fishing in Colorado", for the Dave Cook Sporting Goods Co., sponsor of an early morning quarter-hour newscast on the station six days weekly. It gives a picture of fishing conditions throughout the State, runs from seven to ten pages weekly and is now being printed by the hundreds to answer the demand of sportsmen who obtain it free at the sponsor's store. The station provides a special bulletin board in the store, where daily bulletins, wired in by wardens of the State Game & Fish Department, are posted.

* * *

Grocery List

COOPERATING with retail grocers of Northern California and food manufacturers and processors using time on the station, KSFO, San Francisco, has published a 10-page listing of all grocery products promoted on KSFO programs. The listing breaks down the advertisers' lists, showing those using programs, announcements and contests and special offers.

* * *

Food for Families

COOPERATING with the *Rock Island* (Ill.) *Argus*, WHBF, Rock Island, entertained the 17 farm families entered in the contest of the Illinois State Fair to select a typical Illinois family, at a special banquet tendered at the local Hotel Fort Armstrong.

Who's Elmer?

WPEN Philadelphia, has started a teaser contest among listeners, seeking a new name for a pup picked up by the office girls during the recent rains. Announcers on all shows made aside remarks to an "Elmer" in the studio, giving no indication as to who or what the "Elmer" might be.

Last week, "Elmer" was introduced to the listeners through advertisements in the local newspapers, with which the station has time-for-space swap deals. A picture revealing "Elmer" as a dog, listeners are invited to suggest a new appropriate name for the pup. Three pairs of Nylon stockings will be awarded to the one sending in the name selected, with a pair each for the next 12 runners-up.

* * *

WBAL Plugs for 50

TO CELEBRATE its shift to 50,000 watts and affiliation with NBC-Red, WBAL, Baltimore, is distributing guest cards to radio editors and agency executives entitling them to "WBAL-50,000 watt" cocktails. Idea is the brainchild of Harold C. Burke, WBAL, general manager, and the cocktails can be found at Longchamps restaurants and the Warwick Hotel, New York; the Wrigley restaurant, Chicago, and the Benjamin Franklin Hotel, Philadelphia.

* * *

Round of the Fairs

THE BIG Studio Plane of WCKY, Cincinnati, is making its second annual round of fairs and festivals within 100 miles of Cincinnati. Last year more than 500,000 inspected the de luxe mobile unit. Don Dean, WCKY farm field reporter, conducts interviews which are recorded and broadcast the following day. Voice recordings are made and played back every day for fair visitors. Listener-promotion material is distributed.

* * *

KXOK in Communities

AROUND Missouri, Illinois, Indiana and Kentucky, KXOX is placing display ads in 82 rural newspapers, to be followed by a *Salute to Cities* program. Bob Seat, KXOK promotion manager and creator of the animal series of ads used by the station, is making the tour. In addition to the salute program, items from the papers are read on the *After Lunch Club*.

BROCHURES

Z-BAR NET. Butte, Mont.—Pictorial booklet on Montana's natural attractions, incorporating a full-color illustrated reprint of the poem, "Shorty's Saloon", written by Johnny Ritch and illustrated by Charles M. Russell, famous cowboy artist.

WOR, New York—14-page booklet "Needle Work", illustrated by Roger Duvoisin, and containing a description of the services and facilities of WOR's Recording Division, headed by Ray Lyon.

DUNKEL SPORTS RESEARCH SERVICE, Mountain Lakes, N. J.—Folder-booklet promoting the 11-week Dunkel football prediction service.

KMMJ, Grand Island, Neb.—Booklet giving the story of KMMJ, "Nebraska's best buy per dollar spent".

WDRC, Hartford, Conn.—Die-cut "Faxology" brochure in Food for Thought series.

WHY DOES CKLW'S 800 KC. MAKE THIS STATION THE STAND-OUT BUY IN THE DETROIT AREA?

BECAUSE CKLW'S INCREASED COVERAGE NOW REACHES OVER 8 MILLION PEOPLE—35% MORE RADIO FAMILIES THAN LAST YEAR. ALL THIS, AT NO RATE INCREASE!

CKLW

5,000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

WOW
5000 Watts
Day and Night
590
Kilocycles

WOWS-A-GRAM

WOW
Covers an area of 185,288 square miles, containing more than 700,000 radio homes.

ol. 1 — No. 5 OMAHA - GREAT PLAINS MARKET BULLETIN OMAHA, NEBRASKA

PRIZE WINNING WOW NEWS MAGAZINE BUILDS (HOLDS!) LISTENERS LOYALTY



Gold Plaque Awarded For "Outstanding Radio Paper"

The WOW Radio News Tower was awarded a gold plaque, presented by St. Louis University, at the recent NAB convention. It was adjudged the best publication of its type in the nation.

July News Tower Features New Summer Shows

Photos and special articles on summer replacement shows, program format changes, new stars and renewed accounts, will get the big headlines in the July issue of the WOW Radio News Tower Magazine.

WOW Wins Peabody Citation

The George Foster Peabody citation, for "outstanding meritorious public service" during the year 1940, was given to WOW for its enterprise in originating the President's Birthday Ball broadcast of 1940, carried by more than 450 radio stations throughout the world.

It is such enterprise, combined with ample power and good wave-length, that makes WOW the dominating station in the Omaha-Great Plains Market area.

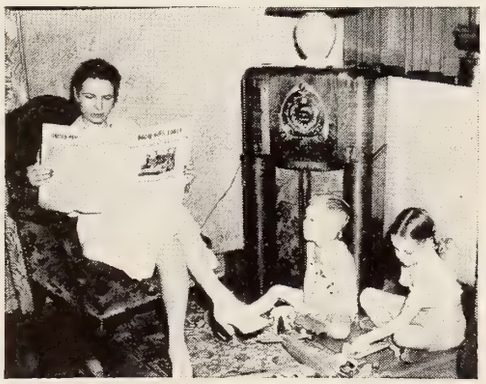
Ideal Medium For Client Publicity

Eight thousand WOW families pay 50c a year for WOW's unique "point-of-sale piece" — the Radio News Tower Magazine, through which every WOW program is interestingly publicized to a "cream-of-the-crop" group of listeners in the large Omaha-Great Plains market. The News Tower is a "must" item by the loudspeakers of these listeners.

The Radio News Tower Is Just One WOW Plus

Wise time buyers select WOW because it is the predominant station in a rich, *balanced* (half-agricultural, half-industrial) market. The News Tower supplements the WOW time purchase as merchandising cooperation.

Other WOW "extras" include quality of local programming, consistent listener promotion, special events, news service, and expertly planned sales merchandising for each individual advertiser's especial needs.



The Radio News Tower Adds to Subscribers' Enjoyment of WOW Shows

Time Buyers, Ad Men, Clients, Enjoy It Too!

WOW sends the News Tower (gratis) to nearly 5,000 clients, agency men, educational, civic, and radio industry leaders every month.

In 1940 nearly 100 in the above group wrote voluntary "thunder" letters praising this news magazine. Many offered thanks for publicity cooperation which they hadn't even asked for.

A request on your letterhead will bring you a sample copy of the July Radio News Tower.

Every day, every night, the News Tower *reminds* folks to set their dials exclusively to 590 kilocycles — and to keep them there to hear all the red network, the best *national spot programs,* and the popular WOW local features.

Why WOW Folks Pay To Read Client Publicity

The Radio News Tower (June issue) included 34 photos of radio stars . . . 36 feature articles . . . 6 newsy (or breezy) Columns by staff celebrities . . . 72 snappy radio news bulletins or "brighteners" . . . a full page (11x14) United Press war map . . . a full (back) page accurate WOW program schedule.

Every month pictures and features are new and different. (The better to give good publicity to every WOW client!) Recent standout features included a full-page feature on radio stars' salaries with list and photos of top ten . . . a complete list of new wavelengths of all U. S. stations after reallocation . . . double-truck (with 12 photos!) on eleven shows currently on WOW for one major client . . . Haynes Radio Log in chart form . . . series of six full-page United Press war maps.

Almost every item and every cutline included the name of a WOW program, its sponsor, or its product.

You Can Dominate the Omaha Great Plains Market WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC. 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co., Representatives

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

In the rich, productive Baltimore area WCAO consistently reaches and influences the cream of your sales potentials.

Purely PROGRAMS

A SPORTS QUIZ bee which admits only the women as participants has been produced by WGAR, Cleveland, and named *Ladies' Day at the Mike.* The quiz, a half-hour in length, and heard on Tuesday evenings at 8:30, is presided over by Bob Kelly, WGAR sports editor. Kelly's questions cover all fields of sports, and there are cash prizes and baseball tickets for the winners. The ladies are teamed in pairs for the quiz, and the competition eliminates all but two teams who battle for the top honors and the cash prizes, with the baseball tickets awarded as consolation prizes to the losing team.

* * *

In the Service

NAVY NIGHTS will be inaugurated by WFIL, Philadelphia, Aug. 5. Originating at the Auditorium of the Philadelphia Navy Yard, a variety show using Navy personnel exclusively will be introduced, to be known as *Navy Night.* Uniformed men and workers stationed at the Navy Yard will be selected each week for the program's talent, music to be provided by a band of a battleship. A similar program, to be known as *We're in the Navy Now,* as a sequel to its Army show from Indiantown Gap, Pa., *We're in the Army Now,* was announced last month by WCAU, Philadelphia.

* * *

Biblical Group

NORMAN CORWIN, CBS writer-producer-director who is currently presenting *26 By Corwin* Sunday nights on CBS, is preparing a trilogy of Old Testament stories for presentation Aug. 10, 17 and 24. For the last of the three programs, Deems Taylor, commentator for the New York Philharmonic broadcasts, is writing special music, and Charles Laughton will play the title role of "Job".

* * *

Laws That Are Strange

UNUSUAL laws in various American communities will be revealed on the five-minute series *It's A Law,* starting July 29 on WMCA, New York. Series will be based on the feature appearing in the *American Magazine* written by Dick Hyman and illustrated by Otto Soglow.

* * *

Military News

WLW, Cincinnati, began a series of weekly broadcasts July 15, bringing officers of the Army, Navy and Marine Corps to the microphone. Scheduled each Thursday, the programs aim to tell, through interviews, what is news in military circles.

* * *

Voice of Youth

USING students of the U of Toledo speech department, WTOL presents a weekly forum devoted to views of young folks on national topics. After the participants have presented their views, members of the audience participate, asking questions of the speakers.

Pine Camp Programs

WITH the entire personnel of the Fourth Armored Division participating in one way or another, WWNY, Watertown, N. Y., last Wednesday started the first of a series of special programs broadcast from the outdoor amphitheatre of Pine Camp. The first program was written and produced by Privates George Greaves and Jay Williams both of whom have had professional theatrical experience.

* * *

Inside the Army

A COMPLETE INSIGHT into workings of the new Army, from soup kitchens to schools for flying cadets, will be given on *Your Army,* new MBS series. The programs will feature interviews with representatives of each phase of Army personnel including the commanding officers, lieutenants in the Army nursing service, hostesses, commandant of the bakers' and cooks' school and others.

* * *

Outstanding Georgians

TRIBUTES to three Georgians who have accomplished notable deeds during the week are paid on WSB, Atlanta, as a feature of the *Home Folks* program. Aimed at a statewide audience, an editorial forum is also incorporated in the broadcast, presenting outstanding Georgia newspaper editorials.

* * *

Famous Heels

NEW five-weekly quarter-hour series, titled *Heels of History,* has been inaugurated on NBC-Pacific Blue stations by Richard Brooks, commentator. Upholding those who have been dubbed "heels" by their fellowmen, he reveals historic proof that the accused is not always the villain implied.

* * *

Club Quizzes

TRANSCRIPTIONS are made by KANS, Wichita, of quiz contests conducted by the station at meetings and luncheons of civic groups as part of the *Quiz Business* program. The discs are then rebroadcast the following evening by KANS.



TWICE IN FIVE YEARS the *Lone Ranger* program, produced at WXYZ, Detroit, for a coast-to-coast MBS network as well as transcription, has won the annual award of the C. I. T. Safety Foundation as the radio program contributing the most to traffic safety during the preceding year. The *Lone Ranger* series won the award first in 1937. Here the Lone Ranger himself (Brace Beemer) accepts the latest award, made July 14, from John Darr (left), representing the Commercial Investment Trust of New York City. Both engraved plaques have been framed and are displayed in the business offices of King-Trendle Broadcasting Corp., in the Stroh Bldg., Detroit, along with other awards bestowed on the program.

* * *

Farm News

LOCAL farm news in addition to the regular coverage of national farm reports is now included on *Columbia's Country Journal* program heard Saturdays on CBS at noon. Plans have already been worked out for 29 CBS stations to cut in at 12:25 p.m. and insert their own local news by station farm editors who round up news for the reports of Charles Stookey, CBS farm editor.

* * *

Man in the Pool

SOMETHING new in the way of question programs is claimed by WDWS, Champaign, Ill. Hank Miller of the station announcing staff, does a 15-minute "man in the pool" broadcast from the Urbana Park swimming pool seven days a week.

* * *

Knows the News

AMARILLO National Bank is sponsoring a series of programs featuring questions on current news, phoned while the program is in progress by listeners and answered by Wes Izzard, KGNC newscaster.

KIDO Boise

NBC Red and Blue



Telephones reflect business advance. Telephones in Boise have increased 6.84% over last year. The number of telephones in Boise has shown an increase every month during the past five years.

JOHN BLAIR & CO.
Nat. Reps.

Listening Groups Found Successful

Survey Shows 8,363 Having Membership of 200,000

NEW and highly successful educational technique has been found in radio listening groups organized throughout the country, according to a pioneer study conducted by Frank Ernest Hill of the American Assn. for Adult Education and published by the Columbia U Press.

Mr. Hill reports that his "unfinished census" reveals there are 8,363 known radio listening groups in this country, numbering around 200,000 persons. He estimates that on the basis of the figures he has on hand and the possibilities for getting information, it is reasonable to assume there are actually 15,000 organized groups meeting together to hear radio programs and their activities touch 300,000 to 500,000 persons.

They Do Things

The groups, Mr. Hill reports, as a whole include both men and women but with women predominating. They show a great range of income, the report says, but the majority are from families receiving from $1,000 to $3,000 a year.

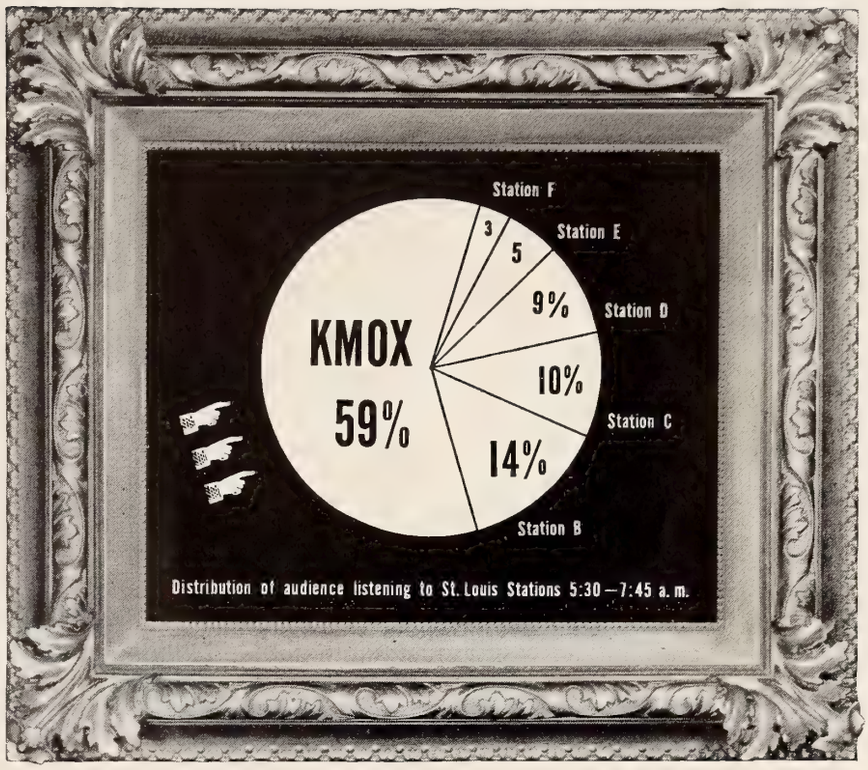
The census was taken through questionnaires to radio stations, colleges, libraries, CCC camps, NYA state directors, labor councils and directors of radio programs.

In discussing the radio listening groups, Mr. Hill said, "They already do things on a greater scale, in proportion to the effort expanded, than any nonradio agency can hope to rival."

Butler Group Controls KTUC

THE GROUP of stockholders headed by Burridge D. Butler, owner of WLS, Chicago, and KOY, Phoenix, assumes control of KTUC, Tucson, Ariz., under transfers of stock approved July 22 by the FCC. John Merino, owner of 100 shares, sells 49 shares to Ralph A. Bilby, Tucson attorney, and one share to Mr. Butler. The stockholding lineup now is Mr. Butler, 69 shares; Mr. Bilby, 50; Glenn Snyder, WLS, Chicago, 50; George R. Cook, WLS, 50; Mr. Merino, 50; Louis F. Long, 30; Frank Z. Howe, 1. Mr. Butler paid $1,333 cash for the Morris shares and assumed $2,000 in obligations of Mr. Morris. Mr. Butler and Mr. Bilby together assume $7,000 stock subscription obligations of Morris and Merino.





A Beautiful Picture of Popularity

In every single quarter hour between 5:30 and 9:00 a.m., KMOX has more listeners than any other St. Louis station. In every single quarter hour but one, KMOX has more listeners than all other St. Louis stations *combined.* And even in that one quarter hour, KMOX has better than twice the audience of the second place station.

That's the beautiful picture of KMOX's popularity provided by the latest Gill survey in St. Louis.*

But to be absolutely fair to the other St. Louis stations, consider the period before the big CBS network shows come on the air—the period before 7:45 a.m. when local show competes with local show for the audience. (A period, incidentally, with still a good choice of broadcasting times for advertisers.)

What's the result? KMOX has 59% of all radio homes listening to St. Louis stations between 5:30 and 7:45 a.m.

That, sir, is popularity!

*This survey, covering the period 5:30-9:00 a.m., was conducted by Samuel E. Gill and consists of 2354 personal interviews with radio families in St. Louis and 16 "outside" counties in Missouri and Illinois, including all counties with a city of 10,000 or more population within the day and night Primary area of KMOX. The "outside" cross section is representative of an area comprising 65.4% of the total radio families in KMOX's Primary area. Complete details available on request.

KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York Chicago • Detroit • Charlotte • San Francisco • Los Angeles

The New and Outstanding Ra



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HOME • BEAUT



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FIFTY GRAN

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Same Old Story

IT DIDN'T take long to learn which way the regulatory wind blew in the newspaper-ownership proceedings which got under way last Wednesday before the FCC sitting en banc. Only a matter of minutes after the hearing opened, FCC Chairman Fly, in characteristic fashion, shut off any preliminary argument on the question of the FCC's jurisdiction to "legislate" on the ownership of stations by newspapers, and "reserved" that discussion probably until the end of the inquiry, which is expected to be months hence.

The opening gun in the proceedings was strangely reminiscent of what had transpired in the television fiasco of a year ago, and in the oral arguments incident to the chain-monopoly regulations last December. Elisha Hanson, counsel for American Newspaper Publishers Assn., was stopped in his tracks by the chairman when he attempted to argue the Commission's authority to conduct the proceedings, or to subpoena witnesses. And former Judge Thomas D. Thacher, distinguished chief counsel for the Newspaper-Radio Committee, while treated with deference, nevertheless was not permitted to argue his contention that the Commission, without a change in statute, could not distinguish between newspaper and non-newspaper ownership of stations.

It is another example of the FCC sitting as prosecutor, judge and jury, with the parties in interest utterly helpless until the same Commission at its own strategic convenience permits them to raise the jurisdictional question. It is a modern version of star-chamber proceedings, streamlined and air-conditioned.

Thus far, the Commission apparently is attempting to build its foundation with expert testimony and with slanted (and often ridiculously inaccurate) exhibits, some comparing the relative effectiveness of newspapers vs. radio and, presumably, their competitive results. It is too early yet to glean what the "prosecution" proposes to prove. That apparently doesn't matter if the Commission is to be judged on its past performances.

Newspapers should profit by the experience of those who have recently run the gauntlet of FCC "legislative" proceedings. Their only salvation, it should be clear, is to get the question in the courts or before Congress before the Commission's majority attempts to do its own legislating, probably to the tune of a funeral dirge.

Advertising Under Fire

MANIFESTING their cooperation with the Government's defense oil conservation program and their good faith toward their customers, some of the leading oil marketers, particularly along the Eastern Seaboard, are revising their advertising copy to the conservation theme. They are telling motorists how to handle their cars to reduce gas consumption, and are even urging a reduction in pleasure driving.

That certainly does not look like venality on their part. Accepting the nation's requirements as basic, they nevertheless regard advertising as a business necessity not only to continue moving their goods but to keep brand names before a public which one day inevitably will again be free buyers.

Yet earlier this month the Dept. of Justice, in an apparent crackdown drive via the intimidation route, virtually takes the oil companies' advertising to task by requiring all of them to fill out questionnaires giving in minute detail their total advertising expenditures in all media, samples of copy used, including radio scripts, names of all media used, names of agencies and amounts spent in each category.

The advertising fraternity has good reason to fear that this is another step by the New Deal's fast boys toward scrutiny of advertising as a whole. Witness the final paragraph of the questionnaire: "A statement outlining the necessity and desirability of advertising the branded products of your company, together with the available statistics showing cost of advertising per dollar of sales, cost of advertising per unit of commodity sold (gallon of gasoline, quart of lubricating oil etc.) and the extent to which competitive forces have compelled the adoption of advertising methods and policies of the company."

No question is asked about truth in advertising or possible violation of law; rather the inquiry is into its "necessity" and "desirability." When oil companies, or any other companies, are probed along these lines, the obvious inference is that the bureaucratic mind thinks it, rather than management, should pass upon purely internal business practices. We echo the sentiment of the *St. Louis Star-Times*, always a staunch New Deal supporter: "There is a time for all things—and this is not the time for a witch-hunt against advertising as an institution, operated by the praetorian guard of the Administration's most radical left wing."

The RADIO BOOK SHELF

FOURTH in a series of academic and professional guides to develop use of aural instruction in schools, *School Recording Technique*, written by Prof. Karl S. Van Dyke, Wesleyan U, has been published by the Committee on Scientific Aids to Learning, New York. Prof. Van Dyke also is author of *Sound Recording Equipment for Schools*, published by the Committee in 1940. Text of the manual presents usable information for educators on the technique of recording for educational purposes, and the 52-page volume incorporates a foreword by Irvin Stewart, director of the Committee and former FCC member, along with a factual review of the recording program at Wesleyan U, directed by Prof. Van Dyke. Other publications in the series are *Broadcast Receivers & Phonographs for Classroom Use* and *Central Sound Systems for Schools.*

LATEST of a series issued by the Federal Radio Education Committee, *The School Radio-Sound System* by R. R. Lowdermilk of The Evaluation of School Broadcasts project at Ohio State U, deals with application of radio in schools from administrative and technical angles. Supplementary data was contributed from the radio industry through the NAB. Copies can be obtained at 25c each from FREC, U. S. Office of Education, Washington.

Via Transcription

IN THESE DAYS of world turmoil, when the conquests of Caesar and Napoleon are eclipsed almost weekly, the making of history in our own restricted bailiwick may be overlooked. President Roosevelt, it should be noted, did it again last Monday. He resorted to transcriptions in going to the public with his message to Congress on legislation to extend beyond one year the military service of selectees, National Guardsmen and Army reserves.

No reason was assigned for the President's unprecedented move. But it is easy to fathom. To have delivered the message in person before the combined houses of Congress would have meant a noon presentation, which would have been picked up by the networks. A peak audience is not available then. The issue, striking at virtually every home in America, was all-important. The Chief Executive wanted the body politic to hear in his own words his exposition of a vital national problem. The answer was via recording.

Thus America could listen at home, and while at leisure. All stations and networks could broadcast and rebroadcast the message (which they did). There was flexibility of time not possible if the message had been picked up "live". There were all of the voice inflections, the highs and the lows, which have made Roosevelt radio's leading personality. No one thought of it as a "canned" speech. Transcriptions have outgrown that catch-phrase stigma. And the networks, which even now shy at transcriptions, carried it without complaint or criticism, by invitation of the President.

There will be more of this "pre-planned" broadcasting on important events in the future. By his action of last week the President has given transcriptions the highest recognition possible.

We Pay Our Respects To —



EUGENE COLLINS PULLIAM

RADIO LISTENERS, like newspaper readers, want and deserve the best in local, state and national features. This is the success thesis of Eugene Collins Pulliam, who in 30 years has bloomed from a cub reporter on the *Kansas City Star* to a top-flight broadcast and publishing executive, heading WIRE, Indianapolis, WAOV, Vincennes, and substantial newspaper properties in Indiana and Oklahoma.

Gene Pulliam's present status as an executive in large-scale business operations represents the culmination of but one of the choices of success open to the ambitious youth of 1910 or so. Back in those days, when the automobile began to hold more appeal for gay young blades than the bicycle, Gene was a crack police reporter and feature writer on the *Star*, working under the paper's late famed publisher, William Rockhill Nelson. As things turned out, he decided to go into the publishing business on his own, first in the Southwest and later expanding eastward. But if he had continued as a reporter, he doubtless today would be reading his byline in magazines and newspapers rather than his signature on business letters.

Born May 3, 1889, in a semi-dugout on the wind-swept prairies of Grant County, in Western Kansas, Gene was the son of a pioneering Methodist minister. After graduating in 1906 from Baker U's prep school in Baldwin, Kan., he attended DePauw U, in Greencastle, Ind., graduating in 1910. At DePauw he was a founder of Sigma Delta Chi, national journalism fraternity.

After college he went to Kansas City, worked on the *Star* for two years and on Feb. 23, 1912, married Myrta Smith. That same year he went to Atchison, Kan., as editor of the local paper, the *Champion*. Three years later he became editor and subsequently owner of the *Franklin* (Ind.) *Star*, in 1923 also becoming publisher of the *Lebanon* (Ind.) *Reporter* and 10 other Midwest dailies. In 1929 he formed Oklahoma Newspapers Inc. Right now his newspaper interests include Central Newspapers Inc., Indiana Newspapers Inc., Oklahoma Newspapers Inc., Lebanon Newspapers Inc., Huntington (Ind.) Newspapers Inc., Vincennes Newspapers Inc., all of which he heads.

In radio circles he is well known, not only as a successful individual operator but as a leader in the reorganization of the NAB and as a good solid industry promoter. As president and executive head of Indianapolis Broadcasting Inc. and Central Newspapers Inc., he is top man at WIRE and WAOV.

To many of his friends, lanky, pompadoured Gene Pulliam still is essentially the newspaperman. Although he proved a genius at bringing large-scale financing into the accumulation of relatively small publishing properties, he nonetheless likes to sit down at a news desk and bat out stories and editorials with the rest of the boys. One of his cardinal principles of operation has been his enthusiasm for local autonomy in the properties he owns. Always he has required that individual publishers of his newspapers hold an interest in the business and actively participate in formulating policy. This precept is reflected in the bitter editorial squabbles that frequently have gone on between the papers. Attesting his business acumen, Oklahoma Newspapers Inc., formed in 1929, went through one of the worst droughts in the history of the Southwest and a national depression—without loss of a nickel to bondholders or stockholders.

Gene numbers among his intimate friends all sorts—left-wingers, conservatives, reactionaries. A broad political tolerance is a valuable personal attribute. Key associates in his various business enterprises always have maintained a genuine devotion for him as an individual.

Apart from his business activities, he is a trustee of DePauw U, a member of the executive council of Sigma Delta Chi, and a member of Delta Kappa Epsilon scholastic fraternity. Also he is a Mason, Elk and Methodist. His clubs include the Rotary and Ulen Country Club in Lebanon; Columbia, Indianapolis Athletic Club in Indianapolis; National Press Club in Washington. Under his chairmanship the Ulen Country Club's annual Beefsteak Dinner has become nationally famous.

His family includes Eugene Smith Pulliam Jr., son of his first wife who died in 1917; Martha Ott Pulliam, whom he married in 1919, and their two daughters, Martha Corinne and Helen Susan. Gene Jr. is now news editor of WIRE.

Gene plays low handicap golf and spends his vacation each year fishing for muskies in Northern Wisconsin and Canada. Some day ere long he hopes to find time to write some short stories. As he sees it, his greatest individual achievement came when he beat Gene Jr. in a golf tournament. Young Mr. Pulliam, it will be remembered, is a topflight Midwest golfer and at the 1937 NAB convention in Chicago was co-winner of the BROADCASTING trophy, with Harry C. Butcher, CBS Washington vice-president. Gene Sr. did not happen to participate in that tournament.

Personal NOTES

JOHN HUTCHENS, formerly in the drama department of the *New York Times*, has been appointed radio editor of the newspaper. T. E. Kennedy, Jr., who has been acting radio editor since Orrin Dunlap joined RCA last year, will handle technical and feature material in the radio department. Assistants are Sid Lohman and Rudy W. Stewart.

MRS. C. M. JANSKY Jr., wife of the Washington consulting engineer, was elected grand president of Alpha Gamma Delta sorority at its recent convention in Asheville, N. C. She was formerly first vice-president.

LEONARD F. ERIKSON, CBS Western sales manager, with headquarters in Chicago, has been given direct supervision over sales operations in the CBS Detroit office, according to William C. Gittinger, CBS vice-president in charge of sales. Western sales manager since 1930 for CBS, Mr. Erikson was previously in the agency, magazine and newspaper fields.

B. F. McCLANCY, NBC traffic manager, on Aug. 15 is leaving NBC to accept an executive position with Eaton Mfg. Co., Cleveland. No successor has yet been named.

JANE KILBOURNE, formerly secretary to John McMillan, head of the radio department of Compton Adv., New York, has been appointed assistant to Tom Coleman, of the New York sales staff of John Blair & Company, station representative.

COMMISSIONER Paul A. Walker of the FCC is author of an article on the progress of television, appearing in the current issue of the *Sooner*, publication of the U of Oklahoma alumni.

WILLIAM B. WAY, vice-president and general manager of KVOO, Tulsa, has been appointed secretary-manager of the Tulsa State Fair.

JOE BIER, announcer of WOR, New York, for over a decade, has been named farm director of the station. He has announced WOR's *Farmer's Digest* for the last several years and in addition has handled the *Man on the Farm* feature.

KATE SMITH, who conducts her own program on CBS for General Foods Corp., New York, on July 23 received a citation on behalf of the Treasury Dept. awarded to her by Secretary of the Treasury Henry C. Morgenthau, Jr., "for distinguished patriotic services rendered for national defense."

CHARLES FOLL, formerly of KFRC, San Francisco, has been appointed KMO, Tacoma, program director, succeeding Dick Ross, who resigned to accept a Chicago position. Billie Barnes, formerly in dramatic work, has joined the station as women's program director, while Raoul Ericksen, new to radio, has been made summer relief announcer.

ARTHUR SATHERLEY, New York executive of Columbia Recording Corp., is in Hollywood to supervise cutting of a recording series featuring noted artists.

HENRY JACKSON, western manager of CBS Radio Sales, Chicago, on July 19 married Mary Brooks, of New York.

BRIAN G. SHELLON, manager of CJKL, Kirkland Lake, Ont., a lieutenant, has joined his regiment on active service. He has managed CJKL for seven years.

HAL HUDSON, CBS Pacific Coast commercial program manager, has sold an original film story, "That Certain Woman", to Republic Productions.

HAAN J. TYLER, sales manager of KSFO, San Francisco, left July 18 for a trip to radio agencies in New York and Chicago. He spent the July 20 week in the latter city, and was to headquarter at the Edward Petry & Co. offices in New York the week of July 27, returning Aug. 5.

WAYNE STEFFNER, salesman of KSFO, San Francisco, on Aug. 1 is to join the sales staff of CBS in San Francisco. Before joining KSFO 18 months ago, Steffner was time and space buyer for McCann-Erickson in San Francisco.

ED DUTY, formerly chief engineer of KHUB, Watsonville, Cal., has been promoted to assistant manager, in charge of both production and technical operation.

STUART STANDISH, new to radio, has joined the sales staff of WSOC, Charlotte, N. C., replacing Vera McCorquodale, resigned.

FDR Selects Ethridge To Head Racial Probe

MARK ETHRIDGE, former president of the NAB and at present vice-president and general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, has been appointed by President Roosevelt as chairman of a committee to investigate complaints of discrimination against Negroes seeking work in defense industries and with the Government. David Sarnoff, RCA president, is a member of the committee, which also includes William Green, AFL president; Philip Murray, CIO president; Milton P. Webster, vice-president of the Brotherhood of Sleeping Car Porters, and Earl B. Dickerson, an attorney. The latter two are Negroes.

Serving without pay, the committee will investigate complaints growing out of allegations of discrimination which led President Roosevelt to issue an Executive Order last month reaffirming the policy of the Government against discrimination against any workers in defense or Government because of race, creed, color or national origin.

BEHIND the MIKE

ELMER H. DRESSMAN, director of publicity and continuity at WCKY, Cincinnati, has been appointed chairman of the Public Information Committee, Disaster Service, Kenton County (Ky.) Chapter, American Red Cross. He has also been named a member of the publicity committee of the local Surplus Foods Committee.

BOB FLEMING, announcer of WELI, New Haven, has enlisted in the Army Tank Corps for a three-year period. Philip L. Buxbaum Jr., WELI sports editor, and Charlotte Beckley, of Jacksonville, Fla., have announced their engagement.

EARL HARPER, sportscaster of WAAT, Jersey City, on July 25 received the *Sporting News* award as the most popular announcer in the International League.

PAUL NORRIS, traffic manager of WSOC, Charlotte, N. C., and president of the Camera Club of Charlotte, has been signed by B & H Photo Co., of Charlotte, to write and produce a weekly program on photographic technique.

CLIFF CARPENTER, actor on the CBS *Woman of Courage* program, sponsored by Colgate-Palmolive-Peet Co., Jersey City, and Pauline Masterman of the CBS sales department, were married July 26.

WALTER ARNOLD, formerly of KFOX, Long Beach, Cal., has joined KMPC, Beverly Hills, Cal., as announcer.

MAX BICE, KMO, Tacoma, announcer, and Margaret Jane Burrus, of Olympia, Wash., were married recently.

SELLING MANY GIRDLES IN BROAD BOTTOM (Ky.)?

Don't give it a thought if your sales in Broad Bottom (Ky.) are slightly *un*-sensational. The simple truth is that Broad Bottom's purchasing power ain't sitting so pretty! To do *big* business in Kentucky you need the *big* Louisville Trading Area. This Area buys *twice as much* as the rest of Kentucky *combined!* . . . And it's wholly accessible with WAVE, alone—the *only* NBC Basic Red Network Station within 100 miles! Send for the whole story!

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Meet the LADIES



MARJORIE COONEY

STARTING her radio career at WSM, Nashville, eight years ago with a piano-patter-singing act, Marjorie Cooney is known to her audience as "Ann Ford" and her featured program is *A Woman Looks at the News*, a five-day-a-week newscast that has been sponsored for the three years that Marjorie has been at the helm. She holds a card in the local musicians union and is featured with the staff bands on several shows. At one time she held the distinction of being a full-fledged announcer for a whole year over W4XA, WSM's ultra high-frequency experimental station. This diversified 5 ft. 5½ in. of red-headed vim, vigor and vitality, in addition, holds regular talent auditions, has written commercial continuity, has conducted surveys, delves into research for WSM's educational programs, and at one time conducted a woman-on-the-street program.

JAMES McCULLA, announcer of WHO, Des Moines, is convalescing after an emergency appendectomy in mid-July.

DON HOPKINS, formerly farm manager of WSOY, Decatur, Ill., has joined the announcing staff of WKMO, Kokomo, Ind., replacing Warren Williamson.

NEIL SEARLES, former announcer in Detroit, has joined the announcing staff of WLW, Cincinnati, replacing Bill Frost, now at Camp Lee, Va.

GANUS SCARBOROUGH, formerly of WSAV, Savannah, and WJHP, Jacksonville, has returned to WSAV as program director.

GEORGE HINDS, of the guest relations staff of KOA, Denver, recently married Helen Donavan. He will move to Delta, Col., in September to fill a teaching post.

BOB DWANS, producer of KGO-KPO, San Francisco, is the father of a baby girl born July 15.

RUPE WERLING, promotion manager of WIBG, Glenside, Pa., has been appointed to the Cheltenham Township Defense Council.

PAUL H. GIROUX, music director of KTAR, Phoenix, and Miss Mary Evans, will be married Aug. 9 in Phoenix.

RALPH NIMMONS, program director of WFAA and KGKO, Dallas, has been promoted to first lieutenant in Co. B, 29th Battalion, of the Texas Defense Guard.

DAVE RUSSELL has been transferred from the announcing staff of WFAA-KGKO, Dallas, to head a new department for the development of program ideas.

GEORGE COPPEDGE, formerly of WMFR, High Point, N. C., and Mervin Platt, of New York, have joined the announcing staff of WAIR, Winston-Salem, N. C.

WESLEY HAINES, cowboy singer of WHBF, Rock Island, Ill., is the father of a baby girl, born recently.

HERB LATEAU has been promoted to chief announcer of KVOO, Tulsa, Okla., succeeding Lou Kemper who has become vocalist and announcer with Bob Wills and his Texas Playboys. The Playboys are in Hollywood for the filming of "Go West, Young Lady" by Republic Studios.

MARJORIE MILLS, newscaster of WNAC, Boston, and the Yankee-Colonial network, was recently tendered a silver anniversary party at the Hotel Statler, commemorating 25 years of newspaper and radio work.



USING THE AIR to sell fishing equipment, Wright & McGill, Denver, largest manufacturers of fish hooks and flies in the nation, sign for continuance of its *Fishing Dope* broadcast over KLZ, Denver. S. N. Wright of the firm signs the contract while his business associate, Drew McGill, looks on. Standing in the rear (left) is John Flautt of the MacGruder Agency, handling the account, and KLZ sales representative Jim McEldowney.

GENE HAMILTON, NBC announcer for Adam Hat Stores, and "Dr. Gino Hamilton" on the NBC-Blue *Chamber Music Society of Lower Basin Street* programs, has been shifted to the NBC production staff under Wilfred S. Roberts, NBC production director. Jack McCarthy will be m.c.-announcer on the *Basin Street* show. Also promoted on the announcing staff is Dick Dudley, now a senior NBC announcer as well as assistant producer of the *Whose Blue!* program, now off the air until this fall.

JIM HARKINS, right-hand man to the radio comedian, Fred Allen, and known as "Uncle Jim" on Allen's programs, is serving on the CBS television program staff as special assistant to Ruth Norman, CBS television casting director. Well-known in vaudeville and radio, Mr. Harkins will check actors and actresses for the suitability on television programs and act as m.c. at television auditions.

RALPH BURGIN, announcer of WPTF, Raleigh, N. C., has been appointed by Gov. J. M. Broughton as a committee member of the campaign organization of Old North State Fund, a licensed chapter of British-American Ambulance Corps.

JERRY LANSING, formerly of WTRY, Troy, N. Y., has become program director of WMAS, Springfield, Mass.

CHARLES BALTIN, naturalization director and announcer of WHOM, Jersey City on Aug. 10 is to marry Evelyn G. Hoffman of New Brunswick, N. J.

PETE DE LIMA, formerly radio manager of Everett N. Crosby Ltd., Hollywood talent agency, has joined KFI-KECA, Los Angeles, as writer.

DANIEL SUTTER, former Chicago radio actor, has joined NBC as a producer and director. Also new on the NBC production staff is Ed King, Yale graduate.

JACK NEGLEY, announcer of WINS, New York, has been assigned the lead role in a motion picture to be made by Nash Motors to show salesmen and dealers how to sell service on Nash cars.

PAUL PHILLIPS, formerly a script-writer for CBS, has joined the NBC script staff and is working on programs for fall production.

IRVING REIS, former Hollywood radio producer-writer, under his new RKO Radio Pictures director contract, has been assigned to direct "A Date With the Falcon".

PHIL FRANKENBERGER, assistant in the publicity department, has been named publicity head of WPEN, Philadelphia, replacing Ira Walsh, who becomes special events director.

ED ALLEN, announcer of WFBG, Altoona, Pa., has joined the announcing staff of WIBG, Glenside, Pa.

JOHN A. GUINAN, announcer of WCAU, Philadelphia, disclosed this week that he had married Jean Carroll in Scranton, Pa., last Jan. 9, while an announcer of WGBI in that city.

GENE KERN, production director of WPEN, Philadelphia, takes leave of absence, starting Aug. 1 to join a summer theatre company at Newport, R. I.

EARL WENNERGREN of CBS Hollywood publicity department, has been hospitalized with influenza.

MYRON DUTTON and Michael Raffetto, NBC Hollywood, are handling summer production of *One Man's Family*, sponsored by Standard Brands, during absence of Carlton E. Morse, author of the series.

DEE McCULLOUGH, formerly a radio instructor at the University of Utah, Salt Lake City, has joined KTFI, Twin Falls, Id., as operator-announcer.

BILLY ARTZT, Hollywood musical director of the weekly CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co., (Camel cigarettes), has been contracted for a similar assignment on the CBS *Bob Burns Show*, starting in September. Sponsor is Campbell Soup Co.

BILL HAMPTON and George Duning, Hollywood lyric writer and music arranger, respectively, on the NBC *Kay Kyser's College of Musical Knowledge*, sponsored by American Tobacco Co., have formed their own publishing firm, Beverly Music Co., headquartered at 6425 Hollywood Blvd. Their first number, *The Old Looking Glass*, is being released through BMI.

WARREN CHAMPLIN, at one time with KXOK, St. Louis, and recently at WKRC, Cincinnati, has returned to KXOK as announcer. Harry K. Renfro has been named KXOK news editor and publicity director. Bob Seat has been named promotional manager.

DORIS GILBERT, Hollywood writer, left for New York where she will work on a radio version of *Gone With the Wind* for fall sponsorship.

GROVER COBB Jr., formerly of KSAL, Salina, Kans., has joined the announcing staff of WLVA, Lynchburg, Va.

DOUG EDWARDS, newscaster of WSB, Atlanta, is the father of a baby girl born July 16.

LEE McARTHUR, formerly of WSGN, Birmingham, recently added to the staff of KIEV, Glendale, Cal., has been elevated to program director. He succeeds Wallace McLain, resigned. Gene Holce, formerly of KELA, Centralia, Wash., has been added to KIEV as announcer, with Fred Gwyn returning to the station after several months absence.

NATHAN FLEISCHER, foreign-language news analyst of WDAS, Philadelphia, recuperating from a serious illness, will continue his nightly broadcasts, starting July 28, from the Breakers Hotel, Atlantic City. Frank Unterberger, WDAS chief engineer, locates in Atlantic City at the same time to handle the remote broadcasts.

EARL A. EBI, director of NBC Chicago, has resigned to return to motion pictures as a free lance actor.

ADVERTISER of CRACKERS Says



"Reports from salesmen indicate our announcements not only create demand but also bring the housewife back for repeat purchases."

50,000 WATTS
NBC
RED NETWORK
DENVER

KOA

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Won't be long now...

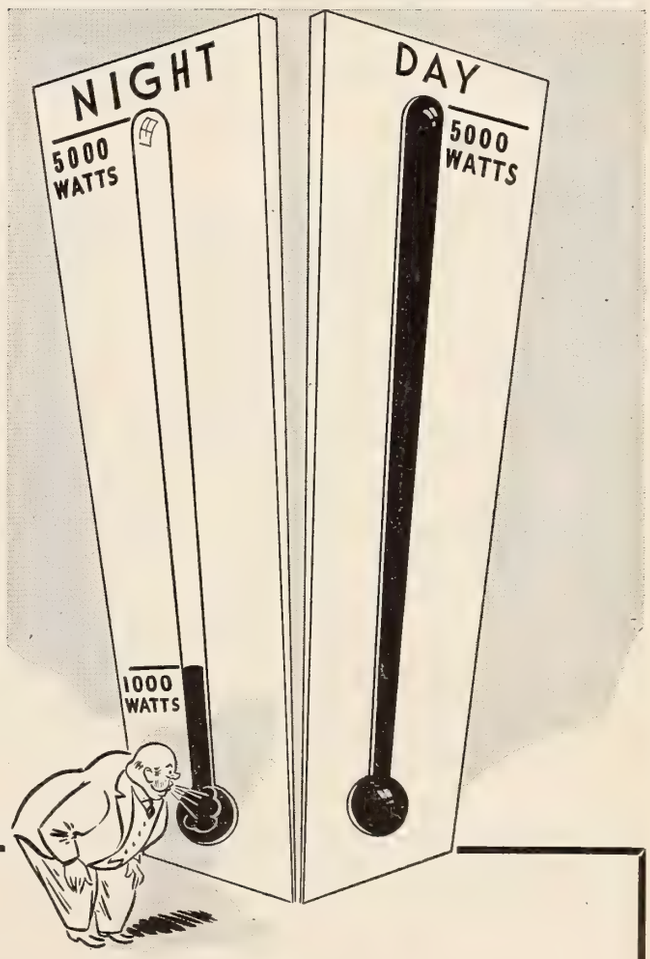
before

KFYR goes

5000 watts day and night

•

Just another step in our continued efforts to serve our clients better.



More than ever

The regional station with the clear channel coverage

NBC Affiliate

KFYR

550 Kilocycles

Meyer Broadcasting Company

Bismarck, N. Dakota

Ask any John Blair man

TODAY
is the time to
get up to the minute
INFORMATION
on this
MAJOR MARKET
Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.
WLAW
5000 WATTS • 680 KC.
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

AGENCY Appointments

COMMERCIAL SOLVENTS Corp., Philadelphia (anti-freeze), to Gray & Rogers, Philadelphia, for its anti-freeze division.

NORTH BROS. MFG. Co., Philadelphia (Yankee household tools), to Gray & Rogers, Philadelphia.

SIX O'CLOCK Co., Norristown, Pa., (tapioca and ginger bread mix), to Norman S. S. MacAfee, Philadelphia.

BROWNING KING & Co., Philadelphia (men's clothing), to I. A. Goldman & Co., Baltimore. H. N. Goldberg, of the agency's Philadelphia office, is handling the account. Media to be used in the Philadelphia area include radio, newspapers and direct mail.

VITAMIN Co. of America, Los Angeles (vitamins), to Faraon Jay Moss Adv. Agency, Hollywood. Contemplates use of radio in fall.

MacMILLAN PETROLEUM Corp., Los Angeles (Ring-Free motor oil), to Roy S. Durstine Inc., N. Y.

BRAU BREWING Corp., Fort Wayne, to Suedhoff & Co., Fort Wayne.

STOMAR PRODUCTS, Kansas City, to I. B. Wasson Adv. Agency, Kansas City.

CONSUMER'S SUPPLY Co., Des Moines (auto supply distributors), to Cary-Ainsworth, Des Moines.

RUM & MAPLE TOBACCO Corp., New York, to Raymond Spector Co., that city. Radio being considered.

Malto-Meal Returning

CAMPBELL CEREAL Co., Minneapolis (Malto-Meal), is preparing a schedule of announcements varying in length to be placed on about 50 stations starting in October. Agency is H. W. Kastor & Sons, Chicago.



THE COLUMBIA CLAN over-ran KIRO, CBS affiliate in Seattle, when the station recently entered the 50,000-watt class. Surrounding H. J. (Tubby) Quilliam, KIRO manager (front, center) are Herbert V. Akerberg (left, front), CBS station relations vice-president, and Donald W. Thornburgh (right, front), Pacific Coast vice-president. In back row are Fox Case, CBS Pacific special events director; W. B. Lodge, CBS chief audio engineer; J. G. Gude, station relations manager.

Liberal Benny

JACK BENNY, radio comedian now on vacation from his NBC program for General Foods Corp., New York, may kid himself on his programs about being tight with his money, but you can't convince Clay Morgan, assistant to the president of NBC, that Benny really is "Scotch". Mr. Morgan just received a diamond-studded watch from Benny as thanks for his work in arranging the party last May given for Benny in honor of his ten years in radio.

Souvaine Expanding

HARRY HOFF, formerly of Transamerican and General Amusement, has been named associate producer of Henry Souvaine Inc., New York, coincident with that program production firm's contemplated expansion. He will concentrate on daytime dramatic shows. Associated with Mr. Hoff will be John M. Young, author of among others *The Second Mrs. Burton*, and Irving Vendig, author of the Folger Coffee program, *Judy & Jane*.

Souvaine is planning several new shows for the coming fall. Among those now produced are *Bringing Up Father*, *Listen America* and *Mandrake the Magician*, as well as the fall broadcasts of the Metropolitan Opera series sponsored by the Texas Co.

Court Upholds FTC

DECISIONS affirming two Federal Trade Commission orders have been handed down by the U. S. Circuit Court of Apeals, Philadelphia. One ruling upholds an order which had been appealed by Pep Boys—Manny, Moe & Jack Inc., Philadelphia. The firm had been ordered to cease use of the word "Remington" on radio apparatus. The FTC has ordered Howard S. Weaver, trading as Weaver Real Estate Appraisal Training Service, Kansas City, to cease certain claims about home study courses in real estate appraisal. Another order directs Hy-Phen Corp., Matoaka, W. Va., successor to Bradley's Laboratory Inc., to cease certain claims for Hy-Phen remedy.

Mabel Flanley to AFA

MABEL G. FLANLEY, eastern director of Consumer Relations, Borden Co., New York, has been elected a vice-president of the Advertising Federation of America and chairman of its Council on Women's Advertising Clubs, following her resignation as Federation secretary. Miss Flanley is succeeded by Clara H. Zillessen, advertising manager of Philadelphia Electric Co., Philadelphia.

Maxon Agency's Building

MAXON Inc. has virtually doubled its physical capacity in Detroit, with the opening of a separate new building two doors east of its present location at 2761 East Jefferson Ave., which will continue to be its headquarters. The new building will provide for expansion of the Maxon research and merchandising division. The enlarged research facilities will serve not only the Detroit office, but the branches in Chicago, New York and Bridgeport, Conn., as well as the Maxon field force.

RICHARD and BARBARA STEVENSON, husband and wife writing team, have joined the J. Walter Thompson Co. Hollywood staff to work on scripts of the weekly CBS *Melody Ranch*, sponsored by Wm. Wrigley Jr. Co., (chewing gum). They are working under direction of Brad Browne, producer. Mrs. Stevenson was formerly assistant to Fran Stryker, author of *The Lone Ranger*.

INSPIRATION COMES NOT FROM A LANGUAGE... BUT FROM THE THOUGHT EXPRESSED

★

The right to speak and to hear your own sacred native language in this, the land of freedom and democracy is the hallowed privilege of the mighty army of foreign peoples who have bravely made America their home.

The languages differ but the song in their hearts is the same. They stand strongly united behind this country's symbolic flag in reverent defense of American Freedom and American Ideals.

★

THESE 5,000,000 PEOPLE ARE WELL WORTHY
THEY BUY THE ECONOMICAL PRODUCTS OF AMERICA

WHOM
1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*
AMERICA'S LEADING FOREIGN LANGUAGE STATION

WDRC
CONNECTICUT'S PIONEER BROADCASTER
GOOD STRATEGY
Good strategy this Fall calls for doing a big job in the booming Hartford Market — and on Hartford's No. 1 Test Station. The country's leading advertisers are proving the point — by using WDRC more than ever before!
Basic CBS for Connecticut

Agencies

WALTER GORMAN, formerly of the production department of WEAN, Providence, has joined Compton Adv., New York, as program supervisor. He succeeds George Brengle, who resigned to attend courses at Columbia U in preparation for call to active service in the Navy, in which he is a reserve officer.

EILEEN THORNE, formerly of the copy department of BBDO, New York, has been transferred to the publicity department.

WAYNE TISS, Minneapolis radio director of BBDO, is in Hollywood conferring with agency executives on fall radio plans.

THOMAS DAVID LUCKENBILL, account representative of J. Walter Thompson, New York, and former head talent buyer of that office, on July 13 became the father of a daughter, Mary Louise.

WILLIAM SCHNEIDER, of Donahue & Coe, New York, is currently in Hollywood lining up advertising campaigns for the Walter Wanger film, "Sundown", as well as "The Little Foxes", being produced by Samuel Goldwyn.

FRANK HEALEY, radio manager of Frank Stempel Agency, Hollywood talent service, has reported for Army Air Corps duty at Moffett Field, as first lieutenant.

HENRY K. WAMPOLE & Co. Ltd., Perth, Ont. (proprietary) starts this autumn a series of dramatized spot announcements on 32 Canadian stations. Account is placed by J. J. Gibbons Ltd., Montreal.

T. L. STROMBERGER, formerly assistant director of public relations and advertising of Union Oil Co., Los Angeles, was recently appointed advertising manager. Robert L. Philippi, continues as director of public relations and advertising.

PHILLIP B. HINERFELD, advertising manager of Postal Telegraph, while retaining his position with that firm, has joined the Biow Co., New York, as an account executive to handle various transportation accounts. He will divide his time between the two positions.

SMITH & BULL Adv., Los Angeles, has moved to new quarters at 4354 W. Third St. Telephone is Stanley 71613. Staff includes Dick Smith and Frank Bull, co-partners; John Cohan, George Irwin, Archie Hall, Peter Potter, account executives and special announcers; Jeanette Roach, office manager, Jack Lawson, publicity director.

McAvity Resigns

THOMAS A. McAVITY, vice-president in charge of radio for Lord & Thomas, New York, has resigned, effective July 18.



Mr. McAvity

Mr. McAvity joined Lord & Thomas October 1932 and for many years was director of radio for the agency's New York office. In 1937 he opened a Hollywood office for Lord & Thomas and managed it until January of this year. He was elected vice-president in October 1940 and for the past six months has headquartered in New York. He is leaving shortly on a several-week vacation after which he will announce future plans. Carl Stanton, in charge of the Lucky Strike account for Lord & Thomas, is in temporary charge of the department.

WILLIAM B. SMITH, formerly of H. W. Kastor & Sons, Chicago, and previously of Procter & Gamble Co., Cincinnati, has joined Brown & Thomas, New York, as an account executive.

BENSON INGE, formerly radio publicity director of Benton & Bowles, New York, has been appointed head of radio publicity of Ted Bates Inc., that city.

M. ST. JOHN-BRENON, formerly of Maxon Inc. and Ruthrauff & Ryan, New York, has joined Roy S. Durstine Inc., New York, as a creative executive. Also joining the agency recently is Warburton C. Webb, formerly of *The Sportsman* and Palmer & Co., New York.

EDWARD R. HALPERIN, formerly of BBDO, Chicago, recently joined Essig Co., Los Angeles, as account executive. He will head the radio department.

RALPH C. CAPLES, president of Caples Co., New York, on his annual visit to branch offices, was in Los Angeles during mid-July for conferences with A. M. Caron and Leo Meehan, production and radio manager, respectively.

JOSEPH A. SILL of Brisacher, Davis & Staff, Los Angeles, has been called to Army duty as first lieutenant in the Field Artillery.

MILTON STARK of Ward Wheelock Co., New York, production staff, after more than 18 months absence, has returned to Hollywood with plans to re-establish himself in West Coast radio.

AN IDEA FILE has been issued by Dickson & Ford, Toronto advertising agency and program producers, listing a number of program ideas.

Announcer Wanted

Announcer wanted by Eastern network staton in large city. Must be between 26-36 not subject to draft. Must be a college graduate with not less than three years' experience with an NBC or CBS outlet. Send complete information concerning training and experience including photograph also transcription of your voice and references of former employers. Earning possibilities excellent but man selected must meet above qualifications. Box 741, BROADCASTING.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC 160-17

When you See this . . .



. . . Only then You'll See a Lower Cost than WTAM'S

.000073 CENTS per FAMILY

That's the lowest quotation per family in the Cleveland Market. WTAM, with its Primary Coverage Area of over a million and a quarter families, not only reaches more families but costs less per family.

Compare WTAM on this basis: Divide the 15 minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. WTAM has the minimum cost. But don't stop there. Go a step farther.

Take a Survey . . any Survey and look at the number of actual listeners each station has, all day, all night, all week. WTAM leads again. More listeners. More regular listeners. The "lowest-cost-per-ear" station in Cleveland.

That's why WTAM is the first choice of smart network, spot and local time buyers . . . coast to coast.

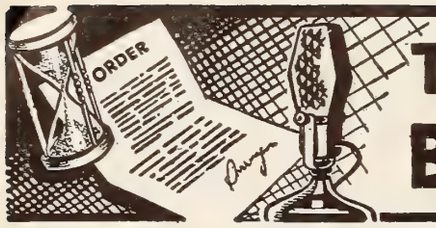
WTAM CLEVELAND·OHIO

50,000 WATTS

NBC RED NETWORK

OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Washington Apricots, Seattle, 6 *sa* weekly, thru Pacific National Adv. Agency, Seattle.
Garden City Publishing Co., New York (business books), 50 *t*, thru Huber Hoge & Sons, N. Y.
Compagnie Parisenne, San Antonio (perfume), 6 *ta* weekly, thru Northwest Radio Adv. Co., Seattle.
Armand Co., Des Moines (shaving cream), 100 *ta*, thru Ivan Hill Adv., Chicago.
Pfaff Baking Co., Fort Dodge, Ia., 39 *sp*, thru Wallace Adv. Agency, Des Moines.
Marlin Firearms Co., New Haven (razor blades), 6 *sa* thru Craven & Hedrick, N. Y.
Beaumont Labs., St. Louis (4-Way tablets), 60 *sp*, thru H. W. Kastor & Sons, Chicago.
Iowa Ford Dealers Adv. Fund, Des Moines, weekly *sp* (football), thru McCann-Erickson, Chicago.
Van Camp Food Products Co., Indianapolis (food), 104 *ta*, thru Calkins & Holden, N. Y.
Funk Brothers Seed Co., Bloomington, Ill., 18 *sp*, thru E. H. Brown Adv. Agency, Chicago.

WOR, New York

Washburn Wilson Seed Co., Moscow, Id. (peas), weekly *sp*, thru H. B. LeQuatte Inc., N. Y.
Penick & Ford, New York (My-T-Fine desserts), *sp*, 2 *sa* weekly, thru BBDO, N. Y.
Quaker Oats Co., Chicago (Ful-O-Pep feeds), weekly *sp*, thru Sherman & Marquette, Chicago.
Duffy-Mott Co., New York (apple juice), weekly *sp*, thru Al Paul Lefton, Philadelphia.
Joseph Martinson & Co., New York (coffee) 6 *sp* weekly, 52 weeks, thru Neff-Rogow, N. Y.
Zonite Products Corp., New York toothpaste), 2 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Duffy-Mott Co., New York (apple juice), weekly *sp*, thru Al Paul Lefton, Philadelphia.
Alfred W. McCann Labs., New York (food products), 5 *sp* weekly, direct.

KNX, Hollywood

Beckman Fur Stores, Los Angeles (retail), weekly *sp*, thru Glasser-Gailey & Co., Los Angeles.
Haas Baruch & Co., Los Angeles (Iris coffee, tea), 35 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.
Lamont, Corliss & Co., New York (Nestle's chocolate), 6 *sp* weekly, thru Cecil & Presbrey, N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 6 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 30 *ta* weekly, thru Young & Rubicam, N. Y.
Sunnyvale Packing Co., San Francisco (Rancho soup), 7 *sp* weekly, thru Lord & Thomas, San Francisco.

WNEW, New York

U. S. Rubber Co., New York, weekly *sp*, 26 weeks, thru Scheer Adv. Corp., Newark.
Prudence Foods Inc., Boston (Corned Beef Hash), 3 *sp* weekly, 52 weeks, thru Chambers & Wiswell, Boston.

WBLK, Clarksburg, W. Va.

Gunther Brewing Co., Baltimore, 13 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
American Chicle Co., Long Island City (Dentyne), 6 *ta* weekly, thru Badger, Browning & Hersey, N. Y.

KFSD, San Diego, Cal.

Kay Jewelry Co., Long Beach, Cal. (chain store), 36 *sa* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.

KWKH, Shreveport

American Chicle Co., Long Island City, *sa* series, thru Badger, Browning & Hersey, N. Y.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), *sa* series, 13 weeks, thru BBDO, N. Y.
Continental Baking Co., New York, *ta* series, thru Ted Bates Inc., N. Y.
Faultless Starch Co., Kansas City, *ta* series, thru Ferry-Hanly Co., Kansas City.
General Mills, Minneapolis, *t* series, thru Knox Reeves Adv., Minneapolis.
Goodyear Tire & Rubber Co., Akron, *sa* series, thru N. W. Ayers & Son, N. Y.
Knox Gelatine Co., Johnstown, N. Y., 2 *sa*, thru Leighton & Nelson, Schenectady.
Peter Paul Inc., Naugatuck, Conn. (candy), *sp* series, thru Platt-Forbes, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 5 *t* weekly, *sa* series, thru Compton Adv., N. Y.
Studebaker Corp., South Bend, *sp* series, thru Roche, Williams & Cunnyngham, Chicago.
Skinner Mfg. Co., Omaha, *sa* series, thru Ferry-Hanly Co., Kansas City.

KFRC, San Francisco

Standard Beverages, San Francisco (soft drinks), 3 *sa* weekly, thru Emil Reinhardt, Oakland, Cal.
Langendorf United Bakeries, San Francisco, 4 *sa* weekly, thru Leo Livingston, San Francisco.
Southern Pacific Co., San Francisco (transportation), 10 *ta* weekly, thru Lord & Thomas, San Francisco.
E. Raymond Shane, Sacramento, Cal., (chiropractor), 3 partic. weekly, thru Ewing C. Kelly, San Francisco.
Pacific Brewing & Malting Co., San Francisco, 2 *sa* weekly, thru Brewer-Weeks Co., San Francisco.
Sunnyvale Packing Co., San Francisco (Rancho soups), 2 *sa* weekly, thru Lord & Thomas, San Francisco.

KTBS, Shreveport

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), *sa* series, thru BBDO, N. Y.
Continental Oil Co., Ponca City, Okla. (Conoco), 52 *ta*, thru Ted Bates Inc., N. Y.
Gulf Oil Corp., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.
Goodyear Tire & Rubber Co., Akron, 7 *sa*, thru N. W. Ayer & Son, N. Y.
Jaques Mfg. Co., Chicago (KC baking powder), *sa* series, direct.
Procter & Gamble Co., Cincinnati (Duz), *ta* series, thru Compton Adv., N. Y.
Plough Inc., Memphis (Mexican Heat Powder), *sa* series, thru Lake-Spiro-Shurman, Memphis.

WHK-WCLE, Cleveland

Bosco Co., New York (milk amplifier) 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 260 *ta*, thru Joseph Katz Co., Baltimore.
Manhattan Soap Co., New York, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 3 *sa* weekly, thru Sherman & Marquette, Chicago.
Gardner Nurseries, Osage, Ia., daily *t*, thru Northwest Radio Adv. Co., Seattle.

Plugs With Sparks

WLW, Cincinnati, points with pride as it tells this one. Western Auto Supply, Kansas City, two weeks ago decided to conduct a test of WLW's selling power. Starting July 12 and continuing for four straight Saturdays, Western Auto was to highlight spark plugs on the weekly *Boone County Jamboree*. Second Saturday of the test, Ralph McGrew, Western Auto District manager at Cincinnati, called William Robinson, WLW sales representative, and told him to cancel the spark plug copy—Western's stores in the station's area had sold out of spark plugs.

WEEI, Boston

Ward Baking Co., New York (bread), 20 *sa*, thru Sherman K. Ellis & Co., N. Y.
Peter Paul Inc., Naugatuck, Conn. (confections), 3 *sp* weekly, thru Platt-Forbes, N. Y.
Mass. Dept. of Agriculture, Boston (produce), *sa* series, thru Badger & Browning, Boston.
Webster Thomas Co., Boston (Matchless canned food), *sa* series, thru Chambers & Wiswell, Boston.
John E. Cain Co., Cambridge (condiments), *sa* series, thru Chambers & Wiswell, Boston.

KSRO, Santa Rosa, Cal.

Morton Salt Co., Chicago, 15 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Dr. J. C. Campbell, San Francisco (chain dental system), 14 *sa* weekly, thru Monroe Adv. Agency, San Francisco.
General Electric Co., Santa Rosa, Cal. (refrigerators) 5 *sa* weekly, direct.
Pittsburgh Paint Co., Santa Rosa, Cal. (paint), 7 *sa* weekly, direct.
Petri Cigar Co., San Francisco, 6 *sa* weekly, direct.

WBBM, Chicago

Burlington Trailways, Chicago (bus travel), 3 *sp* weekly, thru Reincke, Ellis, Younggreen & Finn, Chicago.
John Morrell Co., Ottumwa, Ia. (Red Heart dog food), 3 *sp* weekly, 52 weeks, thru Henri, Hurst & McDonald, Chicago.
Beatrice Creamery Co., Chicago (Chox and Beatrice Salad Dressing), 3 *sp* weekly, thru Lord & Thomas, Chicago.

KFI, Los Angeles

Douglas Oil & Refining Co., Los Angeles (gasoline, oil), 6 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Adohr Milk Farms, Los Angeles (dairy products), 3 *sp* weekly, thru Lord & Thomas, Los Angeles.



Leon Henderson Urges Bakers to Cut Costs by Curtailing Advertising

LEON HENDERSON, administrator of the Office of Price Administration & Civilian Supply, recommended last week that bakers offset higher ingredient costs and avoid a possible price increase of bread by reducing operating costs, including advertising.

In a letter to the bakers, Mr. Henderson said that because of higher costs his organization understood the need for some adjustment in the price of bread. "However, it is our feeling," Mr. Henderson wrote, "that for the most part these adjustments should not take the form of price increases. The national emergency requires first that every effort be made to reduce operating costs. Conferences with members of the industry, for example, have indicated that savings could be made by reducing the percentage of stale returns, by using less expensive wrappers, and by cutting advertising expenses."

Mr. Henderson said OPACS had learned that ingredient costs in the baking industry had increased about a half-cent per pound loaf, as a rough estimate, for the nation. There have also been increased labor costs in some areas.

DATA ON RECORDS SUBMITTED BY NAB

STATISTICS showing that 30.9% of all broadcast time is devoted to records and transcriptions have been released by the Recording & Reproducing Standards Committee, a group organized by the NAB to establish uniform recording standards for transcription and transcription equipment firms.

Figures were a result of 182 answers to the questionnaire sent out recently to radio stations to gather information on various problems arising at stations due to lack of uniformity in recording standards. Further findings were that 57.8% of the recordings are by lateral transcription; 21.3% by vertical transcription; and 20.9% by phonograph records. Asked their preference in recordings, 76 of the 182 stations favored vertical while 67 preferred lateral recording with 16 noncommital.

Further work on the standardization will be undertaken by a subcommittee appointed by the representatives of 14 recording firms attending last month's conference in Detroit. They are: Howard Chinn, CBS; C. Luada Jr., World Broadcasting System; Robert Morris, NBC, chairman; E. T. Mottram, Bell Telephone Labs; I. P. Rodman, Columbia Recording Corp. It was decided to hold the next meeting of the main committee coinciding with the fall meeting of the Acoustical Society of America in New York, Oct. 24-25.

Win WOR Prizes

JUNE winners among staff members of WOR, New York, who received checks as prizes for suggestions on improving the station, were Robert I. Garner of the sales departmeent, Margaret Morris of the engineering department, and Roy Collins, page boy.

Radio Advertisers

WASHBURN WILSON SEED Co., Moscow, Ida. (Washburn's Quick Cooking Peas) and Penick & Ford, New York, (My-T-Fine desserts) have bought participating time on *Dear Imogene*, woman commentator's program broadcast Tuesdays, Thursdays, and Saturdays on WOR, 9 a.m. Placed through H. B. LeQuatte Inc., the Washburn contract is for 52 weeks, beginning Aug. 5. Penick & Ford signed for 13 weeks, beginning Sept. 8, placed through BBDO. The two contracts now give *Dear Imogene* 10 participating sponsors. The others are California Fruits, Megowen Educator Biscuits, Gorton-Pew Fisheries, Blue Moon Cheese, Pure Food Factory, Ronzoni Macaroni, P. Duff & Sons, Duffy-Mott.

EVANS FUR Co., Chicago (fur retailers), has signed a 26-week contract for 4½ hours a week on WGN, Chicago. Schedule includes *Academy Awards Theatre*, Sunday half-hour transcribed dramatic program featuring Hollywood stars; Don McGibney quarter-hour news commentary six days a week; and two daily quarter-hour musical programs—*Voice of Romance* and *Twilight Serenade*. Critchfield & Co., Chicago, is agency.

CAPITAL Co., Los Angeles, subsidiary of the Bank of America, new to radio, to promote Green Valley Lake subdivision, in a brief test campaign is currently sponsoring a five weekly quarter hour early morning program, *Adventures in Living*, on KMPC, Beverly Hills, Cal. Featured is Leo Cleary in homey philosophy with music. Holden Associates, Hollywood, has the account.

OTTO ERLANGER BREWING Co., Philadelphia, has started on WFIL, Philadelphia, a six-weekly 15-minute sports periods, at 7:45 p.m. Contract is for 52 weeks. Program, handled by Al Stevens, is known as *The Erlanger Sportscaster*. Agency is J. M. Korn & Co., Philadelphia.

SUPREME BAKERY Co., Los Angeles (Town Talk bread), in a four-week campaign ending Aug. 18, is is sponsoring a five-weekly quarter-hour newscast on KECA, that city. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

INTERNATIONAL SHOE Corp., St. Louis (Conformal shoes), in a local dealer tie-in, is using 24 transcribed announcements weekly on KRKD, Los Angeles. Contract is for eight weeks, ending Aug. 21. Agency is Henri, Hurst & McDonald, Chicago.

SERVICE STATION!

CJOR's constant service to the community pays useful dividends in listener loyalty.

CJOR

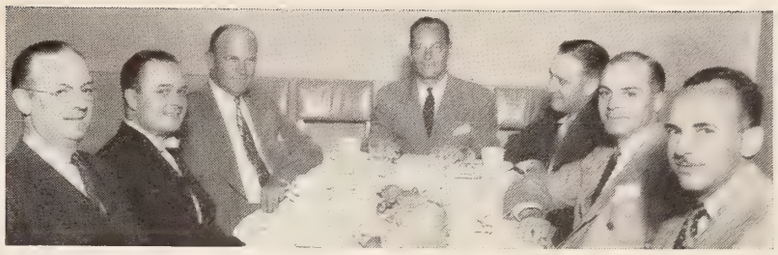
Vancouver—Canada

1000 Watts 600 KC

National Representatives

J. H. McGillvra (U. S.)

H. N. Stovin (In Canada)



WHEELING STEELMAKERS program, which goes on NBC-Blue Oct. 5, was discussed at a luncheon recently given by E. R. Borroff, sales manager of the NBC-Bue Central Division. Present were (l to r) Jules Herbuveaux, NBC Central Division program manager; E. K. Hartenbower, NBC salesman on the account; J. L. Grimes, general advertising manager of the Wheeling Steel Corp., Wheeling; Mr. Boroff; Roy Scrymiger, account executive of Critchfield & Co., Chicago; Harry C. Kopf, general manager of the NBC Central Division; James L. Stirton, manager of Central Division program and talent sales.

JOSEPH TETLEY & Co., New York (tea), recently renewed for another 13-week period its *Mystery Chef* on KDKA, Pittsburgh; WEAF, New York, and KYW, Philadelphia. The program has already completed a 26-week run. Agency is Maxon Inc., New York.

ADOHR MILK FARMS, Los Angeles (dairy products), on July 16 started for 13 weeks, thrice weekly participation in *Art Baker's Notebook* on KFI, Los Angeles. Firm also sponsors a weekly musical program, *Golden Hour*, on KHJ, Hollywood. Lord & Thomas, Los Angeles, has the account.

INTERNATIONAL Ladies Garment Workers, AFL, Los Angeles, placing direct, in a two-week educational campaign ending July 31, is sponsoring daily quarter-hour talks on KMPC, Beverly Hills, Cal.

RAMIREZ FERAUD CHILE Co., Ventura, Cal. (Las Palmas Chile products), new to radio, and placing direct, is using daily spot announcements on KRKD, Los Angeles.

FRY PACKING Co., Seattle, is sponsoring a weekly sports commentary with Bud Foster on KFAR, Fairbanks, Alaska.

Williams Anniversary

J. B. WILLIAMS Co., Glastonbury, Conn., first client of WLWO, Crosley shortwave adjunct of WLW, Cincinnati, will celebrate its first year on the air in August. The program it sponsors, *El Noticiero de Buena Vecindad*, is broadcast Monday through Friday at 8:15 p.m. (CDST) and features news of interest to the Americas. The company becomes the oldest continuous shortwave advertiser on any of the North American International stations, according of WLWO. The program is written by Oscar H. Romaguera and announced by George Mayoral.

KSD in St. Louis

NBC RED NETWORK

Continues to Lead in

Star-Program "Firsts"

Despite seasonal vacation changes, KSD holds its leadership in St. Louis in listener preference programs. In the C. E. Hoover, Inc., monthly popularity ratings, KSD carried "FIRSTS" as follows:

5 of the FIRST 7

(Month of JUNE)

Were on KSD

MILLIONS for DEFENSE

Are stimulating all retail lines in the rich, responsive KSD area.

KSD for Listener Preference

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Sale of Artists' Bureau Announced by WCCO

SALE of WCCO Artists' Bureau Inc. to John Williams and Urbane Bowdin, formerly associated with the firm was announced last Monday by Earl H. Gammons, president of the bureau and manager of WCCO, Minneapolis. The new owners, to operate under the corporate name, The Artists' Bureau, will take over Aug. 1, Mr. Gammons stated.

Al Sheehan, for seven years manager of the Artists' Bureau, and his assistant, Mildred Simons, both will remain with WCCO. Mr. Sheehan has been named operations director of the station.

The new company will be located at 510 WCCO Bldg., 625 Second Ave., South. Jack Kilmartin has been retained as stage director, along with Ann Fairbanks, in charge of wardrobe. Additions to the staff are to be announced shortly, it was stated.

Duz Station Breaks

PROCTER & GAMBLE Co., Cincinnati (Duz), during the week of July 14 started a series of station breaks for that product on the following stations: KYW WTAM WGY WOWO WGL WRC. Agency is Compton Adv., New York.

BECAUSE a two-thirds vote is required to enable it to dispose of its artist bureau properties [BROADCASTING, July 14], the CBS board is urging all stockholders to mail their proxies before the special meeting of stockholders in New York Aug. 11.

Network Rules Postponed to Sept. 16

(*Continued from page 18*)

ments of the revised rules will be, it was pointed out, it would be impossible to amend such contracts.

In event the discussions again reach a stalemate, it is expected the networks will go to court promptly on the unsettled jurisdictional question. Litigation is likely in any event, it is thought, even if the rules are revised in livable fashion, to settle the question of jurisdiction.

Following the conferences during the week of July 14, Chairman Fly on Saturday, July 19, suddenly called a press conference to discourse on the conversations, declaring that he wanted to impart the true story, since "rumors might leak out".

Explaining that he had held three conferences during the week with network officials, he said the general spirit was good and that the conferences were of a constructive nature and that everyone "is in splendid mood". At that time, in advance of the Monday sessions, NBC and CBS officials were in anything but a favorable mood.

Mr. Fly said no decision had been reached in a definitive sense, but that they were trying to lay a basis for such modifications of the regulations as would be workable.

Discussing major points covered, Chairman Fly said he would recommend any amount of time needed under any particular rule, such as affiliation contracts and disposition of the Blue. On the question of language of contracts, he said the matter of a two-year license had been studied and it was thought this might be a stabilizing factor. The Commission will consider this when the time comes, he declared.

Confirming reports that time options had been the main topic, the Chairman said he did not know whether the conference would arrive at any figure that might be submitted to the Commission. He said that in cities having four or more stations, the Commission could be more liberal than in those where there are a limited number of stations, not enough to go around for the existing networks. Unused option time is a problem, he said, and the amount of time options should be related in some way to the time used. The rule, when finally evolved, will apply to all networks in terms of actual result, he said, with no complete blanketed-in day provided.

He said there had been no extensive discussion of the Blue, exclusivity or rate control on local business. (The latter already has been knocked out by NBC, the only network which contractually had provided for it.) Moreover, the question of stations owned by the nets could be handled individually, he said.

Tells Stations 'Sit Tight'

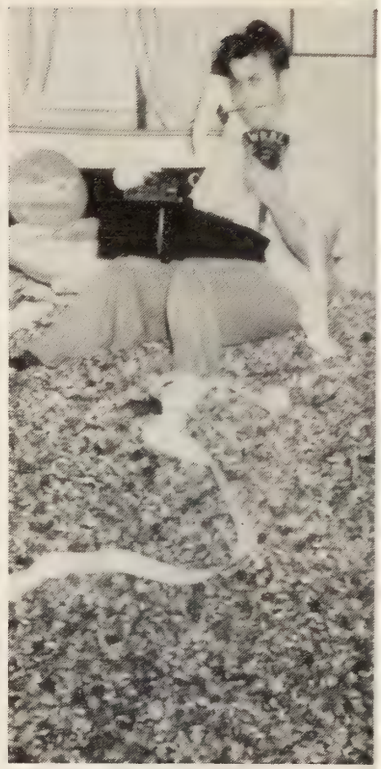
Asked by BROADCASTING about the dilemma of individual stations, Chairman Fly said he was telling them to "sit tight three or four days more", indicating a probable adjournment. Action came the following Monday when the agreement was reached on the Sept. 16 postponement, approved the following day by the Commission.

Following is the text of the FCC order, adopted July 22, postponing the network-monopoly rules until Sept. 16:

At a meeting of the FCC held at its offices in Washington, D. C. on the 22d day of July, 1941, the Commission having under consideration the petitions of the National Broadcasting Co. and of the Columbia Broadcasting System requesting that the Commission postpone the effective date of its order entered in Docket No. 5060 promulgating regulations applicable to radio stations engaged in chain broadcasting:

It is ordered, that the last paragraph of the said order of May 2, 1941, entered in Docket No. 5060, be, and the same is hereby, amended to read as follows:

"It is further ordered, that these regulations shall become effective immediately: *Provided*, That, with respect to existing contracts, arrangements, or understandings, or network organization station licenses, or the maintenance of more than one network by a single network organization, the effective date shall be deferred until Sept. 16, 1941: Provided further, That the effective date of Regulation 3.106 with respect to any station and of Regulation 3.107 may be extended from time to time in order to permit the orderly disposition of properties."



PERCHED ON THE 500,000 bottle caps that deluged WRBL when the Columbus, Ga., station held an auction of 12 autographed baseballs in which children under 14 were advised the Coca-Cola tops would be used for bidding, Sportscaster Jack Gibney who handled the local Redbirds' games for Coca-Cola, frantically pounds on an adding machine. Eventually his tabulations showed that one youth had brought in 49,701 caps, which won him a $25 defense saving bond.



. . . a sweet song that rings in WSAI Advertisers' ears. 'Cause the WSAI Winged Plug (that's me) is a maestro at playing the Song of Sales. Take a look at my record: 292 sponsored quarter hours in a summer week and 77.7% of them on renewals. You've got to pay-off with sales at low cost to do that, Mister, so why not let me try it for you, too.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

for INTENSIVE COVERAGE of the SOUTH'S 7th CITY

among the 100,000 or more group for per capita effective buying income

use **KTBS**

SHREVEPORT, LA.

1000 WATTS • NBC

The Branham Co. — Representatives



The Pioneer Voice of Kansas

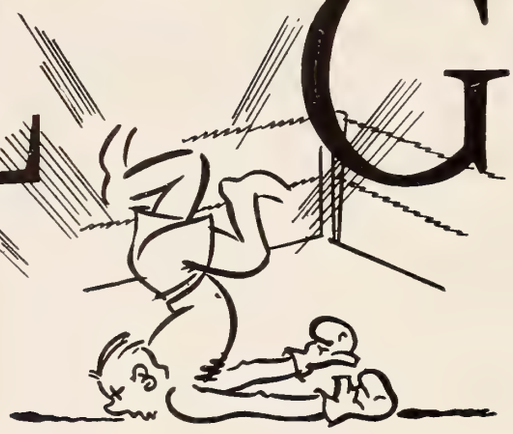
KFBI WICHITA

5000 day

1000 nite

1070 Kc.

don't be a FALL GUY*



* **FALL GUY:** *the radio station executive who says, "Let's start our promotion in the fall, when business is up." He forgets that appropriations are made, schedules set, stations selected in the heat of the summer.*

* * *

AUGUST and September spell golf, fishing and cool nights in the mountains to a lot of fellows. But to the boys on Boul Mich and Park Avenue (the advertising fraternity, we mean) they're just double doses of hard work. It's no secret that when the thermometer's at a new high, the schedule makers and media selectors are putting in their best licks. That's when they eat, sleep and dream fall and winter schedules. That's when your station is really on the spot.

Sales Management's survey of AAAA agencies revealed that the three summer months are the second most important quarter of the year for the preparation of advertising campaigns.

It goes without saying, now's the time to get in your best licks.†

---

† How? Tell your story through BROADCASTING . . . the 100%-radio magazine. BROADCASTING's 9500 circulation blankets national and regional radio advertisers and their advertising agencies. BROADCASTING is the dominant 1st with advertisers and agencies (write for 5 surveys).

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Studio Notes

THE TWO 400-foot Blaw-Knox towers of the new 50 kw. plant of WHN, New York, are already up, and the copper ground system practically completed, according to Bertram Lebhar, sales director, who reports construction well ahead of schedule and states that WHN will definitely be on the air from its new plant in October. The 14-room transmitter building, which will house the Western Electric transmitter, is also in its latter stages of construction.

WCAU, Philadelphia, has issued Rate Card No. 21, effective Spet. 1, which carries no increases in the basic rates for time or in the rebate structure but which details the *Orth Bell* and *Laura May Stuart* participation programs, announcement participation periods and news service availabilities. Also included is a section devoted to engineering facilities, describing the station's new transmitter and other technical equipment.

KANS, Wichita, carried a relay broadcast from the squadron leader of the 127th Observation Squadron as the flight soared over the city with Lt. Col. Jasper K. McDuffey and Maj. Paul N. Flannery describing through the ship's radio to the KANS ground crew on the field below the vulnerable points in the city's defense against air raids.

WJSV, Washington, carried the *Labor News Review* for its 365th consecutive weekly broadcast July 26. The program, now in its eighth year without missing a regular weekly broadcast, is conducted by Albert N. Dennis and is devoted to an impartial reporting of labor news in and around Washington.

Outside Studio

WGN, Chicago, has erected amplifiers in the Nathan Hale Court outside the main studio building. Several hundred benches and chairs will be set up for persons who wish to listen to WGN programs outdoors.

ONE OF THE nation's foremost cowboy bands, Al Clauser and His Oklahoma Outlaws, has been signed by WHBF, Rock Island, and will be heard twice daily over that station, as well as originate two programs a week to MBS.

KMO, Tacoma, on Aug. 24 marks its 15th anniversary with a staff yacht cruise and picnic. Two days later station will inaugurate operation of its 5,000-watt transmitter.

KFBI, Wichita, has started a new series of station breaks. The new tag line goes, "KFI, Wichita, the Air Capital of the Nation. Keep 'em Flying."

NBC Signs Magidoff

ROBERT MAGIDOFF, American newsman in Russia, has been appointed Moscow correspondent of NBC. Mr. Magidoff has had six years of newsgathering experience in the Soviet Union. He will be heard on the NBC-Red *News of the World* and other NBC overseas programs, succeeding Herman Habicht, who is returning to America.



BESIDE THE PLANE that carried him to London is Raymond Gram Swing (center). Greeting him are Messrs. Eckersley (left) and Sinclair of the BBC. Swing made the round trip by plane.

Steinway at Last!

WHEN Steinway & Son, New York, on Sept. 9 begins sponsorship of *Symphony Hall* on WQXR, that city, it will be the first time in the near-century history of the firm they will have used radio to advertise their famous pianos. Contract is for 13 weeks. N. W. Ayer & Son, New York, handles the account.

GEORGE HENRY, staff musician of WBIG, Greensboro, N. C., recently was awarded one of the first prizes by the National Federation of Music Clubs in its biennial contest for compositions of American composers. Mr. Henry's "Partita", for piano and two violins, was the prize-winning composition.

Soviet Embassy Has Own Listening Post

FOLLOWING consultations with the State Department, the Soviet Government has installed a powerful shortwave receiving post in Washington to keep abreast of news and other broadcasts out of Russia. Although the receiving station incorporates an elaborate rhombic antenna array, Soviet Embassy officials indicated that no transmission activities were planned, and that the regular channels of commercial radio communication would be relied upon for official business.

The installation was made to enable Soviet embassy officials in Washington to keep in constant touch with news reports and other broadcasts from Russia. For several years the American Embassy in Moscow has operated a similar shortwave receiving station, capable of receiving the regular news bulletins prepared by the State Department and broadcasts by a Navy Department transmitter, it was stated. The British Embassy also operates a shortwave receiving post in Washington.

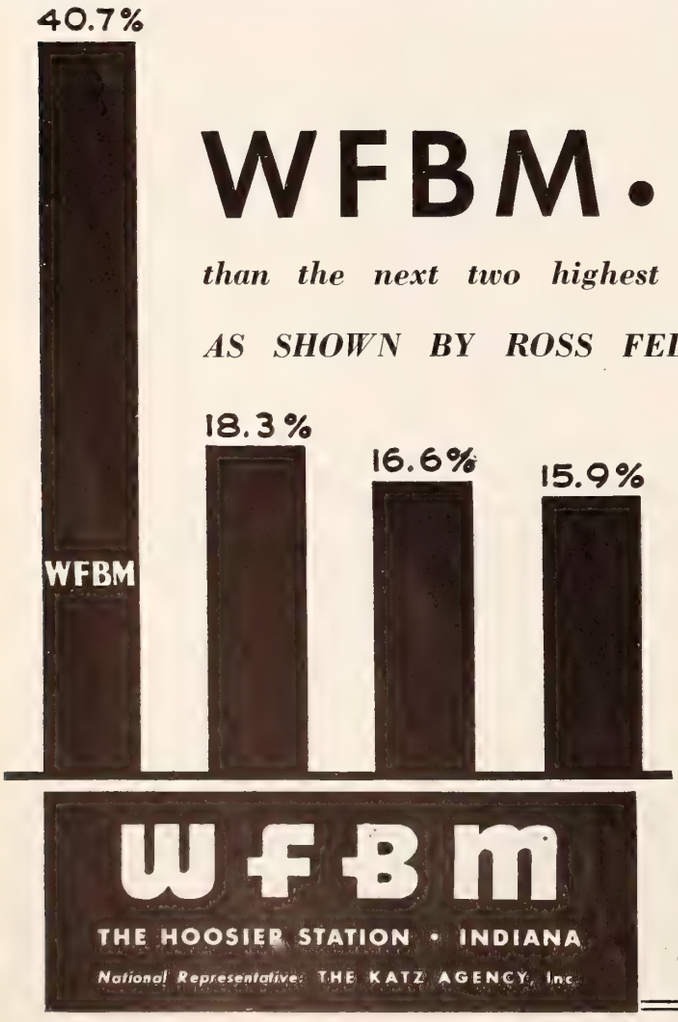
GIRL'S BODY FOUND
Newscast on WESX Leads to Discovery of Corpse

A MOTHER'S appeal for the return of her missing daughter, carried in a regular newscast of WESX, Salem, Mass., last week led to the discovery of the body of Miss Frances Cochrane, 19, of Lynn, Mass., who had disappeared two days before.

Announcer Joe Tobin read the appeal in his regular 1 p.m. newscast. A half-hour later Tobin received a telephone call from a man who gave the exact location of the body. News Editor Walter Mackie of the station notified police who found the body near Swampscott, Mass.

For MBS in Russia

HENRY SHAPIRO, United Press correspondent in Moscow, has been appointed MBS representative in the Soviet Union and on July 27 started regular broadcasts on MBS Sundays, 11:40-11:50 a.m. with a repeat at 6:40 p.m. WOR, MBS New York outlet, records the programs from the Mutual line, presenting them at 9:10 p.m. Sunday evening.



WFBM • *More Listeners*

than the next two highest ranking stations combined

AS SHOWN BY ROSS FEDERAL RESEARCH CORP.

2,108 telephone calls made in Indianapolis over a 7-day period between 12:15 and 12:30 P.M. showed that

WFBM

had more listeners than the other two local stations combined.

had more than double the listeners of any other station!

In Indiana WFBM consistently has the largest audiences, together with a merchandising and promotional service that makes it the state's outstanding outlet.

WFBM

THE HOOSIER STATION • INDIANA

National Representative: THE KATZ AGENCY, Inc.

5,000 Watts Day and Night

ONLY BASIC CBS OUTLET IN INDIANA

BEFORE YOU'RE UP---
YOUR SALES CAN BE!

While you're still deep in slumber, deep South farmers dial WWL to hear Dixie's Early Edition. Pull? 167,980 letters first year! Available on participating basis. Plant your product in this all-farm, all-star BUY!

(5 to 7 A.M. Daily)

WWL
NEW ORLEANS
50,000 WATTS

Transradio's Deal Related by Moore

Says Service Not Connected With Transocean Group

TRANSRADIO PRESS Service has had no connection whatever with Transocean News Service beyond ordinary contractual agreements available to any qualified news agency, Herbert S. Moore, Transradio president, testified July 18 before the U. S. District Court for the District of Columbia.

Mr. Moore appeared briefly in the Government's case against Transocean, in which the Government charges that the German-controlled news service did not register as a foreign propaganda agency, as required by law.

Tracing Transradio's dealings with Transocean, Mr. Moore explained that any person interested in subscribing to Transradio service may do so, with certain restrictions on the geographical redistribution of the news.

Subscriber Agreement

He stated that in November, 1938, Dr. Manfred Zapp, Transocean chief, who along with Gunther Tonn recently was expelled from the United States with several hundred other Nazi agents, discussed the possibility of subscribing to Transradio's domestic news service, shortly reaching a subscriber agreement "patterned after other agreements in force between other American press services and other foreign services".

Under a supplementary agreement between Transocean and Radio News Assn. Inc., a Transradio affiliate, RNA agreed to subcontract with Press Wireless Inc. to provide outbound transmission facilities for Transocean reports to South America, Mr. Moore explanied. He described RNA, which has no transmitting facilities of its own, as "a news distributing organization concentrating on wireless". He declared that direct teletype connection was maintained between Transocean and Press Wireless and that Transocean reports did not pass through Transradio's hands. He stated also that Transradio had no contact with Transocean news material or its news staff.

The press services' business connections were "progressively cancelled" by exercising cancellation provisions in the contract, Mr. Moore explained, commenting on the breaking off of business relations between the two. When suspicions of Transocean's pro-Nazi activities grew conclusive, RNA withdrew from its supplementary agreement, and Transocean then engaged the same facilities directly with Press Wireless, Mr. Moore indicated.

Transradio continued to supply its general American ticker news service to Transocean, under the subscriber agreement, until early June, when the U. S. Government set the date for the complete withdrawal of Transocean from the American scene, he stated. At that time Transradio took up its right to terminate the agreement completely, he said.

The Busy Utleys

CLIFTON UTLEY, news analyst and director of Chicago Council on Foreign Relations, and his wife, Frayn Utley, are establishing some sort of a record as Chicago's busiest commentating couple. Mr. Utley, whose day starts at 4:30 a.m., does the daily quarter-hour early morning newscast for Skelly Oil Corp. on NBC-Red; a quarter-hour commentary six nights a week for Studebaker Corp., and a Tuesday evening quarter-hour news program for Chas. A. Stevens department store on WGN. Mrs. Utley, aside from her household duties, conducts a weekly quarter-hour commentary on WJJD, the weekly *Women in Defense* program and the daily quarter-hour *Frayn Utley—A World of Interest* on WBBM.

The Other Fellow's VIEWPOINT

Mexican Network

EDITOR, BROADCASTING:

We have read the article in the July 14 issue of your magazine concerning a new network in Mexico [Page 8]. We wish to state that a slight error has been made as to the call letters of various stations broadcasting the Embajadores program. The complete list of stations is as follows:

XEBJ, C. Victoria, Tamaulipas; XECW, Cordoba, Veracruz; XEDK, Guadalajara, Jalisco; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEPP, Orizaba, Veracruz; XECZ, San Luis Potosi, S. L. P.; XES, Tampico, Tamaulipas; XEBQ, Torreon, Coahuila; XEHV, Veracruz, Ver.

This list, however, does not include the complete roster of stations affiliated with XEW and does not include the stations that form the network headed by XEQ of Mexico City. There are two networks in Mexico at present, one headed by XEW and the other by XEQ.

We control radio stations in 19 key cities in Mexico under contract. The network programs are sent by telephone line to the majority of the cities but where no telephone line is available we record the program and send it to the stations that have no direct wire to Mexico City. We have at present the best RCA recording equipment in Mexico, using the Orthacoustic system.

The cities having radio stations under contract to us are: Guadalajara, Jalisco; Monterrey, Nuevo Leon; Tampico, Tamps.; Veracruz, Ver.; Mazatlan, Sin.; Aguascalientes, Ags.; Irapuato, Gto.; San Luis Potosi, S. L. P.; El Parral, Chih.; Chihuahua, Chih.; Piedras Negras, Coah.; Cordoba, Ver.; C. Victoria, Tamaulipas; Los Mochis, Sin.; Merida, Yucatan; Culiacan, Sin.; Tepic, Nayarit; Mexicali, B. C.; Torreon, Coah.

Radio Programs de Mexico, S. A.
CLEMENTE SERNA MARTINEZ,
Manager.

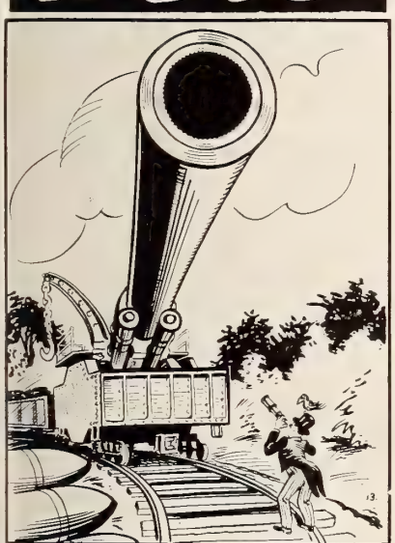
July 21 Mexico City.

Drama Disc Library

AN ALL-DRAMATIC transcription library, described as the only one of its kind, is set for an Aug. 15 debut by Charles Michelson, New York transcription firm. It will fill a function in the dramatic field similar to that of the musical libraries. Mr. Michelson has handled such transcribed series as *Chandu the Magician* and *The Shadow*.

HELEN HIETT, NBC's girl war correspondent and comentator, on July 20 made an invitation appearance on the CBC *We Have Been There* program, during which she described her experiences during 1940 in France, Spain and Gibraltar.

IT'S WBIG!



The MAGIC CIRCLE

5,000 richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY - CO., NAT. REP.



KMBC of Kansas City
5000 watts • CBS • Arthur B. Church, President
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

ATLANTA
A Fort Industry Market

DRAMA

from

THE BLUE BOOK of the Blue Ribbon Station

A few of our NBC accounts

- Orphans of Divorce (Dr. Lyons)
- Just Plain Bill (Anacin)
- Mother O' Mine (Clapp's Baby Food)
- Drama Behind the News (American Chicle Co.)
- Easy Aces (Anacin)
- I Love a Mystery (Fleischmann's)
- Inner Sanctum (Carter Medicine)

You're in Good Company on the Blue Ribbon Station

A FORT INDUSTRY STATION

The Blue Ribbon Station

WAGA
ATLANTA, GA.

Amateur Band Is Shifted To Plane Pilot Training

FCC last week moved to provide adequate radio communication facilities for military pilots undergoing training when it notified amateur operators that 300 kilocycles from 3650-3950 normally allocated to amateur use will be assigned for pilot use. The frequencies will not be withdrawn immediately but will be transferred by degrees between September and March.

The Commission said it intended to rearrange the amateur allocations to make additional frequencies within the remaining amateur bands available for amateur radiotelephone. It was said the frequencies would be used for military aviation for the duration of the emergency.

Kenneth B. Warner, managing secretary of the American Radio Relay League, national organization of radio amateurs, endorsed the FCC action. Mr. Warner said, "The action taken by the FCC was with the prior knowledge of the American Radio Relay League and its details were worked out with our active collaboration. We are proud to make the sacrifice on behalf of a project of such awe-inspiring dimensions and of such importance to every American Citizen."

French in Quebec

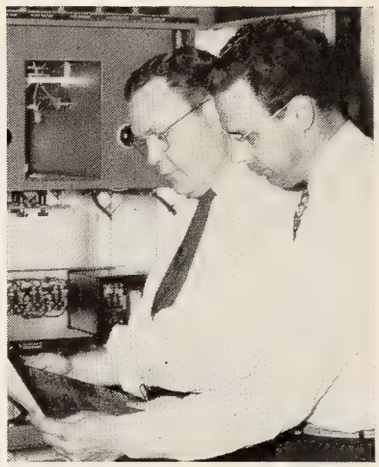
AS THE RESULT of a survey made by the Canadian Broadcasting Corp. among French-speaking Canadians in Quebec province, it was found that 95 to 98% of French-Canadians listen faithfully to stations and broadcasts in their own language. Newscasts came first in popularity, with quiz shows, serials, drama, French chansonnettes, variety and comedy programs in that order. Only six of the 72 programs named in the survey received unfavorable mentions.

FM Interest Noted

INCREASED interest in frequency modulation is considered by Stromberg-Carlson Telephone Mfg. Co., Rochester, as a principal reason for the rise in employment at its radio and telephone equipment plant, already past the 1940 hiring peak, although the top production of 1941-42 radio receivers will not be reached for the next few months. According to McCann-Erickson, New York, the Stromberg-Carlson agency, the company's production of FM radios during the coming year will account for 80% of its volume in radios and radio-phonograph combinations.

'Mousetrap' Revised

A REVISED edition of the booklet that inspired much favorable comment when distributed to the trade last year, "Broadcasting's Better Mousetrap", by Dick Dorrance, general manager of FM Broadcasters Inc., has been issued by that organization. The new edition, reduced in size to 4 x 6 inches and brought up to date, tells the story of FM in the language of the layman explaining the ABC of radio's new marvel.



CHECKING and double-checking on the newly-arrived $20,000 G-E FM transmitter are Chief Engineer Carl J. Meyers of WGN, Chicago, (right) and his assistant, Clyde White. W59C, adjunct of WGN, will shortly take to the air with 1,000 watts, bringing 10 hours of programming daily to the 4,000 FM receivers in Chicago. Antenna will be located atop Tribune Tower with transmitter on 29th floor. The station expects to be operating with 50,000 watts by December.

STORES DOUBLE RADIO TIME

San Francisco Shift to the Air Medium Noted

With Department Stores in Lead

DEPARTMENT STORES, specialty shops and large men's clothing companies, among the last to recognize radio in San Francisco, have climbed aboard the bandwagon in the past year and are spending approximately 200% more on the medium than a year ago.

The majority of the city's largest department stores are on the air, some with programs, others with spot announcements. The same is true of specialty shops, exclusive furniture houses and large men's clothing companies.

KFRC, Mutual-Don Lee affiliate, currently has the White House, which sponsors *Let's Go Shopping* five mornings weekly from its store, featuring interviews by Mary Roeder and Mel Venter with the store's sales staff; Hastings Clothing Co., which sponsors *Brain Battle*, a weekly quiz show and cooperatively sponsors Fulton Lewis jr.; Roos Bros., which presents *Whodunit*, a murder mystery audience participating game; O'Connor, Moffatt Co., which presents *Last Minute News* with Phil Stearns Monday through Friday, 8:30 a.m.; Bond Clothing Co., nine newscasts weekly.

KSFO, CBS affiliate, has Hale Bros. department store on a participation on *Housewives Protective League*, and the following who use spot announcements: I. Magnin Co., Weinstein's, Carolyn Kelsey, Milen's, and Foreman & Clarke.

KPO, NBC Red network affiliate, has Moores Inc., announcements; Sprouse-Reitz Co., participation.

KGO, NBC Blue network affiliate, has M. L. Pressler, newscasts; City of Paris, *Milady's Music Box* five times weekly; Bruener's *The Old Cabinet Maker* weekly program; W. & J. Sloane Co., participation; Foreman & Clarke, six newscasts weekly.

NEW FM STATION GRANTED LANSING

A NEW FM station in Lansing, Mich., was authorized by the FCC July 22. Recipient of the construction permit was WJIM Inc., licensee also of the standard broadcast station WJIM. The grant covers 47.7 mc., stipulating an area of 3,800 square miles and a 250,000 population. The antenna will be located in the Olds Tower.

In connection with the grant to CBS July 16 of an FM Class C station in Hollywood, covering 43.1 mc. and a service area of 38,000 square miles embracing San Diego and Bakersfield [BROADCASTING, July 21], the Commission stipulated that prior to the issuance of the construction permit approval must be obtained of the exact coverage pattern. Also required was that "the applicant's lease agreement of Dec. 3, 1940, with Mt. Wilson Hotel Co. is modified to eliminate the provisions therein pertaining to exclusivity of use for broadcasting purposes of property on Mt. Wilson controlled by the lessor."

Marine Bill Voted

GROWING out of hearings during the last several months on subversive activities in the merchant marine, the House last Tuesday passed a bill (HR-5074) amending the Communications Act to allow the FCC to deny licenses to subversive radio operators. The bill is now pending in the Senate. During the hearings it was developed that present law does not give the FCC the right to make inquiry into anything but technical qualifications of radio operators. The bill amends the Act to enable the FCC to inquire into personal character and background of applicants for operators' licenses.

Crosley Defense Head

TO REPRESENT the Crosley Corp. in its dealings with governmental agencies in national defense matters, Howard A. Holmes, Detroit, has been appointed manager of the Crosley defense products division, according to a July 16 announcement. Headquarters in Cincinnati, Mr. Holmes also will supervise the Crosley Washington office in the Munsey Bldg., which will continue to be operated by Quinton Adams. Until recently Mr. Holmes was in charge of the Crosley Detroit office, after previous associations with National Steel Co., Inland Steel Co. and Chrysler Motors Corp.

Milwaukee FM Exhibit

DEMONSTRATION of FM interference-free quality was shown at this year's Milwaukee Midsummer Festival by W55M, the *Milwaukee Journal's* FM station. A man-made lightning device in the form of a 20,000-volt spark gap was set up near a combination FM and AM receiver. The homemade lightning smothered the AM programs in a blanket of noise, but didn't bother FM reception.





in the CONTROL ROOM

J. W. MOORHEAD, manager of the antenna division of Bass Construction Co., Cleveland, on July 9 in the studios of WALB, Albany, Ga., married Miss Aleen Brim, of Albany. They met while he was in Albany to supervise the construction of the antenna and ground system of WALB.

GEORGE HANNA engineer of WHBF, Rock Island, Ill., has been drafted. He is stationed at Fort Wolters, Tex.

ROBERT L. AMES, formerly of the engineering staff of WTRY, Troy, N. Y., has joined the British Army as a technician in the radiolocator system.

ROY SMITH, control engineer of WPTF, Raleigh, N. C., has resigned to become an inspector of defense material. Waldo Hood replaces him.

EDWARD K. OATES, a member of the engineering staff of WINS, New York, has been elected chairman of the executive board of the Associated Broadcast Technicians Union (A.F.L.). Mr. Oates joined ABTU in 1937 and has been on the executive board since 1940.

HUBERT ABFALTER, studio engineer of NBC Chicago, will marry Frances Morton, secretary in the engineering department, on Aug. 16. Violet Colliander, secretary in the general manager's office of the NBC Central Division, on Aug. 16 will be married to Robert K. McElroy, Purdue U engineering student, in Chicago.

PETER J. PRINZ, formerly chief engineer of WKIP, Poughkeepsie, N. Y., has joined the NBC technical staff at Radio City.

JOHN BOYKIN, control engineer of WPTF, Raleigh, N. C., is the father of a boy born July 13.

MAJ. ALFRED MARCY, chief engineer of WFBL, Syracuse, is now on active duty with the Army at Anniston, Ala.

VERNON L. MALLORY, formerly of WOAI, San Antonio, has joined the studio technical staff of WFAA-KGKO, Dallas.

BEARDSLEY GRAHAM and Wesley Turner, NBC Hollywood field engineers, have been transferred to the network's New York television department. J. A. Thornburg, NBC, Chicago, and W. H. Williams, KOA, Denver, replace them on the West Coast.

AL LEARNED, formerly employed at the Syracuse Police Dept. shortwave transmitter, has joined the engineering staff of WSYR, Syracuse, as transmitter engineer.

MAYNARD B. DAVIS, formerly transmitter engineer of WWNY, Watertown, N. Y., has been named chief engineer of that station. He replaces Paul Lee, who is leaving for San Juan, P. R., to accept a civilian radio engineering position with the Navy.

Got His Tools

STYMIED for more than six months in an attempt to obtain a new rotary shear to cut discs of stainless steel for defense orders, H. L. Grapp, executive of the Despatch Oven Co., Minneapolis, happened to tune into *Minnesota to the Defense* on WCCO, Minneapolis. Hearing of the OPM's remarkable success in obtaining certain materials and acting on the suggestion of the announcer, Mr. Grapp contacted the OPM office with his problem. Within 24 hours the much-needed machine tool was located in Albany, N. Y. and dispatched to Minneapolis.

'Dr. I. Q.' Protected

GRANT ADV., of Texas, has enjoined Lew Valentine from appearin or advertising himself as "Dr. I. Q.", or any variation of same, in the United States, Mexico or Canada. Injunction was granted after a suit was entered by the agency in a Salt Lake City District Court against Mr. Valentine, Larry Kurtze, Intermountain Theaters and Saltmount Theaters. Mr. Valentine was at one time the m.c., and portrayed the part of Dr. I. Q. on the *Dr. I. Q.* program on NBC-Red.

Bass Construction Jobs

BASS CONSTRUCTION Co., Cleveland, is installing the three-tower directional antenna and transmission system of the new 50-kw. WLAC, Nashville. One of the towers will be 350 feet high, the other two 165. Bass is also installing four 300-ft. towers for the new WAYS, Charlotte; one 350-ft. tower for WCHV, Charlottesville, Va.; two 200-ft. towers for WORK, York, Pa.; one four-section turnstile FM antenna for Graybar Electric Co. atop the Graybar Bldg., New York.

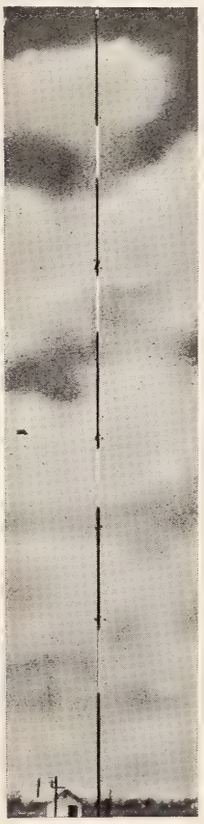
Technicians Exempt

AMERICAN citizens enrolling for service abroad with the British Civilian Technical Corps [BROADCASTING, June 23] are exempt from drafting in the United States Army, according to a memorandum sent to all draft boards by the national headquarters of the Selective Service System. Radio technicians of draft age registering for the Corps will be placed in Class II-B.

FOR THE "World's Best Coverage of the World's Biggest News"
UNITED PRESS

WJHP
N·B·C BLUE
Let WJHP be your bridge to greater opportunities in Jacksonville. Florida's first market.
WJHP
JACKSONVILLE FLA.

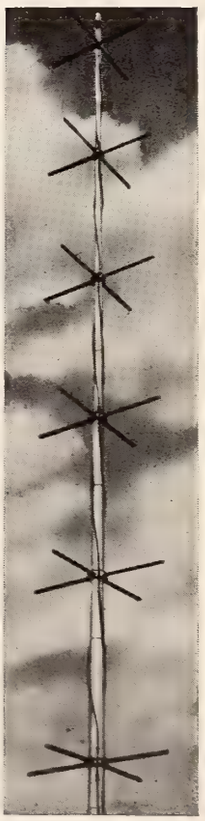
Look to Lingo
. . . for PEAK PERFORMANCE
. . . for LOW MAINTENANCE COST
. . . for INSURED STABILITY



■ In planning your modernization program, be sure to investigate the exclusive and important features of the Lingo Vertical Tubular Steel Radiator. Aggressive stations, large and small, throughout the country are enjoying results that far exceeded their expectations. Lingo Radiators provide you with profitable coverage and assure you of continuous trouble-free performance at minimum maintenance cost.

AM VERTICAL RADIATORS

• *Our engineering staff will be pleased to supply you with technical data as it applies to your own station, for either AM or FM installations. Write today, and please state location, power and frequency of station.*



FM RADIATORS TURNSTILE

■ The proven, accepted antenna for this new field! The Lingo Turnstile FM Antenna embodies new, patented features that are the result of years of research and development. They are now available for installation. Quotations will be gladly offered and include essential steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. Climbing steps, lighting equipment and sleet melting units are also available as optional equipment.

JOHN E. LINGO & SON, Inc. Dept. B-7 CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

SCAMMON INCIDENT DRAWS BELL'S IRE

CHARGING that Richard M. Scammon had been forced to resign as research secretary of the U of Chicago radio department the day after he challenged Gen. Robert E. Wood, chairman of the America First Committee, to a debate on the occupation of Iceland, Ulric Bell, chairman of the executive committee of Fight For Freedom Inc., declared last Tuesday that "one of the four freedoms has been scuttled on the U of Chicago campus".

Mr. Bell declared that Mr. Scammon was told by his superiors that William Benton, vice-president of the university and former president of Benton & Bowles advertising agency, would fire him if he made any speeches for Fight for Freedom. He charged that Mr. Benton, whom he called a "rabid isolationist", had said that Scammon's challenge "may cause the University some embarrassment if we ever want to get something from Gen. Wood".

According to the Fight for Freedom statement, Mr. Scammon, who had enlisted in the Army about a month before, on July 11, had submitted his resignation to Sherman Dryer, director of the U of Chicago radio department, after being told he would receive three weeks' severance pay if he resigned, but nothing "if he waited to be fired".

University officials denied the story and explained that Mr. Scammon had received the regular three-week "terminal vacation" granted all employes severing connections with the school. Mr. Scammon had been at Chicago U for two years, following an academic career at Minnesota and Michigan U and the London School of Economics.

PAUL SPECHT, pioneer radio orchestra leader, has written a book titled *How They Become Name-Bands*, recently published by the Fine Arts Publications.

NOW THEY LOOK LIKE THIS

See page 18



PHOTOGRAPHS ON PAGE 18 in the same order (l to r) shows: **1. I. E. (Chick) Showerman,** NBC-Red sales manager, when he was a corporal with the 15th Field Artillery of the AEF; wounded in action three times, he won the Silver Star Citation and the Order of the Purple Heart. **2. Clair H. Shadwell,** program director of WSAI, Cincinnati, who enlisted in April, 1918 and a month later went overseas, seeing action on six major fronts with the 146th Infantry, Ohio National Guard. **3. Harold A. Safford,** program director of WLS, Chicago, who enlisted at 19, was assigned to recruiting service, then transferred to Jefferson Barracks, Mo., becoming a sergeant of infantry before being assigned to direct orchestras and shows at the recreation center.

Buck for Box

(*Continued from page 22*)

is being bought by personal contact. Where the show is needed by our distributors, I make the calls myself, direct survey work and prepare for the program to come. Following this, Harold Roll, vice-president of Allen & Reynolds and manager of our account at that agency, follows through on the placement side of the matter, securing proper cooperation of the radio stations in merchandising the show, and making sure the program is presented exactly as directed. We have found that this cooperative work, with personal control in the market, leaves nothing to chance. Thus, the promotion is sure to click.

And thus, is radio working for us. With the orders coming in greater numbers every day, we know that radio works—when handled right. We're glad to give our agency credit for knowing how to handle it.

Mayor's Use of WNYC Is Criticized in Council

USE OF WNYC, New York City municipal station, by Mayor LaGuardia to announce his candidacy for a third term as chief executive of the metropolis was criticized last week by Vice-Chairman Joseph Sharkey, of the City Council. Mr. Sharkey, leader of the Democratic majority in the Council, said the station was airing "nothing but Fusion medicine shows" at a cost of $125,000 a year. The Mayor is running on a Fusion ticket.

Threatening action to curtail the activities of the station, Mr. Sharkey said, "The larger stations have to explain to their stockholders how they apportion their time. It's different with WNYC—its mikes are at the beck and call of the Mayor on a 24-hour schedule and woe betide WNYC's yes-men if a mike is not at hand and time available whenever the Mayor wants to back-slap his administration."

Independent Publishers Draw Up Constitution

FORMAL constitution and by-laws were drawn up at the July 21 meeting of Independent Music Publishers Assn., group of some 50 small music publishers formed early in July to act as a "buffer" between publisher members and BMI [BROADCASTING, July 14]. According to Peter Doraine, Doraine Music Publishing Co., chairman of the IMPA, another meeting will be held Aug. 4, at which time final organization details will be completed and the full executive committee and officers elected.

Present active executive committee includes William Lackenbauer, Encore Music Co.; Harold Oxley, New Era Music Corp.; Berkley Graham, London Music Co., and Arthur Shilkret, Majestic Music Co., who is also secretary of the group.

BMI Band Catalog

BROADCAST MUSIC Inc. has published a new band and orchestra catalog listing music and arrangements of approximately 2,500 compositions copyrighted since formation of BMI more than a year ago. The 48-page catalog is divided into sections covering band, orchestra and string orchestra music.





32 Members Enrolled By BMI Since April 1

THIRTY-SEVEN new BMI member stations have been signed since April 1, start of the publishing company's second year, according to an announcement on July 24 by Broadcast Music Inc. Membership now totals 668, exclusive of non-commercial stations, it was stated.

New stations listed by BMI include: KVSO, Ardmore, Okla.; KLUF, Galveston, Tex.; KBIZ, Ottumwa, Ia.; WHOP, Hopkinsville, Ky.; WPAT, Paterson, N. J.; WWDC, Washington; WKWK, Wheeling; WSMB, New Orleans; WRLC, Toccoa, Ga.; WMUR, Manchester, N. H.; WJMA, Covington, Va.; WHIP, Hammond, Ind.; WABI, Bangor, Me.; KGBS, Harlingen, Tex.; WEDC, Chicago, Ill.; KFBB, Great Falls, Mont.; KVNU, Logan, U.; WAGE, Syracuse; WPAD, Paducah, Ky.; WMVA, Martinsville, Va.; WLAG, LaGrange, Ga.; KSWO, Lawton, Okla.; WHLN, Harlan, Ky.; WMRF, Lewiston Pa.; WERC, Erie, Pa.; WJAG, Norfolk, Neb.; WNEW, New York; WMIS, Natchez, Miss.; WHIS, Bluefield, W. Va.; KBUR, Burlington, Ia.; WTNJ, Trenton, N. J., and five FM stations.

'Chats' on Stage

INSPIRED by the favorable comment of patrons on the stopping of screen performances by Raleigh, N. C., theatres to present the President's talk through the facilities of WPTF, the movie men have decided to present all future talks from the stage with WPTF courtesy announcements as the solution to the problem of empty houses on "Fireside Chat" nights.

Gen. Foods Income Up

GENERAL FOODS Corp., New York, extensive user of radio, reports net earnings for the first six months of 1941 to be $7,181,578, after provision of $337,500 for preferred dividend, or $1.367 a share on 5,251,440 common shares. This compares with $7,014,628 a year ago, also after provision of $337,500 for dividends on 150,000 shares of $4.50 preferred stock, or $1.335 a share on the common. In the second quarter of 1941 net earnings on common stock were $2,847,400 or 54.2 cents per share, compared with $2,704,581 or 51.5 cents a share a year ago.

O'Sullivan to Return

O'SULLIVAN RUBBER Co., Winchester, Va. (O'Sullivan's rubber heels) sometime in September will launch its first extensive advertising campaign in ten years with spot announcements in key markets and schedules in some national weeklies. A new trade character for O'Sullivan's heels will be featured, with display material used in conjunction with the campaign which is to last through the remainder of the year. Bermingham, Castleman & Pierce, New York, is the agency.

WANTED

USED 5KW. TRANSMITTER

Not over 2 years old
Must be in good shape
Quote price

BOX 738 BROADCASTING MAGAZINE

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman—Experienced, Capable, hard worker. N. Y. State. Wonderful opportunity. State draft status. Box 736, BROADCASTING.

Combination Operator-Announcer — With first class radiotelephone license wanted at modern station. We also have an opening immediately for experienced copywriter. Box 728, BROADCASTING.

Combination Operator-Announcer — Intermountain West. Must be capable of maintaining one kilowatt composite transmitter and studio equipment. *Must be good announcer.* Send transcription, photo, technical qualifications, salary expected. State draft and union status and whether can copy transradio. Box 733, BROADCASTING.

Situations Wanted

Engineer—Exceptional qualifications, draft deferred. Desires change. Best references. Box 731, BROADCASTING.

Assistant Production Manager—Employed regional station, desires opportunity for advancement. Familiar with detail. Young, married, energetic. Box 732, BROADCASTING.

Combination Announcer-Operator — Now employed. Considering change. State salary. Box 726, BROADCASTING.

Announcer—Experience, 6½ years. Now employed, regional net station. Production, programming ability. Specialty, news. Draft exempt for year or more. Transcription available. Box 735, BROADCASTING.

Experienced Sports Announcer—Now employed, seeks change. Qualified straight announcer, news, commentation, and special events. Excellent references. Prefer Eastern State. Box 729, BROADCASTING.

Situations Wanted (Continued)

Production - Program Manager—Also announcer, writer—fourteen years' experience—will go anywhere—employed but wants to make a change. Box 740, BROADCASTING.

For Sale—Brilliant creative radio script and copywriting-exceptional talent-exp. young writer, married, draft def., coll. grad. Now with adv. agency. Seeks better position in copywriting or script. Box 737, BROADCASTING.

Announcer-Specialty Man—Now holding a good position with large station handling Breakfast Club, news, M.C. shows, etc. Previously with CBS and NBC. For personal reasons want change to another station in similar capacity. Details on request. Box 734, BROADCASTING.

Available—As station or commercial manager at Eastern regional or local station. Nine years of smart showmanship . . . clever ideas . . . and complete merchandising experience. Thorough background of announcing, production and continuity. Excellent past record . . . dependable and conscientious. Available about September 1. Box 727, BROADCASTING.

Commercial Manager or General Manager, in charge of sales. Now employed—desire change due to possible new ownership. If you need an experienced, aggressive, go-getting man in your station, that can and will produce, if given a free hand, submit your proposition. 32 years of age. 11 years radio and advertising. University Education. Married. Can be available Aug. 1. Box 730, BROADCASTING.

For Sale

General Radio Frequency Monitor 581-B—Complete with oscillator 575-E. Crystals ground for 1240 KC. Best cash offer F.O.B. Anderson, Indiana takes it. WHBU.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

The FCC's Newspaper Data

(*Continued from page 17*)

source was given as the FCC's records.

Exhibit III purported to show the "trend in number of all broadcast stations and newspaper-associated broadcast stations, 1931-41." The sources of these figures were given as *Editor & Publisher*, 1931-40; BROADCASTING, 1935-40; *Radio Daily*, 1937-40. This table, whose 1931-34 figures were challenged, indicated a drop in the number of newspaper-associated stations between 1931 and 1934, which led Commissioner Craven to inquire as to their accuracy.

Mr. Sayler replied that the figures for those years were derived from the *Editor & Publisher* Yearbook. Mr. Craven thereupon asked how these figures could be accurate inasmuch as the FCC and its predecessor Federal Radio Commission did not keep records itself of minority interests in broadcast stations until a few years ago.

[Editor's Note: BROADCASTING began publishing its *Yearbook* in 1935, including a listing of the then known newspaper radio stations, and has kept its tabulations up through the 1941 *Yearbook*, which shows 293 stations in the United States, Hawaii and Alaska identified with newspaper interests as of Jan. 1, 1941. There have been numerous changes since the 1941 *Yearbook*, due to new license grants, sales and purchases of stations, deletions etc. While Mr. Sayler stated that the source of the *Editor & Publisher* figures were that publication's questionnaires, BROADCASTING recalls that the former publicity man of the FCC and the old FRC frequently asked it for its newspaper tabulation, to be made available to comply with requests. It was apparent until recently that neither the FCC nor its predecessor FRC ever kept any record of its own of newspaper ownership.]

Trends Shown

The FCC's purported "trend" table (Exhibit III) follows:

Year	No. of Stations	No. Newspaper-Associated Stations [1]	% Newspaper Associated Stations
1931	612	85	13.9
1932	608	97	16.0
1933	610	58	9.5
1934	591	55	9.3
1935	605	111	18.3
1936	632	154	24.4
1937	685	196	28.6
1938	721	232	32.2
1939	764	251	32.9
1940	814	275	33.8
1941	882	287	32.5
1941 (June 30)	897	298	33.2

[1] Includes weekly, trade and class publications.

Exhibit IV was a chart based on the foregoing table.

Exhibit V purported to show FM applications by newspaper interests on hand as of last June 30, totaling 99 applicants seeking 116 stations, of which 77 already were standard broadcast licensees. These latter filed 93 applications, the table showed.

FM Licensees

Exhibit VI showed that there were 42 newspaper licensees of 48 FM stations, of whom 34 already were in the standard broadcast field as licensees of 40 stations.

Exhibit VII compared all corporate, commercial and newspaper-associated broadcast stations by type of corporation and by type of business organization. It showed 780 licensees of commercial stations as of June 30, of which 45 were licensed to partnerships, 116 to individuals and 619 to corporations. Newspaper interests were identified with 33.2% of these stations as a whole; with 19.6% of the partnerships; with 11% of the licenses to individuals, and with 37.9% of the corporations.

Exhibit VIII consisted of a series of tables, which Mr. Sayler identified as having been compiled by the Office of Radio Research, Columbia University, at the request of the FCC and at the expense of the Newspaper-Radio Committee. These tables purported to show the affiliation of newspapers with radio stations by circulation of newspapers; by size of town in which newspaper is located; by geographical area in which newspaper is located; by size of town; by powers of stations (also broken down by geographical areas); by network affiliations.

It was indicated by these tables that 44.2% of the so-called newspaper stations were located in areas of newspapers with 100,000-250,000 circulation; 42.6%, 50,000-100,000; 38.2%, 25,000-50,000; 25.9%, 15,000-25,000; 19.4%, 10,000-15,000.

Forty percent of the newspaper radio stations were said to be in towns of 250,000-1,000,000; 39.8%, in towns of 50,000-100,000; 28.1%, in towns of 100,000-250,000; 24.7%, in towns of 25,000-50,000. Another table of Exhibit VIII purported to show that 20.8% of the newspaper stations were in the West South Central area, 22% in the South Atlantic area and 16.5% in the East South Central area.

Craven at Odds

When a table was introduced showing that 42.8% of the stations of 10,000 watts power were newspaper-affiliated, Commissioner Craven pointed out that only seven such stations were listed, and inquired why the actual number of newspaper stations by power was not given. The total number for the country was broken down by powers, but the newspaper stations were handled percentage-wise. This table also purported to show that newspaper interests were identified with all but 79% of the 100-watt stations; 64.8% of the 250 watt; 70.9% of the 500 watt; 61.2% of the 1,000 watt; 75% of the 2,500 watt; 57% of the 5,000 watt; 42.8% of the 10,000 watt; 75% of the 50,000 watt.

The Commission's exhibits were concluded with Exhibit IX [see table on page 16] setting forth the number of broadcast stations and receiving sets compared with the number of newspapers and their circulation for the years 1922-1941, with Exhibit X a graph based on the table. The broadcast station figures were taken from FCC records and the other figures from industry sources.

FOR THE many Americans now in London, the BBC has arranged a series of *American Night* transatlantic programs to be heard in this country on MBS, starting July 22, Tuesdays, 9:15-9:30 p.m.

WCCO
50,000 WATTS
MINNEAPOLIS-ST. PAUL
CBS
Dealers' first choice in the Twin Cities and the Northwest
Ask any Radio Sales office for more information about WCCO, one of the seventeen CBS 50,000 watt stations.

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO
NBC RED NETWORK

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Craney Deplores Unbalanced News

Says Wheeler Not Involved In Dropping Commentators

CATEGORICALLY denying accusations implicating Senator Wheeler (D-Mont.), isolationist leader, in the action of Z-Bar Network stations in discontinuing network commentators' programs, Ed Craney, operator of KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, in a July 17 letter to Quincy Howe, of the National Council on Freedom From Censorship, charged that national networks make no effort to achieve "balance" in presenting commentators who mirror both pros and cons of controversial matters.

He urged that networks use their own option time on the stations to present controversial comments, rather than station option time.

Mr. Craney declared in the letter that Z-Bar Network, which already has refused to carry three NBC commentators—Walter Winchell [BROADCASTING, July 14], Baukhage and H. V. Kaltenborn—will not resume such commentaries until this balance is provided by the networks.

Described as Unfair

Commenting that the FCC has placed the responsibility for the broadcasting of all network shows "squarely in the lap" of individual affiliated stations, Mr. Craney declared the stations have deleted the commentator programs "as a protest to a very unfair system of presentation that is not conducive of free speech and therefore is unfair to the American people".

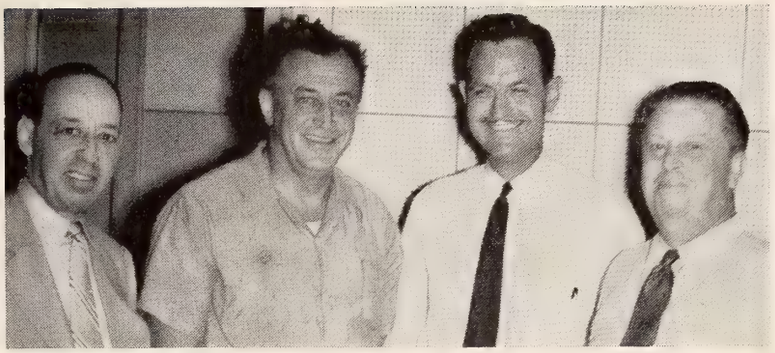
"Under the present system the networks have no way of even calling to the attention of listeners, at conclusion of one speaker's talk, the time a speaker of differing views will be heard from that network. The listener has no way of hearing both sides and radio does a disservice to the American people," Mr. Craney declared.

"The networks should schedule all controversial issues on their option time for commercial programs so they can assure equal facilities to all sides of controversial issues to which they give any time. This should be done even though the individual affiliate stations have to give more option time. The networks are the only ones who are in a position to give equality of time on national issues, and they can do this only by scheduling such programs in option time."

Anti-ASCAP Bill Dies

PENNSYLVANIA's Anti-ASCAP bill, introduced Feb. 24 by State Senator Dent, was dropped with adjournment of the Legislature July 19. Since the day it was introduced, the measure was buried in committee.

HOMER OWEN GRIFFITH, Hollywood, has been appointed Pacific Coast representative of KPHO, Phoenix; KHUB, Watsonville, Cal.; KBKR, Baker, Ore.; KELA, Centralia, Wash.



AFTER TWO YEARS of radio in Kansas City, using KCMO, Crown Drug Co. has signed a contract with KOME, Tulsa, for a show that will follow format of the *8 O'Clock Edition* of KCMO. Here are (l to r) Harry Schwartz, KOME president; Frank Dray, Tulsa supervisor for Crown; Jack Whitney, KOME manager; H. P. Bickley, Crown sales manager.

McSWAIN AT HIS BEST

Describes, From Empty Stands Game 5 Miles Away

WITHOUT a fan in the stands or player on the field, Pat McSwain, manager of WGNC, Gastonia, N. C., broadcast the recent Gastonia-Rutherford junior ball game at Forest City.

Meanwhile the actual game went on at a field five miles away, having been switched to another field at the last minute. Nobody had bothered to tell WGNC about the change in fields and when Pat arrived for his broadcast it was too late to rig a setup at the actual site.

Undaunted, Pat had Vernon Upton Jr. jot down a play-by-play account. Bob Armstrong relayed the jottings via auto to Pat in the empty stands five miles away, and the WGNC manager gave what listeners said was his finest play-by-play broadcast.

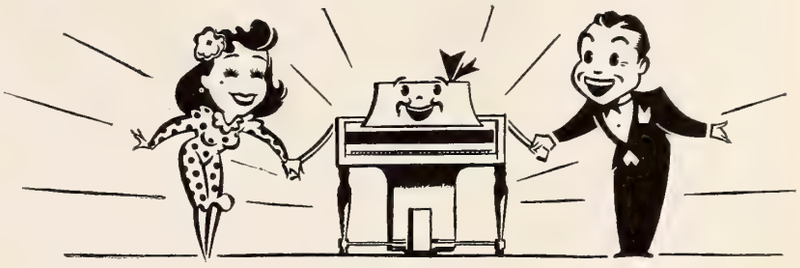
Time and Again

INTERESTED in finding out how much time an average station contributes to Federal Government activities, WENY, Elmira, N. Y., recently went back to its logbooks for a comprehensive 18-month survey of this type of broadcast service. The survey showed that the station, an MBS 250-watt outlet, from December, 1939, to May, 1941, had carried a total of 40 hours and 30 minutes of network programs and 62 hours of local programs for Government agencies of one kind or another, in addition to 643 local announcements. Biggest user of time was the Army, with 27 hours, 10 minutes, and 355 announcements, followed by the Navy, with 19 hours, 30 minutes, Works Progress Administration, 12 hours, 15 minutes, Farm Credit Administration, 11 hours, 15 minutes, Selective Service Board, 9 hours, 15 minutes.

BLOCK & SULLY, well known in radio and motion pictures as comedians, are the stars of the new series starting July 28 on WMCA, New York featuring serializations of Damon Runyon's characters "Joe and Ethel Turp". Series will be heard Mondays Tuesdays and Wednesdays, 8-8:15 p.m.

Plane School Spots

AIRPORT GROUND SCHOOLS, Hollywood (flying cadet training), new to radio, in a test campaign is currently sponsoring a daily quarter-hour recorded musical program on KIEV, Glendale, Cal., and a similar 30-minute weekly broadcast on KRKD, Los Angeles, with eight and six spot announcements per day on KFOX and KGER, Long Beach, Cal., respectively. In addition quarter-hour recorded programs and spot announcements are being sponsored alternatively on KOMA KFBI WMC. Other stations will be added to the list. Ideas Associated, Glendale, Cal., is the agency. John B. Panushka is account executive.



"TIME OUT"

WITH

Radio's Gayest Threesome

★ TED STEELE • GRACE ALBERT and "NELLIE THE NOVACHORD" ★

TED STEELE—Blue Network Star and radio's acknowledged master of the Novachord—is aided and abetted by lovely Grace Albert in this NBC Recorded Series of boy-and-girl, song-and-banter programs. TIME OUT has an irresistible charm for every member of the family—sparkling dialogue, romantic duets, and instrumental interludes when Ted gives out on "Nellie the Novachord."

Take "time out" to find out about this gaily new, pleasantly different series. It has all the earmarks of a *live* show* because provision is made for three commercial announcements with Ted and Grace setting the stage for each message. 26 fifteen-minute programs available . . . and it's definitely the best bet in its field!

*Recorded *NBC Orthacoustic*, of course

Write today for details regarding rates and availability. Or, your local radio station can arrange an audition.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

Commission Study Into Radio - Press Ownership Starts

(*Continued from page 11*)

be found in the average newspaper.

When Chairman Fly said what he wanted to ascertain was "who decides what goes on the air", Assistant General Counsel Harris said that an analytical study of this very point would be available with the collating of the questionnaire data procured by the FCC in connection with the hearing.

Morrow Cites Rise In Newspaper Costs

Subpoenaed by the Commission as an expert witness, Marco Morrow, member of the board of Capper Publications, former executive director of the operations and at present the "titular head" of WIBW, Topeka, drew on his background of nearly two generations in publishing and unequivocally favored newspaper association with radio.

The 72-year-old elder stateman of journalism recalled how many newspapers started on shoestrings before the turn of the century. Now, he said, it takes "a good deal of nerve, money and lack of sense" to launch such an enterprise.

Asked by Mr. Harris about the "gradual diminution" in the number of newspapers, Mr. Morrow attributed thisl argely to increased costs rather than lack of available press association service or radio competition.

When Commissioner Craven asked whether national advertising in small newspapers had decreased since the advent of radio, he said there was no agreement but unquestionably radio is taking a part of the advertising dollar not only from small newspapers but from all other media. He added, however, that he believed in the philosophy that "advertising of all sorts helps all advertising" and that when a competitive medium gets business, it opens up new vistas of revenue for other media.

Going into the question of newspaper competition, Mr. Morrow cited the *Kansas City Star* as "one of the outstanding newspapers of America". Other newspapers had been published in the city, he said, but it succeeded because of brightness and alertness while competitors fell by the wayside as methods of journalism changed over the years.

He said there might be a temporary danger if a newspaper-radio monopoly existed in a particular market, but that if the publisher is "decent", he would give the minority side, which would serve the public interest. If that is not done, he said, it always develops, irrespective of the economic situation, that a competitive publication crops up.

Heavy Responsibilities of Newspaper Publisher

The newspaper holds a "franchise" to serve the public with news, Mr. Morrow said. He declared he regards radio as a news medium and thought it should be allied with the press. Newspapers must keep abreast of developments, he said. For example, he said that when a better press is devised which will permit the newspaper to get on the street earlier, it must be acquired if the newspaper is to remain progressive.

He called radio a "new mechanical development that could help the newspaper to do its job" and repeated that he regarded radio as inherently a part of journalism.

Answering a question as to whether it is desirable to have one newspaper and one radio station jointly owned in the same community, Mr. Morrow said there is a possibility of abuse but that

Chairman Fly's Statement on Scope and Purpose of Hearing

IN OPENING these hearings pursuant to Order No. 79, I should like to comment briefly on two or three matters.

The general question of joint control over newspapers and broadcasting stations has been a topic of interest, both in Congress and elsewhere, for a long time. When the Radio Act of 1927 was being debated, for example, Senator Dill, the Senate sponsor of the bill, pointed out the need for deciding such questions as whether one newspaper in a city should have a radio station when other newspapers do not, and urged that such questions indicated the need for a Federal commission to regulate broadcasting (67 Cong. Rec. 12353, June 30, 1926).

There was discussion of newspaper ownership of broadcasting stations before the Senate Committee on Interstate Commerce in January, 1930, at which time Senators Wheeler, Dill, and Brookhart indicated an awareness of the problem (hearing before the Senate Committee on Interstate Commerce on S. 6, 71st Cong., 2nd sess., pp. 1643, 1718, 1744, 2077). Senator Neely expressed opinions on the subject in January, 1935, during the Hearings on the Confirmation of the Members of the FCC (74th Cong., 1st sess., p. 195). Rep. Monaghan expressed outspoken opposition to newspaper ownership of broadcasting stations in August, 1935 (79 Cong. Rec. 14310-14316). On Jan. 28, 1937, Rep. Wearin introduced HR 3892, entitled "A bill to amend the Communications Act of 1934 by adding thereto provisions designed to prohibit unified and monopolistic control of broadcasting facilities and printed publications, and for other purposes."

FM Emphasizes Importance

On March 15, 1937, Senator White commented at some length on newspaper ownership of radio stations, in the course of which he suggested that the Commission ought to formulate views on the subject. He said in part: "If the Commission senses the situation, and if it has views as to what our policy should be, it has skillfully concealed the fact from Congress" (81 Cong. Rec. 2334-2335).

The importance which has thus been continuously attached to the problem and the further fact that the Commission is now faced with a group of newspaper applications for FM facilities, have caused us to conclude that a general inquiry is advisable. Out of 99 applicants for FM licenses as of June 30, 43 are newspaper interests. These newspaper applications raise the common question of the extent to which and the circumstances in which grants to newspapers will serve the public interest. We could, of course, have considered the question separately as to each of the 43 applicants. The proper dispatch of business, however, as well as the need to achieve that degree of uniformity, consistency, and informed judgment properly expected of administrative bodies, clearly indicate the advisability of these general hearings.

I would like particularly to emphasize that the purpose of these hearings is to inform the Commission. No conclusions or opinions have been formulated by the Commission. The facts and circumstances which will be developed in these hearings may lead us to the conclusion that no rules or policies whatsoever need to be developed. Or they may lead us to the conclusion that recommendations to Congress should be made, and the problem handled by way of legislation. Or we may conclude that certain policies or regulations can and should be developed within the jurisdiction already committed to us by Congress.

Jurisdiction Question Premature

The Commission believes that discussion of its jurisdiction under existing law to take action with respect to joint control of newspapers and radio stations would be premature at this time. The jurisdictional question itself must be determined partly in the light of the facts and circumstances which the hearings develop, and argument should be based on concrete rather than suppositious proposals. The Commission will afford ample opportunity for the expression of views on the jurisdictional question if and when it contemplates the issuance of any rules.

I have emphasized the fact that the sole purpose of these hearings is to inform the Commission. I want to add, with equal emphasis, that the Commission is determined to be informed. Our jurisdiction to formulate rules will be determined subsequently; our jurisdiction to make a study of the problem we think clear, as stated in our decision released today on the petition filed by the American Newspaper Publishers Assn. Government commissions have a duty to inform themselves of problems pertinent to the field in which they function. The public and the Congress would rightly criticize us for passing over without consideration problems basic to the welfare of the radio industry and the public which it serves.

It is for just such reasons that Congress has empowered this Commission to hold hearings concerning any question which may arise under the Act which we administer, and to require the attendance and testimony of witnesses and the production of relevant documents and to pay the attendant expenses of such proceedings. Furthermore, it is wholly in accord with the traditions and institutions of our form of government that we should carry on such a study, and it has been familiar practice at least since the establishment of the Interstate Commerce Commission half a century ago.

Expert Witnesses

In the interest of comprehensiveness the Commission has itself conducted field investigations in sample localities, and will call witnesses competent to describe various local situations. Let me emphasize that such local matters will be entered into wholly for the light they cast upon the general issues. This is not an inquiry into the activities of particular licensees but into a nation wide situation. Also the Commission will call some expert witnesses—scholars of recognized authority who will present evidence based on their independent studies.

The following appearances have been filed in the present hearing and have been allowed: Oregonian Publishing Co., licensee of KGW and KEX, Portland, Ore.; FM Broadcasters Inc.; Hildreth & Rogers Co., licensee of WLAW, Lawrence, Mass.; The American Network Inc. (FM).

In addition, Station WGN, Chicago, and KOOS, Marshfield, Ore., and the Newspaper-Radio Committee have given notice that they desire to be heard. They have been informed that their appearances will be allowed upon the filing of statements showing the nature and relevance of the evidence which they propose to present, and in the case of the Newspaper-Radio Committee, upon the furnishing also of a statement of the persons who are represented by that committee. As contemplated in the Commission's public notice of July 1, 1941, setting forth the "Procedure for Hearings Under Order No. 79", requests to appear may be filed at any time during the course of the hearings, and, if in the proper form, will be allowed.

FCC Witnesses First

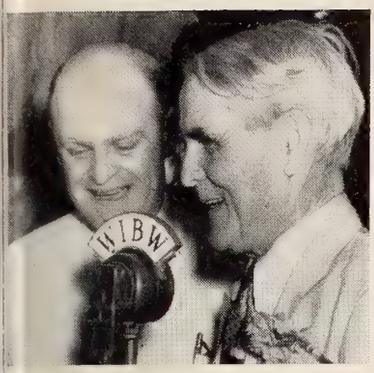
The present sessions will be devoted to the calling of witnesses by the staff of the Commission and to its presentation of exhibits and documentary evidence. Persons whose appearances have been allowed will be permitted, in the discretion of the Commission, to cross-examine witnesses with respect to phases of the inquiry as to which they themselves propose to adduce evidence. Those persons who have appeared or who hereafter appear will be given notice at some later date as to when they will be afforded an opportunity to introduce evidence.

It is not contemplated that all the hearings will be held consecutively. Following the calling of certain witnesses by the Commission, an opportunity will be given for those other witnesses who wish to testify at that time. Thereafter we will adjourn for a period to be then determined and then determined and then reconvene for the taking of additional testimony.

Not a Newspaper Probe

One final matter: Since the hearings are concerned with the relationship between broadcast stations and newspapers, some understanding of the latter industries is necessary. Inquiry will be made into the operations and functions of each. The Commission does not, of course, contemplate any action with respect to the newspaper industry apart from its relationship to broadcasting. Evidence as to the internal workings of the newspaper inquiry will be adduced therefore only insofar as it throws light upon the relationship which has existed or should exist between the broadcast and newspaper industries.

We are confident that on the basis of evidence to be submitted by representatives of the broadcasting industry and the newspaper publishing industry, by scholarly authorities, and by persons especially cognizant of local situations in communities of various sizes and kinds, a record will be developed which will aid us in the performance of our duties hereafter, and will enable us to reach a sounder solution of the problem than would be possible if we proceeded without this general inquiry to the determination of particular cases. It is in this spirit of fact-finding that the Commission desires to proceed.



SENATOR ARTHUR CAPPER, publisher-owner of WIBW, Topeka, and KCKN, Kansas City, marked his 75th birthday July 14 with a picnic for folks from all over Eastern Kansas. This is the 34th consecutive year the Senator has given his birthday picnic in a Topeka park. Senator Capper is extending his greetings in this picture over WIBW to those who couldn't attend. With him is Hilton Hodges, announcer.

The same danger is there if the newspaper is published alone without a radio station. The station, even under the same ownership, provides the opportunity for a better service to the public, he said. Furthermore, he added that the newspaper publisher has greater social responsibilities than the department store, the grocer, butcher or baker. While it is a commercial enterprise, the newspaper, he said, is on a higher plane than most such enterprises.

FCC Attorney Lloyd took up the questioning of Mr. Morrow on the difficulty of procuring adequate press association service for the inauguration of a new newspaper. Mr. Morrow said there is no one complete service that is absolutely essential. He said he had been "black-balled" by one press association, but that he took the United Press, which he found equally good and in some instances better for his publications.

Can't Have Publication For Every Cause

Asked by Commissioner Craven whether from the standpoint of service to the public he knew of any reason why a newspaper should not own a radio station, Mr. Morrow said he could not think of any reason for it, adding that he would dislike to have the assignment of writing the reasons if his job depended on it.

When Chairman Fly asked what outlets minority groups would have if one organization controlled the media in one community, Mr. Morrow said it would be ideal if there could be as many such outlets as there are minorities. He said he felt publishers by and large afforded ample opportunity for this purpose, irrespective of the amount of competition, and added there always would be complaints even if there were 10 newspapers in a community. Multiplying the number of newspapers wouldn't help this situation, he declared. He insisted there could not be a publication for every cause.

Returning to the stand after the morning recess, Mr. Morrow, replying to Attorney Harris, said he thought it was desirable both as a business and a profession to have newspapers and stations operated jointly. He said that if a community could support two or three avenues of intelligence, that would be desirable, but he thought it was a great deal better to have one operation performing a good job. He cited a situation where four churches only slightly different in denomination were maintained in a community, whereas one good church could provide a far better "public service".

When Mr. Harris cited the example of class appeal newspapers, such as *PM* and the *New York Sun*, which he said went to totally different readers, Mr. Morrow asserted that to attempt to have a separate publication for every school of thought in a community of about 100,000 would cause as much trouble as "*PM* is having".

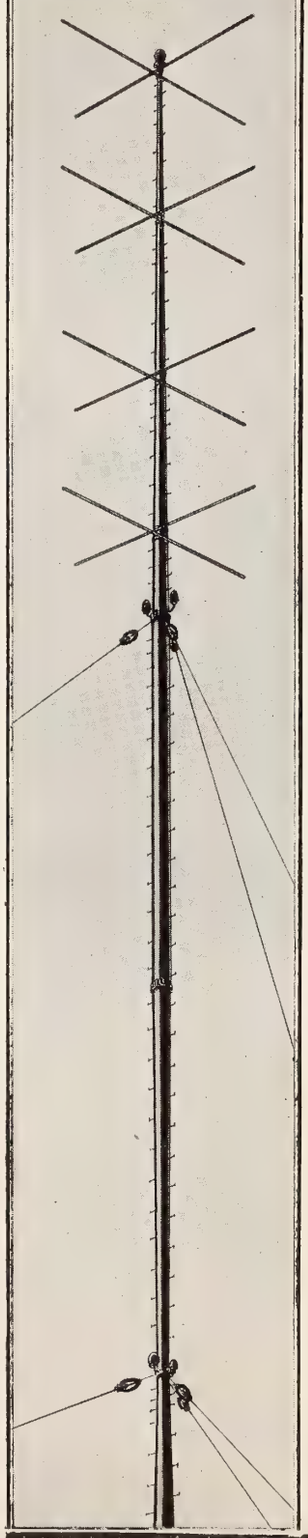
Prof. Lee Sees Change In Advertising Technique

Alfred McClung Lee, associate professor of marketing at New York U and author of several books dealing with newspaper publishing trends, before presenting a series of exhibits he had prepared, discussed the purport of the *Printers Ink* exhibits prepared by Mr. Weld. He said these curves showed that since 1929 much more scientific use of advertising expenditures is indicated. The tendency in the case of display advertising, he said, is toward making smaller ads just as attractive as larger ones, as against the old theory that the bigger the ad, the bigger the smash and the better the result.

The decline in newspaper advertising return, Prof. Lee said, may be attributed to the over-all trend,

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

MEETING MODERN NEEDS Economically



MONOTUBE VERTICAL RADIATORS

Plus F-M High Gain Arrays

(4 Section Turnstile with Approved Power gain of 2.14)

OFFER YOU THESE ADVANTAGES:

LONGER LIFE √ UNIFORM REACTANCE √ SIMPLE TO DISMANTLE AND MOVE √ GREATER STRENGTH WITH LESS WEIGHT √ 65 TO 100 FEET BETWEEN GUY LEVELS √ FAST DELIVERY AND ERECTION √ LOW MAINTENANCE COSTS √ THE IDEAL UNIFORM CROSS SECTION √ √

★ ★ ★

● All Monotube Radiators are constructed of a series of guyed double-tapered hollow steel tubes designed and guaranteed to withstand pressures developed during a HURRICANE with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 3.6 on the steel and 5.0 on the guy assemblies.

The articulated joint used between the sections prevents the transference of bending moments (introduced by wind) from section to section, thus placing the point of maximum stress in the center of each isolated section; the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center at the point of maximum stress and lessening the diameter and amount of material at the ends at the points of minimum stress.

Each MONOTUBE RADIATOR is individually engineered against power and frequency to properly sectionalize the guy cable assemblies against the eighth harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy-cable design makes the MONOTUBE RADIATORS the ideal units for Directional Antenna Systems.

Write for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.

The BASS CONSTRUCTION CO.
CLEVELAND, OHIO
DISTRIBUTORS AND ERECTORS

FIRST
CHOICE
OF
NATIONAL
ADVERTISERS
WHO KNOW
MAINE'S
CENTER
OF
POPULATION
IS IN
WLBZ'S
PRIMARY
SERVICE AREA
NBC
Yankee Network
620 kc
BANGOR

Resume of Newspaper-Radio History Explains Problems in Hearing at FCC

AS BACKGROUND for the hearings which started before the FCC July 23, the Newspaper-Radio Committee last week sent to all daily newspapers in the country, to members of the Federal Communications Bar Assn., to Washington newspaper correspondents and others a 23-page brochure prepared by Carlton K. Matson, of the New York public relations firm of Martin Dodge & Carlton K. Matson.

Titled *The Newspaper-Radio Issue Before the FCC*, the booklet carries a foreword by Grove Patterson, editor of the *Toledo Blade* and past president of the American Society of Newspaper Editors, which asserts: "This statement of the case affecting newspapers now before the FCC should be required reading for every editor and editorial writer, in fact, for every working newspaperman in the newsrooms of America." An outline of the newspaper-radio issue is carried in the fore part, followed by the text of the FCC's Order No. 79 and 79A, and the text of the FCC's questionnaire to stations in preparation for the hearing.

Called Discriminatory

The statement refers to Order 79 as "an ominous and discriminatory move against newspapers" and asserts that the whole status of the operation of newspapers is affected.

"By this order," it says, "for the first time in the history of our country, it is suggested that newspapers and newspapermen should be classified in a separate category as persons who may be given lesser privilege under the law than other citizens of the United States. Bankers, lawyers, merchants, any other business group or any other combination of business groups in the community are not being singled out for special investigation. Newspapers alone are being cited.

"This discrimination becomes vitally important not merely because newspaper ownership is under investigation, but because it is obvious either that this investigation is a fishing expedition without point, or that something decisive is intended. In the latter case, only two orders could result and either one would be vitally damaging to newspapers and newspaper interests.

"One of these would be a denial outright to newspapers, or to certain categories of newspapers, of the right to own radio facilities. The other would impose special conditions, different from conditions imposed upon persons in other lines of economic enterprise, as a prerequisite to the holding of a radio license.

"Either rule would institute the kind of indirect control over newspapers which would become a real threat to the independence of the press. By curbing and limiting the outside economic activities of newspapers the way would be opened for domination of the publishing industry itself."

The statement goes on to call attention to the FCC's questionnaire, whose questions are reviewed with the conclusion that "the indications are that the stage is being set for a sweeping inquiry into newspaper operation, press service operation and all the ramifications of publishing activity." The jurisdiction of the FCC's probe is challenged, with the conclusion that "the FCC appears to have undertaken a fishing expedition into the operation of the whole press of the country."

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taking into account the "political and economic views of newspapers". Advertisers, he said, have tended to buy less space, not only because of the change in advertising technique but also because there are fewer newspapers, resulting in less of an over-all appropriation.

Prof. Lee introduced an exhibit showing that the total number of towns having a daily newspaper increased from 1,338 in 1926 to 1,429 in 1941. As against this tabulation, he described an exhibit showing that the number of cities with "allegedly competing dailies" decreased from 288 in 1930 to 181 in 1940. Cities with admitted or known local monopolies have increased from 1,114 in 1930 to 1,245 in 1940. What he described as "one-daily-newspaper cities" increased from 1,002 in 1930 to 1,092 in 1940. The number of daily newspaper cities increased from 1,402 in 1930 to 1,426 in 1940.

Thacher Contests Value of Testimony

Prof. Lee returned to the stand for the afternoon session and had hardly gotten under way with an explanation of his statistics when his testimony was attacked by Judge Thacher. The latter contended the witness had no first-hand knowledge of the material he was discussing, having obtained it from trade publications such as *Editor & Publisher, Standard Rate and Data* and the *Ayer Directory of Newspapers & Periodicals*. Prof. Lee admitted his figures were based on information from these sources but contended he had made a long study of the press in this country and had supplemented this material with news stories from *Editor & Publisher*.

Judge Thacher, addressing Chairman Fly, said he didn't see how the Commission could take the testimony of an expert who knows nothing about the facts except what he has read. Chairman Fly didn't answer directly Judge Thacher's request that the testimony be left out of the record, merely suggesting that Prof. Lee might modify the title of his exhibit.

The Newspaper-Radio Committee counsel principally attacked the use of the words "allegedly competitive" and "monopoly" describing the daily newspaper situation in various cities in Prof. Lee's exhibit. Judge Thacher contended the witness had no actual knowledge of conditions in the cities mentioned except what he had read.

Commissioner Craven sought to clarify what Prof. Lee meant by monopoly, pointing out that one of the tables submitted by the witness showed single newspapers holding a monopoly in Long Beach and Hollywood, Cal. The commissioner contended that, whereas there is only one paper in these cities, dailies from Los Angeles are in competition. The witness admitted his definition of monopoly in this connection meant there is only one paper published in a particular city and did not take into consideration papers printed in nearby areas which might serve as competitors.

Sensationalism, Comics Called Competition Basis

In response to Mr. Lloyd, Prof. Lee said the number of daily newspapers had been declining since 1909 and a decline had been the long-term tendency in the daily newspaper field to the present, due to a multiplicity of factors.

He said there are fewer daily newspapers but they are spread in more cities. At this point Prof. Lee read from one of two prepared statements he introduced which were intended to show that the press suffered from economic restriction due to several factors. Among them he listed "news gathering combines which tended to promote monopoly, unionization of various employe groups, and increased production costs". These and others he said made newspaper publishing a "rich man's game".

After paying tribute to the American press, Prof. Lee quoted an interview with William Randolph Hearst which appeared in *Editor & Publisher*, in which the newspaper magnate said he believed the influence of the press was declining because of its ownership by large corporations and predatory interests with selfish aims. Prof. Lee closed his direct testimony by asserting that only in



arge cities are daily newspapers ompeting on the politico-economic ront. In other places they are ompeting, he said, on sensational- sm and comics.

Thacher and Caldwell Question Material

Prof. Lee's testimony was described as a "historical essay" by Judge Thacher in taking up cross-examination. His request that the exhibits Mr. Lee had prepared be "marked for identification" and not admitted as evidence was authorized by Chairman Fly.

Judge Thacher questioned the reliability of the statistics produced by Dr. Lee, pointing out that they were based on data gleaned from Standard Rate & Data and from *Editor & Publisher*. Under examination Dr. Lee said he had also obtained some of the information from stories published in the news columns of *Editor & Publisher*.

Dr. Lee was asked to submit to the Commission the material he used as the basis for his compilations, after Judge Thacher had observed that a "mere glance at these tables shows very serious inaccuracies." He said it appeared much of the data was predicated upon "hearsay sources" and contended the data should not be admitted until the sources had been checked.

WGN Counsel Caldwell, in cross-examining Dr. Lee, questioned the historical background to which he had referred on freedom of the press. The witness agreed that freedom of speech was a necessary corollary of freedom of the press, and that all modes of publications were included in this constitutional guarantee.

utton Introduces ata on Earnings

Introduced as the Commission's nal witness prior to adjournment om July 24 until July 31, Deuincy V. Sutton, head broadcast ccountant, identified a series of atistical exhibits dealing with ewspaper revenues as contrasted those of all other stations. All of e data, he pointed out, were sed on returns received by the CC in response to its annual finanal questionnaire for the calendar ar 1940. He had not completed s testimony when the recess was lled and presumably will return the stand upon resumption of earings Wednesday.

The initial exhibit identified by r. Sutton covered the combined oadcast service income statement the three major network comnies, five regional networks and 5 standard broadcast stations, hich revealed total broadcast revues for the calendar year 1940 $134,000,000 with broadcast rvice revenue, representing the cess of revenue over expenses, of 3,300,000.

This table had been released by e FCC last May. Subsequent exbits identified and explained by e witness were new, in that they compared the revenues of 282 newspaper affiliated stations against network-managed and operated stations and against all other stations. Mr. Sutton explained that the disparity between the figure of 298 newspaper-affiliated stations used by the Commission at the outset of the hearings and his figure of 282 stations could be ascribed to stations actually in operation rather than those holding construction permits, accounted for in the higher figure.

While the purport of the exhibits was not explained at the outset, it was evident the Commission would essay to show that newspaper ownership of stations is conducive to higher earnings and more lucrative network affiliations.

The exhibits were not admitted as such, upon suggestion of Judge Thacher, pending cross-examination, but were simply marked for identification.

The second exhibit identified by Mr. Sutton covered 765 standard broadcast stations and showed the combined statement of time sales,



IN ANY GIRL'S LIFE a bid from the U. S. Navy is something! But for Mildred W. Carlson, director of the WBZ-WBZA Home Forum, there was reserved the uncommon privilege of visiting one of Uncle Sam's fighting ships . . . for breakfast! Aboard, Miss Carlson straightway was escorted to the galley. There she took a hand in the preparation of 1000 cups of coffee, 8000 flapjacks and 3000 savory sausages. The gobs insisted. It was a command performance! ● Scores of spot advertisers also are insisting that Mildred Carlson take a hand in helping them. Getting branded foods and other home products on New England shopping lists, through her daily broadcasts, is an assignment she's been successfully fulfilling for the past 11 years.

WBZ BOSTON 50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc • KDKA KYW WBZ WBZA
WOWO WGL WBOS • REPRESENTED NATIONALLY BY NBC SPOT SALES

Reserve Your Copy of
1941 Iowa Radio Audience Survey
NOW
Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . . tells virtually everything you need to know about Iowa and Midlewest radio listeners' habits . . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.
Write for it. No cost or obligation.
Address Dept. B
STATION WHO
DES MOINES, IOWA

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

Coming Soon to
WSYR
SYRACUSE
5000
WATTS
at 570 kc.
"The Perfect COMBINATION"

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

revenues, expenses and broadcast service income of 282 newspaper-affiliated stations, 31 stations managed and operated by networks, and 452 other stations for 1940.

The 282 newspaper-affiliated stations had total broadcast revenues of $38,268,696 and expenses of $29,514,453 with broadcast service income (excess of revenue over expense) of $8,754,243. This constituted 35.5% of the aggregate total broadcast revenue.

The 31 network managed and operated stations had total revenues of $16,948,398 and expenses of $11,287,359, or a broadcast service income of $5,661,039. This represented 22.9% of the total.

The 452 "other stations" had total broadcast revenues of approximately $52,400,000, expenses of $42,000,000 and broadcast service income of $10,400,000, or 41.8% of the aggregate.

After Mr. Sutton had explained this table, Commissioner Craven developed that the 282 newspaper-affiliated stations constituted 38% of the aggregate of 165 stations covered in the tabulations, whereas they represented only 35.3% of the aggregate income.

A second table eliminated the 31 network-managed and owned stations. Utilizing the same figures, this revealed that the 282 newspaper-owned stations still had the 35.3% ratio to the total and that the balance of the 483 stations had 64.7%.

A third table excluded the 31 network-managed and operated stations and covered the 282 newspaper-affiliated and 452 "other stations". This revealed that the newspaper-affiliated station business amounted to a 45.8% ratio, while the "other station" business constituted 54.2%.

Income from Network Sale of Time Shown

In the final table of this compilation, covering time sale ratio, the Commission revealed that the 282 newspaper-affiliated stations realized 45% of their income from network sale of time and the 452 non-newspaper stations 55%. Non-network sales of time constitute 41.1% for newspaper-affiliated stations and 58.8% for non-newspaper stations.

In another tabulation, Mr. Sutton set forth time sales of newspaper-affiliated stations by classification. This showed, for example, that 92 regional stations with fulltime did a total of $18,820,284 during 1940, constituting 47.9% of the aggregate of $39,274,724. Eight clear-channel stations with 50,000-watt fulltime had total revenues of approximately $8,000,000, constituting 20% of the total.

Ranking third were 136 local channel fulltime stations with $5,800,000, constituting 14.8%. Six other classifications, covering part-time clears, part-time regionals and part-time locals accounted for the balance.

This table revealed that network business of the 282 newspaper-affiliated stations aggregated $9,966,742, or 25.4% of the total, and non-network $29,306,982, or 76.4% of the total.

In this compilation there was a second table showing revenues of stations licensed to newspapers and newspaper-affiliated stations owned 50% or more by persons interested in newspapers; and a second table covering the same ground for newspaper-affiliated stations owned less than 50% by newspapers or persons.

Newspaper Station Income Compared

Another breakdown was devoted to the 31 stations managed and operated by networks, analyzing time sales as between network and non-network fields, which showed a 31.7% ratio of network business as against 62.3% non-network.

The final tables in this exhibit covered time sales as between network and non-network business for the 452 "other stations" and one covering all 765 standard broadcast stations. In the first table, network business represented 22.5% of the total and non-network time sales 77.5%. The over-all tables showed network business representing 25.9% and nonnetwork 73.1%.

In another exhibit, constituting an analysis of broadcast revenues, expenses and broadcast service income of the 282 newspaper stations, it was divulged that of the aggregate broadcast service income of $8,754,243, some 58% of the amount was earned by 30 stations.

Of the earnings of $2,511,334 of the eight clear-channel 50,000-watt unlimited time newspaper stations, 47% was earned by two stations. In the regional classification covering 92 unlimited time stations, which had broadcast service revenue of $4,588,818, about 58% was earned by 16 stations.

In the regional limited-time and daytime classification, covering 18 stations which showed a loss of $25,492, nine stations had aggregate income of approximately $100,000 and nine stations had aggregate losses of approximately $125,000.

Similar detailed breakdowns for the Class A newspaper-affiliated stations owned 50% or more by newspaper interests, and Class B stations owned less than 50% by newspaper interests, for the 31 managed and operated stations, for the 452 "other stations" and for the aggregate of 765 standard broadcast stations also were placed in the record.

Analysis of Stations Operating at Loss

Also presented to the Commission but not covered in his testimony were three additional exhibits, which Mr. Sutton is expected to analyze upon his return to the stand Wedensday. One of these covered standard broadcast stations operating at a loss for 1940. This revealed a total of 187 stations, of which 119 were non-newspaper and 68 newspaper. The total losses were $1,551,812, of which the non-newspaper stations lost $829,275 and the newspaper stations $722,537.

The average loss per station was given as $8,298, with the average for the newspaper stations $10,626 and for the non-newspaper stations $6,969.

Five of the stations were clear-channel outlets with 5,000 to 25,000 watts on major networks; 2 regional fulltime stations on major networks; 7 were regional limited and daytime stations on major networks; 3 regional part-time stations on major networks, and 4 were fulltime local stations on major networks. Thus, of the aggregate of 187 stations, 85 were major network outlets.

A combined statement of tangible property owned and devoted exclusively to broadcast service of the 765 stations, broken down into newspaper affiliates, network managed and operated, and "other stations", was covered in the final exhibit, supplemented by the detailed breakdown as between classes of stations in all categories.

In this tabulation, the 282 newspaper-affiliated stations had depreciated cost of tangible property of approximately $12,000,000, or 37.5% of the aggregate of $32,000,000 for all 765 stations. The depreciated cost of the 31 network managed and operated stations was approximately $4,000,000, constituting 12.5% of the aggregate, and that of the 452 other stations approximately $16,000,000, or 50% of the aggregate.

Additional tables in this exhibit covered comparisons of newspaper stations against other stations, including the managed and operated outlets. A third table excluded the managed and operated stations.

When the hearings were recessed no announcement was made when they would be resumed. The proceedings during the two days have been held in the Archives Bldg., but it was understood the auditorium would not be available when the hearings resume on Wednesday.

Gum Gunner

BECAUSE CHARLIE McCARTHY, who conducts the *Early Bird* programs on WHN, New York, finds he is always picking gum off the streets on the soles of his shoes and even sitting on it in chairs, he has organized the A.P.D.C.U. campaign. WHN listeners writing the station now find in their mail special "Early Bird Chewing Gum Dispensers" and McCarthy preaches his morning sermon on behalf of the "anti-promiscuous distribution of used chewing gum" (see initials).

BATTLE CREEK DRUGS Inc., an Consolidated Royal Chemical Corp doing business as Consolidated Dru Trade Products and as BonKora C are charged by the Federal Trad Commission with false claims in a vertising BonKora, a reducing age

After Nearly Two Years of Negotiations AFRA and WKRC Dissolve Differences

WINDING UP nearly two years of conversations, negotiations and open conflict in a whirlwind finish, officials of WKRC, Cincinnati, and the American Federation of Radio Artists affixed their signatures to a contract July 20, after a four-day session under the guidance of William L. Poses, representative of William H. Davis, chairman of the Defense Mediation Board, who had been asked by the parties to mediate their dispute.

Mrs. Poses flew to Cincinnati July 17 and after individual conversations with representatives of WKRC and of the national and local AFRA boards got the station and union to resume negotiations, resulting in the contract which was signed at 10 p.m. Sunday after an all-day session. The preliminary agreement between WKRC and AFRA which had ended the strike on the previous Monday [BROADCASTING, July 21] gave the mediator authority to act as an arbitrator and to impose a decision, Mrs. Poses said, but she explained that this was not necessary as she found both sides willing to negotiate their differences.

A True Contract

She expressed approval of this attitude and also of the terms of the preliminary contrct which, she said, sets up a pattern which is workable for the employer and acceptable to the employe" for the solution of disputes without resorting to strikes. Final contract, she said, was not an order signed by her as mediator but a true contract arrived at by bargaining of the two parties and signed by them, a condition much more likely to result in harmonious relations from now on than if she had been forced to impose a solution as an arbitrator.

Final WKRC-AFRA contract was described by Emily Holt, national executive secretary of the union, as a standard AFRA contract, calling for an AFRA shop, five-day, 40-hour week, minimum wages, etc. Contract was dated back to July 14, date of the preliminary agreement, and runs until Nov. 1, 1943, common expiration date of nearly all AFRA contracts. Minimum wages for staff announcers were set at $42.50 a week, an increase of $7.50 over the previous minimum, with another increase to $45 to be given at the end of six months. For actors and singers employed on sustaining network programs, pay was set at $7 for a quarter-hour and a series of increases provided for which will raise this to $13.50 prior to the expiration of the contract. Scale for network commercial programs will be the regular national scale as provided in the AFRA code of fair practice.

All staff actors, singers and announcers employed at WKRC have joined AFRA, Mrs. Holt said, including womens' commentators, news and sportscasters. Provision is made in the contract, she explained, that such specialists engaged at WKRC in the future will become AFRA members if they deliver commercials or mention the products or services of their sponsors during their broadcasts.

The agreement between AFRA and MBS prohibiting strikes against network programs as a result of a breakdown in negotiations between AFRA and any MBS affiliate station if the station agrees to submit the differences to arbitration [BROADCASTING, July 21], may be followed by similar agreements between the union and the other networks, Mrs. Holt said, but AFRA has not yet approached them.

Queried about possible action on talent employed for television programs, Mrs. Holt said the triangular committee set up about two years ago by AFRA, Actors Equity and the Screen Actors Guild to handle this matter would probably get together after the AFRA convention next month. An earlier meeting would be impossible, she said, as she will be too occupied with convention business to embark into a new series of negotiations before that time.

Wesson Test

WESSON OIL & Snowdrift Sales Co., New Orleans, on July 28 will begin a schedule of chain-break announcements, three a day, five days a week on KYW, Philadelphia, for Wesson oil. This is the first time the company has used announcements and the 26-week contract is in the nature of a test, with possible extensions later. Company has participated in home economics programs in the East, while on the Coast the firm is sponsoring *Hawthorne House* on six NBC-Red Pacific Coast stations. Kenyon & Eckhardt, New York, handles the account in the East and Fitzgerald Adv., New Orleans, handles the West.

Peter Paul Adds

PETER PAUL Inc., Naugatuck, Conn. (Mound candy bars), has recently added KDKA, Pittsburgh, and WTAM, Cleveland, to its list of stations carrying transcribed announcements. Others are being added. Platt-Forbes, New York, handles the account.

Watch Sutton

WHEN the FCC hearings on the newspaper-ownership issue recessed last Thursday, to be reconvened this Wednesday, the witness on the stand was deQuincy V. Sutton, head broadcast accountant. He had just introduced a series of some 10 exhibits comparing economics of newspaper-owned stations with those of non-newspaper outlets. It was recalled that Mr. Sutton's statistical exhibits introduced during the chain-monopoly investigation of 1938-40 proved the basis for most of the regulations adopted by the Commission, now undergoing revision. So seasoned FCC observers are advising: "Watch Sutton!"

Foster-Milburn Spots

FOSTER-MILBURN Co., Buffalo (Doan's Pills), the week of July 14 started transcribed spot announcements on KYW, Philadelphia, WBZ - WBZA Boston - Springfield and KDKA, Pittsburgh. Contracts are for 52 weeks. Street & Finney, New York, handles the account.

George Case Joins WCFL

GEORGE T. CASE has been appointed program director of WCFL, Chicago, coming from WTMV, East St. Louis, Ill. Formerly he was with WCKY and WCPO, Cincinnati; WIS, Columbia, S. C.; WDNC, Durham, N. C.; WRAL, Raleigh; WING, Dayton.

Syracuse U Conference Studies Radio Problems

MORE than 150 persons registered for the first annual radio conference of Syracuse U held July 17 on the university campus under the direction of Kenneth G. Bartlett, director of the school's radio workshop.

Those participating in the conference, the first of its kind held in central New York, included Dr. I. Keith Tyler, director of evaluation of school broadcasts, Ohio State U; Thomas Rishworth, assistant director of public service programs, NBC; Capt. Harold Kent, radio branch, War Department; Max Bildersee, associate supervisor of radio education, NYU; Marcus Bartlett, production manager, WSB, Atlanta; Michael Hanna, manager, WHCU, Ithaca; Fred J. Parrott, director radio workship, St. Lawrence U; Paul Reed, director of radio and visual education, Rochester public schools.

Gimbel Back on Air

GIMBEL BROS., one of New York's biggest department stores which in 1925 operated the old WGBS, returns to the air Aug. 4 for the first time since it gave up that station, sponsoring *What's New at 9*, Monday through Saturday variety show, 9-9:30 a.m. on WMCA, New York. Program's m.c. is Ted Campbell, with Bob Harris handling news. Recordings will be supplemented by the selection from letter vote of a band leader or vocalist for entry in the "Gimbel Hall of Fame".

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

IT WAS A SWELL IDEA . . . . until they asked us

Just recently an agency had a swell idea. Just to be sure . . . they checked with us. Then it was "out". We happened to know that the local Richmond conditions made it inadvisable.

WMBG—the Red Network Outlet—covers the Richmond trading area—at a fair rate and without waste. But WMBG offers more than radio time—it offers a close, intimate knowledge of Richmond outlets and merchandise situations. If you want to get the dope on Richmond—food, drug or other situations, ask WMBG.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

National Representative—John Blair Company

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

—•—

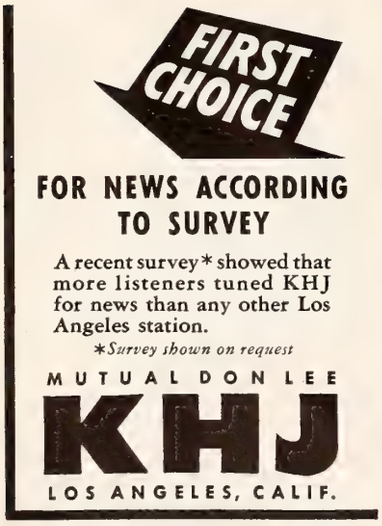
Today the population listens to CHNS for the time.

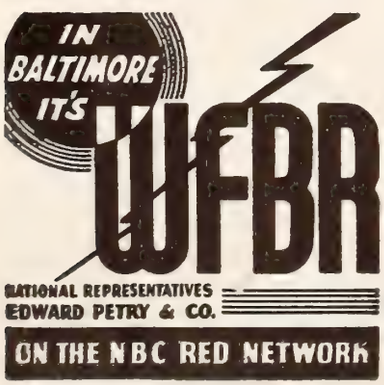
NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.







House Proposes Radio Tax Levy

(*Continued from page 8*)

$100,000 and less, 5% between $100,000 and $500,000, 10% between $500,000 and $1,000,000, 15% over $1,000,000.

In addition, excise rates on radio receiver and parts sales were boosted from 5½% to 10%, and a new tax on telephone, cable and radio leased wires was included in the bill. These levies were estimated to yield annual revenues of $9,400,000 and $27,600,000, respectively [BROADCASTING, July 7].

Although the proposition of levying a heavy tax on broadcast income has been in the public and official eye for some time, the action of the Ways & Means Committee came as a surprise to industry circles, since only a week before it appeared definite that the Committee had decided against such a move [BROADCASTING, July 21].

Takes Third of Profits

However, at the last minute the committee rescinded proposed taxes on candy and chewing gum, cutlery and metal signs, presumably after representatives of these interests made known their opposition. Faced with the necessity of recouping more than $35,000,000 cut from the defense revenue schedule, the committee then decided on the taxes on time sales and billboards, along with a graduated use tax, ranging from $5 to $200, on yachts, and a rise in estate and gift taxes.

In general, it was believed the new tax would eat up almost a third of the total profits of $33,000,000 reported by the industry last year. In addition to the national networks, and big regional networks, the levy also would be made against at least 225 stations with net sales aggregating more than $100,000, FCC figures indicated. This group would include all 50 kw. stations and virtually all clear channel outlets, along with the more prosperous regional stations. Only a few—perhaps one or two—local stations in exceptionally good markets would be hit, it was thought.

Taxes in 1940

As between the 225 profitable stations, 175 in the $100,000 to $500,000 class would pay approximately $1,825,000 in new taxes under the plan, it was estimated. The 42 stations in the $500,000 to $1,000,000 class would pay an estimated $2,700,000, and the eight stations in the $1,000,000-plus class would pay about $2,000,000. The networks' tax probably would make up the difference between this total and $10,000,000, it was thought.

Based on FCC figures for 1940, networks paid about $4,500,000 in Federal taxes on a $14,200,000 net income, including M & O stations, and 734 independent stations paid an estimated $5,000,000 Federal tax on $19,100,000. With the industry showing a $33,000,000 profit for that year, without deducting taxes, this $9,500,000 in Federal taxes and an additional estimated $3,500,000 in State taxes would leave a profit of about $20,000,000.

According to Treasury estimates, the new tax will bring in a total of about $12,500,000. However, since this amount presumably would be deducted from taxable income for excess profits and corporate surtaxes, it was estimated that the tax would yield only some $4,800,000 over the present return from the broadcast industry. Industry estimates run to about twice this figure.

One interpretation of the possible effect of the tax program was that it might tend to equalize profits per station, on a proportionate basis, since the bill really would be paid by 225 stations and the networks, and the remaining 540 commercial stations would be unaffected.

Although no official comment from the Treasury was made public, it is understood proponents of the radio tax based their action on the belief that the cost increase eventually can be passed on to advertisers, that even after paying a high tax broadcasters still will enjoy a high return on their investments, and that they should be willing to pay a high tax for a valuable franchise. All of these points have been consistently denied by broadcasters.

What Are Net Sales?

WHAT constitutes "net time sales" under the proposed 5-15% Federal tax on radio time sales? No official definition had been voiced by Friday by the Treasury Department, the Ways & Means Committee or the Joint Committee on Internal Revenue Taxation. However, the measurement found to be the experience of the industry, based on figures as published by the FCC, may be arrived at by deducting from the gross time sales figure of any operation 29% for frequency and volume discounts, and then deducting from the remainder another 11%, representing agency, representative and broker commissions and outpayments, i.e., on a million dollar gross, deducting $290,000 (29%) for discounts and 11% of $710,000 ($78,100) for commissions, a net time sales total of $631,900 would result.

Botany Buys Video

BOTANY WORSTED MILLS, Passaic, N. J., will soon become the third advertiser on WNBT, NBC television station in New York, sponsoring a daily televised weather forecast followed by a visual presentation of one of the sponsor's products. Series, for which the starting date has not yet been determined, will be placed through Alfred J. Silberstein Inc., New York.

McCann Erickson, B-S-H To Place Axton-Fisher

AXTON-FISHER TOBACCO Co Louisville, has appointed Blackett Sample-Hummert, Chicago, to direct advertising of Spud an Zephyr cigarettes. McCann-Erickson, New York, it has been reported, will receive the Twenty Grand account which it formerl handled. The present Axton-Fishe agency is Weiss & Geller, Ne York.

While no official announcemen was made by the agencies or th company, it is understood the shif will be made about Sept. 1. Th company is currently sponsorin on NBC-Blue *Twenty Grand Salutes Your Happy Birthda* (Twenty Grand), which will b discontinued Aug. 8; *Imperic Time* with Mary Small (Spud) and *Danger Is My Busines* (Zephyr) on MBS. Contract fo the latter two programs run through December.

The company underwent an ac ministrative change last May whe a large share of holdings were ac quired by the Transamerican Corp investment bank of San Francisc and C. B. Robbins resigned as pre ident of Commodity Credit Corp Washington, to become presider of Axton-Fisher.

'Vox Pop' Plans

EMERSON DRUG Co., Baltimor (Bromo-Seltzer), will sponsor *Vo Pop*, starring Parks Johnson an Wally Butterworth on both CB and NBC-Blue. The show on CB is new, starting Aug. 4 [BROAD CASTING, July 21], while that o the Blue Aug. 8 replaces Ben Be nie's *Army Game* on the same 6 stations, Friday, 9-9:30 p.m. Eac broadcast will have a differe originating point, with the fir broadcast on NBC scheduled fro International House in New Yor and on CBS from the U. S. Mil tary Academy at West Point. Age cy is Ruthrauff & Ryan, New Yor

Durkee on 26

DURKEE FAMOUS FOODS, Ch cago (Durkee's Margarine), is u ing a total of 26 one-minute tra scribed announcements thrice-wee ly on WHDF, Calumet, Mich., an WMAM, Marinette, Wis., and total of 39 announcements fi times a week on WSOO, Sault St Marie, Mich. Agency is C. Wend Muench & Co., Chicago.



"Effery day I leesten to ze far programs on WFDF. Zat way get ze vegetables at ze beautif prices, delivered at Flee Meechegan."

MBS Seeks Unity n Baseball Pacts

ffiliates Given Suggestions n Play-by-Play Problem

AN ATTEMPT to establish uniform practice on the part of BS member and affiliate stations regard to baseball broadcasting, ed Weber, Mutual general man-er, has sent out a memorandum all Mutual stations, following scussion of the subject at a ent meeting of the MBS board directors and operating board. The memorandum brings up ree principal problems faced by tual in signing 52-week con-acts with advertisers with sug-stions for local stations wishing broadcast baseball games. In nnection with daytime schedules, tual suggests that stations gree to terminate play-by-play adcasting of games at 5:30 local e, until possibly the first week July," thus accommodating most e afternoon network commer-ls.

In view of night games, MBS vertisers will not wish elimina-n or delayed transcribed broad-sts of regular commercials, the mo states. To avoid this, it ommends that stations contract h baseball sponsors to permit erruption of games or delay in eduling until 10:15 p.m. local e or 10:30 p.m. when all net-rk commercials are definitely r for the evening. For the Sun-y afternoon problem, Mutual ggests that stations arrange to minate the baseball programs at p.m. (New York time) until least the first Sunday in July, s safeguarding regular broad-t of network commercials begin-g early fall for 39 week periods. The memo requests suggestions the policy from Mutual affili-s with outlines of present meth-used by the stations to avoid se problems.



AFTER 12 DAYS in a lifeboat in mid-ocean, four Red Cross nurses provided dramatic program material last week as they rested in the Norfolk Naval Hospital. Irvin G. Abeloff, of WRVA, went from nearby Virginia Beach to Norfolk to arrange a pickup for the station. Warde Adams and Donald McKay, participated, with Meryle Harrison, engineer, and Harold Lincas, manager of the WRVA Norfolk studio. Here Adams interviews one of the nurses, Lillian M. Pessnicak, of Albany, N. Y. Helen Hiett, NBC commentator, conducted a half-hour interview on the Blue network from New York. WTAR, Norfolk, provided the hospital pickup.

Chow Mein Spots

GREAT CHINA FOODS Co., Chicago, during the first part of September will start a 13-week schedule of one-minute spot announcements on an undetermined number of stations in the Chicago and Milwaukee markets to promote a new packaged product, China Beauty Chow Mein Dinner. Agency is Martin A. Pokrass, Chicago.

Pierce's Fall Plans

PIERCE'S PROPRIETARIES Buffalo, will place through H. W. Kastor & Sons, Chicago, one-minute spot announcements on approximately 35 stations for Dr. Pierce's Favorite Prescription, and on approximately 45 stations for Golden Medical Discovery. Contracts are effective after resumption of standard time around Oct. 1.

New Kraft Program

KRAFT CHEESE Co., Chicago, on Aug. 31 will start on about 40 NBC-Red stations *The Great Gildersleeve*, half-hour comedy sketch built around the character of Throckmorton P. Gildersleeve which was created on the NBC-Red *Fibber McGee & Molly* program. The new series wil lbe heard Sundays at 6:30 in the interests of Parkway Margarine. It will feature Harold Peary in the title role, be produced by Cecil Underwood, written by Len Levinson and with music under the direction of William Randolph. Needham, Louis & Brorby, Chicago, is agency.

New Royal Pudding

STANDARD BRANDS, New York, will use its program *What's My Name*, Sundays, 8-8:30 p. m. on NBC-Red to introduce and plug a new prepared dessert called Royal Orange Coconut Tapioca Pudding. All five broadcasts in August will feature the new product. No other radio will be used but there will be extensive newspaper advertising. Agency is Sherman K. Ellis & Co., New York.

New Mars Product

MARS Inc., Chicago (candy bars), on Aug. 24 discontinues *Dr. I. Q. Jr.* on 28 NBC-Red stations 6:30-7 p.m. Agency is Grant Adv., Chicago. Mars is to bring out a new candy bar named Dr. I. Q. Commercials on the *Dr. I. Q.* program on NBC-Red will feature the new bar starting Sept. 1.

Bulova Turns $500,000 In Signals to Defense

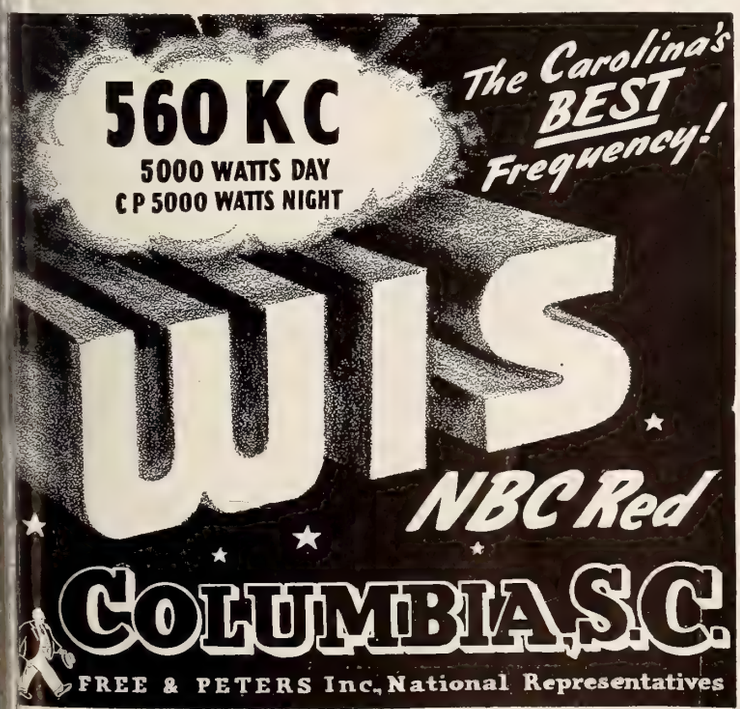
BULOVA WATCH Co., New York, largest buyer of radio time signals, has turned over about $500,000 worth of station-break time on 200 stations from coast-to-coast during the next year to the Treasury Department's Defense Bond campaign. The time signals were donated to the Treasury Department by John H. Ballard, Bulova president.

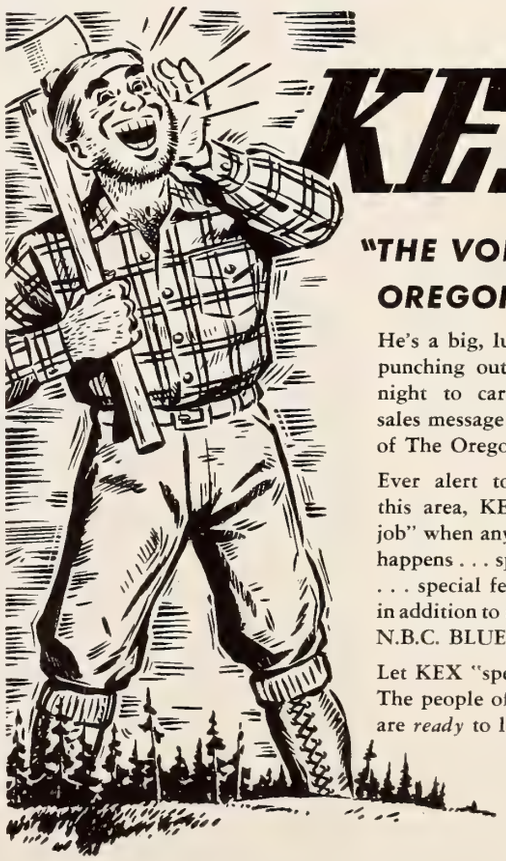
Milton H. Biow, head of Biow Co., Bulova agency, is handling the campaign, which started in mid-July. All Bulova commercials are deleted from the spots and Defense Bond and Stamps copy substituted. The arrangement will continue for two weeks in August and one week of each month thereafter for a year.

Lever Suspends Serial

LEVER BROS. Co., Cambridge (Lifebuoy Soap), will discontinue broadcasts of *Meet Mr. Meek* for a period of six weeks from Aug. 20 to Oct. 8. When it returns, the comedy series will retain its present time, Wednesdays 7:30-8, and will be on the same 60 CBS stations. The program, which started on CBS July 10, 1940, is produced by Richard Marvin and directed by Don Bernard. William Esty & Co., New York, is the agency.

R. B. DAVIS Co., Hoboken, N. J., has entered into a supplemental stipulation with the Federal Trade Commission, agreeing to discontinue certain advertising representations for Cocomalt, milk amplifier, according to a July 26 FTC announcement.





ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 19 TO JULY 25, INCLUSIVE

Decisions . . .

JULY 22

NBC, CBS—Commission ordered postponement of effective date in Docket No. 5060, regulating chain broadcasting, to 9-16-41.

NEW, WJIM Inc., Lansing, Mich.—Granted CP FM 47.7 mc 3,800 square miles.

KMAC, San Antonio—Granted modification license to 1240 kc unl., 250 w.

KLCN, Blytheville, Ark.—Granted CP new transmitter, antenna, increase to 1 kw D 1320 kc.

KTUC, Tucson, Ariz.—Granted transfer of control from John Merino and Carleton W. Morris to Glenn Snyder, George R. Cook, Burridge D. Butler and Ralph W. Bilty; Carleton Morris to sell entire holdings (30 shares or 10%) to Butler for $1,333 and assumption by Butler of Morris' obligation of $2,000 to the corporation; Merino to sell one share to Butler and 49 shares to Bilty, Butler and Bilty to assume stock subscription obligations of Morris & Merino to licensee corp. aggregating $7,000.

MISCELLANEOUS—**New, E. Anthony & Sons, New Bedford, Mass.**, placed in pending files under Order 79 application FM station; **WFMD, Frederick, Md.**, dismissed without prejudice petition for WBEN rehearing and order granting WSAZ application, also denied rehearing granting CP modification to WSAZ.

SET FOR HEARING—**WOWO, Fort Wayne**, CP directional increase hours to unl. 50 kw; **NEW, Air-Waves Inc., Henry Norman Saurage and Louisiana Communications**, each seeking new stations in **Baton Rouge** 1400 kc 250 w N & D and **Capitol Broadcasting Co.** seeking same facilities in **Port Allen, La.**, joint hearing; **NEW, South Fla. Broadcasting, Miami, Fla.**, and **Pan American Broadcasting System, Hollywood, Fla.**, each asking 1450 kc 250 w unl.

TEMPORARY EXTENSIONS — KCMO KGB KTBS KTUL WBCM WBNS WBNX WCBA WCSC WFBC WFBL WGAR WHEC WHK WHP WING WKAT WPAB WSAI WTSP WROK WSMB WTAQ KFRO KID KLPM.

JULY 24

WCAM, Camden; WCAP, Asbury Park; WTNJ, Trenton, N. J.—Continued hearing until date to be fixed.

WING, Dayton, O.—Granted temp. auth. point-to-point service during aluminum drive.

MISCELLANEOUS—**WBNX, New York**, granted change FM petition to 48.3 mc, denied request to remove from hearing docket; **NEW, Worcester Telegram Pub. Co., Worcester, Mass**, granted amendment FM application to 461 mc 10,000 sq. miles, application removed from hearing docket; **WRDO, Augusta, Me.**, motion for 60-day postponement of renewal hearing granted for 30 days; **KMA, Shenandoah, Ia.**, same; **WGST, Atlanta**, hearing on renewal continued to 9-3-41; **NEW, So. Cal. Broadcasting Co., Pasadena**, granted amendment CP application re transmitter site, etc., nd removed from hearing docket; **NEW, Symons Broadcasting Co., Ellensburg, Wash.**, petition to dismiss without prejudice application ne wstation 1140 kc 1 kw unl. granted; **NEW, Brainerd-Bemidji Broadcasting Co., Barinerl, Minn.**, granted amendment application new station to 1400 kc 250 w unl, application removed from hearing docket and severed from that of **Gazette Co., Cedar Rapids, Ia.**; **KFEQ, St. Joseph, Mo.**, granted petition intervene application KWK for 680 kc 50 kw unl.; **WMIS, Natches, Miss.**, granted license new station 1490 kc 250 w unl., **WERC, Erie, Pa.**, granted license new station 1490 kc 100-250 w unl.; **WINC, Winchester, Va.**, granted license new station 1400 kc 250 w unl.

Applications . . .

JULY 21

WTNJ, Trenton, N. J.—Modification license to unl., asking WCAM and WCAP facilities.

NEW, Newark Broadcasting Corp., Newark, N. J.—CP 620 kc 5 kw direction N & D unl.

WBNX, New York—Modification license to unl., asking WAWZ facilities.

WBYN, Brooklyn—CP increase to 500 w 1 kw D, new transmitter, move studio.

WJZ, New York—CP change equipment.

WSIX, Nashville—Modification CP new transmitter, directional N, increase to 1-5 kw, change frequency, asking 5 kw N & D, new transmitter.

WNOX, Knoxville—Modification CP for directional N, increase to 10 kw, new transmitter, asking changes in transmitter and approval of antenna.

KTEM, Temple, Tex.—CP change equip.

WMDF, Greenwood, S. C.—Modification CP new station for new transmitter, change antenna, move studio, 1450 kc under treaty.

WGES, Chicago—Modification license to unl.

KOA, Denver—CP change equipment.

KPO, San Francisco—CP change equipment.

NEW, Independent Broadcasting Co., Springfield, Mo.—CP 1400 kc 250 w unl. (inadvertently omitted by FCC from press release of 4-15-41).

JULY 24

WHKC, Columbus—CP new antenna, change transmitter site.

NEW, Peter J. Nyce, Alexandria, Va.—CP 740 kc 1 kw D, amended to 1600 kc 1 kw unl., 250 w N & D for booster.

WLAP, Lexington, Ky.—CP increase to 1 kw directional N, new transmitter, change to 610 kc.

KONO, San Antonio—Modification license to unl., asking KMAC facilities when it goes to new frequency.

WMAQ, Chicago—CP change transmitter.

JULY 25

WLAN, Endicott, N. Y.—Modification CP new station re transmitter, booster amplifier.

WHIO, Dayton—CP to reinstate as modified increase to 5 kw N & D etc.

Tentative Calendar . . .

NEW, Hawaiian Broadcasting System, Honolulu—CP 1340 kc 250 w unl. (July 28).

Newspaper-Radio hearing pursuant to Orders 79, 79-A to resume in Hearing Room A, Interstate Commerce Commission Bldg. (July 30).

WDAS, Philadelphia—CP change to 1260 kc 1-5 kw unl., directional N, (Aug. 22).

WIBG, Glenside, Pa.—License renewal (Aug. 27).

WRDO, Augusta, Me.—License Renewal (Aug. 27).

NEW, West Allis Broadcasting Co., West Allis, Wis.—CP 1480 kc 250 w D (Aug. 28).

KMA, Shenandoah, Ia.—License renewal (Aug. 28).

NEW, West Allis Broadcasting Co., West Allis, Wis.—CP 1420 kc 250 w D (Aug. 28).

WGST, Atlanta—License renewal (Sept. 3).

The FCC's newspaper-ownership inquiry will convene Wednesday at 10 a.m., in Hearing Room A, Interstate Commerce Commission Bldg., at Constitution Ave. and 12th St. N.W. The initial sessions, which recessed last Wednesday, were in the auditorium of the National Archives Bldg.

WTEL, Philadelphia—CP 1500 kc 250 w unl. (Sept. 12).

KFRO, Longview, Tex.—Modification CP to 1370 kc 5 kw unl. directional N.

WMBR, Jacksonville, Fla.—CP change to 1060 kc 10 kw unl. (Sept. 18)

Hawley Freelancing

MARK HAWLEY, newscaster of WOR, New York, on Aug. 4 is resigning to freelance with his first assignment as newscaster on the Socony-Vacuum Oil Co. six times weekly news program on WABC, New York. At WOR, Prescott Robinson will take over Hawley's 8 a.m. daily program, continuing his own six times weekly 11 a.m. program for Manhattan Soap Co. and B. T. Babbitt Inc., and his sustaining 2:30 p.m. newscast. Alois Havrilla of WOR will add Hawley's 12:30 p.m. six times weekly news period for Bosco Co. and Bristol-Myers Co. to his schedule, continuing his 6:30 a.m. newscasts and his commercial program 7-7:15 p.m. for Joseph Martinson Coffee Co. and Peter Paul Inc.

Point-to-Point Grant

A SPECIAL temporary dispensation was accorded WING, Dayton, by the FCC July 24 when it granted authority for point-to-point broadcasts in connection with the local aluminum drive. Mayor Brennan and his committee were authorized to use WING to send out instructions to the Girl and Boy Scouts equipped with portable radios as they participated in aluminum collection.



Craney's Criticism Of NAB Endorsed

DISCLAIMING any intention o launching a new organization o independent broadcasters to sup plant the NAB, Ed Craney, opera tor of KGIR, Butte, and the Z-Ba Network, advised BROADCASTIN last Thursday he had receive much reaction from broadcaster supporting the views he had ex pressed in a letter to broadcaster ten days ago.

Referring to the article pub lished in BROADCASTING July 21 o his project, Mr. Craney said th headline on the article was "mis leading, as I have no ambition t start an organization of inde pendent broadcasters". He adde the article "merely pointed ou some boondoggling".

Mr. Craney stated that he ha received many communications ask ing to be "let in on the groun floor", or stating "we are with yo 100%; where can we meet?"

Must Have Authority

Mr. Craney added that evidentl many broadcasters have seen th same errors he had observed. H said that independent non-networ broadcasters have the NIB to loc out for their interests. He explaine the organization he had in min would not meet with the approv of those who attend NAB conve tions and "would not, in fact, me with the approval of some who hav written me".

"Such an organization," M Craney said, "would be one of a tive station executives who ow enough interest in the station th represent to speak with authori for that station. Such a grou probably would be fairly small an would meet two or three times yea ly to discuss and formulate the policy of broadcasting for the be terment of service to the publi the best guarantee we have for th continuance of the present Ame can system of broadcasting."

Army Games in Spanis Scheduled by WLW

WLWO, Crosley Corp. shortwa outlet, will describe the comi Army maneuvers in Louisiana Spanish for Latin American liste ers, it was announced last week James D. Shouse, vice-president charge of broadcasting for Cr ley. The war games will cover 2 000 square miles and will be t largest ever undertaken in t United States.

This will be in addition to co erage planned in English ov over WLW. A crew of five and t station's largest mobile unit will sent into the field with the troo Recordings will be made of t highlight action of each day of t maneuvers and will be sent by express to Cincinnati. Pres plans call for two 15-minute cordings daily, one in Spanish a the other in English.

The WLW-WLWO crew will composed of Joseph Ries, co-or nator of special events; Jorge M oral, Spanish language announc Dave Conlon, engineer; Cecil C michael, assistant to Mr. Shouse.

Network Accounts

All time EDST unless otherwise indicated.

New Business

AYUK CIGARS Inc., Philadelphia Phillies), on Aug. 4 starts *Cal Tinney Sizing Up the News* on 74 MBS ations, Mon., Wed., 8-8:15 p.m., and ifts *Inside of Sports* from 30 to 74 BS stations, Tues., Thurs., Sat., 45-8 p.m. Agency: Ivey & Ellington, hiladelphia.

OLGATE-PALMOLIVE-PEET Co., oronto (Palmolive soap, shave eam), on Sept. 1 starts *The Happy ang* on 33 Canadian Broadcasting rp. stations, Mon. thru Fri., 1-1:30 m. (EDT). Agency: Lord & Thomas Canada, Toronto.

ROVE LABS., St. Louis (proprietary), on Oct. 5 resumes for 52 weeks *erlock Holmes*, on 67 NBC-Red stations, Sun. 10:30-11 p.m. (EST). gency: Russel M. Seeds Co., Chicago.

Renewal Accounts

LORILLARD Co., New York (Beechnut cigarettes), on Aug. 9 will new for 13 weeks *Soldiers Quiz* on Colonial Stations, Sat., 8-8:30 m. Agency: Lennen & Mitchell, Y.

EWIS-HOWE MEDICINE Co., St. uis (Tums), on Sept. 23 renews for weeks Horace Heidt's *Treasure est* on 69 NBC-Red stations, Tues., 30-9 p.m. (EST). Agency: Stackble Adv. Agency, Chicago.

Network Changes

OLGATE-PALMOLIVE-PEET Co., rsey City (Colgate Dental Cream), Aug. 2 replaces *Colgate Spotlight* th *Guy Lombardo & His Orchestra* 69 CBS stations. Saturdays 8-8:30 n. Agency: Ted Bates Inc., N. Y.

B. SEMLER, New Canaan, Conn. (Kreml Rair Tonic), on July 28 adds e MBS stations to *Gabriel Heatter*, aking a total of 20 MBS stations, on., Wed., Fri., 9-9:15 p.m. (KFEL, SO, KXYZ, WGRC, WLOL), and Aug. 25 adds WTHT. Agency: win, Wasey & Co., N. Y.

Shell Oil Grid Shows

HELL OIL Co., St. Louis, has ain purchased sponsorship of a -minute preview and 45-minute view and variety show before and ter all U of Minnesota football mes on KSTP, according to Ray Jenkins, sales manager. Under g Ten rules no sponsorship of the tual game is permitted. KSTP ll key the programs to Minnesota Network stations KFAM, St. oud; KYSM, Mankato; KROC, chester; WEBC, Duluth.

Winning Number

WAIR listeners listen, believe and buy. WAIR's spot on the dial is worth a fortune to the wise time buyer who signs on the dotted line.

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

Hearings Continued by Court In Don Lee, Rogan Jones Case

Network Seeks Cancellation of KVOS-KPQ Pact When Stations Refuse to Accept Some Shows

INJUNCTION proceedings in Superior Court in Tacoma, Wash., growing out of cancellation by the MBS-Don Lee-Pacific network of its contract with the Rogan Jones stations—KVOS, Bellingham, and KPQ, Wenatchee—were continued until July 31 by the court last Thursday afternoon. The action followed nearly a week of hearings on the Jones' appeal for permanent injunction to replace the temporary order granted by the court to require continuance of network service.

Based on FCC Rules

Mr. Jones, interpreting the projected FCC network regulations on time options, had cancelled certain Mutual programs in favor of locally originated shows, leading to the break earlier this month with Pacific Broadcasting Co., Northwest segment of the MBS-Don Lee Network. The stations, upon issuance of the temporary injunction, continued to receive network service, but the network on July 13 added KGA, Spokane, as a regular outlet.

The hearing was continued last week upon a statement by counsel for all parties that a settlement was in process of negotiation. Pacific announced that its original offer, a part of the original cancellation notice, still stands upon condition that the Jones stations dismiss their suit and dissolve the injunction and, it was reported, Mr. Jones has indicated complete acceptance of Pacific's proposition. The case was being heard before Judge Joseph A. Mallery, with John C. Kendall and Leo Teats representing Pacific and Andrew D. Haley, Washington attorney, representing Jones.

Based on New Rules

According to Carl E. Haymond, president and general manager of Pacific, Mr. Jones on behalf of KVOS and KPQ "without notice or warning notified Pacific of his refusal to take Mutual-Don Lee sustaining programs consisting of all news programs, both commercial and sustaining, before 9 p.m. any day and all network commercials during the noon hour every day except Sunday, effective immediately.

"Justification for his refusal," Mr. Haymond advised BROADCASTING, "was his interpretation of the FCC's new network regulation 3.105 which he claimed was effective Aug. 2, and also a provision in his affiliate contract whereby his station was entitled to substitute a locally originated program of major public interest for a network program.

"Upon such refusal to continue to broadcast commercial network programs formerly broadcast by him without objecting, and construing such action as a breach of the existing contract, Pacific then notified Jones that the network affiliation contract would be cancanelled effective July 12, and telephone lines furnished by Pacific would be withdrawn.

"As an alternative and for Jones' accommodation, Pacific offered to continue network service conditioned upon Jones paying the line charge from the nearest Mutual outlet, and Pacific would pay him for all commercials on a spot rate basis where his stations were sold in addition to regular network affiliates.

"This alternative was accepted by Jones July 11, and Pacific withdrew the cancellation of telephone lines to his stations. Without any notice, Jones on July 12 filed action in Superior Court asking for a permanent injunction restraining Pacific from cancelling the original affiliate contract on grounds that the termination of the network service would cause his stations irreparable damage.

Affected Five Accounts

"Jones' refusal to accept network commercials affected five accounts involving 25 quarter-hour periods per week and 21 of these were news programs by well-known commentators and sponsored by national advertisers, including Los Angeles Soap Co., General Foods, Langendorf Bakery, Alka-Seltzer and American Home Products. These programs had been regularly released by Mutual affiliates, including the Jones stations, without objection.

"Reliably informed that Jones has substituted for such refused commercials local originated musical transcriptions and records on 17 of the quarter-hours and local news on the balance, none of which Pacific contends constitute local programs of major public interest, the case was carried to Superior Court in Tacoma.

"Pacific concedes that a licensee is entitled to exercise complete control of program content, and is entitled to substitute local originations for network commercials when the same are of major public interest and importance, but contends that the affiliate licensee must exercise discretion reasonably if he expects to continue as a network outlet. Jones' contention if sustained and carried to its logical conclusion will utterly destroy broadcasting network service. Jones by his action indicates his desire for continuation of present network service while reserving arbitrary right to reject any or all commercial programs."



THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

INS

Accuracy is the first law of INS. Speed comes next. Sparkle, human interest, a good show is a close third.

INTERNATIONAL NEWS SERVICE

Columbia's Station for the

SOUTHWEST

KFH

WICHITA

KANSAS

Call Any Edward Petry Office

Arnold Disclaims Any Intention to Hurt Advertising

Says Justice Dept. Oil Probe Is Merely Fact Finding

ACCOMPANIED by explanations that the move is merely a fact-finding survey, the Justice Department Anti-Trust Division, headed by Assistant Attorney General Thurman W. Arnold, has called upon the country's major oil companies to furnish data on their advertising activities through a comprehensive questionnaire.

First returns on the questionnaire were due last Monday, but time extensions were granted to companies unable to meet the early deadline.

He Favors Advertising

Justice Department officials indicated the questionnaires were issued for a two-fold purpose: To obtain information for discussions regarding the consent decree the department expects will terminate its anti-trust action against the 367 companies covered in the American Petroleum Institute, and to gather data for possible rationing or other control of petroleum products on the Eastern Seaboard.

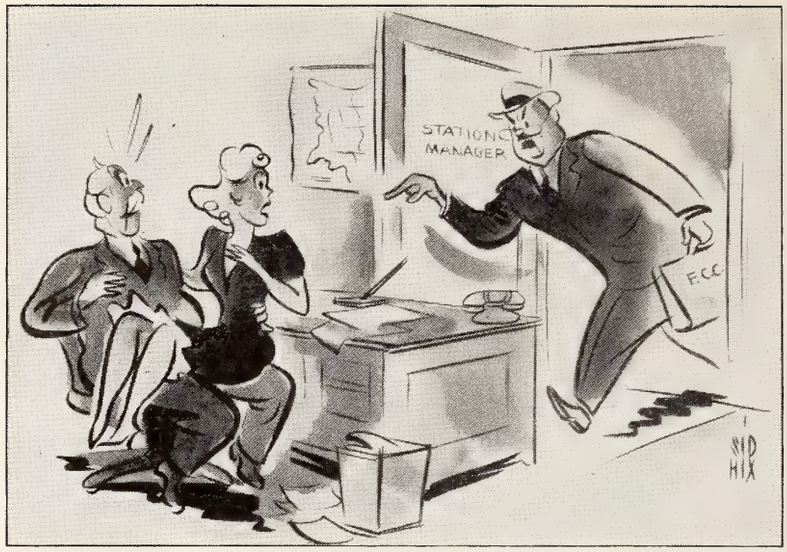
Denying any intent to "ruin" advertising, Mr. Arnold declared last Wednesday that the questionnaire survey is part of "an inquiry to see how far advertising is used to compel gasoline filling stations to deal in only one line of products—which I think is a monopolistic practice intended to crush competition".

The exhaustive questionnaire asked for the total amount spent and to whom paid for advertising on radio stations and networks, newspapers, periodicals, billboards, direct promotion and other advertising classifications. Names of media and advertising agencies, copies of advertising displays and radio scripts also were requested.

Some observers noted a parallel between Justice Department ideas on oil advertising and the Big Four cigarette indictment of last year. In that case it was maintained that cigarette companies, through their intensive and large-scale advertising, made their product appear so attractive to consumers that merchants were forced to stock the advertised brands as a customer convenience, although their profit was smaller than on other lines.

Holding that he favored stimulating rather than restricting advertising, Mr. Arnold commented that the more advertising there was, the better, from the anti-trust standpoint. Contending that big oil companies make their product so attractive through advertising that filling station operators feel constrained to handle a much-advertised petroleum product as a practical matter, and finally agree to grant a marketing franchise under which the operator not only handles the principally advertised product, but also a full line of corollary products such as lubricating oil, batteries and tires, and agrees to handle no other line, Mr. Arnold commented on such "full line forcing":

"I think every filling station ought to be allowed to carry and sell any or all brands of gasoline, just like the soft drink stands that sell the various cola drinks. There are Coca-Cola, Pepsi-Cola and Royal Crown Cola—all extensively advertised by the manufacturers. But I have not heard of any exclusive franchise arrangement in this field."



Drawn for BROADCASTING by Sid Hix

"Young Lady, Are You Connected With a Newspaper?"

Control of Foreign Broadcasts May Come Under Col. Donovan

Defense Coordinator of Information Studying Subject; Robert E. Sherwood Is Assistant

POSSIBILITY that Col. William J. (Wild Bill) Donovan, recently appointed coordinator of information by President Roosevelt, will take over supervision of international broadcast operations from the national defense standpoint, was foreseen in Washington last week.

Named July 11 by President Roosevelt to the new national defense post, Col. Donovan has established offices in the State Department. He has retained as his chief assistant Robert E. Sherwood, playwright, and is understood to be making an exploratory study of the international broadcast operations preparatory to formulating concrete plans.

For several months international broadcast operations carried on by the half-dozen companies in the field have been coordinated, from the program-news standpoint, through Stanley P. Richardson, former foreign correspondent, with headquarters in New York. An industry budget was established for this purpose.

Mr. Richardson has been coordinating his activity with the State Department through the Division of Current Information, headed by Michael J. McDermott. Assigned to the State Departmnt end, however, has been Robert T. Pell, assistant chief of the European Division and former secretary of the American Embassy in Paris. Likewise an ex-foreign correspondent, Mr. Pell has collaborated with Mr. Richardson in the development of program material, particularly pertaining to news of interest to Latin America.

What bearing Col. Donovan's proposed operation will have upon the present organization is not indicated. It is presumed, however, that Col. Donovan's office may absorb the current operations.

In announcing the appointment of Col. Donovan earlier this month, the White House said he would "collect and assemble information and data bearing on national security" from Government agencies and analyze and collate it for the President.

Simultaneously, it became known that Congress may be called upon next week to sanction the inauguration of censorship of all United States outgoing and incoming international cable and radio communications. Whether this would embrace international broadcast operations also was not indicated, though it was thought this development would not come during the first phases of operation. International broadcasting, as an "external" communications operation, falls under the jurisdiction of the Navy in time of war.

It was reported that while President Roosevelt has approved the censorship move, Congressional sanction will be sought. It was considered likely that censorship would be imposed at the outset only on outgoing communications.

Indications on the Washington scene are that the proposal for legislation to authorize the communications censorship would be drafted in the near future and that immediately following enactment ment, an initial fund of approximately $800,000 for the censorship machinery will be appropriated by Congress. In Administration quarters it was stated that the censorship plan was purely a precautionary measure of the Army and Navy to become effective if and when certain eventualities take place.

NBC Talent Sale Near Completion

MCA Expected to Complete Negotiations This Week

NEGOTIATIONS between NBC and Music Corp. of America for the latter's acquisition of the NBC artists Service are in their final stage, with the signing of contracts expected early this week. The management of all talent now handled by NBC will be transferred to MCA under the terms of the agreement, except that the network has withdrawn from the deal all of its own package shows, which it will continue to handle directly.

Included in this category are such programs as *Vic & Sade*, *One Man's Family* and others which are built and produced by NBC and sold by the network to sponsors for a sum which covers the entire cost of scripts, production, talent, etc.

Strotz Rumors Denied

Price which MCA is paying for the artist service has not been disclosed, but it was learned that the contract will provide for deductions to be made if name artists now handled by the service do not approve of the change in management and appoint other agents. MCA's recent acquisition of Columbia artists also provided for such defalcations. Mark Woods, vice-president and treasurer of NBC, and J. C. Stein, president of MCA, are conducting the negotiations.

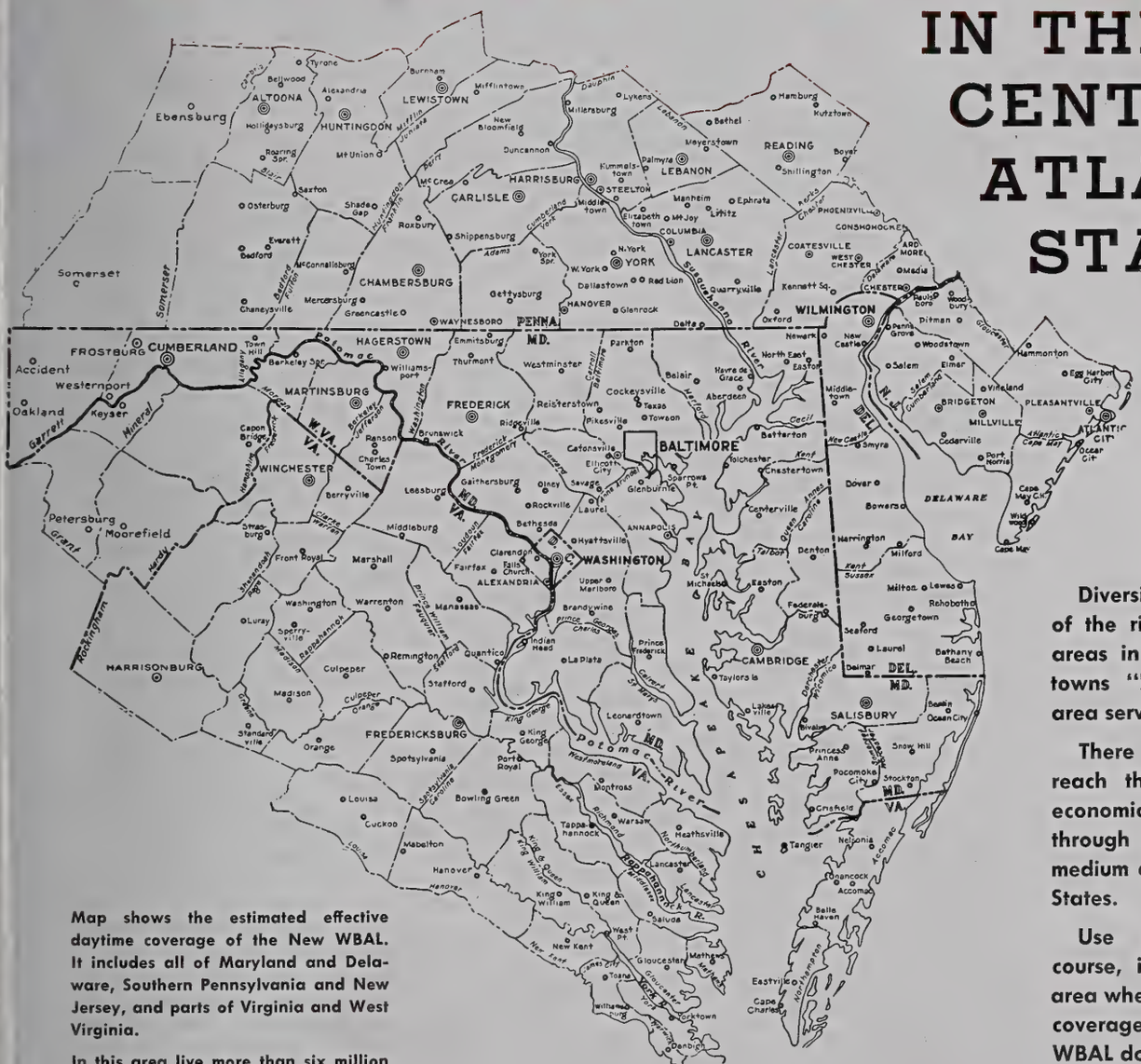
Reports that Sidney N. Strotz, NBC vice-president in charge of programs, was planning to leave this post to head a new company being formed for the purpose of taking over and managing the artist service were vehemently denied to broadcasting by Mr. Strotz, who declared that such rumors had no basis of fact.

Emanating chiefly from Chicago where Mr. Strotz was formerly vice-president in charge of NBC's central division and previously had headed Chicago Stadium Corp., these reports had linked his name with that of W. Biggie Levin, who has his own talent agency in Chicago, in the formation of the new company.

JOE KELLY, m.c. of *Quiz Kids* on NBC-Blue, and Ireene Wicker, whose musical stories for children are heard on NBC-Blue, will serve as judges in the Tenth Annual Children's National Photograph Contest, Aug. 2 to Sept. 19, sponsored by the National Assn. of Dept. Store Studios, New York.

ALL TOWNS ARE "BOOM" TOWNS

IN THE CENTRAL ATLANTIC STATES



Map shows the estimated effective daytime coverage of the New WBAL. It includes all of Maryland and Delaware, Southern Pennsylvania and New Jersey, and parts of Virginia and West Virginia.

In this area live more than six million people who will spend in excess of two billion dollars in retail stores this year.

Diversified industry plus one of the richest diversified farm areas in the nation make all towns "boom" towns in the area served by the New WBAL.

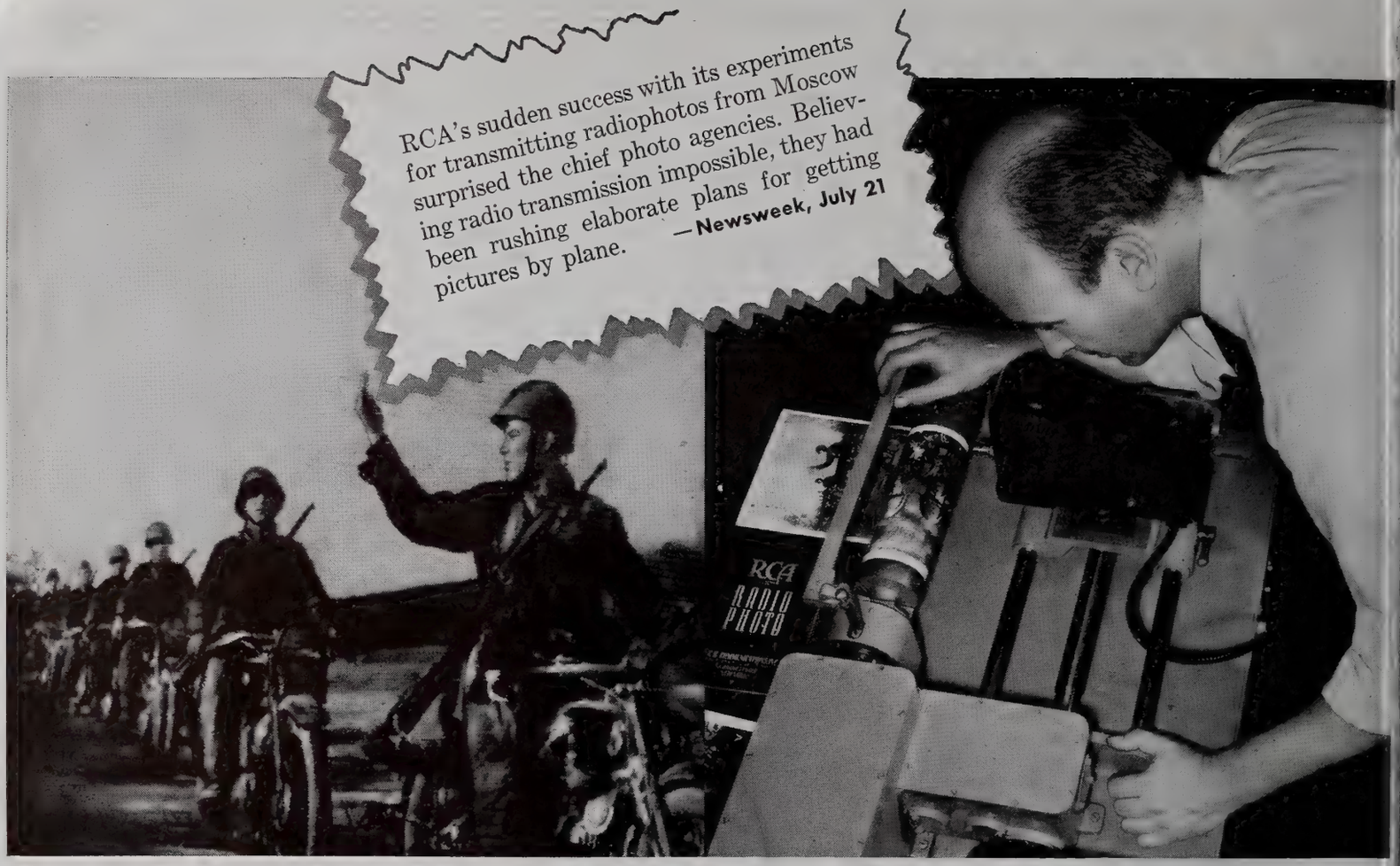
There is but one way to reach this area effectively—economically — and that is through the basic advertising medium of the Central Atlantic States.

Use supplementaries, of course, in those parts of the area where you wish additional coverage. But let the New WBAL do the basic job for you.

ON OCTOBER 1
THE NEW WBAL
will become a basic member
of
NBC RED



National Representation • INTERNATIONAL RADIO SALES



RADIOPHOTOS HURLED ACROSS THE WORLD!

BUT it would have taken a plane traveling 21,300 miles an hour to match radio's speed of delivery!

It takes only 13 minutes for a complete picture to flash across the 4,615-mile curve that has made an invisible picture chute of the Great Circle Route between Russia and New York. It bends over the spinning world across Finland, Sweden, Norway, Iceland, Labrador and on to the United States.

As a result, American newspaper readers have been looking at war photographs soon after they were snapped on the eastern battle fronts. The newspaper credit lines have read, "RCA test transmission radiophoto." The pictures dated July 8 were the first America ever saw from Moscow by radio.

During the first World War there were weeks of delay before Americans saw pictures from the Russian sector. The radiophoto was but a dream of scientists. But they became master of the dream and in 1941, when Russia was ready to put pictures in the air, American apparatus developed by RCA Laboratories was ready on this side of the sea to receive them.

The Russian pictures enter the United States at the antennas of R.C.A. Communications, Inc., at "Radio Central," Riverhead, Long Island. Automatically the impulses are relayed to the radiophoto machines at R.C.A. Communications' headquarters, 66 Broad Street, New York. That is the terminal of the 4,615-mile chute through space.

How is it done? In Russia the picture is wrapped on a cylinder, which as it revolves enables a pinpoint of light to release the lights and shadows of the picture to actuate a short-wave radio transmitter. The radio impulses, therefore, correspond to the shadings of the picture. In New York a similar cylinder is turning, and around it is wrapped a sensitized paper or "negative." It revolves in step with the Russian cylinder and as it does another needle of light, controlled by the incoming picture-carrying impulses, acts as a pen. It reconstructs or "paints" the picture line by line.

New York is the world-center of radiophoto reception, with the picture circuits now extending to London, Berlin, Tokyo, Buenos Aires and Moscow. It is RCA Laboratories apparatus at the headquarters of R.C.A. Communications, Inc., on the tip of Manhattan Island, that puts the pictures back on paper after they are etched electrically in space between the hemispheres.

RCA

RCA LABORATORIES

A Service of the Radio Corporation of America

The Services of RCA: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America • National Broadcasting Co., Inc. • R.C.A. Communications, Inc. • RCA Institutes, Inc.

PRINTED IN U.S.A.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

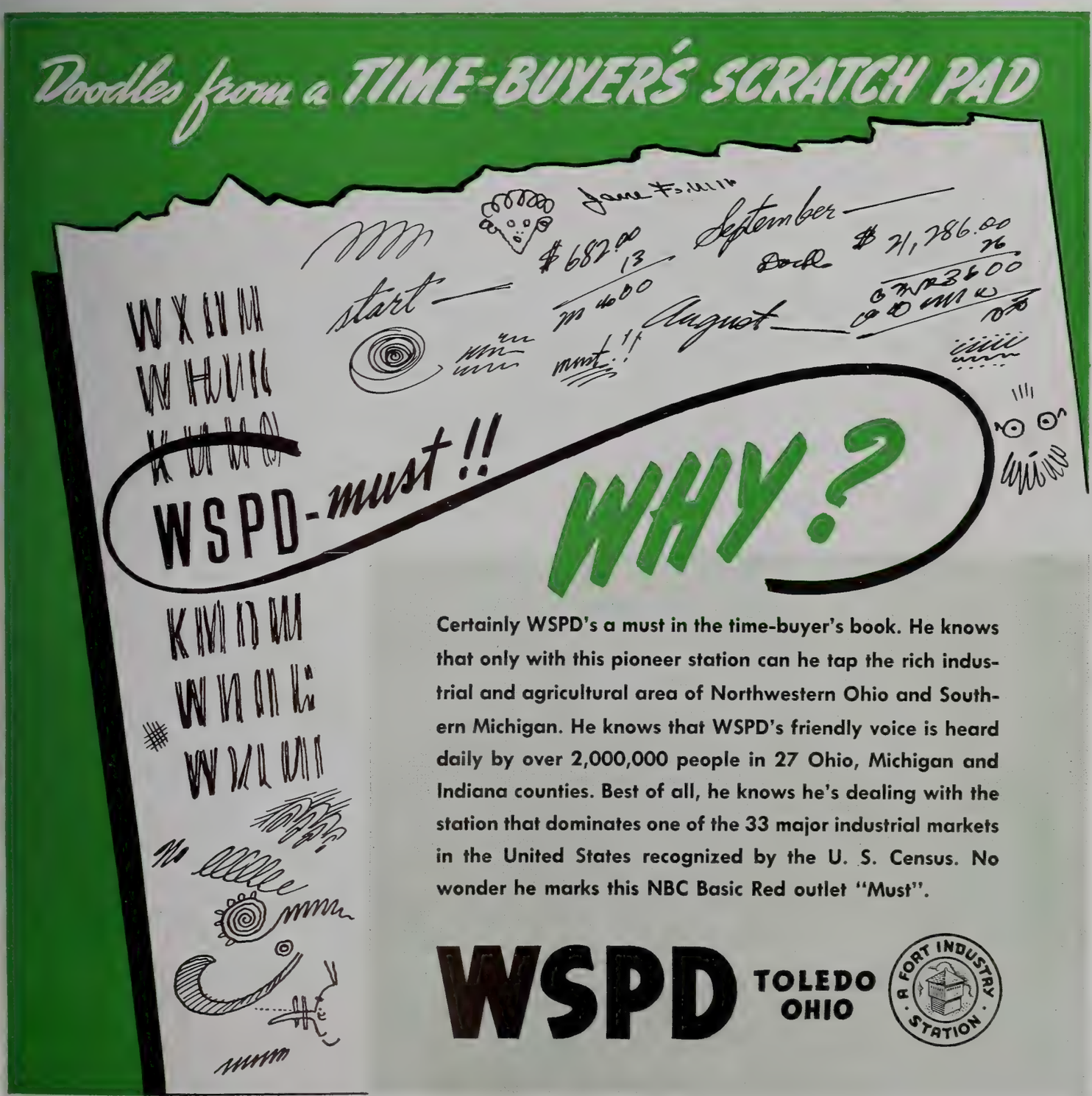
15c the Copy • $5.00 the Year
Canadian & Foreign $6.00 the Year

AUGUST 4, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 5
WASHINGTON, D. C.

Doodles from a **TIME-BUYER'S SCRATCH PAD**



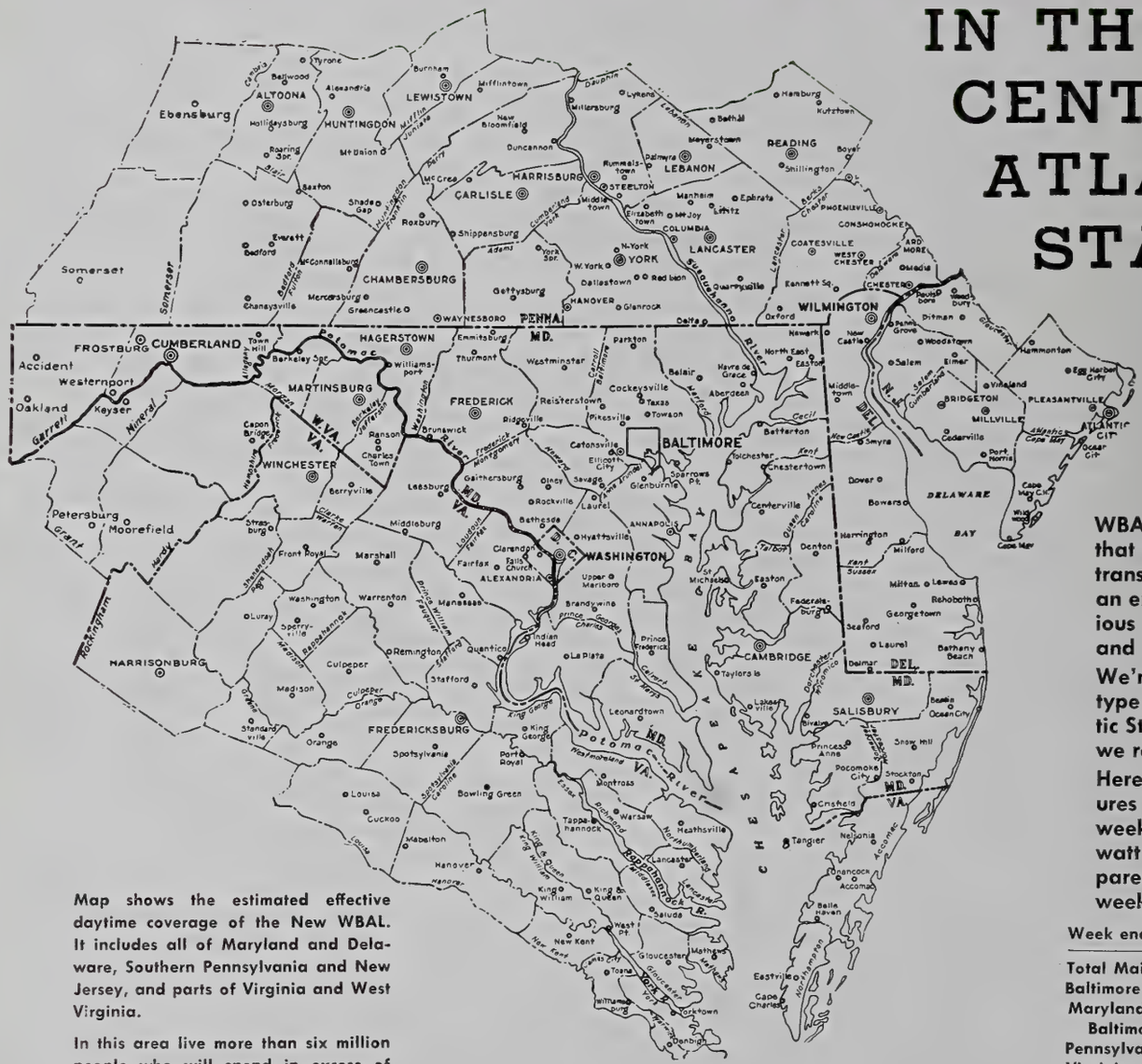
Certainly WSPD's a must in the time-buyer's book. He knows that only with this pioneer station can he tap the rich industrial and agricultural area of Northwestern Ohio and Southern Michigan. He knows that WSPD's friendly voice is heard daily by over 2,000,000 people in 27 Ohio, Michigan and Indiana counties. Best of all, he knows he's dealing with the station that dominates one of the 33 major industrial markets in the United States recognized by the U. S. Census. No wonder he marks this NBC Basic Red outlet "Must".

WSPD TOLEDO OHIO

A FORT INDUSTRY STATION

THEY SURE LIKE 50,000 WATTS

IN THE CENTRAL ATLANTIC STATES



Map shows the estimated effective daytime coverage of the New WBAL. It includes all of Maryland and Delaware, Southern Pennsylvania and New Jersey, and parts of Virginia and West Virginia.

In this area live more than six million people who will spend in excess of two billion dollars in retail stores this year.

WBAL promised listeners that its new 50,000 watt transmitter would deliver an entirely new and glorious strength of signal and quality of tone.

We're the "show me" type in the Central Atlantic States but when shown we respond, and how!

Here are some mail figures for the first two weeks of WBAL 50,000 watt operation as compared with the same weeks in 1940.

Week ending	7/19/41	7/26/41
Total Mail up	813%	1291%
Baltimore City	1118%	1430%
Maryland (except Baltimore)	571%	896%
Pennsylvania	680%	2150%
Virginia	600%	1833%
Washington, D. C.	1850%	975%
West Virginia	500%	533%
Delaware	567%	2300%
New Jersey and other states	800% +	1300% +



ON OCTOBER 1

THE NEW WBAL

will become a basic member

of

NBC RED



National Representation • INTERNATIONAL RADIO SALES

eadership in Library Service

Shakespeare Said It . . .

. . . and we don't feel one bit like revising Shakespeare this morning. It was something about a rose by any other name . . . and to prove Mr. Shakespeare's point, we offer a Rose, which by any other name, would sound as sweet!

▼▼▼

To be exact, our August 1st release brought to Standard station-subscribers and their audiences, the first group of selections by Dave Rose and his Orchestra. And we'd like to say just this about them: they're 'way out ahead of anything you've heard in recent years . . . in their smooth, silky style, their super-sophisticated arrangements, and their sheer musicianship!

▲▲▲

We'll go right down the line on Dave Rose, and say that listeners will be clamoring for more and more of him in a matter of days. He's got what it takes to catch on instantly, and win and hold top-spot preference with radio audiences.

▼▼▼

As far as we know, Shakespeare didn't mention Abe Lyman in any of his opuses, but plenty of other folks mention him frequently as one of the outstanding band leaders of the day. Abe and his great organization are stand-outs in our August releases, and they've never been better.

▲▲▲

Also sweetening our latest group of discs are selections by the Music of Walt Schumann, the vocalizing of Eddie Dean and the grand harmonizing of the Charioteers. All in all, we're accepting slaps on the back and vigorous handshakes on what we consider to be one of our finest releases.

▼▼▼

. . and if you'd like some of the same from your audiences, write us today for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!

WELCOME TO:

KPQ—Wenatchee, Wash.

WTOC—Savannah, Ga.

KBUR—Burlington, Iowa.

KTBI—Tacoma, Wash.

Largest List of Active Subscribers!

..COMPLETE COVERAGE OF THE ENTERTAINMENT FIELD...

RADIO STATION WCLO
Operated By The Janesville Daily Gazette
200-204 EAST MILWAUKEE STREET
Janesville Wisconsin

July 21, 1941

TRANSMITTING STATION
SOUTH OAKHILL AVENUE

STUDIOS AND OFFICES
THIRD FLOOR GAZETTE BLDG.

Mr. M. M. Blink,
Standard Radio,
360 N. Michigan Ave.,
Chicago, Ill.

Dear Milt:

As we near the end of our first year as a subscriber to your Standard Library Service, we are still receiving many compliments from listeners and businessmen throughout Southern Wisconsin, on the excellent programming of WCLO during the past few months, and I feel that these compliments should be passed along to you.

When your first shipment of transcriptions arrived in Janesville, we were agreeably surprised at your excellent choice of talent, the remarkable job you were doing on production, and the excellent service which your organization renders to one of its subscriber stations. Your complete coverage of the entertainment field is what puts Standard Transcription Library into the class with network programs.

Congratulations - keep up the good work!

Best wishes and kindest personal regards.

Yours very truly,
RADIO STATION WCLO
Jas. F. Kyler
James F. Kyler
General Manager

JFK:B

ADDRESS ALL COMMUNICATIONS TO THE JANESVILLE DAILY GAZETTE

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

SUBSCRIBERS to the Standard Program Library Service enjoy this unqualified assurance: the Standard Basic Library, as well as Standard's monthly releases, will give them at all times "complete coverage of the entertainment field". What is more, Standard always offers such an amazingly rich variety *within* every musical classification, that programs can always be fresh, sparkling, original. And that, perhaps, is why Standard programs so often demonstrate a tremendous listener-appeal . . . that is why, perhaps, the largest list of active subscribers answers "Yes" to the question:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as

When you think of

NEW ORLEANS

you think of:

Tarpon Rodeos...



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

August 4, 1941

CONTENTS

NBC Reaches Agreement with ASCAP	7
White Offers New FCC Bill	7
The Radio Sales Tax—Editorial	8
FCC Considers Franchise Levy	8
Newspaper Hearings Off Until Fall	9
House Approval of Radio Tax Likely	10
Fly to Keynote NIB Convention	11
Net-Monopoly Talks Snagged	12
Regionals Seek 10 Kw. Day	14
RCA Demonstrates 'Alert Receiver'	16
More Errors in 'Newspaper-Radio' List	18
President Delays Naming Thompson Successor	18
Full Text of White Bill	18B
Foreign Broadcast Control Remains Unchanged	18D
Raymond Clapper on the FCC	20
Mills on ASCAP	22
FM Antenna Standards Clarified	24
Radio Collects Aluminum	36
Aluminum Alloted for Sets	38
Canadian Spot Business Holds Up	38
Text of Radio Tax	38A
AGMA Takes Injunction to High Court	38C

DEPARTMENTS

Agencies	26	Network Accounts	53
Agency Appointments	26	Other Fellow's Viewpoint	38D
Behind the Mike	32	Personal Notes	31
Classified Advertisements	42	Purely Programs	35
Control Room	43	Radio Advertisers	41
Editorials	30	Station Accounts	40
FCC Actions	52	Studio Notes	38C
Meet the Ladies	33	We Pay Respects	31
Merchandising	34	Hix Cartoon	54



REWARD: 903,105* customers for advertisers who find spots on KOIL.

*Persons in KOIL's 0.5 Millivolt Area

KOIL
OMAHA, NEB.



● All from a *single* merchandising campaign we built for General Foods to announce the opening of their new show, "Portia Faces Life."

This is only one of a continuous series of merchandising successes which identifies WSYR as the station that does *more* for you.

COLUMBIA, THE GEM OF THE ARMY!

Bring 40,000 *extra* new spenders even to a populous State like South Carolina, and you have a definite increase in sales potentials. Bring 40,000 new spenders to any *city* in the State, and you have a real show!

With Fort Jackson less than five miles away, Columbia is now one of the most accelerated markets in America—and Station WIS is reaping this local harvest into the laps of its joyful advertisers . . . *But even this is not your best reason for using WIS.* From the exact center of the state, its 5000 watts *on 560 KC.* creates a primary contour including more of South Carolina than all other stations combined.

In other words, Columbia is also "the gem of South Carolina radio!" For full details, ask your Agency to ask the Colonel!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE



WIS

Columbia, S. C.

NBC-Red (Since 1931)

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 · NEW YORK: 247 Park Ave., Plaza 5-4131 · DETROIT: New Center Bldg., Trinity 2-8444 · SAN FRANCISCO: 111 Sutter, Sutter 4353 · LOS ANGELES: 650 S. Grand, Vandike 0569 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 5 WASHINGTON, D. C., AUGUST 4, 1941 $5.00 A YEAR—15c A COPY

NBC Reaches Agreement With ASCAP

Network Pays 2¾%, Stations 2¼% In Deal; Affiliates' Approval Required

THE BOARD of Directors of ASCAP last Friday announced that it had approved the terms of the proposed contract with NBC, ending a week of almost constant negotiations. Attorneys for the Society and NBC immediately got together to draw up the official document.

NBC will ask its affiliates for their approval, and the actual signing was expected to take place forthwith, following which ASCAP music will again be heard on the NBC networks after an absence of more than seven months.

Terms agreed on by ASCAP and NBC earlier in the week are much the same as those outlined in NBC's proposal, made June 27 [BROADCASTING, June 30], whose general outline is followed by the new agreement. Chief alteration is an increase in the network blanket commercial license fee from 2½% to 2¾% of net time sales, and in the station blanket commercial license fee from 2% to 2¼% of net time sales.

Recapture from Affiliates

Since NBC is asking its affiliates to refund as their share of the ASCAP fees on network programs 2¾% of what they get from NBC for these programs, the contract is subject to the approval of the affiliates, but after discussing with a number of these stations, NBC said it expects no difficulty in securing this approval.

Contract, like the MBS-ASCAP contract, runs until Dec. 31, 1949. Contracts will then be automatically extended for a period not to exceed nine years, with the understanding that if ASCAP demands an increase which NBC is unwilling to pay, the question is to be determined by arbitration.

Unlike the Mutual deal, however, NBC's covers FM and shortwave broadcasting as well as standard domestic programs. Television is not covered, inasmuch as ASCAP does not control the television performing rights of its members, according to statements made by ASCAP executives at the time the MBS contract was negotiated. For the right to use ASCAP music on network sustaining shows, NBC will pay ASCAP an annual fee of $200 for each regular affiliate.

NBC's M&O stations will pay ASCAP the following fees on local sustaining programs: if the net receipts of the station from local business exceed $150,000, twelve times the station's half-hour rate; if between $50,000 and $150,000, 12 times the quarter-hour rate. A nominal sustaining license fee of $12 a year would be applied to any stations earning less than $50,000 per year.

The new blanket commercial fees, representing an increase for NBC over its previous offer, also represent a decrease for ASCAP, which had been standing pat on the terms of its MBS contract, 3% from both network and stations for four years and 3½% after that until 1950.

ASCAP's Prospective Take

It is estimated that the new terms, if acceptable to the entire broadcasting industry, will give ASCAP an annual revenue from radio of between $3,000,000 and $3,500,000, as compared with the $4,200,000 the MBS terms would have produced. ASCAP is bound by a favored nation clause in its agreement with MBS and with the Mutual affiliate stations to offer them the NBC terms or better terms offered to any other broadcaster.

CBS also is expected to accept the NBC deal for its own network and M&O stations, although negotiations betwen ASCAP and CBS have been dilatory for the last few weeks. Once all the national networks are again using ASCAP music, it is probable that the majority of individual stations will also sign with the Society, thus explaining ASCAP's willingness to accept the compromise fees.

This acceptance did not come without a struggle, however. According to reports, Irving Caesar had waged a bitter fight against making any monetary concession to NBC and CBS, and later in the week he led the opposition to the acceptance of NBC's method of handling the situation arising out of the State anti-ASCAP legislation in Florida and Nebraska. With all other problems settled earlier in the week, the ASCAP board spent all day Thursday considering the State law situaton, with Mark Woods, NBC vice-president and

(*Continued on page 38B*)

White Offers Bill to Revamp FCC

Commission Powers Curbed in New Measure

CALLING for a full-range revision of the existing law governing broadcasting, the long-incubated ripper bill to remould the FCC was dropped into the legislature hopper last Thursday by Senator Wallace H. White, Jr. (R-Me.), with the heat on for speedy enactment.

In the form of a series of amendments to the Communications Act of 1934, which has been under sharp attack as antiquated and shot-through with loopholes which have allowed the FCC to run wild, the White Bill (S-1806), promptly was referred to the Senate Interstate Commerce Committee for action. For several months Senator White has been working on the measure, and it already has implied support of a number of Committee members who have deplored current conditions in radio regulation.

Eight Points

The measure, as introduced by the Maine statesman, recognized as the best informed man in Congress on radio law, and co-author of the existing act, would:

1. Set up a separate three-man, fully autonomous division within the FCC, having its own chairman, as a Division of Public Communications to handle all broadcast, television, FM and related matters.

2. Create a parallel statutory division of Private Communications to handle public-utility common carrier pursuits.

3. Make the chairman the executive officer and coordinator, but with no regular functions on either division, except as a pinchhitter for a sick commissioner or in case of a vacancy.

4. Clearly define broadcasting as not subject to common carrier concepts, and prevent the Commission from usurping authority over business aspects, programs, rates, or other fields upon which it recently has impinged.

5. Block repetition of the current newspaper-divorcement proceedings by preventing the Commission from throwing any class of applicant into the suspense files, as it has done with new newspaper applications.

6. Clearly delineate the Commission's functions as to hearings, transfers of licensees and appellate procedure by eliminating loopholes and making mandatory full hearings.

7. Broaden provisions on use of facilities by candidates for public office, and require identification of speakers on controversial issues, with equal time for all sides.

8. Authorize the issuance of stay orders against Commission decisions by the courts, and allow reviews on the facts, as well as the law, with additional time in which to seek rehearings or appeal.

It is recognized that any bill not directly concerned with national defense has a difficult row to hoe legislatively. Despite this, the crying needs evidenced during the recent hearings on the White Resolution before the Interstate Commerce Committee for new legislation is expected to arouse support for expeditious consideration. Whether there will be hearings promptly, before the full committee or a subcommittee, must await conferences between Senator White and Chairman Wheeler (D-Mont.) of the Committee.

Early Hearings

After introduction of the bill, Senator White told BROADCASTING he hoped to have early hearings. He explained that the measure did

(*Continued on page 18A*)

Radio, Printer-Lobbyists and A Boston Tea Party—*An Editorial*

IF A VOTE were taken today on whether broadcasters regard their business as hexed, bewitched or hoodooed, the "ayes" would win by a landslide. The House Ways & Means Committee action in voting a super-income tax upon broadcast advertising revenue is the last straw.

The provision isn't law yet. It may even be licked in the House, though prospects are all but nil there. If it isn't stopped in the Senate, then all broadcasters had better hold their hats! Even an apprentice psychiatrist would advise that they begin looking for saner pursuits.

The very fact that a committee of 25 legislators, strong and true, could be taken in by the crew of labor lobbyists who plumped for the discriminatory tax against radio is stupefying. The language used by the Ways & Means Committee in its report might have just as well been plucked from the propaganda broadsides unleashed a few months ago by John B. Haggerty, president of Allied Printing Trades Assn. Printers, typographers, engravers and stereotypers, he contended, were losing jobs because of radio advertising.

Why this happened at all properly should be shelved for future reference. Right now the job of every broadcaster, and in fact every man identified with advertising, whatever its nature, is to kill what we might call the Haggerty-Flynn amendment. Enough has been said since the provision popped into the last draft of the bill to establish it as perhaps the most glaring instance of tax discrimination since the Boston Tea Party. In a $3,500,000,000 revenue-raising project for defense purposes, eight or ten millions which would be euchred out of broadcasting is a bagatelle. But it's enough to amount to confiscation for many radio operations. Beyond that, it again labels radio as a business living only by sufferance of a government franchise, and therefore one that should pay extraordinary tribute, penalizing it as an advertising medium and correspondingly benefitting its competitors.

We have seen enough during the last week to prove that the industry at long last is at work. If the efforts in the House fail, the last stand must be made in the Senate. Eminent tax counsel has been retained by the NAB in Mr. Ellsworth Alvord, of Washington. Broadcasters are working for their own salvation. The NIB has gone out to its members, most of whom would not be affected *immediately* because of the $100,000 gross income exemption.

That is all to the good. No broadcaster, however small, should delude himself into believing that since the tax will not touch him *now*, it will sock his competitors, and therefore should not be of concern. The history of tax legislation is toward the lowering of exemptions until they are eliminated altogether. And this a *gross* tax, not a tax on net income or profits.

In passing, we cannot help but wonder where the American Federation of Labor, parent of Allied Printing Trades, fits in this picture. AFL and its president, William Green, also have under their protective wing such unions as American Federation of Radio Artists, American Federation of Musicians, and the International Brotherhood of Electrical Workers, Radio Division, who are dependent upon radio for their livelihoods. Does AFM condone the tearing down of one medium, which would seriously endanger the jobs of thousands of announcers, program people, musicians, technicians and artists, so that another segment of its membership might somehow benefit? We think Mr. Green, Mr. Petrillo and the AFL executive council might well look into this.

What interest, if any, certain individuals on the FCC might have had in spurring House Committee action on the discriminatory tax, also would prove enlightening. The Committee, we feel confident, did not think up for itself that master stroke of irony written into its report, whimsically pointing out that regulation of broadcasting is "provided at public expense, with great benefit to the industry but without any special costs to that industry". We venture there is a hatchet-man or two around the FCC who inspired this delectable morsel, perhaps over a beer with the minions of the labor lobby.

If radio is to survive as a business, the super-tax cannot. For that reason (plus the righteous resentment now manifest in the industry) we feel it will be knocked out before the Revenue Act becomes law. Even if it is, there should be no letdown by broadcasters. The FCC right now has a cute little trump it proposes to play on franchise taxes, if Congress doesn't [please look below].

ATLANTIC FOOTBALL COVERAGE BEING SET

FOR the sixth consecutive season, Atlantic Refining Co., Philadelphia, will sponsor broadcasts of football games played this fall by major Eastern colleges, outstanding high-schools and some teams of the National Professional League. Although the schedule of games and the total number of stations have not yet been decided, N. W. Ayer & Son, Philadelphia, agency in charge, reports the broadcasts will start the last week in September on stations in Atlantic Refining's marketing area, which extends along the Eastern seacoast from Maine to Florida and as far West as Ohio.

As in the past, N. W. Ayer plans to hold a pre-season coaching session to standardize for its announcers the methods of delivering the play-by-play descriptions and commercial announcements. This session is held annually so that listeners will hear the same announcing technique in switching the dial from one game to another. To select the announcers and commentators for this season's broadcasts Atlantic Refining also will hold its usual announcers' conference date for which has not been set. According to Ayer details for this year's football broadcasts will be released early the week of Aug. 4.

T. WELLES, formerly of BBDO and Lord & Thomas, New York, has been named by Ted Bates Inc., that city, to direct the new *Guy Lombardo* show, to go on the air Aug. 2 for Colgate-Palmolive-Peet Co., Jersey City.

Franchise Levy by FCC Likely If Congress Kills Radio Tax

Alternative Propositions, Under Study, Would Provide Funds for FCC Broadcast Operations

For news of tax bill, see page 10

IF THE special excise tax upon broadcast advertising is killed at this session of Congress, then look for something in the nature of a franchise levy invoked by the FCC, to defray its operating overhead.

Just about the time the House Ways & Means Committee erupted with the 5 to 15% net sales tax [BROADCASTING, July 28] the FCC had before it several alternative proposals to procure revenue from licensees to pay its own overhead. It is expected these will be held in abeyance until Congress makes up its mind.

If Congress does impose a heavy tax, it is assumed the proposed franchise scale will die. On the other hand, if Congress knocks out the tax or spreads it over all advertising media on a more nominal basis, the special Commission formula may be revived.

FCC Chairman James Lawrence Fly, at his press conference last Monday, pointed out the Commission for several years has looked into the matter of a special franchise tax and that there is some Commission sentiment in favor of taxing broadcasting for the cost of regulation.

Several alternative propositions are understood to be before the Commission and have been considered in the past without final action. These are understood to include fees applicable to all branches of communication subject to FCC regulation. For example, there would be annual fees for telephone and telegraph companies, as well as for the some 50,000 amateurs holding Government licenses and commercial radio operators. These individuals might be assessed a nominal fee of $1 a year, it was pointed out.

The alternative plans for broadcasting roughly might be classified as follows:

(1) What would be regarded as a more or less minor tax on station gross, to be assessed annually, probably to raise $1,250,000 of the FCC's approximate $5,000,000 budget, to defray broadcasting costs.

(2) A filing fee assessment, with a fixed minimum of $500 for construction permit applications for 250-watt stations and an added stipend for applications seeking power in excess of 250 watts; possibly a $100 filing fee for modifications of licenses, $10 fee for special authorizations, etc.

(3) A wattage tax, starting at a fixed minimum of $250 for 250-watt (local) stations, and graduating upward with the power brackets. With approximately 1,000,000 watts of power allocated for broadcasting, such an impost presumably would raise what is regarded as the requisite $1,250,000.

Band-Aid Adds

JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on Aug. 19 will add a second weekly period to *The Voice of Broadway*, with Dorothy Kilgallen, presently heard Saturdays, 11:30-11:45 a.m. on 59 CBS stations. Additional weekly broadcasts will be given Tuesdays, 6:15-6:30 p.m. on 64 CBS stations. Young & Rubicam, New York, handles the account.

Prudential's Show on CBS

PRUDENTIAL LIFE Insurance Co. of America, Newark, on Aug. 31 starts a new musical show, *Prudential Family Hour*, Sundays, 5-5:45 p.m., on 57 CBS stations. The program is of the variety type, featuring everything from classical to popular tunes played and sung by Gladys Swarthout, Metropolitan Opera star, Ross Graham, Baritone, "Skeeter" Russell, comedian, a chorus of 14 mixed voices and Al Goodman's orchestra. Deems Taylor will be regular commentator. Each week a drama telling the story of some piece of music of some great composer will be woven into the program. Agency is Benton & Bowles, New York.

Newspaper-Radio Hearing Quits Until Fall

Fair of Witnesses Will Be Cited To Court

AFTER SITTING five days over a two-week period, during which most of its subpoenaed expert witnesses and practically all of its exhibits boomeranged, the FCC last Friday called quits on its newspaper-divorcement inquiry for the balance of the summer. The Commission will reconvene, barring unforeseen developments, on Sept. 17. The final day's session was enlivened by orders from Chairman Fly to his Law Department to institute court proceedings against James G. Stahlman, publisher of the *Nashville Banner*, and former President of the American Newspaper Publishers Assn., and Alfred S. Friendly, business manager of the *New York Sun*, also an ANPA official, for their failure to answer FCC subpoenaes. At the opening session July 23, Elisha Hanson, counsel for ANPA, had challenged the FCC's jurisdiction and announced that witnesses subpoenaed would not appear, on his advice.

Contempt Proceedings

Chairman Fly instructed the Law Department, after the names of the subpoenaed witnesses had been called and failed to respond, "to proceed forthwith to enforce the subpoenaes". Mr. Hanson said he stood on his original statements challenging jurisdiction but would not elaborate as to how he would combat the proceedings, presumably looking toward contempt.

It was indicated the FCC attorneys would proceed this week in the U. S. District Court for the District of Columbia, to enforce the subpoenas. Likelihood of long-drawn-out litigation on the validity of the subpoenaes, plus the question of the FCC's jurisdiction to cite newspapers, press associations or any phase of the press for hearing under the Communications Act unquestionably will be raised.

Press Association Probe

The Commission ran through the press association phase of its case Friday. While having no direct bearing on the question of newspaper ownership, the nature of the interrogation caused some wonder. Emphasis was placed upon formation of the Press Radio Bureau, financed by the major networks in 1934 to supply sustaining news in capsule form.

Witnesses also were asked about minutes at Press Radio meetings, quoting high officials in the press service field to the effect that so-called "outlaw" competitors should be "squashed" to prevent them from serving radio in such fashion as to become competitors of the existing press associations. A big play was made on the term "outlaw", both in the direct examination and by industry attorneys, seeking to prove that it had to do with literal "pirating" of news.

Additional tabulations of errors and far-fetched ties in the FCC's purported newspaper-ownership list will be found on page 18.

Anti-Trust Buildup

Whether the FCC was seeking to lay a foundation for ultimate anti-trust proceedings against the press association cropped up in more than one mind.

Thrown into the record were extensive minutes, memoranda and committee reports dealing with radio activities of ANPA dating back to 1932, when the press-radio war was on in earnest and radio program listings were banned in many papers on other than a paid advertising basis. Then, with James W. Barrett, editor-manager of the now inactive Press Radio Inc., on the stand, minutes of the meetings of that operation from its formation in 1934 until its demise as a functioning service in about 1937 were examined.

Important Figures Appear

Parading before the Commission during the Friday meeting were big names in radio and journalism. A surprise witness was M. H. Aylesworth, first president of NBC and, according to his own description, now engaged in "specialized practice of law and Government activity". He told of his efforts to get news on the air as a public service and said that his prophecies "had come true". Others who testified in quick succession were Paul White, director of public affairs of CBS; J. V. Connolly, president of King Features, and of its subsidiary INS, and Lloyd Stratton, assistant general manager of AP.

In adjourning the sessions until Sept. 17, Chairman Fly expressed the hope that counsel would "cooperate" in the preparation of data and not waste time. He suggested to all parties that when the inquiry reconvenes it should be able to "proceed to a conclusion".

No Evidence Produced

Despite the forays of its recently organized investigating force into newspaper-station, press association and network files to gather fodder for the inquiry, the sum total of the evidence thus far adduced failed to produce any evidence that newspaper ownership results in monopoly in public opinion or in unfair competition. And the voluminous exhibits prepared by the FCC's staff, designed to show that newspapers in combination with stations get all the business breaks and deter their competitors from making money, failed to make the grade because of the obvious errors in them. The upshot was that the Commission's exhibits were simply "marked for identification" and not admitted in the record.

FM Needs Press Capital

Radio's newst service—FM—went to bat 100% against the Order No. 79 which is the springboard for the inquiry to ascertain what regulations, if any, or what legislative recommendations, if any, should be made to Congress to prevent newspapers from owning or in the least wise being associated with standard or FM broadcast stations. Both FM Broadcasters Inc. and American Network Inc., the projected cooperative 40-major-market FM operations, told the Commission FM development would be retarded and probably scuttled if newspapers are not permitted to get in on the ground floor.

John Shepard 3rd, president of FM Broadcasters Inc., told the Commission frankly and simply in just 12 minutes of testimony last Thursday that newspapers are an integral part of FM development—this despite the fact that he has no newspaper affiliation in his Yankee or Colonial network and station operations. Urging a prompt decision on the newspaper-ownership issue, he said that the development of FM has "without question been retarded by the issuance of Order 79".

In the same groove, John R. Latham, executive vice-president of American Network Inc., told the Commission that in his judgment the whole project will flounder unless newspapers are participants. The 40-station network project, he said, stands to lose money for two years anyway, but it can't get started until newspapers are permitted to partcipate because they are the only applicants in several basis markets.

Statistics Challenged

Another FCC bubble was exploded when the higher-mathematical calculations of the FCC's Accounting Department, handled by DeQuincy V. Sutton, head broadcast accountant, were challenged. That was because of the fallacious base on which they were computed, since the very first exhibit offered by the Commission was a table showing 298 stations affiliated with newspapers. These included, for example, such stations as WLW and WHO, which are not newspaper-controlled in any sense. Because of their higher bracket incomes, the computations both as to gross time sales and network earnings of so-called newspaper stations, opposing counsel contended, were thrown out of kilter. And Chairman Fly, as well as his colleagues, apparently thought enough of this contention to prevent the exhibits from going in as actual testimony.

What apparently was to have been the high spot of the Commission's case—the so-called Charleston situation—amounted to nothing better than a dew. There the only two newspapers—the *News & Courier* and the *Post*—own one of the two stations, WTMA. The newspapers consistently had refused to carry the opposition station's program schedules, and John M. Rivers, president of WCSC, has been a vociferous complainant about this monopoly.

Didn't Hurt Business

While Mr. Rivers himself said he had found that this condition was "unique" in radio, in that most newspapers owning stations carry programs of competitors, he nevertheless developed under cross-examination that his business is better than ever before and that the "unfair competition" really hasn't hurt him economically. For example, under cross-examination by former Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committee, he admitted that the gross income from 1939 to 1940 had increased 22% and his net profit no less than 858%—from $1,303 to $12,492.

Harris Asks Questions

There were questions by Commission Assistant General Counsel Thomas E. Harris, contrived to show that the press associations dealing with radio indulged in price-cutting and that newspapers, by exclusive contract, attempted to block press association service to competitive stations. But it didn't seem to jell that way under cross-examination of the Newspaper-Radio Committee of Louis G. Caldwell, counsel for the *Chicago Tribune's* WGN, and of Ben S. Fisher, attorney for WTMA and the Charleston newspapers.

Tables Challenged For Errors in List

The Commission held only a morning session Wednesday, July 30. Sitting were Chairman Fly and Commissioners Craven, Walker and Wakefield.

Before Mr. Sutton resumed his explanation of exhibits introduced at the final session July 24 [BROADCASTING, July 28], Sydney M. Kaye, associate counsel for the Newspaper-Radio Committee, challenged all of the tables, on the ground that they were based on the initial exhibit introduced by the Commission, showing 298 newspaper-owned stations. A cursory examination of this initial table, he said, revealed many errors. He pointed out there were some 17 stations listed as newspaper-affiliated in which it had been ascertained newspapers had sold their interest.

Moreover, Mr. Kaye contended, there were listed two 50,000-watt stations (WLW and WHO) which

(*Continued on page 44*)

House Approval of Radio Tax Likely

Hope for Defeat Of Sales Levy In Senate

WITH House passage of the 1941 Revenue Bill, incorporating a 5-15% tax on stations' and networks' net time sales of $100,000 annually an over, scheduled for Aug. 4, the radio industry and other opposition forces are making plans for an all-out fight against the levy in the Senate, with considerable hope seen for success.

The Senate Finance Committee intends to start public hearings on the tax measure within a few days after House passage, certainly not later than the following week, according to the Committee's new chairman, Senator George (D-Ga.)

Despite apparently growing Ways & Means Committee support for deleting the radio tax during the last week, it appeared Friday that there was little chance that the committee would rescind its last-minute recommendation for the levy and allow the House to vote it out of the general tax bill. It is understood that a committee vote on deleting the radio tax last Monday stood 7 for and 10 against. With support of 13 of the 25 Ways & Means members necessary to knock out the provision, other votes later in the week indicated that support had risen to 10 members, and finally to 11, at last report.

Majority Lacking

However, on Friday, with no further committee meetings definitely scheduled, the necessary majority still was lacking. Since the measure stood on the House floor under a rule allowing only committee-approved amendments, the door appeared to be locked on any change in the bill beyond three minor amendments reported out by the committee and possibly a change in the joint-return requirement affecting individual income levies.

Under tentative schedule, the Senate Finance Committee on Aug. 6 will start executive sessions to develop an explanation of the complicated tax bill. If these sessions can be concluded in two days, as is expected, Secretary of the Treasury Morgenthau would be the first witness in the public hearings tentatively set for Friday, Aug. 8. Following Secretary Morgenthau and other Treasury officials, among them presumably John L. Sullivan, Assistant Secretary, other parties are to be heard starting Monday, Aug. 11. The committee indicated that this tentative schedule would be pushed back accordingly if executive sessions lasted longer than the expected two days.

Observers in radio circles drew considerable satisfaction from the decision of Senator George to assume the chairmanship of the Senate Finance Committee, surrendering his top spot in the Senate Foreign Relations Committee to do so. It was remarked that Senator George is known to mirror the tax philosophy of the late Chairman Pat Harrison, who regularly rewrote House tax bills in their entirety when they reached the Senate. Looking to this possibility, observers averred that this probably increased the chance that the radio tax provision would be deleted from the bill in the Senate.

Also it was felt that if the Senate wrote the provision out of the bill, it likely would be kept out in conference. It was understood that Chairman Doughton, of the Ways & Means Committee, is included in the sizable committee group opposing the radio tax, and it was thought his opinion would weigh heavily on the House side of the conference.

NAB Board to Meet

The NAB, which has retained Ellsworth C. Alvord, Washington tax attorney, to handle the broadcasters' case at the Senate hearings, has scheduled a board of directors meeting for Wednesday and Thursday, Aug. 6 and 7, to review the situation and develop plans for carrying the fight against the tax. In addition to the NAB, National Independent Broadcasters will be represented at the proceeding, according to President H. A. Lafount, who called for cooperation of all broadcasters, big and small, in fighting the levy. Broadcasters also have been contacting their Congressmen and Senators, emphasizing the discriminatory nature of the proposed tax and calling for action in eliminating it, or at least making tax increases applicable to newspapers and other advertising media than radio and billboards.

Evidence that active opposition has developed for the proposed tax on billboards, also provided in the bill, was seen in Ways & Means action in approving an amendment spreading out the tax by modifying taxable size limits of signs. However, the committee did not agree to eliminate the proposed signboard levy, apparently disregarding pleas of discrimination entirely.

Opponents and Proponents

Although there has been no revelation of all the supporters of radio's case on the Ways & Means Committee, it is known that one of the chief opponents of the broadcast tax in committee has been Rep. Gearhart (R-Cal.). A leading proponent of the tax is understood to be Rep. McKeough (D-Ill.), who had pushed the proposal in committee for some time, and who is understood to favor taxing newspapers as well as radio.

Although the proposed tax has the backing of the International Allied Printing Trades Assn., whose president, John B. Haggerty, early during the House hearings advocated a broadcasters' franchise tax [BROADCASTING, Feb. 24, March 24, May 26, June 2, June 9, July 7], the NAB indicated that the American Federation of Labor has noti-

Continued on page 38A

How the Proposed Time Sales Tax Might Have Affected 1940 Income

(As prepared by Paul F. Peter, NAB director of research)

Time Sales Group	*No. of Stations*	*Net Time Sales Retained*	*Rate of Tax*	*Amount of Tax*
1,000,000 or more	8	$12,301,466	15%	$1,845,220
500,000 to 1,000,000	42	26,651,476	10%	2,665,148
100,000 to 500,000	188	39,555,996	5%	1,977,800
Total	238	78,508,938		6,488,168
3 National Networks		33,275,943	[1]15%	4,991,391
5 Regional Networks		771,883	[2]5%	38,592
Total		$112,556,714		$11,518,151
Industry Total	765	$133,964,769		

[1] Assumes all 3 national networks have retained time sales over $1,000,000.
[2] Assumes all 5 regional networks have retained time sales of over $100,000 but less than $500,000.

Editor's Note—Projecting an expected 15% increase in time sales during 1941, the amount of the proposed tax would reach approximately $13,250,000. If a 5% increase is projected for 1942, the tax would amount to about $13,900,000.

Text of House Report Favoring Radio Sales Tax . . .

Following is the full text of that portion of the report of the majority of the House Ways & Means Committee, made public July 26, relating to the special excise tax on broadcast stations and networks:

Your committee have imposed a tax for calendar years beginning after Dec. 31, 1941, upon every person who during the year operates a radio broadcasting station or engages in network broadcasting.

The desirability of a special tax on radio broadcasting (distinct from a tax on advertising, one medium for which is radio) is indicated by several considerations.

'Valuable Free Privilege'

1. Radio broadcasters are the possessors of a valuable privilege awarded to them free of charge, on the condition that they operate in the public interest. Because of the technical limitations of the broadcasting band, the number of commercial broadcasters at any one time is for all practical purposes limited. In consequence, the right to operate a broadcasting station in particular areas carries with it a measure of monopolistic privilege and the opportunity for an extremely profitable investment. Through the exercise of that privilege and the exploitation of that opportunity, many broadcasters make substantial profits and virtually all broadcasters derive less tangible benefits in the form of publicity and goodwill.

2. The principal operators in commercial broadcasting earn high rates of return on relatively small investments. They possess unusual taxpaying ability which, in view of the Government's present revenue requirements, can properly be subjected to special taxation.

3. Radio broadcasting requires public regulation. Such regulation is provided at public expense, with great benefit to the industry but without any special costs to that industry.

Up to 15% of Gross

The tax imposed is to be equal to a given percentage of net time sales made during the year. A net time sale is in effect defined as the gross amount received or accrued from the sale of radio time, not including the amount of any commission (not to exceed 15% of the gross amount) paid to or deducted by an advertising agency, and minus any amount paid by the taxpayer, pursuant to the sale by him, for broadcasting time to other persons operating radio stations or engaged in network broadcasting.

Taxpayers are divided into three classes, with rates prescribed as follows:

(1) If the net time sales are in excess of $100,000, but not in excess of $500,000, 5%.

(2) If the net time sales are in excess of $500,000, but not in excess of $1,000,000, 10%.

(3) If the net time sales are in excess of $1,000,000, 15%.

How Tax is Applied

The rate prescribed with respect to each class of taxpayer is applicable to the entire amount of the net time sales for the taxable year. The act provides, however, that the liability of a taxpayer in one classification cannot exceed the maximum liability under the next lower classification, plus the amount of the taxpayer's net time sales in excess of the maximum net time sales taxable under the lower classification.

For example, the tax in the case of a taxpayer with net time sales of $500,000 would be at the rate of 5% of the net time sales, or $25,000. Except for the above notch provision, if the net time sales were $500,001, the rate would be 10% of the net time sales, or $50,001.10. By reason of the notch provision, the tax in the latter case would be $25,000 plus the net time sales in excess of $500,000, or $1, making the tax in the latter case $25,001.

If the net time sales do not exceed $100,000 no tax is imposed.

Fly NIB Convention Keynoter

Extraordinary Meeting Called Sept. 22-23 In Chicago

WITH FCC Chairman James Lawrence Fly as the keynoter, an extraordinary convention of National Independent Broadcasters will be held in Chicago Sept. 22-23 to canvass the whole regulatory and business outlook for independent stations in the light of the war emergency.

Called by NIB President Harold A. Lafount, former Radio Commissioner and executive of the Bulova group of stations, the convention will be open to all independently-owned stations, whether or not they are network-affiliated, it was learned. All told, it is expected invitations will go to some 450 stations. Nearly half of the NIB membership is now made up of network outlets.

Tentatively, it is planned to hold the convention at the Palmer House. Edwin M. Spence, secretary-treasurer of WWDC, Washington, who functions also as NIB managing director, is handling preliminary plans, with Mr. Lafount and Andrew W. Bennett, NIB general counsel.

National Defense Aspect

While the agenda for the two-day meeting has not been finally worked out, Chairman Fly definitely is scheduled as the principal speaker on September 22. Because of the importance of radio in national defense, the FCC chairman, who also is chairman of the Defense Communications Board, is expected to arrange for addresses by Army and Navy spokesmen.

Another key speaker is expected to be Ed Craney, militant head of KGIR, Butte, and the Z-Bar Network. He is an advocate of abolition of the NAB and creation of a new trade association of independent station owners [BROADCASTING, July 21-28].

Aside from national defense, the agenda is expected to cover the projected new network monopoly rules and the bearing they will have upon independent stations; the over-all tax situation; copyright, and prospective new legislation to supplant the Communications Act of 1934.

Because of Chairman Fly's complete break with the NAB at the annual convention in St. Louis last May, unusual significance attaches to his scheduled presence at the NIB sessions. Both publicly and privately, Chairman Fly has condemned the NAB as a "so-called trade association"; flayed its president, Neville Miller, and his immediate predecessor, Mark Ethridge of WHAS, Louisville, as the "Louisville twins", and in effect has broken off all relations with the group as such.

Tempers were lost and discretion was thrown to the winds at the St. Louis sessions and a number of broadcasters, including key station members of MBS, have resigned from the NAB in protest over the affair, alleging, among other things, that Chairman Fly had been "insulted".

MBS Pickups

It is understood that MBS has agreed to pick up from the NIB convention a portion of the banquet entertainment. It is probable, also, that a portion of Chairman Fly's address will be broadcast over that network.

In some quarters it was thought that the convention might evolve into an industry-wide movement to reorganize it as an all-inclusive trade association. Networks or network-owned and operated stations are not entitled to membership in the organization—one of the major complaints from those espousing a full-scale reorganization of NAB.

During the last year NIB has maintained headquarters in the Edmonds Bldg., Washington. Mr. Lafount has been president for the last three years. Edward A. Allen, WLVA, Lynchburg, is first vice-president and Lloyd C. Thomas, KGFW, Kearney, Neb., secretary-treasurer.

B & A for Swan

ALTHOUGH Lever Bros., Cambridge (Swan soap), has signed George Burns and Gracie Allen, with Paul Whiteman's orchestra, for a fall series, network and starting date have not been decided. Young & Rubicam, agency servicing the account, is reported as shopping around for the best available network night time, with both NBC and CBS bidding for the series. Weekly variety show will also include a male singer and guest talent, with a new working formula for Burns and Allen.

FIRST course in radio at Harvard is being directed during the present summer session by Charles A. Siepmann, former director of program planning of the British Broadcasting Corp.

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IT'S been coming through the air in dots and dashes, and now it's an organ. KROD, El Paso, at frequent intervals throughout the day has its studio organ sing out the International and Morse code for V. This is followed by the opening measures of Beethoven's Fifth Symphony, the notes of which have the same beat as the code symbols. At other times the word "victory" is spelled out in code.

ANPA Issues Brochure On Advertising, Buying

OFFICIAL statistics which show "surprisingly little variation from month to month" in salaries and wages in retail sales generally and in purchases of foods, drugs, cigarettes, gasoline and railroad tickets are cited by the Bureau of Advertising, American Newspaper Publishers Assn., in a new promotion piece, *They Don't Stop Buying.*

Bound in board covers which are topped by outer covers of transparent plastic and attractively illustrated with drawings, photographs and charts, the volume drives home the point that "Folks don't stop buying. They buy things consistently, the year round. Consumption is steady, month after month. The business is there 12 months of the year. So why stop advertising for your share? Why advertise *spasmodically* when consumers buy *steadily*?" Book includes a number of stories of national advertisers who have achieved sales success from consistent advertising in newspapers, but the moral holds just as well for radio.

Alcorn Injured

W. C. ALCORN, general manager of WBNX, New York, was injured in a freak train accident last week, and although back at work, is limping on a badly bruised leg. A stone was knocked into the open door of the car in which he was riding, striking him in the ankle.

WISH Begins Operation As NBC-Blue Affiliate

WITH Col. Roscoe Turner, famed air pilot, as master of ceremonies, the new WISH, Indianapolis, formally went into operation last Saturday with a special salute from the NBC-Blue, with which it is affiliated. Open house was held for the public all day long at the new studios on the second floor of the Board of Trade Bldg.

Manager of the new station is William H. Behrman, who for nine years prior to his affiliation with WISH was vice-president and general manager of WBOW, Terre Haute. Owners of WISH are C. Bruce McConnell, sales manager of a tobacco and candy distributing firm, president, 33% stockholder; Alvin R. Jones, auto distributor, vice-president, 14%; Edward W. Harris, president of the candy and cigar distributing firm, treasurer, 33%; and four other business men each holding 5%. WISH operates on 1310 kc. with 5,000 watts day and 1,000 night.

Shoe Stores Expanding

NATIONAL SHOE STORES, New York (chain), on Sept. 1, due to the success of its spring campaign on WNEW and WOV, New York, and WAAT, Jersey City, is expanding its schedules on those stations for the forthcoming season and adding WOR, New York, to the list. The company has signed a contract for once-a-week participation on the WOR *Uncle Don* program, using Friday 6-6:30 p.m. to promote the sale of children's shoes. Agency is Emil Mogul Co., New York.

Oneida Local Discs

ONEIDA Ltd., Oneida, N. Y. (Community Plate silverware), thru its agency, BBDO, New York, has cut ten 50-second transcriptions for distribution throughout the country to jewelers handling its product. The discs, tying in Community Plate with a short love scene, are for use on local stations to be selected at the discretion of the jewelers themselves. The 10 seconds remaining are for local tie-ins. Columbia Recording Corp. cut the discs.

HUGH FRANCIS McKEE, operator of the Clinton Theater in Portland, Ore., has applied for a local station in that city, 250 watts on 1450 kc., the facilities vacated by KXL.



DRINKING (THE SPONSOR'S PRODUCT) to the success of the newest addition to WSM's *Grand Ole Opry*, now in its 16th year on the Nashville station. The new sponsor is Nehi Corp., advertising Royal Crown Cola, and in this photo (l to r) are Winston Dustin, WSM salesman; George Bliss, BBDO account executive; Pee Wee King, Ford Rush, Smilin Eddie, San Antonio Rose, Fiddlin' Red, Cowboy Joe, Uncle Dave Macon, Dorris Macon, Louie Buck and the Solemn Ole Judge, George Hay.

Net-Monopoly Talks Hit Snag; Fly Conversations To Resume

Time Option Understanding Appeared Forming, But NBC Fails to Agree with CBS and MBS

INFORMAL conversations between executives of the major networks and FCC General Counsel Telford Taylor, looking toward revision of the far-reaching network monopoly regulations on an amicable basis, hit the rocks again last Wednesday. Conversations will be resumed with FCC Chairman James Lawrence Fly Monday (Aug. 4), with no predictions hazarded as to the outcome.

Since the FCC July 21 authorized a postponement of the effective date of the controversial regulations from Aug. 2 until Sept. 16, the network executives have carried on their conversations with General Counsel Taylor and his assistants. Several times it appeared that an understanding had been reached on the beleaguered time option issue—practically the only one thus far discussed in detail—but conferees practically gave up on it Wednesday night after an almost continuous two-day session and decided to confront Chairman Fly again.

NBC in Opposition

A formula on time options tacitly agreed to by CBS and MBS but opposed by NBC, because of the effect it might have on the Blue, slated ultimately to be sold under the rules, proved the stumbling block that sent the conferees back to Chairman Fly.

While there is still a race against time involved in revising the regulations, it was thought there is a better than even chance that an agreement will be reached shortly, possibly during this week. Chairman Fly is under virtual mandate from Senator Wheeler (D-Mont.), Chairman of the Senate Interstate Commerce Committee, to get something feasible worked out and to give the industry ample time.

White Resolution Pends

The White Resolution, which would have the effect of holding up all of the eight allegedly punitive rules, still is pending before the Senate Interstate Commerce Committee and the hearings are still in recess, subject to call of the chair. If no agreement is reached, it is assumed Senator Wheeler would be disposed to crack the whip and attempt to accomplish something in Congress.

The conferees have been Niles Trammell, president, and William S. Hedges, stations vice-president, for NBC; William S. Paley, president, and Edward Klauber, executive vice-president, for CBS; Fred Weber, general manager, and Louis G. Caldwell, general counsel, for MBS; and Mr. Taylor and Thomas E. Harris or Seymour Krieger, for the FCC. Sessions were held on Thursday and Friday, July 24-25, resumed Tuesday, July 29, and continued through Wednesday, July 30. Practically all the time was devoted to consideration of various formulas in connection with time options.

Blocked Time Units

The proposal on which there seemed to be the closest approach to unanimity was one based largely on what is described as "per use". Under it, four out of each five-hour block would be available for network option in all cities having four or more fulltime stations. But in cities having less than four stations, this formula would result in rigorous competition between NBC-Blue and MBS.

CBS and NBC-Red would not be materially affected, it was indicated, since their present commercial time commitments would be sufficient to accommodate their requirements. Options would be available more than a year hence, based on time used during current peak periods. In the case of the Blue and MBS, these networks would be permitted to option time based on present usage on outlets available.

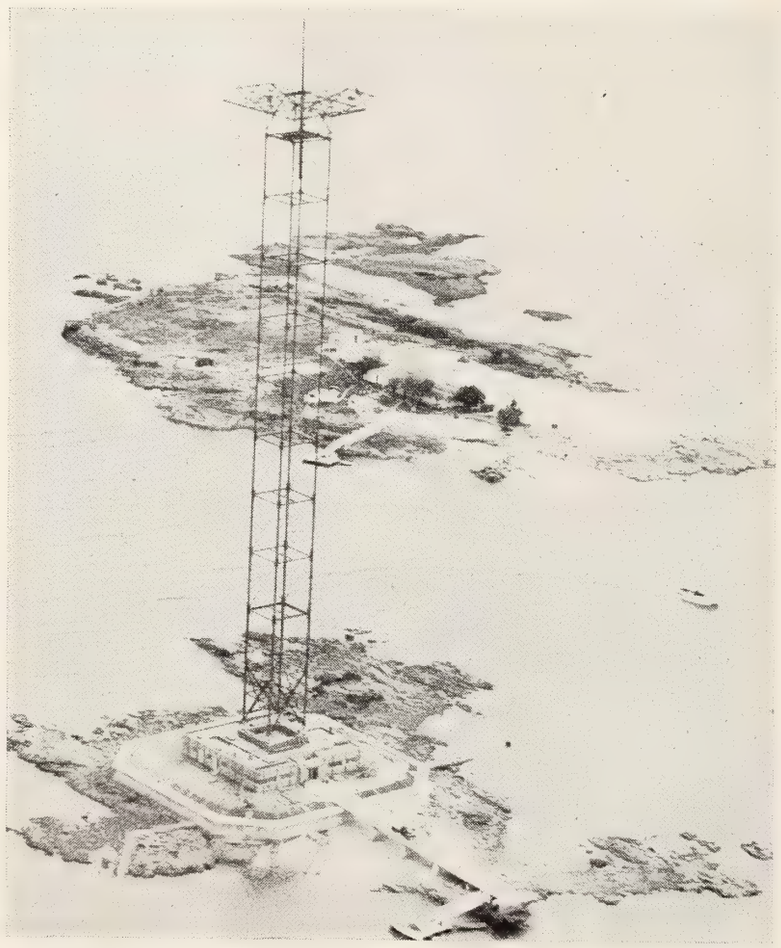
The net result, under such a formula, would be that MBS and the Blue in effect would acquire options on the third outlets in each market, based on the commercial time they currently have placed in those markets.

Evidently the NBC position is that this would not result in an equitable situation for the Blue, because of the relatively small amount of business now sold on it. They would control future time options under this formula.

While there has been little discussion of the other rules, no serious complications are expected immediately. The outlook is for two-year affiliation contracts, which would run concurrently with a projected new two-year station license tenure. Chairman Fly has hinted that a two-year license is in the offing.

As for the disposition of the Blue network by NBC, Chairman Fly, under the spur of Senator Wheeler and other members of the Interstate Commerce Committee, has stated that ample time will be given to permit "orderly disposition of properties". The same holds for possible disposal by the networks of stations which they own or lease in markets other than New York, Chicago or Los Angeles-San Francisco. As a matter of fact, the latter situations presumably will be handled on their individual merits after litigation and hearing, if that is deemed necessary.

New Plant of CBS Key Station WABC



A MILE OFF New Rochelle, N. Y., on tiny Pea Island in Long Island Sound, the new transmitter of WABC, New York, has been completed, and will be used for broadcasts early this fall. The 300-foot tower rests on a concrete platform constructed by WABC engineers as the island itself was nothing more than a group of jagged rocks barely projecting out of the Sound at high tide.

Fall Milk Campaign

NEW YORK STATE MILK PUBLICITY BUREAU, Albany, will start its fall campaign about Sept. 29, using three to five participations weekly on home economic programs on about 18 stations in New York state. Campaign will stress the theme that milk "satisfies thirst—fortifies health." Agency is J. M. Mathes, New York.

COURT DISMISSES ROGAN JONES SUIT

ROGAN JONES' injunction action against Pacific Broadcasting Co., Northwest segment of the MBS-Don Lee network [BROADCASTING, July 28], was dismissed by Judge Joseph A. Mallery in Tacoma Superior Court last Thursday. The judge's order dismissed the case with prejudice and without cost to the defendant. The two Jones stations — KVOS, Bellingham, and KPQ, Wenatchee—will continue for the present on the network "as strictly spot outlets," according to Carl E. Haymond, president and general manager of Pacific.

Interpreting the projected FCC network regulations on time options, Jones cancelled certain Mutual programs in favor of locally originated shows and his contract with the network was thereupon cancelled. Upon issuance of a temporary injunction, service was resumed pending the hearing on a permanent injunction.

Jensen to Grant

JOHN C. JENSEN, formerly radio research assistant of Blackett-Sample-Hummert, Chicago, and more recently in charge of Latin American operations for H. N. Elterich Export Adv. Agency, New York, has been appointed vice-president and assistant to David Echols of Grant Adv. S. A., Mexico City. Mr. Jensen will divide his time between the Grant offices in Mexico City and Monterrey and will serve as account executive for the agency's clients throughout Mexico.

Skelly Signs Utley

SKELLY OIL Co., Kansas City, Mo., has signed Clifton Utley to conduct the Skelly early morning news commentary, heard Monday through Friday on 18 NBC-Red Midwest stations. Mr. Utley succeeds the late Capt. E. D. C. Herne. Decision was made after Mr. Utley had a three-week trial period handling the newscast. Contract will run through Dec. 16, with a five-year option. Agency is Henri, Hurst & McDonald, Chicago.



"YOU'RE BEST BY 1/5TH OF A SECOND!"

● Yes, Clementine—your admiration is absolutely typical: Lots of guys do a hundred yards in 9-4/5 seconds. But nobody cares—we're all too busy screaming for the *one* fellow who does it in 9-3/5!

And it's the same way with radio stations. Give any one station even a slight edge in its territory, and the also-rans don't have much trouble fighting off the fans!

In Iowa, for instance, 59.5% of the State's night-time listeners "listen most" to WHO—while all other Iowa commercial stations get only 11.7%!

These figures are from the new 1941 Iowa Radio Audience Survey—based on personal interviews with 9,246 representative Iowa families. . . . If you'll spend about thirty minutes with this authoritative Survey, we think you'll get some new and valuable ideas about how to make your Iowa advertising money really bring home the bacon. A copy is waiting for you, right here.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . . National Representatives

Seek 10,000 Watts Day for Regionals

Petition Amending Power Rule Will Be Filed By WIBW, WCHS

A MOVE toward the reclassification of power ratings of regional stations, to permit use of 10,000 watts daytime, as against the present 5,000-watt maximum, already has gotten under way, with first applications to be filed within the next fortnight.

Designed to permit horizontal increases in daytime power on regional channels to 10,000 watts, the preliminary petition also will seek amendment of the existing rules, limiting power on Class III-A channels to 5,000 watts day and night, and on Class III-B channels to 5,000 watts day and 1,000 night. A skeleton petition, to be filed in the interests of all regional stations, will propose amendment of the existing rules as a means of broadening rural and semi-rural coverage during daytime by regional outlets.

WIBW, WCHS File

In the forefront of the new move are WIBW, Topeka, and WCHS, Charleston, W. Va., which operate on 580 kc. Karl A. Smith, counsel for WIBW, and Ben S. Fisher and Charles V. Wayland, counsel for WCHS, will file the applications. General engineering data is being compiled by Andrew D. Ring, former assistant chief engineer of the FCC, now senior member of Ring & Clark, consulting engineers.

Under the revised FCC rules of just two years ago, regional stations were permitted, where engineeringly feasible, to use 5,000 watts fulltime as Class III-A outlets. Approximately 125 stations already have been licensed or hold construction permits for this output. Simultaneously, local stations, as of Aug. 1, 1939, in conformity with the provisions of the Havana Treaty, were permitted to go to 250 watts where engineeringly feasible.

40% Better Coverage

It is estimated that with the increase to 10,000 watts daytime, coverage will be improved approximately 40%, primarily in rural or semi-rural areas. Very few questions of interference are involved, except as to adjacent channels, and existing antennas can be used in virtually all cases, it was stated.

To increase a 5,000-watt modern transmitter to 10,000-watt output would require remodeling of amplifier and rectifier stages at costs ranging from $5,000 to $15,000, according to engineering opinion.

John A. Kennedy, general manager of WCHS, and Ben Ludy, directing head of WIBW, have been in Washington during the last two weeks to complete preliminary plans for the applications and petition. It is expected that the petition, setting forth engineering applicable not only to these two stations but to the entire regional classification, will be filed jointly by the two stations. Whether the FCC would hold a hearing on the advisability of amending the rules and also of effecting an exchange of notes with the nations signatory to the Havana Treaty, to permit the increase, is a discretionary matter.

Treaty No Obstacle

Since the Havana Treaty allocations, which became effective last March 29, do not preclude advancements in the technique of broadcasting, it is presumed there would be no serious difficulty involved in procuring ratification, possibly by exchange of notes, of the increase of daytime regional power.

It is understood the proposal has been checked with the FCC Engineering Department and with Chairman James Lawrence Fly and Commissioner T. A. M. Craven, the latter chairman of the American delegation which devised the Havana Treaty, who is a practical engineer. Both are understood to be inclined to favor the project.

Because of the national emergency, the Government naturally is interested in widest possible coverage, particularly in the underserved rural areas. While the daytime power increases for regionals would not help nighttime coverage, it nevertheless would be of advantage, it is pointed out. Daytime listening, according to recent surveys, has increased substantially and advertisers are more conscious of the value of daytime programs than ever before.

Expanded Trading Areas

Moreover, trading areas contiguous to cities in which many regional stations are located have been expanded and the daytime power boost, it is contended, would deliver a usable signal to a substantial portion of this adjacent area and correct what is regarded as an obvious deficiency.

Rural coverage at night largely is dependent upon clear channel stations. A number of applications now are pending for increases in power on I-A clear channels from the present maximum of 50,000 to 500,000 watts or more. WLW, for example, is seeking 650,000 watts [BROADCASTING, July 7].

WITHYCOMB MAKES LATIN RADIO STUDY

DONALD WITHYCOMB, assistant to M. H. Aylesworth, chairman of the Radio Division of the Rockefeller Committee, left last Friday for South America to make an exploratory study of radio conditions there in connection with activities of the committee.

Mr. Withycomb, former general manager of WFIL, was accompanied by Edward Tomlinson, noted author and NBC advisor on Inter-American affairs, who is expected to broadcast from several South American points on general conditions.

During his trip, Mr. Tomlinson will continue his regularly scheduled NBC-Blue Network commentaries by shortwave pickup Saturdays and Sundays, 6:45-7 p.m. EDST. A veteran of nearly two decades in broadcasting, Mr. Withycomb joined the Rockefeller Committee last April as assistant to Mr. Aylesworth. Mr. Tomlinson during the trip expects to join John F. Royal, NBC vice-president in charge of international relations and new developments, who is now on a 20,000-mile air tour of Latin America [BROADCASTING, July 21].

Spots for Fruit Crops

BRITISH COLUMBIA Fruit Board, Vancouver, B. C., is using spot announcements on a number of Canadian stations for the rapid marketing of this year's apple, plum, apricot, and cherry crops, the spots being used as the various crops ripen. Account is placed by Canadian Adv. Agency Ltd., Kelowna, B. C.

PAUL SCHUBERT, MBS military and naval authority, is writing a book, *The New Sea Power*, for fall publication by Coward-McCann, New York.



COLGATE-PALMOLIVE-PEET executives joined in a "mock war" party staged by Selena Royle July 18 to celebrate the second anniversary of her CBS *Woman of Courage* program and at the same time raise money for the USO fund. Pictured (l to r) are: Hugh McKay, C-P-P director of advertising; Mrs. Savington Crampton and Savington Crampton, C-P-P advertising manager handling Colgate toothpaste and shaving cream and Super-Suds; Hostess Selena Royle; Edward Longstreth, C-P-P director of radio.

Power Increases For Five Stations

Two Others Get Added Time; WAGA Jumped to 5,000

AN INCREASE in status for WAGA, Atlanta Blue Network outlet, was authorized last Tuesday by the FCC. The station was given a construction permit to change frequency from 1480 to 590 kc., increase power from 500 watts night, 1,000 watts day, to 5,000 watts fulltime and install new equipment with a directional antenna for nighttime use.

KVOD, Denver, was granted a construction permit to install a new transmitter and increase its power from 1,000 watts to 5,000 watts, with changes in its directional antenna for day and night use. It operates on 630 kc.

KUTA, Salt Lake City, was granted an increase in day power to 5,000 watts, as against its present assignment of 250 watts unlimited time on 570 kc.

KMYR, Denver, was granted a modification of license to increase its night power from 100 watts to 250 watts fulltime.

WGES, Chicago, was granted a modification to increase time of operation to unlimited on 1390 kc., with 500 watts night and 1,000 watts local sunset. The station holds a construction permit for 5,000 watts fulltime.

KTKC, Visalia, Cal., was granted a construction permit to shift from 920 to 940 kc. and increase power from 1,000 to 5,000 watts day and night, with changes in its directional for day and night use. The application was granted upon condition that the station would take care of all "blanketing" complaints.

WHIP, Hammond, Ind., was granted renewal of license and a construction permit, subject to certain engineering requirements, to change hours of operation from specified to unlimited and install a directional antenna for day and night use on 1520 kc.

KGFI License Granted

KGFI, BROWNSVILLE, Tex., last Tuesday was granted a regular renewal of license by the FCC for the period ending Dec. 1, 1941, in lieu of the temporary license under which it has been operating because of the revocation proceedings instituted last year against it and five other Texas stations which had been cited because of purported concealed ownership by Rev. James G. Ulmer. The Commission said the station had now furnished it with evidence of the fact that Rev. Ulmer "has been completely eliminated from any connection whatsoever with the station and will not in the future be associated or connected therewith".

KEN DOLAN has bought out his partner, Jim Doane, in the Hollywood radio talent agency of Dolan & Doane Inc., for a reported $10,000. Dolan will continue for the time being to operate under the present firm name with headquarters at 8905 Sunset Blvd. Doane is to announce his new affiliation shortly.



TWO BIG POWER INCREASES IN TEXAS' BIGGEST MARKET

HERE'S important news about Texas' biggest market! Station WRR, Dallas and Station KFJZ, Fort Worth have each increased their power to 5,000 Watts, day and night;

and these two new power stations may now be bought in combination for what you would expect to pay for one 5,000 Watt station in this market.

Here is what you get . . .

1. Two, full time, 5,000 Watt stations on two different frequencies — WRR—1310 K C , KFJZ—1270 K C.
2. Each with a powerful signal throughout the entire Fort Worth-Dallas market.
3. Both stations connected by permanent lines for broadcasting simultaneously or at different times — but at only one talent cost.
4. Both stations affiliated with the Texas State Network and the Mutual Broadcasting System.

The best way to get ***complete*** coverage in this highly selective market is to use ***both*** WRR, Dallas and KFJZ, Fort Worth. Two important, all-time stations for you at one price and one talent cost.



NATIONAL REPRESENTATIVES

WEED and COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO





RCA'S ALERT RECEIVER gets its first public tryout in New York last Monday, turning on automatically as it receives a special inaudible signal from WJZ and shutting off when the all-clear is flashed. Left photo shows Mayor LaGuardia (right) participating as National Director of Civilian Defense while David Sarnoff, RCA president, explains the operations of the set. In right photo Capt. John J. Martin (seated), of the New York Police, assumes the role of civilian defense warden as he pushes a button in Radio City to turn on the Alert Receiver at LaGuardia Airport. With him is Arthur Feldman, NBC special events man.

Proposes Setting Up Pan American Radio Union Similar to Europe's IBU

SUGGESTION that a link between the Americas be formed under the title Pan-American Broadcaster's Union (PABU) was made July 24 by John F. Royal, NBC vice-president in charge of international relations, during his acceptance speech as an honorary member of the Brazilian Broadcaster's Assn. in Rio de Janeiro.

Modeled along the lines of the International Broadcasting Union, successful in Geneva until the present European war, the PABU would be non-commercial in character, serving to centralize the study of all questions concerning the development and operation of long and shortwave broadcasting in the Western Hemisphere, according to Mr. Royal.

Exchange programs between the Brazilian Government and NBC also have been arranged by Mr. Royal with Lourival Fontes and Julio Barata, general director and director respectively of "Imprensa e Propaganda." Mr. Royal gave a talk in Rio before the American Chamber of Commerce on "Shortwave Broadcasting and Its Responsibility in the Building of International Goodwill."

Loew's Includes Radio

LOEW'S Inc., New York, on July 29 announced an advertising budget of $2,500,000 for 1941-42. Radio, as in the past, will get its share through spot announcements placed on local stations for the promotion of particular pictures. Howard Dietz, executive in charge of promotion, was unable to say just what percentage of the budget might go into radio though he indicated that for the greater part, the money would be spent for newspaper space and advertising in national magazines.

O'Cedar Spots

O'CEDAR Corp., Chicago (polish), through H. W. Kastor & Sons, Chicago, is preparing a schedule of one-minute spot announcements on approximately 30 stations to start in October.

RCA Demonstrates New 'Alert Receiver', Designed as Automatic Raid Warning

THE RCA "alert receiver," a radio Paul Revere that rings a bell to summon its owner, gives him instructions broadcast by his Civil Defense Chief and then shuts itself off, was demonstrated to the radio public July 28 in a broadcast which dramatically showed the set's operation under conditions of war.

Receiving a message from Mitchel Field, Army airport on Long Island, that "enemy" planes were heading for New York, Mayor LaGuardia, participating as National Director of Civilian Defense, relayed the warning to a CD officer in an NBC studio. He pressed a button that started a radio signal which a few seconds later turned on the set in the Mayor's office, first ringing the receiver's bell and then carrying the officer's instructions: "All wardens, fire-fighters and roof-spotters take their posts immediately and remain on duty until the all-clear is sounded. That is all."

Three-Tube Receiver

David Sarnoff, president of RCA, present in the Mayor's office, explained to the listening audience that the "alert receiver" is really a three-tube receiver looking and weighing about the same as an ordinary portable radio. Designed for home use, he said, the instrument is a "simple, yet radical departure from any kind of radio receiver ever before made—it is capable of being turned on and off by remote radio action."

"This means that the receiver in the home can be started and stopped from the broadcasting studio, or from any other desired point. It was invented and developed by engineers of the RCA Laboratories as a vital new servant to Civilian Defense in America. Here is an instrument by means of which the Civilian Defense head in any town or city in America can communicate instantly with his local defense workers.

"Simply by pressing a button, he can cause these unique receiving sets, located in the homes of hundreds of thousands of such workers, to go into operation and to broadcast his warning and instructions. To call the worker's immediate attention, at any hour of the day or night, an alarm bell in the receiver begins automatically to ring the instant the set is turned on by remote control. The bell continues to ring until it is turned off either by the listener in the home or by the broadcasting station itself."

Cheap Cost, Operation

Explaining that the set can be operated on batteries if the city power supply should be cut off, Mr. Sarnoff said it is simple to make and to operate, stating that it can be manufactured to retail at from $10 to $15 and that it takes almost no power for operation, so it can run 24 hours a day for a long period at very light cost. All RCA licensees, including most radio manufacturers, have been licensed to make these "alert receivers", and RCA is making complete specifications available to radio manufacturers and broadcasting stations.

The new receiver was developed by Arthur F. Van Dyck, Stuart W. Seeley and Harmon B. Deal, RCA engineers. At the transmitting end the apparatus is even simpler than at the receiver, consisting merely of a vacuum tube oscillator which generates two subaudible frequencies, one to turn the set on and the other to turn it off. The signal generating unit is connected to the broadcast transmitter like a microphone and the control room operator plugs it into the microphone circuit. Pressing the button releases the "On" signal and turns on all the receivers equipped for this service. These receivers may be installed in regular home sets, if desired, as well as operated independently.

Describing the instrument's application to Civilian Defense communication, RCA points out that it provides a local, regional or national instantaneous radio call system without expensive new equipment. "Automatically as flexible as the highly developed transcontinental broadcast network systems . . . it does not require even one additional frequency allocation for its full use. The instrument is so designed that it can be installed at a broadcasting station without disturbing a single wire used for normal broadcasting service."

In a trans-Atlantic conversation between Mayor LaGuardia and Mr. Sarnoff in New York and Major F. W. Jackson, chief of the London Fire Brigade, and W. B. Brett, chief officer of the London Civilian Defense, in London, which was also broadcast on NBC-Blue July 28, Maj. Jackson asked whether this "alert receiver" would supersede "wailing Winnie, the siren." Mayor LaGuardia replied that "it is so uncannily accurate that we really believe we will be able to do away entirely with every other signal or alarm or alert and depend entirely upon the notice being given through this device."

Electricians' Strike Ties Up Work on NBC Studio

GENERAL STRIKE of electrical workers called last week in New York tied up work on the construction of NBC's two new studios on the sixth floor of Radio City. The move, biggest strike in the electrical industry since 1907, was called to compel the Consolidated Edison Co. to employ 600 members of Local 3 on electrical installation jobs at the company's Waterside plant, in place of members of the Brotherhood of Consolidated Edison Employes, characterized by the strikers as a company union.

The NBC studios, each to be audience-type with a seating capacity of 600-700 persons, were to be completed by Oct. 1, according to O. B. Hanson, NBC vice-president and chief engineer, when he announced plans for them last June [BROADCASTING, June 2]. Work will be tied up until the strike is settled with the walkout of 10 electricians hired by the contractor for the jobs of laying cables in the studios.

Burke Seeks Regional

J. FRANK BURKE, operator of KFVD, Los Angeles, holding 87.5% of the common stock issued, is the principal stockholder in Pacific Broadcasting Co., applicant for a new regional outlet in Pasadena, Cal., 10,000 watts fulltime on 1110 kc. In addition to Mr. Burke's holdings, which represents the entire block of common stock issued thus far, Melvyn Douglas, Hollywood movie actor, has 13.33% of preferred stock; Mrs. Eleanor Lloyd Smith, director of a retail grocery chain and vice-president of the Ventura Land & Water Co., 13.33% preferred; A. J. McFadden, rancher of Santa Ana, Cal., 4.67% preferred; John Anson Ford, member of the board of supervisors of Los Angeles county, 2.66% preferred.

TO PUT the "V" for victory signal to work in earnest, WWL, New Orleans, in place of the usual chimes to mark station breaks, has substituted the three dots and a dash that chime the music of democratic freedom. The signal is used for all program breaks.

And Now KFH Announces 5000 WATTS Day and Night

CALCULATED INCREASE IN KFH COVERAGE

30% to 50% Daytime
200% to 300% Night-time

Use the
New and More Powerful
Voice of The Wichita Eagle
at no Increased Cost



Complete New BLAW-KNOX Radiator and Western Electric Doherty Transmitter

Latest Figures —
$283,000,000
for WICHITA Defense Contracts

THE ONLY FULL TIME 5KW STATION IN KANSAS
CBS—CALL ANY EDWARD PETRY OFFICE

More Errors and Far-Fetched Ties in Newspaper-Radio List

Non-Existent Affiliations, Trivial Stockholdings And Outright Errors Throw Tables Off Base

THAT THE BASE for many of the statistical exhibits introduced in the opening newspaper-radio hearings is erroneous in many more respects than shown in the preliminary analysis published in the July 28 BROADCASTING, is evidenced by further disclosures of far-fetched and careless identifications of purported "newspaper stations."

Nine glaring errors in the master list (Exhibit I), which was introduced to show that 298 standard broadcast stations were identified with newspapers or newspaper interests as of last June 30, were pointed out in the July 28 BROADCASTING. Upon this base list some of the statistical tables were drawn, and this list included WLW and WHO, two of the largest dollar-volume stations in the country, which alone would necessarily swell the table purporting to show comparative earnings of newspaper and non-newspaper stations.

Weekly newspapers, trade papers and throwaway sheets in which station stockholders might be interested were sufficient to identify a station as belonging to what the Commission's compilers labelled "Class A" (stations 50% or more controlled by publication interests) or "Class B" (stations in which publication interests held less than 50% ownership) newspaper stations.

In the case of WLW and its companion station WSAI, those stations were classified as newspaper stations because Charles Sawyer, counsel for the licensee Crosley Corp., sits on the board of directors and happens to own a small-town Ohio newspaper, the *Lancaster Eagle-Gazzette*. Mr. Sawyer's stockholdings in the Crosley Corp. amount to approximately one-half of 1% of the issued stock. The same reasoning was applied to the classification of WHO, Des Moines [see tabulation herewith].

More Errors Listed

To the nine obvious errors cited in BROADCASTING July 28, the following may be additionally listed as a result of further study of Exhibit I:

1. WHO, Des Moines, is listed as a "B" station affiliated with the *Davenport* (Ia.) *Democrat* and *Leader-Times*. Only 12 of the 2,228 shares in Central Broadcasting Co., licensee, or less than one-half of 1%, is owned by persons owning stock in newspapers. The shares are identified as being held by Burdick Richardson (5 shares), Leland Turnbull (2 shares) and George S. Dempsey (1 share), all being associated with the Davenport newspapers and the Lee Syndicate of newspapers; Paul H. Krueger, of Illinois City, Ill., who owns one share in WHO's parent company and also 90 shares of Hearst Consolidated stock; Eva McComuck, who owns 3 shares in WHO and also happens to possess 13 shares in Capper Publications Inc. The WHO management is particularly resentful at being classified as a newspaper station since it has long been at bitter odds with the dominant newspaper interests of the State, namely, the *Des Moines Register & Tribune*, and since the foregoing stockholders could not possibly influence the policy of the station.

2. WLAP, Lexington, Ky., and KFDA, Amarillo, Tex., are listed as "A" newspaper stations, presumably because J. Lindsay Nunn, chief stockholder in those stations, once was publisher of the *Lexington Herald* (which he sold several years ago) and formerly held stock in the *El Paso Times* (which he no longer holds). Mr. Nunn reported last April that he no longer has any connection whatever with any newspaper. WCMI, Ashland, Ky., which he also controls, has the *Ashland Independent* as a 21% stockholder, but Mr. Nunn holds no stock in that newspaper company.

3. KMMJ, Grand Island, Neb., is listed as an "A" station by reason of former common ownership with the *Clay Center* (Neb.) *Sun*, a weekly, which KMMJ Inc. sold last Jan. 18. There is no connection now between KMMJ and any newspaper.

Non-Existent Newspaper

4. KPLC, Lake Charles, La., is listed as a "B" newspaper station, though the records do not disclose any of the stockholders interested in any way with any newspaper.

5. WISE, Asheville, N. C. (listed as "A") is identified with the *Asheville Daily News*, a newspaper formerly published by Harold H. Thoms, owner of WISE, which he discontinued publishing at least two years ago.

6. WJTN, Jamestown, N. Y., listed as having a "B" association with the *Jamestown Morning Post*, is not even remotely connected with that or any other newspaper; Jay E. Mason, president and chief stockholder, states "there is no such thing as newspaper ownership so far as WJTN is concerned."

7. WNEW, New York, is listed as having a "B" association with the *Paterson Morning Call*, apparently because Richard O'Dea, a stockholder in the station, was recorded as a director of that newspaper. Mr. O'Dea states he owns only 54 out of 2600 shares in the newspaper company.

8. WSLB, Ogdensburg, N. Y., is listed as having a "B" connection with the *Ogdensburg Advance-News*. Joseph R. Brandy Jr., half owner of the station, sold his interest in that newspaper in early 1940 shortly after WSLB went on the air, and the FCC's own records show that neither he nor any of the other stockholders is at present identified with the newspaper business.

9. WSLI, Jackson, Miss., is listed as a "B" station, though none of its stockholders has any interest whatever in any newspaper. L. M. Sepaugh, a 46% stockholder, once owned stock in two stations which were affiliated with newspapers but held no newspaper stock; he disposed of his stock in the newspaper stations several months ago and so notified the FCC. The other 54% of WSLI is owned by Standard Life Insurance Co. of the South.

10. WCAR, Pontiac, Mich., is listed as having an "A" connection with the *Farmington* (Mich.) *Enterprise*, a weekly, although H. Y. Levinson, 50% stockholder in the station, disposed of that newspaper several months ago.

11. KLBM, LaGrande, Ore., is listed as an "A" station but, according to Charles Bowes, manager of the *LaGrande Observer*, there is now no ownership or managerial connection whatever between the newspaper and the radio station, which is licensed to Harold M. Finlay, formerly one of the newspaper's owners.

12. KFAB and KFOR, Lincoln, Neb., are listed as "A" stations (in which 50% or more of the stock is newspaper-owned) but the records show that the *Lincoln Nebraska State Journal* owns 25% and the *Lincoln Star* 24% of the stock in these stations, thus properly placing them in the "B" category.

13. KVAN, Vancouver, Wash., is listed as affiliated with the *Salem* (Ore.) *Statesman* as well as the *Marshfield* (Ore.) *Coos Bay Times*. The Salem newspaper is not connected with the station, but Sheldon F. Sackett, publisher of the *Coos Bay Times*, does control it.

14. KOME, Tulsa, is listed as an

(*Continued on page 39*)

Flex-O-Glass on 24

FLEX-O-GLASS MFG. Co., Chicago (glass screen), in October starts a split schedule of one and two-minute announcements, five-minute and quarter-hour programs, varying in frequency on 24 stations and extending over a period of 13 weeks. Business was placed through Presba, Fellers & Presba, Chicago, on the following stations: KMOX KMMJ KDKA KSOO KWTO KFAB KMBC KMA KHQ KGHL KIDO WLS WHO WIBW WHAM WEEI WJR WCCO WOR WDAY WDZ WGY WLW XEAW.

* * *

President Delays Naming FCC Member; Three-to-Three Policy Split Is Seen

ALTHOUGH no formal word has been forthcoming from the White House, it is generally believed in official circles that the President does not plan to fill the vacancy on the FCC created by the expiration of the term of Commissioner Frederick I. Thompson until he has made a thorough canvass of the field. The Commission since June 30 has functioned with only six members.

While a number of candidates are being menticned, there has been no indication that the President has even seriously considered making an appointment at this time. So much controversy has been engendered by recent actions of the FCC, growing out of the chain-monopoly situation, newspaper ownership hearings and other forays, that the White House apparently regards the new appointment as peculiarly important.

Wakefield Wavers

At this time, the FCC definitely is aligned factionally. Chairman James Lawrence Fly, moving spirit of the "crackdown" group, is being supported in most policy considerations by Commissioners Paul A. Walker and George H. Payne. Commissioners T. A. M. Craven and Norman S. Case consistently have been aligned as a minority, and Commissioner Ray C. Wakefield, newest member, has voted with them on several recent occasions but is still regarded as something of an unknown quantity.

Commissioner Wakefield, for example, apparently is not wholeheartedly in favor of the Fly-directed onslaught against newspaper ownership of broadcast stations.

While technically there still is the possibility that Commissioner Thompson, who has returned to his home in Alabama, can be reappointed, that move is regarded as decidedly unlikely. The new term would be for seven years from June 30. Chairman Fly was understood to have favored the reappointment of the Alabaman largely because of the bearing it might have on the policy considerations and particularly since Mr. Thompson normally voted with him.

Reports currently are being heard of the candidacy of T. J. Slowie, FCC secretary since April 28, 1937 for the Thompson post. A Democrat from Clinton, Ia., Mr. Slowie could procure strong political endorsement, it is thought. He has not actively announced his own candidacy, but friends are understood to be acting in his behalf.

Other names still understood to be under consideration are those of G. W. Johnstone, former radio director of the Democratic National Committee, and before that public relations officer of NBC and of WOR-MBS; Edward Roddan, assistant publicity director of the Democratic National Committee and a former Washington newspaper correspondent; and Fulton J. Redman, a Portland (Me.) attorney.

Sen. White Offers Bill to Revamp FCC

Commission Power Curbed In New Measure

(*Continued from page 7*)

not essay to rewrite the entire act, but was designed to amend it in such fashion as to rectify glaring shortcomings. The bill, for example, does not touch upon the network-monopoly considerations covered in the hearings on his resolution held in June, but he said he hoped that amendments would be offered in committee, since technically that matter now is under consideration.

In a detailed statement accompanying the bill [see full text on page 18B] Senator White explained the motivating reasons for introduction of the measure at this time. He said it was essential that the power delegated to administrative tribunals must be limited by the enabling act. Such an agency is not authorized to set itself up as "a general legislative body making its own rules of conduct and decision wholly apart from and beyond the language of the statute", he declared. The tendency to do this has been prevalent among virtually all administrative tribunals, he said, but "has recently become very aggravated at the Commission". He concluded that in his opinion, this "must be arrested by the enactment of specific legislation along the lines here suggested".

Source of Bill

Senator White explained his bill had as its source the measure introduced last session by Chairman Wheeler proposing a three-man commission, with one man for each division and the chairman as executive officer; his own 11-man counter-measure, setting up separate divisions; recommendations made by the Federal Communications Bar Assn. along the general lines of the new bill; court decisions limiting the FCC's authority and recommendations made by the Attorney General's Committee on administrative procedure.

In proposing statutory divisions, the measure would restore the FCC to the form of organization, along broad lines, which prevailed prior to 1938, when Chairman Frank R. McNinch abolished the division setup. Then there were three divisions —broadcast, telephone and telegraph—with two members on each, and with the chairman sitting ex-officio on each. Under the White Bill, there would be two statutory divisions, and the Commission itself would sit as a whole only on matters of general application and on rules and regulations pertaining to procedure.

"Jurisdiction to hear and determine all cases arising under the act or regulations, relating to broadcast, television, facsimile and kindred communications intended for public reception is vested in the Division of Public Communications", Senator White said. And common carrier matters would be in the hands of the Division of Private Communications.

Senator White pointed out that this plan not only recognizes the basic differences between the two types of communications but it also provides a method for obtaining proper consideration of those cases by persons "who will be able to devote their time and attention to the questions committed to them without undue interruption or interference occasioned by demands of basically different problems".

Neglect Common Carriers

He emphasized the tendency upon the present seven-man commission structure to "confuse the two and to apply the same concepts and philosophies in the regulation of the two". Moreover, he declared that because of the glamour and publicity-getting value of broadcasting, and the lack of news value in common carriers, the Commission and its personnel have spent their time almost exclusively on broadcasting and related problems, and have neglected common carriers.

Each division of three members, under a Democratic administration, would probably include two Democrats and one Republican. Whereas the President would designate the chairman of the full Commission, each division would select its own, along with subordinate personnel.

Amendment of procedural sections of the act, to prevent arbitrary actions by the Commission and assure full hearings, as well as to eliminate hit-and-miss methods in considering transfer applications on sales of facilities, is proposed in another series of amendments. In transfer cases the transferee would be considered on the same footing as an existing licensee, remedying what Senator White described as an existing deficiency.

Wholesale revision of provisions relating to allottments of time for political broadcasts, for discussing of controversial questions, and for clarification of the responsibilities of the station in permitting use of its facilities by candidates is proposed in several amendments. These have proved to hold particular interest for members of Congress, who at every opportunity, berate stations or networks for failure to accord equal time.

Right of Reply

A new section would require the identification of the speaker on public or political questions, in announcements at the beginning and end of each broadcast, and in whose behalf the broadcast is made. Public officers, whether local, state or national, or whether elective or appointive, would be relieved of compliance, but the station must announce, at the beginning and end of each broadcast, full particulars, plus a statement whether the officer is "elective or appointive", and by what political unit or public officer the power of election or appointment is exercised.

Where public officers other than the President use station facilities for discussion of public or political questions, the right of reply must be given any one designated by the accredited representatives of the opposition political party or parties.

Another new section clarifies the duties of the station when its facilities are used by political candidates, public officials or others for discussion of public issues. It specifies that while no licensee shall have power to censor, alter or in any way affect or control the political or partisan trend of any material broadcast, he shall not be required to broadcast any material which advocates the overthrow of government by force or violence or any material that is slanderous or libelous. He can demand the script in advance for examination and deletion, and the Commission is instructed to make rules and regulations to carry this provision into effect.

Limitations on FCC

To define clearly the limitation of the FCC's functions on business aspects of broadcasting, Section 11 provides that Section 326 of Title III of the existing act be amended by inserting this new proviso at the beginning:

"Nothing in this Act shall be understood or construed to give the Commission the power to regulate the business of the licensee of any radio broadcast station and no regulation, condition or requirement shall be promulgated, fixed or imposed by the Commission, the effect, or result of which shall be to confer upon the Commission supervisory control of station programs or program material, control of the business management of the station or control of the policies of the station or of the station licensee. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication."

Codifies Court Edict

In explanation, Senator White said this would codify an interpretation placed upon the Act by the Supreme Court in the Sanders Case in March, 1940, in which the court said the Act does not essay to regulate the business of the licensee, and that the Commission "is given no supervisory control of the programs, of busness management or of policy".

Declaring that notwithstanding this pronouncement by the highest

(*Continued on page 53*)

ANNOUNCERS MAY BE PRISONERS

If They Are Captured During Coming Maneuvers —Of Army to Be Held in Louisiana—

WHEN "war" correspondents, radio men and cameramen enter the theatre of operations of the September Army games in Louisiana, largest peace-time maneuvers in history, they will be subject to capture as prisoners of war, the Army announced last Monday.

Working news and radio men will be the "citizen" of one of two belligerents, and must choose sides and become a part of one or the other of the two opposing Armies—one belonging to the Blue Force who wanders into Red Force lines will be arrested as an "enemy alien" and may be detained for as long as 24 hours to prevent disclosure of vital operating secrets.

Can Change Sides

Detention of correspondents is an innovation made necessary by the new "free maneuver" war games that have been prescribed by GHQ, since opposing forces will follow no preconceived scenario plan of operation that will yield a preconceived result. Although a correspondent is accredited to only one Army, it may be arranged for him to change sides at some particular stage in the maneuvers, and all commands have been instructed to aid in news coverage in any practical way.

Correspondents also are urged by the War Department to wear a uniform in the maneuver area. Uniforms are not compulsory, but are recommended, both for practicality to the wearer and as an added means of identification to facilitate free movement during operations.

In general, correspondents will enjoy privileges of Army officers, and plans are being made to provide adequate quarters and facilities to enable them to carry out their assignments. Credentials will be issued by the War Department Bureau of Public Relations in Washington. Stations, networks and news agencies intending to cover the maneuvers must apply for credentials no later than Aug. 4.

Senator White's Explanation of His Bill: S-1806

THE BILL introduced by Senator White, he explains, has its source in S—1268, a bill introduced by Senator Wheeler in the last Congress; in S—1520 introduced in the last Congress by Senator White; in recommendations recently made to the Federal Communications Bar Association by a committee thereof; in court decisions; and in recommendations found in the Report of the Attorney General's Committee on Administrative Procedure. This measure should not be regarded as a general revision of our Communications Act of 1934, but the changes in the organization of the Federal Communications Commission, in procedure, in the sections of present law with respect to appeals to the courts, in the efforts made to assure equality of right and opportunity among those who utilize radio for public discussion and finally the attempt to further provide against censorship, make this bill of supreme importance and justify, indeed demand, its study and approval in substantially its present form by the present Congress.

There follows an explanation of the Sections of the bill.

Sec. 1: Definitions

This section defines the terms "license," "station license" or "radio station license," appearing throughout the Act, as that instrument of authorization required by the Act or the Commission's Rules and Regulations for the use or operation of radio apparatus. This definition is made necessary because of a recent tendency upon the part of the Commission to treat what are in fact licenses as instruments of a different character thereby making possible avoidance of compliance with procedural and appellate provisions of the Act intended as safeguards against arbitrary administrative action, provisions necessary to be respected if orderly procedure is to be had. This broad definition of the term license tends to insure that result.

Sec. 2 and 3: Divisions

Sections 2 and 3 basically change the administrative setup and functions of the Commission. They can be summarized as the separation of the Commission of seven members into two statutory divisions of three members each and a clarification of the status and functions of the chairman or seventh man of the Commission.

Under this plan, the whole Commission would have power and authority to adopt and promulgate any rule or regulation of general application required or authorized by the Act, including procedural rules and regulations for the Commission and each division. The whole Commission would have plenary authority over amateur services, emergency services, the qualification and licensing of operators, the selection and control of personnel, the assignment of bands of frequencies to the various radio services and many other subjects and services as at present. But the present judicial and quasi-judicial functions of the Commission would be vested in the proposed divisions insofar as those functions relate to the most important and controversial subjects within the jurisdiction of the Commission.

Jurisdiction to hear and determine all cases arising under the Act or regulations, relating to broadcast, television, facsimile and kindred communications intended for public reception is vested in the Division of Public Communications. Similar jurisdiction with respect to common carriers and communications intended for a designated addressee is vested in the Division of Private Communications. This plan not only recognizes the basic and fundamental difference between the two types of communications involved and the nature of the questions presented by e. ch but it also provides a method for obtaining proper consideration of those cases by persons who will be able to devote their time and attention to the questions committed to them without undue interruption or interference occasioned by the demands of basically different problems.

Under the plan proposed, the status of the chairman would be that of an executive officer and coordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters which are made the exclusive business of the divisions. Experience has amply demonstrated that the Chairman can not be expected to devote the time and attention necessary to the proper handling and disposition of these matters and also efficiently to discharge the many other duties which are unavoidably his under the Act. As to these other duties, an attempt has also been made to clarify the status of the Chairman and to make him and him only, the official spokesman and representative of the Commission in certain important respects.

When the present Act was before the Congress in 1934, the bill passed by the Senate provided for a mandatory separation of the Commission into divisions as is now proposed but this plan was later abandoned and the present Commission has been operating under a law which permitted but did not require it to organize itself into divisions. For the last two or three years the division plan has been entirely abandoned and it seems certain that such abandonment has operated to the detriment of orderly procedure. We believe students of our legislation are thoroughly convinced of the wisdom of the mandatory division plan for at least two important reasons. They recognize that there are fundamental differences in the two classes of communications above referred to; that rate making and public utility concepts are the very essence of private communications but have little, if any, application to communications with the public directly; that there has been a tendency upon the part of the Commission to confuse the two and to apply the same concepts and philosophies in the regulation of the two. This must be avoided. In the second place, it is apparent that the subject of public or mass communications and the problem incident to the regulation thereof are so interesting and attractive that they draw public attention; that on the other hand, there is very little of news value or opportunity for publicity in the regulation of common carriers and that this has had the result of centering the attention of the Commission and its personnel almost exclusively on broadcasting and related problems and of preventing the giving of sufficient attention to equally important problems relating to private communications.

The changes proposed in these two sections would bring about a much needed and desired separation of the judicial and legislative functions of the Commission; would contribute to a sounder knowledge on the part of the Commissioners of the communication problems committed to them; would make for orderly procedure and harmony of decision; and would speed up the disposition of cases before the Commission and the divisions thereof.

Sec. 4 and 5: Procedure

These sections propose certain amendments to the procedural sections of the present Act (Sections 308 and 309). These amendments are made necessary by the restrictive character



SENATOR WHITE

of the language now employed and by the disposition of the Commission to give that language an extremely literal rather than a broad interpretation. The result has been to deprive applicants for certain types of licenses of the right to be heard before their application is denied and to deprive persons who are adversely affected by the action of the Commission in granting the application of others, of an opportunity to be heard before the Commission.

The amendment to Section 308 will make it clear that all instruments of authorization granted by the Commission entitling the holders to construct or operate radio apparatus should be the subject of a written application. The amendments to Section 309 make it clear that any person filing an application described in Section 309 is entitled as a matter of right to have his application handled in a definite procedural way.

The procedure to be followed in the handling of applications is that which was successfully followed by the Commission for a considerable period of time pursuant to rules and regulations enacted by it but which method was recently abandoned apparently upon the theory that the Commission was according to applicants and others in interest greater rights than those which the Act guaranteed to them. Since the right to notice and hearing is of the very essence of orderly procedure, amendments to the Act which leave no doubt that such right is secured are absolutely imperative. The amendments proposed would assure this result.

Sec. 6: Transfers

This section proposes a redraft of the transfer section of the present Act (Section 310 (b)). As now drafted, this section in terms relates only to station licenses and does not apply to construction permits or other instruments of authorization which the Commission may issue under its rules and regulations. The redraft would remedy this deficiency. The present transfer section is also silent concerning the procedure to be employed by the Commission in passing upon such applications and the proposed amendment would remedy this defect by providing that transfer applications be handled in the same manner and in accordance with the same procedure employed in the handling of applications for original instruments of authorization.

Aside from these questions of procedure, the decisions of the Commission relating to transfer applications have given rise to the theory that the proposed transferee of a station license may be subjected to conditions not required of an application for an original license. This is believed to be unsound and has been due, at least in part, to the fact that the statutory standard employed in the present transfer section differs slightly in phraseology from that used elsewhere in the Act. By providing for the use of the same statutory standard in the proposed amendment and by the use of other clarifying language, it is believed that this cause for controversy will be eliminated.

Sec. 7: Censorship

This section proposes amendments to Section 315 of the present Act relating to the use of broadcast facilities by candidates for public office. The amendments proposed are the deletion of the proviso clause now appearing in that section which provides that the licensee shall have no power of censorship over the material broadcast under the provisions of this section and the substitution therefor of clearer language to the same purpose found in a proposed new Section 332. This present proviso has been the source of much uncertainty and controversy. I believe the change urged clarifies and enforces the Congressional intent.

Sec. 8: Political Uses

This section of the bill proposes the addition of an entirely new section to the Act (Sec. 330) which will require the identification of the speaker in the case of broadcasts dealing with public or political questions either local, State or national in their scope and application. Ever since the enactment of the Radio Act of 1927, the law has carried a provision requiring that in the case of the commercial use of a station the person or organization sponsoring such broadcast be identified in connection with the broadcast. Such a provision is found in Section 317 of the present Act. The proposed new Section would merely carry the principle of identification further and make it obligatory in the discussion of political or public questions to make clear not only who the speaker is but whose views he expresses. It is unfortunately a fact that most propaganda by radio is found in sustaining programs or programs which have no commercial sponsor. The adoption of this new section would carry the salutory principle of identification into a field where is is much needed.

Sec. 9: Right of Reply

Section 9 of the bill proposes the inclusion of a new section, (Sec. 331) the effect of which would be to require the licensee of any station to afford a right of reply where public officers, other than the President of the United States, use his station for the discussion of public or political questions. This right of reply is to be exercised by the accredited representatives of the opposition political party or parties, and is to be afforded upon the same terms and conditions as the initial discussion. This substantially enlarges the scope of Section 315 of the 1934 Act. The subject matter of this proposed section merits immediate consideration.

Sec. 10: Duties of Licensee

Section 10 of the bill proposes the addition of another new section (Sec. 332), the effect of which would be to clarify the duties and responsibilities of a licensee where his station was used by a candidate for public office or by public officers or others for the discussion of public or political questions. The "no censorship" clause of Section 315 of the present Act does not adequately define the duties of a licensee under such circumstances. The proposed section (Section 332) affords the licensee an opportunity to examine the material to be broadcast before its intended use and to delete therefrom any material which is slanderous or

libelous or which the licensee may have reason to believe would subject him or his station to any action for damages or to a penalty or forfeiture under any local, State or Federal law or regulation. This section specifically provides that no licensee of any broadcast station shall have the power to censor, alter, or in any way affect or control the political or partisan trend of any material submitted by a candidate for public office or by public officers or others discussing public and political questions. With the exception of material which might subject the licensee to damages or penalties or material which is submitted for broadcast by or upon behalf of any person or organization which advocates the overthrow of government by force or violence, the licensee has no discretion.

Sec. 11: Business Control

Section 11 of the bill proposes a new sentence as an amendment to Section 326 of the present Act which codifies an interpretation placed upon the Act by the Supreme Court of the United States in the case of the Federal Communications Commission versus Sanders Brothers Radio Station decided March 25, 1940. In this case the Supreme Court said:

> "But the Act does not essay to regulate the business of the licenses. The Commission is given no supervisory control of the programs, of business management or of policy. In short the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel."

Notwithstanding this pronouncement of the Supreme Court, notwithstanding the fact that no language can be found in the Act which confers any right upon the Commisison to concern itself with the business phases of the operation of radio broadcast stations and notwithstanding the further fact that Section 3 (h) of the Act provides that a person engaged in radio broadcasting should not be regarded as a common carrier, the Commission has nevertheless concerned itself more and more with such matters. The charge is made that the Commission is attempting to control both the character and source of program material and the contractual or other arrangements made by the licensee for the acquisition of such material.

The amendment proposed spells out in black and white what it is believed was not only the original intention of Congress but is its present intention, with respect to this subject, in the hope that confusion and controversy can be eliminated. The amendment preserves the prohibition now contained in the Act against intereference with the right of free speech and that against the utterance of obscene, indecent or profane language by means of radio communication.

Sec. 12: Appeals

Section 12 is designed to clarify provisions of existing law relative to proceedings to enforce or set aside orders of the Commission and in appeals from decisions of the Commission. The present law upon this subject is now found in Section 402 of the Act.

Paragraph (a) of Section 402 deals with actions to enforce or set aside orders of the Commission except those appealable under paragraph (b) of that section. More specifically, paragraph (a) of this section relates to those orders of the Commission entered in matters involving common carriers and certain other orders relating to radio broadcast stations not now appealable to the United States Court of Appeals for the District of Columbia under paragraph (b) of Section 402. Under the proposed amendment, all orders entered by the Commission in the performance of its licensing functions would be appealable under paragraph (b) and would not be brought before a statutory three-judge district court. Moreover, suits brought before a statutory three-judge court to enjoin the enforcement of an order of the Commission could be brought in the District of Columbia as well as in other judicial districts.

The principal changes proposed in paragraph (b) of Section 402 can be summarized as follows:

1. Persons desiring to appeal from orders of the Commission entered in cases where the Commission exercises its licensing functions would be permitted to appeal either to the United States Court of Appeals for the District of Columbia, as at present, or to the United States Circuit Court of Appeals for the district in which they reside or have their principal place of business.

2. Language is adopted which will remove doubt as to which cases are appealable and which will extend the right of appeal to persons which should have such right but which have been excluded due to imperfections in the present Act.

3. The time in which an appeal must be taken is made thirty rather than twenty days, as at present, and the contents of the Notice of Appeal are specified with certain particularly along the lines now provided by the rules of the United States Court of appeals for the District of Columbia.

4. Jurisdiction is expressly conferred upon the Court to which an appeal is taken to grant temporary relief either affirmative or negative in character.

5. The Court is given authority to specify by rule what the record upon appeal shall contain.

6. The questions which can be raised upon appeal and which the Court must consider in determining an appeal are specifically enumerated.

7. The Commission will be required to comply with the mandate or decision of the Court upon the basis of the record upon which an appeal is taken unless the Court upon petition shall otherwise determine.

Other provisions of the present Act relating to the right of persons to intervene in an appeal and the right to review by writ of certiorari the judgment rendered by the courts upon much appeal are retained.

All of these changes are, in my opinion, not only desirable but necessary if adequate judicial review of the Commission's exercise of its licensing function is to be made effective. Present language of Section 402 and particularly paragraph (b) thereof is so vague as to result in great doubt concerning the proper court in which to seek judicial review in many cases. Moreover, recent decisions of the U. S. Court of Appeals for the District of Columbia and of the Supreme Court of the United States are such as to cast further doubt upon the meaning and application of these provisions. An illustration of this is afforded by a recent decision of the United States Court of Appeals for the District of Columbia which finds that court to be without jurisdiction to grant interim or temporary relief to any licensee where an order of the Commission is appealed from notwithstanding the fact that it has been the uniform practice of that court to grant such relief in meritorious cases since the first appeal taken to that court under the Radio Act of 1927.

Generally speaking, the same considerations which controlled the Attorney General's Committee on Administrative Procedure in the making of its recommendations concerning judicial review of the decisions and orders of other administrative tribunals have prompted the amendments to Section 402 here proposed. But I have gone further in certain respects than the Attorney General's Committee and have attempted to adapt the theory of that report to the peculiar problems incident to the licensing of radio stations and the review of decisions and orders of the Commission in licensing such stations.

Sec. 13: Rehearings

Section 13 of the bill provides for such changes in Section 405 of the present law relating to the subject of rehearings as are necessary to conform to the changes in the administrative organization of the Commission proposed in sections 2 and 3 of the bill. Further provision is made for delaying the effective date of any decision, order or requirement made in any case which is the subject of petition for rehearing until after final decision upon such petition. An attempt has also been made to eliminate doubt now prevalent concerning when his petition for rehearing must be filed before judicial review of the Commission's order can be had. Under the provisions of the amendment proposed, the petition for rehearing will not be a condition precedent to judicial review except where the party seeking such review was not a party to the proceeding before the Commission resulting in such order or where the party seeking such review relies upon questions of law or fact upon which the Commission has been afforded no opportunity to pass.

Sec. 14: Quorum

Section 14 of the bill proposes an amendment to paragraph (a) of Section 409 of the present Act which deals with the cases heard by less than a quorum of the Commisison or either division thereof. The procedure employed by the Commission in cases of this character has lead to a great deal of controversy and there has been a decided lack of uniformity both in the handling of such matters and the character of reports submitted by the hearing officer. The proposed amendment requires not only the submission of a uniform type of report setting out in detail and with particularity all basic or evidently facts developed as a result of the evidence taken but also conclusions of fact and law upon each issue submitted for hearing. It further makes mandatory the hearing of oral argument by the Commission or the division having jurisdiction of any case upon request of any party before the entry of a final order. The Commission or division is also required to accompany any final order with a full statement in writing of all the relevant facts as well as conclusions of law upon those facts.

Here again an attempt has been made to conform to the recommendations of the report of the Attorney General's Committee on Administrative Procedure, and these provisions, if enacted, would be wholly consistent with those recommendations or any legislation which may result therefrom.

Sec. 15: Discrimination

Section 15 of the bill proposes the addition of an entirely new section. This section is designed to curb an alleged tendency upon the part of the Commission to discriminate in a manner not authorized by the statute between applicants for broadcast and other radio facilities and to require as a condition to grants made the doing of certain acts which the Commission has no authority under the statute to require.

When the Congress enacts a law creating an administrative tribunal and defines its powers, duties and functions, we consider it as fundamental that the delegation of authority thus made must be limited by the enabling Act. Such a tribunal has and must exercise those powers which are specifically enumerated. In addition, it must exercise those powers which are necessarily incident to the exercise by it of case powers expressly enumerated. It is not, however, authorized, or permitted to set itself up as a general legislative body making its own rules of conduct and decision wholly apart from and beyond the language of the statute. The tendency to do this, prevalent among virtually all administrative tribunals, has recently become very aggrevated at the Commission. This, is my opinion, must be arrested by the enactment of specific legislation along the lines here suggested.

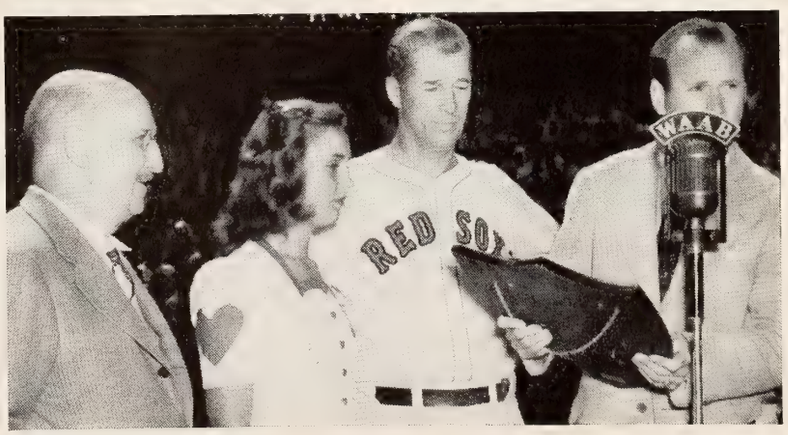
TRANSOCEAN FINED

German News Agency Guilty; $1,000 Fine, $15,000 Costs

MAXIMUM fine of $1,000 and $15,000 costs was imposed July 25 on Transocean News Agency by Judge T. Whitfield Davidson after a Washington, D. C., district court jury found the news agency guilty of failing to register with the State Department as an agent of Germany.

Transocean was tried alone, although previously the same charges has been made against the agency's manager, Manfred Zapp, and his assistant, Gunther Tonn. However, these two had been allowed to return to Germany the week before in a State Department exchange for interned American newspaper men.

Testimony by Federal Prosecutor George A. McNulty showed that Transocean had been conducting a propaganda war against the better interests of the United States and had been guilty of dispatching news to South America that was derogatory to the U. S.



LEFTY GROVE'S 300TH victory the last Sunday in July won for him the Yankee-Colonial network plaque presented by John Shepard 3rd, one of radio's most ardent baseball fans. At the mike during the presentation, broadcast to the fans as well as the radio audience, were (l to r) Mr. Shepard, his daughter Nancy, Lefty Grove and Announcer Jim Britt.

JOHN CROWDER, collector and wholesaler of country produce, has applied to the FCC under the name of the Dimple Broadcasting Co. for a new local in Columbia, Tenn., to operate on 1240 kc. with 250 watts, the facilities of WSIX when vacated.

Network Monopoly Subject of Series

'Dallas News' Runs Both FCC And Industry Arguments

A SERIES of seven articles on the plight of the broadcasting industry, growing out of the FCC's regulatory onslaught, was published in the *Dallas Morning News* during the week of July 17. Written by Felix R. McKnight, staff correspondent, the articles covered the chain-monopoly regulations and their effect upon broadcast service to the public. Also covered was the issue of newspaper ownership of broadcast stations.

The FCC's Position

Mr. McKnight set forth his interpretation of the FCC's "accusations" and the industry's defense as follows:

1. Three major networks, NBC-Red and Blue and CBS, operate a monopoly that dominates broadcasting stations.
2. Restraints on competition among networks discourage improvement of programs.
3. Eighty-six percent of the nighttime broadcasting power, in wattage, is controlled by two corporations, National Broadcasting Company and Columbia Broadcasting System.
4. Networks are limiting individual broadcasting stations as to their right to decide what they shall, or shall not broadcast; further, their rights to reject network programs which they do not deem "in the public interest" are not easily asserted.
5. Local broadcasting stations do not have the opportunity fully to perform obligations to their communities because of the claims of networks on optional time.
6. Important programs often fail to reach an area because of exclusivity clauses in contracts with networks which prevent local stations from broadcasting any chain programs except those of the network with which they are affiliated.

Radio's Answer

Radio stoutly answers:

1. Free, open competition now exists among networks.
2. Network restrictions placed on affiliated stations are not intended to be monopolistic but are necessary to maintain coverage for advertisers and thus maintain quality of programs. The right to reject network programs not in the public interest is ample protection for the broadcast stations.
3. Great cultural and civic sustaining programs would die without the above mentioned arrangements.
4. Local broadcasting stations have ample time and freedom to serve their own communities with local programs.
5. Government dictatorship will be the answer to new regulations of the FCC; the public should be radio's only censor, and they are satisfied. The present system is working with a high degree of public satisfaction.
6. If the new changes ordered by the FCC are not rescinded, anarchy and chaos will break out in the industry and fly-by-night time brokers will replace responsible, existing networks.

Fight Employment Bill

HOLLYWOOD talent agents and guilds, alarmed over pending legislation in Congress which would regulate employment agencies, are forming a bloc to fight the bill. Working in conjunction with New York talent agencies and unions, the Hollywood group is seeking an amendment that will leave them outside the jurisdiction of the proposed law, which, they declare, would work hardships on them.

Foreign Broadcast Control Unchanged Under Donovan; LaGuardia's New Role

SUPERVISORY direction of the operations of international broadcast stations under Col. William J. (Wild Bill) Donovan, recently named coordinator of information by President Roosevelt, was foreseen last week following a conference with the famous attorney-soldier in Washington. No change in the existing overall operation of the international stations by existing licensees is in view, however.

Col. Donovan conferred with the heads of the companies operating the international broadcast stations last Wednesday, and the session was described as amicable. Whereas reports had been heralded that the Government might find it expedient to supervise programming operations more rigidly, it developed that the new information official had in mind only a more efficient private operation to insure maximum programming service to the Latin Americans and to Europe.

Robert E. Sherwood, noted playwright who recently joined Col. Donovan's organization, is expected to coordinate the shortwave information structure through the present industry organization headed by Stanley P. Richardson, designated several months ago as industry coordinator. Liaison with the State Department, it is expected, will be continued through the Division of Current Information, headed by Michael J. McDermott, and Robert T. Pell, assistant chief of the European Division, specially assigned to this work.

Among those present at the evening conference, in addition to Messrs. Donovan, Sherwood and Richardson, were William S. Paley, president and Edmund Chester, director of international broadcasting for CBS; Niles Trammell, president, and John W. Elwood, international station director, for NBC; James D. Shouse, for Crosley; Walter C. Evans, for Westinghouse, and Robert S. Peare, for General Electric.

Col. Donovan told BROADCASTING that he now is in the process of organizing his new operation, and that the very nature of the work in collecting and assembling information bearing on the national security would not warrant publicity. It is presumed the organization will encompass liaison with the Army, Navy, FBI and other governmental intelligence operations, such as the FCC's recently established far-reaching national defense "listening post" operations. International broadcasting will fall within his purview, from the standpoint of information in the foreign field.

Domestically, Mayor F. H. LaGuardia, as director of Civilian Defense, eventually is expected to assume certain functions pertaining to broadcasting and its relation to national morale. This may involve clearance of programs over all standard broadcast stations, as the emergency tempo increases. As yet there has been no clearly defined plan evolved, but Mr. LaGuardia has conferred with FCC Chairman James Lawrence Fly as chairman of DCB and steps already have been taken toward mobilization of non-broadcasting communications in the national emergency.

BROTHER OFFICERS

Weiss and Tincher Discover Bond in 4th Cavalry

TWO prominent radio executives have a new bond of friendship as a result of the rapid expansion of the Army. Over 25 years ago Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, joined the Fourth Cavalry serving along the Mexican border, finally commanding Troop B.

Recently Mr. Weiss read in BROADCASTING that Robert Tincher, manager of WNAX, Yankton, S. D., who holds a reserve first lieutenant's commission, had been called to active duty with the Fourth. Writing Lieut. Tincher, Mr. Weiss said in part:

"Somewhere in the archives of the old regiment you may run across some order or regimentary report in which my name appears, and if you do, it will remind you that a former officer of your regiment is hoping that you get the thrill and the pride as an officer of the Fourth Cavalry that I experienced so many years ago."

EUGENE H. PRICE has been named commercial manager of Mackay Radio & Postal Telegraph Co. in New York. He was formerly commercial manager in San Francisco.

Clapper - Hillman Series Get New Sponsor on Blue

TRIMOUNT CLOTHING Co., Boston, extensive user of spot radio for its Clipper-Craft Clothes, on Sept. 25 is entering network radio with the sponsorship of the NBC-Blue program *News Here and Abroad* with Raymond Clapper, Washington newspaperman, and William Hillman, reporter and foreign editor of *Colliers* Magazine. The program, currently heard Mondays Tuesdays Wednesdays and Thursdays 9:30-9:45 p.m. (EDST), will be sponsored on Thursdays only by Trimount on 63 Blue stations, with the time shifted to 9:15-9:30 p.m. (EST). This shift is necessary as the NBC-Blue *America's Town Meeting of the Air* is scheduled for 9:30-10:30 p.m. Agency handling the account is Emil Mogul Co., New York.

Book Publisher Buying

DOUBLEDAY, DORAN & Co., New York (book publishers), early in September will begin a campaign on behalf of Triangle Books, 39-cent editions of popular novels and classics to be marketed exclusively through the F. W. Woolworth stores. Spot announcements and participations will be used on WJSV, Washington; WJR, Detroit; WHO, Des Moines; KFEL, Denver; WSB, Atlanta. Contracts run five to 13 weeks. Huber Hoge & Sons, New York, is the agency.

FREE RECORDINGS BY NEW COMPANY

FREE RECORDINGS, orchestrations and professional copies of all new tunes published have been offered stations agreeing to play the tunes a certain number of times each month by Radio Music Inc., New York, a new company in the recording field which expects to get under way about Aug. 15. Under contracts said to be already signed with more than 320 stations, no performing rights will be charged and tunes can be played indefinitely, according to Robert Green, vice-president and general manager.

Specifically, stations will receive without cost from six to eight records each month, plus two orchestrations and four professional copies of each tune, in return for broadcasting these tunes a minimum of twice a day for the first 30 days and once daily for the next 30. The agreement is to run for one year, and Radio Music is accepting all copyright infringement liability, Mr. Green asserted.

Tunes will be composed by freelance writers and semi-name bands will record them. The discs, to be pressed by the Scranton Record Co., will be marketed under the name "Radio Records".

The company expects to get its revenue from the sale of the recordings made popular on the air through retail outlets and from music machine operators as well as from the sale of sheet music.

Instrument Sales Rise, Fear Material Shortages

THE OLD CRY that radio has reduced interest in musical instrument playing was again discounted at the annual Music Industries Convention and Trade Show in New York last week. R. C. Rolfing, president of the National Piano Manufacturers Assn., reported that shipments of pianos for the first six months of this year were up 26.28%. Piano manufacturers, it was stated, were refusing distant orders and were guaranteeing prices only until Oct. 1, after which orders will be subject to then prevailing prices.

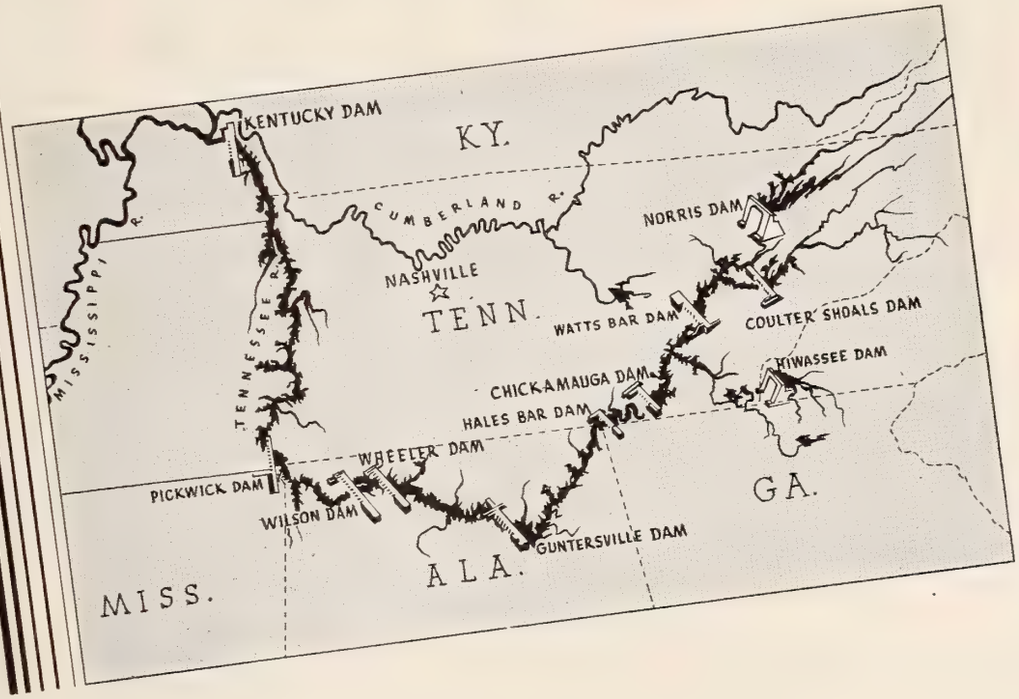
A shortage of raw materials this autumn was anticipated by instrument makers, but because of the importance of music to morale hope was expressed that the industry might get a priority rating. Prices were reported up already from 5 to 10% on quality merhcandise and 15% on low-end goods.

Mrs. Hobby to Army

MRS. WILLIAM P. HOBBY, vice-president of the *Houston Post* and supervisor of its broadcasting station, KPRC, on July 30 joined the War Department Bureau of Public Relations as woman's editor. Mrs. Hobby is a director of the Southern Newspaper Publishers' Assn. and a member of the American Society of Newspaper Editors, and in recent months has been active in the work of the press-radio committee representing newspaper-radio stations in the current hearings before the FCC.

WLAC *Offers* POWER

"Where Power Counts Most"



Covering the South's Richest Industrial Area

THE GREAT TENNESSEE VALLEY

DIRECTIONAL ANTENNA SYSTEM DESIGNED TO THROW MAJOR SIGNAL STRENGTH SOUTH, SOUTHEAST AND SOUTHWEST AT NIGHT. (Non-Directional Day)

MAXIMUM AUDIENCE ASSURED BY

CBS PROGRAMS • U. P. NEWS • "TOP" LOCAL FEATURES

WLAC, Nashville, Tennessee

50,000 WATTS

PAUL H. RAYMER CO., *National Representatives*

J. T. Ward, *Owner* F. C. Sowell, *Manager*

Regional Grant Made To Trenton

New Locals Also Authorized In Lafayette and Oshkosh

A NEW regional station in Trenton, N. J., and new locals in Lafayette, Ind., and Oshkosh, Wis., were authorized for construction by the FCC in decisions announced July 30. These bring to 32 the number of new station grants made by the Commission so far this year.

The Trenton grant went to Trent Broadcast Corp., and covers 1,000 watts fulltime with directional antenna on 920 kc. Officers and stockholders, each listed as owning 9.09% of the stock, are: Charles Quinn, Trenton attorney, president; A. Harry Zoog, one of the owners and manager of WFPG, Atlantic City, executive vice-president; Richard Endicott, general manager of the Atlantic City Steel Pier and hotel operator, treasurer; John F. Trainor, official court reporter, Trenton; R. E. Carroll, manufacturers' agent; Rep. Elma H. Wene, Democratic Congressman from Vineland, N. J.; George A. Hamid, owner of the Atlantic City Million Dollar Pier; James A. J. Ross, road machinery manufacturer; Louis St. John, assistant pier manager; Allen Blankfield, part owner of WFPG; Bennett Tousley, radio and electrical appliance merchant, Atlantic City.

Lafayette and Oshkosh

The Lafayette grant was to WFAM Inc., which proposes to use the old call letters of the *South Bend Tribune's* former WFAM and its former facilities of 100 watts on 1230 kc. The newspaper recently relinquished the station upon securing improved facilities for its WSBT. WFAM Inc. has as its officers and stockholders the same group that owns WJOB, Hammond, Ind., namely, O. E. Richardson, president, 33 1/3%; Fred C. Adair, vice-president, 16 1/6%; Robert L. Adair, treasurer 16 1/6%; J. Gibbs Springs, secretary, 33 1/3%. Robert L. Adair, son of Fred C., is now in the Army as a first lieutenant.

Howard H. Wilson, station representative with headquarters in Chicago, secured the construction permit for the new Oshkosh station. The permit covers 250 watts on 1490 kc.

The Commission designated for hearing the application of WTNJ, Trenton, seeking fulltime in lieu of its present time-sharing with WCAM, Camden, and WCAP, Asbury Park. Also designated for hearings were the new station applications of Cuyahoga Valley Broadcasting Co., seeking 1,000 watts daytime on 1300 kc. in Cleveland, and Seaboard Broadcasting Corp., seeking 1,000 watts fulltime on 1590 kc. in Tampa. Others set for hearing were the rival applications for new stations with 250 watts on 1490 kc. in Norfolk filed by Norfolk County Broadcasting Co. (R. M. Wallace and G. E. Schnibben) and by Tidewater Broadcasting Co. The application of Portsmouth Radio Corp. for the same facilities in nearby Portsmouth, Va. was ordered to hearing together with the two Norfolk applications.

The Press Must Be Free

BY RAYMOND CLAPPER

Raymond Clapper, author of this column, is a Scripps-Howard syndicate writer whose daily columns appear in more than 100 newspapers. Highly regarded even in New Deal circles for his objectivity, his comments in his July 28 column on the perceptible threats to freedom of the press and radio, as evidenced by the current moves of the FCC, are particularly pertinent.

RECENTLY the chairman of the Federal Communications Commission, James L. Fly, called newspaper and radio men to his office and asked them to cease mention of the Stalin Line in connection with the Russo-German fighting. He said if the newspapers and radio built up a legend about a strong Stalin Line, such as was built up about the Maginot Line, then when the Germans broke thru the effect upon the American public would be all the more depressing.

Nobody paid much attention to this, partly because the idea seemed silly and partly because it wasn't Mr. Fly's business to tell newspapermen and radio men how to write their copy. A general twitter went around among Government officials at the incident and it contributed to the growing impression that Mr. Fly, altho a bright young protege of ex-Tommy Corcoran, is inclined to be erratic in his judgment.

Division exists within the Government as to whether more aggressive propaganda activities should be undertaken thru the press and radio. Thus far those opposing it have had the upper hand.

Lowell Mellett, one of the presidential advisers and a former Scripps-Howard editor, has led the fight against any attempt to impose a formal propaganda domination over the press and radio. His position has been that the press on the whole has given intelligent and co-operative support to the Administration foreign policy and that the Administration is receiving as much help from the press now as it should expect without exercising arbitrary control.

The co-operation is voluntary. It grows out of the fact that practically all newspapermen and radio commentators have a desire as citizens to protect the interests of the country. On the whole they have exercised care to avoid damage to the interests of the nation. They have been more guarded in what they have said about military movements than some senators.

In the midst of this situation, the Federal Communications Commission has begun an investigation of press and radio. The announced purpose is to consider whether newspapers should be forbidden to own radio stations. Questionnaires in connection with the investigation dig into every phase of how individual newspapers treat radio, covering the furnishing of news, the publication of radio programs, and advertising practices. It is the most extensive look into the insides of newspaper offices that the Government has ever undertaken.

Newspapers and radio broadcasters are exceedingly nervous over what may grow out of this investigation, considering the general situation in Washington, the agitation among some for more Government propaganda intervention, and the unpredictable whims of Chairman Fly, who is directing the present investigation.

Questions of deep importance to a democratic nation are involved. As radio channels are limited, there is a mechanical necessity for Government control over the traffic. No such mechanical reason is applicable to newspapers.

Under present conditions more and more Government control is necessary over the activities of the nation. This but increases the need of preserving newspapers and radio as a safety valve, as an uncontrolled and free source of information for the growth of intelligent public opinion. It will be in the interest of the public to see that nothing grows out of Chairman Fly's investigation that would destroy this strategic fortress of democracy—the fortress of free discussion.

Gunther-Shirer for Winchell

JOHN GUNTHER and William Shirer, radio commentators and authors, will alternate as substitutes for Walter Winchell on the Sunday evening *Jergens Journal* broadcasts on NBC-Blue during his August vacation. Lennen & Mitchell, New York, agency for Andrew Jergens Co., Cincinnati, the sponsor, states the program will definitely continue on the Blue Network despite rumors to the contrary.

New GE Antenna

A NEW and unique antenna, encased completely in a large wooden box which can be heated electrically, has been built atop a 128-foot tower in Schenectady as part of the expanding General Electric Co. television facilities. The antenna will relay the picture portion of television programs from GE's new television studios to the main transmitter in the Helderberg Mountains, 12 miles south of the city. FM sound will be relayed from a separate antenna atop the box. The new setup is GE's engineers' answer to problems created by weather changes.

Army Radio Posts To Joy, Bailey

New Program Department Is Organized Under Kirby

WITH RETENTION of Jack Joy, well-known West Coast musical director and producer, as program director, and of Bill Bailey, formerly of WLW, as news editor, the radio branch of the Public Relations Section of the Army has completed its top personnel organization and will expand its program and news production operations.

Under the direction of Ed Kirby, chief of the radio branch, a staff of 18 specialists has been assembled at Army headquarters in Washington and is supervising all radio activities of the War Department. Mr. Kirby, on leave of absence as public relations director of the NAB, has been with the Army as a dollar-a-year man since last February.

How extensively the Army will go into actual program production, with its acquisition of Mr. Joy as program director, is not indicated. It is understood, however, that transcription equipment is being procured but that it will be used primarily for morale work at the various Army encampments.

Portables for Remotes

Portable transcription equipment procured for the special events department, headed by Jack Harris, on leave from WSM, Nashville, will be used for remote programming for stations or networks where regular pickups cannot be procured because of Army regulations. Interviews or descriptive narratives will be handled for individual networks or stations upon request, it was learned.

Mr. Joy, musical director of the San Francisco Exposition of 1940 and in freelance production work since its close, will head the new program department. Mr. Bailey, former news editor of WLW, will function as news editor and coordinate his activities with the press section of the Public Relations Department for news commentators and for the radio wires.

Mr. Bailey will serve under Mr. Harris as special events director. Plans already have been completed for a special Sunday service for commentators and the radio wires. Regular service will involve picking up of broadcastable items from the daily budget of War Department and Army post press releases.

Another addition to the branch is Tom Stone, former script writer with WMCA, New York, and WFIL, Philadelphia. He will function under Jerry Ross, head script-writer. The administrative officer is Robert C. Coleson, former director of radio and public address of the San Francisco Exposition.

BECAUSE of the success of the first two issues of *WOR News*, edited by the promotion department of WOR, New York, for studio visitors, the station is sending copies semi-monthly to executives in advertising agencies.



WBT *has 2,758,380 program directors*



Run a finger down the list of local WBT programs punching hardest for their sponsors and you'll find that the WBT audience, itself, has had a big hand in building them. Talent for talent and feature for feature, these sales producers are what the audience has asked for—*and listens to.*

Farm Editor Grady Cole... Sports Editor Russ Hodges ... and many another WBT star can turn a neat sales trick for an advertiser simply because they are the people's choice. Simply because WBT's listeners have accepted them and built them into the personalities—*and salesmen*—that they are today.

There's a file of success stories here to prove what kind of selling stuff these WBT-Audience-Requested-Programs are made of. Which is one good reason why WBT clients take WBT program department recommendations so seriously.

Your nearest Radio Sales representative has an interesting list of WBT talent and program availabilities, with testimonials and case histories that are worth your reading.

WBT 50,000 WATTS • CHARLOTTE

"THE STATION AN AUDIENCE BUILT"

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

'Emotion' and the ASCAP Negotiations

Mills Deplores the Lack of Logic In Dealings

Editor's Note: Reactions aplenty followed publication in the July 21 issue of BROADCASTING *of articles on copyright, quoting Ed Craney, head of KGIR, Butte, and the Z-Bar Network and Andrew W. Bennett, general counsel of National Independent Broadcasters. In the following article, E. Claude Mills, chairman of ASCAP's Administrative Committee, gives his reactions to the still-simmering copyright issue, plus other observations anent trade association operations.*

By E. CLAUDE MILLS

Chairman, Administrative Committee
American Society of Authors, Composers & Publishers

THE BROADCASTING industry and the music publishing industry do seem to have, as industries, and as to a very large number of individuals in both camps, one characteristic in common, and that is a disposition to think emotionally rather than logically, and to express themselves in terms much more vigorous and often scathing than are likely to result in calm consideration of differences by the other side. This trait carries on into the internal dissension in both groups.

United Front

No one would deny the right of dissenters to disagree or of minorities to express themselves. Yet, in matters comparatively as trivial as those which confront these two groups in their relationship to each other and their respective membership in relation to internal problems, it seems reasonable to just point out that it is the single, undivided, united front that best protects the interests and rights of individuals within the group, so long as these purposes, policies and operations are within the law. Of course, no trade group or association may convert itself into or operate as a trade conspiracy or in restraint of trade.

Mr. Craney thinks, and has always thought, and I have generally agreed with him, that the NAB was dominated by the networks. Many others have shared this thought, and it may be perfectly true.

Many broadcasters have believed, and the NAB has not hesitated to express the conviction, that ASCAP was dominated by a small group of the leading publishers and composers.

In both groups the so-called "independent" operators of the smaller enterprises greatly outnumber the larger operators. This is so in every similar group or organization. The predominance of majority interests represented by few in numbers over minor interests represented by many in numbers is prevalent in all corporations, trade associations, educational and even political groups.

It always has been so, and apparently it always will be so, but it must be borne in mind that there is a vast difference between wise, constructive leadership, and selfish or oppressive domination.

The Smaller Unit

Radio, as modern entertainment, has been brought to its present state of high perfection because of the initiative, energy and investment of the majors in research, development and promotion for broadcasting.

The major and most valuable catalogs of musical works have been brought into being, developed, promoted, and their circulation made possible by the initiative, skill, energy and investment of the leading composers and publishers.

In both fields there are a number of smaller units and interests, having a perfectly proper place in the picture and deserving to be prosperous, according to their respective ability to meet competition and establish a "place in the sun" for themselves.

There have been discussions about "breaking up ASCAP" and I observe that there is now a "movement for abolition of the NAB". It would be inconceivably stupid of the broadcasters as an industry and as individuals to "abolish" their trade organization, and so it would be for either them or our own members to "break up" ASCAP.

Assuming NAB to have all the faults, and more, of which Mr. Craney complains, I, who might normally be expected to be the last person in the world to say anything favorable about it, still think that it can perform an extremely effective service for the broadcasters and the industry. I think some of its policies, just as some of ASCAP's, have been shortsighted, and I believe it knows that and will profit from these errors of judgment, just as I feel that ASCAP has learned a lesson from its errors.

There's Been a Change

The NAB, the networks and ASCAP have, in my opinion, all been equally shortsighted in not recognizing that the theory and policy of Government, as expressed under the present Administration, has definitely changed the character and complexion which prevailed prior to the present Administration.

This Administration is one that the people of the United States, by an overwhelming majority, seem to want. Fundamentally, the error in the thinking of organizations and powerful individuals, is their inability or unwillingness to recognize the changed conditions and adjust themselves accordingly.

The result of this failure to foresee and adjust to these changes is, so far as ASCAP is concerned, a "consent decree" plus some very bothersome State laws, and the results, as far as broadcasting is concerned, are the regulations which the FCC proposes to put into effect. In the vernacular of the day, both the broadcasters and ASCAP became entirely too "cocky".

The application of light rather than heat to the problems presented would be very helpful to both sides. This is true as to the internal problems of each group, just as it is with respect of dealings with each other.

I note that Mr. Bennett "urges broadcasters to continue the copyright drive". He "warns" them to "reappraise the current copyright situation lest they become victims of their own inertia". I think he need have no fear of the broadcasters suffering from such a weakness. Lawyers live on controversies. That goes for our own lawyers and all others that I know anything about. This remark is not intended to belittle either the profession or the tremendous service attorneys are constantly rendering their clients. But the fact remains.

If I correctly understand the gist of his remarks, he suggests by indirection that there should be a continuance of the NAB's previous campaign to bring about the enactment of Anti-ASCAP State laws.

And Radio Next?

I think he and the industry should bear in mind that it is but a step from that precedent to the enactment of Anti-*Radio* State laws.* No constructive solution of the difficulties involved is to be found via this route. It will just lead directly to increased confusion, cost, and a field day for attorneys who thrive on the litigation which must inevitably result.

I should think it would somewhat answer Mr. Craney's complaint about the NAB to point out that there are already two other organizations of broadcasters, the IRNA and the NIB. Are these two organizations not just as chargeable as is the NAB with not having done a very good job?

Personally, I doubt very much "if someone who knew his way around Washington had been put in to head the NAB", as Mr. Craney suggests, the results, as far as the FCC regulations are concerned, would have been any different. In the old days men "who knew their way around Washington" could get somewhere. But in these days they don't do so well, particularly when they represent "big business" in its endeavor to entrench itself against any assault upon its claimed privileges.

Nor are the courts very helpful. What would be helpful to all parties concerned would be for them to frankly recognize the new order that confronts all business and adjust to it.

Bennett seems to worry as to

*Editor's Note: This is an inaccurate inference, because State legislatures do not have the right to legislate as to interstate commerce. That power is reserved exclusively to the Federal Government (Fisher's Blend Station v. State of Washington, U. S. Supreme Court, 297 U. S. 650, 80 L. Ed. 956, and others).



IT'S THE TRUTH, avers Joe Worthy, announcer of WWNC, Asheville, shown here with his two pups which he has named "ASCAP" and "BMI." The screw-tailed Boston Bull, being the younger and smaller, is called "BMI" and Worthy says he's growing fast and "putting up a real scrap." The terrier is "ASCAP."

HILLBILLIES REBEL

Form Own Society in Answer To ASCAP Blackball

MORE opposition for ASCAP was foreseen last week as an indignant gathering of the nation's hillbilly and cowboy musicians met in Frankton, Ind., to form their own performing rights society.

The Associated Press reported that the group met at the invitation of Justice of the Peace Lee Trissell of Frankton, a ventriloquist, described as the author of the idea. Mr. Trissell said that the new organization, to be known as the American Composers, Entertainers & Songwriters, would foster "real American folksongs".

Mr. Trissell, ventriloquist though he is, used no double talk to describe his feelings about the older society. "ASCAP" he said, "says membership is not available to mere aspirants and sets itself up as a sole judge of who is a 'qualified' composer, author, artist or publisher. Yet the world's greatest music and most successful songs are the products of 'aspirants' ".

ACES, according to Mr. Trissell, would take care of "the little feller". Quoth he:

"We'll take in the real Americana, the hillbilly musicians, the authors of the real American folksongs, the entertainers who present them. We'll see to it that their songs are published and disseminated. ASCAP can go hang, till they hang themselves."

whether ASCAP, in its offers made to stations of alternative licensing formulae, will comply with the terms of the consent decree.

He need not worry. Every formula offered will be submitted to the Department of Justice for approval, and if the Department declines to approve or comment, ASCAP will undoubtedly ask for the ruling of a Federal court, as to whether or not the formula is in actual and legal compliance with the terms of the consent decree.

A Friendly Understanding

ASCAP does not hesitate to seek grounds and a basis for a clear and friendly understanding with the radio broadcasters, collectively and individually. We want to be paid a fair price for the use of a product which, notwithstanding some emotional statements, is a vital necessity to good showmanship in radio and to the rendition of a true public service under the terms of the franchise granted by the Government.

We know, and most broadcasters realize, that as the greatest central clearing house of music license rights the industry has ever known, and with the finest repertoire of music that exists today anywhere in the world, ASCAP is an invaluable service agency, and that broadcasters are cheating themselves and the public in the attempt to foist upon it an ersatz product.

At the moment, when the public mind is so deeply engaged with thoughts connected with National Defense, and the welfare of more than a million of our boys in the camps, it is relatively indifferent to the music matter. But any sound showman, and any intelligent broadcaster who will think unemotionally, will realize that a maintenance of the status quo cannot but be harmful to radio networks, and individual stations alike.

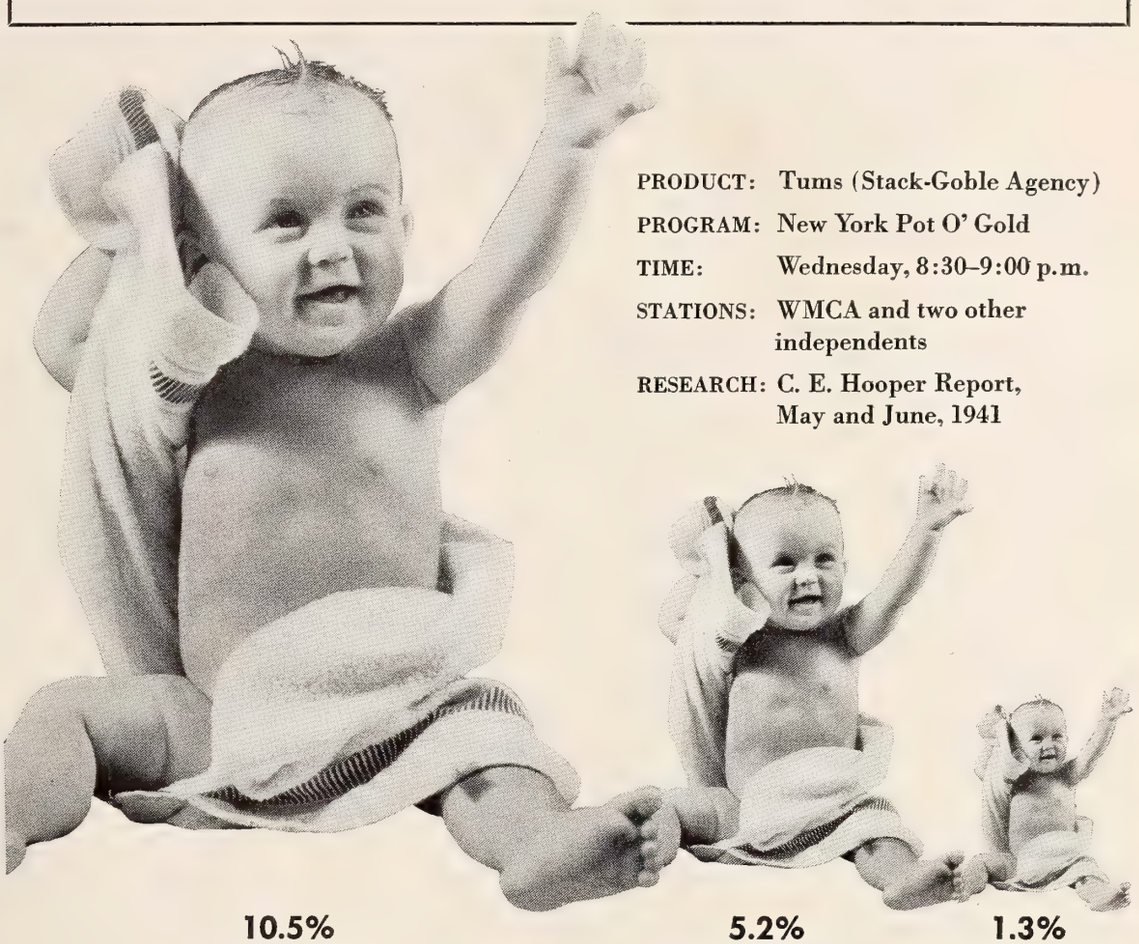
Eliminate emotion, and substitute sound, quiet thinking intelligence, and the gravity of problems on both sides, individually and organizationally, will be halved.

Peach Crop Spot List

ATLANTIC COMMISSION Co., New York, the fresh fruits and vegetable buying affiliate of the Atlantic & Pacific Tea Co., which started a three-week spot announcement campaign on July 30 to push the year's peach crop [BROADCASTING, July 28] is using the following 45 stations: WOKO WBZ-WBZA WCSH WJAR WOR KYW WGBI WBAL WJSV WDEL WMBG WDBJ WSB WBRC WJAX WMAZ WRDW WBT WWL KPRC WCSC WIS WMC KDKA KFBG WKBW WHK WBNS WFBL WOLF WKBN WXYZ WOOD - WASH WFBM WCKY WHAS WSPD WMAQ WTMJ KMOX WHO WDAF WDGY.

KNOX MANNING, Hollywood announcer-commentator, has been cast in the Warner Bros. film short, "The Old Doll's House", now in production.

THE FAIREST OF ALL TESTS



PRODUCT: Tums (Stack-Goble Agency)
PROGRAM: New York Pot O' Gold
TIME: Wednesday, 8:30–9:00 p.m.
STATIONS: WMCA and two other independents
RESEARCH: C. E. Hooper Report, May and June, 1941

10.5% *of all listeners tuned in to WMCA*

5.2% *of all listeners tuned in to Station B*

1.3% *of all listeners tuned in to Station C*

TRY to figure out a fairer test of station effectiveness than this: Tums airs the *identical* program over three New York stations at the *same time. There are no variables except the difference between stations.* What station has the greatest listener loyalty—what station do New Yorkers *prefer* to tune in? The result of this scientifically accurate test is shown above. Far more listeners were tuned in to WMCA than the other two stations *combined. Twice* as many were listening to WMCA as to Station B, *eight* times as many as to Station C. It proves once again that the habit of tuning in to WMCA is most deeply ingrained—that an advertiser can reach a larger and more loyal audience through WMCA.

FIRST ON NEW YORK'S DIAL . . . 570 KC.
AMERICA'S LEADING INDEPENDENT STATION

WMCA

NEW YORK: WMCA Building, 1657 Broadway • CHICAGO: Virgil Reiter & Co., 360 N. Michigan Ave.

An Advanced Communications Design

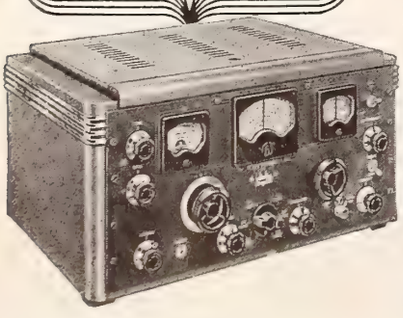
THE Skyrider 32

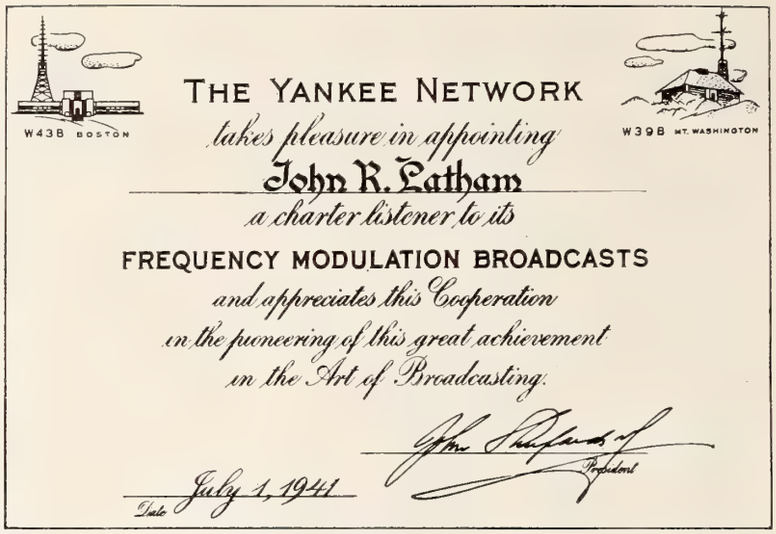
The new 1942 Skyrider 32 is a moderately priced communications receiver that will deliver high quality performance. Covers everything on the air from 500 kc. to 40 mc. Thirteen tubes, six bands. Two stages preselection. Calibrated bandspread inertia controlled. Micrometer scale tuning inertia controlled.

Tone and AC on-off. Beat frequency oscillator. AF gain—RF gain. Crystal phasing. Adjustable noise limiter. Send-receive switch —AVC-BFO switch 80/40/20/10 meter amateur bands calibrated. Wide angle "S" meter. Push-pull high fidelity, audio output. 6-step wide range variable selectivity.

Engineered by Hallicrafters, the Skyrider 32 will produce superior communications performance at a moderate price.

the hallicrafters co.
CHICAGO, U. S. A.
USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES





HUNDREDS OF FM listeners in the New England States as well as New York, New Jersey and even Illinois have received engrossed parchment certificates like the one above announcing their appointment by the Yankee Network as "charter listeners to its frequency modulation broadcasts." It is planned to use the charter listeners organization to obtain suggestions for improving FM programs.

Requirements Governing Combination FM and Standard Antennas Elucidated

TO CLARIFY its requirements governing the location of antennas for FM stations on tower radiators of standard broadcast stations, the FCC on July 30 issued a statement covering application form requirements and elucidating its policy. Common antennas, it was stated, will be considered "independently of the operating and economic advantages which obtain through common location of two stations" but certain additional requirements must be met to insure against adverse effects upon the standard broadcast station.

At the same time the Commission addressed a letter to FM receiver manufacturers and others interested in FM, asking them to furnish test data on FM receivers now being produced on the plea that "the proper administration of this problem [location of high frequency broadcast stations] indicates the desirability of coordinating the Commission's standards concerning the location of FM transmitters with the characteristics of receivers which will be used by the general public." A six-page memo on blanketing effects with relation to areas, population density, field intensities, receiver terminal voltages, etc. is included with the request.

Common Towers

The statement on common FM and standard broadcast station tower radiators follows:

The purpose of the following is to clarify the Commission's requirements regarding the common location of antennas for high frequency (FM) broadcast stations with those of standard broadcast stations. (See Section 3.45 (e) of the *Rules Governing Standard and High Frequency Broadcast Stations* and Section 19 of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*)

The Commission will consider an application for authority to install the high frequency antenna in accordance with the principles set forth in the rules and standards for high frequency broadcast stations independently of the operating and economic advantages which obtain through common location of two stations. If the site and antenna system comply with the Commission's rules, certain additional requirements must be met in order to insure that the operation of the standard broadcast station is not adversely affected.

In the instance where the standard broadcast station involved employs a non-directional antenna, the licensee will be required to file FCC Form No. 306 giving new resistance measurements after the installation and testing of the high frequency broadcast antenna. During the installation of the antenna and until the new resistance determination is approved, the licensee should apply for authority to operate the station by the indirect method of power determination (informal application). Applications for license for the associated high frequency broadcast station will not be considered until Form 306 is filed for the standard broadcast station.

When it is proposed to install a high frequency antenna on one element of a standard broadcast directional antenna, it will be necessary to file application for modification of construction permit for the standard broadcast station. The granting of the modification for the standard station will, of course, be contingent upon the granting of the construction permit for the high frequency broadcast station. FCC Form No. 304 should include a complete engineering study setting forth fully the effect of the high frequency antenna upon the operation of the standard broadcast antenna system. Depending on the individual case, the Commission may require certain field measurements on the standard broadcast station following the installation of the high frequency (FM) antenna system. The application for license to cover the construction permit for the FM station will not be considered until the licensee has made a satisfactory showing with Form 302 that the installation of the FM antenna has not adversely affected the operation of the standard broadcast station.

The installation of the high frequency antennas on towers of standard broadcast stations may require certain additional lighting. The applicant should supply complete information showing the mechanical details thereof so that the additional hazard of air navigation may be evaluated together with the additional lighting which may be required.

HALIFAX,
NOVA SCOTIA
Where more radio sets are located than any other centre of the Maritimes.
Halifax is served by the key station of the Maritimes
CHNS
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

Non-Commercial FM Is Given City of Chicago

PROPOSING to render an educational service to the elementary, high school, junior college and adult educational classes of the Chicago public school system, the Chicago Board of Education on July 29 received a construction permit for a new non-commercial educational FM station, the seventh such station authorized by the FCC. The 42.5 mc. channel will be utilized for the FM emission with 1,000 watts power.

The Board, according to the FCC, has made a $10,750 appropriation for the new undertaking and proposes to locate its transmitter at 228 North LaSalle St. Currently the Board is broadcasting approximately 25 programs weekly over local standard stations and with its new facilities will transmit scholastic programs during the school hours and perhaps for one hour in the evening five times weekly. Subjects will embrace music, art, science, literature, news, social studies, safety, national defense and Pan Americanism.

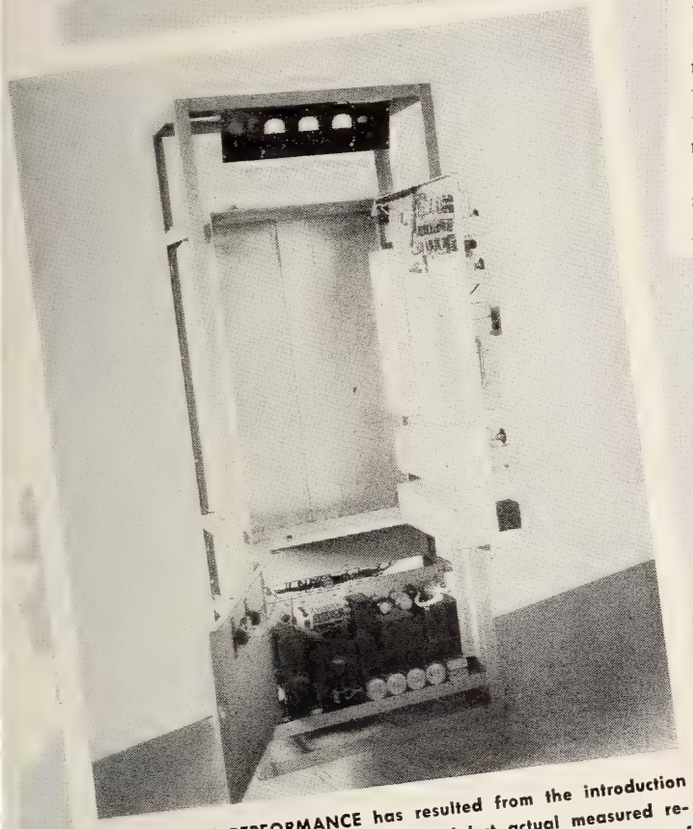
New FMBI Bulletin

TO KEEP the advertising fraternity abreast of developments in the field of frequency modulation, FM Broadcasters Inc., has started a mimeographed bulletin which will be sent regularly to advertisers and advertising agencies. First number, dated July 28, lists the 12 commercial FM stations now in operation, with details of service areas, mentions the 41 additional stations approved by the FCC and now being constructed and discusses the matter of coverage by FM, with all stations in any city supplying identical signal coverage regardless of power.

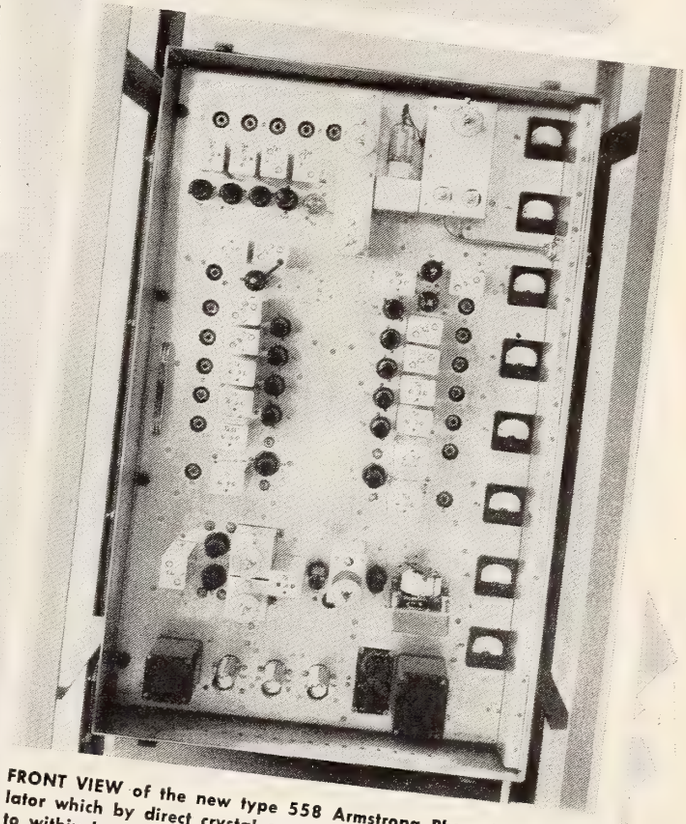
THE IMPORTANCE of American shortwave programs in bringing the French people messages of hope and confidence has been publicized in the collection of letters received by NBC's international division and printed in the book *They Speak for a Nation*, by Eve Curie, Philippe Barres and Raoul de Roussy de Sales, published July 25 by Doubleday, Doran & Co.

RADIO ENGINEERING LABORATORIES ANNOUNCES A COMPLETE NEW LINE OF FM "DL" BROADCAST TRANSMITTERS OF 100 TO 50,000 WATTS, FEATURING THE ENTIRELY NEW VERSION OF THE ARMSTRONG PHASE SHIFT MODULATOR

This new modulator is built directly into the 250 and 1000 watt basic transmitters so that either of these units can be used as a driver for amplifiers of higher power.



UNEQUALLED PERFORMANCE has resulted from the introduction of this new modulator—not theoretical but actual measured results—on the air—beyond all expectations. Panel swings out of its cabinet giving maximum responsibility to all tubes and tuned circuits.



FRONT VIEW of the new type 558 Armstrong Phase-Shift Modulator which by direct crystal control maintains frequency stability to within better than 200 cycles of the operating frequency. The noise level, including hum, is materially below 70 DB. Overall distortion less than 1%, and in the useful frequencies is less than .2 of 1%.

Since the beginning of FM, industry leaders have chosen REL FM equipment . . . outstanding broadcasters such as FM inventor Major E. H. Armstrong, John Shepard, Paul DeMars, Bill Scripps, Walter Damm, Clarence Wheeler, Roger Clipp, John Hogan, Dr. Manson. To protect your investment in FM, be sure to investigate REL's complete new line of DL transmitters before you buy.

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th Street — **Long Island City, N. Y.**

Phone, Ravenswood 8-2340 — **Cable "RADENGLABS"**

NO SALES SIZZLE IN FRY (Ky.)!

Not on your skillet would we brag about our coverage in Fry (Ky.)! Y'see, Fry (like so many other "towns" in Kentucky) just doesn't have the cash to put sizzle in sales. But, *boy!*—there's plenty of sizzle in the Louisville Trading Area, where new defense payrolls alone exceed $5,000,000 a month! And WAVE covers the whole Area—at rates that make us a bargain buy! May we cook up some business for you?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Agencies

TOM HEDIGER, NBC Hollywood writer-producer, has been granted a 13-week leave of absence to join J. Walter Thompson Co., Hollywood, in a similar capacity. He is writing for the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., and will also produce the weekly CBS *Shell Goes to a Party*, which starts Aug. 7 under sponsorship of Shell Oil Co.

H. R. COCKFIELD, managing director of Cockfield, Brown & Co., Montreal agency, has been appointed director of aluminum production and distribution of the Department of Munitions & Supply, serving without pay. He has been acting in a similar capacity in Canada for the British Ministry of Aircraft Production, whose purchases are now being transferred to the Munitions & Supply Department. He will be stationed in Montreal.

NORMA GIBB, space and timebuyer at J. Walter Thompson Co. Ltd., Toronto, has been made a lance-corporal in the St. John's Ambulance Brigade.

CLARA PETERSON, formerly with the San Francisco offices of McCann-Erickson and Beaumont & Hohman, has been made production manager of Sidney Garfinkel Adv. Agency, San Francisco.

EDWARD G. LANSDALE, account executive formerly of Theodore H. Segall Adv. Agency, San Francisco recently joined the Leon Livingston Agency in the same capacity.

WILLIAM C. HODAPP, for the past six months radio director of Grant Adv., Chicago, has resigned to do free lance writing and directing. No successor has been chosen as yet.



CHARLES M. ROBERTSON Jr., radio director of the Ralph H. Jones Co., Cincinnati, is awarded an admiralty of the American Airlines flagship fleet by J. R. Merrill, district manager of the airlines. The award was made "in recognition of Robertson's consistent and meritorious service which contributed materially to the increased public use of air transportation." Mayor Stewart of Cincinnati presented Robertson with an Admiral's hat and sword. Left to right are Mr. Robertson; Max Schulman, manager of the Netherland Plaza; Mayor Stewart; Ralph H. Jones, president of the Ralph H. Jones Company; Mr. Merrill; Charles M. Robertson Sr., vice-president of the Kroger Grocery & Baking Company; Miss Jackson, American Airlines stewardess; and James D. Shouse, vice-president and general manager of WLW-WSAI.

L. A. Agents Licensed

LOS ANGELES Board of Supervisors' decision to impose an annual license fee of $100 on all talent agents who do business within the city limits, regardless of where their offices might be, threatens to disrupt operation of many. The agents, most of whom are headquartered either on the Los Angeles county strip, or in Beverly Hills, Cal., are bitterly protesting the move since they are already paying State and county licenses. Additional tax, it was pointed out, will amount to about $15,000 per year, coming from approximately 150 talent agents. Artists Managers Guild is expected to take up the fight in protest, with legal action to follow. Agents fear that such a precedent set by Los Angeles will spread to such adjoining incorporated communities as Burbank, Beverly Hills, Culver City and Universal.

AP LISTENING POST SET UP IN NEW YORK

THE Associated Press is establishing its own "listening post" for checking communiques broadcast from all parts of the world at Northcastle, Westchester County, N. Y., about 25 airline miles from Manhattan. Operations will begin immediately under direction of Stanley Wolff, who formerly headed the shortwave staff of the *New York Herald Tribune*, although construction of a rhombic antenna array and installation of high-speed recording apparatus will take several months to complete.

The post's staff, which will be on duty 24 hours a day seven days a week, will concentrate on communiques broadcast in International Code rather than voice messages, Mr. Wolff said, explaining that the code messages, which are broadcast chiefly for the benefit of newspapers and news agencies throughout the world, usually precede the voice transmission. When completed, the post will be the most complete in the country and probably in the world, Mr. Wolff said.

JAMES L. SAPHIER, Hollywood radio talent agent, continuing to operate his own offices in that city and New York, has taken over the raido department management of Sam Jaffe Inc., West Coast talent service.

AGENCY Appointments

BLENHEIM SILK HOSIERY Co., Blackwood, N. J. (hosiery), to Wettlin & Co., Camden, N. J.

WESTINGHOUSE Electric & Mfg. Co., New York, to Young & Rubicam, New York, for general advertising. Merchandise, lamps and apparatus by Westinghouse continue to be handled by Fuller & Smith & Ross, New York.

PROCTER & GAMBLE, Cincinnati, to The Biow Co., New York, for Lava soap, effective approximately Sept. 1.

GIMBEL BROS., New York (department stores), to Arthur Kudner, New York, to handle a special advertising campaign during 1942 on the 100th anniversary of the stores' founding. Plans not yet formulated.

CALIFORNIA MISSION PAK, Los Angeles (glazed fruits, candies), to Allied Adv. Agencies, Los Angeles. Extensive two week California transcribed announcement campaign planned to start about Dec. 1.

GOODALL WORSTED Co., Sanford, Me., and Goodall Co., Cincinnati, to Ruthrauff & Ryan, for Palm Beach suits and Goodall fabrics.

ALBERS MILLING Co., Seattle, to Lord & Thomas, San Francisco, effective Oct. 1.

U. S. A. PUBLISHERS, Chicago (*Our Country* magazine) to First United Broadcasters, Chicago, Radio to be used in the fall.

CROWELL-COLLIER PUBLISHING Co., New York (*American* magazine), to Blackett-Sample-Hummert, Chicago.

ENGELS & KRUDWIG WINE Co., Sandusky, O., (E&K wines and vermouth) to Sterling Beeson Inc., Toledo. Using radio.

NEWELL-GUTRADT Co., San Francisco (soap and cleansers) to Botsford, Constantine & Gardner, San Francisco.

King-Prince Starts Service

KING-PRINCE PRODUCTIONS, new West Coast transcription-production unit and dramatic library service, has been established at 6110 Pacific Blvd., Huntington Park, Cal., with Hilton Boyd as president and business manager. Hal Morrow is in charge of production. Composite custom built recording equipment has been installed under direction of Robert Steele, chief engineer. Besides building live and transcribed shows to agency and sponsor order, and operating its library service, the firm also conducts a script service headed by Al King as story editor. Allen Hall, formerly head of E. Allen Hall & Co. Inc., Muskogee advertising agency, is sales manager and public relations director.

A DOZEN TONGUES . . .
A SINGLE THOUGHT

★

The principles of democracy, the ideals of freedom are not the individual possession of one people or of one language. Rather it is the deep heart-felt expression of many people speaking many different languages.

Thus it has been given to WHOM to broadcast in many different tongues this loyal defense for American ideals of Democracy.

★

THESE 5,000,000 PEOPLE ARE WELL WORTHY OF CULTIVATION
YOUR PRODUCTS—YOUR SERVICES FALL UPON RECEPTIVE EARS

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

STANDOUT
STANDOUT
SERVICE TO THE FARMER



DENVER'S STANDOUT STATION

560 Kc.—C.B.S.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City—Represented Nationally by the Katz Agency, Inc.

STANDOUT RESULTS
R FARM ADVERTISERS

G

Edward Petry & Co., Inc., Nati


There's

more than luck in HORSESHOES

"Aimin' 'em straight, tossin' 'em true . . . that's the way to play the game, boys, 'stead of just flingin' 'em out and trustin' to luck."

* * *

SMART BUYERS of radio advertising don't trust to luck, either. *They* know that the greatest sales-return per dollar comes from selling messages sent straight and true into the *most active* markets.

Number One Market of Industrial America is the famous Golden Horseshoe—the territory blanketed by WJR and WGAR. It's busy and prosperous under normal conditions. It's booming under the pressure of national defense work.

And here in this great market—where wheels of industry turn day and night; where payrolls are mounting every day; where there's more money earned, more money spent—advertisers don't depend on luck. They make certain of going straight and true. They *score* with WJR and WGAR!



THE GREAT STATIONS OF THE GREAT LAKES

WJR THE GOODWILL STATION Detroit

WGAR THE FRIENDLY STATION Cleveland

G. A. RICHARDS President

Edward Petry & Co., Inc., Nati[illegible] Rep

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NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
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Silly But Serious

SOMEWHERE, very probably, there is a newspaper publisher or stockholder, or an employe of a newspaper or farm paper or trade journal, who happens to own a share of stock in RCA, CBS, General Electric, Westinghouse, Travelers Insurance Co., or some other big organization having direct or subsidiary holdings in broadcast licenses. Ergo, shouldn't such licensee stations be classified as "newspaper stations" under the broad and vague method of counting up the 298 stations said to be identified with publication interests, as disclosed in the FCC's hopelessly jumbled list?

We found a score or more silly errors in the Commission's master list (Exhibit I) as introduced at the opening press-radio hearings, and many more doubtless will be pointed out. Yet the Commission's list of 298, including some radio-newspaper affiliations long since abandoned and some alleged affiliations with non-existent or unidentified newspapers, is used as the base for earnings statistics, percentages etc. that many will regard as official simply because they bear a Government imprimatur.

The Commission itself never kept records of minority stockholdings in licensee companies until a few years ago, yet undertakes to present a table (from unofficial sources) of trends in newspaper ownership. Relying on trade sources, it apparently did not bother ...er to look up its own present records, ...ich are currently supposed to be complete ... each station, or to undertake to determine ...act newspaper connections of stockholders in ...ts otherwise exhaustive questionnaires.

The score or more errors we point out in this issue and last, plus others that doubtless will be brought forth, would be ludicrous if the whole newspaper-radio probe and all its implications of attempting to reach the press via its radio holdings were not so serious. Reporters covering the hearings got many a chuckle out of the elementary stuff, the high school questions propounded by counsel, that marked its outset.

It would seem that a definition of what constitutes a newspaper station, and hence what constitutes "newspaper influence," would be the first order of inquiry if there must be an inquiry. But, no, imposing sheafs of mimeograph matter, including the purported affiliation list and the statistics based on it, came first—their readily avoidable errors and their far-fetched identifications of stations with publications appearing more than often ridiculous. If WLW, WHO and WNEW are "newspaper stations" simply because some one member of their board is connected with a newspaper or happens to hold a share or two of stock in a newspaper company, we confess our despair at ever arriving at a definition. If the five stations with definite newspaper connections in Hawaii and Alaska are not to be included in the Commission's exhibit (and they weren't), then we must admit that Hawaii and Alaska are foreign countries.

The Commission will, of course, correct its list and revise its tables as the boners are brought to its attention. But the carelessness and inaccuracies of the initial exhibits, not to mention the original slanted questionnaires and the trend of the questioning at the hearings, should provide food for thought to everyone engaged in the radio and newspaper businesses, whether related to one another or not.

Coordinator LaGuardia?

IT DOESN'T TAKE a sage to deduce that the "business as usual" slogan belongs to another era. The whole American economy is undergoing fundamental change, and it bodes no good for business. Radio is no exception.

In the preparation for our participation in a shooting war, many things already have happened affecting broadcasting. Others are on the way but the courses they will take will depend upon the degree of hysteria provoked and the ability of the industry to keep its head.

International broadcasting, at the moment, is most vulnerable. There is a possibility, we think, that Uncle Sam will intercede, because of the inherent importance of foreign propaganda in modern war technique. Col. William J. (Wild Bill) Donovan, a fighting man and an attorney, as the President's Coordinator of Information is the new key figure in this field. He is currently devising means of coordinating international broadcasting in the best interests of the hemisphere.

Of itself, international broadcasting is not a major function of the broadcasting industry, operated under the American Plan. But because it is an adjunct of broadcasting, anything that may happen to it is of basic importance to the whole industry. If the proper sort of coordination, from the propaganda standpoint, is not possible under existing management, then perhaps the programming should be directed and paid for out of public funds "for the duration". The Government, through the Rockefeller Committee, is about to purchase $200,000 in time, which would be tantamount to block-time buying, from WRUL, in Boston. It could do the same with the Westinghouse, NBC, CBS and GE outlets.

In the domestic sphere, defense propaganda falls under the aegis, it appears, of the Office of Civilian Defense, headed by New York City's dynamic Mayor LaGuardia. He is responsible for civilian morale and for coordination of domestic communications under emergency conditions. It is logically deduced, therefore, that Mr. LaGuardia will eventually absorb the function of coordinator of morale. This may carry with it the function to clear time nationally over the entire roster of stations for maintenance of morale and as a means of keeping the populace informed.

Mayor LaGuardia, as head of the municipally-owned WNYC, New York, hasn't been any too complimentary to commercial broadcasting in his quest for fulltime through a clear channel breakdown. While a member of Congress years ago, he was a stout defender of ASCAP, and didn't pull his punches in criticizing broadcasting. But despite all that, one cannot question his sincerity and patriotism. If LaGuardia becomes the coordinator, the industry will work with him.

Yet in abnormal times the ordinary checks and balances are non-existent. Delegation of power to perform a specific function may be abused. The controls may get out of hand, as has been the case with the FCC. Then, in a war emergency, the pace toward full-governmental control might be so swift that nothing could stop it.

Broadcasters know the best job for the nation can be and is being done under the existing structure. The industry must exercise extreme diligence daily, in fact hourly, to avoid any fanatical rush that might spell the end of a "free radio" overnight.

Toward 10 Kw. Day

THE CURRENT move toward lifting the power ceiling of regional broadcast stations from 5,000 to 10,000 watts daytime, should be welcomed by public, industry and government alike. Entirely feasible technically, according to engineers, it would permit stations to increase daytime coverage by about 40% in the areas that need it most—rural and semi-rural areas contiguous to markets.

People now listen daytime more than ever before. Advertisers are aware of the desirability of daytime hours and are buying more and more of them. With increased coverage providing primary service to areas which now are not receiving adequate signals from regional stations, daytime hours will become correspondingly more important, and will warrant better rates.

Adding it all up, there would be nothing to lose (save for the investment in building up 5,000-watt transmitters to the higher output) and everything to gain. Any move that tends to improve signal strength without causing interference certainly should receive prompt and wholehearted approval of the FCC, the public and the advertisers.

We Pay Our Respects To —



WILFRED STRICKLAND KING

WHEN THE NEWS got around, late in 1938, that *Information Please* had a sponsor, there was a certain amount of chagrin in several quarters. Other sponsors, it seems, were just about ready to sign a contract for this series which had proved so popular during the six months it had been on the NBC-Blue Network as a sustaining feature.

Wilfred Strickland (Bill) King, director of the radio department of J. M. Mathes Inc., had got there first for Canada Dry. And for the two years the series was under his supervision it kept gaining in popularity, despite the fact that many fingers were kept crossed when *Information Please* was put to work to sell as well as entertain.

There is a certain brashness about Bill King. Once convinced an idea has merit he is perfectly willing to stick out his neck to promote it. More recently, since *Information Please,* he was instrumental in placing *Duffy's Tavern* under the sponsorship of the Schick Injector Razor Co. Here was a show that had been tried out only piecemeal.

Now off the air for the summer, it was acclaimed by radio editors as one of the most promising new comedy shows to hit the air in several years. Predictions are risky in radio, but King will give you odds on a growing Crossley when *Duffy's Tavern* reopens in September.

Bill King has been around New York longer than most advertising men, having been born in the metropolis Nov. 3, 1905. Even his collegiate career didn't take him away from the city, since he selected Columbia U as his alma mater. From there he went to the North British & Mercantile Insurance Co., where he was assistant advertising manager.

His first connection was made in 1925 when he joined the trade paper copy division of the George Batten Co. of New York, which was later to merge with Barton, Durstine & Osborn. Later he became radio director of H. W. Kastor & Sons. In 1933 he joined the radio department of J. M. Mathes Inc.

Radio, however, is only part of Bill's job. In the last few years there has been a growing use of motion pictures by clients of the Mathes agency, and the official name of King's division is Radio & Motion Picture Department. As a result, he commutes between New York and California, and probably spends as much time on motion picture sets as he does in radio studios.

This contact with the movies has infected him with the picture virus as a hobby. Important among his traveling effects are a still camera and a movie camera, and he collects lenses. His associates point out a strange coincidence about his pictures—the best ones are made when he is on the Coast. It is their conviction that he persuades the movie companies to assign a professional cameraman to film his best personal productions.

In a field where temperament often commands a premium, King employs no act to denote his position. Around the studios he remains in the background, wearing a worried look and letting others wave their arms and raise their voices. However, while he does nothing to impress the studio audience, everyone else present is aware of his contributions to the particular show being broadcast.

George E. Cullinan

GEORGE E. CULLINAN, who retired last December as senior vice-president of Graybar Electric Co., died July 25 after a heart attack. Mr. Cullinan, 62, joined Western Electric Co. in 1901, becoming general sales manager of that company in 1923. In 1926 he became vice-president in charge of sales of the Graybar Co.

Personal NOTES

WAYNE STEFFNER, account executive, formerly of KSFO, San Francisco, on Aug. 1 became San Francisco representative for Radio Sales Inc., CBS sales organization. He succeeded Gordon Owen, who resigned to take a commentator's position on KSFO.

NORMAN V. CARLSON, business manager of the transcription department of Photo & Sound, San Francisco, recently was called to active service in the Army and ordered to report to Washington, D. C. He holds a reserve commission as captain.

HAL HUDSON, CBS-Pacific Coast Network commercial program manager, has sold his fourth film play, "Sled Train", to Paramount Pictures Inc.

SYDNEY GOLD, general manager of Associated News Service, affiliate of Elliott Service Co., New York, now celebrating its 30th anniversary, is planning a trip to the West Coast visiting stations throughout the country on the way. Mr. Gold will present an advertising promotion idea to stations in connection with the current defense program.

A. A. SCHECHTER, NBC director of news and special events, on July 26 left for the West Coast on a month's business trip to line up NBC newsmen, with special reference to broadcasts from the Orient.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, resigned last Monday (28) as president of the Robin Hood Dell, outdoor summer symphony concert series in Philadelphia, stating that his action was because of the pressure of other business interests.

SIDNEY ROBBINS, formerly of the commercial department of WALA, Birmingham, and WINS, New York, has joined the sales staff of WWRL, Woodside, N. Y.

LELAND POWER has resigned as coordinator of research of the Federal Radio Education Committee and as editor of the *FREC Service Bulletin,* his duties being taken over by William Dow Boutwell, chief of the U. S. Office of Education Division of Radio, Publications & Exhibits.

MILLER C. ROBERTSON, for six months in charge of local sales at KMBC, Kansas City, has been named assistant sales manager.

SAM H. BENNETT, sales director of KMBC, Kansas City, has been named representative of the 10th District sales managers division of the NAB.

R. G. BUCKINGHAM, for the last two years merchandising and production director of CKNX, Wingham, Ont., resigned Aug. 1 to succeed A. C. Rogers Jr., publisher of the *Kincardine News,* recently called into the Royal Air Force.

JACK CAMPBELL, sales promotion manager of KPO-KGO, San Francisco for the last four months, has resigned and no successor has been named as yet. Before joining NBC, Campbell was advertising manager of the Langdorf Bakeries and then sales promotion director of a large whiskey firm.

HARRY MAIZLISH, manager of KFWB, Hollywood, and Ruth Morse of New York, were married July 1 in Hollywood, it was revealed recently.

JOHN E. THAYER, commercial manager of WWNC, Asheville, N. C., has been appointed chairman of the Civil Service Board of Asheville.

BERT GEORGES has been appointed by R. G. LeTourneau, owner of WRLC, Toccoa, Ga., and WHEB, Portsmouth, N. H., as director of both stations, and is currently dividing his time between the two. Mr. LeTourneau is the millionaire philanthropist and head of the LeTourneau Co., manufacturers of heavy grading machinery with plants in Toccoa and Peoria, Ill.

MARSHALL SHANTZ Jr., program director of WJTN, Jamestown, N. Y. has been appointed a flying cadet in the Army Air Corps.

CHUCK OSTLER, of the transcription department of WLS, Chicago, is the father of a boy, Patrick James, born recently.

ALBERT N. WILLIAMS, NBC producer-director, on Aug. 1 resigned to become radio director of the Council For Democracy, New York.

MILES MacDONALD of Chicago has been added to the sales staff of WCKY, Cincinnati.

ALBERT C. PARLIN, formerly of the commercial department of WINX, Washington, has joined WLOG, Logan, W. Va.

Palmer to WCKY

FRED PALMER, former vice-president and general manager of KOY, Phoenix, Ariz., has been named sales manager of WCKY, Cincinnati, by L. B. Wilson, president and general manager of the station. Palmer will assume his new post Aug 1. Before going to Phoenix, where he was president of the Advertising Club and vice-president of the Arizona Network, Mr. Palmer was president and general manager of WBNS, Columbus, O. and was founder and first president of the Ohio Assn. of Broadcasters.

W. A. Wolff

W. A. WOLFF, 58, information manager of Western Electric Co. and Electrical Research Products Inc., died July 24 during a vacation trip to Maine. He had been ill for several months at his home in Woodmere, L. I. Mr. Wolff was advertising manager of Western Electric and ERPI from 1929 until he became information manager in 1940. Born in New York in 1883, he was graduated from the Columbia U engineering school in 1905 with an electrical engineering degree, entering the Western Electric student training course the same year. He is survived by his wife, Dr. Harriette Hart Wolff, and three children, John, Catherine and Dorothy.

James G. Gies

SIX staff members of WNAX, Yankten, S. D., acted as pall bearers for James G. Gies, merchandising manager of the station, who died July 20 from complications following an appendectomy. Mr. Gies had been a member of the WNAX staff since 1938 and had recently been put in charge of the merchandising department. The funeral was in Bloomfield, Neb., his home.

Calvin M. Franklin

CALVIN M. FRANKLIN, 50, secretary of Columbia Concerts Corp., and vice-president of the Arthur Judson concert service, New York, died July 23 at Logan, Pa., following a heart attack. Surviving is his widow, Kathryn Meisle, Metropolitan opera contralto.

BEHIND the MIKE

RICHARD LINKROUM, for the last three years operations supervisor in the CBS production department, has joined the CBS program service department to serve in a general capacity and also as CBS contact on the *Maj. Bowes Amateur Hour.*

DAVID ROSE, musical director of the Don Lee Network, and Judy Garland, movie star, were married July 28 in Las Vegas, Nev.

RAY MORGAN, formerly of WCOP, Boston, has joined the announcing staff of WINX, Washington.

RAY NOBLE has been signed as musical director of the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands Inc. (coffee), when the program resumes in fall. He replaces Robert Armbruster, with the deal calling for Noble's orchestra, twin girl vocalists and a male chorus.

BOB POLLOCK, assistant production manager of WSB, Atlanta, has been called to active duty with the Army. Holding a second lieutenant's commission, Pollock will be stationed at Atlanta, serving in the Morale Branch.

IRENE KUHN, former New York newspaperwoman who has been in the NBC press department, has been transferred to the NBC promotion department under Ken R. Dyke, NBC director of promotion.

LEE BLAND, program director of WFMJ, Youngstown, O., is convalescing after an appendectomy.

'Henry' Is Drafted

INDUCTION of Ezra Stone, radio's *Henry Aldrich*, into the Army at Camp Upton, Long Island, July 23, will not disrupt the plans of General Foods for continuing *The Aldrich Family* on NBC-Red in its regular Thursday evening spot, according to Young & Rubicam, the agency. Program is currently taking a summer layoff, but will return to the air Aug. 21, probably with a substitute "Henry," although there is a possibility that arrangements may be made for Stone to continue in the role, with the broadcasts originating from Camp Upton.

CLAUDE SWEETEN, musical director of KFI-KECA, Los Angeles and Jack Owens, vocalist on the stations, collaborated in writing the song, "When Love Is New", which will be featured in the new Dr. Christian film to be released through RKO.

KEN NILES and Tom Hanlon, CBS Hollywood announcers, as well as Sam Balter, KHJ, Los Angeles, sports commentator, have been signed by Columbia Pictures Corp. to play themselves in the film, "Harmon of Michigan", now in production.

JOY STORM, NBC Hollywood announcer, has been appointed Western division special events director, succeeding Don Thompson, now in the Navy. Storm has been with NBC since 1937, and before that was program director of KQW, San Jose, Cal.

BOB STEPHENSON has taken over the NBC Hollywood production assignment vacated by Ted Hediger, who joined J. Walter Thompson Co., that city, as writer-producer, under a leave-of-absence from the network.

ED CANEPA, formerly announcer of KWSC, Pullman, Wash., recently joined KSRO, Santa Rosa, Cal.

ELINOR CANNON, secretary to Arthur J. Kemp, Pacific Coast CBS sales manager, recently announced her engagement to Joseph W. Robinson of San Francisco.

CHARLES GARLAND, formerly in newspaper promotional work, has joined KMPC, Beverly Hills, Cal., as publicity director.

BILL HENRY, CBS commentator, and *Los Angeles Times* columnist, will narrate opening sequences of the film, "Harmon of Michigan," being produced by Columbia Pictures Corp.

ALICE McAULEY, of CBS Hollywood script department, has been promoted to studio ticket department director, replacing Anita Harryman, who has been transferred to a secretarial post.

ALFRED COHN, staff musical arranger of WTIC, Hartford, has had two string transcriptions published by BMI.

DONNASUE LOHMEYER, "June Martin" of KMBC, Kansas City, was married to John Boe July 19. Members of the KMBC staff furnished the vocal selections at the ceremony and entertainment at the reception which followed.

BILL WELLS, formerly of WMPS, Memphis, Tenn., has joined the announcing staff of WCKY, Cincinnati.

RUSSELL E. OFFHAUS, known as "Farmer Russ" on WCOP, Boston, is the father of a 7 lb. 12 oz. son, Russell Reid, born July 13.

WOODY HATTIC, director of agriculture of WWL, New Orleans, returned last week from Mexico, which he toured as special representative of the Louisiana Department of Agriculture.

BERNIE SMITH, for the last four years publicity director of KFI-KECA, Los Angeles, has been appointed agriculture director of the stations. Virginia West is temporarily holding down the post of publicity director until Smith's successor is appointed.

BARCLAY ALLEN, staff artist of KLZ, Denver has just written a new song, "Let's Keep Those Stars in the Blue". Allen has had several songs published by BMI.

DERBY SPROUL, production manager of KLZ, Denver, has been named radio director of the publicity committee of the Denver Citizens' Safety Program. KLZ is carrying an extensive campaign of programs and announcements in connection with the traffic safety drive.

TED BAUGHN, formerly of KVI, Tacoma, and Kani Evans, formerly of KGU, Honolulu, have joined the NBC announcing staff.

DAVID NOWINSON, writer of KFI-KECA, Los Angeles, is the father of an 8½ lb. girl born July 24.

JOY STORM, NBC Hollywood announcer, is the father of a boy born July 23.

TOM HANLON, CBS Hollywood commentator, plays the role of a fight announcer in the MGM film, "Ringside Maisie", to be released soon.

NEIL McINTYRE, announcer, formerly of KSRO, Santa Rosa, Cal. has joined KJBS, San Francisco. He replaced Merle Peterson who left to join NBC.

JACK KIRKWOOD, master of ceremonies of the *Breakfast Club* released on the Don-Lee-MBS network, was painfully injured in an automobile accident July 26 in San Francisco. He suffered a broken rib and smashed left hand. Mrs. Kirkwood likewise was hurt.



STILL TIME TO MAKE IT!

The day isn't far off when WHN goes 50,000 Watts. With *maximum power, clear channel coverage, guaranteed time availabilities,* and *improved programming* in the nation's *number one market,* WHN will be the outstanding spot broadcasting buy.

Increased rates will take effect in the fall—but there's still time to buy 50,000-Watt coverage at a saving if you check the matter of *rate protection* now.

Call Bryant 9-7800 in New York City or Randolph 5254 in Chicago.

50,000 WATTS
UNDER CONSTRUCTION

WHN NEW YORK CITY

CHICAGO OFFICE:
360 NORTH MICHIGAN

It's a swell habit! Asheville is again classed as a Preferred City by Sales Management. Expected increase in the sales-income status for September is 29% above that for the same month last year ... Asheville is in 16th place among all cities in increase.

Using WWNC is to cinch an abundance of sales. Try it ... for RESULTS!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

BOB MOON, CBS Hollywood announcer, is recovering from a broken foot bone, an infected finger and a bruised head. The running board of his car is responsible for the first, the second remains a mystery, while the garage door contributed to the last named accident.

BETTY SHAY, assistant to Joseph Bell, NBC assistant director of production, left July 24 for five weeks at the Monomoy Theatre, Chatham, Mass., where she is producing plays. Miss Shay handles all auditions at NBC.

THERESA HOBRECHT, formerly with stations in Sacramento, Cal., has been added to the announcing staff of KLS, Oakland, Cal.

JACK BENNETT, announcer, formerly of KPO-KGO, San Francisco, has joined KGEI, General Electric shortwave station, San Francisco.

GEORGE T. CASE, new program director and production manager of WCFL, Chicago, is the father of a boy born July 19.

LESTER A. SCOTT, formerly of KNOW, Austin, Tex., has joined the announcing staff of KTEM, Temple, Tex.

JOE C. BURGER, formerly an independent producer of Dallas, has joined KTEM, Temple, Tex., as program director.

CAL FARLEY, sportscaster of KGNC, Amarillo, Tex., has been named district governor for Rotary International.

BEN ALEXANDER, NBC Hollywood commentator, and Elizabeth Robb, of J. Walter Thompson Co. production department, that city, were married July 23.

FULTON LEWIS jr., MBS Washington news analyst, on Aug. 4 will go on a three-week vacation, but will continue his Tuesday *Your Defense Reporter* programs on MBS. Frank Blair, of WOL, MBS Washington affiliate, will handle Lewis' Monday through Friday 7 p.m. programs on Mutual.

KENNETH CURTO, early morning announcer of WPRO, Providence, is the father of a baby girl, Wendy Ann.

BILL RATIGAN, formerly of KOA, Denver, has been transferred to NBC Hollywood as associate news editor, succeeding Albert Orrick. Stan Brown replaces him at KOA.

DAN SHEA has been added to the announcing staff of KFRC, San Francisco, to replace Art Van Horn, who plans to leave for New York early in August.

CALDWELL CLINE, formerly of WBT, Charlotte, and WLS, Columbia, S. C., has joined the announcing staff of WWNC, Asheville, N. C.

JOSEPH CORR, formerly of WBAB, Atlantic City, has joined the announcing staff of WDAS, Philadelphia.

HARRY WOOD, formerly of KYW, Philadelphia, and Frank Kent, from WHOM, Jersey City, have been added to the announcing staff of WPEN, Philadelphia.

BERNARD HERRMANN, CBS conductor and composer, and Mrs. Herrman, the former Lucille Fletcher, previously a writer in the CBS publicity department, are the parents of a daughter, born July 27.

DON CARTER has joined the announcing staff of KWBW, Hutchinson, Kan. In addition to his announcing duties he will also write, produce and present *The Woman's Club of the Air*, a new KWBW feature.

Meet the LADIES



VERE KNEELAND

LOOKING not unlike Myrna Loy, the lady who conducts *Listen Ladies* on KGW-KEX, Portland, Ore., is Miss Vere Kneeland, who can handle current news stories about women, advice on child training or household chatter with equal facility. Miss Kneeland not only writes her own scripts but can immediately step before the mike and read them. Department stores are her chief sponsors, interviews with visiting celebrities her forte.

EVERETT HOWARD has assumed the duties of music director of WFVA, Fredericksburg, Va.

Resuming Martha Deane Woman's Series, Aug. 4

WOR, New York, on Aug. 4 will bring back to the air *Martha Deane*, successful participating program, which went off the air early in January. Marion Young, for the last six years woman's editor of NEA Service, former foreign correspondent and expert on beauty, fashions and decoration, will fill the role of *Martha*, discussing subjects of interest to women.

The program was started in 1934 under direction of Mary Margaret McBride. She was replaced in September, 1940, by Bessie Beatty, who became such a personality on her own that the name of the show was changed to *Bessie Beatty* early in January. Now the *Martha Deane* name is to be brought back as a new 2-2:30 p.m. participating show, Monday through Friday. One sponsor has already been signed, with others expected shortly.

JONAS WEILAND, owner of WFTC, Kinston, N. C., and 50% owner of WMVA, Martinsville, Va., the latter which he proposes to dispose of, is 25% stockholder in the Coastal Broadcasting Co. Inc., applicant for a new station, 250 watts on 1450 kc., in New Bern, N. C. Other principals are Louis N. Howard, local clothing merchant, president, 28%; Ellis H. Howard, manager of his father's clothing business, secretary-treasurer, 28%; D. L. Ward, attorney, 2%; Ray Henderson, cigar and candy distributor, first vice-president, 1%; J. H. Jones, insurance and real estate man, 1%.

MYRON J. BENNETT

THE PARTICIPATING PROGRAM BUY IN ST. LOUIS

24.3% of the St. Louis audience was tuned to Bennett during a recent *Ross Federal audience check. Another station had 29.2% while others trailed with 23.5%, 10.7% etc.

This audience division unquestionably makes Bennett one of the best dollar buys in St. Louis and partially explains its unusual success with sponsors.

*792 coincidental telephone calls 1:45-2:45 p.m., Tuesday July 29



ST. LOUIS

KWK

Represented by Raymer

THE WAY HE HEERED IT!



WAS OVER KROD OF COURSE

● He lives quite a ways out on the ranges . . . or in the mountains . . . or the valleys of the El Paso Southwest. He's any one of thousands of radio listeners who, until KROD came along with 1000 watts power, never turned on his radio in the day time.* There wasn't any use. He was radio-isolated . . . just plain too far away from anywhere to get good reception in the day time. Now he keeps up with news of world events . . . music, information, good programs, simply by setting his dial at 600. KROD broke up his radio-isolation . . . and you can get to him now with your story by using KROD—a bonus market, over and above the regular El Paso Market, reached only by KROD.

*KROD's secondary coverage alone reaches 13,953 radio homes, that otherwise are radio isolated.

KROD
EL PASO, TEXAS
CBS AFFILIATE
Covers ALL *the El Paso Southwest*
600 KILOCYCLES
1000 WATTS (Day)
500 WATTS (Night)
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
Howard H. Wilson Co.
National Representatives

Merchandising & Promotion

Video Fight Sponsor—Macquarie Catalog—KLZ's Del Monte Survey—Yankee Party

TO PROMOTE the first sponsored fight telecast, of the Bettina-Burman heavyweight match on July 22, NBC sent window and mirror posters to the owners of more than 800 bars, restaurants and taverns equipped with video receivers in the New York metropolitan area, advertising the fact that the fight could be seen on their sets. Adam Hat Stores, sponsors of the telecast as well as of the blow-by-blow broadcast of the fight on the Blue Network and, in Spanish, short-waved to Latin American listeners via NBC's shortwave stations WRCA and WNBI, added another innovation to the event by stationing Eli Canel, who handled the Spanish broadcast, not at the ringside but at a television receiver, describing the bout as he witnessed it.

* * *

Macquarie's Catalog

MACQUARIE BROADCASTING NETWORK, Sydney, Australia, has issued the second edition of its 100-page, 11 by 16 inch general catalog. Bound in fabrikoid and completely indexed, the book is sub-titled "a manual for radio agencies and sponsors", with foreword by H. G. Horner, general manager. Besides individual station and network statistical data, maps, diagrams and illustrations, the catalog contains general information on Australian radio of interest to agencies and sponsors. Compilation is by Norman Johnson, promotion manager.

* * *

For Power Boost

FOLLOWUP to a recent increase to 5 kw. by WHBF, Rock Island, Ill., is being made with the distribution to the trade of 1,000 reprints of a two-page newspaper spread with another mailing scheduled for one week later. Station promotion also features placement of car ads in 100 local buses.

* * *

Bags

ORDINARY paper bags are being distributed to the trade by WPEN, Philadelphia, to call attention to the station's new dramatized news program, *It Happened Today*. "It's in the Bag" states an imprint on the bag, with a promotional piece on the program on the inside.

* * *

Welcome Soldiers

ARMY CAMPS in the area covered by WOR, New York, are receiving posters inviting soldiers to see broadcasts at the WOR-Mutual Playhouse, New York. Drawn up by the station's promotion department, the posters bear cartoons by Otto Sogow.

KLZ Aids Del Monte

KLZ, Denver, as part of a recent merchandising program for Del Monte Pineapple Juice, called 225 grocers in Denver and advised them of Del Monte's announcement schedule on the station. The grocers were urged to order complete stocks to be able to fill all requests prompted by the air campaign. At the same time, the station found out exactly what size cans the grocer carried and learned if he was interested in ordering additional stock. Of the 225 called, 20% of those grocers not already carrying the product said they would order it as a result of the KLZ campaign.

* * *

Newspaper Deal

WDAS, Philadelphia, has closed a time-for-space deal with the *Evening Bulletin*, making it four out of five of the local newspapers. Cooperative deals are in effect with the *Daily News*, *Evening Ledger* and *Philadelphia Record*. Negotiations have been entered for a swap deal with the *Philadelphia Inquirer*. The *Bulletin*, most conservative of the local newspapers and the last to recognize radio, now has arrangements with WFIL, KYW and WPEN.

* * *

Yankee's Party

YANKEE-COLONIAL networks and J. D. Tarcher Inc., agency, acted as hosts to McKesson & Robbins Co. salesmen at a dinner at the Kenmore Hotel, Boston, July 25. Vice-President Arthur Benson and Assistant Vice-President Joseph Murphy headed the McKesson & Robbins group. Speakers included Carleton McVarish, director of research for the networks, and Jim Britt, Yankee sportscaster. A business meeting followed the dinner.

* * *

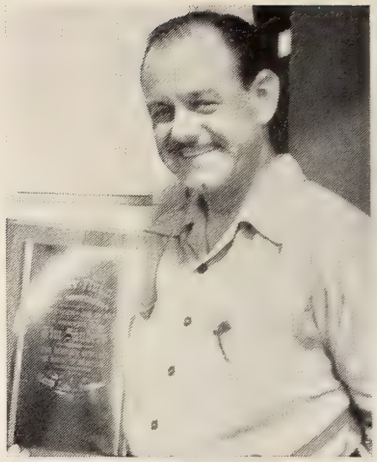
On the Air

HUNDREDS of cardboard microphone cutouts, carrying the WTOC call letters and a caption, "We're on the Air", have been placed in show windows of all local advertisers on the station by WTOC, Savannah, Ga. The station also operates a sign printing department which supplies special program signs to advertisers.

* * *

Radio Avenues

UNIQUE promotional stunt concocted by Hal Rorke, CBS Hollywood publicity director, is used to perpetuate names and titles of network programs. He recently convinced county officials to name streets of a new housing development near Long Beach after CBS radio personalities.



PLAQUE AWARD for futhering the interests of aviation through his broadcasts on WLAC was made recently to Tim Sanders, special events announcer of the station, on the fifth anniversary of Nashville's municipal airport. Conductor of *Air Traveler Airs His Views*, Sanders is credited with making the city air-conscious and being instrumental in making Nashville one of the outstanding air-terminals of the nation.

* * *

Wheaties Offer

FOLLOWUP to the recent Wheaties and banana sales, WSAI, Cincinnati, under the signature of Roger Baker and Dick Bray, station baseball announcers, is distributing a humorous mailing piece telling the sad fate of "Grocer Goochbaum" and his helper who were trampled by hordes of angry females when his stock ran out during a recent giveaway offer of General Mills.

BROCHURES

WNEW, New York—Booklet citing Martin Block's *Make Believe Ballroom* as preferred listening in New York, with accompanying surveys as proof.

WGY, Schenectady—Folder in book form, "Something New On the Air", promoting the weekly program *Speaking of Books*.

WNAX, Yankton, S. D.—Six-page folder and insert on WNAX coverage in Midwest farm community.

WKRC, Cincinnatii—Illustrated folder on WKRC Cincinnati Pure Food Show and fair coverage.



WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Purely PROGRAMS

SINGING call letters at station breaks—that's the innovation at KJBS, San Francisco. A transcribed singing spot tells the audience it is listening to KJBS. About 20 different versions have been transcribed and are used throughout the day. Ralph R. Brunton, station owner, figured that if similar singing announcements sell refrigerators, furs and gasolines, they should sell the station to the listeners.

* * *

On To Hollywood

POSSESSION of an unusual personality which warrants film attention is basis of the newly inaugurated monthly contest on *Tayton's Tattler*, sponsored by Tayton Co. (cosmetics) on 7 CBS Pacific Coast stations. Women between 16 and 60 years old are invited to send in, accompanied by a label or card from one of the firm's products, a detailed personality description and their photographs. Winners, judged by Jimmie Fidler, Hollywood columnist and program commentator; Earl Carroll, impresario; and studio casting directors, are awarded a free trip to Hollywood.

* * *

Cincinnati Defenders

TELLING the story of a different local defense industry each week, WCKY, Cincinnati, on Aug. 1 started a new Friday evening quarter-hour series, *Industry on the March*. The series was arranged by Helen Rees, who is doing special promotion work under direction of L. B. Wilson, president and general manager. Heads of the various reviewed industries appear on each program.

* * *

Defense in Dixie

A NEW defense program, *Reveille In Dixie*, has started on WSB, Atlanta. Programs include band music, brief notes on defense work in the South and feature a presentation of actual Army life at Fort Benning.

* * *

For Folks Back Home

AS A service to those the draftees leave behind, Jack Sherman of WMBD, Peoria, Ill., broadcasts twice-weekly news about the local boys in various Army camps, such as promotions, activities and notices of leaves.

Forms for Requests

WDRC, Hartford, has begun a special promotion to assist its listeners in submitting requests. More than 20,000 postcards have been printed with the station's address and special blanks for requests. These are sent to all persons writing to WDRC. In addition, WDRC has prepared a complete list of all contests and offers on the station. This list is given wide publicity by Announcer Harvey Olson, whose "Sleepy Slim" character has made a hit on the early morning *Shoppers' Special* program.

Two That Failed

WITH a record of only two broadcasts marred by atmospheric conditions out of the 180 delivered in the last five years from New York to London, Raymond Gram Swing, MBS news anayst, was more unlucky during his recent three-week stay in London. Out of eight scheduled talks to the United States, two, the first and the last, were unintelligible because of atmospheric conditions. Swing's last talk from London was cut off after four minutes of frantic efforts by engineers to get the speech through clearly.

Hollywood Sustainer

NEW weekly half-hour, *The Best of the Week*, has been inaugurated on NBC-Blue stations, with Clinton (Buddy) Twiss as m.c. and commentator. Sustainer features the best Hollywood news story, oddity, song and draftee experience of the week. Gloria Blondell, radio and film actress, is to review the motion picture of the week in addition to being starred in the program's dramatic spot.

* * *

Skipper Jim Freebies

KLZ, Denver, is offering youngsters membership cards and pins on its *Skipper Jim* broadcasts. presentation of the cards and pins nets a free admission to Lakeside, a Denver amusement park.



EVER SEE
T.N.T.
WITH A
Crossley Rating?

After 10 weeks on the air, the Superman Radio Show broke all Crossley rating records for quarter-hour juvenile shows. Every one of 40 regional sponsors reports increased business!

TREMENDOUS 5-POINT BACKING!

- Superman magazine circulation over 2,200,000!
- Superman syndication in 385 papers—over 20,000,000!
- Superman in 24 monthly technicolor screen shorts by Paramount!
- Superman promotion in key city department stores!
- Superman's promotion staff building publicity!

THESE SHOWED UP IN THE MAIL

". . . Superman campaign going great guns . . . 53.04% sales gain in 4th week of campaign . . ."
—Normand Brothers, Manchester, N. H.

". . . Superman show so satisfactory . . . decided to replace newspaper campaign . . ."
—Rosefield Packing Co., San Francisco, Calif.

". . . wholeheartedly endorse Superman program and fully recommend its use."
—White Belt Dairy, Miami, Fla.

". . . it has built up the largest juvenile listening audience this station has ever known."
—Station KVOD, Denver, Colorado

THIS SHOWED UP IN THE HOOPER SURVEY

". . . radio program, Superman, doing a splendid job for our clients . . . Dairyland Products Co."
—Evans and LeMay Adv. Agency, Forth Worth, Tex.

In Cincinnati—One Week—6:00 P.M. to 6:15 P.M.
(after only 12 weeks on the air)
47.9% of all radio listeners heard SUPERMAN
7.4% was next highest individual program listenership
COMPARATIVE CINCINNATI LISTENERSHIP
Juvenile Program A . . 28.9%, B . . 18.7%, C . . 18.6%

SUPERMAN INC.
195 Recorded Episodes Available To Local and Regional Sponsors
Write! Wire! Phone! for detailed information
480 Lexington Avenue · New York City
PLaza 3-0740

We have THE VERY IDEA
Custom-built radio productions
One minute or one hour—
live or transcribed
The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO



...IN THE SAME
OLD LOCATION

THE PEOPLE IN THIS BOOMING GULF COAST INDUSTRIAL AREA STILL FIND THE PROGRAMS THEY WANT IN THE OLD, FAMILIAR LOCATION . . .

560 KC
NBC BLUE
1000 WATTS
FULL TIME



KFDM
BEAUMONT
Represented by
HOWARD H. WILSON COMPANY

Sunshine Over Florida's Largest, Richest Market

WSUN
ST. PETERSBURG
5000 WATTS
620 KC - FULL TIME
NBC BLUE

You NEED coverage in this rich West and Central Florida market...why not get it? WSUN's signal, clear, strong, free from interference, has been the established listening habit since 1927 on 620 kc.

Louis J. Link, Gen. Mgr.

Represented by
WEED AND COMPANY
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

RADIO HELPS COLLECT ALUMINUM

Broadcasters Do Their Part in National Drive —To Collect Pots and Pans for Defense—

STANDING OUT again in a nation-wide public service drive, the radio industry cooperated wholeheartedly with the national defense campaign to collect scrap aluminum during National Aluminum Roundup Week, July 21-29. Stations in every area promoted the drive with special programs for several days before actual collection started, and followed through with studio interviews and remote pickups to stir additional interest in the campaign.

The aluminum collection drive, in addition to promotion by individual stations, was actively promoted by the NAB and was accorded attention on the networks through special programs and announcements on regular commercial features and drew the active support of the manufacturing and operating end of the industry. Radio Manufacturers Assn. urged full cooperation of member companies and their distributors and manufacturers like RCA Mfg. Co. announced production innovations designed to substitute other materials for aluminum.

Individual Station Activity

Some of the individual activities reported to BROADCASTING by stations follow:

KTAR, Phoenix, Ariz.—Lone Ranger Safety Club collected 500 pounds of aluminum in first few days of drive in corral in front of studio building.

KOCY, Oklahoma City—Station talent and Flatfoot Four, famous police quartet, furnished entertainment at local ball game, with aluminum as admission price and $25 defense bond given to person donating most aluminum.

WSUN, St. Petersburg, Fla.—Carried heavy schedule of special announcements and used mobile unit in house-to-house collection campaign.

WAAB, Boston—Broadcast opening of independent aluminum collection drive at the Sears, Roebuck plant in Boston.

KOY, Phoenix, Ariz.—Opened local collection campaign with broadcast of presentation of used aluminum-base transcription discs.

WTAD, Quincy, Ill.—Broadcast opening of local campaign, interviewing Mayor and tossing in used discs.

KOIL, Omaha—On opening day of local drive sent mobile unit along pickup route for special quarter-hour on-the-spot program.

WNOX, Knoxville—Accepted aluminum articles as admission to *Midday Merry-go-Round*, daily variety show, in lieu of regular dime admission, giving repeat performance to total audience of 1,235.

KOMO-KJR, Seattle—Special predrive promotion climaxing with one-hour kick-off program July 20, along with subsequent pickups from main local collection center, including a pot-by-pot description of donors tossing their offerings at an aluminum plaque of Hitler used as a target in the middle of the collection bin.

KFVS, Cape Girardeau, Mo.—Using mobile unit as well as studio, carried broadcasts from collection bins and interviews with community leaders.

KROD, El Paso, Tex.—Carried special broadcasts, sponsored by Hilton Hotel, interviewing local civic officials connected with drive.

WCKY, Cincinnati—Tied in aluminum drive with local programs, urging listeners to advise station of their willingness to donate and offering to dedicate musical numbers to donors on a special program. Sent the WCKY Studio Plane on residential tour with Boy Scouts to make door-to-door aluminum collections, picking up interviews with housewives meanwhile.

WFEA, Manchester, N. H.—Carried special programs, leading off with donations of used discs.

WWRL, Woodside, L. I.—Presented announcements in English and five foreign languages urging participation in drive and furnished bins for pots and pans in 44 different areas.

WHN, New York—Admittance to *Consumers Prize Quiz* obtained by presenting an aluminum pot or pan.

KSD, KWK, KXOK, WIL, WEW, WTMV, KFUO, KMOX, St. Louis—Contributed acts among the 30 which took part in the *Aluminum Radio Review*, pots and pans benefit held in Municipal Auditorium. Stations promoted show through spots, news, interviews, sustaining and commercial programs. Each person attending was required to present a piece of aluminum for admittance.

WFBR, Baltimore—Presented a series of special events urging participation in the aluminum drive. Bob Hurleigh, news editor of the station, was radio chairman of the Baltimore drive.

KLZ, Denver—Station was designated as a collecting depot. Jack Maszoras, station newsman, was a member of the committee handling the drive.

WWNY, Watertown, N. Y.—A special broadcast presented by the station was claimed the opening gun in the Northern New York drive.

WBZ-WBZA, Boston-Springfield — Carried special program from Navy bombing planes touring six New England capitals calling attention to request for aluminum.

WRAL, Raleigh—Presented series of programs for a week preceding drive, winding up with special broadcast called *Aluminum Maneuvers*.

KMO, Tacoma—Carried daily local broadcasts during drive and originated two state-wide programs to Pacific Broadcast Co.

KSTP, St. Paul—Originated show launching Northwest drive.

KNX, Hollywood—Established community reception center in Columbia Square. Spot announcements, news broadcasts and other programs used to promote drive.



CHICAGO REUNION brought together Jules Herbuveaux (right), program manager of the NBC Central Division, and Benny Goodman, the orchestra leader, to talk over old times when Herbuveaux 15 years ago had his own orchestra and gave one of his first jobs to the then unknown clarinetist. They met at a party given by Ruthrauff & Ryan and NBC for the cast of the Holland Furnace Co. *Housewarming* on NBC-Red.

Cough Syrup on 7

WAIT-CAHILL Co., Decatur, Ill. (Green Mountain Cough Syrup), in the middle of October starts a series of three to six weekly quarter-hour programs on the following seven stations: KXOK, St. Louis; KMA, Shenandoah, Ia.; KWTO, Springfield, Mo.; WDZ, Tuscola, Ill.; WIBC, Indianapolis; WSOY, Decatur, Ill.; WPAD, Paducah, Ky. More stations will be added. Contracts are for five months and account was placed direct.

WELI, New Haven, Conn.—Conducted eight man-on-street broadcasts from bin in front of city hall, giving theatre tickets, Defense Savings Stamps and radios to interviewees.

WFMJ, Youngstown, O.—Commonwealth Oil Co. and Fleetwing dealers, sponsors of WFMJ's *Man on the Street*, turned over the program completely to the local collection committee during the drive, collecting 14 tons of aluminum in the bin erected by the station. The oil firm gave each donor a prize.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

New AP Levies Do Not Affect Radio

INCREASED assessments which the Associated Press has levied against its membership, in the AP's regular decennial revision of its apportionment of costs in accordance with the U. S. census figures, will not affect the rates paid by broadcasters for the use of AP news on the air. At the headquarters of Press Association Inc., AP subsidiary handling the sale of news for radio, it was stated that the PA contract for news broadcasts contains no war or emergency clauses for additional assessments, but covers the sale of news at a stated fee, which holds for the duration of the contract.

Notice of the increase to AP member publishers, sent out by Robert McLean, AP president, following the action of the board, explains that it has been the policy to "reapportion the expenses on the basis of literate population as shown by the decennial Federal census." Ten years ago, he points out, economies were instituted to meet the needs of the membership during depression years, resulting in an annual reduction of $1,200,000 in assessments.

Concluding that "restoration of part of the 1932 reductions can no longer be postponed if the interests of the service and of the members is to be served," the board instructed the management to include in this decennial revision "approximately one-half of the amount of the 1932 reduction of assessments," the letter stated.

Musicians Union Clamps Lid on Phila. Amateurs

BROADCAST of non-professional musicians again strained the relations between radio and the musicians union when WCAU, Philadelphia, on July 23 was advised by Philadelphia Musicians' Local 77 not to carry the music of the Philadelphia Police & Fireman's Band. In connection with a convention of police chiefs in the city, WCAU had arranged to broadcast from Independence Hall, at which event the police and firemen's band supplied the music.

A. Rex Riccardi, secretary of the local union, advised WCAU that the police and firemen's band has been on the union's unfair list for two years because it had been playing professional engagements, in effect taking jobs away from professional musicians. As a result, WCAU had to make a transcription of the event and cut out the background music for the broadcast.

Movie Producers Tie in Radio Talent To Projected Films; Pearce Is Signed

REPUBLIC PRODUCTIONS Inc., Hollywood, has signed the cast of the weekly half-hour CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), to star in a major comedy-musical tentatively titled "Marines on Parade". Picture, budgeted at more than a half-million dollars, will be the costliest yet made by that company.

M. J. Siegel, president and executive producer of Republic closed the deal in late July with Harry C. Arthur, executive of Fanchon & Marco, representatives of Pearce. Besides the comedian, others from his variety program to be featured in the film will be William Comstock in his Tizzie Lish characterization, Arlene (Chatterbox) Harris and Arty Auerbach, who portrays Kitzel. Miss Fanchon and Mike Marco are to be associate producers of the film. Associated with them will be Bob Cannom, Hollywood producer of Wm. Esty & Co., agency servicing the account.

To evolve network exploitation for a proposed motion picture, which he will produce independently for major release, Tay Garnett, Hollywood producer, has built a radio series from his story, "Three Sheets to the Wind". Divided into 13 quarter-hour programs, the series is being considered by CBS as a weekly sustaining feature. First episode was auditioned July 27 before a studio audience, with Brian Donlevy, star of the proposed motion picture, cast in a similar role in the radio version. Others in the audition cast included Mary Anderson, Knox Manning, Helga Moray, Frank Worlock, Fred Shields, Joe Kerns, Charles Lung and Howard MacNear. Jon Slott wrote the radio version from Ken Englund's screenplay of Garnett's story. Edward Ward is musical director.

Raymond Gram Swing, MBS commentator, is featured in "Broken Treaties", first of a series of historical shorts produced by Cartoon Films Ltd., and now being released through Columbia Pictures Corp. Dale Evans, vocalist of WBBM, Chicago, has been screen-tested by Paramount Pictures Corp. for a role in a major picture.

MEREDITH WILLSON, Hollywood musical director of the weekly NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., has just completed scoring music for the Samuel Goldwyn film version of "The Little Foxes".



Well mother, we're almost home

Big city or small town—people feel most at ease in familiar surroundings. That's why WGN's studio building on Michigan Avenue is so important to an advertiser. Because WGN as a radio station is recognized by Chicagoans as a familiar Chicago landmark.

This is another reason why WGN is the first station in Chicago and the first Chicago station in the Middle West.

WGN

A CLEAR CHANNEL STATION

50,000 Watts • 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

WGN

Eastern Sales Office
220 E. 42nd St., New York, N. Y.

Paul H. Raymer Co.
Los Angeles, Cal., San Francisco, Cal.

WSGN
Soon Will Go
610
Early in September
Birmingham, Ala.

Canadian Govt. Buying Spots to Urge Gas Cuts

CANADIAN Government, through the Office of the Oil Controller, started on July 28 for 24 days a twice-daily transcribed spot announcement campaign for gasoline conservation on 80 Canadian stations. Canadians are being asked to cut their gasoline consumption by 50% and to cut pleasure driving to a minimum, and they are reminded that gasoline stations are now closed from 7 p.m. to 7 a.m. daily and all day Sunday. The account, at regular card rates, was placed by the wartime committee of the Advertising Agencies of Canada.

Spot and Other Business Holding Up In Canada Despite Wartime Limits

REPRESENTATIVES of Canadian stations in Toronto report little change in the amount of spot business which has been placed on Canadian stations through representatives in the United States, despite reports that there has been a 50% drop in Canadian spot business originating in the United States. Canadian stations are booked more solidly at present than at any time in their history, despite some restrictions in consumer purchases due to war industry output. Similarly Canadian stations are receiving more commercial network programs than ever before, with the number originating in the United States unchanged, and an increase being shown by the number of commercial network programs originating in Canada.

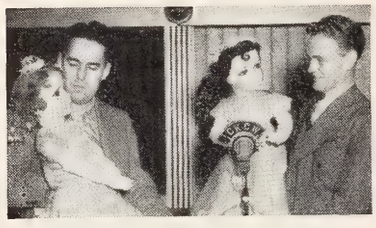
There has been only a slight falling off in spots placed in the United States on Canadian stations, estimated by various representatives as 10% at most. This is more than made up for by local spot announcements, and a growing number of paid Government spot announcements for various purposes, the latest of which is to emphasize the curtailment of pleasure driving and the saving of gasoline, a spot announcement campaign having been started on every Canadian station on July 28.

U. S. Spot Down Slightly

Reports that Canadian Broadcasting Corp. networks are taking much of the spot business because of cut rates are not borne out by the facts, which show that some sponsors who changed from all spots to network have since added more spots.

U. S. representatives of Canadian stations report that the placement of business by them has decreased somewhat, but that this does not mean Canadian spot as a whole has decreased. On the contrary, one of them stated, it has increased. Some U. S. agencies have expanded their Canadian offices so that their radio is now being placed by Canadian branches. A recent example is D'Arcy Advertising, which formerly placed business for Coca Cola through its New York office and is now buying time through its Toronto branch.

Some American companies manufacturing heavy goods have curtailed their spot both in this country and Canada, an example being International Harvester Co.



QUEENS OF DOLLDOM are held by Announcers Earl McCarron (left) and Clair Chambers of CKCW, Moncton, N. B. The dolls, France and Marianne, were presented to Princess Elizabeth and Princess Margaret Rose, daughters of King George VI and Queen Elizabeth, by the children of France when the two nations were allies. The dolls were on show at the Royal Doll Exhibition at Moncton.

Limited Aluminum Supply Allotted

OPM Allocates 110,000 Pounds For Parts and New Sets

MOVING to maintain radio service, deemed essential to the defense effort, and to keep the radio manufacturing system in operation until new defense orders begin taking up production slack, E. R. Stettinius Jr., OPM director of priorities, announced last Tuesday a program which will make available a limited quantity of aluminum for the manufacture and maintenance of radio sets for civilian use. For July OPM has allocated a total of 110,000 pounds of aluminum for radio purposes, including 70,000 pounds of aluminum scrap.

Although the new program will provide enough of the metal to supply maintenance and repair parts for existing radios, a sharp reduction in set manufactures is certain, according to OPM, which indicated that aluminum allocations in coming months will be made on a decreasing scale. Manufacturers already have instituted broad use of aluminum substitutes in radio construction, but OPM indicated that increasing use of substitutes must develop.

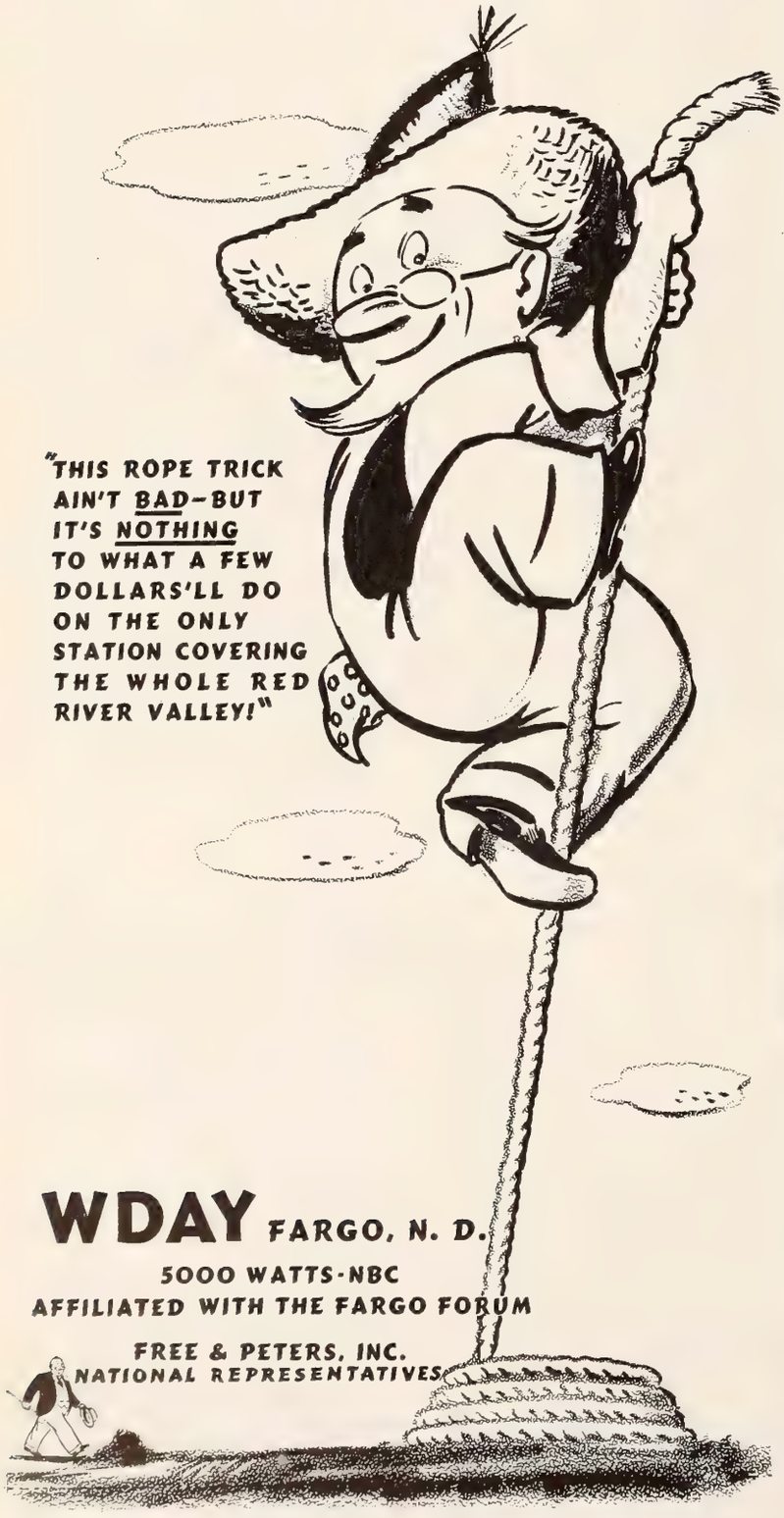
According to OPM figures, the radio manufacturing industry in 1940 used 4,000,000 pounds of virgin aluminum. The July allocation of virgin aluminum, 40,000 pounds, amounts to only 1% of the amount used last year.

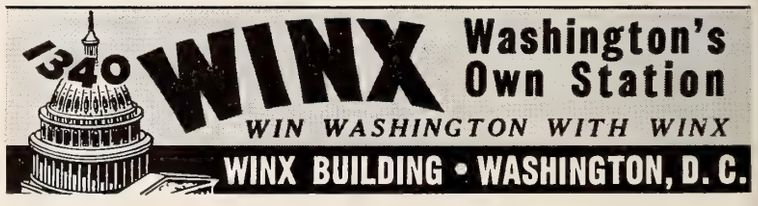
Repair Parts Needed

In making the announcement, Mr. Stettinius explained that the industry is required to give priority to production of maintenance and repair parts, assuring an adequate supply of repair parts for existing sets. Manufacturers, parts jobbers, and service men will secure supplies of the metal through regular trade channels, which operate under OPM priorities, it was explained.

The OPM allocation came after negotiations for several months between the OPM Priorities Division and the Priorities Committee of Radio Manufacturers Assn., headed by Paul V. Galvin. Agreeing with the OPM statement that the extent of the reduced production of new radio sets cannot be estimated at the moment, RMA officials indicated that the tentative aluminum program for radio, reduced gradually, is expected to carry along the industry during the coming season until radio defense contracts are available more extensively.

WHKY, Hickory, N. C., has applied to the FCC for a change from 250 watts on 1400 kc. to 1,000 watts night and 5,000 day on 1290 kc.





House Acceptance Of New Radio Tax Now Looks Certain

(*Continued from page 10*)

fied both the House and Senate committees that it opposed the levy, regardless of support by small affiliated unions.

The proposed bill provides a 5% levy on annual net time sales above $100,000 and up to $500,000; 10% on $500,000 to $1,000,000; 15% over $1,000,000. In addition, excise rates on radio receiver and parts sales were boosted from 5½% to 10%, and a new tax on telephone, cable and radio leased wires was included.

In addition to an amendment of the billboard tax, spreading out the levy on a graduated billboard-size basis, and another providing a floor stock tax on matches, the Ways & Means Committee has approved a 5% levy on telephone bills, exclusive of other taxes on leased wires and similar facilities.

According to the language of the bill, the net time sales tax would be levied on sales for the calendar year 1942, starting Jan. 1, 1942. Tax returns would be filed by March 1, 1943, on 1942 business, and chronologically thereafter.

Estimates on the size of the expected tax yield from the 5-15% levy have varied. Treasury Department estimates indicate a gross take of about $12,500,000, against a loss of approximately $7,700,000 in excess profits and corporate surtaxes otherwise collectable, leaving a net increase of about $4,800,000. Independent industry estimates have been considerably higher, establishing an additional $5,000,000 in Federal taxes as a probable minimum, and a maximum which might reach as high as $10,000,000.

NAB Committee Meets

A special NAB committee on taxation, called together by President Miller, met in Washington July 26 to map out a campaign to fight the pending proposal. The special committee included Nelson Kidd, representing Col. Harry C. Wilder, WSYR, Syracuse, of the NAB accounting committee; Harry C. Butcher, CBS Washington vice-president; Frank M. Russell, NBC Washington vice-president; Mark Woods, NBC vice-president and treasurer; Frank K. White, CBS treasurer; Paul A. Porter, CBS Washington attorney; Paul F. Peter, NAB director of research.

Compiled by Mr. Peter in connection with the committee's conversations, and using FCC figures on net time sales [BROADCASTING, July 28], a table released by NAB [see page 10] indicated that the graduated levies would yield a total Federal income tax, exclusive of excess profits and corporation surtaxes, of $11,518,151 on 1940 net time sales of $112,556,714, covering 238 individual stations in the $100,000-plus bracket, the national networks and five regional networks.

On the basis of the 1940 figures, according to the NAB table, the 238 effected stations constitute 31% of the total of 765 stations reporting, and account for $78,508,938, or 79%, of the retained time sales of $99,916,993 reported for the 765 stations. The 238 stations' aggregate tax figure, $6,488,168 on the basis of 1940 figures, represents 28% of their net income of $23,533,440.

Losers Are Taxed

For the eight stations in the 15% tax bracket, the tax of $1,845,220 equals 40% of their $4,587,798 net income; for 42 stations in the 10% bracket, the $2,665,148 tax amounts to 29% of the $9,336,703 net income; for 188 in the 5% bracket the $1,977,800 tax amounts to 21% of the $9,608,939 net income. Included in the 188-station group were 13 which reported operating deficits aggregating $522,444, but which nontheless would be taxed, it was explained.

Lumping retained time sales of NBC, CBS and MBS, taxable net time sales would amount to $33,275,943, and a 15% tax would reach $4,991,391, representing 60% of the net income of $8,342,450 reported by the three networks. Lumping the net take of five regional networks likewise, a 5% tax on the combined time sales of $771,883 would amount to $38,592, or 23% of the $169,610 net income.

A recapitulation on a full-industry basis indicated that retained time sales of $112,556,714, or 84% of the total of $133,964,769, would be subject to the tax if it were levied against 1940 income. The total tax of $11,518,151 would represent 35% of the net income of $33,296,708 before Federal income taxes, it was shown.

Projecting an expected 15% increase in time sales for 1941, it was estimated by Mr. Peter the tax would aggregate about $13,250,000 and, projecting an additional 5% increase for 1942, would raise the tax yield to about $13,800,000, according to the proposed rates.

Lafount Hits Levy

Calling upon member stations for cooperation in a "strenuous effort" to eliminate the "discriminatory" tax, NIB President Lafount emphasized that although the proposed levy hit only plus-$100,000 stations, it represented "a precendent most dangerous to even those broadcasters in the lowest income bracket".

"The next step, as in all other taxing legislation, would be the lowering of the exemption until it is finally wiped out," Mr. Lafount warned members.

In a July 29 letter to Senator George (D-Ga.), new chairman of the Senate Finance Committee, in which he requested the opportunity for an NIB appearance at the coming Senate hearings, Mr. Lafount declared:

"There is no intention of broadcasters to seek to evade their just and proportionate share of tax increases necessitated by the present emergency. On the contrary, broadcasters have given and are continuing to give every assistance to the Federal Government and its various branches in defense matters for which no charge has been made or asked. The requests for additional time by the various Federal defense agencies are multiplying rapidly, all of which not only deprives stations of time which might be sold for advertising purposes but adds to the operating cost. This is a service which radio is rendering gladly, though I am informed the other advertising media receive their regular rates for Government announcements appearing in the form of advertisements.

"We respectfully call to your attention the fact that the American system of broadcasting is made possible solely by the revenue which a station is able to derive from its advertising. When broadcasters are subjected to taxation which is not imposed upon other advertising media, they are placed in a position which may result in driving many radio advertisers to newspapers, magazines and other forms of advertising. This loss in revenue cannot but seriously affect the service which is rendered to the public and may result in destroying many of the stations which are collaborating with the Government in this time of need.

"The last available tabulations complied by the FCC show that over 250 of the broadcast stations in the United States operated at a loss. In this connection, we would like to point out that the tax contemplated by the Ways & Means Committee's new revenue bill is not based on profits, but is based on gross income—it is in addition to all other taxes.

"It is obvious that broadcasting stations have a most important function to perform during the present crisis. Like all American industries owned by Americans, broadcasters are willing to make whatever sacrifices may be necessary. But we do ask equality of treatment. We are sure that upon reflection you will agree the broadcasting industry is entitled to no less. The total amount which might be collected as a result of the discriminatory tax on the gross sales of radio time is so small that it can have little, if any, effect on the Government's fiscal program. We understand the Treasury estimates show that less than $5,000,000 will be collected from this source. Yet the harm that will be done to the broadcasting industry by placing a penalty on radio advertising cannot be estimated."

Text of Radio Tax Provision in Revenue Act

Text of the radio tax provision of the Revenue Act, as reported by the Ways & Means Committee, reads:

Sec. 601. TAX ON RADIO BROADCASTING STATIONS AND NETWORKS. Subtitle B of the Internal Revenue Code is amended by inserting after chapter 6 the following new chapter:

Chapter 6A

Sec. 1220. TAX ON RADIO BROADCASTING STATIONS AND NETWORKS.

(a) Rate—For each calendar year beginning after Dec. 31, 1941, there shall be imposed upon every person with respect to operating a radio broadcasting station or engaging in network broadcasting for any part of such year, an excise tax computed as follows:

(1) If the net time sales exceed $100,000 and do not exceed $500,000, an amount equal to 5% of the net time sales, or an amount equal to the net time sales in excess of $100,000, whichever is the lesser.

(2) If the net time sales exceed $500,000 and do not exceed $1,000,000, an amount equal to 10% of the net time sales, or an amount equal to $25,000 plus the amount of the net time sales in excess of $500,000, whichever is the lesser.

(3) If the net time sales exceed $1,000,000,000, an amount equal to 15% of the net time sales, or an amount equal to $100,000 plus the amount of the net time sales in excess of $1,000,000, whichever is the lesser.

(b) Definitions—For the purpose of this section—

(1) "Network broadcasting" means the making of arrangements with persons operating radio broadcasting stations for the simultaneous broadcast of an identical program by two or more connected stations and the distribution of programs by wire or radio to such persons.

(2) "Time sales" means the gross amount received or accrued from the sale of broadcast time. Where the sale is for a consideration other than money, the gross amount considered to be received or accrued shall be the published card rate for broadcast time. Where the sale is for a consideration, less a commission to an advertising agency (whether such sale is made to such agency or its principal) the amount of such commission (not in excess of 15% of such consideration) shall be excluded in determining the gross amount received or accrued with respect to such sale.

(3) "Net time sales" means time sales minus the amounts paid or incurred for broadcast time to other persons operating radio stations or engaged in network broadcasting.

Sec. 1221. RETURNS.

(a) Requirement—Every person liable for tax under Section 1220 shall make a return under oath. Such return shall contain such information and be made in such manner as the Commissioner with the approval of the Secretary may by regulations prescribe.

(b) Time for Filing—

(1) General Rule—Such return shall be made within two months after the close of the year with respect to which such tax is imposed.

(2) Extension of Time—The Commissioner may extend the time for making the returns, under such rules and regulations as he may prescribe with the approval of the Secretary, but no such extension shall be for more than 60 days.

(c) Place for Filing—The return shall be made to the collector for the district in which is located the principal place of business of the taxpayer, or, if it has no principal place of business in the United States, then to the collector at Baltimore, Md.

Sec. 1222. OTHER LAWS APPLICABLE.

All provisions of law (including penalties) applicable in respect of the taxes imposed by Chapter 6 shall, insofar as not inconsistent with this chapter, be applicable in respect of the tax imposed by this chapter.

NBC Reaches Agreement With ASCAP

Network Rate Is 2¾%, Stations Pay 2¼% Under Deal

(*Continued from page 7*)

treasurer, appearing before them for more than an hour to explain NBC's position. When the board adjourned Thursday evening without taking final action, Niles Trammell, NBC president, sent a wire to all NBC affiliates, advising them of the situation up to that time.

Reach Agreement Early

A virtual agreement on all major issues was reached last Tuesday morning and announcement of a completed deal had been expected momentarily for the rest of the week. Only one snag remained to be overcome, but on that snag negotiations stuck and refused to move either way. The one remaining controversial issue concerned the method of clearing network programs to be broadcast over stations in States with "anti-ASCAP" laws prohibiting any combination of copyright owners from collecting music license and royalty fees within their borders. Florida and Nebraska already have such statutes on their books and similar laws are under consideration in several other States.

There is no economic consideration to this issue, it was stated. NBC, for example, collects $100 from an advertiser for the inclusion of a Florida station in the network program sponsored by that advertiser, and pays the station $33. NBC then has agreed to pay to ASCAP 2¾% of the $67 it retains for the privilege of using ASCAP music. But, in exchange for this clearance-at-the-source payment, NBC is insisting that ASCAP guarantee that its members will not use the ASCAP music broadcast on this Florida station as part of that NBC network program to sue the station and especially, the advertiser for copyright violation through unauthorized use of the music.

The State Situation

ASCAP has declined to give such guarantee, arguing that to do so would be to enable stations in the States with anti-ASCAP laws to get their ASCAP music from the networks without payment of ASCAP fees or fear of legal action. Such a condition, ASCAP argues, would be to encourage broadcasters in other States to work for the passage of similar laws with the eventual result that ASCAP would find itself legislated out of business. NBC believes this to be an unwarranted stand, as it is requesting the no-suit guarantee only on network programs and not on programs originating at the individual stations, for which the stations would still be liable to the ASCAP writers and publishers if any of ASCAP music were used.

TRAMMELL AWAITS AFFILIATES

IN A STATEMENT issued Friday, Niles Trammell, NBC President, expressed hope that the contract would soon be ready for signature, but added that NBC will not sign it until the network's affiliates have agreed to refund to NBC 2¾% of the stations' compensation on network business, except in those States where such refunds are forbidden by law.

"Wires have been sent to all NBC stations and we hope to have telegraphic approvals from them so as to enable us shortly to sign the contracts which are now being prepared," Mr. Trammell said. "When these contracts are signed, arrangements will be made to return ASCAP music to our networks for both commercial and sustaining programs".

In his wire Mr. Trammell emphasized that the terms applied to the network licenses on the Red and Blue networks and the M&O stations of NBC and that the NBC affiliates were entirely free to make their own contracts with ASCAP for local broadcasting. It is understood that ASCAP is making the same per-program and blanket proposals for settlement to all individual stations that it made to NBC, covering local programs on the network's managed and operated stations.

Comment by McCosker

Commenting on the terms of the ASCAP-NBC agreement, Alfred J. McCosker, MBS board chairman said "the expected effectiveness of NBC's tremendous dollar volume in negotiating a deal has been demonstrated. Mutual, of course, will take advantage of its most-favored-nation clause to secure the same terms."

RADIO SLEUTH
KQW's Buzzini Tracks Down Missouri 4-H Member

WHEN Bert Buzzini, farm reporter of KQW, San Jose, Cal., broadcast a UP news dispatch about the 4-H activity of a certain 18-year old Missouri farm girl, he brought a man-sized sleuthing job down on his own shoulders. For a California farmer sent a letter to Buzzini to be forwarded to the Midwest farmerette 2,000 miles away.

Temporarily stumped because the UP dispatch only identified her as Mary Jean Lentz, somewhere in Jackson County, Mo., the undaunted Buzzini contacted Phil Evans, director of farm service of KMBC, Kansas City, and explained his predicament. Evans in turn enlisted the aid of the county agent and within a few days succeeded in delivering the letter to the young lady.

Russell Colgate

RUSSELL COLGATE, 68, a director and former chairman of the board of Colgate-Palmolive-Peet Co., Jersey City, on July 31 died of a heart attack while playing tennis at his home in Llewellyn Park, N. J. A grandson of William Colgate, who founded the soap company in 1806, Mr. Colgate joined the firm soon after his graduation from Yale U in 1896, becoming chairman of the board in 1933. Surviving are his wife and daughter.

W. FRANKLIN MOORE, with BBDO, New York, for the last 25 years, has been elected a vice-president of that agency. During the last 19 years, Mr. Moore has been associated with the Armstrong Cork Co. account.

LISTENERS in the Duluth-Superior area are now hearing Fulton Lewis jr., MBS commentator, thrice weekly on WDSM, Superior, under sponsorship of the E. J. Brach Candy Co.

CBS Video Tests

CBS, which has just received permission from the FCC to continue the experimental television broadcasts of WCBW, New York, for another 30 days, following the expiration of the first such permit July 30, has announced that to assist service men who are converting television receivers previously purchased from the old to the new standards. WCBW has added a daily hour to its broadcast of test patterns, from 3:30 to 4:30 p.m. Other test patterns continue for the half-hour preceding each television program, afternoon and evening. Network is also transmitting experimentally in color for an hour a day.

Choc-So Test

ROCKWOOD & Co., Brooklyn, for the past several weeks has been conducting a test campaign for Choc-So, a new fortified chocolate mixer on WSYR, Syracuse; WTAR, Norfolk, and WFBR, Syracuse. Federal Adv. Agency, New York, handles the account.

Chicago School Extends

AMERICAN SCHOOL, Chicago (correspondence courses), due to the success of a spot campaign for its home study high-school course on WOV, New York, has added WAAF, Chicago; WCAR, Pontiac; WERC, Erie; WPIC, Sharon, Pa. Announcements are five-minute transcriptions six times weekly. Agency is Huber Hoge & Sons, New York.

Camel Latin Shift

XAVIER CUGAT's Orchestra on the NBC-Red *Camel Hour* for R. J. Reynolds Tobacco Co., Winston-Salem, is now heard in Latin America simultaneously with the domestic broadcast Thursdays at 10-10:30 p.m., instead of via recording later that evening as heretofore. Program is broadcast on NBC's international stations WRCA and WNBI, with Announcer Ken Smith giving comments in Spanish for Latin American audiences while program with English comments goes over NBC-Red. Agency is Wm. Esty & Co., New York.



ONE OF THE PARTY attending the dedication of NBC's new short-wave listening post at Bellmore, L. I., was Mathilde Baier (right), secretary to Max Jordan, NBC European news manager. When she entered the monitoring room it was only natural that she looked to see who was listening in on Berlin. Imagine her surprise to see that it was Frederick Sartorius (left) her former next door neighbor in Arlesheim, Switzerland, a suburb of Basle. She did not know that he was even in the United States. Miss Baier, who arrived in this country only two weeks ago from Basle, in her own right has helped make international radio history. It was she who kept three telephone lines open for four days at Munich for Mr. Jordan, which allowed him to scoop the world by an hour on the signing of the Munich Pact. In center is Jules Van Item, in charge of the listening post.

EDUCATION OFFICE MAKES RADIO PLANS

PREPARING to re-expand operations of its radio division, following appropriation of $16,400 by Congress for these activities during fiscal year 1942, the Office of Education plans to add specialists in radio research and radio information to its staff, it was indicated to BROADCASTING last Tuesday. The funds, first ever appropriated by Congress for the radio division, also will be used to expand clerical functions in the radio division. They were included in the Federal Security Agency appropriation.

Appropriation of the funds, which include $1,000 for materials and supplies and $15,400 for wages and salaries, came just a year after Congress had flatly refused to make available any money to continue the work of the Office of Education's radio division, which since its start in 1935 had subsisted on relief funds. Last year Congress set a limit of $100,000 on the amount of relief money that could be spent for Government radio activities, after charges were made that the radio activities amounted to New Deal propaganda. Since the Works Progress Administration alone used this sum for its broadcast activities, none was left for the Office of Education, whose radio division and particularly its Radio Script and Transcription Exchange, managed to keep operating only through financial assistance from the Federal Radio Education Committee.

BRITISH BROADCASTING Corp. variety program titled *Music Hall*, formerly heard on MBS, will be resumed Aug. 12 on that network, to be heard Tuesday, 2:15-3 p.m.

Studio Notes

RESURRECTION of an inactive statute by the Chicago Park department almost prevented NBC from presenting any programs with studio audience from Chicago. During the remodeling of large Studio A in Merchandise Mart, NBC leased the Goodman Theater in Grant Park from the Chicago Art Institute, but when it was discovered that the theatre, being on public grounds, could not be leased to a "company operating for profit", NBC was ordered to vacate. Whereupon NBC secured an injunction July 24 in the Illinois Circuit Court enjoining the Art Institute and the Park Department from breaching the contract until late August when Studio A can again be used for studio-audience programs.

V FOR VICTORY in Morse has been adopted by the Philip Klein Agency, Philadelphia, for the Morris Plan Bank nightly news periods on WFIL, Philadelphia. At the opening and closing of each broadcast, the oscillator taps out three dots and a dash, the announcer indicating what it stands for, followed by additional oscillator sounds explained by the announcer as standing for the sponsoring Morris Plan Bank.

WIP, Philadelphia, will cover the activities of troops from Indiantown Gap, Pa., during maneuvers starting Aug. 23 and continuing for three weeks. A sound truck will follow each movement of the troops, recording the highlights of the particular day. The transcription will be rushed back by air mail or special delivery for immediate broadcast by the station.

KMA, Shenandoah, Ia., is claiming some sort of speed record for its recent coverage of a fire which broke out in a warehouse only 200 yards from the KMA studios. Five minutes after the blaze broke out the station had a microphone manned by Program Director Mott Johnson and Announcer Jack Kelly on the spot and a description on the air.

WJPR, Greenville, Miss., has started a new transcription series, *Hable Espanol* (Do you speak Spanish?) a 15-minute lesson in Spanish. The transcription is programmed by WMC, Memphis and is played on WJPR the following day. The "students" work from written lessons printed in the Memphis Commercial Appeal.

WOR, New York, from Jan. 1 to July 4, 1941, carried 160 programs devoted to defense, according to a tabulation made by the WOR special features and news division. The programs ranged from five-minute talks to half-hour variety shows and documentary cross-country broadcasts from plane factories, tank plants and arsenals. Of this total, 48 dealt with the Army, nine with the Navy, three publicized defense savings bonds, 11 for servicemen's organizations, and 57 were talks and forums on various defense problems.

KROD, El Paso, on July 29 carried a half-hour account of a "command flight" by the 120th Observation Squadron of the United States Air Force. Ted Gates, studio director, and Morrison Qualtrough, announcer, one on the ground and the other in a plane, described a simulated dive bombing attack. The broadcast was made through cooperation of officers at Fort Bliss and Biggs Field.

WTOC, Savannah, Ga., is carrying a new 5:45-6:45 a.m. series, *Reveille*, designed particularly for boys in the military services. Recorded popular music requested by service men in the area is presented on the program. WTOC staff members recently visited four camps in the area to find out first-hand the type of music the trainees liked best.

AGMA Taking Injunction Plea Against AFM to N. Y. Supreme Court in October

AMERICAN Guild of Musical Artists will take its suit to restrain James C. Petrillo, president of the American Federation of Musicians, from seizing jurisdictional control over AGMA's instrumentalist members into the New York Supreme Court at its opening session in October, following authorization received last week from the New York Court of Appeals. In a 5-2 decision that court granted AGMA's plea for the right to try its suit for an injunction and damages in the Supreme Court, reversing a prior ruling of the Appellate Division.

The fight between AGMA and AFM began Aug. 5, 1940, when Mr. Petrillo wrote a letter to Lawrence Tibbett, AGMA president, demanding that "all instrumentalists belonging to your organization . . . resign and become mmbers of AFM where they rightfully belong". The letter set Labor Day as the deadline, after which Petrillo said he would order AFM members not to perform with members of AGMA, which would be tantamount to banning the AGMA instrumentalists, chiefly virtuosos appearing as soloists with orchestras, from working on the concert stage, on the air or in the movies.

AGMA Goes to Court

Securing a stay order to maintain the status quo pending trial, AGMA went to the New York Supreme Court with a motion for a temporary injunction against Mr. Petrillo pending trial for a permanent injunction. The motion for a temporary injunction was dismissed, and at the same time the court denied Mr. Petrillo's cross-motion to dismiss the suit. AGMA then appealed to the Appellate Division of the Court, which not only upheld the denial for a temporary injunction, but dismissed the entire action.

Meanwhile, by agreement of counsel, the status quo had been maintained, but after the Appellate Division's decision [BROADCASTING, Feb. 3], Mr. Petrillo presented another ultimatum to AGMA with a March 1 deadline, notifying broadcasters, concert bureaus and recording companies that after that date AFM members would not be allowed to perform with instrumental musicians who were not members of AFM. A number of AGMA members, headed by Albert Spaulding, resigned and joined AFM at this time. But AGMA announced that the "overwhelming majority of solo instrumentalists have remained loyal to AGMA".

Justice Department Plans

On Feb. 28 the Justice Department announced plans for a grand jury investigation of the AFM and other organizations dealing with musical artists, the announcement emphasizing the position of Mr. Petrillo, whose power was termed "absolute and subject to no control". The Department, it was learned in Washington, is withholding action on the Petrillo proceedings pending determination of its course in connection with monopoly charges made by the FCC against the networks.

In recent months there has been little action on the AFM-AGMA front and none is expected until after the New York Supreme Court trial this fall. Full text of the Court of Appeals decision was not available as BROADCASTING went to press, but Henry Jaffe, AGMA attorney, said that in essence it means that AGMA's pleadings showed a good cause for an injunction and damages and that the Court of Appeals therefore gave AGMA the right to establish its case in trial.

AFM Counsel Henry A. Fruedman explained that the Appellate Division has said, in effect, that AGMA's complaint, if true, was not sufficient to warrant a trial, but that the Court of Appeals, which does not pass on merits, had found the complaint to contain enough material to justify a trial.

Mrs. Blanche Witherspoon, executive secretary of AGMA, stated that "the board of AGMA was delighted that the court had vindicated our claims", but declined to comment further until the text of the decision had been received and studied. Mr. Petrillo could not be reached for comment, the AFM headquarters reporting him to be out of town.

WCCO, Minneapolis, will set up a miniature studio in its regular booth at the Minnesota State Fair, Aug. 28 to Sept. 1. Here, with defense as the main theme, the regular Sunday dramatic program, *Minnesota to the Defense*, will be presented thrice daily for the benefit of the public, in addition to other WCCO programs. The station expects these unaired presentations to increase the attendance at the WCCO booth above the 400,000 record mark of 1940.

WTAG, Worcester, by way of variety in musical entertainment, currently is presenting weekly *Kaleidoscope Moods in Music* with Onell Smith, talented with the piano, organ and novachord, presenting the selections on the various instruments according to the type of song.

WROK, Rockford, Ill., has expanded its newscast schedule and now carries a news broadcast every hour on the half-hour. News Editor Bill Traum has set aside one quarter-hour program daily in which war news is entirely omitted.

THE new song of Dick Aurandt, musical director of KSFO, San Francisco, "There Shall Be No Blackout for Democracy", campaign theme song for the Pacific Coast Division of USO has been adopted by the Coast Artillery Replacement Training Center, Camp Callan, San Diego, as its theme for radio broadcasts.

BONUS checks amounting to a half-week's pay were distributed during July by WHBF, Rock Island, Ill., to more than 40 of the station's personnel.

Daylight Saving Hearings Start

House Committee to Consider Several Pending Proposals

PRESAGING Congressional approval of legislation authorizing the President to prescribe daylight saving time areas in the country, as requested by President Roosevelt [BROADCASTING, July 21], the House Interstate & Foreign Commerce Committee last Friday announced that public hearings on pending DST proposals would start Tuesday, Aug. 5. The opening session, at 10 a.m., will convene in the committee room in the New House Office Bldg.

Although primary attention probably will center on the bill introduced by Rep. Lea (D-Cal.), chairman of the committee, it is understood all of the five or six pending DST bills will be considered by the committee. The Lea bill, bearing White House endorsement, would authorize the President to order daylight saving time either on a national or regional basis, as he sees fit. Other proposals variously propose six-month and seven-month DST seasons, in the manner of the DST law in effect during World War I.

The approaching legislative move is considered of far-reaching importance to the broadcasting industry because of its relationship to both network and spot programming. Due to hit-or-miss observance of DST over the country, program schedules perennially have gone through twice-yearly scrambles. NAB and other surveys have indicated that virtually all broadcasters favor a universal time basis, either DST or standard time, as observed by railroad systems, with a majority favoring DST outright.

Another Video Sponsor

FRANK H. LEE Co., Danbury, Conn. (men's hats), becomes the fifth television sponsor Aug. 7 when it starts a half-hour series on WNBT, NBC's television station in New York. Series, titled *Sports Interviews* and *The Lee Hat Parade*, will feature Stanley Woodward, sports editor of the *New York Herald-Tribune*, discussing sports and interviewing sports stars. Highlights of the sports events of the preceding week, edited from Pathe Newsreels, will be shown and the commercial part of the program will also consist of movie shots made at the Lee factory showing how men's hats are made. Series, telecast Thursdays, 9-9:30 p.m., is placed through Bermingham, Castleman & Pierce, New York.

Mennen Plans Show

MENNEN Co., Newark, through its newly appointed agency, Russel M. Seeds Co., New York, is planning a fall network show to promote its shaving preparations. It is rumored the show may be titled *What Price Glory*, but no details on network, time or type of program have yet been released.

ARTISTS BUREAU BIDS CONSIDERED

SALE of the NBC Artists Bureau, expected to be consummated early last week, is still hanging fire. Mark Woods, NBC vice-president and treasurer, in charge of negotiations for the sale of this division of NBC, explained Friday that he had been so tied up with ASCAP negotiations during the week that he had been unable to consider the talent bureau sale for the time being.

Music Corp. of America and William Morris Agency have both submitted bids to NBC and discussions between the network and both of these talent management companies have been under way for the last month. The deal proposed by MCA, which is also acquiring the CBS talent services, is generally believed to be more acceptable to NBC, but the Morris offer has not been finally rejected.

A CBS stockholders' meeting has been called for Aug. 11 to ratify the transfer to MCA of the networks' two subsidiaries, Columbia Artists Inc. and Columbia Concerts Corp. Sale is expected to be approved without opposition, CBS counsel reporting that a good many proxies have been received already with no protests against the sale.

New SESAC Guide

NEW list of 1,500 phonograph records of SESAC music was mailed last week to program directors of stations throughout the country, while the new SESAC Music Guide will be released within the next two weeks. The Guide contains a complete list of the types of music available from the 125 SESAC publishers, a brief sketch of each SESAC affiliate and congratulatory letters from broadcasters to the organization in observance of its 10th anniversary. SESAC now has long term licenses with over 750 commercial radio stations, it reports.

Cranston Manages CKOC

W. T. CRANSTON, sales manager of CKOC, Hamilton, Ont., has been named manager of the station, succeeding M. V. Chesnut, who has taken a position with All-Canada Radio Facilities Ltd., at its main office in Toronto. W. M. Guild of the sales staff becomes sales manager, while W. A. Speers, now assistant manager of CKCK, Regina, moves East to take a similar position with CKOC. All changes are effective Aug. 1.

Higgins Resigns From WOR

HAROLD HIGGINS, manager of the Chicago sales office of WOR, New York, on Sept. 1 is resigning to join a station as salesman. No successor has yet been named, and it is understood that John Shelton and Robert Wood, both of the Chicago office, will continue in their present positions as salesmen.

MARTIN GOSCH and Howard Harris have returned to New York after several months in Hollywood where they wrote the Paramount screenplay of their original, "Hula Honeymoon." They will audition "Mr. and Mrs. North" for fall radio sponsorship before secluding themselves in Connecticut to write a play.

The Other Fellow's VIEWPOINT

Mr. Cisler Expounds

EDITOR, BROADCASTING:

Your issue this week [July 21] was certainly packed with the stuff.

First, the Craney letter on NAB and ASCAP deserves some comments. NAB has done a lot of good work since Neville Miller went in. We agree with Craney that there should be a broadcasters' organization *without network membership.*

Leaving NBC-CBS-MBS outside, there will still be plenty of "inside influence" from some of the big boys affiliated with the various chains. But at least the networks will not be the guiding lights, as more and more of us feel is the case at present. But it seems to me that this is something that can be done with the present NAB by a simple but thorough reorganization, rather than setting up a new group.

Ed has hit the nail on the head with respect to this ASCAP matter. Despite the wonderful work of BMI, more and more weak-willed broadcasters are edging toward the evils of an ASCAP blanket percentage fee with the only variation being the degree of fee. Next, some of our "leading industry figures" are brought to push the NBC and CBS proposals to pass part of the ASCAP network fee back on the affiliate. Not a single network or "industry leader" has sought or placed on public record a plan for a fixed fee basis per number, per program, or per month. No one has ever given me an answer as to *why we can't buy ASCAP music like we buy news or transcriptions, on so much money per month, come Hell or high water?*

Andrew Bennett's letter as you printed it should encourage many broadcasters to fight on for a better ASCAP deal. But your issue also contains the news that the Bulova group (managed by the same Mr. Lafount to whom the Bennett letter was addressed, and head of the NIB) signed the present ASCAP system of licenses. No doubt Mr. Lafount was ordered to by Bulova, who, being a New Yorker, is constantly exposed and impressed by the bushwah and propaganda and pressure handed out by the ASCAP people in his home town.

As I see it, the fight against ASCAP is going to be pushed and won by the Southerners and Midwesterners and Far Westerners (exclusive of Hollywood) who don't meet Mr. Buck on Times Square, who don't invite Irving Caesar in for cocktails, and who only figure in plain American English: "Why should we pay ASCAP 3% on our gross for music when we buy Associated Press news for $60 or $75 per week?"

The trouble with the radio industry is that too much business and too many decisions are made by New Yorkers with a viewpoint limited by the Hudson River and the Atlantic Ocean. Some of our worthy "industry leaders" can't imagine how any 250-watter could object to paying 3% to ASCAP instead of the old 5%.

Now MBS comes along and agrees with AFRA to cut off any affiliate that will not agree to arbitrate its labor differences with the specific provision that an AFRA closed shop will be demanded if a majority is proved by AFRA. Both MBS and AFRA forget that there are still a few free men in some sections of the country who have a mind of their own, and who will do their own bargaining and not under duress.

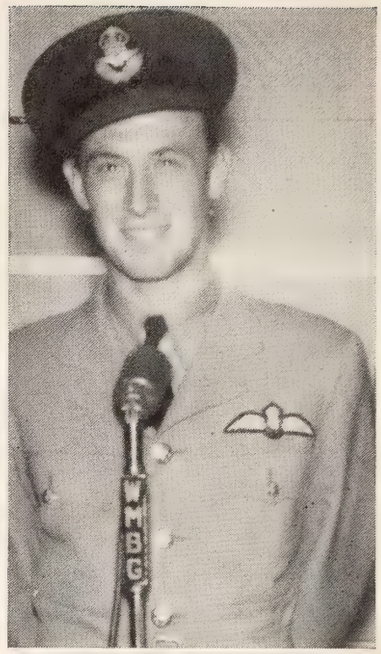
The same applies to ASCAP, to the FCC monopoly report, the newspaper situation, etc. that use fifth column and dust cloud tactics to obscure the truth.

But over all the disputes, overshadowing the provincialisms and the radical outlaws on all questions, is the great mass of apathetic station owners and managers who don't know what is going on; regard everything from a distant vantage of their own immediate revenue; and go on their way "letting George do it" until "George" has "done" them and it is too late for repairs.

I could undoubtedly be making more sales of time if I paid more attention to running WGRC and less time yapping about the troubles of the industry or the independent station, but I read your magazine each week and get a good picture of what is transpiring and it all results in a state of lather over possible future effects on my own station or my competition.

Despite my personal feeling that many of your articles are written with a network (especially NBC) bias, and that all the advantages and disadvantages aren't weighed exactly, I still think you do a grand job of covering what is going on. If more station owners and managers would read your magazine from cover to cover, at night, in the comfort of their homes, and then analyze what the effect is on their own stations, and then do something, this whole business would be run a lot different.

STEVE CISLER,
WGRC, New Albany, Ind.
July 22.



GET-TOGETHER of WMBG, Richmond, announcers and former announcers the other day brought into the studio Lieut. Felix Boswell, formerly with the station and now with the Canadian Royal Air Force. He was on a short furlough, and broadcast his impressions of flying vs. announcing.

Locked Jaw

HERE'S the latest in the modernization of the Army. Bob Wear, who does a quarter-hour daily show on KGKO, Fort Worth, with telegraphed news from Texas Army camps and Fort Sill, Okla., was a little bit abashed when he received this release from Camp Barkeley: "Third Army notified 45th Division headquarters today that 'anti-tank' injections for all soldiers had been postponed". After recovering from his surprise, Wear checked with public relations officers at Camp Barkeley and discovered that the release should have read "anti-tetanus injections".

Home Products Shortwave

AMERICAN HOME PRODUCTS Corp., Jersey City, has signed a 39-week renewal contract with NBC's International Division for Wednesdays, 7:15-7:30 p.m., on WNBI and WRCA. Replacing the musical programs formerly broadcast to Latin America, the new series, *El Desfile Pan Americano,* is dramatic, a Spanish version of *America the Free,* currently on the Red network for the same sponsor. Shortwave program, advertising Kolynos, is placed through John F. Murray Adv. Agency, New York; domestic program, for Anacin, through Blackett - Sample - Hummert, New York.

Liberty on Coast

MACFADDEN PUBLICATIONS, New York (*Liberty* magazine), on Aug. 13 will begin sponsorship of *Bob Garred News* on five CBS Pacific Coast stations (KNX KSFO KIRO KARM KOIN), Monday, Wednesday and Friday, 7:30-7:45 a.m. (PDST). Contract is for 13 weeks. Erwin, Wasey & Co., New York, handles the account.

Digest Discs

READERS DIGEST, Pleasantville, N. Y., will start one-minute transcriptions thrice weekly on WGY, Schenectady, WMAQ, Chicago, and WTAM, Cleveland, with possibly more stations to be added Aug. 26 to run through Oct. 23 BBDO New York, is the agency.

MBS Adds in Florida

WJHP, Jacksonville, and WTSP, St. Petersburg, join MBS Aug. 4, the network's first Florida affiliates. They bring the total Mutual list to 174.

Mar-O-Oil Returning

MARROWS Inc., Chicago, which sponsored *George Fisher, Hollywood Reporter,* last Spring in a 26-week campaign for Mar-O-Oil Shampoo, will resume the program on MBS Sept. 28, using about 80 stations, Sundays, 1:15-1:30 p.m. (EST). Agency is Hays MacFarland & Co., Chicago.



EVERYONE SEEMED to be having a jolly time at the dedicatory broadcast the other day honoring the 50,000 watts acquired by KOB, Albuquerque. NBC Announcer Don Wilson and Martha Tilton, featured vocalist with Gordon Jenkins' orchestra were co-starred. In the picture (l to r) are Van Haaften, KOB program director; Wilson; Miss Tilton; Mary McConnel Hickox, head of the continuity department; Frank Quinn, manager of KOB; and George Johnson, chief engineer.

Radio Equipment Delays Lead to Gates Warning

DIFFICULTIES met in securing materials for the construction of transmitters have caused Gates Radio & Supply Co., Quincy, Ill., to issue a warning to stations planning expansions and to new licensees to get their contracts in early, either for early shipment or for reserve in order to assure equipment for scheduled openings.

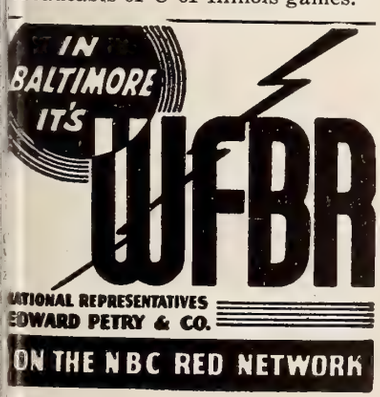
Gates states the necessity is indicated by the fact that a little over a month ago four 250-watt transmitters were available for 30-day delivery. Today these have all been reserved, and future orders are being accepted for delivery not earlier than October. The situation does not show any promise of improvement, it was stated, because raw materials are becoming increasingly hard to obtain.

Among contracts received by Gates and assured of prompt delivery, the company lists those of WMVA, Martinsville, Va.; WMIS, Natchez, Miss.; KGIW, Alamosa, Col.; WSON, Henderson, Ky.; WGAA, Cedartown, Ga.; WLDS, Jacksonville, Ill.

The last-named was authorized for construction last May to the firm of Stephenson, Edge & Korsemeyer, a partnership. Hobart Stephenson is the prime mover in this project, and is an instructor at the Illinois State School for the Blind. He is himself blind, but has a thorough knowledge of the technical side of radio.

Iowa Grid Plans

NEGOTIATIONS for the broadcasting of the Iowa-Minnesota and Indiana-Iowa football games this fall have been completed by WHBF, Rock Island, Ill. Van Patrick, sports director of WHBF, will be at the mike for both games. Mr. Patrick is also making arrangements for broadcasts of U of Illinois games.



Errors in List

(*Continued from page 18*)

"A" station, although the manager of that station reports that Dexter Moss, publisher of the *Tulsa Daily Legal News*, which carries no news or editorials but merely lists legal notices, owns only 20% of the stock of Oil Capitol Sales Corp., licensee of the station, and has nothing whatever to do with operation or policy.

Object to Being Listed

It is understood that objections have been raised to the inclusion of WLS, Chicago, WKAT, Miami Beach, and KATE, Albert Lea, Minn., in the newspaper list by the principals in those stations. WLS is under the same ownership as the *Prairie Farmer*, bi-weekly farm paper published in Chicago, the principal being Burridge D. Butler. Mr. Butler also owns the *Arizona Farmer*, a monthly, controls KOY, Phoenix, and has a minority interest in KTUC, Tucson.

WKAT is controlled by A. Frank Katzentine, attorney and onetime mayor of Miami Beach, who reports he owns less than 30% of the stock of the *Miami Beach Society Pictorial*, which is merely a weekly social magazine, and he states that he does not consider this as placing him in the newspaper category. His station is classified as "A".

KATE is 49% owned by E. L. Hayek, who also is interested in the Trades Publishing Co., publishing the *Northwestern Jeweler*, a monthly trade paper. Mr. Hayek reports that he does not regard this as a "newspaper interest."

The original master list, further evidencing the carelessness of its compilation, has incorrect call letters for three stations: KGBX is listed as KGEX; WKBH as WKBK; WTHT as WTRT.

School Buying Time

NATIONAL SCHOOLS, Los Angeles, on behalf of its courses in aircraft, Diesel and television engineering, has started participations and recorded music shows varying from two to 52 weeks on the following stations: WHLB WGRC WNEW WOWO WDZ. Agency is Huber Hoge & Sons, New York.





THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

American Chicle Co., Long Island, N. Y. (Chiclets), 6 *t* weekly, 13 weeks, thru Badger & Browning, Boston.
American Cigarette & Cigar Co., N. Y. (Pall Mall Cigarettes), 12 *t* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
American Fruit Growers, Chicago, 52 *sa*, thru Walker & Downing, Pittsburgh.
Foster Milburn Co., Buffalo (Doan's Pills), 104 *t*, thru Street & Finney, N. Y.
Kellogg Co., Battle Creek, Mich. (Pep), 45 *t*, thru Kenyon & Eckhardt, N. Y.
John Morrell Co., Ottumwa, Ia. (E-Z Cut Ham), 290 *sp* (participation), thru Henri, Hurst & McDonald, Chicago.
Phillips Packing Co., Cambridge, Md. (soups), 65 *sa* thru Aitkin Kynett Co., Philadelphia.
Ball Bros., Munice, Ind. (Mason jars), 39 *sp*, thru Applegate Adv. Agency, Muncie.
Campbell-Woods Co., Pittsburgh (Breakfast Cheer Coffee), 26 *t*, thru J. Grant Co., Pittsburgh.
Household Finance Corp., Pittsburgh, 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.
Hurley Machine Co., Chicago (Thor washing Machine), 39 *sp*, thru E. H. Brown Adv. Agency, Chicago.
Kerr Glass Mfg. Corp., Los Angeles, 40 *sa*, thru Raymond R. Morgan Co., Hollywood.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa., 312 *sp*, thru Raymond R. Morgan Co., Hollywood.

WRC, Washington

Borden Co., N. Y. (cheese), *sa* 13 weeks, renewal, thru Young & Rubicam, N. Y.
McCall Corp., N. Y. (Redbook magazine), 18 *sa*, thru Joseph Katz Co., N. Y.
Procter & Gamble Co., Cincinnati (soap), *sa* 13 weeks, thru Compton Adv., N. Y.
Radbill Oil Co., Philadelphia (Renuzit), *sa* 13 weeks, thru Harry Feigenbaum Adv. Agency, Philadelphia.
Studebaker Sales Corp., South Bend, Ind. (cars), 13 *sp*, thru Roche, Williams & Cunnyngham, Chicago.
Swift & Co., Chicago (shortening), 156 *sa*, thru J. Walter Thompson Co., Chicago.
MacFadden Publications, N. Y. (magazines), 21 *sa*, thru Arthur Kudner Inc., N. Y.

CJRC, Winnipeg

Massey-Harris Co. Ltd., Toronto, (farm machinery) 6 *sp* weekly, thru Cockfield Brown & Co. Ltd., Winnipeg.

WNEW, New York

Erie Railroad Co., Cleveland (vacation trips), 6 *sa* weekly, thru Griswold- Eshleman Co., Cleveland.
Salz Bros., New York (pen and pencil sets), 5 *sp* and *sa* weekly, 18 weeks, thru S. R. Leon, N. Y.
Koven Oil Burner Co., New York, weekly *sp* thru Lucerna Co., N. Y.

WQXR, New York

J. B. Williams Co., Glastonbury, Conn. (Aqua-Velva shaving lotion), 14 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Ben Marden's Riviera, New York (night club), 10 *sa* weekly, 13 weeks, thru J. R. Kupsick Adv. Agency, N. Y.

KGKO, Fort Worth-Dallas

United Aircraft Institute, Dallas (aircraft school), 260 *t*, direct.
Long Horn Cavern, Burnet, Tex., (tourist trade), 42 *t*, thru Rogers & Smith Adv. Agency, Dallas.
American Academy of Accountancy, Chicago (training), *sp* series, thru First United Broadcasters, Chicago.
Monarch Mfg. Co., Chicago (cameras), *sp* series, thru Henry J. Handelsman Jr., Chicago.

WAPI, Birmingham

Florida Citrus Commission, Lakeland, Fla., 5 *ta* weekly, 13 weeks, thru Arthur Kudner Inc., N. Y.
Postal Telegraph-Cable Co., New York, *sa* weekly, thru Biow Co., N. Y.
Silver Mirror Co., Chicago, 3 *sp* weekly, 13 weeks, thru First United Broadcasters, Chicago.

KGO-KPO, San Francisco

Standard Beverages, Oakland, Cal. (soft drinks), *sa* series, thru Emil Reinhardt, Oakland.
Marvelous Marin Inc., San Rafael, Cal. (Chamber of Commerce) *ta* series, thru Theodore H. Segall, San Francisco.
Washington Co-Op Egg & Poultry Assn., Seattle, 2 *sa* weekly, thru Pacific National Adv. Agency, Seattle.
Bekins Van & Storage Co., Los Angeles, 2 *sa* weekly, thru Brooks Agency, Los Angeles.
Standard Beverages, Oakland, Cal. (soft drinks), *sa* series, thru Emil Reinhardt, Oakland.
Kellogg Co., Battle Creek (Pep), 5 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Marvelous Marin Inc., San Rafael, Cal. (Chamber of Commerce), *ta* series thru Theodore H. Segall, San Francisco.
White Labs., Newark (Chooz), 5 *sa* weekly thru H. W. Kastor & Sons, Chicago.

WINS, New York

K. Arakelian Inc., New York (Mission Bell wines), 60 *sa* weekly, 16 weeks, thru Firestone Adv. Service, N. Y.
Commerce Insurance Agency, 28 *sp* weekly, 13 weeks, thru Klinger Adv. Corp., N. Y.
I. J. Fox Inc., New York (furriers), 70 *sa* weekly, 6 weeks, thru Lew Kashuk, N. Y.
Gardner Nurseries, Osage, Ia., 6 *sp* weekly, 2 weeks, thru Northwest Radio Adv. Co., Seattle.
P. K. Wrigley Co., Chicago (chewing gum), 36 *sa* weekly, 52 weeks, thru Vanderbie & Rubens, Chicago.

WTAG, Worcester, Mass.

Corn Products Refining Co., New York (Linit), 3 *sp* weekly, thru C. L. Miller Co., N. Y.
Macfadden Publications, New York (*True Story*), 17 *ta*, thru Arthur Kudner Inc., N. Y.
Foster-Milburn Co., Buffalo (Doans), 104 *ta*, thru Street & Finney, N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist), 100 *sa*, thru Lord & Thomas, Los Angeles.
Reader's Rigest Assn., Pleasantville, N. Y., 10 *ta*, thru BBDO, N. Y.
Atlantic Refining Co., Philadelphia (White Flash), 5 *sa*, thru N. W. Ayer & Son, N. Y.

CJCA, Edmonton, Alta.

General Dry Batteries of Canada Ltd., Toronto, 78 *sa*, thru A. McKim Ltd., Toronto.
Ogilvie Flour Mills Ltd., Montreal, 78 *sp*, thru J. J. Gibbons Ltd., Toronto.

KFI-KECA, Los Angeles

Hauser Food Products Co., Los Angeles (Hauser Brand Sauce), weekly *sp*, thru McElroy Adv. Agency, Los Angeles.
Kellogg Ant Paste Co., Los Angeles (anticide), 5 *sp* weekly, thru W. C. Jeffries Co., Los Angeles.
Bullock's Inc., Los Angeles (retail), 3 *sp* weekly, thru Dana Jones Co., Los Angeles.
Loma Linda Food Co., Arlington, Cal. (breakfast cereal), weekly *sp*, thru Gerth-Knollin Adv. Agency, Los Angeles.
Yellow Cab Co., Los Angeles (transportation), 2 *ta* weekly, thru Rufus Rhoades & Co., San Francisco.
Marlin Firearms Co., New Haven (razor blades), 3 *ta* weekly, thru Craven & Hedrick, N. Y.
Supreme Bakery Co., Los Angeles (bread), 5 *sp*, 5 *t* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.
Southern California Ford Dealers' Adv. Fund, Los Angeles, 6 *sp* weekly, thru McCann-Erickson, Los Angeles.

WPAT, Paterson, N. J.

S. A. Schonbrunn & Co., New York (Savarin Coffee), 60 *ta* weekly, thru M. H. Hackett, N. Y.
Vim Electric Co., Brooklyn, N. Y. (Philco radio distributors), 30 *sa* weekly, thru Samuel Singer Agency, Brooklyn, N. Y.
Flormann's Radio & Electric Service, Paterson, N. J. (Philco radio distributors), 15 *sa* weekly, thru Sternfield, Godley, Inc., N. Y.
Jim Dale Stores, Inc. (men's clothing), 24 *sa* weekly, thru Reiss Advertising, N. Y.

WBBM, Chicago

McFadden Publications, New York, 2 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap flakes) 2 *sa* weekly, thru Compton Adv., N. Y.

WMAQ, Chicago

Perfection Stove Co., Cleveland (Superfex Heaters), 26 *sp*, thru McCann-Erickson, Cleveland.
Atlantic Commission Co., New York (peaches in A & P Stores), 21 *sa* weekly, thru Paris & Peart, N. Y.
Manhattan Soap Co., New York, 5 *sp* weekly, 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.

WGN, Chicago

Bosco Co., New York (chocolate syrup), 3 *sp* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Macmillan Petroleum Corp., Los Angeles (Ring Free Oil), 6 sp weekly, 13 weeks, thru Roy S. Durstine Inc., N. Y.
Independent Milwaukee Brewery, Milwaukee (Braumeister beer), 5 *sa*, thru Allen Rieselbach, Milwaukee.
Bosco Co., New York (Milk Amplifier), 2 *sp* weekly, thru Kenyon & Eckhardt, N. Y.

WAAT, Jersey City

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 7 *sp* weekly, thru BBDO, N. Y.



50% AUTO SLASH IS REGARDED CERTAIN

WITH an eventual cut of as much as 50% in automobile production definitely expected, and both the Office of Production Management and the Office of Price Administration & Civilian Supply in agreement on the ultimate size of the reduction, it now appears that the only difference of opinion on the matter lies in how swiftly the cut should be imposed.

Just what difference the outcome of this argument may have on auto companies' radio advertising budgets, as they turn increasingly from non-defense to defense manufacturers, was not clear in broadcasting circles, although it was generally agreed the drastic reduction would have its effect on all advertising media [BROADCASTING, July 14].

Culminating an open conflict between OPM and OPACS, William S. Knudsen, OPM Director General, and Leon Henderson, OPACS administrator, last Tuesday were hosts at a luncheon for passenger car manufacturers, at which production problems were discussed in the light of national defense needs for materials used in motor car manufacture. According to present indications, production cuts will start early in August and continue month by month until auto manufactures reach about 50% of the 1940 rate.

Previously OPM has supported a gradual evolution of the auto plants' productive facilities from non-defense to defense needs, with OPACS Administrator Henderson plumping for a far-reaching immediate cut designed to stop automotive manufacturers from "chewing up" large supplies of raw materials which, if turned over to other types of consumer manufacture, could be used more practically, both from the consumers' and the employes' point of view.

Sisson, Welles Confer On Lady Esther Series

IN HOLLYWOOD to supervise replacement of Guy Lombardo with Freddy Martin's orchestra, under sponsorship of Lady Esther Co., Evanston, Ill., which took place Aug. 4, Ted Sisson, New York radio executive of Pedlar & Ryan, is also ironing out details with Orson Welles for a new variety-dramatic series, expected to start on 63 CBS stations Sept. 15, Monday, 10-10:30 p.m. (EDST), for the cosmetic concern.

Welles, whose last sponsor, more than a year ago, was Campbell Soup Co., is said to have an entirely new idea in radio entertainment, and will star in the series originating from the West Coast.

Jack Moss has severed association with Walter Wanger Productions to become partner in Mercury Productions Inc., holding company for Welles' film, theatre, radio and publishing activities.

A NEW transcribed comedy show, *Standing Room Only*, starring Hugh Herbert, movie comedian, is being offered on a half-hour weekly basis by Brisacher Davis & Staff, San Francisco agency, with Herbert's screen tieup, Universal Studios, agreeing to arrange promotion with local theaters.

Radio Advertisers

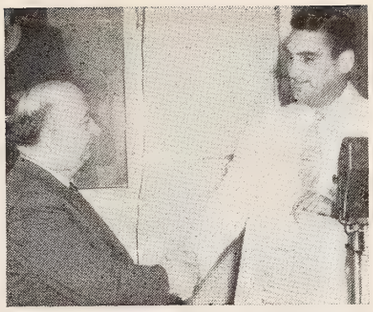
HAUSER FOOD PRODUCTS Co., Santa Monica, Cal. (Hauser Brand sauce), in a 13-week campaign ending Oct. 15 is sponsoring weekly participation in Agnes White's *California Home* on KFI, Los Angeles. Firm also contracted on July 14 for twice-a-week participation in *Chef Milani* on KMPC, Beverly Hills, and in addition has a weekly quarter-hour *Boulevard Quiz* on KNX, Hollywood. McElroy Adv. Agency, Los Angeles, has the account.

WDRC, Hartford, has signed three leading Connecticut fur concerns, bringing to four the number of furrier sponsors. They are: Harry Glotzer Furriers, five-weekly 50-word sports, July 20-Feb. 1; New England Furriers, three-weekly one-minute spots, 52 weeks from July 14; Freed Fur Shop, seven-weekly 50-word and one-minute spots, starting July 22—all handled by the Wilbur Randall Agency, Hartford. Also signed recently was Robart's Furriers for daily 10-minute program in the morning *Shoppers' Special* and one-minute spots in the afternoon *Ad-Liner*.

NESBITT FRUIT PRODUCTS, Los Angeles (beverages), having completed a 13-week Western campaign, on July 28 started sponsoring for one month the transcribed quarter-hour, *Passing Parade*, featuring John Nesbitt, commentator, thrice weekly on WJR, Detroit, KSTP, St. Paul, KMBC, Kansas City, KECA, Los Angeles. Firm also contracted for 25 transcribed announcements per week on WROL, Knoxville. Agency is Walter K. Neill Inc., Los Angeles.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES



FANS BY THE HUNDREDS signed a scroll presented to Lowell MacMillan (right), Gulf Oil sports commentator of WHEC, Rochester, by Mayor Samuel B. Dicker, in honor of his tenth year in Rochester radio. Among those on the testimonial committee were Frank E. Gannett, publisher; Oliver B. French, president of the local ball team; John E. Keenan, chairman of the Board of Education athletic committee.

WOR, New York, has announced the signing of Allstate Insurance Co., Chicago, for thrice-weekly AP newscasts by Alois Havrilla, to start Aug. 5, thru E. H. Brown Adv. Agency, Chicago; Maryland Pharmaceutical Co., Baltimore, six-weekly five-minute *Professor Snizz*, starting Sept. 28, thru Joseph Katz Co., Baltimore; Hartz Mountain Products, New York (bird food), *Singing Canaries*, weekly quarter-hour, starting Oct. 5, thru George H. Hartman Co., Chicago; Consolidated Drug Trade Products, Chicago (Peruna, Yeast-foam Tablets, Zymole Trokeys, Kolor-Bak), six-weekly late afternoon 45-minute feature, to start Oct. 6, thru Benson & Dall, Chicago.

KERR GLASS MFG. Co., Los Angeles (Mason jars), has extended its five-weekly spot announcement campaign with an eight-week renewal, effective July 28, on WLS, Chicago; WIBW, Topeka; KFNF, Shenandoah, Ia. Agency is Raymond R. Morgan Co., Hollywood.

CFCF, Montreal, has signed two of Canada's big department stores—the T. Eaton Co., Montreal, starting Aug. 18, sponsoring Christopher Ellis in six weekly newscasts, 8-8:10 a.m.; Henry Morgan & Son Ltd., starting *Adventures of Pinnochio* five days weekly starting in October.

PARAMOUNT PICTURES Inc., New York, to promote its recent release, "Shepherd of the Hills", has been running a two-week schedule of spot announcements on WNEW and WINS, New York. Agency is Buchanan & Co., New York.

GLOBE LABS., Fort Worth (biological chemicals), has renewed a 260-time contract for daily announcements on KGKO, Fort Worth. Same sponsor also presents a Sunday morning newscast. Ray K. Glenn, Fort Worth, is agency.

KFRU COLUMBIA
Bombshell of Missouri!
Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group durng 1940.
1400 KC. ★ 250 Watts

800% INCREASE
Crispy Nut Roll Skyrockets After Six Months on KIRO

AN 800% increase in sales of Crispy Nut Roll, a candy bar made by the Imperial Candy Co., Seattle, is attributed to a six-month-old quiz program carried on KIRO, Seattle.

Authority for the statement, according to the station, is both the sponsor and the Tom Parry Jones Agency, which handles the account. The program, known as *Candy Questionnaire*, is transcribed in, or outside of various stores selling the candy. Maury Rider and Bob Spence ask questions of passersby, with correct answers receiving samples of the sponsor's product. Questions are supplied by listeners who must send in a wrapper from the bar.

The program was started in February, 1941, and since that time the market area for the product has been enlarged several times. No other media have been used.

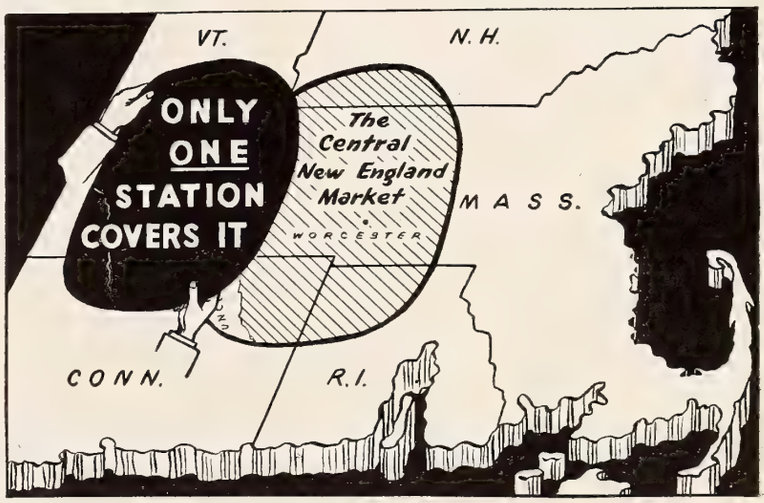
WBOS, Westinghouse shortwave station in Boston, on July 21 started broadcasting an hour of news and music to Europe, beginning at 3 p.m. (EST), bringing its total hours daily to nine. An hour in Portuguese was started July 28, a second hour in French added Aug. 4, and another English hour Aug. 11.

Barton Seeks to Acquire KTHS, Move It Nearer Little Rock With 50 kw.

SOUTHLAND Radio Corp., formed by Col. Tom H. Barton, Arkansas oil magnate and owner of KARK, Little Rock, and KELD, El Dorado, has submitted a new application to the FCC for fulltime with 50,000 watts for KTHS, Hot Springs, coincident with the filing of an application by the Hot Springs Chamber of Commerce for transfer of ownership of the station to the Barton interests. Southland proposes to relieve KTHS from timesharing with KRLD, Dallas, and to locate the new 50 kw. transmitter near Wrightsville, Ark., about 50 miles closer to Little Rock, thus serving both cities as well as the contiguous areas.

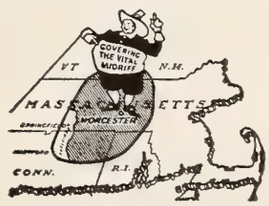
Mr. Barton is president and 98% stockholder in Southland, with C. N. Barton and T. K. Barton as vice-president and 1% stockholders each. G. E. Zimmerman, manager of KARK, is also a vice-president and director. The purchase deal between the Barton interests and the Hot Springs Chamber of Commerce culminates litigation during which Mr. Barton was given first refusal rights to the station in the event it was put up for sale.

LAUREN H. ASHE, for the last 17 years chief of the professional service department of E. R. Squibb & Sons, New York, has been named advertising manager of the company.



You have only to look at Hooper-Holmes Field Survey to prove how thoroughly Central New England retailers are "sold on" WTAG's complete coverage. They name WTAG, three to one, over any other station. And they give the very reasons you want to know — that WTAG is the "most popular station," that "WTAG" has "better service, better coverage." Complete New England radio coverage includes the important central area. And only one radio station — WTAG — has ever qualified with the retailers for merchandising this Central New England area.

WTAG
WORCESTER



NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

CRYSTALS by
HIPOWER
The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

WIGM About Ready

WITH construction now fully under way after having been delayed by poor building conditions earlier in the year, Waldemer C. Porsow, manager of the new WIGM, Medford, Wis., has announced that the station will go on the air in August or early September. Studios and transmitter are located on Highway 13, north of the city limits, and are RCA-equipped throughout, with a Wincharger antenna. WIGM is to operate with 250 watts on 1490 kc.

KWAL Deal Approved

DR. J. R. BINYON, 50% owner of the new KEVE, under construction in Everett, Wash., became 25% stockholder of KWAL, Wallace, Ida., as did H. C. Nichols, when the FCC July 29 granted consent to assignment of license from Chester Howarth and Clarence Berger to the Silver Broadcasting Co. Under the new setup Clarence Berger continues as president and 50% owner of KWAL, paying $5,000 for his interest, while Dr. Binyon and Mr. Nichols assumed the balance for $2,500 each. Originally, when the station was constructed two years ago, Mr. Howarth was supposed to have supplied the capital of $10,000 for the station for 50% ownership, while Mr. Berger undertook the actual construction. Mr. Howarth, however, failed to supply the capital, and as a result relinquished his holdings to Dr. Binyon and Mr. Nichols.

Neckstretching

SEEKING to satisfy the curiosity of that famed group of "sidewalk foremen" who congregate on the railings bordering every construction project, WEOA-WGBF, Evansville, Ind., has established headquarters at a location adjacent to where work is being completed on the tower of the station's FM adjunct, W45V, and has invited passersby to observe the workers 330 feet above through a telescope. Certificates of membership in the Sidewalk Foreman's Club are distributed to observers.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman — Experienced, capable, hard worker. N. Y. State. Wonderful opportunity. State draft status. Box 753, BROADCASTING

Salesman—For network affiliated station in competitive 100,000 Eastern metropolitan market. Send full particulars first letter to Box 766, BROADCASTING.

Engineers Wanted—For regional station to start $1350 per year with progressive increases to follow. Give full particulars in first letter. Box 768, BROADCASTING.

Engineer—Southern station now 250 watts, applying for 5,000. Announcing not essential but advantageous. Give age, qualifications, picture and salary expected. Box 769, BROADCASTING.

Salesman — Progressive, level-headed business-getter for regional CBS station in southeast. Excellent opportunity for hard worker. Give physical qualifications, schooling, last four employers. Box 757, BROADCASTING.

Office Manager—Southeastern station needs man who can handle people. Radio station experience, fundamental knowledge of bookkeeping. Typing and shorthand helpful. State physical and educational qualifications, last four places employed, salary expected. Box 755, BROADCASTING.

Announcer—Must be versatile and write good copy. Prefer personality man who can do tested morning ad-lib show. Good starting salary and opportunity for all-round man. Send us details, transcription. Photograph will help. WGAC, Augusta, Georgia.

Salesman—Well established MBS affiliate, Southeast, offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 758, BROADCASTING.

Sports Announcer—Who knows basketball and football and can do a good job of broadcasting these events. Applicant must appear for personal interview. This is a permanent position and great care will be taken to employ the best man available. Box 761, BROADCASTING.

Situations Wanted

Staff Announcer—Newscaster; four years network affiliates. Wilson, No. 209-514 South Union Drive, Los Angeles.

Situations Wanted (Continued)

Announcer — Experience, 6½ years. Now employed, regional net station. Production, programming ability. Specialty, news. Draft exempt for year or more. Transcription available. Box 752, BROADCASTING.

Summer Or Permanent—Operator 1st class, 3½ years with 5 KW; installation, maintenance, studio, remote, and transmitter experience. Age 23, BS degree radio communications, will go anywhere. Box 762, BROADCASTING.

Nationally Known Network Personality—Age 37, with ten year's experience, seeks radio directorship with progressive advertising agency. Can deliver superlative programming and dependable coordination. Write Box 756, BROADCASTING.

Continuity Writer-Announcer!—Experience on metropolitan and rural area stations. Now employed, but desire change to larger station and better salary. "Selling" copy. Special events, news, markets, etc. College graduate. Married. Disk. State your proposition. Box 759, BROADCASTING.

Experienced Sports Announcer—Wants job in large market this fall. 4 years' professional experience. Have announced over 400 baseball games, Class D, C, double A and Major Leagues, 36 football, 90 basketball, 75 golf, 80 boxing, 20 bowling and other events. 22 years old, sober, draft exempt. Box 763, BROADCASTING.

Experienced Announcer—28, married, handled commercials, symphonic and dramatic narrations, also 2 years education radio, many years professional stage experience. Easily adaptable. Reliable, willing worker. Good references. Box 764, BROADCASTING.

Station Promotion, Public Relations, Or Agency Position — Desired by young woman with programming, production, and successful radio sales experience, also newspaper and department store advertising. Broad cultural and educational background. Now employed network affiliate. Available September 15. Box 767, BROADCASTING.

Wanted to Buy

WANTED—Engineer desires interest in small station. Has cash, transmitter, Hammond Organ, etc. to apply. Box 765, BROADCASTING.

in the CONTROL ROOM

RUDY MUCKELDORF, of Blue Rapids, Kan., has joined the transmitter staff of KFRO, Longview, Tex.

GERALD HILTZ, formerly of WCBA, Allentown, Pa., has joined the engineering staff of WPEN, Philadelphia.

MORRIS M. MING, chief engineer of KFRO, Longview, Tex., has resigned to accept a similar position with KSKY, recently granted a construction permit in Dallas.

PAUL HORTON, formerly an instructor in radio at the Marshall, Tex. NYA school, has been added to the engineering staff of KFRO, Longview, Tex.

FRED H. BRILL, formerly supervisor of radio of the National Youth Administration in Connecticut, has joined WDRC, Hartford, as a control operator.

CHARLES E. BURCH, formerly with WHUB, Watsonville, Cal., is now an operator with WSIX, Nashville.

WALTER KNOOP, a graduate of Renssaler Polytechnic Institute and formerly with Detroit Edison in the sales department, has joined Allen B. DuMont Laboratories, Passaic, N. J., as sales engineer and will assist Len Cramer, in charge of instrument and television transmitter sales.

CARL LINDBERG, formerly of WKBN, Youngstown, O., has joined the engineering staff of WJSV, Washington.



THIS YOUNG LADY is holding a tube and radiator specially designed for FM and television by General Electric engineers. She is pointing at another installed in the 3,000-watt FM transmitter, which requires two of these tubes, each capable of an 1,800-watt output for FM service and cooled by air blown through its copper radiator.

IBEW SIGNS MORE ALABAMA OUTLETS

ANNOUNCEMENT of the signing of an agreement between WCOV, Montgomery, Ala., with Local No. 443, International Brotherhood of Electrical Workers, covering technicians and engineers employed by the station, has terminated a long controversy between the station and the IBEW. Proceedings before the National Labor Relations Board were instituted against WCOV by the union following dismissal of certain employes allegedly because of union activities. Several months ago the NLRB issued a decision ordering WCOV to reinstate the discharged employes. The agreement is said to have ended any further action by the Labor Board.

IBEW also announced that negotiations with WSFA, Montgomery, Ala., for a renewal of its agreement covering technicians had been completed. Technicians employed at WALA and WMOB, Mobile, who are members of Radio Broadcast Technicians' Local No. 1264, affiliated with the ABT Unit of IBEW, recently concluded negotiations for agreements. Clifford T. Lee, international representative of the union, was in charge of negotiations with the Montgomery and Mobile stations. All agreements are of the standard IBEW-Radio Broadcasting Industry form, and carry provisions covering wages, vacations, union membership and other conditions of employment.

FOURTH application for a new station in the Baton Rouge area, all of which have been set for a consolidated hearing by the FCC, has been received from Louisiana Communications Inc. for facilities on 1400 kc. to use 250 watts. Principals are Robert A. Hart, II, in the motion picture and amusement business, president and general manager, 47½% stockholder; A. Higginbotham, also in the same business, secretary-treasurer, 47½%; John F. Hart, suburban water distributor and realtor, vice-president, 5%

NO ENGINEERS AT ALL
But WBTH Stays on the Air
—With Aid of WHAS—

MARY GAUNT WEST, radio editor of the *Louisville Courier Journal*, tells this one. A frantic telephone call to WHAS chief engineer W. O. Towner revealed that WBTH, Williamson, W. Va., 250-watt outlet, would go off the air at 6 a.m. the following day unless a licensed engineer could be begged, borrowed or kidnaped.

Mr. Towner dispatched W. S. Blanton to West Virginia and the station continued to serve the public. Sudden illness and the draft were the cause of the dearth of engineering talent at WBTH.

Electron Microscope Is Made More Penetrating

OPERATION of the RCA electron microscope at approximately five times the previous voltage, making it possible for the electronic "eye" to penetrate objects two or three times as thick as heretofore, is reported by RCA as a part of its continuing program of research on the instrument. Magnification of the electron microscope, roughly 50 times greater than is possible with optical instruments, is unchanged by the increased voltage. But the experimental use of potentials as high as 300,000 volts causes the electrons to travel with two or three times the velocity of the commercial instrument, giving a proportionate increase in penetration.



DOUBLY HANDY

Opening through its own passageway directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect convenience on your arrival in New York . . . And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities . . . Doubly handy and doubly enjoyable . . . Large outside rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BERNAM G. HINES, *Managing Director*
MADISON AVE. AT 45th ST., NEW YORK
Direct Entrance to Grand Central Terminal





The Sun of the T·V·Area

It's really shining its brightest! One hundred and ten million dollars going for three TVA dams and power plants! . . . Textile mills and other industries on 24-hour day! . . . Aluminum Company doubling capacity of plant! Full details of these teeming activities . . . and how they affect *your* market . . . free, of course, on request . . . Ask the Branham Company.

Scripps-Howard Radio, Inc.
CBS . . . 990 Kc.
5,000 W. Day, 500 W. Night

C. P. GRANTED
10,000 Watts Full Time

WNOX KNOXVILLE

KIRO SEATTLE STEPS UP TO 50,000 WATTS!



FROM KIRO's two super-power directional antennae—112,000 watts across salt water to every Pacific Northwest population center, including principal Alaskan cities! That's what KIRO's increase to 50,000 watts means to you! Here's a point: KIRO's rates are based on United States coverage alone! KIRO's *strong signal in five major Canadian cities costs you exactly nothing!* In the Northwest, everybody's turning to KIRO!

KIRO
50,000 WATTS • SEATTLE

REPRESENTED NATIONALLY BY FREE & PETERS, Inc.
CHICAGO 180 N. Michigan
SAN FRANCISCO 111 Sutter
NEW YORK 247 Park Ave.
LOS ANGELES 650 S. Grand
DETROIT New Center Bldg.
ATLANTA 322 Palmer Bldg.

Newspaper Hearings

(*Continued from page 9*)

fall in the higher income brackets. In the case of WLW, he cited that the general counsel of the company (Charles W. Sawyer) was a qualifying stockholder of the Crosley Corp. and because he owned a small Ohio newspaper, WLW was listed as a newspaper station. In the case of WHO, he declared three individuals who owned 1/3 of 1% of the station's stock happened to own less than 3% in newspaper stock, thus resulting in the classification of that station as a newspaper outlet.

After Mr. Kaye observed that until these discrepancies were cleared up, the whole body of information based on the newspaper-ownership exhibits would be fallacious, FCC Attorney David Lloyd argued that the information largely was taken from data supplied the Commission by the stations themselves in license reports and that the errors therefore could not be laid upon the Commission's staff. Licensees, he declared, should be forced to make proper reports, asking the Commission to mark the exhibits for identification for the purpose of testimony.

Chairman Fly ruled that the Commission could not refuse to accept the exhibits and that they could be marked for identification. He pointed out that they have not been admitted as testimony, with the ruling probably to come later.

Alleged Earnings Of 'Newspaper Stations'

When Mr. Sutton began his explanation of the exhibit dealing with vital statistics of newspaper and non-newspaper stations in the various categories, purporting to show that newspaper stations as a group earned greater "broadcast service income" than non-newspaper stations in similar classifications, Commissioner Craven took up the questioning.

Mr. Sutton had pointed out that each of the eight fulltime 50,000-watt stations listed as affiliated with newspapers had average time sales of approximately $1,000,000 in 1940, and broadcast service income of approximately $324,000. He identified these stations, under questioning by Commissioner Craven, as KSL, KWKH, KRLD, WGN, WHAS, WHO, WSB and WLW. Of these, he said that WGN, KWKH, WHAS, KRLD and WSB were so-called Class A newspaper stations, in that 50% or more of the stock was owned by newspapers or persons interested in newspapers, or by combinations of holdings of newspapers. Classified as Class B stations, with less than 50% newspaper ownership, were WLW, WHO and KSL.

Mr. Sutton admitted that if certain of the larger stations, plus others not properly classified as newspaper-owned, were removed from his computations, the average earnings and income would drop materially. By the same token, he said, in responding to Commissioner Craven, if these stations were placed in the non-newspaper group, their averages would correspondingly increase.

Analyzing another exhibit, dealing with tangible property owned and devoted exclusively to broadcast stations—covering newspaper-affiliated stations as against network-managed and operated stations and "all other stations"—Mr. Sutton said that the equipment costs of all groups generally appeared to be uniform, but that depreciation figures were not uniform. He pointed out that 282 alleged newspaper-affiliated stations had investments of approximately $20,250,000 in tangible property devoted to broadcast service, and a depreciated cost of $12,000,000, or a ratio of 59.2%. This compared to costs of approximately $10,000,000 in 31 network-managed and operated stations, with depreciated costs of $4,000,000, or about 40.5%. The cost of 452 "other stations" was given as $27,750,000, with the depreciated cost as approximately $16,000,000, or 57.6%.

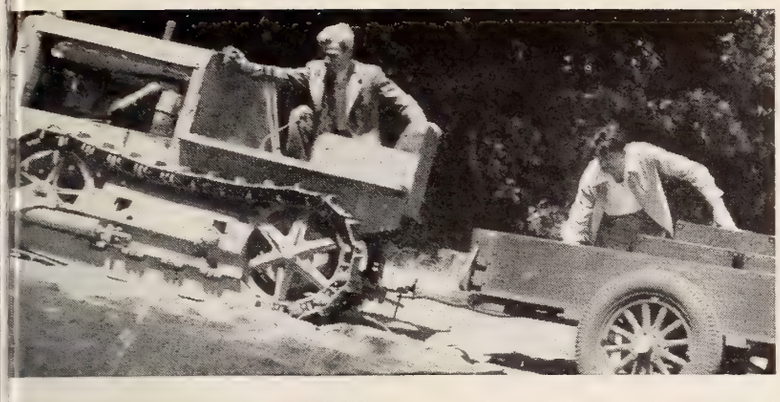
Caldwell Challenges Value of Exhibits

Louis G. Caldwell, counsel for WGN, owned by the *Chicago Tribune*, cross-examined Mr. Sutton in detail and in effect challenged the value of the exhibits not only because of the inclusion of stations of questionable newspaper status, but also because he contended certain other fundamental factors were not taken into account.

He estimated that if WLW, WHO and KSL, the three so-called Class B newspaper stations in the 50,000-watt category, were taken out of the compilations, it would result in a drop of one-fifth of the broadcast service income of the entire list of stations. Mr. Sutton did not think it would be "quite that much" but agreed it would be substantial.

Mr. Sutton did not concur in the WGN counsel's observation that the FCC, in these exhibits, was trying to show that newspaper ownership of stations has the effect of increasing time sales and income of

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC 160-17



IT TOOK A TRACTOR-TRAILER to carry the mobile recording unit of WOOD-WASH, Grand Rapids, up to the summit of an almost inaccessible sand dune on Lake Michigan for a broadcast from the summer camp of the Western Michigan Campfire Girls. William Eardly, Community Chest director, manned the trailer, while Richard Groeneveld, station engineer, held tight to his precious equipment.

stations. The FCC accountant said that the exhibits were prepared on the basis of the newspaper list supplied for the hearing and that they were all comparable.

Comparisons With M&O Stations

Injecting some of the network monopoly proceeding flavor into the inquiry, Mr. Caldwell asked why the Commission listed separately the managed and operated stations of the major networks. He contended that out of the 31 stations so classified 23 were NBC and CBS outlets and accounted for nearly all the profit.

Mr. Sutton was asked whether he had any reason to believe that if these stations had not been network-operated their time sales would not have been as large, and he replied that unquestionably market is an important factor but that it is not the most important from the standpoint of time sales. Management and operation of the stations from central headquarters in New York has a bearing on time sales, he said.

Asked by Mr. Caldwell what proportion of network time sales was credited to the M&O stations for the purpose of the compilations, Mr. Sutton said that it ran between 20% and 35%, though in one or two cases the ratio might be as high as 40%. He agreed with Mr. Caldwell that the average was not as high as that paid some of the affiliated non-owned stations.

Mr. Caldwell sought to ascertain that, if there were any faults in the figures relating to M&O stations, it was actually that these stations are shown to make less return than they really do and that they "underestimate".

What About Markets, Power, Management?

After a series of questions regarding market, desirability of assignment, signal and other factors, Mr. Caldwell asked if it were not a fact that newspaper ownership constitutes only one element and that the Commission should have taken into account size of market, frequency, power, degree of competition and other factors in relation to station earnings. He insisted that newspaper ownership was not the controlling factor in time sales. Moreover, he said, no weight had been given the factor of efficient management.

Mr. Sutton said that these other factors unquestionably have some bearing on the over-all picture, but that he did not feel it was necessary to have all of them weighted to evaluate the question of reasonableness.

Questioning also the power categories in which stations were placed, Mr. Caldwell recalled that in testimony at other hearings Mr. Sutton had pointed out that many regional stations in good markets have higher income than clear channel stations in less desirable markets.

Alluding to the analysis of tangible property investment and depreciation, Mr Caldwell asked why the network-managed and operated stations took greater depreciation than others, and asked if this in effect did not mean that they are making more money than shown. Mr. Sutton agreed that it would have a bearing on the financial showing of these stations.

Other Classes of Station Ownership Ignored

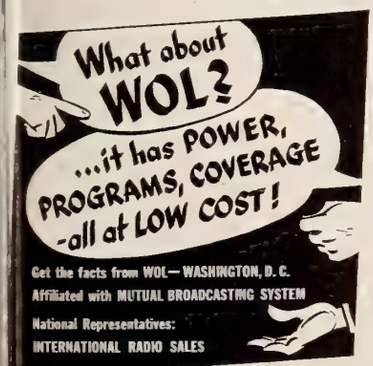
Asked by Mr. Caldwell whether the Commission had made any studies of station operation by department stores, automobile distributors, insurance companies and other lines of business, to ascertain the effect upon revenues of the stations, Mr. Sutton replied affirmatively, but said there were no well-defined groups and they were relatively small in number in each category. Generally, he said, these other business had no direct bearing on time sales, but Chairman Fly said he did not "quite savvy" this since radio set manufacturers, for example, could derive benefits not only in sale of time but in receivers.

Mr. Caldwell argued that there was nothing in the exhibits to show that newspaper stations have not spent as much money in developing the medium, and that, based on the tables, it could not be ascertained whether they have sold less time or incurred more program expense.

Commissioner Craven questioned the overall value of the tables in

Fan My Brow!

A TOP feature of the recent big *Aluminum Radio Review*, presented cooperatively by eight St. Louis stations, was distribution of some 1,000 merchandise items to the crowd. Next morning the City Auditorium management and station officials were amazed to learn that during the confusion of the prize-giving, three 16-inch fans, for which the Auditorium had been waiting for three months, had been grouped into the mound of prizes and given away. The management now is offering an additional award to the prize-winners if they will return the fans.





Main Attraction!

Louie the lifeguard hasn't a thing on WDBJ! Since we took some muscle-building exercises and upped our night power to 5,000 watts, WDBJ is more than ever the main attraction among radio listeners in the rich, responsive Roanoke-Southwest Virginia market. That's *doubly* important to you who have something to sell in this neck of the woods—because our *rates* haven't been upped one penny! And listen—the people who live in our *primary area alone* account for 25.7% of *all* retail sales in the entire state of Virginia! Are you getting your share?

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC. Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

CLARK
For
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING



Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

the light of these other questions. He questioned the Commission's ability to arrive at definite conclusions, based on testimony of that character.

Attorney Lloyd, however, interposed that the exhibits tend to show how newspaper stations share in the general business of the industry. It is designed to give an overall picture and constitute a matter for the Commission's study, he said.

L. D. H. Weld Discusses Five Major Media

L. D. H. Weld, director of research of McCannErickson for the last 15 years, who compiles the *Printers Ink* advertising index of the five major media, testified in connection with exhibits introduced the preceding week. He was unable to appear at that time because of illness.

He said he has prepared indexes on newspaper, magazine, radio, outdoor and farm paper advertising, but that he has discontinued the radio advertising index because the major networks have discontinued making available their figures on a monthly basis. He testified primarily in connection with an exhibit showing estimated advertising expenditures in these five media from 1928 through 1940. These showed newspapers in first place in 1940, with $545,000,000; radio second, with $200,000,000; magazines third, with $160,000,000; outdoor fourth, with $50,000,000; and farm papers with $15,000,000—an aggregate of $970,000,000.

Explaining that he used his own method of estimating these expenditures, he said, in reply to FCC Counsel Lloyd, that the figures on radio were based on those produced by BROADCASTING Magazine. He asserted these checked very closely with the FCC financial statistics

Discussing current advertising trends, Dr. Weld said that newspapers have suffered almost as much as national magazines in advertising losses since the 1929 depression, but that magazines have been hardest hit. This is particularly true of the monthlies, though weeklies are increasing.

Total Advertising Down But Radio Goes Up

Advertising volume generally has not increased over the years, but radio has shown meteoric development, Dr. Weld declared. In 1929 the total advertising expenditure for the five major media was $1,195,000,000, of which newspapers procured $800,000,000; magazines $240,000,000, and radio only $40,000,000. In 1940, total expenditures were $970,000,000, of which newspapers acquired $545,000,000; magazines $160,000,000, radio $200,000,000.

The failure of advertising to recover completely from the last major depression has resulted in keener competition, Dr. Weld said. Advertising expenditures have dropped from $18 per capita to $12 per capita, he declared.

Chairman Fly interposed that with national advertisers the question is whether or not the money can be spared, observing that advertising might be viewed as "in the luxury class". Dr. Weld, however, said that advertising appears to string along almost simultaneously with business trends.

Effect of the War On Advertising

Replying to a question by Chairman Fly on the effect of war conditions on advertising, Dr. Weld said that curtailment of production will have a depressing effect on the one hand, but that the "much higher buying power" will result in increased appropriations. Moreover, he said that with the new excess profits taxes he can't help but feel that it will have a "subconscious effect and that people will spend more money in advertising". The forces thus work in both directions on advertising, he said, declaring that at present there is a small increase.

The experience during the last war, with the upsurge of excess profits taxes, Dr. Weld recalled, resulted in advertising going into "a rampage" and increasing very rapidly.

Newspaper - Radio Committee counsel, Mr. Kaye, questioned Dr. Weld on sources of his revenue figures Dr. Weld said that in all cases save the radio figures, taken from BROADCASTING, because they "checked closely" with those of the FCC, he used his own indices plus data procured from what he described as such responsible sources as Publishers' Information Bureau, Assn. of Outdoor Advertisers and farm paper sources. He explained that he had projected most of the figures "backward" from official census figures.

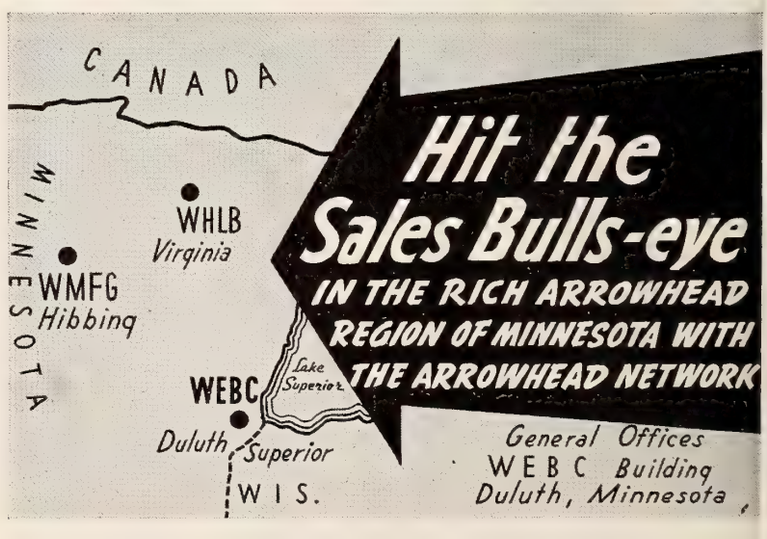
Mr. Kaye observed that the figures then should be accepted subject to the error "that is inherent in projecting figures backward". Mr. Caldwell asked Dr.



REACTIONS of an Army Air Corps cadet as he takes advanced flying instructions were described by Announcer Jack Mitchell for KTSA, San Antonio, listeners. Mitchell, climbing into plane, told how cadets at Randolph Field are put through their paces, describing his own reactions to power diving and looping. Captain Robenett of Kelly Field, Tex., was at the controls during the flight, which was made in a formation of six other advanced training planes. It was part of the KTSA series *What Goes On in Your Army.*

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.



Weld if he had any reason to think that the figures would be about the same if newspapers owned no radio stations and all other things were equal. The expert said, however, he had no information whatever in that regard.

No Data on Joint Newspaper-Radio Rates

When Commisioner Craven inquired whether advertising agencies asked for combination rates from newspapers and radio stations jointly operated, Dr. Weld said that he had no evidence of this and had never made any investigation of it. In an effort to straighten out the record, Chairman Fly asked if that were the fact whether it would "influence" agencies to use newspaper stations Dr. Weld again commented that he had no information whatever on this.

Obviously piqued over the position taken by the Newspaper-Radio Committee counsel, in asking that testimony and exhibits be not admitted until the sources could be qualified, Mr. Lloyd asked why the committee did not pursue its examination so that exhibits could be entered. The point was dropped there, however.

Charleston Situation Draws Opposition Fire

The second day of the second week's hearing was devoted almost entirely to the situation obtaining in Charleston, S. C., where the two jointly-owned newspapers own one of the two stations. John M. Rivers, president of WCSC, the independent station affiliated with CBS, had vigorously protested the refusal of the *Charleston News & Courier* and the *Post*, which own WTMA, opposition NBC-Red outlet, to publish WCSC programs or news. He was the principal witness.

Preceding Mr. Rivers' appearance, State Senator Cotesworth T. Means, under cross-examination by Assistant General Counsel Thomas C. Harris, identified and read into the record a resolution he had introduced last May and which had been adopted by the South Carolina Senate, attacking the purported newspaper-radio monopoly in the city.

The resolution asked the Attorney General for an opinion as to the applicability of the present laws of the State prohibiting "trusts, monopolies and unfair competition" to combinations of newspapers, news services and radio stations "which, in fact, tend to lessen full and free competition in the dissemination of news to the public". The resolution requested the Attorney General to recommend as to the necessity of more specific legislation "to attack this evil".

Senator Means explained that he introduced the resolution without any knowledge of the FCC's newspaper-divorcement proceedings, because he wanted to "rectify the newspaper situation in Charleston by legislation". He said the Attorney General had not yet rendered his formal opinion but probably would do so shortly.

Druggists' Radios

OUT OF 609 retail druggists queried, 607 or 99.8% reported radios in their homes, according to a survey by *Drug Topics*, which has allowed publication of the figures by E. P. H. James, NBC-Blue sales promotion manager. Asked if they had radios in their stores, 498 out of the 609 druggists interviewed (81%) said that they had.

Charges Papers 'Control' All News Services

Declaring he thought the anti-trust laws should be applicable to a product "so precious as freedom of speech and of the press", Senator Means said that if the Attorney General holds there is jurisdiction, then he contemplated introduction of legislation.

Senator Means charged that the *News & Courier* and *Post*, since their amalgamation 10 years ago and since their acquisition of WTMA two years ago, "control all the news services" in Charleston. He pointed to the "inherent danger" in such a situation.

He revealed that he had run radio station WCSC, the competitor, for a brief period while the owner was away and that his son is now assistant program director of that station.

Under cross-examination by Newspaper-Radio Committee Chief Counsel Thomas D. Thacher, Senator Means said that while he was not in sympathy with the editorial policy of the *News & Courier*, the *Post*, despite the same ownership, took a more favorable editorial position, in his judgment. He agreed that a news story published in the *News & Courier* on a speech he had delivered in the Senate, relating to his attack on the newspaper-radio "monopoly" was a "fair account" of what he had said. He agreed, also, that under any doctrine of freedom of the press, the paper showed a punctilious regard for these principles.

Senator Means admitted that 75% of his opposition to the Charleston situation was because of the editorial policy of the *News & Courier*. He described the paper as anti-Administration and anti-New Deal.

Nothing Personal; Fears Cancelation

Ben S. Fisher, counsel for WTMA and the newspapers, exacted from the witness the statement that there was nothing "personal" in his attitude toward the *News & Courier*. He said he had never seen any of the editorial policies of that newspaper reflected on the radio station.

Assistant General Counsel Harris asked if it were not a fact that he feared the concentration of control as contrary to the public interest, and Senator Means replied affirmatively. But Judge Thacher pointed out that the cross-examination had revealed that he was opposed to the combination of newspapers, rather than to any radio aspect.

Mr. Rivers, former banker, explained he had been with the station since 1938 and now has pending before the Commission an application for transfer of ownership from Liberty Life Insurance Co. to himself. He related how the newspapers consistently had refused to publish the WCSC program logs or program news on an exchange basis and that when his programs were published in the newspapers, it was on the basis of regular card rates.

Mr. Rivers had pointed out that he had made a survey of some 50 radio stations to learn of their relations with local newspapers and found that his situation was a "unique one" in that mention of the station was virtually banned up until about six months ago. The newspapers still do not publish WCSC programs as a news feature, he related.

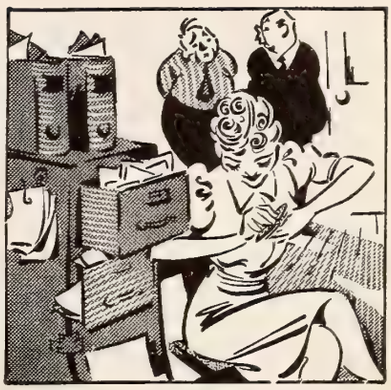
WTMA Gets Full Pages, WCSC Is Ignored

A dozen exhibits were placed in the record by Mr. Harris with Mr. Rivers on the stand, all tending to show the manner in which the newspapers played up WTMA in full-page spreads and totally ignored WCSC.

As early as 1939, J. C. Saumenig, then WCSC manager, had written Robert S. Manigault, president of the newspapers, suggesting that the newspaper exchange program listing space for tie-in announcements on the station following each of its four UP news periods, it developed. Mr. Manigault, however, according to these exhibits, said he would like to cooperate but that he had always been opposed to exchange advertising and would not care to vary that policy.

On April 3, 1941, Mr. Rivers wrote Mark Ethridge, vice-president and general manager of the *Courier Journal & Times*, who then headed the Newspaper-Radio Committee in its formative stages. He protested the refusal of the Charleston newspapers to carry his programs as news, but declared he did not expect display advertising space to be given him—that he was ready to pay for that. Mr. Rivers wrote Mr. Ethridge that he expected to appear at the hearing in Washington and that it is "one of the most disagreeable things I have had to contemplate because I do not believe a business man should use Government to get at each other". He added at the same time he did not believe that private interests, "possessing a monopoly, should be allowed to exploit that monopoly without interference, particularly when the public interest is not served by the exploitation."

Mr. Rivers added that he expected to testify that in his opinion newspaper ownership of stations is not in itself bad, but that "narrow-minded newspaper owner-



"No, boss, we don't dare fire her. When I asked her for the folder on WFDF Flint Michigan, she instantly pulled it out of 'S'."



WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

WRNL

ALWAYS RINGS THE BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

KINY
"The Friendly Voice of the Capital"
"Hey Fellows!"
KINY
has been authorized to increase to 5000 watts. It'll be Alaska's first 5000 Watt station.
Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

for
INTENSIVE COVERAGE
of the
SOUTH'S 7th CITY
among the 100,000 or more group for per capita
effective buying income
use
KTBS
SHREVEPORT, LA.
1000 WATTS • NBC
The Branham Co. — Representatives

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

WRVA COVERS
RICHMOND
AND NORFOLK
IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

ship is definitely against the public interest." He urged Mr. Ethridge to prevail upon stations with less vision that an internal cleanup might stop what might turn out to be a difficult thing. He contended that the combination in Charleston as now operated "is a threat to the continuance of my business," adding that publication of the news would remove that threat or at least make conditions nothing more than a normal business risk. He ventured that most independent operators "feel the same way".

Ethridge Thinks Papers 'Do Selves Injustice'

Mr. Ethridge replied April 9 that he did not know the Charleston situation well enough to have a detailed discussion about it, but that from what Mr. Rivers said he thought the newspapers "do themselves an injustice". He explained that in Louisville his newspaper published news about radio as if it had no connection with a radio station. He concluded "I find nothing in your letter to which I do not or have not subscribed".

Other exchanges of correspondence, citing the Charleston situation, were introduced and explained by Mr. Rivers. Under cross-examination, there was also placed in the record an article published in the *News & Courier* quoting a speech by Mr. Rivers, in which he cited the radio regulatory situation and criticized the FCC's regulatory forays.

Mr. Rivers said that the policy of the newspapers before they acquired WTMA was to ignore radio entirely. When they acquired the station in October, 1939, they began playing up WTMA but virtually ignored WCSC. During the last six months, he said, the station had changed its attitude and had given it somewhat more publicity.

Mr. Rivers explained that he had been approached by the newspapers to purchase WCSC, but that these negotiations broke down on the basis of price and resulted in the decision of Liberty Life to sell the station to himself.

Questioned by Commissioner Craven, Mr. Rivers said that prior to the acquisition of WTMA by the newspaper he considered them competitors.

WCSC Shows Profit, Fairly Constant Net

Mr. Rivers identified an exchange of telegrams with E. C. Woolley, of NBC's station relations department, in which the network representative asked for tear sheets of publicity in local newspapers on a particular program. Mr. Rivers had wired back that the only thing the newspapers would publish about WCSC "would be my obituary". Afterward, under cross-examination, Mr. Rivers said that if he had known the telegram would have been introduced in evidence, he never would have written it.

Mr. Rivers admitted that WCSC is operating at a profit, declaring that the net of the station has been fairly constant. He admitted, too, that the newspaper's activity in radio had made the community more radio-conscious and had helped the overall picture.

Disclaiming any animosity against the newspapers, Mr. Rivers, under cross-examination by Judge Thacher, said that he had tried simply to find a solution for what he regarded as an inequitable situation and that he really was testifying unwillingly Officials of the newspapers were among his best friends, he said.

He did not attack WTMA, declaring that he regarded it as a "good operation". Mr. Rivers agreed with Judge Thacher that the situation boiled down to one that he regarded as unfair competition. He admitted, under further questioning, that radio in Charleston has vastly improved since the newspapers took over WTMA and that it had contributed to listener interest, just as certain promotional activities of WCSC had aided WTMA audience building.

Sales Up 22% in Year, Net Profit Rises 858%

Mr. Rivers did not agree that his net income had greatly increased since the newspapers acquired WTMA. Judge Thacher produced for the record financial statements of WCSC from the Commission's files, showing that in 1939 it had sales of $67,153.34, with a net income of $1,303.66. In 1940 the figures were gross sales of $81,681.43, with net income of $12,492.79. He said these figures showed a 22% increase in sales during the one-year period and an 858% increase in net profit.

"Whether this competition was unfair or not, it actually was not destructive, was it?", asked Judge Thacher. The witness concurred.

Taking up the cross-examination of Mr. Rivers, Mr. Fisher asked first about the availability of news services. While WCSC subscribes only to UP, Mr. Rivers agreed that three other press associations were available, although he had not had occasion to negotiate for them.

When Mr. Fisher sought to discuss the question of publication of WCSC programs in the newspapers, Chairman Fly interposed to ask whether newspapers usually charge for program listings. Mr. Rivers said it was his understanding that they dd not.

Yachter's Video

NOT just wishful thinking but entirely practical is television afloat on small pleasure boats as demonstrated by Allen B. DuMont, pioneer television engineer and manufacturer, who has installed a receiver in the main cabin of his 33-foot cruiser, *Hurricane II*. Using a dipole antenna on the ship's mast, television stations have been picked up at a distance of 50 miles.

Mr. Rivers estimated he had spent approximately $11,000 a year for station promotion in the community, of which $2,000 was cash and the balance in exchange advertising. He said he had sought to have Condon's Department Store purchase space in the newspapers for publication of his programs, but that this had not worked out.

Price Proposed For Newspaper Purchase

Mr. Fisher inquired whether the station had gone to the newspapers, or vice versa, in connection with conversations looking toward sale of WCSC. It was Mr. Rivers' recollection that the newspapers had gone to him and that there had been several alternative plans, one of which contemplated a $100,000 purchase price, with $60,000 to be paid by the newspapers and $40,000 by Mr. Rivers for the minority interest. When these conversations terminated, Mr Rivers said he had arranged for acquisition of the station himself.

He admitted that he had told the newspapers that if they acquired the regional (WCSC) as against the local (WTMA), competition would be practically nonexistent insofar as national spot business is concerned.

Two officials of the newspapers and WTMA occupied the stand after David Dibeler, Commission attorney, identified the ownership setup of the station as shown in FCC records.

Letter Refers to Station As Dept. of Newspaper

Commission Counsel Harris asked H. T. McGee, treasurer and director of the Atlantic Coast Broadcasting Co., licensee of the station as well as business manager of the *Post* and *News-Courier* to identify a letter written by William D. Workman Jr., former manager of the station. The letter, posted on a bulletin board, said in part:

"WTMA is another department of the newspapers, it is not a separate business, and as such will be conducted in accordance with policies of the papers. Everything other than routine should be discussed with all who might have some knowledge of the subject before action. Questions pertaining to advertising, especially national spot advertising, must be submitted to the advertising de

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

partment of the newspapers before a definite answer is given. All suggestions for special broadcasts must be carefully discussed before being turned down. All news comes under the direction of the city editors of the newspaper."

Mr. McGee, said that he had never seen the letter and knew nothing about it being written until a Commission investigator had shown it to him. The investigator, Raymond Lewis, had obtained the letter in Charleston and identified it from the stand before Mr. McGee was called. Asked to comment on the letter, Mr. McGee said it would be hard for him to comment on it but he would say the first statement was incorrect.

Insists Station Is Separately Operated

"Mr. Workman", he said, "had a right to his own opinion even if incorrect." Mr. McGee said that the station is a separate entity and is operated as such, pointing out that the studios and transmitter are three miles from Charleston although a small news studio is maintained in the newspaper offices for special broadcasts because of its accessibility and for news programs.

Mr. Harris introduced a number of exhibits, including letters and photostatic copies of the newspapers, to show, he said, that the policies of the station and the newspapers were controlled by the same officers. The Commission counsel stated that the exhibits proved that the ownership of the station by the newspaper gave the station an advantage through free publicity. He cited various advertisements placed by the station, claiming 25,000 lines of publicity a month.

FCC Counsel Clashes With Witness

The witness and Mr. Harris clashed on this point when the young Commission attorney attempted to get Mr. McGee to say that a number of large advertisements "plugging" various aspects of the station were typical of the amount of space the station received. Mr. McGee said that he wouldn't say they were average; in fact, he said, it would be difficult to determine what is average. "What you have done, Mr. Harris," Mr. McGee said, "is to take one group of advertisements and say that they were run regularly. That's unfair."

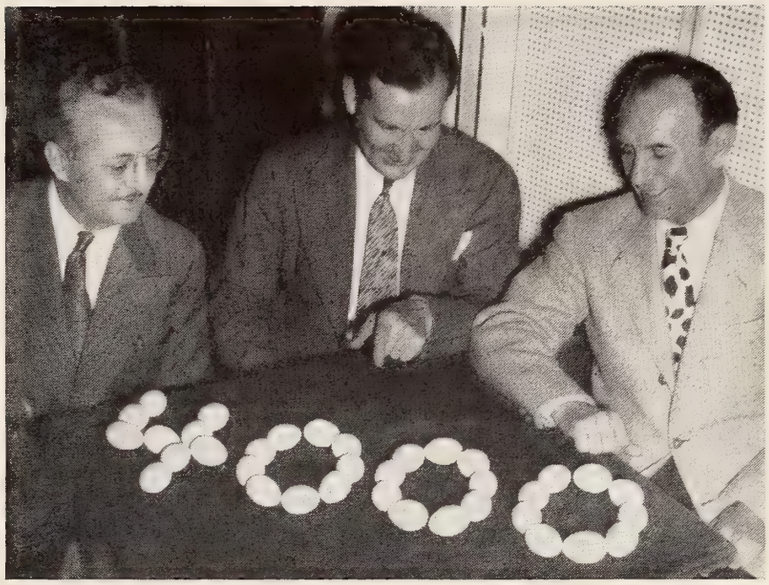
"Would you say they were typical?" Harris asked.

"What do you mean by typical?", Mr. McGee queried.

"You know perfectly well what I mean", Mr. Harris said angrily.

"All I can do is answer the question to the best of my ability, if you'll let me", Mr. McGee retorted.

Following this exchange, Ben Fisher, attorney for the station, and Judge Thacher both objected to the method of questioning employed by Mr. Harris. Mr. Fisher pointing out that the station had submitted complete files and a fair average could be derived by a reading of the file. Here Chairman Fly interspersed that no one is seeking a specific average. Mr. Harris said, "We are trying to get a true picture"—and, turning to Judge Thacher, added, "And if you think you have it, you submit it".



THREE DOZEN EGGS are arranged by (l to r) A. B. Ulrich, director of NBC-Blue *National Farm & Home Hour;* Everett Mitchell, program announcer; and Walter Blaufuss, musical director, to indicate that the *Farm & Home Hour* broadcasts its 4,000th program July 28. On that special program, "down to earth" interviews were broadcast from a garden on a Georgia farm, a Colorado ranch, a poultry farm in California, a Pennsylvania dairy farm, a North Dakota wheat field, and the Indiana farm of Claude R. Wickard, Secretary of Agriculture.

Space Traded For Time on Air

At this point Judge Thacher complained that the Newspaper-Radio counsel table was not getting copies of the exhibits and Mr. Harris shot back, "I'd like to see a copy of each of your exhibits, too."

"As I told you this morning", Judge Thacher replied, "you'll have a copy of each one".

Chairman Fly evinced interest in the method of trading space in the newspapers for time on the station. He asked if the station paid for it, and Mr. McGee explained that it was on a purely exchange basis, the station getting free space and the newspaper free mentions on the air as well as some special programs. In answering the chairman, Mr. McGee said the newspapers get "a pretty fair amount of time".

Mr. Harris introduced a station telegram from George P. Hollingbery Co., representative of WTMA, to Robert E. Bradham, now acting manager, which said that Postal Telegraph was contemplating buying time on several stations which placed most of their telegraphic business with Postal.

In addition, the telegram said that the station would be credited with any firms that it could swing to Postal from Western Union. In reply, Mr. Bradham wrote that "there are several business men which will certainly switch some of their business to Postal at our request. I don't think these firms would like you to use their names, so all I can tell you in that connection is to assure the Postal people that the station will do everything possible to have as much business switched as they can." The letter added that the newspapers and radio station would switch their business to Postal wherever possible, but pointed out that this would be impossible in many instances with the newspaper because of a lack of Postal offices in small towns.

Letters on Negotiations With Wire Services

Mr. Harris remarked that "this shows an additional advantage to a station of your type". Mr. McGee disagreed, saying that it was impossible for the newspapers to shift any of their business because Postal had no offices in the many small towns where the newspapers had correspondents.

The questioning here shifted to the wire services subscribed to by WTMA. Mr. McGee said that because of the competitive situation, the station bought the INS wire when it first went on the air but later switched to AP. Several letters between Mr. McGee and Reid Monfort, Associated Press manager at Charlotte, were introduced, showing the progress of negotiations between the press association and the station.

One statement in the letters evoked several questions. It stated that INS had offered the station a lower rate because it was newspaper-owned. In response to questions, Mr. McGee said that he had never received nor requested a lower rate from the AP on the same basis.

After finishing his testimony, Mr. McGee was asked by Commissioner Walker the reason why the newspapers had not given WCSC publicity nor published its program listings. Mr. McGee then traced the history of the relations between WCSC and the newspapers, saying that after several years it was felt that radio was a competing medium and that it should buy space. For the same reason, he said, the newspapers had turned down any trade deal with the station.

A short time ago, Mr. McGee said, this policy was reconsidered and it was decided to accept radio as news. This policy was about to go into effect when Senator Means began his attack on the newspapers and WTMA.

"And as brought out this morning", he concluded, "the attitude of WCSC was wrong. You know people don't like to be forced into things."

Merchandising Advantages Of Newspaper Stations

Second official of the Charleston newspapers and WTMA to be subpoenaed by the Commission was Robert E. Bradham, advertising director and stockholder in the operations. He was cross-examined by Mr. Harris primarily on the merchandising advantages that accrue to stations having newspaper affiliations, both from the standpoint of network operation and in the local field. He introduced a number of exhibits dealing with



WAVE 5000 watts • NBC

for LOUISVILLE—not China!

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

A BREAKFAST FOOD ADVERTISER says:

"We thought you should know how well we think of the KOA announcements. The month of April was a humdinger... in fact the largest month so far..."



50,000 WATTS NBC RED NETWORK DENVER

KOA

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Sales through the air
WING
Dayton, Ohio
5,000 WATTS
Day and Night
NBC RED & BLUE
National Representatives
PAUL RAYMER CO.
buy WING-get WIZE (BONUS STATION)
DAYTON, O. SPRINGFIELD, O.

merchandising and sales aspects, which were identified and explained.

Chairman Fly asked particularly about accounting methods employed in connection with "exchange" advertising in the newspapers and on the station. The witness explained that no established rates were taken into account and that no checks as such were exchanged, but that the books reflected the time used as against space.

Alluding to mention previously made by Mr. Rivers, that the Charleston newspapers carried nothing whatever on a model house promotion directed by WCSC, but that it devoted substantial space to a similar promtion by WTMA, Mr. Harris asked whether this meant that the editors of the paper viewed it as news in one instance and not in the other. Chairman Fly, however, cut short this line of inquiry, pointing out that the exhibits were sufficient evidence.

Shepard Testifies Order Retards FM

FM entered the hearings for the first time, with John Shepard 3d, president of FM Broadcasters Inc., taking the stand. After Philip G. Loucks, general counsel of FM Broadcasters Inc., had introduced a series of exhibits setting forth the history of the organization and its purposes, Mr. Shepard read a statement deprecating the Commission's order as retarding the development of FM.

Mr. Shepard explained that FM Broadcasters comprises 51 memberships held by 44 different persons or organizations. He said a resolution was adopted at a meeting April 2, authorizing his appearance at the newspaper hearings to state the organization's position.

Among the 44 FMBI members are 14 having newspaper affiliations, he said. Of the approximately 110 applications for commercial operation in FM, 38 appear to be newspaper-connected or affiliated.

'Qualified' Applicants Should Have Chance

Pointing to the necessity for rapid development of FM, also espoused by the Commission, Mr. Shepard said that every entrant into the FM field today contributes to its development and is a pioneer in the sense that immediate profits cannot be looked for. Every source of capital is needed to help this development, he asserted. "Every source of nourishment withheld from a new industry is as bad as spending that much capital to halt its growth," Mr. Shepard said. "In addition, the withholding of any capital fails to encourage other capital to enter the field."

"Idle frequencies cannot render a service to the public, nor can they help a new industry to develop. There will be fewer idle frequencies if all people who are qualified under the Communications Act and who are willing to develop these frequencies are allowed to do so. By the term 'qualified' we mean American citizens with the technical and financial ability to develop these frequencies and render a real service to the potential listening public. I say 'potential listening public' because it is only in those areas where service is being rendered that people are buying FM sets to any great extent, and many of these sets are being bought on the faith of the purchaser that there will be adequate service. So long as a listener gets good service, I do not believe he cares whether the licensee has other industrial or business connections as long as he is legally, financially and technically qualified under the law and is giving a good program service."

Latham Asks FM Elimination from Order

An urgent plea that the FCC eliminate reference to FM stations from its newspaper order (No. 79) and make a definite announcement that it will not attempt to issue rules or regulations which will prohibit newspaper interests from owning FM stations was made by John R. Latham, executive vice-president of American Network Inc., in his testimony.

Through Paul D. P. Spearman, chief counsel for American Network, exhibits were placed in the record setting forth the some 30 individuals or corporations who participated in the incorporation of the FM network project, and a chart showing the present status of FM applicants, licensees and permitees in markets deemed essential to establishment of a national FM network.

Mr. Latham explained that 40 markets are covered in the proposed cooperative venture, with the network itself to seek authority to construct and operate the key station in New York.

After tracing the history of American Network Inc., which was incorporated last April, Mr. Latham explained that on the basis of the report he had developed, the organization had decided on the stations themselves becoming owners of Class A voting stock in equal amounts and would acquire Class B or dividend-paying stock in ratio of the value of the particular market to the value of all markets included in the plan.

40 Cities To Be Served by American

It had been decided, he said, that the corporation should properly own and operate the key station carrying its programs and serving the New York City market, thus making a total of 40 cities which the network hopes to have affiliated with it as early as possible.

Of the 23 companies which defrayed the cost of making the original market study and survey, 11 were identified with newspapers, the witness stated. He said the experience has been that newspaper publishers are more interested in supporting an FM network than any other class. Everyone connected with the corporation realized that any worthwhile FM network project would necessarily be operated at a substantial loss for some time, and he estimated it would be not less than two years.

Because newspapers spend great sums for promotion and building of institutional goodwill, they are interested in FM development as a group, he said. Newspapers can justify the heavy investments and the losses which will be entailed in FM pioneering where other businesses would not do so, he said.

FCC Policy Will Delay Development of FM

Because of the reticence of others to enter FM, Mr. Latham said, it is the judgment of his group that if the Commission should refuse to permit FM stations to be operated by individuals or corporations who may be interested in the publishing of newspapers "such a policy will delay the development of FM as a broadcasting system for years, and will probably make impossible the operation of the FM network proposed by our corporation, or the operation of any worthwhile network service and provide programs to FM stations".

Mr. Latham said that several newspapers among the 11 interested in the network project have not yet applied for authority to construct FM stations because of the uncertainty as to what disposition the Commission will make in the newspaper-divorcement case. Several of the cities have no other parties than newspaper interests who are interested in going into FM, he said.

"In short, if newspaper interests are forbidden to own or operate FM stations, it appears clear that some of these cities would have no FM stations which could be used as an outlet of the American Network, and the public which a station in such city would otherwise serve would be completely without FM service."

Newspapers Are Hesitant, Along With Others

Mr. Latham said that in Atlanta no applicant has requested an FM

INS
John Shepard III signed the first INS radio contract on May 4, 1935. His Yankee Network has depended on INS exclusively for world news coverage ever since.
INTERNATIONAL NEWS SERVICE

Super Results for a Super Market!
3 OUT OF 4
Baltimore Listeners Daily!
Skeptical? Make us prove it! Write for full details—find out why WCBM gives you . . . "PENNY FOR PENNY COVERAGE BETTER THAN ANY!"
WCBM
BALTIMORE, MARYLAND
Affiliated with MUTUAL
Beginning Oct. 1—NBC BLUE

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO.
NBC RED NETWORK

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN
Served by the
LAKE SUPERIOR RADIO GROUP
(not a wire network)
WHDF • WJMS • WATW
Houghton, Mich. • Ironwood, Mich. • Ashland, Wisc.
Group contracts save 25% on the three stations and 15% on any two stations.
National Representatives:
BOGNER and MARTIN
295 Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

tation, but the *Atlanta Constitution* has evidenced its interest in doing so. It has not filed for a construction permit because of Order 79, he said.

Mr. Latham summarized that the Commission's order not only had caused newspapers to become hesitant in applying for FM, but that many who are not interested in the publishing business are just as hesitant in making substantial investments because they do not believe the network can or will succeed unless newspapers are permitted to operate in several of the essential markets.

For some time the American Network has been doing everything possible to set up and start operating its network, but so long as the Commission's order stands, it is questionable whether enough interested parties will make the necessary investment and agree to underwrite its operating losses, Mr. Latham declared. "We believe that FM broadcasting in general will be greatly retarded unless network programs are made available for broadcasting by individual FM stations."

He concluded: "The American Network Inc. believes that if the Commission would eliminate reference to FM stations from its Order No. 79 and make a definite announcement that it will not attempt to make rules and regulations which would have the effect of preventing newspapers or newspaper interests from owning and operating FM stations, it would be possible to go ahead immediately and complete the organization and financing of the company, and in short order make high quality programs available to the FM stations affiliated with the network. Otherwise, the future successful development of FM broadcasting in general and of FM network service in particular is questionable, and all, in our judgment, to the great detriment of the public."

Subpoenas Ordered for Friendly, Stahlman

The final day's sesion Friday opened with fireworks aplenty. When the name of James G. Stahlman, publisher of the *Nashville Banner* and former president of ANPA, was called, having been subpoened to testify, Elisha Hanson, ANPA general counsel, responded by saying he had advised his client not to appear, questioning the FCC's jurisdiction on all counts. Chairman Fly asked whether the intention was to attack the subpoena or to question jurisdiction. Mr. Hanson said he did not propose to go into detail, beyond the reasons cited in his original petition and motion filed at the outset of the hearing.

Thereupon Chairman Fly directed the Commission's law department to "proceed forthwith to enforce its subpoenas". The subpoena, together with purported proof of service, then was placed in the record.



HILLBILLIES, a quarter-hour of them daily are all that Terry Carpenter Oil Co. has used since opening its first service in Denver two years ago. To the KLZ program Terry traces a 2,500,000-gallon sales record last year. Terry Carpenter (center) opened his second station last week and at the same time signed a renewal for his third year on KLZ. Roy Koerber (left) of Betts-Koerber Agency, hands the signed contract to James McEldowney, KLZ sales representative.

The same procedure was followed when the name of Alfred S. Friendly, business manager of the *New York Sun* and also an ex-ANPA official, was called. Mr. Hanson entered a general objection against the entire procedure.

Two others—Arthur Robb, editor of *Editor & Publisher*, and William A. Thompson, director of the ANPA Bureau of Advertising—had not been subpoened to appear but had been asked to testify or produce records. Because no formal subpoenas had been served, the proceedings entered in the cases of the two other Hanson clients were were not followed.

Inquiry Turns to ANPA Radio Records

A searching inquiry into the background of ANPA radio committee activities, which started originally with steadfast opposition to radio as a news medium, was launched by FCC Counsel David Lloyd. He explained that if Messrs. Stahlman and Friendly had appeared, he would have called upon them to identify certain exhibits, but that their presence was not essential in this regard.

The purport of the extensive minutes, memoranda and committee reports, dealing with ANPA radio activities dating back to 1932, was in the direction initially of banning radio program listings as editorial material and requiring stations and networks to buy the space. Then it threatened through the formation of the Press Radio Bureau in 1934, whereby networks and stations were given a skeleton combined press association report processed in New York for only two broadcasts daily, which were designed not to interfere with the freshness of news published in newspapers.

Before the introduction of this data, Mr. Hanson reiterated his contention that the Commission is without power to investigate the newspaper publishing industry under the Communications Act. Chairman Fly, however, ruled that the data would be admitted in evidence, subject to motions to strike if its validity were properly contested. Throughout this exchange, Mr. Hanson entered his exceptions.

Ayleworth Discusses Advent of Radio News

A surprise witness was M. H. Aylesworth, first president of NBC, who described his present occupation as "specialized practice of law and Government activity". He is chairman of the radio division of the Rockefeller Committee, working on a dollar-a-year basis.

Making his first appearance before the FCC in many years, Mr. Aylesworth was asked to testify in connection with the formation of the Press Radio Bureau and the advent of news on the air.

Recognized as an expert witness, Mr. Alyesworth spent what appeared to be a pleasant hour on the stand, and delved deeply into his broad radio-news background, which officially terminated in 1936, when he resigned as NBC president.

Mr. Aylesworth said he had always been a believer in news as a public service that had a proper place on the air. Because of the situation in the newspaper industry, however, with newspapers owning stations happy but those not owning stations very fearful of radio competition, he said the process of necessity was gradual. Personally, he said, he never believed that newspapers and radio were in direct competition for advertising, but that the advertising volume has increased overall, with both permitted to live.

Sees Radio News Aiding Circulation

He said he not only felt that news had a place on the air but that use of radio would increase newspaper circulation. He alluded to his now famous debate at Princeton in 1931, in which he described radio as journalism and the function of a network as not unlike that of a press association.

Originally, the thought was that news would never be sold to radio, but he recalled that finally UP and INS decided to sell news and the field became more active. AP, he said, took longer to enter the field because it was a mutual organization. Now, he pointed out, all of the press associations sell news for sponsorship.

Asked to identify a series of exhibits having to do with actions of ANPA, all during the bitter radio-press fight, Mr. Aylesworth said his memory was pretty good but that he was not certain he had ever seen certain of the documents. Responding to Judge Thacher, Mr. Aylesworth said that he felt his prophecies on radio news broadcasting had "come true."

Barrett Traces Press Radio Bureau

The whole history of the Press Radio Bureau origin was traced by Commission Counsel Lloyd, with James W. Barrett, first editor-manager of the bureau, on the stand. The ex-city editor of the *New York World* described himself simply as a "journalist". Mr. Barrett recounted the trials and tribulatons of Press Radio Bureau, which finally was dissolved when the networks began to set up their own news services. Threaded throughout the minutes, memoranda, and other Press Radio data, however, were statements about the necessity for squelching so-called "outlaw" radio-press units, which cropped up here and there because of the unavailability of regular press association service.

Some of the biggest names in journalism, such as William Randolph Hearst; Joseph V. Connolly, head of INS; Roy W. Howard, head of Scripps-Howard; Gardner Cowles Jr. and John Cowles, of the Des Moines Register & Tribune; and Hugh Bailey, president of United Press, cropped into the memos, selected from press association, newspaper station and other files by FCC investigators.

Mr. Barrett testified there were repeated discussions about so-called "outlaw" organizations which developed, and the constant urging that they be "squashed" or knocked out, lest they become competitors. He identified exhibits showing that the Press Radio Bureau was financed at the outset by NBC and CBS, but with service sold to other stations on what amounted to a traffic-cost basis.

Mr. Lloyd read excerpts from minutes of the meeting, apparently

(*Continued on page 54*)

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 26 TO AUGUST 1, INCLUSIVE

Decisions . . .

JULY 30

NEW, WFAM Inc., LaFayette, Ind. — Granted CP new station 1230 kc 100 w unl. to use old WFAM call letters.

NEW, Howard H. Wilson, Oshkosh, Wis. —Granted CP new station 1490 kc 250 w unl.

NEW, Trent Broadcasting Corp., Trenton, N. J.—Granted CP new station, conditioned on interference precautions, 920 kc 1 kw directional unl.

NEW, Board of Education, City of Chicago, Chicago — Granted CP new noncommercial educational FM station 42.5 mc 1 kw unl.

MISCELLANEOUS—**KUTA, Salt Lake City, Utah**, granted modific. CP increase to 5 kw D change equipment and move transmitter; **WAGA, Atlanta**, granted CP change 590 kc increase to 5 kw unl. directional, install new equipment move transmitter; **KVOD, Denver**, granted CP increase to 5 kw; **KMYR, Denver**, granted modific. license to 250 w unl.; **WGES, Chicago**, granted modific. license to unl. 1390 kc 500 w N 1 kw local sunset (Sundays) CP 5 kw unl.; **KTKC, Visalia, Cal.**, granted CP change to 940 kc increase to 5 kw unl., install new transmitter, grant if applicant remedies blanketing complaints; **KWAL, Wallace, Ida.**, granted assignment of license to Silver Broadcasting Co.; **KGFI, Brownsville, Tex.**, granted renewal regular license to 12-1-41.

DESIGNATED FOR HEARING—**NEW, Cuyahoga Valley Broadcasting Co., Cleveland**, CP new station 1300 kc 1 kw D; **NEW, Tidewater Broadcasting Co., Norfolk, Va.**, CP new station 1490 kc 250 w unl.; **NEW, Norfolk County Broadcasting Co., Norfolk, Va.**, CP new station 1490 kc 250 unl.; **NEW, Portsmouth Radio Corp., Portsmouth, Va.**, CP new station 1490 kc 250 w unl. (application to be heard jointly with preceding two applications); **NEW, Seaboard Broadcasting Corp., Tampa, Fla.**, CP new station 1590 kc 1 kw unl.; **WTNJ, Trenton, N. J.**, modification of license for unl. time (consolidated with applications of WDAS, WCAM and WCAP).

MISCELLANEOUS — **NEW, Burlington Broadcasting Co., Burlington, N. C.**, CP new station placed in pending file under Order 79; **WDAS, Philadelphia, Pa.**, denied petition to reconsider and grant CP for 1260 kc increase to 5 kw D 1 kw N; **WENY, Elmira, N. Y.**, denied petition to reconsider and grant CP 590 kc 1 kw unl.

AUGUST 1

WFTM, Fort Myers, Fla.—Granted CP move transmitters, install new equipment.

WJOB, Hammond, Ind. — Granted CP move transmitter and studios, install new antenna.

MISCELLANEOUS—**NEW, Triple-Cities Broadcasting Co. Inc., Binghamton, N. Y.**, granted petition withdraw application new station; **KGLU, Safford, Ariz.**, granted motion continue hearings to 9-5-41; **NEW, Edward E. Reeder, Seattle**, granted motion amend application 1560 kc.; **WMAQ, Chicago**, granted petition intervene KWK hearing; **WAPI, Birmingham**, granted petition amend application 1070 kc., 50 kw., unl.; **WBT, Charlotte; WBBM, Chicago; KFAB, Lincoln; WJAG, Norfolk**, granted postponement hearing to 10-7-41

Applications . . .

JULY 30

KGNC, Amarillo, Tex.—Amend CP to request 5 kw N 10 kw D, install new 10 kw transmitter, move transmitter.

WHKY, Hickory, N. C.—CP new transmitter, change to 1290 kc. increase to 1 kw N 5 kw D.

NEW, Zenith Radio Corp., Chicago—CP new commercial television station (formerly W9XZV) on Channel No. 1.

NEW, The Journal Co., Milwaukee—CP new commercial television station (formerly W9XMJ) on Channel No. 3.

NEW, Pacific Coast Broadcasting Co., Pasadena, Cal..—CP new station 1110 kc 10 kw directional unl.

Tentative Calendar . . .

NEW, Hawaiian Broadcasting System Ltd., Honolulu, CP new station 1340 kc 250 w unl. (Aug. 4).

KFNF, Shenandoah, Ia., license renewal; **NEW, Triple-Cities Broadcasting Co. Inc., Binghamton, N. Y.**, CP new station 1420 kc 250 w unl. (Aug. 5).

NEW, West Allis Broadcasting Co., West Allis, Wis.—CP 1480 kc 250 w D (Aug. 28 [erroneously listed in last issue].

WJPR, Greenville, Miss., CP 1600 kc 1 kw unl. (Sept. 22).

WBT, Charlotte, N. C., CP 1110 kc 50 kw unl. directional N; **KFAB, Lincoln, Neb.**, same; **WBBM, Chicago**, modific. license 770 kc 50 kw unl.; **WJAG, Norfork, Neb.**, CP 770 kc 1 kw D (Oct. 7)

VIDEO ANNIVERSARY

CBS Holds Ceremony for Its Pickup 10 Years Ago

COMMEMORATING the tenth anniversary of the inauguration of its first daily television broadcasting service, CBS on July 21 included a brief anniversary ceremony in its regular Monday evening *Men at Work* telecast on WCBW, New York.

Gilbert Seldes, director of CBS television programs, described the initial telecast of July 21, 1931, when James J. Walker, then Mayor of New York, Ted Husing, George Gershwin, Kate Smith and other artists crowded into a small, dark room to do their stuff on a floor space only two feet square before a battery of photoelectric cells surrounding the small opening through which their faces were televised.

E. K. Cohan, CBS director of engineering, and William Schudt, head of the transcription division of Columbia Recording Corp., CBS subsidiary, were introduced by Mr. Seldes as engineer and program director of the first CBS television program.

Contrasting television then and now, Mr. Seldes pointed out that actors no longer need weird makeup, that television studios today are large, light and air-conditioned and that the images on the receiver are now well defined, but added that this progress there are still many problems to be solved in the broadcasting of sight-and-sound programs.

Champ Fitzpatrick

LEO J. FITZPATRICK, vice-president and general manager of WJR, Detroit, on July 24 was named Champion Radio Executive of Michigan at a Detroit Board of Commerce luncheon. At the same function Jimmie Stevenson, WJR newscaster, received the title of Champion Commentator. Both were awarded tiny gold boxing glove replicas for their watch chains. The awards are made by the board to executives who have done exceptional work in their business fields.

BBB Starts FM Survey

THE National Better Business Bureau is circularizing consumers with a letter asking them to answer the question: "If you were to buy an FM radio, what reception qualities would you expect to obtain from Frequency Modulation broadcasting different from what you have been accustomed to from regular broadcasting?" If the recipient of the letter already owns an FM receiver, he is asked to state what qualities of FM broadcasting influenced him to purchase the set.

Syndicated Video Library Planned

WITH THE ADVENT of commercial television, Photo & Sound Inc., San Francisco transcription firm, is laying plans for a syndicated television library service for video stations. Test video programs are now being produced in three-minute units, which can be used by television stations in much the same way as transcription library subjects are used.

A questionnaire was formulated by Melvin Jacobus and sent to all video operators. Regarding Photo & Sound's video library plans, Mr. Jacobus said:

"There appear to be two practical ways at present in which television stations could handle a library service. Both of these involve two 16 mm. projector units for uninterrupted programs. The first method would be to use the subjects in their original three-minute units to form a complete program, fading from one projector and camera to another. The second and less practical method, to our thinking, is to first combine the short subjects on an editor to make a full fifteen-minute reel.

"Commercial announcements would be made by the studio announcer after the film sound track has been faded out. All in all, I look for a television 'stampede' late this fall if the war does not curtail operations. We are already planning one television show for a prominent Western advertiser."

According to present plans, the first specially made subjects from Photo & Sound will feature undated special events and musical groups. In order to meet all requirements, only non-ASCAP music will be used.

NBC Video Fashions

TELEVISION'S first sponsored fashion shows will start on WNBT New York, Sept. 4 for a 13-week series of telecasts, Thursdays 5-5:30 p.m. Contract was signed with NBC by Norman D. Waters & Associates, New York advertising agency handling accounts chiefly in the style merchandise field—fabrics, garments and accessories. Titled *Fashion Discoveries in Television*, the series will show the products of various Waters clients. Special tags will identify at point of sale all merchandise featured on the program and blow-ups and display cards will be furnished to participating manufacturers for distribution to their retail outlets.

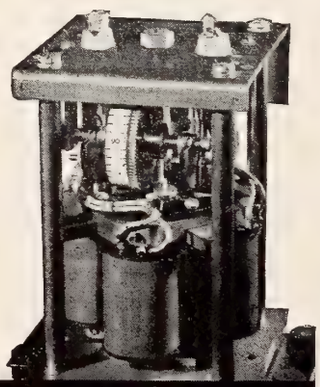
Sherman Joins WAIT

HERBERT P. SHERMAN, formerly sales manager of WJJD, Chicago, has been appointed business manager of WAIT, Chicago (formerly WCBD). Ralph L. Atlass is acting sales manager of WJJD pending the appointment of Mr. Sherman's successor. A veteran of 13 years in station sales, Mr. Sherman has been associated with WJJD for eight years. Previously he was with WBBM, Chicago.

"WORTH ITS WEIGHT IN WAMPUM"

says Chief Engineer





"The Synchronizer—exclusive Western Electric feature—makes heap big contribution to FM," says the Chief. "Never lets carrier frequency stray from narrow trail. With Synchronizer on lookout, no need for all-the-time checking of transmitter circuits or readjusting of frequency controlling elements. Better send scout to Graybar's wigwam for whole story."

Graybar Electric Company, Graybar Building, New York, N. Y.

Western Electric

Network Accounts

All time EDST unless otherwise indicated.

New Business

TRIMOUNT CLOTHING Co., Boston (Clipper-Craft clothes), on Sept. 25 starts *News Here and Abroad* on 53 NBC-Blue stations, Thurs., 9:15-9:30 p.m. (EST). Agency: Emil Mogul Co., N. Y.

MARROW'S Inc., Chicago (Mar-o-oil shampoo), on Sept. 28 starts *George Fisher*, Hollywood reporter, on 80 MBS stations, Sun., 1:15-1:30 p.m. (EST). Agency: Hays MacFarland & Co., Chicago.

PRUDENTIAL LIFE INSURANCE Co. of America, Newark, on Aug. 31 starts *Prudential Family Hour*, Sun. 5-5:45 p.m., on 57 CBS stations. Agency: Benton & Bowles, N. Y.

PAN AMERICAN COFFEE BUREAU, New York, on Oct. 5 starts news comments by Mrs. Roosevelt on 111 NBC-Blue stations, Sundays, 6:45-7 p.m. Agency: Buchanan & Co., New York.

KRAFT CHEESE Co., Chicago (Parkay Margarine), on Aug. 31 starts *The Great Mr. Gildersleeve*, on about 40 NBC-Red and Blue stations, Sun., 5:30-7 p.m. (EDST). Agency: Needham, Louis & Brorby, Chicago.

Renewal Accounts

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 19 resumes for 23 weeks *Metropolitan Auditions of the Air*, Sun. 5-5:30 p.m. on 59 NBC-Red stations. Agency: Warwick & Legler, New York.

STANDARD OIL Co. of California, San Francisco (petroleum products), recently renewed for 52 weeks the *Standard Symphony Hour* and *Standard School Broadcast* over 31 Don Lee-Mutual stations in the Western States. Agency is McCann-Erickson, San Francisco.

Network Changes

GENERAL MILLS, Minneapolis (Gold Medal Flour), on Aug. 4 for two weeks shifts *Hymns of All Churches* on 35 CBS stations from Mon., Tues., Thurs., to Mon. thru Fri., 9:45-10 a.m. Agency: Blackett-Sample-Hummert, Chicago.

MARS Inc., Chicago (candy bars), will shift origination point of *Dr. I. Q.* (on 89 NBC-Red stations, Mon., 9-9:30 p.m.) from Minneapolis to San Francisco for six weeks starting Aug. 1. Agency: Grant Adv., Chicago.

EVERSHARP Inc., Chicago (pens, pencils), on Sept. 28 adds six CBS Florida stations to *Take It or Leave It*, making a total of 66 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

White Bill Would Revamp FCC

(*Continued from page 18A*)

tribunal, and notwithstanding the fact that no language can be found in the act which confers any right upon the Commission to concern itself with the business phases of broadcasting, and notwithstanding the further fact that the law specifies that broadcastng should not be regarded as a common carrier, "the Commission nevertheless concerned itself more and more with these matters. He said the charge is made that the Commission is attempting to control both the character and source of program material and the contractual or other arrangements made by stations for the acquisition of such material.

"The amendment proposed", Senator White continued, "spells out in black and white what it is believed of Congress, but is its present inwas not only the original intention tention with respect to this subject, in the hope that confusion and controversy can be eliminated."

Remaining sections of the bill would amend drastically the appellate procedure, relating to enforcement and setting aside of orders of the Commission. In minute detail, Senator White defines the manner in which appeals may be taken, stay orders procured, time allowed for rehearing and interventions, and broadening of the litigation base so that appeals can be taken into either the Court of Appeals for the District of Columba or to any circuit court of appeals in which the aggrieved party resides. He said doubt is removed as to which cases are appealable, and 30 days instead of 20 are allowed for appeal.

Of significance is the new requirement that the Commission would be compelled to comply with the mandate or decision of the court upon the basis of the record upon which an appeal is taken unless the court decides otherwise. In recent years, the courts have only been able to remand, and in many cases the Commission has reopened the record for new testimony and decided the cases finally in the same way as it did prior to appeal. The net result was that the litigant lost out anyway.

Meets Newspaper Situation

A final new section of the bill was said by Senator White to be "designed to curb an alleged tendency" by the FCC "to discriminate in a manner not authorized by the statute between applicants for broadcast or other radio facilities and to require as a condition to grants made the doing of certain acts which the Commission has no authority under the statute to require".

This provision strikes at the newspaper ownership situation, in the light of the FCC action under Order 79 calling for an inquiry for policy-making purposes, which has resulted in placing all new newspaper applications in the pending files while others have been granted conditionally, notably in the FM field. Similar conditions have been placed on grants to stations having multiple-ownership complications, where duplicating service is involved.

This new provision specifies: "Penalties, denials, prohibitions and conditions other than those expressly authorized by statute shall not be exacted, enforced or demanded by the Commission in the exercise of its licensing function or otherwise and no sanctions not authorized by statute shall be imposed by the Commission upon any person.

"Rights, privileges, benefits or licenses authorized by law shall not be denied or withheld in whole or in part where adequate right or entitlement thereto is shown. The effective date of the imposition of sanctions or withdrawal of benefits or licenses shall, so far as deemed practicable, be deferred for such reasonable time as will permit the person affected to adjust their affairs to accord with such action or to seek administrative reconsideration or judicial review."

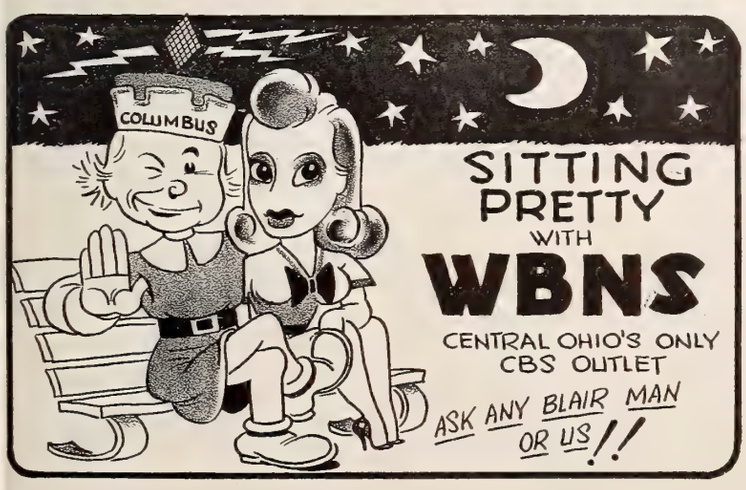
JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on Aug. 19 starts *Voice of Broadway* with Dorothy Kilgallen, on 64 CBS stations, Tues., 6:15-30 p.m. in addition to present series, which continues on 59 CBS stations, Sat., 11:30-11:45 a.m. Agency: Young & Rubicam, New York.

LADY ESTHER Ltd., Evanston, Ill., (cosmetics), on Aug. 4 replaces Guy Lombardo with Freddy Martin's orchestra on 63 CBS stations, Mon., 10-10:30 p.m. (EDST), and shifts origination from New York to Hollywood for four weeks or more. Agency: Pedlar & Ryan Inc., New York.

PACIFIC GREYHOUND, San Francisco (bus transportation), on Aug. 3 switched origination of its *Romance of the Highways* on 30 Don Lee-Mutual stations in the West, Sundays, 10:15-30 a.m. (PST) from San Francisco to Hollywood. Agency: Beaumont & Hohman, San Francisco.

CONTINENTAL BAKING Co., New York (Wonder Bread), on Aug. 14 replaces *Your Marriage Club* with *Maudie's Diary*, on 48 CBS stations, 7:30-8 p. m. (rebroadcast same time PST). Agency: Ted Bates Inc., N. Y.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Aug. 8 replaces *Ben Bernie's Army Game* with *Vox Pop* on 68 NBC-Blue stations, 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.



5,000 Watts Day
1,000 Watts Night
WMC
NBC RED NETWORK
MEMPHIS, TENN.
THE Billion Dollar MARKET
★
Represented Nationally by THE BRANHAM CO.
★
Owned and Operated by
The COMMERCIAL APPEAL
★
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

WCAR
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POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
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THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

ARIZONA'S FIRST STATION
First with Listeners
First on the Dial
KOY
CBS
550 KC.
PHOENIX
KOY carries more hours of network commercial than any other Arizona station.
JOHN BLAIR & COMPANY
Affiliate Station WLS Chicago

Press-Radio Hearings

(*Continued from page 51*)

all geared to show that the press association effort was toward suppression of competition.

Press Radio Bureau Minutes Reviewed

Mr. Barrett explained, under examination by FCC Counsel Lloyd, that Press Radio Bureau went into a decline when UP and INS, in 1935, began delivering news to broadcast stations for sponsorship. This was premised upon supression of "outlaw competition", he said, since these other services had been selling direct to radio. He identified Transradio as one of the news services which UP and INS were to "kill off".

Minutes of the Press Radio Bureau meetings also showed that consideration was given to applying "pressure" upon Reuters, British press association, to discontinue serving Transradio. Mr. Connolly, as head of INS, was quoted as having said that he would stop Reuters service. The minutes, all said to have been prepared by Mr. Barrett, reported that "somebody" said that if Transradio did not have Reuters, it would have a difficult time in procuring foreign news.

Financial support of the networks was withdrawn from Press Radio Bureau on Jan. 7, 1939, Mr. Barrett testified, on direct examinatioh. Asked about its status today and whether it was a "sort of zombie" by Chairman Fly, Mr. Barrett said it still exists as a corporation.

Barrett Says He Paid 'About a Dollar'

Under cross - examination by Judge Thacher, Mr. Barrett explained that he personally had incorporated Press Radio Bureau and that he holds virtually all of its stock. He did not recall how much he had paid for it, but thought it was "about a dollar". He could not state flatly whether he had put any money into it. Pursued on the financing of the operation, Mr. Barrett said he believed he had put "one dollar and other valuable considerations" in it, but that he did not have the records with him.

Commission Counsel Lloyd inquired as to the relevancy of the examinatioh, but Chairman Fly permitted it to continue.

Pressed by Judge Thacher as to how he happened to acquire the stock in the organization if it was financed by other people, Mr. Barrett declared he had to carry on the operation and he "took the bull by the horns" and incorporated it in order to continue paying bills and employes.

Press Radio service continued on the networks until Dec. 27, 1938 and to other stations until Oct., 1940, Mr. Barrett recalled.

He said that limitations placed on broadcast of news had to be relaxed from time to time because of these "outlaw" operations. He agreed with Judge Thacher that press association and newspaper people felt that some of these so-called "outlaw" operations actually were "pirating" their news.

Mr. Barrett said he had incorporated Press Radio Bureau on Feb. 5 or 6, 1935, and that the final meeting of the board of directors was not called until May 7, 1935. He declared that WGN, Chicago, withdrew in October, 1940, and that his "clientele had vanished".

He agreed that the term "outlaw" was a "literal" use and that it was sort of "trade jargon".

Paul W. White, director of public affairs of CBS, called also as a Commission witness, explained that he had started with CBS in 1933 as publicity director. He said he became vice-president and general manager of the CBS news service, which was formed to supply news for the network. It was set up because it had become impossible to procure news from the existing news services, he declared, in response to Mr. Lloyd.

White Disclaims 'Outlaw' Appellation

Disclaiming the "outlaw" appellation, Mr. White said he thought the news service, during its six months of existence, was conducted with accuracy and integrity. Bureaus were established in New York, Washington, Chicago and Los Angeles, with "string men" retained for actual coverage in every city of 20,000 or over. During its six months of existence, he said, there never had been any charge of piracy of news of which he was aware.

Mr. White admitted that bad reaction had resulted from newspaper publishers over the formation of the news service and that in certain cities newspapers dropped CBS programs, while carrying those of competitors. He said that the news so gathered was not sponsored.

In 1935 CBS acquired UP and INS, originally for local station broadcast but later for the network.

Beginning with the Anschluss and through Munich, CBS began regular foreign pickups, and also set up elaborate shortwave listening centers. Since that time, he said, the listener demand has been such that extensive service has been maintained.

CBS now maintains an extensive European and domestic staff, he said, and makes available to the press, at no charge, reports from its own staff or listening centers.

CBS Gets 500,000-Word News Budget Daily

Asked by Judge Thacher as to the volume of news processed in CBS headquarters, as compared, for example, to that handled by the *New York Times*, Mr. White estimated that a budget of some 500,000 words per day, equal to about 500 newspaper columns, constitutes the intake from all sources. He estimated this was as much news as is received by any newspaper organization anywhere in the world.

Mr. White said he thought that the "dark ages" of radio news have gone forever, that the experience in the early days proved invaluable and that the public would not tolerate a return to the old system now.

Lloyd Stratton, assistant general manager of AP, identified an exhibit, embodying minutes of AP meetings dating back to 1922, dealing with radio. These successively showed that AP membership was opposed to using its news on the air initially, gradually relaxed the rules, and finally, as of April of this year, began selling its news for sponsorship to stations, through a subsidiary, Press Association Inc.

Mr. Stratton said he was wholly unacquainted with the organization of PA and the manner in which it functioned.

Before Mr. Connolly took the stand for INS, Thomas Brennan, of New York, his attorney, prefaced his appearance with the statement that his company did not concede the authority of the Commission to conduct the investigation into press services and that it reserved all rights with respect to jurisdiction of any rules that may eventually be adopted.

Mr. Connolly explained he was president of King Features, of which INS is a subsidiary. Asked about certain of the minutes of meetings of Press Radio Bureau, under examination by Mr. Lloyd, Mr. Connolly said that he had never seen them until they were introduced in the hearing and that he had not examined them carefully. He said INS began selling its service to radio in 1935.

Judge Thacher asked if his failure to comment on the Press Radio minutes could be construed to mean that he was present at all meetings and was unfamiliar with the contents. Mr. Connolly said he did not want it understood that way.

In recessing the hearings until Sept. 17, Chairman Fly expressed the hope that counsel would "cooperate in the preparation of data" and not "'waste time". He said he thought he ought to suggest that all parties be prepared upon reconvening to "proceed to a conclusion".



Drawn for BROADCASTING by Sid Hix

"It's a Man From the Commission. He Asked Us Not to Mention the War in Our News Broadcasts!"

RADIO DELIVERS

Manpower Announcements Get —Plaudits from Government—

CALLING for continuing cooperation in securing another 500,000 workers for national defense industrial operations, Lucille Foster McMillin, acting president of the U. S. Civil Service Commission, in a July 21 letter to the NAB praised the radio industry for its assistance in securing 500,000 skilled and technical workers for the defense effort in the last year.

Commenting that the Civil Service Commission a year ago "turned with full confidence to the radio industry" to round up the needed thousands of laborers, she declared that "radio has not failed that confidence". During the year more than 500,000 placements have been made in the War and Navy Departments, with hundreds in each of many other departments, she stated, and 10,000 placements still are being made each week.

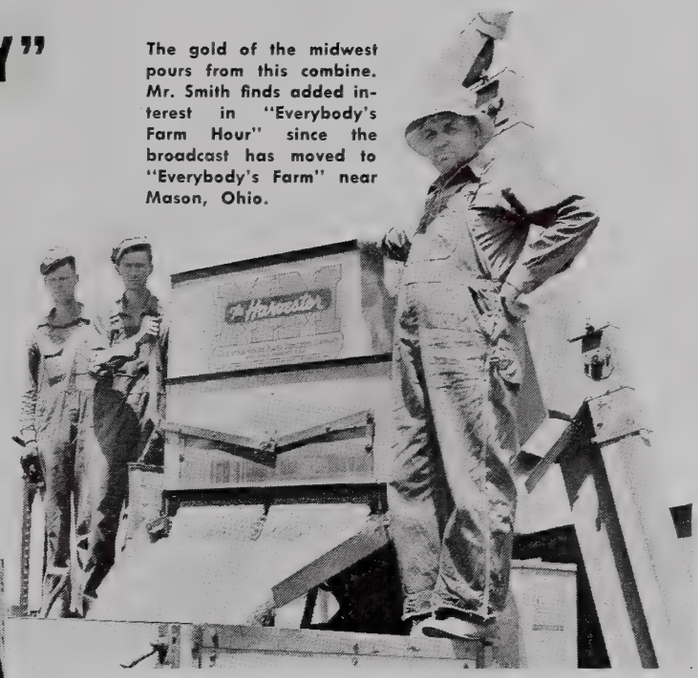
"From little towns in Kansas, from the rolling hills of Tennessee, from the broad plains of Texas, men who had in their financial stringency gone back to kinfolks, started small groceries, sold insurance, and even apples, were given a chance through radio to learn that they might return to the trades for which they had special skills," the Civil Service official declared.

"I need not further assure you, as has been done several times, of the appreciation of the U. S. Civil Service Commission, and through it, the Federal Government for the help that radio has given. The radio industry in its splendid cooperation can feel that it has made a very real and concrete contribution to the development of the national defense program. That it did it as a matter of course, and because it desired to help is but a real assurance of its attitude as a part of the American Way."

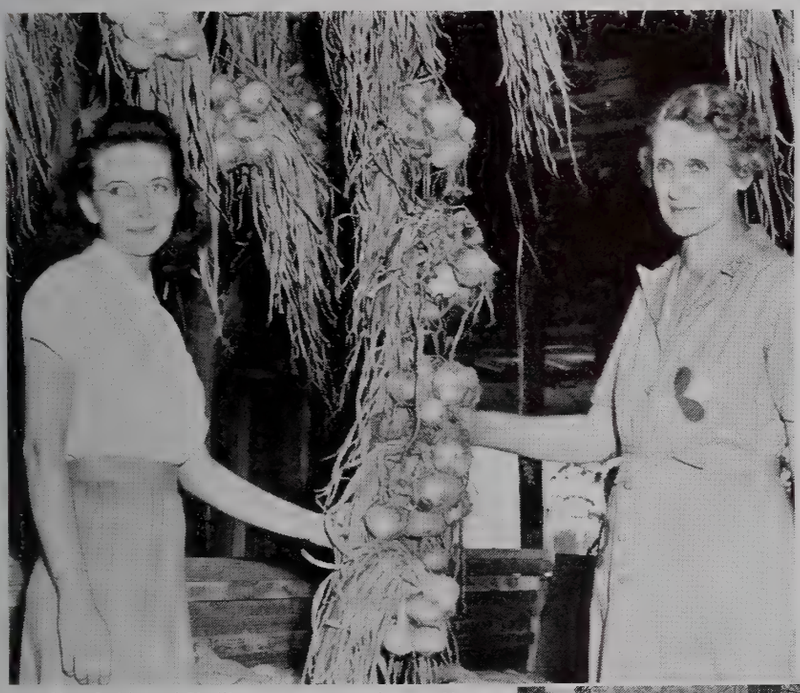
"MEET THE G. G. SMITH FAMILY"

Here are the G. G. Smiths, another of the up-to-the-minute farm families who live in the rich, productive midwest and rely daily on the services of WLW. Their 375 acre farm is located on Route No. 3 in Tipton County, just nine miles northwest of Tipton, Indiana.

Mr. Smith, employing modern farm methods, rotates 375 acres of wheat, clover, corn and soy beans. His ninety acre permanent pasture homes an enviable herd of Aberdeen-Angus prize cattle. Mr. Smith won the 1940 Champion Calf award at the Indiana State Fair,



The gold of the midwest pours from this combine. Mr. Smith finds added interest in "Everybody's Farm Hour" since the broadcast has moved to "Everybody's Farm" near Mason, Ohio.

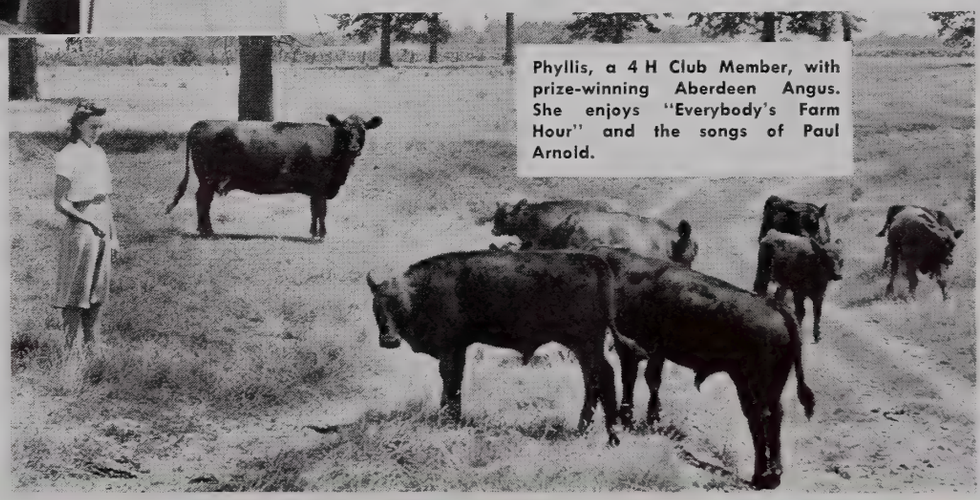


netting over one thousand dollars for his prize entry.

This friendly, progressive farm family is in full accord with WLW's extensive farm programs. In fact, it is their firm belief that The Nation's Station offers MOST to the midwestern farmer. They verify this belief by referring to their WLW favorites "Top O The Morning", Paul Allison, News, Markets, and Ed Mason, WLW Farm Program Director, and other entertainment and service features. To the Smiths, WLW is a prize-winning station. Liking the best . . . they listen to WLW most.

Mrs. Smith and Phyllis are expert gardeners. Mrs. Smith listens regularly to the "Boone County Jamboree" and the weather reports of Jimmy Fidler.





Phyllis, a 4 H Club Member, with prize-winning Aberdeen Angus. She enjoys "Everybody's Farm Hour" and the songs of Paul Arnold.

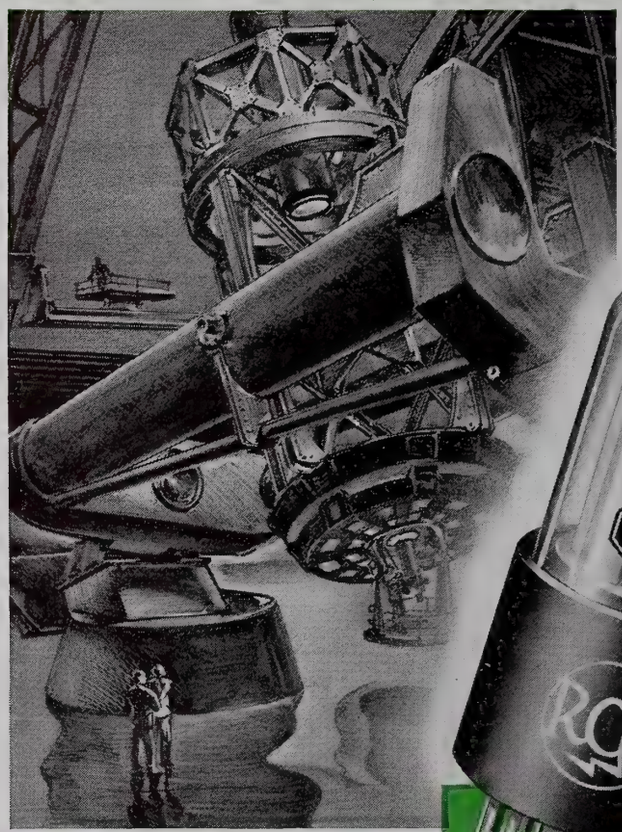
REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

WLW THE NATION'S *most Merchandise-able* STATION



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List Price $12.00

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It has a low noise level, low dark-current characteristic, and is remarkably free from distortion. The tube can be coupled to any practical load impedance.

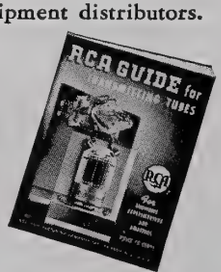
The S-4 photosurface employed is unusually sensitive to blue-rich light. Its sensitivity to incandescent light at a temperature of approximately 2600° K is comparable to that obtained with the well-known S-1 photosurface, but increases rapidly for light sources at higher temperatures.

The RCA-931 is available through RCA Tube and Equipment distributors. Technical bulletin on request to RCA Commercial Engineering Section, Harrison, N. J.

**For RCA-931 at maximum voltage, and average value, for incandescent light source at 2870° K.*

RCA's Newest and Finest Transmitting Tube Guide

Don't miss the new "RCA Guide for Transmitting Tubes"! 50% bigger than last year. Includes details on all RCA Air-Cooled Transmitting Tubes plus typical circuits and much important new construction data. Net price 25c, from your RCA Tube and Equipment Distributor or RCA Commercial Engineering Section, Harrison, N. J.



9-Stage Electrically-Focused Construction

As illustrated in this cross-section drawing, the RCA-931 contains nine dynodes, or secondary emitters. Electrons from the photo cathode are directed by fixed electrostatic fields along curved paths to the first dynode where they produce many other electrons at the moment of impact.

These secondary electrons are then directed to the second dynode and, in turn, free new electrons.

This multiplying process is repeated successively in each stage with an ever-increasing electron stream. Electrons emitted from the ninth dynode are collected by the anode and constitute the current utilized in the output circuit—a useful multiplication of the initial photo-cathode current of about 230,000 times!

RCA

Phototubes

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AUGUST 11, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

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WASHINGTON, D. C.

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5-time a week participations now open at $350.00 per week

write, wire or call- WOR 1440 Broadway in New York PE 6-8600

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WLS has long been conceded the dominant station on the farms of the Middle-West. And just across the road from these farms lie the cities—70 cities over 10,000 population in the WLS primary area—70 cities effectively served by WLS.

Last year, for instance, WLS received a letter—definite evidence of listening—from one of every 3.4 families in these cities: one of every four families in Metropolitan Chicago; half the families in Bloomington and Danville, Illinois; Michigan City, Indiana, and Janesville, Wisconsin; and two out of three families in Niles, Michigan. Other cities, large and small, in the WLS Major Coverage Area, responded in like manner.

And from the farm, just one example: poultry raisers in 41 states and Canada—11,297 of them—wrote to WLS asking for information on chick brooders, following six evening and three daytime programs on WLS.

In the city or on the farm—people listen to WLS. They listen and they respond. These listeners have confidence in WLS... and confidence in any product associated with the WLS name.

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
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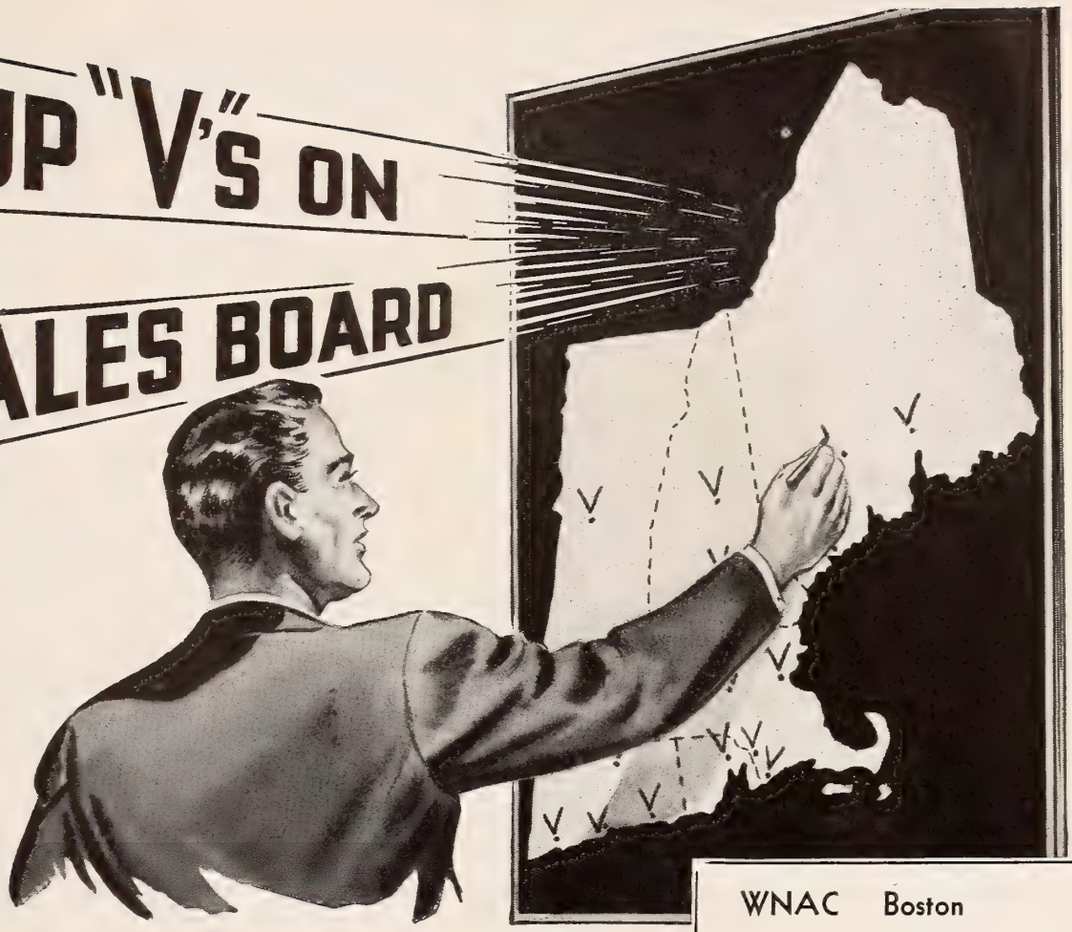
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KOY, Phoenix and
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-THEY ARE THE VITAL MARKETS *for* VICTORY *in* NEW ENGLAND

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Every one of these key sectors merits intensive promotion. Community merchants expect it — community residents respond to it and repeated successes of foresighted advertisers prove that this "all out" attack is essential for maximum results.

You get this sales-effective coverage only with the 19 stations of The Yankee Network, which delivers locally accepted, locally acted upon advertising. It's a "must" on every radio campaign in New England.

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WSAR	Fall River
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WFEA	Manchester
WNBH	New Bedford
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn
WHAI	Greenfield
WSYB	Rutland
WELI	New Haven

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We'll bet the boys will sell plenty of bread.

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President, The Yankee Network

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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"We are very grateful for KOIL's Seven-Point Plus Merchandising, and we know it is doing considerable toward increasing the listening audience of our program."

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KOIL

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DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REPR

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

August 11, 1941

CONTENTS

FCC Bans Multiple Ownership	7
Industry Girds to Fight Tax	7
NAB Rejects 2% Cash Discount	9
Approval of ASCAP Deal Uncertain	9
DCB Report Hints At Higher Powers	10
FCC Hands Nets Ultimatum	10
Sonovox Adapted to Radio	12
Atlantic May Cut Grid Commercials	14
Survey Shows Radio Top Recreation	16
Sunday High Listening Night	17
Plans for ACA Awards Made	18
Local and Two Regionals Granted	18
Advertising Groups Hit Tax	20
FCC Subpoena Power Will Be Tested	21
Movie, Radio Quiz Urged	22
Clipper Craft's Radio Success	23
Support for New FCC Law Grows	26
KFRC Takes Over Housewives Show	38
Muzak Expects Many FM Subscribers	41
Radio Aids Amusement Park	42
House Ends Daylight Hearings	49
Next NAB Convention in Cleveland	54

DEPARTMENTS

Agencies	25	Merchandising	31
Agency Appointments	24	Network Accounts	53
Behind the Mike	34	Personal Notes	33
Classified Advertisements	42	Purely Programs	30
Control Room	45	Radio Advertisers	39
Editorials	32	Radio Bookshelf	32
FCC Actions	52	Station Accounts	38
Introducing	24	Studio Notes	46
Meet the Ladies	34	We Pay Respects	33
		Hix Cartoon	54

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WFLA

TAMPA ★ NBC RED

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IT'S *Programs* THAT *Pull* THE *Listeners*

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● Indiana happens to be an ideal test market —and the facilities of new full-time WIBC are an ideal way to reach that market.

The fact that Van Camp is a name in which American housewives have had confidence for 80 years is a tribute to astute merchandising as well as quality foods. So it just naturally follows that WIBC puts out a "quality product" too, or it wouldn't have been chosen for this important test.

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Then we follow that with sound cooperation— and the result is—*RESULTS.*

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UNLIMITED TIME
5,000 Watts Days
1,000 Watts Nights
1070 KC

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"Say 'Ah!', please!"

● Maybe you haven't noticed it so much, but right now there are dozens of radio-station changes of facilities coming through which may seriously upset a lot of well-planned "lists". So no matter how fine you're feeling about *your* list, now's a good time to have a check-up from ole Doc F&P!

With 15 good men spending *all* their time on radio—with a complete data library in every office—with an intimate knowledge of markets, local station and program preferences, the best hours for reaching the *right* audience, and a lot of other important facts that you won't find in data books . . . we're bound to know most of the things you need to know.

If that sounds like big talk, call us in and give us a chance to demonstrate. No consultation fees of any sort!

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KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
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...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
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WDBJ	ROANOKE
...SOUTHWEST...	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
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and
Broadcast Advertising

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Ban On Multiple Ownership in Same Area

Order of FCC Hits Dual Control, Overlaps

TAKING UP another phase of its self-appointed crusade against purported monopolistic tendencies in radio, the FCC last Tuesday adopted a proposed order banning multiple ownership of broadcast stations in the same area and set oral arguments for next Oct. 6 after which a final order will be considered.

Likely to affect a minimum of 40 ownership situations, depending upon ultimate interpretation of what constitutes a substantial overlap in service or what constitutes control, the order was adopted by the Commission with less than a quorum of its membership present. It was stated, however, that the order (No. 84) was drafted upon instructions by a quorum of the Commission at its meeting the preceding week.

Duplications of Services

Notice that an order of this nature was in the making had been given two months ago, when the FCC inaugurated the practice of issuing conditional grants to stations which might be involved in the "problem of multiple ownership". The order as drafted covers only situations where substantial duplication of service might be involved by virtue of community ownership in the same area, and does not affect a large number of situations under which the same individuals or corporate entities own stations in non-competitive areas.

The order sets forth a new rule, which would become Section 3.35 of the rules governing standard broadcast stations. The new rule specifies that no person should directly or indirectly own, operate or control a standard broadcast station that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person.

The rule would take effect immediately as to all new applications. There is a proviso, however, that with respect to persons or entities now directly or indirectly controlling a standard station falling within the scope of the ban, the effective date would not be until six months after the final rule has been adopted. There is the further provision that the Commission can extend the effective date from time to time "in order to permit the orderly disposition of properties", a phrase borrowed from the revised chain-monopoly rules.

Of significance is the fact that the Commission interpreted the word "control" as not being limited to majority stock ownership but to include "actual working control in whatever manner exercised". This would cover situations in which less than 50% ownership is involved.

Because there are variables involved, the precise limitations on duplicating service will not be known until the FCC hears oral argument en banc on Oct. 6, following which a final order presumably will be drafted. Briefs may be filed with the Commission up to two weeks prior to the argument.

It is understood that a preliminary Commission survey revealed some 40-odd cases where a particular licensee or interest owned two outlets in the same general area. Presumably, these are regarded as situations which would fall squarely within the purview of the proposed new rule.

Overlap Situation Uncertain

In other cases, however, the question of degree of overlap, such as might occur where one station operates in one market with substantial power, whereas a second station owned by the same interests operates in an adjacent market with less power, is not so clear-cut and is subject to further interpretation.

Presumably this matter, plus the variables involved in what constitutes actual control or operation, would remain discretionary with the Commission unless clearly defined in the order as finally adopted.

Asked by BROADCASTING whether a list of situations falling within the indicated scope of the ban would be made available, so that stations would be on notice, the FCC Law Department stated no complete list is available, but that copies of the order had been sent to every station in the country placing them on notice. It is "up to the Commission" to decide how the order shall be interpreted, according to the Law Department.

The Law Department feels that parties which regard their situations as borderline should appear Oct. 6 and state their cases, perhaps asking for clarification. The Commission would be in the position of "prejudging" if it attempted to make a list of the situations involved available, said one FCC attorney.

First reactions from the industry were that the order and procedure were confusing in the extreme. With no yardstick by which to gauge the effect of the order, said a number of broadcasters and their counsel, there is not available any basis for determining what situations will be encompassed in the order.

Possibility that a group of stations apparently falling within the purview of the order will organize and retain counsel cooperatively, was foreseen. As soon as the order was released, contacts to this end were made by several broadcasters. A meeting may be called of such stations—possibly in Chicago as the most accessible point—within a fortnight.

Notice that the FCC was inquiring into the question of multiple ownership was given by the Commission in its sensational network monopoly report issued last May. At that time it said that such matters were being handled in day to day actions of the Commission. Last June, the Commission, in authorizing improved facilities for stations WCOP, Boston; KGA,

Industry Girds For All-Out Fight Against Tax Proposal

Advertising Groups and Unions Unite To Defeat Radio and Billboard Levies In the Senate

PRIMED for an all-out battle against the proposed 5-15% Federal tax on annual net time sales of $100,000 and over included in the Revenue Bill passed by the House last Monday, industry forces have laid the groundwork for arguments before the Senate Finance Committee, tentatively set to begin Aug. 18.

The Senate committee last Friday started public hearings, expected to last from two to three weeks, after the House, under a strict rule against amendment, had approved the $3,500,000,000 tax bill, virtually as recommended by the House Ways & Means Committee, by a thumping 369-33 majority.

Advertising Forces Muster

Apart from intensive preparations for making known an industry-wide opposition to the radio tax proposal, led by the NAB, NIB, IRNA and radio labor organizations, advertising groups as a whole have directed opposition both against the radio levy and the tax on billboards, also provided in the House-approved bill. Despite failure to secure sufficient support to delete the radio tax provision in the House, considerable hope is seen for a successful fight against the proposal in the Senate.

Tentatively scheduled for appearances at the Aug. 18 Senate Finance Committee hearings are the NAB, whose presentation will be handled by Ellsworth C. Alvord, Washington tax attorney; NIB, represented by President H. A. Lafount; Chicago Federation of Labor, operator of WCFL, Chicago, by Maurice Lynch, CFL financial secretary; AAAA, by President John Benson; Assn. of National Advertisers, by G. S. McMillan.

Although not definitely scheduled for appearances as BROADCASTING went to press Friday, some statement in opposition to the tax or appearance also had been indicated by IRNA, Advertising Federation of America, American Newspaper Publishers Assn., American Federation of Radio Artists and International Brotherhood of Electrical Workers (Associated Broadcast Technicians Unit).

The NAB board spent two days

(*Continued on Page* 50)

Spokane, and KROW, Oakland, appended notations that the grants were subject to any future action the Commission might take on multiple ownership.

In decisions announced last Tuesday, coincident with the adoption of the order, the Commission appended somewhat similar notations in the cases of WMC, Memphis, and WWVA, Wheeling. In the former case, WMC, Scripps-Howard owned, was granted a construction permit to increase its night power from 1,000 to 5,000 watts, "subject to such rules as may be adopted by the Commission as might affect licensee's ownership of said station". This was couched in general terms to cover not only the Commission's inquiry into newspaper ownership of stations, but also a purported relationship with WMPS, Memphis.

In the case of WWVA, granted a construction permit to increase power from 5,000 to 50,000 watts, the Commission made the grant "subject to such rules or action as the Commission may hereafter adopt or take with regard to multiple ownership". Corporately affiliated with the Fort Industry Co., headed by George B. Storer, WWVA does not have a sister station in Wheeling. WMMN, Fairmont, W. Va., however, is owned by the Storer interests and, according to the FCC, overlapping coverage now exists to some extent and would be vastly increased with 50,000-watt operation on 1170 kc. by WWVA.

"May" Serve Public Interest

Other factors presumably to be taken into account, on overlapping service would include day and night variations, availability of other station service, and similar related factors.

In a press release accompanying its order, the Commission said it was of the opinion that the public interest, convenience and necessity "may be served" by prohibiting multiple ownership of the character covered.

It was pointed out that the rule has a basis in certain restrictions now applicable to multiple operation of FM and television stations. It differs from these, however, in that it imposes no limitation on the total number of standard broadcast stations which may be owned or controlled by the same person, so long as they serve different areas. A maximum of six under the same ownership, serving different areas, is specified with respect to the high frequency services.

Florida Citrus List

FLORIDA Citrus Commission, Lakeland, which has been conducting an extensive campaign for canned fruits through July to run to Oct. 3 [BROADCASTING, July 21], is using participating programs on WABC WLS WGN WCAU WLW WJSV WNAC WEAN WTIC WTAG WICC WCSH WLBZ. The Commission also is using transcribed spot announcements Mondays through Fridays on 28 additional stations. Agency is Arthur Kudner, N. Y.

TEXT OF DUAL OWNERSHIP ORDER

TEXT of the order (No. 84) as adopted by the Commission follows:

Whereas, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section 3.35—Multiple ownership. (a) No person (including all persons under common control [9a] shall, directly or indirectly, own, operate or control a standard broadcast station that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person.

(b) This rule is to take effect immediately. Provided, however, that with respect to persons (including all persons under common control [9a] who now directly or indirectly own, operate or control a standard broadcast station serving a substantial portion of the area served by another standard broadcast station owned, operated, or controlled by such persons, the effective date of this rule shall be six months from date; provided, further, that with respect to such persons the Commission may extend the effective date of this rule from time to time in order to permit the orderly disposition of properties.

Whereas, the Commission is of the opinion that it will best conduce the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

Now, Therefore, It Is Hereby Ordered, That oral argument be held before the Commission en banc on Oct. 6, 1941, at 10 a.m., at which time all interested persons will be given an opportunity to appear and present argument as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order, and that briefs may be filed at any time up to two weeks prior to such argument.

9a—"The word 'control' as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised. See Rule 3.108 for the definition of 'control' in regulations pertaining to chain broadcasting."

Rockefeller Names Tracy Assistant to Francisco

SHELLEY E. TRACY, founder and former president of Tracy-Locke-Dawson Inc., New York agency, last Wednesday was named assistant director of the communications division of the Office of the Coordinator of Inter - American Affairs by Coordinator Nelson Rockefeller. Mr. Tracy will work with Don Francisco, director of the communications division, headquartering in New York.

During his active advertising career Mr. Tracy was a vice-president of the American Assn. of Advertising Agencies and director of the operating committee of the National Outdoor Advertising Bureau. In 1918-19 he served as a lieutenant with the U. S. Air Corps.

AN INCREASE to 10,000 watts in the day and night power of KGA, Spokane, now 5,000 watts on 1510 kc., is sought in an application filed with the FCC by Louis Wasmer, owner.

Common Ownership of Stations In Same Community

(Some of the groups likely to be affected by FCC Order No. 84)

Albany, N. Y.

Interlocking stock ownership (H. E. Smith, R. M. Curtis and *Albany Knickerbocker News*) control WABY and WOKO.

Bay City-Saginaw, Mich.

Harley D. Peet controls WBCM, Bay City, and owns a minority of WSAM, Saginaw, across the bay.

Beaumont, Tex.

KRIC is controlled by officers and stockholders of *Beaumont Enterprise* and *Journal*; KFDM is about 25% owned by same interests.

Boston, Mass.

The John Shepard interests control both WNAC and WAAB.

Arde Bulova, watch manufacturer, owns control of WCOP, and Harold A. Lafount and Sanford Cohen, associated with Mr. Bulova, own 40% and 20% interest, respectively, in WORL.

Buffalo, N. Y.

Buffalo Broadcasting Corp. is licensee of both WGR and WKBW.

The *Buffalo Evening News* controls both WBEN and WEBR.

Chicago, Ill.

National Broadcasting Co. is licensee of WMAQ and the half-time WENR.

Gene T. Dyer is controlling stockholder in WSBC, and minority stockholder in WGES and WAIT, which he directs.

Ralph L. Atlass and family control both WJJD, Chicago, and WIND, Gary, contiguous communities. P. K. Wrigley is minority stockholder in each.

Cincinnati, O.

Crosley Corp. owns both WLW and WSAI.

Dallas-Fort Worth, Tex.

A. H. Belo Corp., publisher of *Dallas News*, owns the half-time WFAA, Dallas, and half-interest in the full-time KGKO, Fort Worth. Carter Publications Inc. (*Fort Worth Star-Telegram*) owns the half-time WBAP, Fort Worth, and one-half interest in KGKO, Fort Worth.

Cleveland, O.

United Broadcasting Co. (*Cleveland Plain Dealer*) controls both WHK and WCLE.

Evansville, Ind.

Evansville on the Air Inc. is licensee of both WGBF and WEOA.

Fort Wayne, Ind.

Westinghouse Radio Stations Inc. is licensee of WOWO and WGL.

Houston, Tex.

KPRC, controlled by *Houston Post*, and KTRH, owned by *Houston Chronicle;* both newspapers said to be controlled through interlocking stockholdings by Jesse Jones, Secretary of Commerce. KXYZ owned by M. Tilford Jones, nephew of Jesse Jones.

Lincoln, Neb.

KFAB and KFOR both controlled by The Sidles Co. (approximately 51%) with minority stockholdings by *Lincoln Star* and *Nebraska State Journal*.

Little Rock, Ark.

KLRA and KGHI are both licensed to Arkansas Broadcasting Co., controlled by A. L. Chilton.

Los Angeles, Cal.

Earle C. Anthony Inc. is licensee of both KFI and KECA.

Reed E. Callister is controlling stockholder of KMTR, Los Angeles, and owns minority stock in KIEV, Glendale, Cal., a contiguous community.

Memphis, Tenn.

The Scripps-Howard newspaper interests control both WMC and WMPS.

Hoyt B. Wooten controls WREC and Hoyt B. and S. D. Wooten Jr. own 25% each in WHBQ.

Des Moines

Iowa Broadcasting Co. (*Des Moines Register & Tribune*) owns both KSO and KRNT.

New York City

National Broadcasting Co. is licensee of WEAF and WJZ.

Arde Bulova, watch manufacturer, is sole owner of WOV and half-owner of WNEW.

Pittsburgh, Pa.

H. J. Brennan controls both WJAS and KQV.

Portland, Ore.

Oregon Publishing Co., publisher of the *Portland Oregonian*, is licensee of both KGW and KEX.

KOIN and KALE controlled by same interests (Charles W. Myers and C. R. Hunt).

Roanoke, Va.

Junius P. Fishburn and J. B. Fishburn, publishers of the *Roanoke Times* and *World-News*, own WDBJ and Junius P. Fishburn holds 40% stock in WSLS.

Reading, Pa.

WEEU and WRAW are owned by C. M. Chafey, R. A. Gaul and H. O. Landis, each holding one-third.

San Francisco, Cal.

KPO and KGO are licensed to National Broadcasting Co.; KGO is owned by General Electric Co., but operated by NBC.

Wesley I. Dumm controls both KSFO, San Francisco, and KROW, Oakland, across the bay.

Seattle, Wash.

Fisher's Blend Station Inc. is licensee of both KOMO and KJR.

Shreveport, La.

John D. Ewing, publisher of *Shreveport Times*, controls both KWKH and KTBS.

Sioux Falls, S. D.

Sioux Falls Broadcast Assn. Inc. (Joseph Henkin) is licensee of both KSOO and KELO.

Spokane, Wash.

Louis Wasmer Inc. is licensee of both KYA and KHQ.

Spartanburg, S. C.

Spartanburg Advertising Co. is licensee of both WSPA and WORD.

Springfield, Mo.

KGBX and KWTO licensed to separate corporations but controlled by same interests (Lester E. Cox, H. S. Jewell, R. D. Foster, the Bixby family, et al).

Washington, D. C.

National Broadcasting Co. is licensee of both WRC and WMAL, although it leases WMAL from the *Washington Star*, whose application for license transfer is being held up by the newspaper-radio proceedings.

Approval of NBC-ASCAP Deal Uncertain

Third of Replies Oppose Terms of Deal

POSSIBILITY that the agreement for the return of ASCAP music to NBC's networks and M&O stations may be stymied if not upset before the contracts are signed, due to failure to secure ratification from a sufficient number of affiliated stations, was foreseen last weekend in New York.

It was reported that up until last Friday evening about one-third of all stations affiliated with NBC had responded to the telegram sent them a week previously by Niles Trammell, NBC president, which notified them of the major terms of the agreement reached with ASCAP's board of directors and tion asked for their immediate ratification [BROADCASTING, Aug. 4].

Confident of Acceptance

However, in Washington, where Mr. Trammell and other top ranking NBC officials were conferring on the FCC monopoly regulations with FCC Chairman Fly, confidence was expressed that, when fully explained, the NBC-ASCAP deal would be ratified by a majority of affiliates. This confidence apparently was an outgrowth of sentiment expressed by NBC affiliates attending the meetings of the NAB executive board and the IRNA executive board.

Mr. Trammell and Mark Woods, NBC vice-president and treasurer, met with NBC affiliate representatives who are members of the two boards at a luncheon Thursday, and while there were numerous inquiries as to how individual stations would be affected, there appeared to be no concerted opposition. The consensus of these meetings seemed to be that the contract was a "good dollars and cents deal."

Some Refuse Approval

On the other side of the picture, of the more than 75 replies which NBC had received, about one-third have refused to give their approval to the proposed agreement. Reasons for these refusals fall into three general classes, it was said. Some stations stated their intention to insist on a per-program arrangement (which is available for non-network programs) and declared that they will not lend their approval to another blanket license arrangement with ASCAP.

Others expressed satisfaction with the success of BMI in building and maintaining a supply of music for the broadcasting industry, and stated that they see no reason for making an additional payment to ASCAP for music which is no longer essential to the industry's operations.

The remainder of those who refused to ratify the agreement flatly said that they would not deal with ASCAP under any conditions.

Deny Scuttling of BMI

Another question which seemed to bother some affiliates was whether the ASCAP contract might eventually lead to a scuttling of BMI by NBC. This was denied flatly by NBC officials, who said there never has been any intention on NBC's part to withdraw support from BMI. Mr. Woods told the NAB board Thursday that NBC was prepared immediatey to renew its BMI license for the same nine-year period the proposed ASCAP deal would run.

One affiliate attending the NAB board meeting told NBC officials that he liked the new contract, inasmuch as he could now get both BMI and ASCAP for approximately 2.9% whereas previously he was forced to pay a flat 5% for ASCAP alone.

It is too early, of course, to make any predictions on the eventual outcome of this situation. It may well be that all the broadcasters in the NBC affiliate list who disapprove of the present terms of the network's settlement with ASCAP have hurried to present their views to NBC before a contract could be signed, and that the remaining two-thirds who are yet to be heard from will swing the balance so heavily in favor of ratification that the contract will be signed without further delay.

Undoubtedly, a large number of broadcasters are waiting until they have received copies of the contracts, and these have been studied by their attorneys, before making any expression of opinion.

Even if the result of the poll, when all NBC affiliates have responded, remains at the present 2-to-1 ratio, it is unlikely that network executives would let the matter rest and call off the agreement without further discussion with the affiliates.

See No Better Deal

The financial terms of the deal, representing a substantial reduction from prior radio payments to ASCAP, are generally conceded to constitute a decisive victory for the broadcasters, and it was said it is extremely unlikely that any better ones can be obtained.

If this agreement is not accepted by the broadcasters, the rejection will probably result in the immediate filing by ASCAP of its conspiracy suit against NBC, CBS, BMI, the NAB and their officers, which will mean a long and costly legal battle, regardless of its outcome.

Meanwhile, the drafting of the contract in legal language has not yet been completed, although Robert P. Myers of NBC's legal staff and Herman Finkelstein of Schwartz & Frohlich, ASCAP general counsel, have been engaged in that task since the moment the ASCAP board announced its approval of the deal worked out by the ASCAP Radio Committee and NBC.

No CBS Parleys

Although it is generally believed that when and if NBC signs a contract with ASCAP, CBS will shortly follow suit, no conversations have been held between ASCAP and CBS during the last week. The present outlook is that neither side will move to reopen negotiations until the ASCAP-NBC contract has been officially signed and put into effect, following which ASCAP is expected to offer the same terms to CBS.

The method of handling the situation in States with laws prohibiting ASCAP from operating within their borders, final point of issue between ASCAP and NBC which came near to upsetting the agreement, is said to have been settled on the basis of payment by NBC to ASCAP of the 2¾% fee on network programs only on that part of the advertiser's expenditure for time for a network including stations in such States retained by NBC.

That is, if out of $100 collected by NBC from an advertiser for a network program including an outlet in Florida or Nebraska (which are the only states presently forbidding payments to ASCAP) NBC pays the station $33 and retains $67, NBC's payment to ASCAP would be 2¾% of the $67 and not of the $100 as it would be for stations in other States, which in turn are expected to rebate to NBC 2¾% of the network's payment to them for network commercial programs.

* * *

'No Monetary Victory'

Declaring that "there is no monetary victory for ASCAP in the new arrangement," the Society in a statement last week concerning the board's approval of the deal with NBC stressed the fact that the agreement embodies "the basic principles for which ASCAP has stood since the beginning . . . payment by the networks for music used on network programs and di-

(*Continued on page 48*)

NAB Rejects AAAA Plea For 2% Cash Discount to Agencies

Sales Managers Executive Group To Consider Standard Contract In New York Aug. 25-26

A PLEA of the American Assn. of Advertising Agencies that radio recognize a 2% cash discount was tabled by the NAB board of directors at a meeting in Washington last Thursday, following presentation of arguments by Frederic R. Gamble, managing director. Tabling of the motion in effect killis it.

After Mr. Gamble had presented his plea, and had been questioned by the board, the motion to table was made and approved unanimously. The sales managers executive committee of the NAB, however, meets in New York Aug. 25-26 to consider a standard form of contract for radio time and will take up the matter both with AAAA and non-AAAA agencies. There is the possibility the question of the cash discount again will arise at these sessions and a further recommendation made to the board.

Mr. Gamble read to the board a letter sent last Tuesday to Neville Miller. In it he pointed out that media have allowed the cash discount since the early days of advertising, the primary purpose being to allow the agency to collect from the advertiser and secondarily to enable the medium to collect from the agency.

In response to a question as to how the 2% cost could be absorbed, Mr. Gamble suggested an increase in rates. This promptly was rejected by the Board, on the ground that it would not only throw the radio rate structure out of adjustment with other media, but also would present serious problems otherwise.

Mennen Takes 'Glory'

MENNEN Co., Newark, this fall will sponsor *What Price Glory*, starring Edmund Lowe and Victor McLaglen as the unforgettable Captain Flagg and Sergeant Quirt [BROADCASTING, Aug. 4], on NBC-Blue, with exact time and number of stations still undecided. Use of the Quirt and Flagg character was secured by Mennen through payment of royalties to co-authors, Lawrence Stallings and Maxwell Anderson. Agency is Russel M. Seeds, New York.

ScotTowels to Start

SCOTT PAPER Co., Chester, Pa., the latter part of September will launch an extensive campaign for Scot Towels, with participations in women's programs throughout the country. Agency is J. Walter Thompson, New York.

FCC Hands Ultimatum to Networks

Fly Demands Time Option Change; Appeal Seen

A VIRTUAL ultimatum that they accept and petition for a modified version of the time-option rule drafted by its staff. and simultaneously agree not to challenge its jurisdiction, or else submit to the onerous network-monopoly rules as originally drafted, was handed the major networks by the FCC last Thursday, climaxing six weeks of conferences.

No date was set for a further meeting following the three-hour session, at which FCC Chairman James Lawrence Fly submitted what amounted to the take-it-or-leave-it proposition. Even MBS, which heretofore has been largely favorable to the FCC's position, is reported to have found itself at odds with the new proposal.

In the Commission's behalf, however, optimism was expressed that an amicable compromise would be obtained, and that further meetings would be held this week. Chairman Fly has expressed his determination to have the matter settled by mid-August so that networks would have at least a month prior to the new Sept. 16 effective date during which to adjust contracts with affiliates.

Nobody Happy

Despite this, reaction from network participants was that Chairman Fly's proposal was unsatisfactory and arbitrary. He kicked out an accord tentatively reached the proceeding week by the network officials with General Counsel Telford Taylor providing for time-options on what amounted to a current time-use basis, though NBC had been adamant because of the effect of even this formula upon the going-concern value of the Blue, slated for ultimate sale under another of the rules [BROADCASTING, Aug. 4].

At the Thursday session, at which Chairman Fly was flanked by Commissioner Paul A. Walker, an ardent supporter of rigorous network-affiliate regulation, as well as members of the legal staff, Chairman Fly is understood to have insisted:

1. That the networks immediately petition for his proposed time-option rule, or face the prospect of the original rules which would ban option time and make all stations free agents effective Sept. 16.

2. That if they petition in that fashion, they agree (presumably not in writing) not to go to court to challenge the FCC's jurisdiction to issue the regulations—a right NBC and CBS have reserved since the conversations began last June through the good offices of Chairman Wheeler of the Senate Interstate Commerce Committee.

3. That if a petition is not filed, and no commitment is given on the request that they refrain from a legal attack, then the rules will become effective as drafted on Sept. 16.

Demands Acquiescence

There was little indication that any of these demands would be complied with promptly. The outlook, unless Chairman Fly himself calls another meeting, is for litigation either in New York or in Washington to enjoin the Commission from making its rules effective pending a test of its power to regulate contractual relations between networks and affiliates, in the light of the language used by the Supreme Court in the Sanders Case last year.

Chairman Fly suggested that the modified version of the time-option rule be made operative and that it could be reappraised in actual practice from time to time. His view was that should it prove onerous, it could be revised to rectify shortcomings that appear.

The precise language of the Fly proposal was not revealed. It is understood, however, that it provided for time options based on present usage, but scaled down in relation to the number of outlets in each city. In cities having four or more fulltime outlets, networks would be enabled to option time for one year from the date of current sponsor expirations, to a total not exceeding four out of each five-hour block of time. The station, however, in its discretion, could agree to provide additional time, though the network could not option it.

Blocks Time Plan

In cities with a lesser number of outlets, the amount of time available for option a year ahead on this basis, would scale down to three, two and one hour in each five-hour block, the lowest option to be available in one station cities. This presumably would mean that each of four networks would get a crack at option-time of one hour in each five-hour block in such cities.

Another proposal shot in at the last conference would specify in effect that no new business sold on the Blue could supplant existing business on the same stations placed by MBS. This would put another crimp in the efforts of NBC, it was observed, to dispose of the Blue at a worthwhile figure, as mandated under the regulations.

Feeling was engendered by the Fly demand that NBC and CBS agree to refrain from a legal test as a condition precedent to adjustment of the mooted time-option proviso. It was regarded in effect as a demand that the networks trade away their legal rights as citizens in order to "work out a deal".

This proposal first was advanced by Chairman Fly last Monday (Aug. 4) when conferences were resumed with him, and when Commissioner Walker participated for the first time. Substantial progress had been made theretofore in conferences with General Counsel Taylor, but a sudden change in attitude occurred and the negotiations landed back in Chairman Fly's office. CBS and MBS appeared to have gotten together for the first time in the Taylor-directed conversations.

Two-Year Licenses

Tacit agreement already has been reached on two-year licenses for stations, in lieu of the existing one-year tenures, along with concurrent two-year affiliation arrangements between networks and stations. Disposition of the Blue by NBC is not now a pressing issue since Chairman Fly has promised sufficient time for orderly transaction to avoid a forced sale.

Similarly, the question of disposing of stations owned by the networks, under the requirement that networks may not own stations in cities other than New York, Chicago or San Francisco-Los Angeles, is not an immediate one. Chairman Fly has stated that these can be handled individually and an adequate remedy at law is available should the networks decide to contest these orders as they develop.

Present at both the Monday and Thursday sessions last week were Chairman Fly, Commissioner Walker, General Counsel Taylor, Assistant General Counsel Thomas E. Harris and Attorney Seymour Krieger, for the FCC. Niles Trammell, president, and William S. Hedges, vice-president, appeared for NBC; William S. Paley and Edward Klauber for CBS; Louis G. Caldwell, general counsel, and Fred Weber, for MBS.

The FCC asked the networks to supply data on the cities falling in the four-station, three-station, two-station and one-outlet categories presumably to be used as the basis in computing the amount of option time in each five-hour block that would be authorized. This data was requested as expeditiously as possible and, from Chairman Fly's standpoint, apparently would be worked into the agreement at the next meeting.

DCB Report Lends Impetus To Speculation Over Power

Defense Emergency Studies May Pave the Way For Superpower and Regional Boosts

A FURTHER basis for speculation over possible FCC grants of superpower to clear channel stations, in order to improve rural area coverage as a national defense measure, was provided last Friday when the Defense Communications Board, in a progress report, announced that "various plans for providing reliable broadcast service" to such areas are now under consideration.

It was learned that not only superpower on clears but increased power to regionals, the licensing of more local and regional stations and the imposition of more rigid requirements of technical perfection are being studied for the DCB, which of course will coordinate its efforts along that line with the FCC whose engineers are making the studies.

In the report made public by James Lawrence Fly, chairman of both FCC and DCB, it was stated that the studies by the defense group indicate that, even with every station in the country tied up for emergency broadcasts, certain rural sections would still be without reliable reception.

The DCB statement observed that all urban areas are adequately covered for emergency defense communications, but that a few towns with populations of more than 25,000 are without local broadcast outlets.

Superpower Applicants

Three clear channel stations have already filed new applications with the FCC for superpower. They are WLW, Cincinnati, seeking 650,000 watts, and KSL, Salt Lake City, and WSM, Nashville, asking for 500,000 [BROADCASTING, July 7]. They are among the 13 who in 1936 asked for 500,000 watts, but they have brought their applications up to date. The others then filing were WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WSB, Atlanta; WJR, Detroit; WHAS, Louisville; WGY, Schenectady; WHO, Des Moines; WOAI, San Antonio. Presumably all of these stations could be "ordered" to higher powers than the 50,000 they now use, assuming that the necessary equipment is obtainable.

There was speculation also that the DCB announcement could be interpreted as possibly applying to the movement to permit the use of 10,000 watts daytime by regional stations now limited to 5,000. Applications for such powers are already being prepared for WIBW, Topeka, and WCHS, Charleston, W. Va. [BROADCASTING, Aug. 4]. It is estimated that such horizontal boosts would increase coverage of those stations approximately 40%, primarily in rural and semi-rural areas.

Private Operation

In a press release outlining the work of DCB, Chairman Fly emphasized that broadcasting would remain in private hands and that all facilities will be on a cooperative basis "except for areas of actual combat". In the latter case, of course, all civilian activities would come under the military commander of the area. At outlined in the release, broadcasting would be used in case of military emergency as it has been in England, namely,

(*Continued on page 47*)

Mary Margaret McBride

TO BROADCAST OVER WEAF

Her well-known participation-program for women will go on the air September 2, 1941—will be broadcast to the world's richest market, Mondays through Fridays, 1 to 1:45 p. m.



For nearly seven years, Mary Margaret McBride's 45-minute radio feature has been outstanding in the New York market. To advertisers, as well as audiences, Miss McBride has endeared herself. And she has built an enormous following among women who buy, in amazing quantities, the products she recommends.

Now, with WEAF's impact of 50,000 watts delivered the *Salt Water Way* to America's richest market, Mary Margaret McBride's programs can reach bigger audiences than ever —can show bigger *results* than ever to advertisers who know the sales power of a woman speaking to women about *their* products!

Write or telephone today *for complete details.*

WEAF
NEW YORK
50,000 WATTS · 660 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON
CLEVELAND · DENVER · HOLLYWOOD · PITTSBURGH

Sonovox Gives Human Voice to Sounds

Adapted to Mike, Any Sound Can Form Words

RADIO WILL shortly witness an entirely new development in sound technique through the various broadcasting applications of Sonovox, an invention through which any sound can be made to speak in its own voice. Originally developed in Hollywood, and used in a number of motion pictures, it shortly will be available for broadcasting.

James L. Free and H. Preston Peters, of Free & Peters, station representatives, have formed a new separate corporation, Wright-Sonovox Inc., for the purpose of developing the various radio aspects of the invention and licensing performance rights of Sonovox for specific radio uses. The company has an exclusive contract with Gilbert M. Wright, inventor and the owner of the basic patents. Neil C. Conklin, formerly head of the Chicago office of CBS Artists Bureau, is general manager of the new company, with headquarters in Chicago and a newly opened New York office.

Through the use of Sonovox, the drone of an airplane, the sound of a steamboat whistle, trains, chimes, bells and animals—any sound effect that can be transmitted over a microphone — can be articulated into words. Because unique sound effects that have been identified on the air with their products for years can now be made to speak—actually to say the name of the product or the slogan identified with it—Sonovox has immediate important applications to existing programs, network and transcribed, and to transcribed announcements. Demonstrations are now being made daily in Chicago and New York to advertising agencies, several of which are actively experimenting with Sonovox and discovering new aspects for themselves.

The Ghost Talks

The Sonovox is unlike anything that has ever been used before in radio. The sound which is to be articulated into words is amplified and transmitted through the Sonovox units, two small cylindrical objects, the outward appearance of which might be likened to old-fashioned earphones. The person who operates the Sonovox, called the Articulator, places the units in contact with his throat. If the Articulator merely opens his mouth, the sound in its natural form comes out his mouth. For example, if the sound is a steamboat whistle, that sound will come out of his mouth. If he then silently shapes words with lips, tongue, teeth, the voice of the steamboat whistle speaks those words.

Fundamentally, the Sonovox makes use of the simple voice principle. The human voice box or larynx produces sound by the vibration of air through the vocal chords. The sound can be varied in pitch and volume, but the organs of articulation—the tongue and lips—form that sound into words. In the Sonovox, however, the human voice is not used—the sound is transmitted *through* the throat of the Articulator, who transforms it into words. (Sonovox also has a therapeutic use, in that a person who has lost his voice can again speak by using the instrument). Because the voice is not used, the Articulator can be either a man or a woman. A woman Articulator, using Sonovox, can articulate a recording of Tito Schipa singing in Italian—and Tito Schipa's tenor voice will come out of her mouth singing in English.



THE SONOVOX is demonstrated by its inventor, Gilbert Wright (left), holding a sound effects bell. The sound of the bell goes into the Sonovox units held against the throat by Mrs. Wright. When she articulates words, the ringing bell speaks out the words in its own voice as if coming out of Mrs. Wright's mouth. Neil C. Conklin, general manager of Wright-Sonovox, holds the script.

Basso to Soprano

The human voice range varies from 80 cycles fundamental (deep basso profundo) to about 1,200 cycles (high soprano). According to Mr. Wright, through the use of the Sonovox, it is possible to articulate words in a sound range of from approximately 20 to 6,000 cycles. This means that unusual and sometimes eerie effects can be produced with the instrument, if desired, because it is possible to articulate into words sound that is completely out of the voice range. A sound fantasy in words can be produced because of the wide and flexible tonal range. The buzz of a mosquito, the howling of wind, can be transformed into words.

Mr. Free stated that he became interested in Sonovox and its radio application mainly because of the possibilities it presented for new and unique spot campaigns. However, it will also be available for network shows. Together with Mr. Peters, a contract was negotiated with Mr. Wright, and a separate company, Wright-Sonovox Inc., was formed. The company is controlled by Free & Peters, and is under the active management of Mr. Conklin. At present, performance rights are being licensed for specific radio uses. Ultimately the company hopes to have enough equipment available so that some plan for licensing individual stations can be worked out. Defense priorities, however, are expected temporarily to retard immediate development in the station licensing field.

Sonovox is opening a new field for radio talent, according to Mr. Conklin. The American Federation of Radio Artists has classified Sonovox Articulators in the same category as radio actors. Articulators must be trained—they must have a sense of timing and rhythm, and an ability to take cues. "It has been found so far," Mr. Conklin explained, "that people with a musical background usually make the best Articulators." Miss Sally Franklin, former radio actress, now chief Sonovox Articulator, is at present in New York, training Articulators for active work there.

Disney and Kyser Uses

Sonovox has been successfully used in motion pictures. The Walt Disney production, the *Reluctant Dragon*, recently released through RKO, contained an amusing sequence with Robert Benchley acting as a Sonovox Articulator and showing how it makes a train speak. The plot of Kay Kyser's *You'll Find Out*, released last fall, was built entirely around Sonovox. The only radio appearance of Sonovox has been on two network programs—on *Strange As It Seems*, and *We The People*. On one program, Sonovox was demonstrated by a mute who talked and sang using the instrument; and on another the inventor's wife, Mrs. Margaret Wright, articulated an organ rendition into words. Over 5,000 letters were received by Mr. Wright as a result of the broadcasts and letters are still coming in.

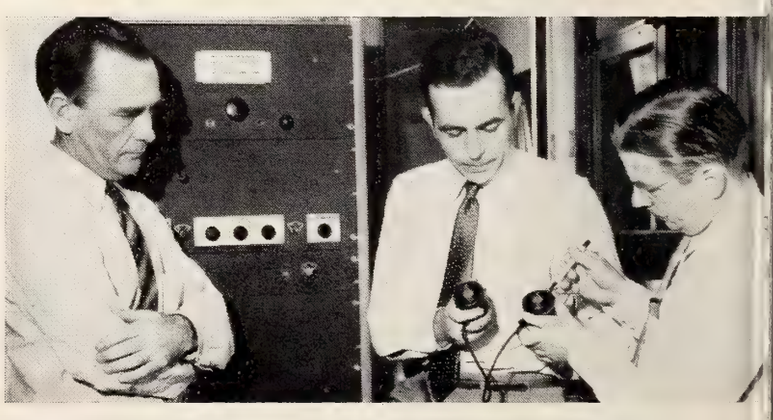
An interesting possibility of Sonovox is the translation of speech from one language to another in the original voice of the speaker. While working in pictures in Hollywood, Mr. Wright experimented with the translation of motion picture sound track from its English dialogue into foreign language. A great deal more experimental work will probably be necessary on this application, according to Mr. Wright.

Son of Harold Bell Wright

The invention is fully covered both as to method and design of equipment by basic patents taken out by Mr. Wright, who has had an interesting and varied career. At one time he was a physics instructor. As a motion picture playwright and short story author, Mr. Wright continued his studies in sound, and it was in connection with a picture on which he was working that he first attempted to develop Sonovox. The name Sonovox was suggested by his father, Harold Bell Wright, the well-known author.

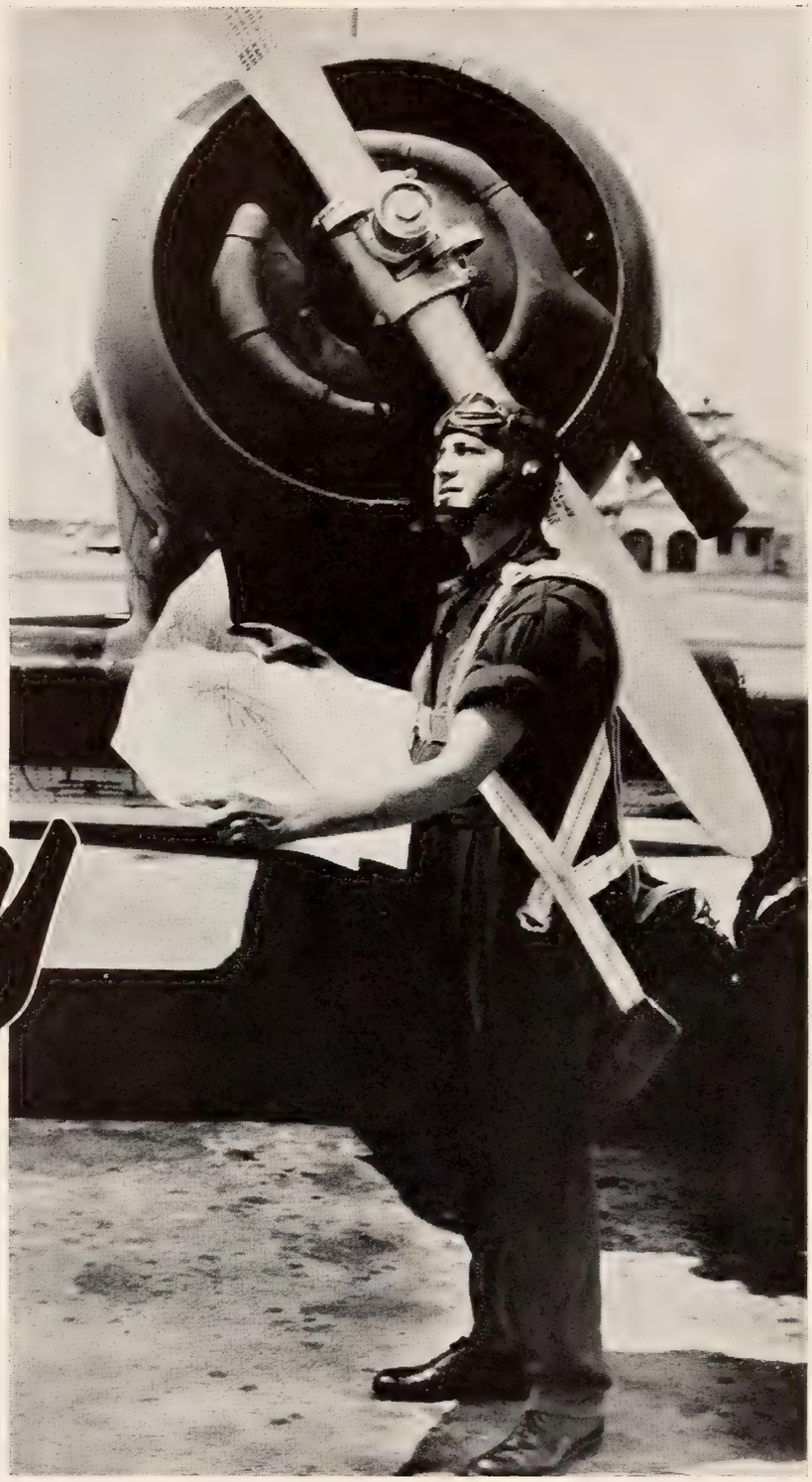
A large part in the development of the Sonovox is credited to Mrs. Wright, the former Margaret Royster, a trained musician and actress who has worked with her husband from the beginning in laboratory experiments and who has actually performed with the Sonovox in motion pictures.

Most agency men and broadcasters who have seen the Sonovox demonstrations, according to Mr. Conklin, believe it constitutes one of the biggest steps in sound entertainment since the first talking motion picture.



VIBRATING BUTTON on a Sonovox unit is held by James L. Free, of Free & Peters, which controls the new Wright-Sonovox, as Neil Conklin, manager of the company (left) and Gilbert Wright, the inventor, look on.

Good Strategy



Good strategists are picking the Hartford Market as a primary objective this Fall. According to Sales Management's estimate of current effective buying income, Connecticut is leading the country in its increase over the same period last year. Such figures outdate all previous estimates of your sales possibilities here.

Using WDRC is good strategy too! WDRC's Primary Area includes the richest slice of the state—Connecticut's Major Market. WDRC is the only Basic Columbia Station in the state. And WDRC's rate is attractive enough to permit a consistent, productive schedule.

You get all 3 on WDRC—coverage, programs, rate! Write Wm. Malo, Commercial Manager, for any information you desire.



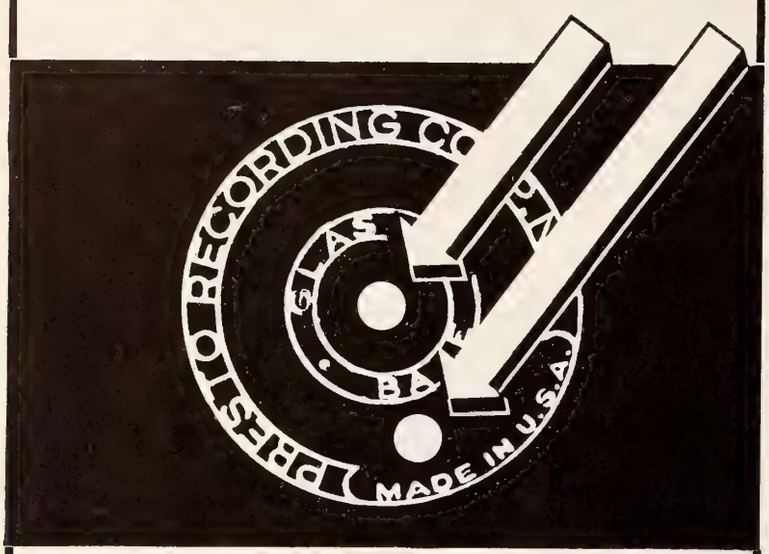
WDRC

CONNECTICUT'S PIONEER BROADCASTER

ONLY

PRESTO

GIVES YOU THIS



A Glass Base Recording Disc With Two Holes

. . . A center hole protected by a brass eyelet to insure a snug, concentric fit on the turntable shaft and to prevent chipping when the disc is removed from the table. Unprotected center holes start cracks, cause "wows".

. . . A second hole for the drive pin that is vitally necessary to drive your cutting mechanism without slippage. Lack of a positive drive causes imperfect grooving, ruined recordings.

These exclusive features together with the extra thickness of the base make the Presto Glass Disc as safe to handle as an ordinary transcription.

Recording Engineers tell us that Presto glass discs give a better quality of reproduction, less surface noise because of their extra smoothness and rigidity. They are worth trying at your station. Ask your distributor for a sample shipment today.

IMPORTANT NOTICE: If you are using Presto recoated aluminum discs as well as glass discs, ask your distributor for our new thin rubber turntable mat. The thin mat compensates exactly for the difference in thickness of the discs, keeps the adjustment of your cutting mechanism and needle angle correct for both types. You will receive a thin mat without charge with your first order for Presto Glass Discs.

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 • CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Atlantic May Cut Commercials In Sponsoring Fall Football

Despite Eastern Oil Shortages, 77 Stations Signed For Sixth Season of College and Other Games

CONTINUING the sponsorship of Eastern football despite Federal restrictions on gas and oil consumption, Atlantic Refining Co., announcing that it has selected 77 stations to carry its 1941 gridiron schedule, has indicated that all product commercials may be eliminated and that institutional advertising and educational information alone may be used.



Mr. Rollins

Play-by-play will be carried on stations in the company's marketing area, ranging from New England to Florida along the Atlantic seaboard and West through Ohio. Games of leading colleges, pro teams and some high school teams will be carried, including Princeton games for the first time. The 1941 schedule will be the sixth undertaken by Atlantic through its agency, N. W. Ayer & Son, Philadelphia.

While the exact list of games has not yet been announced, and stations in Watertown, N. Y. and Reading, Pa., not yet selected, the Ayer agency reports that the schedule to be sponsored will be the largest to date.

Games to Be Covered

The Atlantic schedule will involve more than 1,650 station hours of time, covering games of 27 colleges, two teams of the National Professional League and four high schools. The college list includes Princeton, Yale, Pennsylvania, Brown, Boston, Holy Cross, Colgate, Syracuse, Cornell, Villanova, Temple, Penn State, Carnegie Tech, Duquesne, Ohio State, Virginia, Wake Forest, North Carolina State, Duke, Georgia Tech, Florida, Muhlenberg, Lafayette, Franklin & Marshall, Dickinson, Delaware and Gettysburg.

Professional games will include those of the Philadelphia Eagles and the Pittsburgh Steelers. The high school games will be those of Hazleton, Wilkes-Barre and Allentown, in Pennsylvania, and Watertown, N. Y.

Announcers' School

Most of the schedule will fall during the seven-week period from Oct. 4 to Nov. 22 although games have been scheduled before and after those dates. Some of the games will be carried on special hookups including as many as 25 stations.

As in previous years, the announcers selected to handle the games will be given a period of schooling to familiarize themselves with the new rules and develop a uniform style to enable listeners to tune from one game to another without missing any of the details of play. Ayer plans again to conduct an announcers' school under the direction of Les Quailey, but the list of selected announcers and the place and time of the school have not yet been chosen.

May Eliminate Commercials

In announcing approval of the 1941 football schedule, Joseph R. Rollins, Atlantic advertising manager, pointed out that the company was undertaking this advertising program in spite of gasoline and furnace oil shortages which have already required the closing of all filling stations in the East from 7 p.m. to 7 a.m. daily.

"It is quite possible," Mr. Rollins said, "that it will be necessary to eliminate all product commercials from these broadcasts, because of our inability to supply new customers or meet more than the minimum needs of present customers. In that event we plan to use part of the time that would otherwise have been devoted to commercials for educational messages to the public, advising them how to conserve gasoline and furnace oil as a patriotic duty in the present emergency. It is possible that the remainder of the commercial time would be used for recruiting appeals for the Army, Navy and Marine Corps, and for other Government appeals, as well as for other purposes of a patriotic nature, such as the United Service Organizations etc.

"The educational phase would be a continuation of the type of informative advertising we have been doing in newspapers this summer. When the possibility of a gasoline

Jumpin' Jive

CINCINNATI radio police had a double feature last week. The master set for receiving WKDU, the police shortwave station, got tired of "Car 26 call your station" and decided to mix a little swing with the business of policing. Consequently, the cops heard something like this—"Car 813, investigate a—Hey, Daddy, I want a brand new car, champagne, caviar"—the latter in best jive style. After officers at the Central station had enjoyed their calls mixed with music from Bill "Pappy" Wells and his WCKY *11:15 Club* for awhile, police engineers found that a bad adjustment was causing the master receiver at the Central station to pick up WCKY as well as WKDU.

and oil shortage became imminent as a result of the Government's transfer of tankers to Great Britain, the danger of misunderstanding was evident, unless the facts of the situation were clearly presented to the public. In order to obtain the full cooperation of our customers, we have been using advertising to explain the reasons for the shortage, and to urge various efficiencies in car and furnace operation which would reduce the needs and thus help to offset the reductions in shipments of petroleum supplies to the Atlantic states."

List of Stations

The list of stations to carry the Atlantic schedule follows:

WNAC, Boston; WEEI, Boston; WICC, Bridgeport; WSAR, Fall River; WHAI, Greenfield; WTIC, Hartford; WDRC, Hartford; WLNH, Laconia; WLAW, Lawrence; WLLH, Lowell; WFEA, Manchester; WNBH, New Bedford; WELI, New Haven; WNLC, New London; WBRK, Pittsfield; WEAN, Providence; WPRO, Providence; WJAR, Providence; WSYB, Rutland; WSPR, Springfield; WMAS, Springfield; WATR, Waterbury; WBRY, Waterbury; WTAG, Worcester; WORC, Worcester.

WFBL, Syracuse; WHCU, Ithaca; WNBF, Binghamton; WGR, Buffalo; WIBX, Utica; WHEC, Rochester; WAGE, Syracuse; WGY, Schenectady; WOR, New York.

WSAN, Allentown; WEST, Easton; WGAL, Lancaster; WKBO, Harrisburg; WHP, Harrisburg; WORK, York; WDEL, Wilmington; WGBI, Scranton; WKOK, Sunbury; WBOC, Salisbury; WAZL, Hazelton.

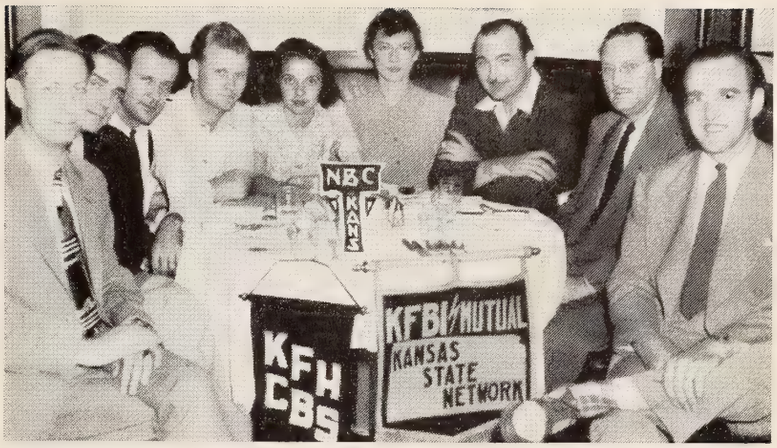
WCAU, Philadelphia; WFIL, Philadelphia; WIP, Philadelphia; WBAB, Atlantic City; WTNJ, Trenton; WFBG, Altoona; WLEU, Erie; WWSW, Pittsburgh; KDKA, Pittsburg; WCAE, Pittsburgh; WBNS, Columbus; WTAM, Cleveland.

WFBR, Baltimore; WJEJ, Hagerstown; WTBO, Cumberland; WRVA, Richmond; WCHV, Charlottesville; WLVA, Lynchburg; WSVA, Harrisonburg; WBTM, Danville; WDBJ, Roanoke; WPTF, Raleigh; WBT, Charlotte; WMAZ, Macon; WRDW, Augusta; WSAV, Savannah; WFBC, Greenville; WJAX, Jacksonville; WDBO, Orlando, and WBIG, Greensboro.

Cliquot Adding

CLIQUOT CLUB Co., Millis, Mass. (Cliquot Club ginger ales and sparkling water), which began a transcribed one-minute spot announcement campaign in New England April 28, has been adding stations periodically, with 52 stations now being used throughout the country. Spots, titled *Cliquot Midget Minstrels*, are aired 5-10 times weekly. Entire list includes: WEEI WICC WNLC WLBZ WCSH WGAN WBZ WBZA WORC WTAG WJAR WPRO WCAX WSYB WLAW WREN WKBB WMIN KFAM KGCU KLZ WTMS KWG KRSC KVAN WDMJ WHDF WDBC WFPG WOKO WKNY WSAY WHP WFIL WRC WOL WRVA WDAN WMBD WCBS WGL WFBM KSO KSCJ KOWH WIBA KOH KSLM KMO WSOO WJMS KSRO. Agency is N. W. Ayer & Son, New York.

LOCALS seeking regional status with higher power, filing applications with the FCC last week, are WJW, Akron, proposing to go from 250 watts on 1240 kc. to 5,000 on 850 kc., and KRMC, Jamestown, N. D., seeking a change from 250 watts on 1400 kc. to 5,000 night and 10,000 day on 1540 kc.



MADE UP of 200 staff members of all three Wichita stations—KANS, KFBI, KFH—the newly-formed Mikerobes organization on July 24 sponsored a National Defense Dance at which a ton of aluminum pots and pans was collected in admission tokens. The executive committee of Mikerobes includes (l to r) Bob Kent and Leroy Stokely, KFBI; Grenville Darling, Justin Bradshaw, executive secretary, Kathleen Hite, KANS; Monte Tjaden, KFBI; John Speer, Vernon Reed, Eddy McKean, KFH. Entertainment at the dance was furnished by talent from the three stations, with music by Vern Nydegger's orchestra.

RCA Gross and Net Up In First Half of 1941

GROSS INCOME of RCA from all operations amounted to $72,136,304 during the first six months of 1941, representing a net profit after provision for taxes of $5,306,494. This compares with gross income for the same 1940 period of $56,559,704 and profit after taxes of $3,185,222. Gross increased by $15,729,477 and net profit by $2,121,272.

What the NBC networks contributed to the gross and net was not disclosed since the quarterly reports are not broken down by subsidiaries. Moreover, NBC no longer issues time sales figures as formerly.

The board of directors ordered quarterly dividends of 87½ cents per share on first preferred stock, $1.25 per share on "B" preferred. After payment of $1,609,779 in preferred dividends, earnings applicable to common stock were equivalent to 26.6 cents per share, compared with 11.3 cents in the first half of 1940.

In St. Louis

KSD

BASIC NBC RED NETWORK

19th Year of Continued Listener Preference

MORE THAN 30,000 NEW JOBS WITHIN A YEAR

Will be created by primary defense contracts, with more than 150 firms in metropolitan St. Louis participating and with wage increases from 25% to 50%.

Estimates by St. Louis Chamber of Commerce

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

Radio Listening is Top Recreation

Roper Survey Puts Radio Above Newspapers Other Pursuits

LISTENING to the radio is the favorite recreation of the average American citizen, who spends three hours and eight minutes daily at his receiving set and who prefers radio to newspapers as a source of information, according to a nation-wide survey conducted last February for NBC, CBS and the NAB by Elmo Roper, director of the *Fortune* Magazine surveys.

In his study of public opinion regarding radio, Dr. Roper made a total of 5,208 personal interviews, scientifically distributed by age, sex, economic level, geographic divisions and size of city—the *Fortune* technique—enabling comparisons with answers to the same questions on previous *Fortune* surveys to measure changes in public opinion about radio.

Radio for News

Six questions were asked. The first: "From which source do you get most of the daily news—the newspapers or radio news broadcasts?," evoked answers showing that radio is 26% more popular than the press, with 39% of the people getting their information from radio and 31% from newspapers, while 26% are evenly divided between the two. A similar poll taken in August 1939 found 64% mentioning newspapers and only 25% radio, indicating a gain of 56% for radio and a loss of 52% for newspapers in the intervening year and a half.

Women depend upon radio for news slightly more than men and younger more than older age groups. Even in cities of over 1,000,000 population, with their metropolitan dailies, radio is preferred by 34%, while 31% prefer to read their news; in towns of under 2,500 radio is the news choice of 44% to 27% for newspapers. In the top economic level, newspapers are more popular than radio—36% to 30%—but the preference is tied at 33% in the B level and for the C and D and Negro groups radio is greatly preferred.

"Which of these recreations do you enjoy most?" was the second question, followed by a list of nine recreations: going to movies, listening to radio, reading newspapers, reading books and magazines, playing cards and indoor games, playing outdoor games, watching sporting events, hunting or fishing, legitimate theatre. The answers prove radio to be America's No. 1 recreation, mentioned by 28% of the people interviewed, 47% more than going to movies, which was mentioned by 19%, while 14% mentioned reading magazines and books.

Youngsters Like Movies

The youngest age group (15-19) included in the survey ranked movie attendance first, with 33% of the mentions; playing outdoor games was second, with 15%, and radio listening third, with 14%. All other age groups placed radio listening first, as did all income levels except the A group, of which 22% mentioned radio while 23% mentioned reading magazines and books. Radio is the favorite sport in all localities except cities of over 1,000,000, where the movies got 25% of the mentions against 22% for radio.

A converse question, asking which form of recreation was least desirable, produced only 2% of the mentions for radio, the largest proportion mentioning playing cards and indoor games. These two questions were asked in a *Fortune* survey in October, 1937, when radio was first choice amusement with 19% (contracted to the 28% in 1941) and was mentioned as least desirable by 4% as against 2% this year.

Dividing programs into five types, the survey found that 98% of radio listeners listen to news, 89% to popular music, 89% to comedians, 85% to quiz shows and 69% to classical music. Quiz shows and classical music are somewhat more popular with women than with men. The younger group likes popular music, quiz programs and comedians more than older people, but news and classical music have the same appeal to all age groups. News is the most popular type of program with all income groups and classical music the least popular.

Queried as to whether they were listening more or less since Jan. 1, 1941 (the survey was made in February of this year), people reported increased listening to all types of program except popular music, for which 62% reported unchanged listening, 10% increased listening and 16% decreased listening.

It is interesting to note that the teen-age group reported 26% more, 56% the same and 16% less listening to popular music between New Year's Day and February, a more-to-less ratio of two-to-one. This seemingly contradicts a general industry impression that the lack of ASCAP music on the air had been felt most keenly by the youngsters and that they had deserted radio for juke-boxes for their swing sessions, while their elders had increased their listening to popular music on the air with the return of so many favorites.

Based on his own estimate, the average American listens to the radio three hours and eight minutes a day. Women listen more than men (3:39 to 2:43) and listening decreases slightly with age —3:31 for the 15-19 group, 3:11 for the 20-29 group and 2:56 for the 40 and over group. (The NAB-NBC-CBS survey of urban radio listening shows the daily *family* average listening as 4 hours and 17 minutes, not to be confused with the individual listening figures in the Roper study.)

Listening and Income Level

The time devoted to listening increases as the income level decreases: A group average is 2:42; B group, 2:54; C group, 3:14; D group, 3:25, with the Negro group matching the overall average of 3:08.

Listening to popular music accounts for more than one-third of the total listening time of 55% of the people, with the 15-19 age group percentage more than twice that of the 40-and-over group. The lower income groups devote more of their time to popular music than the upper brackets, but there is little variation among city size groups.

WEED (Ky.) AIN'T NO DAISY FOR SALES!

Far be it from us to slash at Weed (Ky.)—but would *you* expect big business from such tiny towns (pop.: 75!)? Between you and us, the biggest concentration of people and purchasing power in all of Kentucky is in the lusty Louisville Trading Area—1,330,000 persons who, for instance, buy 46% *more* automobiles than the rest of Kentucky *combined!* . . . WAVE reaches every corner of this moneyed market—delivers *listeners* because it's the *only* NBC Basic Red Network source within 100 miles! When do we start for *you?*

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Riverside Grant Final

MODIFYING its previously announced proposed findings of fact and conclusions of last May 21 [BROADCASTING, May 26] the FCC last Tuesday adopted its order granting a construction permit for a new 1,000-watt station in Riverside, Cal., to the Broadcasting Corp. of America. Construction permit was amended to assign the frequency 1440 kc. instead of the originally proposed 1420 kc. Simultaneously the Commission finally denied the rival application of the Riverside Broadcasting Corp. for like facilities in Riverside.

Most Listening On Sunday Nights

CAB Report Shows Thursday Is Best Among Weekdays

SUNDAY evening was the peak listening time last Winter, according to an analysis of the use of radio sets between October, 1940, and April, 1941, just issued by the Cooperative Analysis of Broadcasting. Report is based on more than 405,000 completed interviews with set-owners in the 35 cities regularly surveyed by the CAB, covering 390,000 half-hours of listening time which the study analyzes by hour, day, geographical location and income class.

Sunday is High

During the hours between 7 and 11 p.m., when most of the major network programs are broadcast, Sunday had the most listening, Saturday the least and Thursday most among the weekdays, as shown by the following table:

Day	*Average half-hour % of sets in use between 7 and 11 p.m.*
Monday	34.3%
Tuesday	33.9
Wednesday	33.2
Thursday	35.8
Friday	30.8
Saturday	28.0
Sunday	39.0

While variation in evening listening may be presumed to follow somewhat closely the spotting of the most popular programs, this does not hold true for the daytime hours, the interval between 9:30 a.m. and 5:30 p.m. when most of the serial programs are broadcast, generally on a Monday-through-Friday "across the board" basis. The variations shown in the following table must therefore "be ascribed to reasons other than differences in programs," CAB points out.

Day	*Average half-hour % of sets in use 9:30 a.m. to 5:30 p.m.*
Monday	17.8%
Tuesday	19.4
Wednesday	19.0
Thursday	18.5
Friday	18.7

Saturday morning listening trails that of the weekdays, but from 2 to 5:30 in the afternoon, Saturday leads the others. Sunday listening likewise lags until 5 p.m., after which it shoots far ahead of the rest of the week.

Geographical Breakdown

The geographical breakdown shows that during the weekdays the Southern average listening is higher than the other sections from 7 a.m. until 5 p.m. From 5 to 7 p.m. listening is highest in the Pacific zone; the Midwest takes the lead from 7 to 9 p.m. and the Pacific listeners regain it from 9 p.m. to midnight. On Sundays the Pacific region takes the lead in listening at 3 p.m. and holds it straight through until midnight. The breakdown by income groups shows the third level, Class C, consistently listening more than either the upper A and B groups or the lowest, D, group.

Since all data were derived from reports made by listeners in the cities covered by the CAB surveys, they are essentially urban and do not necessarily hold for rural listeners.

READERS VS. LISTENERS

Chicago Survey Compares News-Assimilating Habits Via Radio and Newspapers

THE typical radio news listener and the typical newspaper reader are defined in capsule fashion by James Douglas Johnson, public relations department, U. S. Naval Training Station, Great Lakes, Ill., as part of a master's thesis in journalism, Medill School of Journalism, Northwestern U.

Mr. Johnson made an extensive study of newspaper reading and radio news listening in the Chicago area. He classified listeners by sex, age, educational and occupational background in conducting his extensive study. In all, he asked 45 questions.

The typical radio news listener and newspaper reader is described as between 20 and 50 years old, with an average education being of a grade school level.

Average Listener

The Chicago radio news listener, the thesis says, "is both regular and occasional in his listening. One or two radios supply his home with 30 minutes of broadcasts. He listens with two other people from 6 to 9 in the morning and 6 to 12 in the evenings on Weekdays, 6 to 12 at night on Saturday, and 3 in the afternoon to 12 at night on Sunday.

"Stations WMAQ and WGN are his first preferences, with WBBM following closely as the radio news sources most frequently tuned. He hears international, national, Washington, and sports news the most; he sometimes tunes out market, household, sports, and international or state news. Commentators are his first choice as a method of presentation, and he gives the news his complete attention. There is some propaganda on the air, he believes, but it is not comparatively great. H. V. Kaltenborn, Raymond Gram Swing, Boake Carter, and Elmer Davis are his favorite news broadcasters."

The newspaper reader, the thesis finds, "reads two daily newspapers regularly in his home. Most of his reading is done from 6 to 9 in the morning and evening, both Weekdays and Saturday; Sunday he reads from 9 in the morning to 3 in the afternoon. His favorite papers are the *Chicago Tribune* and the *Daily News* in which he reads international, national, local, and sports news in that order. He sometimes skips market, household, sports, and state news.

WHAT MAKES A PERSON WRITE A LETTER LIKE THIS . . . ?



3872 A

ARMOUR AND COMPANY
GENERAL OFFICES: UNION STOCK YARDS
CHICAGO, ILLINOIS
ADVERTISING DEPARTMENT

June 12, 1941

Mr. Gunnar O. Wiig, Manager
Radio Station WHEC
Rochester, N. Y.

Dear Mr. Wiig:

We want to congratulate you folks on the fine record you set on the TREAT TIME chrysanthemum offer. On a cost basis, WHEC ranked at the very top among all 51 stations broadcasting our TREET program.

You can be proud of this record. And to us, this is further evidence that your excellent cooperation is a big factor in the effectiveness of our Rochester advertising.

With very best wishes, we remain

Cordially yours

ARMOUR AND COMPANY

Clair Heyer

CLAIR HEYER

CH:rr

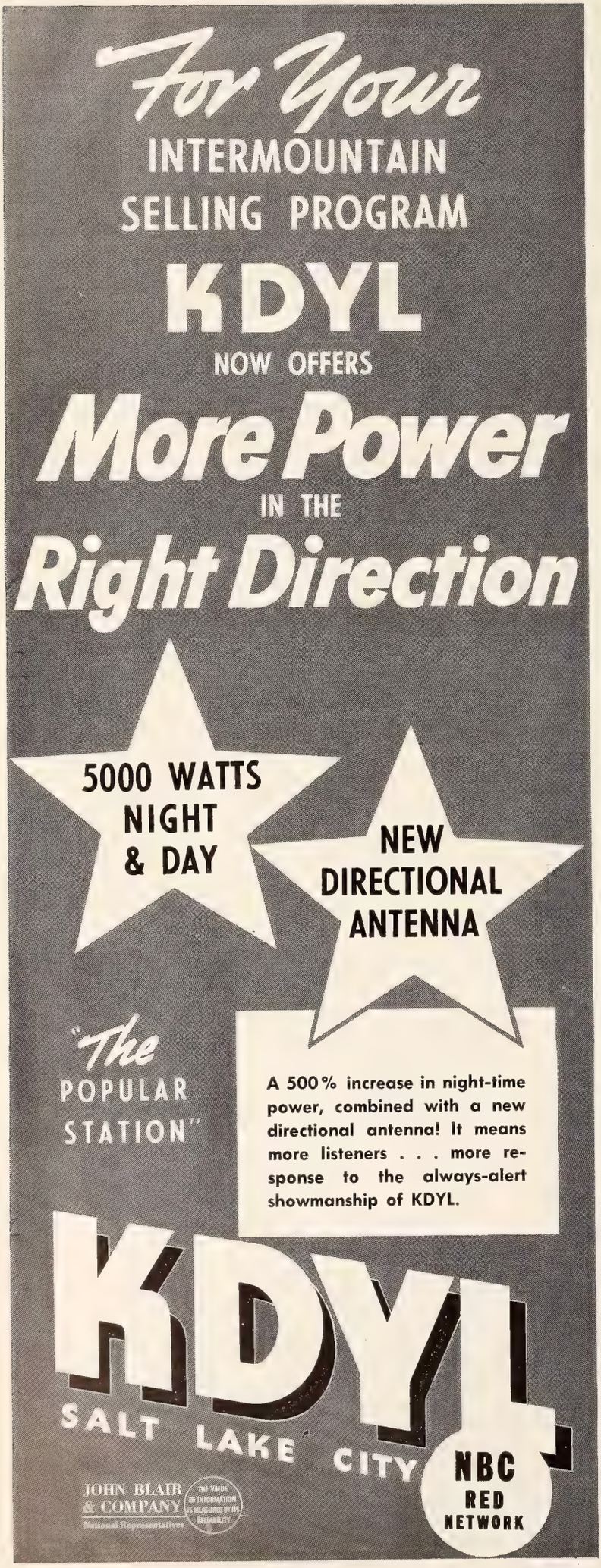
Sponsors themselves write WHEC fan mail because the ordinary human,—*like the crusty admiral,*—gets a kick out of a genuine opportunity to run up the "well done" signal. Judging by our files, WHEC'S "most action per dollar performance" inspires sponsors, time-buyers and account executives with that real enthusiasm which prompts them to take pen in hand (*some even telegraph*).

Is WHEC on *your* list for Fall?

Representatives: Paul H. Raymer Co.
New York Chicago Detroit San Francisco

WHEC

ROCHESTER, N. Y. BASIC CBS



Quaker on NBC-Red

QUAKER OATS Co., Chicago, on Sept. 8 will start a weekly half-hour comic-dramatic program on 51 NBC-Red stations. Program, which will originate from Chicago, will be heard Mondays at 9:30-10 p.m. Contract is for 26 weeks. Title of the show and cast has not been set, according to the agency, Ruthrauff & Ryan, Chicago.

Local and Two Regionals Set

Greensboro, Findlay, Warren Are Awarded New Facilities

GRANTING of new daytime regional outlets in Greensboro, N. C., and Findlay, O., as well as a new local in Warren, O., was announced by the FCC last Tuesday.

The Greensboro construction permit, granted subject to such rules or action as the Commission might hereafter adopt or take with regard to multiple ownership, was issued to the Greensboro Broadcasting Co. Inc., to operate with 1,000 watts daytime on 980 kc. Principals are Ralph E. Lambeth, engaged in the furniture business in Thomasville, 40% stockholder; Helen M. Lambeth, 24% owner of WMFR, High Point, N. C., 40%; James E. Lambeth, furniture dealer and 75% owner of WMFR, 20%. The latter two are parents of Ralph E. Lambeth. The conditional multiple ownership clause was due to the fact that WMFR serves practically the same area as the new regional, according to the FCC.

Principals in the Findlay grant to the Findlay Radio Co. for a 1,000 watt daytime station on 1330 kc. are Fred R. Hover, retail druggist, 59.2% stockholder; Grace L. Ingledue, former radio instructor at Louisiana State U, 33.2%; Herbert Lee Blye, attorney and one time owner of WBLY, now WLOK, Lima, O., 1.3%; Clyce W. Oxley, 1.3%; Wilmer Bayer, 1.3%; and eight other individuals holding the remaining stock.

The local in Warren was authorized to the partnership of Perry H. Stevens, an Akron lawyer, and Frank T. Nied, merchant, under the name of Nied & Stevens. Station will operate on 1400 kc. with 250 watts fulltime.

Dames Intensifies

COLONIAL DAMES Corp., Los Angeles (cosmetics), during an intensive six-week campaign ending in early September, is currently using from one to five spot announcements daily on eight West Coast stations—KNX KMPC KIEV KFVD KSFO KOIN KRSC KIRO. Firm also sponsors a weekly five-minute narrative program, *Find the Woman*, on 7 CBS Pacific Coast stations — KNX KARM KSFO KROY KOIN KIRO KVI. In addition, thrice-weekly participation, every other week, is used on Knox Manning's *11 P.M. News* on KNX. Agency is Glasser-Gailey & Co., Los Angeles.

Plans For ACA Awards Are Made

Canadian Agencies Solicited To Aid Selecting Nominees

THE AWARDS Jury of the Assn. of Canadian Advertisers has invited the assistance of every advertising organization in the Dominion in nominating persons for the first ACA advertising awards, according to an announcement made last week by Althol McQuarrie, secretary-manager of ACA.

Decision to make the awards was made last November at the annual ACA meeting. The Association went on record as believing that Canadian men and women who have made noteworthy contributions to the industrial and commercial development of the Dominion should receive some tangible recognition. Accordingly, a series of four awards was established providing a gold medal for the most outstanding contribution to Canadian advertising made by an advertising manager, advertising agency executive, artist, publisher or other media representative; a silver medal for an outstanding contribution by an advertising manager or member of an advertising department; a silver medal for an outstanding contribution to Canadian advertising by an agency executive and a silver medal for an outstanding contribution by a media executive.

In his announcement, Mr. McQuarrie stressed that the plan does not call for entries in an advertising contest, rather, the awards are to be made to individuals on the basis of providing recognition to a job well done. Nominations should be addressed to Mr. McQuarrie, 1024 Federal Building, Toronto. The presentations will be made at the annual dinner of the ACA to be held in Toronto, Oct. 31.

The awards jury, which will make the selections, consists of:

H. H. Rimmer, advertising manager, Canadian General Electric; R. E. Jones, advertising manager, General Foods Ltd.; J. W. Thain, director of A. McKim Ltd.; J. M. Lecky, secretary, Poster Adv. Assn. of Canada; Aubrey Burrows, vice president, *Canadian Transportation*, vice president, director, Canadian National Newspapers and Periodicals Assn.; W. J. Motz, managing director, *The Kitchener Record*, president, Canadian Daily Newspapers Assn.; Harry Sedgwick, president of CFRB, Toronto, representing Canadian Assn. of Broadcasters; G. V. Charters, managing director, Canadian Weekly Newspapers Assn.; Ivor Lewis, publicity supervisor, T. Eaton Co. Ltd.; R. W. F. Capel, art director, Rapid Grip & Batten Ltd.

Quiz Kids' Movies

THE QUIZ KIDS on Aug. 16 will go to New York for the filming of the second of a series of six movie shorts by Paramount Pictures at the Astoria. L. I. studios. On Aug. 20, the *Quiz Kids* program, sponsored by Miles Labs., Elkhart, on NBC-Blue, will emanate from New York for the one broadcast only. The premiere of the first *Quiz Kids* movie short will be held in Chicago Sept. 3 at the Chicago Theater, and the broadcast that evening will be direct from the stage of the theater.

WWVA, KVOO Given 50,000 WATT GRANTS

OPERATION with maximum power of 50,000 watts for WWVA, Wheeling, and KVOO, Tulsa, on 1170 kc., using directional antennas, was authorized by the FCC last Tuesday, clearing up a complication existing since the Havanna Treaty reallocation last March.

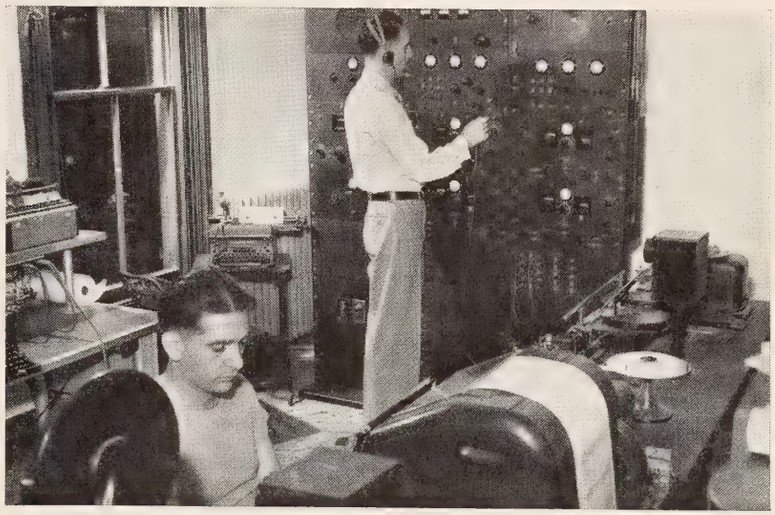
KVOO was granted a construction permit to increase its power from 25,000 to 50,000 watts day and night, with an increase in hours of operation from simultaneous day, sharing night with WAPI, Birmingham, to fulltime, with a directional antenna for night use on 1170 kc.

WWVA was granted an increase in power from 5,000 to 50,000 watts fulltime, in lieu of simultaneous day, sharing night, with WOWO, Fort Wayne, along with a directional antenna for day and night use. This grant, however, was made subject to such rules or action as the Commission might adopt or take with regard to multiple ownership of stations, in view of purported duplicating service with WMMN, Fairmont, W. Va., also owned by the George B. Storer interests.

SENATOR Arthur Capper's *Topeka Capital* and Oscar Stauffer's *Topeka State Journal* have combined plants under a joint operating company known as Topeka Newspaper Printing Co., of which Senator Capper is president. Operation of WIBW, Capper-owned station in Topeka, is not affected by the deal.

UNITED PRESS LISTENS IN

Press Service Maintains 12-Man Monitoring Post, Started on Small Scale in 1933



CORNER of the United Press listening post at Valhalla, N. Y., showing the radio instrument panel and a high-speed teletypewriter linking the post with New York headquarters of the wire service. Chief Operator R. F. Mead is shown at the control panel.

UNITED PRESS revealed last week a hitherto rather well-kept trade secret, that for the last eight years it has maintained a wireless receiving station and shortwave listening post in Valhalla, Westchester County, New York.

The post, claimed to be one of the biggest non-commercial, wireless receiving stations in the United States, is manned 24 hours daily, seven days weekly, by 12 operators and monitors. It is equipped with nine selective receivers and various types of recording equipment.

The station has been built up gradually, starting with one operator, one receiving set and one small aerial in 1933. However, before the war started in 1939 the post was staffed twenty-four hours daily.

In 1933 the only duty of the first United Press operator in Valhalla was to copy one special, fixed-time United Press broadcast from Paris in international code, and one fixed-time United Press voice broadcast from Madrid. Now the post receives scores of special United Press broadcasts daily from six European capitals, besides monitoring dozens of daily short-wave voice and code propaganda broadcasts from 15 to 20 capitals scattered around the world.

A high-speed printer circuit connects the listening post with New York UP headquarters. On days of heavy European news this circuit has carried as much as 40,000 words of copy from Valhalla to New York. There cable editors prepare a small fraction of the total wordage for distribution to regular clients, supplementing the basic United Press foreign report, which reaches New York through the normal, commercial communications channels.

United Press Valhalla headquarters are in a farm house. The surrounding acres are dotted with all types of receiving antennae.

Fleischmann Spots

STANDARD BRANDS Inc., New York (Fleischmann's Yeast), on August 18 will start a spot campaign of 10 one-minute transcribed dramatized announcements weekly on 29 stations. Contracts run until September 26. Kenyon & Eckhardt, New York, handles the account.

GHOSTS WALKING CONSTANTLY...

First Checks Go Out Today Under 4 Payday Plan

80,000 Federal Workers to Get Part of Salaries

With scarcely a creak in the governmental machinery, the first checks under the four-payday-a-month system for Federal employes went out today.

The Disbursing Office of the Treasury, where the actual work of payday-a-month plan goes [illegible] that 80,000

The spending jam got so bad when the 210,000 government employees in Washington were paid their $17,500,000 *twice* a month, that the government finally had to work out a plan to pay FOUR TIMES A MONTH.

In addition there are 200,000 *private* employees in Washington who get up to counters day in and day out to spend their $23,000,000 a month or $5,300,000 a week.

Yes, Washington is crowded these days—thousands of new federal employees and, as a consequence, thousands of new private employees. Office space and homes are at a premium, and spending is hitting new highs day after day.

The "Ghost Can Walk" for YOU, too, if you act now to reach these spenders through

980 KC.
5,000 WATTS
NBC
RED NETWORK

WRC

TRANS-LUX BUILDING • WASHINGTON, D. C.

Represented Nationally by NATIONAL BROADCASTING CO.
Spot Sales Offices in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

Dallas Ad League Award Presented to TQN Show

WINNER of the Dallas Advertising League quarterly award as the best radio program has been named as *The Music Parade*, sponsored Sundays on WFAA, Dallas, and the Texas Quality Network by Employers Casualty Co., Dallas. Now in its seventh year, it is the oldest consecutive program on TQN.

On moving the locale of the program into the new auditorium studio of WFAA last June 22, *The Music Parade* was increased from a quarter-hour to a half-hour in length. Agency is Ira E. DeJernett Adv. Agency, Dallas.

WLAP, Lexington, Ky., has applied to the FCC for a shift from 250 watts on 1450 kc. to 1,000 on 610 kc.

AFA and AAAA Assail Proposed Tax On Radio and Billboard Advertising

BOTH the American Assn. of Advertising Agencies and the Advertising Federation of America have addressed letters of protest against the proposed taxes on billboards and radio time sales provided in the House version of the 1941 Revenue Act, designed to produce over three billion dollars to help defray expenses of the defense program.

John Benson, president of the AAAA, wrote Chairman Robert L. Doughton of the House Ways and Means committee, which wrote the bill: "We hold no brief for the radio or the outdoor medium as such, in making this protest. What we deplore about the proposed tax is the burden it imposes upon advertising itself, and hence upon the cost of distribution of consumer goods. Advertising is but one of several forms of selling and is often used to facilitate personal sales effort. A manufacturer uses advertising when he thinks it is cheaper than any other form of selling or wants to economize the time and effort of his salesmen."

Mr. Benson declared that the argument that the tax is not imposed on advertising itself is fallacious. "The radio tax," he said, "will be imposed on the commercial or advertising portion of the broadcasting, and not upon the noncommercial entertainment of sustaining programs."

Mr. Benson's letter was placed in the *Congressional Record* on Aug. 4 by Rep. Youngdahl (R-Minn.).

Charles E. Murphy, AFA general counsel, wrote Mr. Doughton that his organization considered the tax "harmful to the economy of our nation and detrimental to our well-established system of distributing consumer goods."

"Business uses advertising", Mr. Murphy wrote, "to maintain and increase its outlets for goods. Unless such outlets are maintained and increased during the coming years, the expanded income on which taxes are based will not be forthcoming. Nothing should be done, therefore, to cripple the merchandising machine that produces income, and a tax on advertising will bring that very result".



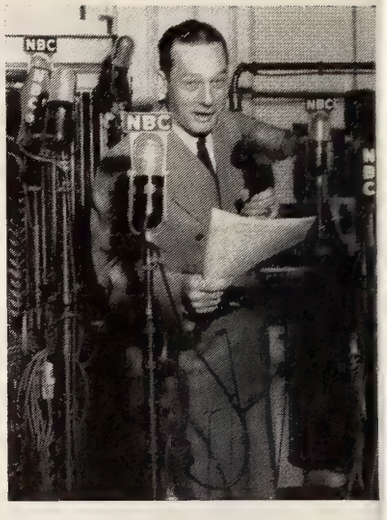
WMC Gets 5 kw. Night; KWOS Shifts Frequency

WMC, MEMPHIS, was granted an increase in night power from 1,000 to 5,000 watts, with a directional antenna for night use, in a decision announced last Tuesday by the FCC. The station, operating on 790 kc., was given the grant subject to "such rules as may be adopted by the Commission as might affect licensee's ownership of said station". These related both to the FCC's inquiry into the propriety of newspaper ownership of stations, WMC being operated in conjunction with the *Commercial Appeal*, as well as the question of multiple ownership involved with WMPS, in that city.

KWOS, Jefferson City, was granted a modification of license to change frequency from 1340 to 1240 kc., with 250 watts fulltime.

Caught in Contest

JAMES SIRMONS, chief announcer of WFMJ, Youngstown, recently married Virgina Gorgas, whom he met when she entered the television contest staged during the RCA television show in Youngstown last April. Miss Gorgas, however, failed to win a contest prize.



CURE FOR MIKE FRIGHT is suggested by members of the NBC Chicago engineering department who tried it out on Announcer Charles Lyon, author of an article on "How To Become An Announcer". When Lyon reported for a scheduled newscast, he found that the engineers had encaged him with 14 mikes and piece of iron pipe to be used in emergency.

PRO GUIDE
Army Issues Radio Primer To Help Cut Red Tape

A NEW radio guide for Army public relations officers has been issued through the office of Edward M. Kirby, civilian radio advisor to the Bureau of Public Relations of the War Department. The "primer", supplying factual tips in proper procedure and application of radio in Army activities, is designed to aid in cutting some of the red tape incidental in the past to broadcast-military operations.

The 48-page manual urges all public relations officers to immediately establish radio staffs to utilize the "limitless potentialities of radio broadcasting". Instructions on the organization of a radio staff, as well as the formulation of a radio policy, are included. Along this line, the War Department policy on radio is clarified with a statement originally released by the department April 26. In addition, the guide prescribes the form for commercially sponsored programs emanating from camps, suggestions for Army features and other program tips.

Waring Salutes WWJ

DURING the week of August 18, when WWJ, NBC-Red Detroit outlet, celebrates its 21st birthday, Liggett & Myers Tobacco Co., New York, is sending its NBC-Red program featuring Fred Waring's orchestra for Chesterfields to Detroit to originate from the Masonic Temple Auditorium there. Waring made his own radio debut over WWJ, and plans to broadcast special salutes to the station on his programs.

JAMES F. HOPKINS, operator of WJBK, Detroit, has asked and received permission from the FCC to dismiss his application for a new 1,000-watt station on 1600 kc. in Ann Arbor, Mich., home of the U of Michigan.

Subpoena Power Will Be Tested

FCC Jurisdictional Question To Be Argued Aug. 11

A TEST of the FCC's jurisdiction to subpoena witnesses in an inquiry looking toward issuance of new regulations, such as that involved in the newspaper-divorcement proceedings, will be inaugurated Monday, Aug. 11, before Judge James W. Morris, of the Federal District Court in Washington, under proceedings initiated by the FCC at the close of the first phase of its newspaper inquiry July 25.

After James G. Stahlman, publisher of the *Nashville Banner* and former president of American Newspaper Publishers Assn., failed to appear as subpoenaed July 25, the Commission instructed its law department to take appropriate legal steps to enforce its subpoena. Similar instructions were given in connection with the non-appearance of Edwin S. Friendly, business manager of the *New York Sun*, but thus far no court suit has been instituted.

FCC Gets Order

On July 26, the FCC procured from Judge Morris an order to appear in court Aug. 11 to show cause why he did not heed the subpoena. Oral arguments will be heard by the Judge, it is understood, with Telford Taylor, general counsel, and Thomas E. Harris, assistant general counsel, appearing for the FCC. Elisha Hanson, general counsel for ANPA and Lieut. Comdr. Stahlman's attorney, will argue against the order, on the ground that the FCC is without jurisdiction to proceed, plus possibly certain technical shortcomings in the subpoena procedure.

The case, it is understood, is regarded as a test on both sides. It is expected an appeal to the Supreme Court ultimately will be sought either by the Government or in Lieut. Comdr. Stahlman's behalf. Either way, the lower court decides, Lieut. Comdr Stahlman is on active duty in the public relations branch of the Navy.

Whether the Commission also will proceed against Mr. Friendly in the New York jurisdiction has not been disclosed. It is entirely possible, it was thought, that the Commission will await disposition of the Stahlman proceeding before undertaking litigation in the New York jurisdiction.

The newspaper hearings were recessed until Sept. 17, after five days of hearings held over a two-week period.

Mrs. FDR Starts Sept. 28

PAN-AMERICAN COFFEE BUREAU, New York, will start sponsoring commentaries by Mrs. Franklin D. Roosevelt on Sept. 28, instead of Oct. 5, as previously announced. Program will be heard on 122 NBC-Blue stations, Sundays, 6:45-7 p.m. Agency is Buchanan & Co., New York.

RADIO'S PLACE FOR THE BLIND

Established When Sightless Floyd Qualls Took Over KBIX Continuity

CONVINCED that radio had a made-to-order place for those unfortunates who live in a world of perpetual darkness, Floyd Qualls, blind since an accident at the age of 14, approached O. C. Benjamin, manager, and Bill Selah, program director, of KBIX, Muskogee, Okla., last April and explained his convictions.

It was his belief that the blind, since they were largely dependent on the radio for information and recreation, were more sensitive to the needs of radio copy-writing than others. So impressive was his reasoning that on April 14 he was added to the continuity department of KBIX.

Qualls wasted no time in proving his beliefs. Today it is a common sight to see the tireless Qualls, now head of the continuity department, with his Seeing-Eye dog, "Lottie", daily visiting the offices of advertisers. His routine is interesting. While discussing problems with the advertisers, Qualls makes notes in Braille. Upon his return to the station he writes out the complete ad in Braille and types out regular copies for the announcers, affixing a Braille summary to facilitate identification for himself.

Style Clicks

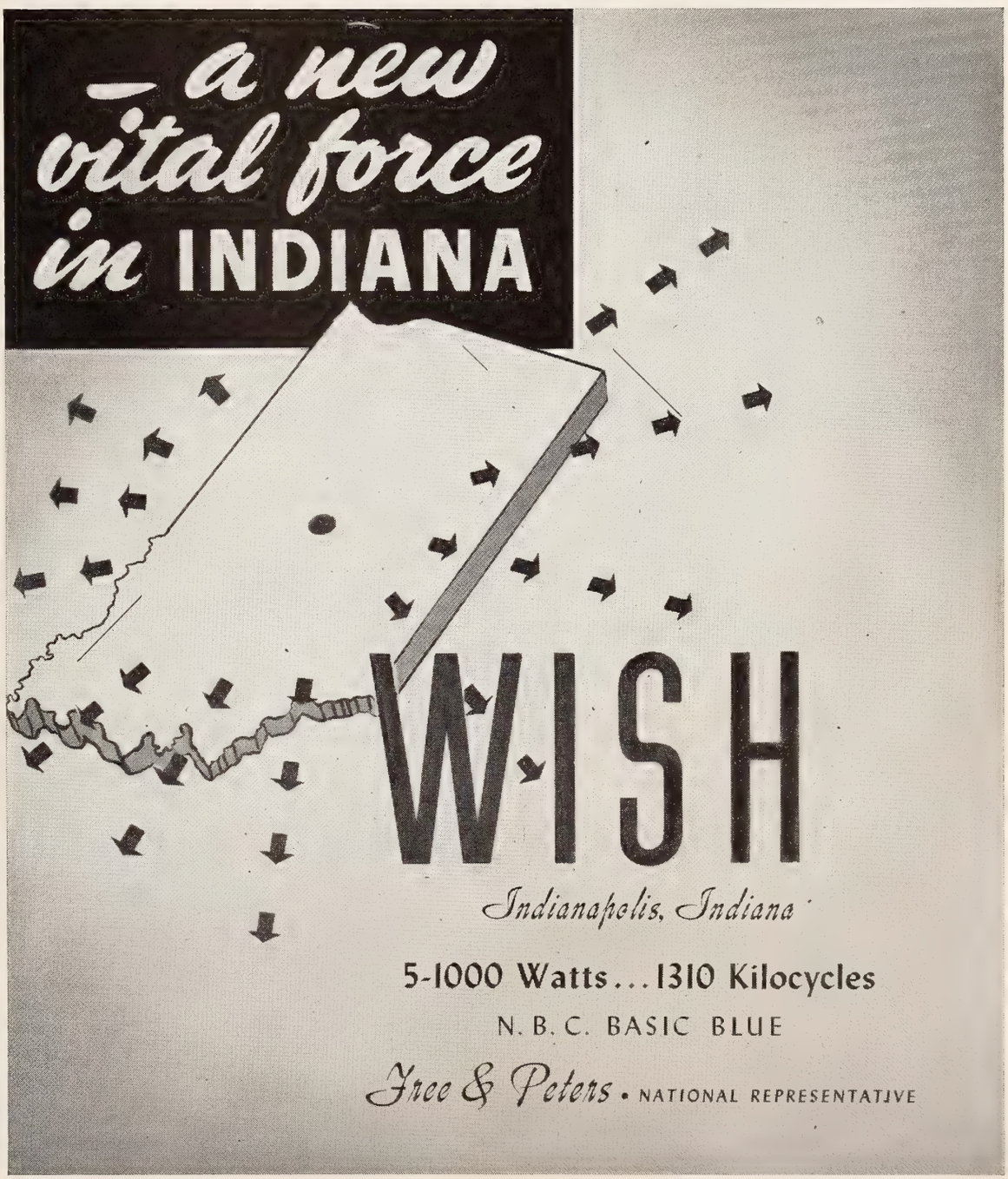
His formula has proved a success with all. Advertisers are pleased with the sparkle and punch of their ads, and the staff announcers all agree that his copy reads as easily and naturally as any they ever have encountered.

Manager Benjamin summed it up this way:

"Our experiment has proved conclusively that individuals handicapped as Floyd Qualls is have a definite place in radio. It's our hope that his work here will enable others to obtain positions in a similar capacity with stations throughout the country. As far as I know, we are the first station to attempt anything of this nature, but we are not taking any undue credit for a noble experiment. Rather, we feel that other stations, as well as KBIX, should berate themselves for not investigating this opportunity for public service sooner."

Mail at All-Time High

AUDIENCE MAIL received by NBC during the first six months of 1941 reached an all-time high of 4,862,681 pieces, according to figures released by Ken R. Dyke, NBC promotion director. Audience yearly mail has only twice exceeded this six-month total—in 1934 and 1936, when the response for 12 months was 5,186,186 and 5,560,671 respectively. From January to June this year the total mail for sponsored programs was 4,027,261, for sustaining 835,420, as compared to last year's figures for the same period of 2,094,136 sponsored and 837,872 sustaining.



KFH to Start 5 Kw. With New Transmitter, Studio

CULMINATING nearly a year of reconstruction, which included expansion and remodeling of studios in the York Rite Bldg. and installation of a new 5,000-watt Western Electric transmitter, KFH, Wichita, Kan., has announced that it will begin its new 5,000 watt fulltime operation within a few weeks.

Commemorating the occasion, the *Wichita Eagle*, which operates the station, published a special 10-page supplement to its regular Sunday morning edition of July 27, given over to pictures and stories of the entire KFH staff, along with artist's sketches of the new studio layout. KFH operates as a CBS outlet.

MacFadden Starts Garred

MacFADDEN PUBLICATIONS, New York (Liberty Magazine), through Erwin, Wasey & Co., that city, on Aug. 13 starts sponsoring *Bob Garred Reporting* on 5 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO), Mon., Wed., Fri., 7:30-7:45 a.m. (PST). Contract is for 52 weeks. Bathasweet Corp., New York (Bathasweet), currently sponsors the program on the same list of stations, Tuesday and Thursday, utilizing similar network time. H. M. Kiesewetter Adv. Agency, New York, has the account. Soil-Off Mfg. Co., Glendale, Cal., (paint cleaner), in addition to those stations, also sponsors *Bob Garred Reporting* on KSL and KLZ, Saturday, 7:30-7:45 a.m. Placement is through Hillman-Shane Adv. Agency, Los Angeles.

Clapper Clippering

RAYMOND CLAPPER, columnist for the Scripps-Howard newspapers and Washington commentator for NBC-Blue, left for London by Clipper last Thursday. Clapper, who is heard weeknights with William Hillman, European director of *Collier's*, will broadcast from the British capital beginning Aug. 25. It is expected that he will do his regular series for one week beginning on that date. He plans to leave London Sept. 10. While he is away, NBC plans to use prominent Washington correspondents with a view toward discovering new talent among the newspapermen.

Movie and Radio Study Is Urged

Senate Proposal Provides For Committee Investigation

CHARGING that radio broadcasts and the movies are being used to spread pro-war propaganda, Senator Bennett Champ Clark (D-Mo.) and Senator Nye (R-N. D.) on Aug. 1 introduced in the Senate a resolution (SRes-152) calling for an investigation by the Senate Interstate Commerce Committee of the radio and motion picture industries to determine the extent of such activities.

Presaging swift action on the proposal, Chairman Wheeler, of the Interstate Commerce Committee, last Tuesday named Senator D. Worth Clark (D-Ida.) to head a subcommittee to consider the resolution. The subcommittee met informally last Thursday to set a date for the start of public hearings, but no announcement of a tentative hearing schedule had been made Friday beyond indication that hearings would not start until September, probably after Labor Day. Senator Bennett Clark indicated that he would press for early action on the proposal.

Text of the resolution follows:

Whereas the motion-picture screen and the radio are the most potent instruments of communication of ideas; and

Whereas numerous charges have been made that the motion picture and the radio have been extensively used for propaganda purposes designed to influence the public mind in the direction of participation in the European war; and

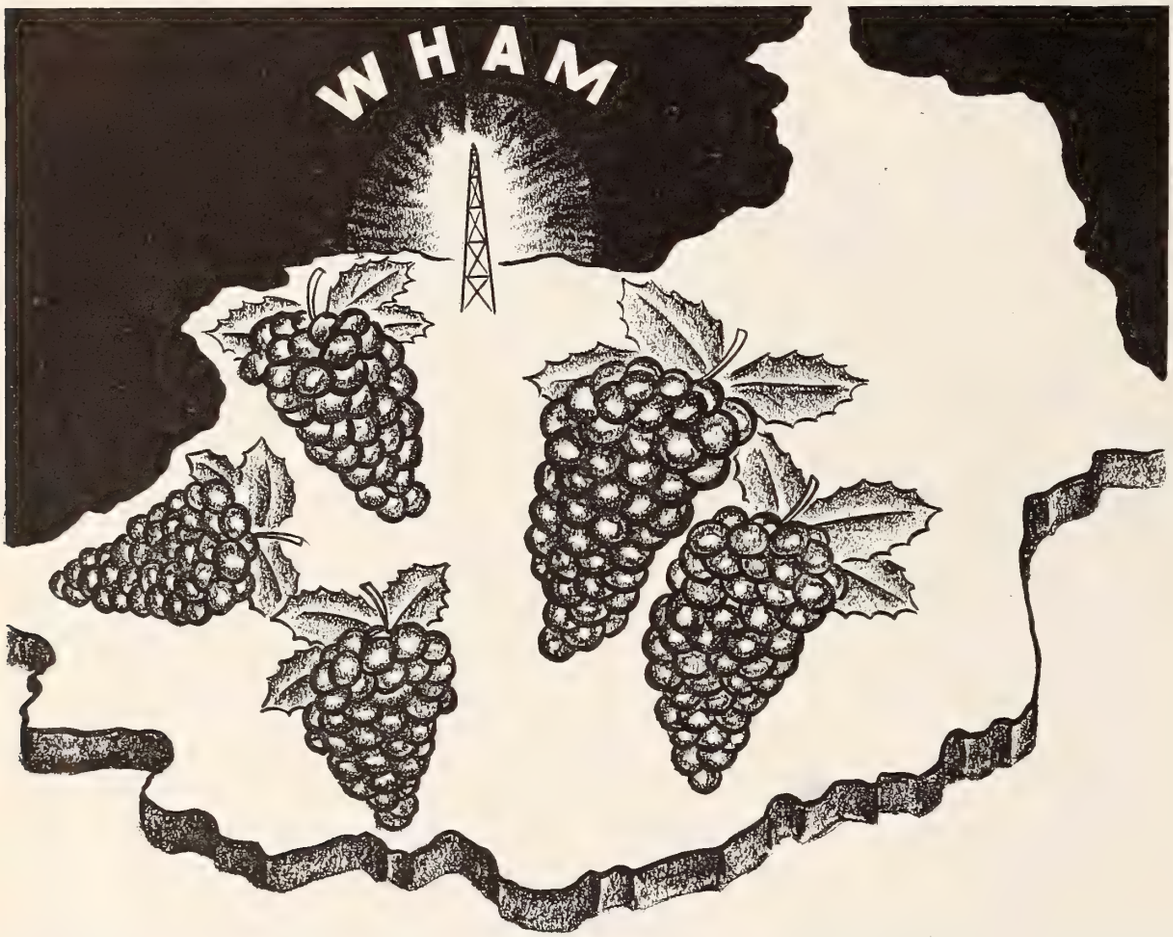
Whereas all of this propaganda has been directed to one side of the important debate now being held, not only in Congress, but throughout the country; and

Whereas this propaganda reaches weekly the eyes and ears of one hundred million people and is in the hands of groups interested in involving the United States in war: Therefore be it

Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make, and to report to the Senate the results of, a thorough and complete investigation of any propaganda disseminated by motion pictures and radio or any other activity of the motion-picture industry to influence public sentiment in the direction of participation by the United States in the present European war.

The Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to obtain such facts as other Government agencies may have, and to secure the assistance of other Government agencies in the investigation hereby authorized.

For the purposes of this resolution the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjourned periods of the Senate in the Seventy-seventh and subsequent Congresses, to employ such experts, and clerical, stenographic, and other assistants, to require by subpoena or otherwise the attendance of such witnesses and the production and impounding of such books, papers, and documents, to administer such oaths, and to take such testimony and to make such expenditures as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 25 cents per hundred words.



Grapes are Ripening in WHAM land

All summer long the sun has been shining upon the rolling, vineyard clad slopes of WHAM land, storing up in the purpling grapes a rich harvest for the vineyardists. There will be a banner crop of the famous Western New York Tangy Wines and vitamin rich grape juices to pour purchasing power into the pockets of vintner, vineyardist and laborer alike.

Only with WHAM can you reach *all* of this profitable territory and all of the eighteen trading centers in which these prosperous folks spend their money. WHAM gives you, not just Rochester, not just Monroe County, but 43 prosperous counties of Western New York and Pennsylvania—all at approximately one-third the cost of localized coverage of the same area. For better coverage, WHAM with its 50,000 Watts and Clear Channel, is a better buy.

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

Clipper Craft Building on Radio

Trimount Clothing Co. Implements Spot With Network

WITH the signing of a contract last week for a series of NBC-Blue news commentaries by Raymond Clapper and William Hillman, Trimount Clothing Co., Boston, can add its radio success story to the annals of broadcasting—a tale of small, pioneer beginnings on the air, quick acceptance, expansion by leaps and bounds to its schedule this fall of a network program and spot announcements on more than 125 stations.

By 1938 Trimount had been established for 25 years as one of America's well-known manufacturers of moderate priced men's clothes, progressing satisfactorily with no advertising or promotional activities. In that year, Morris Shapiro, president of the company, first conceived the idea of the Clipper Craft Plan whereby individual clothing stores could meet the competition they faced from manufacturing-retail clothing chains.

Clipper Craft Idea

In essence, the plan aimed to group together in a voluntary organization a large number of individual stores, and to extend to them the many economies and promotional advantages available to the larger chains. By cooperating with Trimount, the affiliate stores permitted the company to anticipate its fabric requirements for an entire season, and thus to buy at great savings when the market conditions were most favorable. The manufacturing schedule could be planned on an annual basis, avoiding "the sudden spurts of activity followed by dead lulls which are the bane of most manufacturers' existence". Employment stayed on a steadier basis, workmanship was less hurried, and the best designing talent could be hired.

The plan was an immediate success with stores and consumers alike, and by 1941 617 stores from coast to coast were affiliated with the scheme, unanimously declaring that "their most harassing problem had been solved"—that of offering moderate-priced suits comparable with those of the largest chain stores.



CLIPPER CRAFT goes network but continues the spots which have been so successful in building up its business. Here Morris Shapiro, president of Trimount Clothing Co. (center) signs the NBC-Blue contract which will bring the Commentators William Hillman (left) and Raymond Clapper on 63 network outlets under Trimount sponsorship for the Thursday night edition of their *News Here & Abroad*, starting Sept. 25.

Radio Enters the Scene

Mr. Shapiro had been thinking about radio for some time as a means of doing more for stores selling the Trimount merchandise, but was faced with the fact that, according to the working of the plan, the manufacturer's markup was so small that no leeway was allowed for any promotional activities, aside from the basic cooperative newspaper advertising schedules. With a slight change in this arrangement, however, a method was worked out whereby a sufficient fund could be appropriated for the launching of a modest test campaign in the fall of 1940.

This modification was put into effect with the assent of the stores, and Clipper Craft's first spot announcement campaign started on five Eastern stations—WJZ, New York; WBZ-WBZA, Boston-Springfield; WGY, Schenectady; WHAM, Rochester; WTAM, Cleveland.

The announcements consisted of a brief theme song in a nautical vein characteristic of the clipper ship idea, followed by a short straight commercial giving the essence of the plan and mentioning a seasonable item in the Clipper Craft line. In order to tie in the announcements more directly with the local dealers, the length of each recorded spot was limited to 50 seconds, and a 10-second live tag giving the dealer's name and address was appended to each spot to complete the minute. This latter device also permitted a definite check on the campaign.

Response from the stores covered by these initial radio spots was so enthusiastic that Trimount undertook a considerably expanded campaign for the spring of 1941, using a total of 50 stations in all parts of the country for spot announcements, news programs and participations on musical programs. Emil Mogul Co., New York, is agency.

In the spots, a new character was introduced — "Clipper Tim", a yarn-spinning tar, who related his incredible adventures in song at the beginning of each announcement and tied in the commercial in the last verse.

Clipper Craft stores began buying transcriptions of the spots for use under their own sponsorship on local stations, and this fall will be using more than 50 stations.

Results Surpassed Hopes

A post-season survey of the effectiveness of the broadcasts, by means of a questionnaire to stores, revealed results far surpassing anything Trimount had hoped for. Of the stores answering the questionnaires, 86% reported increased sales definitely and directly traced and attributed to the broadcasts.

With all doubts removed as to the advisability of using radio for Clipper Craft clothes, Trimount went ahead with plans for its most ambitious campaign — sponsorship of *News Here & Abroad*, the NBC-Blue program featuring Raymond Clapper, Washington columnist and correspondent, and William Hillman, European Director of *Colliers*. Starting Sept. 25, the program will be heard Thursdays, immediately preceding the *Town Hall Meeting of the Air*, on 63 stations. Trimount also will sponsor spots on 15 stations.

According to the Mogul agency, the radio promotion "has dovetailed perfectly with all other aspects of the Clipper Craft Plan, and has provided the final necessary means of making it the outstanding success it has become. Of course, the plan was contingent on a sufficient volume of business, the necessary consumer acceptance and increase in demand having been provided by the radio advertising".

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

FAIRMONT
A Fort Industry Market

TIPS to Time-Buyers

Put this list of WMMN merits beneath your desk glass when you make up the budget book.

WMMN serves 1¼ million listeners.

WMMN is one of America's greatest mail-pull stations.

WMMN is a CBS affiliate.

WMMN has just been authorized to operate on 5000 watts nighttime (now 5 kw day, 1 kw night)

WMMN programs are slanted for those constant radio listeners of northern West Virginia, southwestern Pennsylvania, western Maryland and part of eastern Ohio.

JOHN BLAIR represents us

A FORT INDUSTRY STATION

5,000 WATTS DAY
1,000 WATTS NIGHT

WMMN

FAIRMONT, W. VA.

AGENCY Appointments

LIGHTOLIER Co., of New Jersey (lighting fixtures and lamps), to Al Paul Lefton Co., Philadelphia. The account will be serviced by the agency's New York office.

W. G. B. OIL CLARIFIER Inc., Kingston, N. Y., to Gray & Rogers, Philadelphia.

DE METS Inc., Chicago (candy), to Weiss & Geller, Chicago.

ILLINOIS TRAVELING MEN'S HEALTH Assn., Chicago (insurance), to Goodkind, Joice & Morgan, Chicago. Radio plans have not been formulated.

CALAVO GROWERS of California, Los Angeles (avocadoes), to J. Walter Thompson Co., Los Angeles, starting with 1941-42 fall season.

GILBERT APPLE PRODUCTS Co., Webster, N. Y., packers of apple and tomato juice, canned vegetables, etc., to Smith & Sweeney Inc., manufacturers representatives, as brokers for the metropolitan New York area. Erwin Wasey Co., is the agency.

RICHARD BROOKS, NBC writer-narrator, is author of a book of short stories, *Splinters*, some of which he has broadcast on NBC-Blue, which went on sale Aug. 1.

Johnson to MPRF

WALTER JOHNSON, West Coast radio department manager of Music Corp. of America, Beverly Hills, Cal., has resigned, effective Sept. 1, to become representative of the Motion Picture Relief Fund on the CBS *Screen Guild Theatre*, which resumes under sponsorship of Gulf Oil Corp. Sept. 28, Sunday, 7:30-8 p.m. (EST). Johnson will act as liaison between MPRF, Gulf Oil Corp., and Young & Rubicam Inc., agency servicing the account. He takes over duties formerly handled by Conrad Nagel. Johnson aided Screen Actors Guild in organizing the radio series three seasons ago. MPRF has established radio division offices in the Corrine Griffith Bldg., Beverly Hills, Cal., where Johnson will be headquartered. Associated with him will be Huntley Gordon and Jane Thompson.

TOM HARMON, currently winding up a starring assignment in the Columbia picture, "Harmon of Michigan," has been booked for a week's personal appearance at Chicago Theatre, Chicago, before taking over his new duties as sports director of WJR, Detroit, in early September.

TIMEBUYER Introducing



JOHN BERTRAM CRANDALL

HAD John Crandall, now New York timebuyer for Arthur Kudner Inc., followed his father's career, he might well be on the road to newspaper fame at this time. His late father, Joseph Crandall, was the well known New York journalist who at one time was managing editor of the *New York Sun*, later assistant managing editor of the *New York Herald Tribune*.

John did take a year's fling at newspaper work in 1934, handling a reporter's assignment for the *New York Herald Tribune*, but he eventually decided to enter the agency field, joining Benton & Bowles, New York, in 1935. While affiliated with this agency for the next five years, Crandall did practically everything but run the elevators. He worked two years in the marketing and media research department, later transferring to the outdoor buying field. From there to space buying and finally the radio department where he acted as assistant timebuyer on network and spot under the radio veterans Jack Latham and Bill Fagin.

In January, 1941, he joined Kudner as timebuyer, handling all radio accounts: U. S. Tobacco Co., MacFadden Publications, Buick, General Motors, Schick Electric Razor, Goodyear, Florida Citrus Commission.

Crandall has lived in Greater New York all his life, beginning in Montclair, N. J. in 1914, later traveling across the Hudson River to Jackson Heights, N. Y., where he now resides. Taking a mathematics and geology major at Colgate, John extra-curriculated with the Delta Upsilon boys, the college newspaper and college dramatics. His hobbies are tennis, bridge, golf, hunting and fishing with a dash of amateur dramatics on the side.

NEW YORK State Division of Commerce, Albany, newly created, has named Kelly, Nason Inc., New York, for 1941-42 to handle both tourist and industrial promotion. Plans will be announced shortly.

HOMER OWEN GRIFFITH, Hollywood, has been appointed Pacific Coast representative of KFQD, Anchorage, Alaska, and KFMB, San Diego.

FCC Amends Rule On Studio Sites

TO PROHIBIT any possible misconstruction of its rules respecting the location of main studios of stations, the FCC last Tuesday announced adoption of amendments to its rules (Section 3.30 (b) and 3.31), specifying that the transmitter of a standard broadcast station shall be located so that the primary service is delivered to the "borough" or city in which its main studio is located and that the main studio may not be moved outside the borders of the "borough" or area in which it is located without first making written application to the Commission.

The revised language, it is understood, was adopted to prevent any technical construction of the language which might permit a station to move within a large metropolitan area. Such a situation, it is understood, arose in connection with the new WBYN, Brooklyn, constituting the consolidation of the four Brooklyn stations, which sought to move its transmitter to New York proper. Under the amended language, the main studio and transmitter must remain in the borough of Brooklyn.

The full text of the Commission's notice on the amendment follows:

The Chairman having determined the absence of a quorum of the Commission, placed into effect Administrative Order No. 3, for the day of Aug. 5, 1941, only, under which the following action was taken by a board consisting of Commissioners Fly, Chairman, Case and Walker:

Amended Sections 3.30(b) and 3.31, Rules Governing Standard & High Frequency Broadcast stations so that (1) the transmitter of each standard broadcast station shall be so located that primary service is delivered to the *borough* or city in which the main studio is located, in accordance with the Standards of Good Engineering Practice, prescribed by the Commission, and (2) the licensee of a standard broadcast station shall not move its main studio outside the borders of the *borough* or city, State, district, Territory, or possession in which it is located without first making written application to the Commission for authority to so move, and securing written permission for such removal. *The licensee shall promptly notify the Commission of any other change in location of the main studio.*

in Baltimore--

a new low rate on

WFBR

for afternoon hours (2 to 5):

5-fifteen minute periods, weekly

$192

Subject to dollar volume AND weekly rebates

Write for details or see the Petry representative

ECONOMICAL COVERAGE: 5,000 WATTS—FULL TIME

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

WFBR
National Representative: Edward Petry & Co.

KINY
"The Friendly Voice of the Capital"

KINY has better than 90% coverage of Juneau, Douglas, Skagway, Haines, Petersburg, Wrangell, and Sitka. And about 50% coverage of Seward, Cordova, Kodiak, and Valdez.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Agencies

MARGARET McARDLE, formerly of Blackett-Sample-Hummert, Chicago, has joined the timebuying department of J. Walter Thompson Co., Chicago, as secretary to Margaret Wylie, timebuyer.

GAIL ANDERSON, of the radio traffic department of H. W. Kastor & Sons, Chicago, on Aug. 10 was married to Bert Verner Sandstrom at New York Mills, Minn.

NEEDHAM, LOUIS & BRORBY, Chicago, expanding their office facilities, has moved from 360 North Michigan Avenue to the Field Bldg., 135 South LaSalle Street, where they have taken over the entire 38th floor. Telephone is State 5151.

DICK HETRICK, formerly on the radio production staff of Allied Advertising Agencies, San Francisco, resigned recently to go to Houston, Texas. Ray Lewis, free-lance producer, is filling the parttime post.

DON BASSETT, radio account executive of James Fisher Co. Ltd., Toronto agency, has resigned. No successor has been appointed.

LOGAN & ROUSE Inc., Los Angeles agency, has changed its firm name to Logan & Arnold, with Dudley L. Logan as president and Jerry C. Arnold executive vice-president. Headquarters are at 621 S. Hope St. Duncan Jennings has resigned as radio director of the agency to join *Sunset Magazine*, San Francisco, in an executive capacity.

TED DAHL Adv. Agency, Los Angeles, has been discontinued.

RALPH R. LEDDER, formerly account executive of Raymond R. Morgan Co., Hollywood, recently joined Barnes Chase Co., Los Angeles, in a similar capacity.

PETE BARNUM, radio production executive of Ruthrauff & Ryan, has returned to his New York headquarters after Hollywood conferences on the weekly half-hour CBS *Bob Burns Show*, scheduled to start about Sept. 19 under sponsorship of Campbell Soup Co.

DON BELDING, Los Angeles vice-president-manager of Lord & Thomas, and Pacific Adv. Assoc. president, has been elected to the local Chamber of Commerce directorate.

RUBEY COWAN, NBC New York program and talent sales department executive, is in Hollywood for conferences with Alex Robb, West Coast manager of that division.

HENRY STANTON, Chicago vice-president and manager of J. Walter Thompson Co., is in Hollywood for conferences with Danny Danker, the agency's Southern California vice-president in charge of radio.

BAKER Advertising Agency, Toronto, is moving to new and enlarged quarters at 522 University Ave.

L. A. Agency Merger

MERGER of the Southern California office of Sidney Garfinkel Adv. Agency, San Francisco, with Hillman-Shane Adv. Agency Inc., Los Angeles, has been announced by David Hillman, president of the latter firm. Donald Breyer, formerly manager of the Sidney Garfinkel Los Angeles office, has joined Hillman-Shane as vice-president. Personnel is being augmented, with the firm taking larger quarters at 346 S. Broadway to service its 34 local and national accounts. Under the affiliation, Sidney Garfinkel Adv. Agency of San Francisco and Hillman-Shane Adv. Agency retain their respective present names and corporate setups.

Schwab to Biow

LAURENCE SCHWAB, famed Broadway and Hollywood producer, has been named creative director of the Biow Co. radio department by Milton Biow, president of the agency. For the last year, at Mr. Biow's suggestion, Mr. Schwab has been making a survey of radio with a view toward correlating stage, screen and radio. Mr. Schwab assumes his new duties Aug. 15. Among the productions he has been associated with are, the Broadway hits, "Desert Song", "The New Moon", "Good News" and "Follow Through". In addition, he produced operettas for the St. Louis Municipal Opera for two seasons and produced three movies for 20th Century-Fox.



Mr. Schwab

DuMahaut Forms Agency

L. JEROME DuMAHAUT, for the last eight years commercial manager of CKLW, Windsor, Ont., has resigned to form his own agency in Detroit. Prior to his entrance into radio, Mr. DuMahaut spent more than nine years in the advertising departments of the *Detroit Times, Free Press* and *Mirror*. The new agency announces that it will offer a general service with a special radio department. Robert H. Powell, formerly of the Cleveland office of McCann-Erickson Inc., will be in charge of radio continuity. Offices have been opened in the David Stott Bldg. Telephone number is Randolph 9480.



Mr. DuMahaut

Eckart Picture Records

CHARLES ECKART, who formerly operated his own West Coast agency, has established headquarters at 250 N. Juanita St., Los Angeles, and is manufacturing a new type illustrated recording for radio premium and advertising purposes. On a cardboard base, with plastic coating, recordings are made in 5, 6½, 8 and 10-inch size. Each carries a photograph or drawing across the full face. Plastic transparent coating placed over the photograph is not the usual acetate as used on instantaneous recordings, says Eckart.

Producer . Director . Writer

FRITZ

currently producing

"HOLLAND HOUSEWARMING"

with Benny Goodman, Merle Oberon, Joan Bennett, Adolph Menjou, Don McNeill, etc.

(for Ruthrauff & Ryan)

"TREASURE ISLAND"

(for Blackett-Sample-Hummert)

Several Unusual New Shows Available

BLOCK

913 BUENA AVE., CHICAGO

THE LANGUAGES ARE DIFFERENT . . . BUT THE THOUGHTS ARE THE SAME

★

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE

THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES

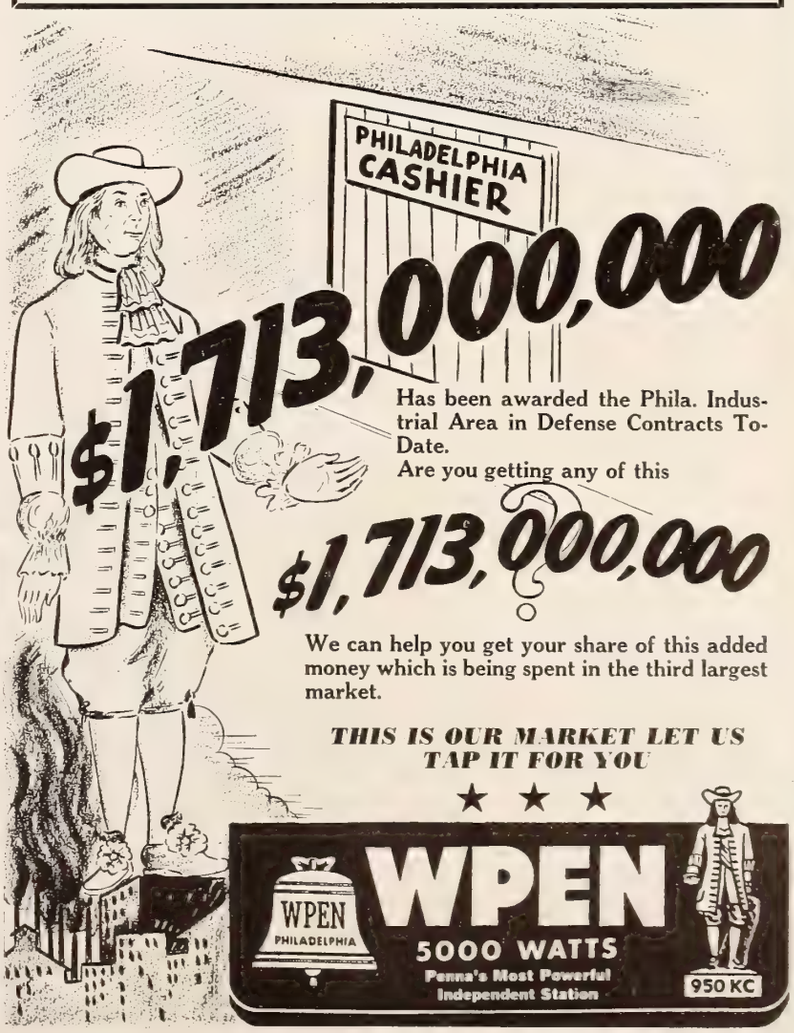
FULL TIME OPERATION

29 WEST 57TH ST., NEW YORK

Telephone Plaza 3-4204

JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION



Has been awarded the Phila. Industrial Area in Defense Contracts To-Date.

Are you getting any of this

$1,713,000,000

We can help you get your share of this added money which is being spent in the third largest market.

THIS IS OUR MARKET LET US TAP IT FOR YOU

★ ★ ★

WPEN PHILADELPHIA

WPEN

5000 WATTS

Penna's Most Powerful Independent Station

950 KC

Congress Support Grows for New FCC Law

White, Sanders Bill May Get Hearings This Session

WITH RIPPER bills to rewrite the Communications Act pending in both houses, as Congressional sentiment to check the rampages of the FCC reached a new high, possibility of enactment of a new Communications Law at this session of Congress was foreseen in official Washington.

On the heels of the introduction of the White Bill (S-1806) on July 31, Rep. Jared Y. Sanders Jr. (D-La.) last Tuesday dropped into the House hopper a bill (HR-5497) generally following the theme of the White measure as to organization of the Commission, but proposing a series of studies looking toward suppression of FCC activities in fields not assigned it by statute.

The House bill was referred to the Interstate & Foreign Commerce Committee, where the matter of hearings proposed by Mr. Sanders, a newcomer in the field of radio legislation, will be considered probably within the next fortnight.

Hearings Seen Soon

Senator White's bill [BROADCASTING, Aug. 4], which won prompt and spontaneous support throughout the industry, now is pending before the committee. Following routine procedure, the bill was sent to the FCC for study, analysis and recommendation, with a reply expected within a week. Thereafter, the question of hearings and appointment of a subcommittee will be considered.

Because of increased interest of Congress, particularly on the Senate Interstate Commerce Committee, in radio regulation, aroused by the charges levelled against the FCC during the June hearings on the White Resolution, it is thought that hearings will be authorized. The chances for this are increased also since every indication is in the direction of a continuous session of Congress. Presumably, a subcommittee of five, comprising three Democrats and two Republicans, would be named.

Because of the interest of Chairman Wheeler (D-Mont.) in radio, it is entirely possible, it was pointed out, that he would assume the subcommittee chairmanship. Other Democrats regarded as likely appointees, in view of their active participation in the White Resolution hearings, might include Senators Hill of Alabama, Clark of Idaho, Bone of Washington, or Tunnell of Delaware. The two Republican members, it is thought, unquestionably would be Senator White, as author of the bill, and Senator Gurney, of South Dakota, himself a former practical broadcaster, who operate! WNAX, Yankton.

No indication yet has been given as to disposition of the Sanders bill in the House. Before introducing the measure, based largely on recommendations for new legislation made by the Federal Communications Bar Assn., Mr. Sanders is understood to have checked with both majority and minority leaders in the House. Because the consensus appeared to favor a reappraisal of the existing statute, particularly in the light of recent actions of the FCC, he decided to introduce the measure. Mr. Sanders is a member of the Interstate & Foreign Commerce Committee.

FCC Expected Opposition

It is not expected that the FCC, in making its report to the Congressional committees, will favor any legislation along the lines advocated. As a matter of fact, the Commission has made every effort to block a Congressional inquiry into its activities, this having been made abundantly clear by FCC Chairman James Lawrence Fly during his appearance before the Senate Interstate Commerce Committee on the White Resolution. This resolution, still pending, would have ordered a far-reaching inquiry looking toward writing of a new statute and would have stayed the effective date of the FCC's allegedly punitive rules against networks, now scheduled to become effective Sept. 16, but still the subject of conferences between network officials and the FCC.

Not only the network monopoly inquiry and the newspaper-divorcement issue, but the latest move of the FCC in banning multiple ownership where overlapping service is involved, has tended to arouse Congressional sentiment in favor of new legislation. The multiple ownership order broke on the same day that Mr. Sanders introduced his new bill to amend the existing act.

If hearings are ordered on both measures, it is hardly expected that they will be held simultaneously because they are in essence companion bills. It is presumed that hearings logically would get under way first in the Senate, which already has had a taste of the issue during the June 2-20 hearings on the White Resolution. The 626-page record adduced in those proceednigs could be incorporated in hearings on the White bill.

Sanders Urges Action

In introducing his measure, Mr. Sanders, who served his first terms in Congress from 1934 to 1936, and was reelected in 1940, declared he had no axe to grind with the FCC, but that he had observed that events of the last few years in radio, particularly in the light of the Senate and FCC proceedings, "might necessitate some changes in the Communications Act". He said in his judgment Congress should look into such matters as newspaper ownership and network monopoly itself to decide, as a matter of policy, whether it should legislate or leave action up to the FCC.

Calling the present law old and outmoded, Mr. Sanders said he did not know whether the changes in the bill were desirable, but that he did think "Congress should hold hearings to determine whether such legislation is desirable".

"The question of newspaper-owned stations is very fundamental", Rep. Sanders said. "It raises the question of whether a man in one line of business may go into another. The policy involves more than newspapers. It even involves the question of lawyers, ministers and others going into the radio business".

In a statement accompanying his bill, Mr. Sanders said it provides in general for a reorganization of the FCC into two autonomous divisions, with the chairman as the executive officer; changes procedure before the Commission to assure full and adequate hearings; provides clearer definitions of interests and rights of licensees and applicants, including rights of appeal, and specifies that reports and recommendations on various matters be made by the Commission to Congress at specified dates.

Seven sections of the 10-section bill, Mr. Sanders explained, constitute recommendations made by the executive committee of the Federal Communications Bar Assn. and in a general way correspond with those made by Senator White in his bill introduced July 31 [BROADCASTING, Aug. 4]. In other respects, he said, the bill seeks to accomplish different purposes. Whereas the White Bill, in its Sections 7 to 11, relates to equalities of rights and opportunities in the use of radio for public discussion and to censorship, Rep. Sanders said his measure in Section 7 provides that the FCC shall make studies and reports to Congress upon certain specified proposals.

FCC Studies Ordered

He enumerated these provisions as follows:

" 'The Commission shall study the following proposals and shall report to Congress not later than July 1, 1942, its recommendations thereon together with the reasons for the same:

'1. Whether and upon what terms and conditions Congress shall by statute confer upon the Commission the power to regulate the contractual or other relations between the licensees of radio broadcast stations and networks or other organizations which supply program material to such licensees.

'2. Whether and upon what terms and conditions the Congress shall provide by statute for the licensing of networks.

'3. Whether and in what terms the Congress shall by statute redefine and fix the qualifications of the licensee of any radio station which is intended to and does communicate with the public.

'4. Whether and upon what terms and conditions the Congress shall by statute limit the number of services which may be conducted by any network organization and the number of stations of any class which may be licensed to any network organization.

To Report by Jan. 1

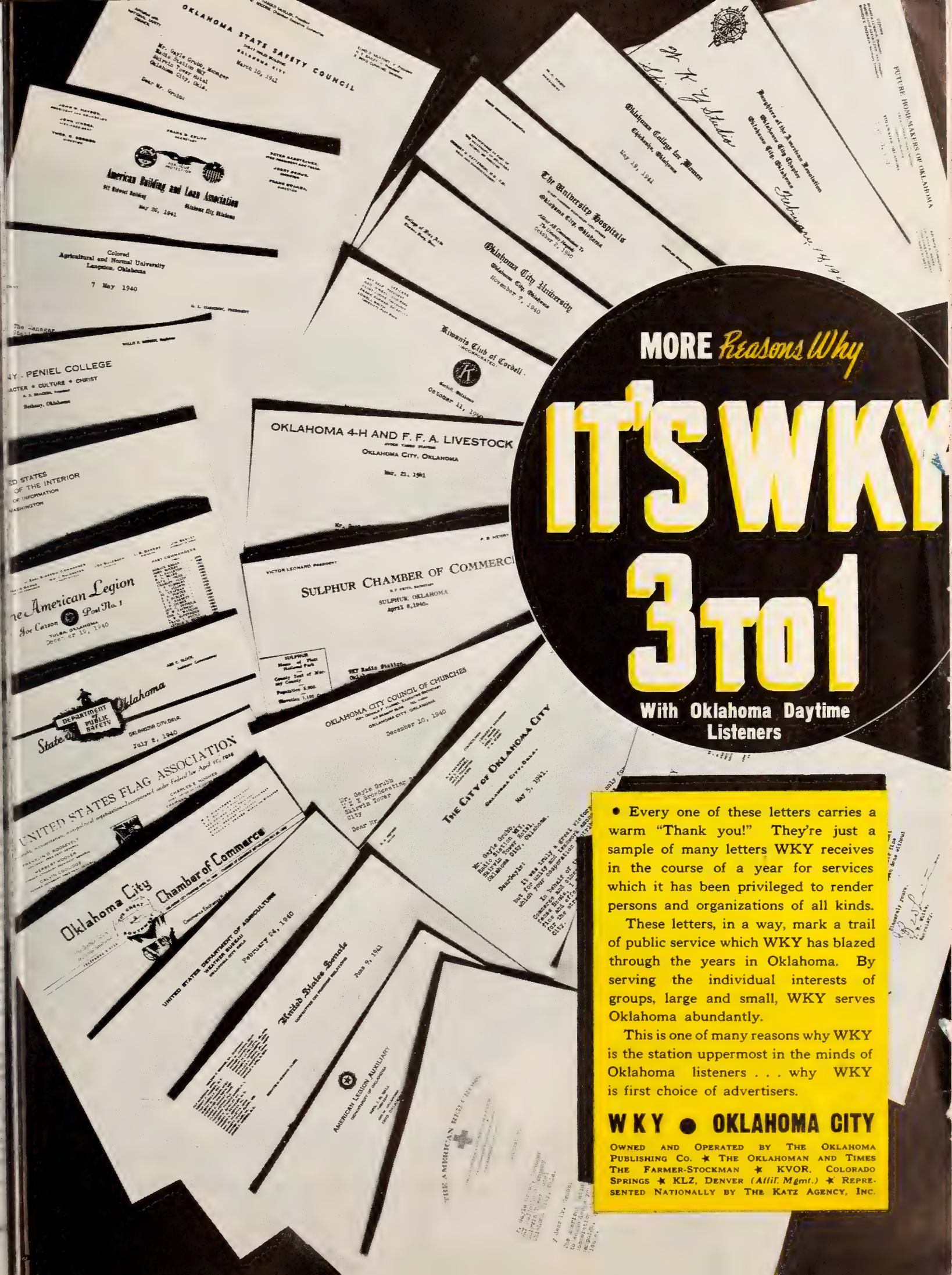
" 'The Commission shall report to the Congress not later than January 1, 1942, the standards and principles adopted by it to effectuate the mandate contained in Section 307 (b) of the Communications Act of 1934, as amended, which requires the Commission to make and maintain a fair, efficient and equitable distribution of radio facilities among the several states and communities together with its recommendations, if any, for further legislation on this subject.

" 'The Commission shall report to

(*Continued on page 36*)



ON THE DOTTED LINE goes the signature of A. E. Taylor (seated, right), advertising manager of the Skelly Oil Co., Kansas City, Mo., to the contract making Clifton Utley (seated, left), commentator for the Skelly Oil Monday through Friday early morning news program on NBC-Red. Looking on are (l to r, standing): Frank Ferrin, vice-president, Henri, Hurst & McDonald, agency handling the account; George Diefenderfer, salesman for NBC-Red; Paul McCluer, NBC-Red sales manager of the Central Division.



• Every one of these letters carries a warm "Thank you!" They're just a sample of many letters WKY receives in the course of a year for services which it has been privileged to render persons and organizations of all kinds.

These letters, in a way, mark a trail of public service which WKY has blazed through the years in Oklahoma. By serving the individual interests of groups, large and small, WKY serves Oklahoma abundantly.

This is one of many reasons why WKY is the station uppermost in the minds of Oklahoma listeners . . . why WKY is first choice of advertisers.

WKY ● OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. ★ THE OKLAHOMAN AND TIMES THE FARMER-STOCKMAN ★ KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affil. Mgmt.)* ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Lick the p



Jovial
Mid-Missi
different,
as good p
Weekly a
audience.
listening
vertisers
want to

NBC BASIC BLUE STATION • ST. LOUIS, M

AFFILIATED WITH KFRU, COLUMBIA, MO. • REPRESENTED BY WEED & CO., NEW YORK,

atter clean

ny Panda licks the platter clean to illustrate how KXOK sells in the rich
Valley Market. KXOK strives constantly to do something new, something
thing better than ever before and believes that progressive ideas as well
ms on a good frequency are necessary to produce results for advertisers.
sing in 80 newspapers in this area is used to increase KXOK's already vast
entire series is scientifically planned to develop good will and the KXOK
. . a typical KXOK promotion plan designed to further assure KXOK ad-
l station well met" by a friendly audience. Johnny Panda says "If you
platter clean, get in touch with KXOK."

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

GO, DETROIT, SAN FRANCISCO • OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

Purely PROGRAMS

WEEKLY quiz contests are being held on the *Home Builders* program, transcribed in the studios of WTOL, Toledo, and presented each Monday, Tuesday, Wednesday and Thursday. Cash is awarded for correct answers to each question, with the money going into a jackpot when the question is incorrectly answered. The winners of each day's contest are invited back for competition in a special Friday night final contest for the jackpot.

* * *

Civic Jobs

ASPECTS of civil service applications and examinations for positions in city government serve as the basis for a new series of programs on KYW, Philadelphia, conducted by Major Harry K. Butcher, secretary of the Committee of Seventy, a civic reform group. The weekly programs include interviews with members of the city's Civil Service Commission and with public office holders relating how they attained their present responsible positions through civil service.

* * *

Others' Ideas

COVERING every type of subject but war and politics, *Other People's Business*, five-weekly quarter-hour series on WQXR, New York, through August features Wilbert Newgold and Alma Dettinger discussing the masculine and feminine viewpoints on the arts, beauty, fashions, hobbies et cetera.

* * *

Sketch Book

WSB, Atlanta, is presenting a new night time program built around an original play written each week by Elmo Ellis, head of it continuity department. A narrator opens a mythical sketchbook to various chapters and weaves in the play with a background of music.

* * *

Democratic Poets

LIVES and works of 18th century poets who were influential in building democracy are dramatized on the quarter-hour Sunday series, *Poets of Democracy*, heard on WINS, New York, under the direction of Lewis Morton.

Sic!

WNEW, New York, one of the first stations to start musical station break jingles about two years ago, has dropped the idea and is working on some other unusual way of announcing its call letters to listeners.

'Reported Missing'

NAMES of relatives living in Europe who have unsuccessfully sought to locate kinfolk in this country, are broadcast by Robert Dillon during his weekly half-hour, *Reported Missing*, on KMPC, Beverly Hills, Cal. Upon request, he also sends a 25-word telegram, free of charge, to relatives in any foreign country, from whom no word has been received. Program is sanctioned by the American Red Cross as well as other national and local agencies.

* * *

Life of an RAF Pilot

THE STORY of an RAF pilot from a student at Oxford to a fiery plunge from the skies are told by an unidentified RAF flight lieutenant in a series of four broadcasts on NBC-Red, July 26-Aug. 16. Each broadcast will be separately titled: *From Oxford Pacifism to Fighter Pilot, First Combat, RAF Pilots Aground* and *Shot Down.*

* * *

Songs for USO

RAISING funds for USO work is the purpose of the *Saturday Night Service Men's Party* of WTHT, Hartford, in which requests of listeners for recordings are filled from 11:15 p.m. until 1 p.m., the only stipulation being that the requester pledge at least ten cents to the USO.

Life of a Selectee

THE *Private Life of Private Price* is WLW's contribution to Army programs, a 15-minute transcribed show made in army Camps Livingston, Claiborne, Polk and Beauregard. The transcriptions have followed the mythical Private Price from his life just previous to his being drafted, through the routine of his first days in camp, to his induction in the Army. Private Price (WWL Production Manager Ed Hoerner) will review every phase of army life to give radio listeners an idea of what is going on in the selectees' world.

* * *

Navy "Y" Programs

TO AID morale-building among the service men, WTAR, Norfolk, is cooperating with the Navy YMCA in a weekly half-hour *Navy "Y" Program*, picked up from the lobby of the YMCA. The program consists of community sings by the sailors, Navy special events announcements and a quiz for tars chosen to participate. These awards are given for correct answers, the city and the "Y" furnishing the money.

* * *

Women in Defense

A RADIO FORUM, *Women in Defense for America*, recently was started on KYA, San Francisco. Discussions are lead by Mrs. Ambrose N. Diehl, chairman of the Pacific Coast Women's Division, National Assn., of Manufacturers. The series covers women's activities and is serving as an information bureau to help coordinate and create an understanding of the multiple activities now being undertaken by women's organizations in the national defense program.

* * *

Antique Furniture

ANTIQUES furnish the subject matter of *The Story Behind Antiques*, conducted weekly on WICC, Bridgeport, Conn., by Freda Rappaport. Program consists of tales about old furniture, historical background, new uses, etc. The audience is solicited for questions, and Miss Rappaport tells all about Chippendale, Sheraton, Hepplewhite, Duncan Phyfe and the others.

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Ask any Edw. Petry office for more information about WHAS, one of the seventeen CBS 50,000 watt stations.

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Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

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5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Merchandising & Promotion

Defense Trailers—South Dakota Outpost—Home Builders—UP Displays

FOR two years KHUB, Watsonville, Cal., has used film trailers in two local theatres to promote KHUB programs. Recently the station started devoting the trailer to the sale of National Defense Savings Bonds with a message like: "KHUB says: Buy National Defense Bonds. Defend America and you defend your home. Listen to Hollywood stars asking your cooperation several times daily over KHUB, the voice of the Monterey Bay Area".

* * *

KYA and Telenews

KYA, San Francisco, has made a cooperative deal with the Telenews Theater in San Francisco under which two programs are broadcast daily from the newsreel showhouse. The point of origination is mentioned on the air. The theater in turn calls attention to the KYA broadcasts—*News in Review* and a man on the street program—hourly throughout the day on the screen.

* * *

Home Builders

COMPLETE story on the building of a home from the buying of the lot to final completion is described in the new thrice-weekly quarter hour show of KTSA, San Antonio. Picturing the construction in dramatic form and using a typical family as characters, program is designed for sponsorship by various firms engaged in phases of home building.

* * *

Shopping News Promotion

KROW, Oakland, Cal. recently entered into a cooperative promotion deal with the *Oakland Shopping News*, on the paper's 11th anniversary. The station broadcast special programs during the anniversary week, participated in by *Shopping News* personalities. In return KROW was given considerable space in the radio section.

* * *

With the Bands

AS FURTHER promotion for its weekly recorded *Band of the Week* program, WWRL, Woodside, N. Y., is releasing to newspapers in its area a weekly illustrated column with a biography of the bandleader interviewed as well as notes of the music world. Walter Kaner, WWRL publicity director, writes the column and conducts the programs.

* * *

UP's Displays

TO MEET numerous station requests for appropriate lobby or window displays and for use by broadcasters in connection with current state and county fairs, United Press is distributing to all its radio clients 30 x 40 inch four-color posters carrying the call letters of each station and stressing its news coverage facilities.

BRISTOL-MYERS Co., New York, has entered into an amended and substitute stipulation with the Federal Trade Commission, agreeing to cease certain representations for Minit-Rub, according to a July 29 FTC announcement.



WGN OUTPOST NO. 1 is the Wall Drug Store at Wall, S. D. Meaning of the term is simply: Tourists going East can get free tickets for WGN's public broadcasts 935 miles west of Chicago. Bruce Dennis, head of the WGN press department, is responsible for the idea. He noticed, on a recent trip, that the store, with Sioux Indian girls as clerks, had everything from tractor tires to toothpaste but did not have tickets to WGN. So he remedied the situation.

* * *

No Furlough for Sealtest

TO POINT OUT that the Sealtest Inc. program featuring Rudy Vallee is remaining on NBC-Red throughout the summer, David O. Alber Associates, New York press representatives for the program, is sending quasi-tickets to radio editors. The tickets look just like studio passes to the broadcasts, and announce on the reverse side: "While other major comedy shows have gone on summer vacation, we are not even taking a furlough. Sealtest ice cream and milk are continuing their job of providing refreshment and pleasure this summer, and we're going to keep plugging too—for their entertainment. You are cordially invited to listen . . . Rudy Vallee." McKee & Albright, Philadelphia, is agency.

* * *

Drug Paper

TO STIMULATE radio interest among druggists in the tri-state area, WEOA, WGBF and W45V, Evansville, Ind., have issued the first copy of a new publication, "Radio RX", in which the products advertised on the stations and sold in the drug stores are promoted as well as presenting current drug news.

* * *

NAB's Jeweler Promotion

THE NAB Bureau of Radio has released Volume 2, No. 5 of its series of brochures stressing radio's value as an advertising medium to the various industries. This latest issue is directed to jewelers throughout the country and cites actual instances of successful jewelry advertising by radio.

* * *

All Lit Up

KLZ, Denver, maintains illuminated display windows four feet high, one foot deep and eight feet long in the Shirley Savoy Hotel lobby where an estimated 20,000 persons a week see them. Currently the displays feature Avalon Cigarettes, Ideal Dog Food and Clicquot Club Ginger Ale.

Display Contest

GROCERS of four cities in the area served by WHBF, Rock Island, Ill., are competing in a contest of the station's merchandising department for the best Kix-Lone Ranger window displays. Winners will receive as prizes a $65 wrist watch, a $45 watch and a new radio.

* * *

Bright Paint

PACKAGES containing small paint brushes are being sent to advertisers and agencies by WPEN, Philadelphia. Tease copy suggests use of station facilities "if you want to paint a rosy picture for your business".

* * *

KLZ Trailers

PROMOTING the Saturday morning CBS program, *Stars Over Hollywood*, KLZ, Denver, is featuring some of the guest stars of the broadcast in a 55-foot sound movie trailer at the local Orpheum theatre.

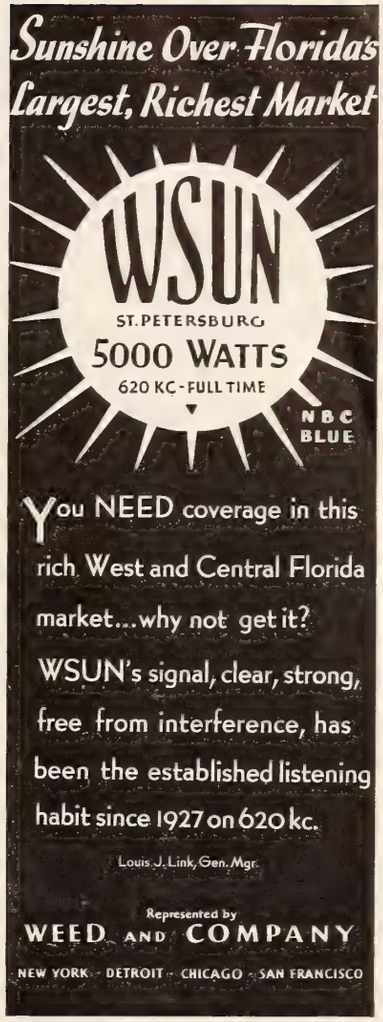
BROCHURES

NBC-Red—Folder "High Man on a Totem Pole," giving facts on the network's programs and listening audience with Indian-motif decorations.

WCAU, Philadelphia — Booklet on Orth Bell, conductor of a new participating show on the station.

KLZ, Denver—Mailing piece introducing Maida Stevens, now in charge of women's programs.

WBNX, New York—Folder, illustrated with pencil drawings, announcing Nancy Neale's weekly program *Nancy's Diary*, informal quarter-hour of talk about everyday happenings.





Trying to cover the Texas Gulf Coast without KXYZ-KRIS is like trying to cover a long bed with a short blanket. Things are booming down here—money's flowing. Somebody's going to sell Texans the things they're itching to buy—some smart chap who uses the only combination to blanket the heart of this section. Will it be your competitor—or you?

National Representatives
THE BRANHAM COMPANY

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Sound Talk

RADIO TECHNIQUE in on the threshold of a new cycle. Don't be amazed when a schedule of transcription spots comes through with the commercials woven into tinkling bells, train-whistles, roaring lions or droning airplanes. Such sounds *actually will talk!*

This innovation in sound entertainment comes in the Sonovox, an invention through which any sound can be made to speak in its own voice. It is another offshoot of the electronics art which itself owes its development to radio and the vacuum tube of two decades back.

James L. Free and H. Preston Peters, principals of Free & Peters, pioneer station representatives, foresaw the adaptability of this almost fantastic technique for commercial broadcasting, after its experimental use in motion pictures. As related elsewhere in this issue, it is being made available for commercial broadcasting through a new separate corporation.

Application of Sonovox to radio is readily apparent—not merely as a novelty or passing fad, but one that is destined for permanence. Unique sound effects that have been identified with products, through the use of this invention, can be made to articulate—slogans, commercials and all, interwoven. The Sonovox should prove a boon to radio programming.

Whittling Away

A NICK AT a time . . . keep 'em off balance, guessing and in a dither . . . never tell why.

That's the strategy of the FCC's blitz against broadcasting—a campaign that seems to be studiously calculated to stultify, intimidate and ultimately impoverish the industry so that eventual government ownership will be easy.

The order banning multiple ownership where duplicating service is involved is another phase of the whittling process. The order may be sound, though we doubt it. But why not tell the very people affected what and who constitute objectionable types of ownership? They have the public service of their stations to protect, not to mention their investments. The Commission says simply that it feels such an order "*may* serve public interest, convenience and necessity". It sets oral argument for Oct. 6, but doesn't say who shall appear or what issues are to be met.

We have shouted ourselves hoarse in these columns because of the FCC's disdain of the law and its assumption of power over the business aspects of radio. The trend started some three years ago when the Commission began collecting, on an annual basis, the financial and operating statements of stations and networks. It never had that authority and doesn't today. Then came the license renewal form, broadened and streamlined, going into program matters as well as financial breakdowns, clearly outside the Commission's scope as reflected in the statute and in court opinions.

Under the new regime that entered upon the scene two years ago, the pace quickened. There were the television fiasco, the chain-monopoly explosion, the newspaper-divorcement inquiry and order (with an espionage system to do the undercover work), the aiding and abetting from within on the discriminatory 5-15% net time sales tax, and now the multiple ownership ban. These are only the highspots.

Is all this conducive to a free American radio, guaranteed under democratic precepts and so often expounded by President Roosevelt? Or is it a drive toward government ownership, abetted by a clique of power-hungry men who resent radio's success as a private operation and whose inclinations and sympathies are opposed to what might still be called the capitalistic system? On this latter score there may be revelations soon that will make newspaper headlines.

There are now pending in each house of Congress bills to amend the Communications Act of 1934. Both are aimed at hearings so that the statute can be reappraised, the intent of Congress clearly defined and the functions of the FCC, reconstituted and redefined, set forth in simple, understandable fashion. They would take the guesswork out of regulation.

Neither the White Bill nor the Sanders measure may be perfect. But both are aimed at the same objective—to let Congress do the legislating. Congressional interest is aroused to a greater degree than ever before because of the FCC's antics. Congress is busy with other matters of greater *immediate* importance. Yet the FCC's crusades strike at certain fundamental liberties, apart from the purely economic aspects of broadcasting.

Whether there should be a single Commission for broadcast regulation or a separate division on the FCC, completely autonomous, as proposed in both measures, is academic. But there is no doubt there should be hearings and there should be a concerted drive at this session of Congress for new legislation.

Broadcasters cannot afford to wait any longer. The whittling process continues. Now it's newspapers and monopoly; next, perhaps, insurance companies and department stores and Republicans will be banned from station ownership. Then there will be a ban on programs of particular types that some FCC minions feel "appeal to the gambling instincts of the public". The tide will not be stemmed until Congress does it by affirmative action.

Every broadcaster had better make up his mind now to do something about new legislation. It shouldn't be confined to an attack on this or that edict of the FCC. A full-scale offensive is essential.

It's a question of doing it now or eventually turning over radio to the Government. Maybe the whole business should offer to hand itself over now, when something can be salvaged through a President and Congress who certainly do not want government ownership, rather than have it taken over a chunk at a time.

The RADIO BOOK SHELF

FEDERAL Radio Education Committee has issued *Classification of Educational Radio Research* by H. M. Beville Jr., NBC research manager, and Cuthbert Daniel of the Office of Radio Research, Columbia U. The pamphlet classifies and analyzes the various types of listener research and the value of each to broadcasters, teachers and civic and administrative groups and also offers brief summaries of recent or current research in the different fields. Publication is one of a series issued by FREC and may be obtained from the U. S. Office of Education, Washington at 50c a copy.

ACADEMIC DISCUSSION and reviews of pertinent literature on the subject are included in *Studies in Philosophy & Social Sience*, published by the Institute of Social Research, New York, as a special number on the sociology of communications [single issue, $1]. The paper-bound volume was edited in collaboration with the Columbia U Office of Radio Research. The reprinted papers, written by recognized leaders in the field of academic radio, do not contain figures, but stress general observations, detailed case studies and actual broadcasting experience.

ADVERTISING Federation of America has issued its 1941 bibliography of *Books for the Advertising Man*, a cumulative supplement for 1935-40 inclusive [25 cents]. The classified bibliography on advertising, marketing and related subjects was prepared under the direction of Alfred T. Falk, director of the AFA Bureau of Research and Education. Copies of the supplement and the main bibliography [50 cents] may be obtained from the AFA, 330 W. 42nd St., New York.

THE THIRD edition of Keith Henney's *Radio Engineering Handbook*, 945 pages of basic reference material for designers and engineers engaged in all phases of radio, has just been published by McGraw-Hill Book Co., New York. Bringing all data up-to-date, it includes new data on crystal control circuits, ultra-high frequency apparatus, modulation systems, etc., and has completely rewritten sections on aircraft radio, television, facsimile and other subjects.

We Pay Our Respects To —



ROGER CRAFT PEACE

HON. ROGER CRAFT PEACE, newly appointed junior Senator from South Carolina, is the broadcasting and publishing industries' newest champion in Congress' upper house. President of the Greenville News-Piedmont Co., publishers of the *Greenville News* and *Piedmont*, and owner and operator of WFBC, Greenville, S. C., Senator Peace was named last Tuesday by Governor Burnet R. Maybank to succeed the late Senator Alva M. Lumpkin, who only a fortnight before had taken over by appointment the Senate post vacated by the elevation of Justice James F. Byrnes to the U. S. Supreme Court.

Although Senator Peace only last Wednesday was sworn in and assumed the Senatorial toga, it is thought he will find plenty of opportunity to voice some practical views in an official capacity on radio and newspaper problems before his successor is elected and takes office about Oct. 15. He joins Senator Arthur Capper (R-Kan.) as the only active newspaperman and broadcaster in the upper house, although Senator Chan Gurney (R-S. D.), former owner and operator of WNAX, Yankton, probably will toe the mark with them where industry matters are concerned.

Since he has on occasion engaged in some snappy exchanges with FCC Chairman James Lawrence Fly on such considerations as the newspaper-ownership issues and multiple ownership, possibility is seen that he may avail himself of an opportunity to bring a practical operator's philosophy to the Senate floor. This possibility appears not unlikely as it is remembered that he has been active in the work of the Newspaper-Radio Committee, headed by Harold Hough, of Fort Worth.

The picture above was taken as Mr. Peace paused on the White House steps just after witnessing the swearing in of Senator Byrnes as a Justice on the Supreme Court. At the time, nothing was further from his mind than the possibility that a few weeks later he would be the Senator from South Carolina.

A native of Greenville, Senator Peace was born there May 19, 1899, the eldest son of Bony Hampton and Laura Chandler Peace. He began his newspaper career in student days at Furman U, working part time as a reporter for the *Greenville News*. His faith in the newspaper's possibilities attracted the interest of his father, head of a large commercial printing establishment, and in 1917 the elder Mr. Peace acquired the *News*. In partnership with his son, he developed the publication to a high-ranking position in Southern journalism circles. Subsequently the Peaces also acquired the *Greenville Piedmont*, an afternoon daily.

In 1933 Senator Peace established WFBC, now a regional station with 5,000-watt fulltime operation on 1330 kc. authorized. Since WFBC's founding, the radio station has drawn active attention from Publisher Peace, who also has participated extensively in industry matters.

As a newspaperman's publisher, young Mr. Peace has a background of down-to-earth press experience. After serving as a reporter from the time he was 15 until 1919—with time out for an ROTC hitch with the Army at Plattsburg and Camp Perry during 1918-19—he served as sports editor for about two years, then as editor of the *News* from 1920-24, business manager from 1924-34, and finally became publisher in 1934.

A Bachelor of Arts graduate of Furman U, Senator Peace now is a trustee of the school and its finance committee chairman. In his home community he has led many civic and charitable enterprises and has headed both the Chamber of Commerce and the Community Chest. He is a former president of the South Carolina Press Assn. and a former director of the Southern Newspaper Publishers' Assn., and is now a member of the Associated Press nominating committee. He belongs to the Baptist Church and is a Democrat by heritage and conviction.

Senator Peace's hobbies center on golf and a dahlia garden at his summer home at Cedar Mountain, N. C. Although he has never sought elective office, and friends say he has no interest in this regard, he has a reputation as a keen student of Government affairs, and his appointment drew acclaim from political leaders in Washington as well as in South Carolina.

His clubs constitute quite an array—Rotary, Elks, National Press, Biltmore Forest, Greenville Country, and Poinsett.

In 1920 Mr. Peace married Etca Tindal Walker. They are the parents of a son and a daughter, Roger Jr. and Dorothy Ann.

Personal NOTES

LIEUT. W. WRIGHT ESCH, j.g., owner of WMFJ, Daytona Beach, has been transferred to the Navy Yard, Washington, D. C., as assistant communications officer. He was called to active duty last April and assigned to the Navy Radio School at Norton, Conn. He served as a chief radio electrician in the last war.

HARRY W. WITT, CBS Southern California sales manager, is currently in New York for conferences with agency executives on fall radio advertising campaigns.

RAY JONES, formerly of WOLF, Syracuse, and Arnold Bowden, of a Binghamton agency, have joined the sales and service departments of WAGE, Syracuse, N. Y.

TED MATTHEWS, formerly commercial manager of KMMJ, Grand Island, Neb., and previously associated with KTSA, San Antonio, in a similar capacity, has joined the Hollywood staff of Homer Owen Griffith, station representatives, as salesman.

J. LINDSEY ALLEY, manager of WHIS, Bluefield, W. Va., and Mrs. Alley, the former Norma Lee Davis, who was women's editor and announcer of the station, are parents of a boy born July 31.

RICHARD C. O'HARE, formerly attorney of the FCC, has joined the firm of Dempsey & Koplovitz, Washington radio lawyers.

FRANCIS W. TULLY, jr., Washington correspondent of the Yankee Network news service, was married July 12 to Miss Laura Alice Thorpe of Boston. The wedding took place in Mt. Vernon Church, Boston.

FRITZ MUELLER, of KLZ, Denver, sales staff, is father of a baby boy, born July 28.

STANLEY HUBBARD, president of KSTP, St. Paul, has been in Washington as chairman of the Minnesota Aeronautics Commission where he will attempt to raise funds for a northwest glider school.

E. A. DORAIS, advertising salesman, formerly with newspapers throughout the West, recently joined KYA, San Francisco, as account executive.

WILLIAM T. KNIGHT III, son of William T. Knight Jr., president of WTOC, Savannah, is in Washington doing temporary work for National Independent Broadcasters Inc.

JONES P. TALLEY Jr., of WJHO, Opelika, Ala., and a member of the Naval Reserve, has been called to active duty and assigned to the Norfolk Naval Training Center, Norfolk, Va.

J. T. CAUSEY, formerly of the commercial staff of WBIG, Greensboro, N. C., has resigned to accept a position with the American Tobacco Co.

CHARLES VAN LOAN, for the last 12 years an accountant of WOR, New York, has been named assistant treasurer of the station.

NAT M. ABRAMSON, manager of the WOR-MBS Artist Bureau, acted as m.c. of a special Red Cross benefit at Tannersville, N. Y., broadcast Aug. 8 on WKNY, Kingston, N. Y.

ROLAND PETERSON has been promoted to manager of the merchandising department of WNAX, Yankton, S. D., succeeding the late James G. Gies.

FORD BILLINGS has resigned as commercial manager of WCKY, Cincinnati, his place having been taken by Fred Palmer, former manager of KOY, Phoenix.

JOHN W. POTTER, co-publisher of the *Rock Island* (Ill.) *Argus*, operating WHBF, is the father of a daughter, Patricia Ann, born July 16.

IRA HERBERT, assistant sales director of WHN, New York, recently pulled in the largest tuna of the year off Orr's Island, Me., while on vacation. The tuna weighed 756 pounds, was caught on a 32-thread line and took three hours to land.

WILLIAM L. WALLACE, national sales manager of KFBB, Great Falls, Mont., resigned Aug. 1. He has not announced future plans but will stay in radio following a vacation.

DON O'BRIEN, formerly with the China Relief Society and Time Inc., and John Doherty, formerly in the New York office of Carl Byoir & Associates, have joined the NBC press department to handle matters concerning NBC executive officers.

HERBERT HENDLER, editor of several RCA-Victor house publications, and Florence Shore, dramatic actress, are to marry Aug. 17.

Merino Reappointed

JOHN MERINO has been reappointed by the newly elected board of KTUC, Tucson, Ariz., to continue as general manager of that station. Following the FCC grant of authority to transfer stock control [BROADCASTING, Aug. 4], new officers and directors of Tucson Broadcasting Co. were elected July 29, as follows: Burridge D. Butler, Chicago, chairman; Ralph W. Bilby, Tucson attorney, president; John Merino, vice-president; Frank Z. Howe, Tucson, secretary-treasurer; Glenn Snyder, WLS, Chicago, director. The board also authorized application to the FCC for a new site, new transmitter, antenna and speech input equipment, which are expected to cost $30,000.

Cecil Brown to Singapore

CECIL BROWN, CBS foreign reporter, has arrived in Singapore, where he will report developments in that Far Eastern hot spot to CBS listeners in the United States. Brown was expelled from Italy by the Italian government, went to Belgrade before the Jugoslavian campaign, and then went to Cairo. Later he covered the British capture of Syria, from where he went to the British Far Eastern base.

BEHIND the MIKE

ARTHUR GODFREY, singing humorist of WJSV, Washington, has presented 500 records of the familiar doughboy tune "You're In The Army Now", transcribed by him, to the Army's Morale Division. The records will be sent Army camps throughout the country.

HERBERT FOOTE, well known Chicago organist, has joined the musical staff of WBBM, Chicago.

HARRY CREIGHTON, announcer of WAAF, Chicago, is recuperating from three broken ribs received in an accident during a softball game.

CHARLES BARNHART, continuity editor of KXOK, St. Louis, has been selected to play one of the featured roles in the St. Louis Civic Theatre presentation, "Twentieth Century", starring Ian Keith, Hollywood and Broadway star.

JOHN FELL, after being confined to bed for two months as a result of being assaulted and robbed, has returned to his announcing post at KYW, Philadelphia.

BETTY WELLS (BRIGGS), for four years director of women's affairs of WOI, Ames, Ia., on Aug. 20 will join KSO-KRNT, Des Moines, in a similar capacity.

GEORGE P. WILSON, Jr., a graduate of the U of North Carolina, has joined the announcing staff of WBIG, Greensboro, N. C.

BILL WAGNER, of WHO, Des Moines, is the father of a boy born July 26.

DON WAYNE, formerly of WISH, Indianapolis, and Gene Lattimer, formerly of WTEL, Philadelphia, have joined the announcing staff of WKMO, Kokomo, Ind.

DON WALKER, announcer of WCBS, Springfield, Ill., on Aug. 26 will marry Jean Kirkton, of Springfield.

PHILIP STAHL, announcer of WQXR, New York, and Helen Bartlett, of New York, were married the week of Aug. 4 in Stockbridge, Mass.

WINSTON ROSS, brother of Lanny Ross, star singer on the CBS program for Campbell Soup Co., Camden, is m.c. and singer on the variety show *British Brevities*, heard weekly on WWRL, Woodside, N. Y. Ross uses the air-name John Swinburne.

MAURICE C. DREICER, news commentator of WINS, New York, has been appointed secretary of the radio committee of the National Morale Committee.

RALPH LOCKE, who plays the role of "Papa David" on the CBS *Life Can Be Beautiful* program, sponsored by Procter & Gamble Co., has received his sixth medal for distinguished life-saving services at his summer home at City Island, New York.

BILL HENRY, former CBS foreign correspondent, and currently heard on CBS Pacific Coast stations in a series sponsored by American Chicle Co., Long Island City, is substituting for Hedda Hopper on her CBS program for the California Fruit Growers Exchange. Henry is handling the program from Aug. 8 to Sept. 3 while Miss Hopper vacations in Hawaii.

Meet the LADIES



RHONA LLOYD

YOUNG and fresh looking as a college senior, although her professional career started 30 years ago at the age of 7, is Rhona Angela Trevelyann Lloyd. Abandoning a stage singing career in 1933, after scoring on Broadway in *Countess Maritza*, she started in radio on CBS and NBC with a vocal trio called *The Canadians*. The trio disbanded, but Miss Lloyd remained as a soloist. An advertiser admired the quality of her speaking voice, and thus she became a commentator on a program called the *Home Forum Show*. In 1939 WFIL, Philadelphia, engaged her to go to Washington for a color description of Queen Elizabeth's garden party. This led to a daily show on WFIL for Philadelphia Dairy Products Co. which attracted the attention of Fels Naptha Soap Co., and soon *Golden Bars of Melody* was born on WFIL and the Quaker Network. Two sponsored across-the-board shows, one 30 minutes and the other 15, is enough to keep anybody busy. But Rhona Lloyd takes it in stride.

ELSIE DICK, formerly publicity director of the President's Birthday Ball Celebration and on the editorial staffs of *House Beautiful* and *Harper's Bazaar*, has joined the continuity staff of WOR, New York, handling religious and educational programs.

FRED DAIGER, formerly program director of WSUN, St. Petersburg, Fla., has joined the production staff of KYA, San Francisco.

SAM BALTER, Hollywood sports commentator, portrays himself in the Republic film, "The Pittsburgh Kid."

BILL MARSHALL, of NBC Hollywood music rights department, is to be transferred back to the network's New York production staff, following a three-week vacation.

BILL GRIFFIN, new to radio, has joined the announcing staff of KVEC, San Luis Obispo, Cal.

BILL JACKSON, sports announcer of WBIG, Greensboro, N. C., has enlisted in the Navy and has been assigned to publicity work.

PVT. LOUIS E. MAHLA, formerly news editor of WMRN, Marion, O., has been made associate editor of the *Camp Lee* (Va.) *Traveler*.

AL SAVAGE, CFRB, Toronto, m.c. on Wrigley's *Treasure Trail* and British American Oil Co.'s *B-A Bandwagon*, will appear in the moving picture, "Captains of the Clouds" being produced at Uplands Airport, Ottawa.

CLINTON JONES, for the last three years associate editor, has been made CBS Hollywood news editor. He succeeds Nelson Pringle, now commentator on the five-weekly quarter-hour news program sponsored by Union Oil Co. on 3 CBS California stations. Added to the network news staff are John Reddy, formerly UP Spokane manager, and Pat O'Reilly of the UP Sacramento, Cal., radio department.

HAL FIMBERG, Hollywood radio-film writer, has been signed for the weekly CBS *Al Pearce Show*, which resumes under sponsorship of R. J. Reynolds Tobacco Co. (Camel cigarettes) in October.

HOWARD CULVER, announcer of KFRC, San Francisco, is the father of a girl born recently.

BILL BROOK, formerly of WIBU, Poynette, Wis., has joined the announcing staff of WHBL, Sheboygan.

ADD PENFIELD, sports editor of WPTF, Raleigh, has been named director of sports publicity at Duke U.

LEE STUART, of Philadelphia, has joined WFPG, Atlantic City, as continuity director.

ALLYN BROOK and Bob Carlyle have joined the announcing staff of WFPG, Atlantic City. Brook formerly was with WSFA, Montgomery, Ala. Carlyle is from Williamsport, Pa.

DON BRICE, news editor of WKBN, Youngstown, O., has volunteered for service in the Army. Will Douglas, of the WKBN production staff, has been drafted and will report Aug. 13 for Army training.

JOHN LINDSEY, from WCSC, Charleston, S. C., has been named program director of WGAC, Augusta, Ga., succeeding John Watkins, resigned.

VICTOR ECKLAND, KGMB, Honolulu, news editor, in addition to those duties, has been appointed KMPC, Beverly Hills, Cal., special staff correspondent in Hawaii.

BILL MILLER, magazine editor of the NBC press division, New York, is back at his desk after a six-week illness.

BAYLISS CORBETT has joined the news staff of KXOK, St. Louis, replacing Tom Wolff, who has joined the St. Louis convention publicity bureau.

ABNER GEORGE, announcer of WNAX, Yankton, S. D., has joined the Army and is stationed at Fort Snelling, Minn.

CLINT BUEHLMAN, WGR, Buffalo, was guest m.c. at CFRB, Toronto, recently on the British American Oil Co. *B-A Bandwagon*.

JOHN RANDALL has joined the news staff of WNAX, Yankton, S. D.

TOUGHIE TAMES TEST TOWN



Firms like B. F. Goodrich, Armour, Plough have tested items and ideas in the test market—Cincinnati—*because* it's no push-over and is proportioned "city and rural." WSAI, tested also, proved profit-producer and all three remained with Cincinnati's Own Station.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Fastest Growing Market in Southeast

2 New Shipyards—
10,000 New Workers—
40,000 Officers and Men—

A Sales Management *High Spot!*

RED NBC BLUE

WSAV SAVANNAH

National Representatives:
GEORGE P. HOLLINGBERY CO.

Gen. Surles Named Head Army Public Relations

BRIG. GEN. Alexander D. Surles, now with the Armored Force at Fort Knox, Ky., last Tuesday was appointed by Secretary of War Stimson as director of the Bureau of Public Relations of the War Department. He will fill the vacancy created Aug. 1 by the transfer of Maj. Gen. Robert C. Richardson Jr., to Birmingham, Ala., to command the Seventh Army Corps. Gen. Surles is expected to take over his new assignment in Washington Monday, Aug. 11.

General Surles, who several years ago served as chief of the press branch of the War Department, was born in Wisconsin on Aug. 14, 1886, and is a 1911 graduate of West Point, being commissioned a second lieutenant of cavalry. He was graduated from the Cavalry School Advanced Course in 1924, from the Command & General Staff School, Fort Leavenworth, Kan., in 1925, and from the Army War College in 1935. He was named a temporary brigadier general July 10, 1941.

Donahoe Back at WSUN

HOWARD A. DONAHOE received a royal welcome when he returned to WSUN, Petersburg, Fla., as program director after an absence of three years. Mr. Donahoe has been associated with the Fort Industry stations for the last 10 years, serving as program and production executive of WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WAGA, Atlanta. Mr. Donahoe originated and produced the WWVA *Midnight Jamboree*, which is now rounding out its ninth year. The new program director of WSUN first served at that station in 1937 while on leave of absence from WLOK.



Mr. Donahoe

ACCOUNTS of historic fires are featured in the weekly quarter-hour, *Great Fires of History*, on KFI, Los Angeles, presented under auspices of the local fire department. John B. Fisher, currently a Harvard student, writes and narrates the summer educational series.

The Cliché Takes the Air

By MAURICE CONDON

Editor's Note—John Patt, manager of WGAR, Cleveland, has issued a list of clichés which occur so frequently in the broadcast speech of announcers, as a guide to his staff men of what is best avoided on the air. Following the example of the humorist, Frank Sullivan, whose cliché dialogues have appeared in the 'New Yorker' we have expanded Mr. Patt's list into a testimony between advance band announcers and a mythical cliché expert, Mr. K. W. Amplistat.

Q. You, sir, announce dance band programs?
A. Yes, Mr. Amplistat.
Q. Do you find this a tedious occupation?
A. No, it is with the greatest of pleasure that I again present Herb Haddock and his Merry Melodists.
Q. Is Mr. Haddock a congenial associate?
A. He is a genial young band leader, who is playing for happy dancers nightly.
Q. I understand his current engagement is with the Whacko Club?
A. The gay, colorful and smartly appointed Whacko Club.
Q. Is the Whacko Club accessible?
A. It is just a five-minute drive from town.
Q. What is the nature of Mr. Haddock's music?
A He plays the current favorites—Tin Pan Alley's latest hits—melodies both old and new.
Q. Are they performed in an ordinary fashion?
A. Certainly not. They are played in Herb Haddock's distinctive style.
Q. His arrangements are—
A. Smart.
Q. His music is—
A In the modern manner.
Q. His girl vocalist is—
A. Petite and charming.
Q. His male singer—
A. A romantic baritone.
Q. His rhythms are—
A. Toe-tickling.
Q. His medlies are—
A. New arrangements of old favorites. Delightful potpourris.
Q. His ballads are—
A. Romantic pleas.
Q. If there is a sharp transition in the moods of succeeding compositions, you describe it as—
A. Going from the sublime to the ridiculous.
Q. At the conclusion of the broadcast you assure the public—
A. That it has been a pleasure to have presented Herb Haddock and his Merry Melodists from the gay, colorful and smartly appointed Whacko Club, just a five-minute drive from town.
Q. Thank you.
A. Oh, and Mr. Amplistat, there is never a cover charge at any time.

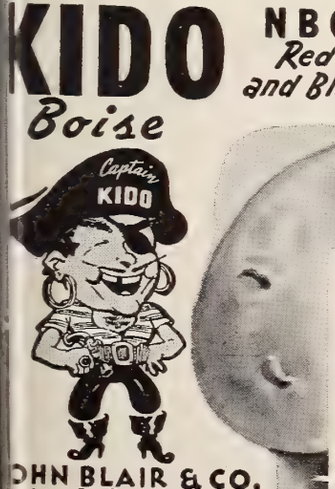
New BMI Availabilities

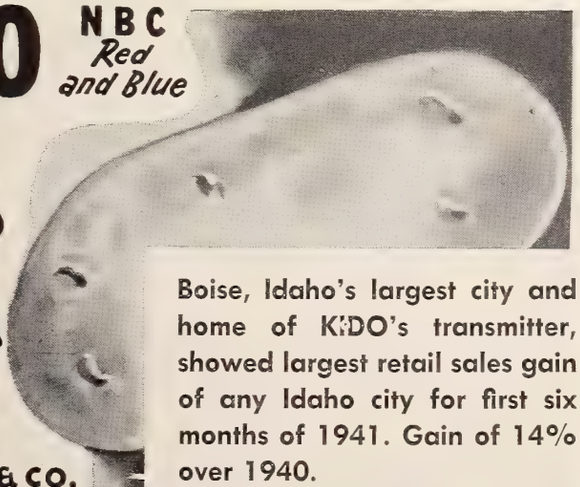
BROADCAST MUSIC Inc. has secured the performance broadcasting and television rights to the music of L. H. Bulkley, Jim Cornelius, Hollywood Hit Publishers, Musico and Charles Rinker Music Co., which is immediately available to all BMI subscribers.

Rapp's Ace

CONTRARY to golfing traditions Manager Cy Rapp, of KMA, Shenandoah, Ia., had 12 witnesses when he recently scored a hole-in-one on the 171-yard second hole of the local South Moreland Country Club. And you guessed it, the ball, now gold-plated, reposes on the desk of the proud Mr. Rapp.

KIDO Boise
NBC Red and Blue





JOHN BLAIR & CO. Nat. Reps.

Boise, Idaho's largest city and home of KIDO's transmitter, showed largest retail sales gain of any Idaho city for first six months of 1941. Gain of 14% over 1940.

WISCONSIN RAPIDS
WFHR 1340 Kc. 250 W.
Gives Advertisers The Equivalent of
3 LOCAL STATIONS IN 1
with Studios at Wisconsin Rapids, Marshfield and Stevens Point
You can be SURE of coverage in Central Wisconsin with WFHR.
Let us show you some success stories.
WFHR GETS RESULTS!
Wm. F. Huffman, Owner
G. T. Frechette, Mgr.

TEST MARKET?
THE ANSWER IS
ROCKFORD
THE REASONS:
BANK CLEARINGS ARE UP 34%
•
ROCKFORD BUSINESS IS 26% ABOVE NORMAL
•
A HIGH-SPOT SALES CITY ACCORDING TO SALES MANAGEMENT
•
A $150,000,000 MARKET PLUS
CAMP GRANT
Effectively Served By
WROK
ROCKFORD, ILLINOIS
1000 WATTS - MUTUAL
NATIONAL REPRESENTATIVES:
HEADLEY-REED CO.

5 Questions 1 Answer

Q: On what day of the week are listening audiences largest?

Q: On what day must listeners depend upon radio *alone* for news?

Q: On what day have most big stories of World War II broken?

Q: On what day is public desire for news greatest?

Q: What's one of the BEST days for news sponsorship?

Answer: SUNDAY!



JOHN CAMERON SWAYZE
Popular KMBC *Newsman*

KMBC offers John Cameron Swayze with six bang-up newscasts each Sunday — covering every audience strata from 7:15 AM to 9:30 PM. Six audience-pulling shows at *one* low cost!

Ask Free & Peters, or KMBC, for a complete presentation on this sweet-selling package. The survey figures will amaze you!

KMBC
OF KANSAS CITY
Free & Peters, Inc. CBS Basic Network



BEST WISHES TO WISH, new Indianapolis regional outlet on 1300 kc., which made its bow July 26 as an NBC-Blue outlet, occupying ultra-modern studios covering the second floor of the Board of Trade Bldg. This photo was taken in the main auditorium, which seats 250, just prior to the grand opening and shows (l to r): William W. Behrman, general manager; E. R. Borroff, general sales manager, NBC western division; Col. Roscoe Turner, famed aviator who conducts a flying school in Indianapolis; Robert E. Bausman, commercial manager; C. Bruce McConnell, president of the licensee corporation; A. R. Jones, vice-president; Miles Reed, program director. At the piano is Mrs. Borroff. The plant is RCA equipped throughout.

Support Grows for New Law

(*Continued from page 26*)

Congress not later than January 1, 1942, the steps taken and the policies adopted by it to effectuate the purposes of Section 303 (g) of the Communications Act of 1934, as amended, insofar as those purposes have application to the larger and more effective use of radio by stations which are intended to and do communicate with the public.'

"In my judgment the Congress should review the facts and problems incident to each of the foregoing subjects after the Commission has stated them to us in their simplest terms. The bill which I have introduced requests the Commission to study and report with recommendations on each of these subjects. By this method I believe that the Congress can best utilize the knowledge and experience of the Commission and its personnel, and, based upon this, determine what future policies should be.

"In this connection it must be borne in mind that virtually all of the substantive provisions of the present law are 14 years old. They were first written in the Radio Act of 1927, at which time the radio industry was an infant industry and the knowledge of the Congress was necessarily limited. In 1934, when the present law was enacted, it did little more than to adopt then existing provisions of the Radio Act of 1927. Many new problems have arisen and many old problems have been given greater importance since any comprehensive attempt at legislation has been made in this field. I have attempted to direct the attention of the Congress to some of the most pressing and important problems in a manner in which I think they can be most speedily and effectively dealt with."

Sanders Bill Analysis

A paragraph-by-paragraph analysis of the bill discloses that it would set up a separate Division of Public Communications of three members, which would select its own chairman, to handle all matters pertaining to broadcasting. Then there would be a Division of Private Communications, similarly constituted, to handle common carrier activities. In this connection the bill is identical with the White measure. The chairman would be appointed by the President, and serve as executive officer.

The entire Commission would have jurisdiction over adoption and promulgation of rules and regulations of general application, including procedural rules, assignment of bands of frequencies for various radio services, qualification and licensing of radio operators, selection and appointment of all officers and employes, and generally over all other matters with respect to which authority is not otherwise conferred by the other provisions of the act.

The chairman of the Commission would not serve as a member of either division, except in case of a vacancy or because of enforced absence, when he temporarily would serve on a division, with full powers of a regular member for that interim.

Section 4 of the Sanders bill would amend paragraph (a) of Section 308, dealing with issuance of licenses. Section 5 would amend Section 309 of the existing act by setting up an entire new procedure on interests of hearing, appeal and protest.

Section 6 would amend paragraph (b) of Section 310, dealing with transfers, and specifies that no license shall be transferred, assigned or disposed of, voluntarily or involutarily, except upon application to the Commission and upon a finding by the Commission authorizing it.

The provisos in Section 7, comprising an entire new section, would require the Commission to make specific studies and report to Congress. The first of these relates to

Defense Work Brings Business Boom to Wichita, Kansas

America's "biggest business" — national defense — has sent economic and physical Wichita skyrocketing to new heights unparalleled in the history of Kansas' "Air Capital." Wichita's metropolitan area population now officially estimated at 140,000, is expected to reach 160 to 200 thousand by 1942 if present trends prevail.

That's why we say that the Wichita market is a **must** on the schedule of every national advertiser.

And KFBI, the "pioneer voice of Kansas," offers a good way to reach the market effectively.



The Pioneer Voice of Kansas
KFBI • WICHITA
5000 WATTS DAY • 1000 WATTS NITE



WTCN 5000-1000 watts • NBC
MINNEAPOLIS - ST. PAUL'S best buy!
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

the power of the Commission to regulate contractual or other relations between licensees of stations and networks or other organizations, and strikes directly at the network monopoly regulations, which precipitated such a furore and still are under negotiation.

Related to this also would be recommendations from the Commission on whether or under what conditions Congress should provide for the licensing of networks. Such a move had been proposed by President William S. Paley of CBS before the Senate Interstate Commerce Committee, but was not subscribed to by the heads of other networks.

Striking directly at the issue of newspaper ownership, now under inquiry by the Commission, the bill asks the FCC to report by the July 1, 1942 date whether and on what terms Congress by statute should redefine and fix the qualifications of station licensees. Contentions have been made repeatedly that the Commission is without jurisdiction to discriminate between various classes of licensees.

Also bearing upon network ownership of stations and operation of subsidiary companies, such as talent bureaus and transcription aduncts, is the fourth study on which a report would be filed by the July 1, 1942 date. This inquires whether and upon what conditions Congress by statute should limit the number of services which may be conducted by any network and the number of stations of any class which may be licensed to any network.

Then the Commission is asked to report not later than Jan. 1, 1942 the standards and principles adopted by it relating to a fair and equitable distribution of facilities among the states and communities, together with recommendations for further legislation, if any. This goes directly to the question of clear channels and rural coverage, another of the FCC's many hot issues.

Television and FCC Aspects

Also due on Jan. 1, 1942 would be a report on what the commission has done to provide the "larger and more effective use of radio by stations". This relates to its regulation of television, FM and other offshoots of broadcasting, likewise under sharp criticism in recent months.

Section 8 of the Sanders Bill would amend the appellate provisions of the existing act and provide clear-cut procedure on litigation. It specifies to which courts certain types of appeals may be carried and spells out the precise parties which can sue for judicial relief, broadening the existing provision immeasurably by opening appeals up to any person aggrieved or whose interests are adversely affected by any order of the Commission.

Contrary to recent actions of the FCC, parties in interest would be permitted to intervene upon proper showing. Where the court reverses the Commission not only on matters of law but on unsupported fact or arbitrary or capricious action, the court's judgment would be final, subject to Supreme Court review. The Commission would be required to give effect to the court's judgment upon the basis of proceedings already had and upon the original record. This is in contrast to current FCC procedure under which it reopens the record for taking of additional testimony and in the final judgment usually decides cases the same way.

Section 9 of the Sanders Bill covers rehearing and liberalizes existing procedure. Section 10 specifies a "full and fair hearing" and the manner in which reports shall be issued. Any final decision order or requirement, it is stated, must be accompanied by a "full statement in writing of all the relevant facts, as well as conclusions of law upon those facts".

LALLY'S SUCCESS
Des Moines Baseball Series Brings Auto Business

WITH automobile production to be curtailed 50%, the fields of the used car and auto repair-maintenance businesses will assume greater importance as prospective radio advertisers, it is believed. Here is how one auto repair concern in Des Moines already is utilizing radio with smashing results.

At the beginning of the current baseball season, Lally's Service Inc. began a *Behind Home Plate* series on KSO, Des Moines, conducted by Gene Shumate immediately after his play-by-play broadcasts of the baseball games each afternoon. Program content is a resume of all the day's ball scores, with highlights of the day's playing.

Commercials on the program stress Lally's complete auto service, pointing out the various specialized departments. As a special giveaway offer, certain license numbers are chosen each day and the owners of the cars possessing the tags are given free services. Lally's in this way has succeeded in bringing Des Moines motorists, as well as those from the surrounding towns of Ottumwa, Newton, Carroll, and others, to the garage, and has greatly increased its business through radio, KSO reports.

UP Programs to Library

AT THE request of the New York City Public library, a complete set of the series of 20 transcribed radio programs produced by United Press to dramatize the coverage of news has been included in the library's transcription files. The discs, supplied by UP to 370 stations, feature impressions by UP correspondents of major developments in the war, together with behind-the-scenes stories of how news is gathered and transmitted under wartime conditions. UP also reports that its radio wire feature, *Time Out*, which deals with human interest topics rather than war news, is used regularly by 37% of its client stations, with 20% reporting sponsorship of the show.

WWNY, Watertown, N. Y., 500-watt daytime outlet on 1300 kc., has applied to the FCC for 1,000 watts full-time on 790 kc.

Wadhams Making Plans For WTMJ Sports Series

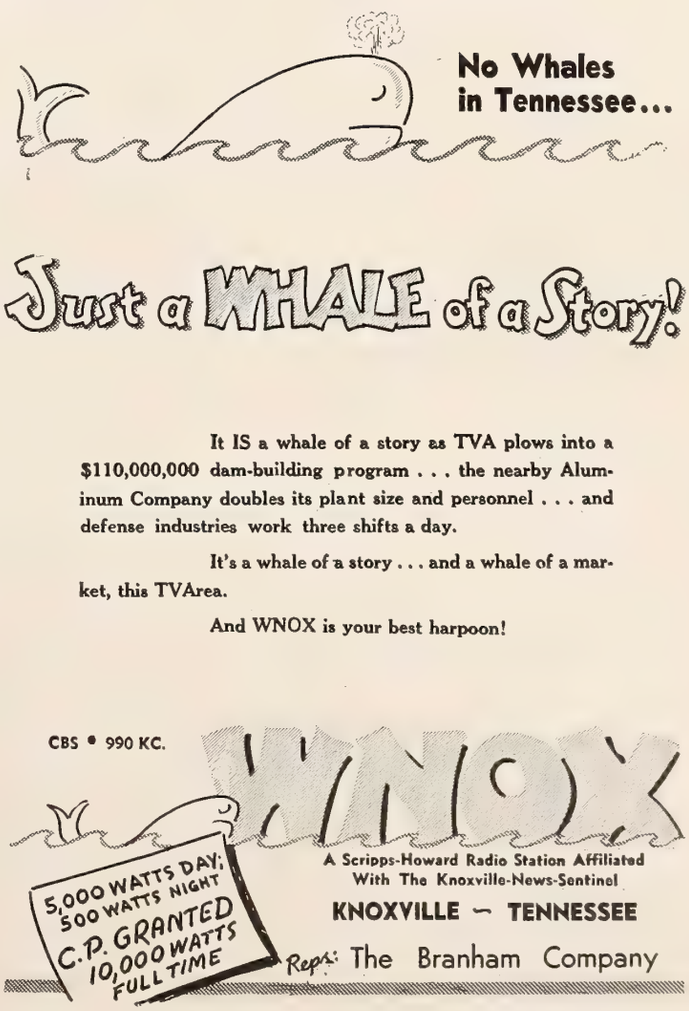
COMPLETED arrangements for the broadcasting of sport events this fall and winter on WTMJ, Milwaukee, under the sponsorship of Wadhams Oil Co., has been announced by the station which claims it to be the most extensive schedule of sportscasts in its history.

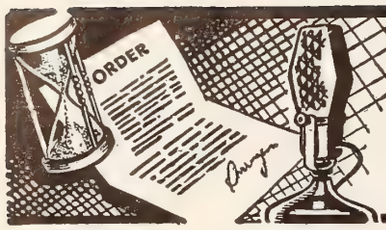
Starting Aug. 23 and continuing through Nov. 16, descriptions of the entire 12-game schedule of the Green Bay Packer professional football games will be carried. Beginning Oct. 4 and continuing for the following eight Saturdays grid games of the U of Wisconsin will be broadcast by Wadhams. When basketball season opens 11 games of the U of Wisconsin will be carried, Dec. 6 through March 7, as well as one game of Marquette U on Dec. 31.

WLS Shows at Fairs

ANNUAL TOUR of the *National Barn Dance*, heard on WLS, Chicago, Saturday nights, 7:30-12:00 p.m. (CDST), started Saturday, Aug. 9, when the full cast appeared at the Illinois State Fair in Springfield. The *Barn Dance* will appear Aug. 16 at the Wisconsin State Fair, Milwaukee, and on Aug. 30 at the Indiana State Fair in Indianapolis. The complete four and a half hour show will be presented at the three Fairs. The *Dinnerbell* program, heard Monday through Friday, 12:45-1:15 p.m., featuring Arthur C. Page, associate editor of *Prairie Farmer*, will be presented from the *Prairie Farmer*-WLS booth at the Fairs.







THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WICC, Bridgeport, Conn.

Dr. Swetts Root Beer Co., New York (root beer), 130 *t*, thru C. I. Miller Co., N. Y.
Megowen Educator Food Co., Lowell, Mass. (crackers), 39 *sa*, thru J. W. Queen Agency, Boston.
Foster-Milburn Co., Buffalo (Doan's pills), 104 *t*, thru Spot Broadcasting, N. Y.
Church & Dwight, New York (Cow Brand Soda), 156 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
Cliquot Club Co., Millis, Mass. (ginger ale), 170 *t*, thru N. W. Ayer & Son, N. Y.
Carter Products, New York (Carter's Little Liver Pills), 260 *t*, thru Street & Finney, N. Y.
Ex-Lax Mfg. Co., Brooklyn (laxative), 115 *t*, thru Joseph Katz Co., Baltimore.
Canada Dry Co., New York (Spur), 260 *t*, thru J. M. Mathes, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 52 *t*, thru Franklin Bruck Adv. Corp., N. Y.
McFadden Publications, New York (*True Story* magazine), 15 *t*, thru Arthur Kudner Inc., N. Y.

KYW, Philadelphia

National Bakers' Service, Philadelphia (Freihofer's Hollywood Bread), 6 *sa* weekly, thru Richard A. Foley, Philadelphia.
Iowa Soap Co., Burlington, N. J. (Miracle soap), 6 *sa* weekly, thru James G. Lamb, Philadelphia.
Mildine Corp., Philadelphia (All-Purpose face cream), 6 *sa* weekly, direct.
Foster-Milburn Co., Buffalo, N. Y. (Doan's Pills), 3 *t* weekly, thru Street & Finney, N. Y.
Carnation Milk Co., Milwaukee (canned milk), 4 *t* weekly, thru Erwin, Wasey, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 8 *sa* weekly, thru Compton Adv., N. Y.
Wesson Oil Co., New Orleans (cooking oil), 6 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

WFIL, Philadelphia

Procter & Gamble Co., Cincinnati (Duz), 3 *sa* weekly, thru Compton Adv., N. Y.
Chamberlain Aircraft Training Division, Philadelphia (instruction), 8 *sa* weekly, thru Stewart-Jordon Co., Philadelphia.
Morris Plan Bank, Philadelphia (personal loans), 6 *sp* weekly, thru Philip Klein Adv., Philadelphia.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 10 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Bisceglia Bros., Philadelphia (Greystone wines), 12 *ta* weekly, thru J. M. Korn Adv., Philadelphia.
Knox Co., Los Angeles (Cystex), 2 *t* weekly, thru Barton A. Stebbins Adv., Los Angeles.

CFRB, Toronto

Bromo Seltzer Ltd., Toronto, weekly *sp*, thru Ruthrauff & Ryan, N. Y.

CFCF, Montreal

T. Eaton Co. Ltd., Montreal (chain department store), 5 *sp* weekly, direct.
Henry Morgan & Son Ltd., Montreal (department store), 5 *t* weekly, direct.

KIDO, Boise, Ida.

Los Angeles Soap Co., Los Angeles (White King soap), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

KOA, Denver

Procter & Gamble Co., Cincinnati (Dash), 3 *sa* weekly, thru Pedlar & Ryan, N. Y.
American Chicle Co., Long Island City, N. Y., 4 *sp* weekly, thru Badger & Browning, Boston.
Kellogg Co., Battle Creek (Pep), 10 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

WJJD, Chicago

Dave Miner Co., Chicago (music lessons), 5 *t* weekly, direct.
Travelers Casualty Insurance Co., Chicago, 3 *sp* weekly, 52 weeks, thru First United Broadcasters, Chicago.
Parr Vitamin Co., Chicago, 7 *sp*, thru United Adv. Cos., Chicago.
American Aircraft Institute, Chicago, 3 *sp* weekly, 13 weeks, thru M. A. Ring & Co., Chicago.
Manhattan Soap Co., New York, 5 *sp* weekly, 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Fred J. Walsh Co., Chicago (real estate), 1 *sp* weekly, 13 weeks, thru Burton Browne Inc., Chicago.
Star Pen Co., Chicago (Waltham Pens), 7 *sp* weekly, 13 weeks, thru United Adv. Co., Chicago.

WGN, Chicago

Blue Moon Foods Inc., Thorp, Wis. (Bavarian cheese spreads), 6 *sa* weekly, 13 weeks, thru H. B. LeQuatte Inc., N. Y.
Lever Bros. Co., Cambridge (Swan Soap), 3 *sa* weekly, six weeks, thru Young & Rubicam, N. Y.

WROK, Rockford, Ill.

Friendship Studios, Chicago, 13 *sa*, thru Phil Gordon Agency, Chicago.
William Wrigley Jr. Co., Chicago, 13 *t*, thru Arthur Meyerhoff Co., Chicago.
State of Wisconsin, Dept. of Agriculture, Madison, 20 *sa*, direct.
Black Kow Bottling Co., Chicago (Black Kow), 17 *sp*, thru Reincke-Ellis-Youngreen-Finn, Chicago.

WEEI, Boston

J. L. Prescott Co., Passaic, N. J. (Dazzle Bleach, etc.), *sa* series, thru Monroe F. Dreher Inc., N. Y.
Shaler Co., Waupun, Wis. (Rislone motor tuneup), *sa* series, thru Kirkgasser-Drew, Chicago.
Eastern Steamship Lines, Boston, *sa* series, thru N. W. Ayer & Son, N. Y.
Procter & Gamble Co., Cincinnati, *sa* series, thru Compton Adv., N. Y.
Howard Johnson Restaurants, Wollaston, Mass., 3 *sa* weekly, thru H. M. Frost Co., Boston.
Procter & Gamble Co., Cincinnati (Ivory Soap), *sa*, thru Compton Adv., N. Y.

WNAC, Boston

Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Forty Fathom Fisheries, Boston (packed fish), 39 *sa*, thru Alley & Richards Co., Boston.

WIBG, Glenside, Pa.

Philco Dealers of Pennsylvania, Philadelphia (refrigerators), 750 *sa*, thru Julian G. Pollock, Philadelphia.
Crawford Inc., Philadelphia (furriers), 39 *sa*, direct.
Liberty Title & Trust Co., Philadelphia (savings), 120 *sp*, direct.
Bisceglia Bros., Philadelphia (Greystone wines), 18 *ta* weekly, for 13 weeks, thru J. M. Korn Adv., Philadelphia.

WOR, New York

National Shoe Stores, New York, 6 *sa*, *sp* weekly, thru Emil Mogul Co., N. Y.
Rockwood & Co., New York (chocolate bits), 5 *sp* weekly, thru Federal Adv. Agency, N. Y.
Maltex Co., Burlington, Vt. (cereals), 6 *sa*, *sp* weekly, thru S. C. Croot Co., N. Y.
Quaker Oats Co. Chicago (dairy feeds), weekly *t*, thru Sherman & Marquette, Chicago.
Chatham Mfg. Co., New York (blankets), 5 *sp* weekly, thru M. H. Hackett, N. Y.
Bond Stores, New York (men's clothing), 7 *sp* weekly, thru Neff-Rogow, N. Y.

WQXR, New York

Botany Worsted Mills, Passaic (Botany products), 2 *sp*, 3 *sa* weekly, thru A. J. Silverstein, N. Y.
H. W. Hall, New York (furriers), 6 *sp* weekly, thru Lester Harrison Associates, N. Y.
Brett, Wyckoff, Potter & Hamilton, New York (real estate), 5 *sp* weekly, thru Huber Hoge & Sons, N. Y.

WNEW, New York

P. Lorillard Co., New York (Old Gold), 6 *sp* weekly, 52 weeks, thru Lennen & Mitchell, N. Y.
Salz Bros. Inc., New York (pens), 5 *sp* weekly, 52 weeks, thru S. R. Leon Inc., N. Y.

WJZ, New York

Detroit & Cleveland Navigation Co., Detroit (transportation), 8 *sp*, thru Ralph L. Wolf & Assoc., Detroit.

WEAF, New York

Delehanty Institute, New York (civil service trade school), 3 *sp* weekly, 39 weeks, thru Devine Adv. Agency, N. Y.

WABC, New York

American Chicle Co., Long Island City (Chiclets-Dentyne), 6 *sa* weekly, thru Badger & Browning & Hersey, N. Y.
Book House for Children, Chicago, 2 *sa* weekly, thru Presba, Fellers & Presba, Chicago.

WFHR, Wisconsin Rapids, Wis.

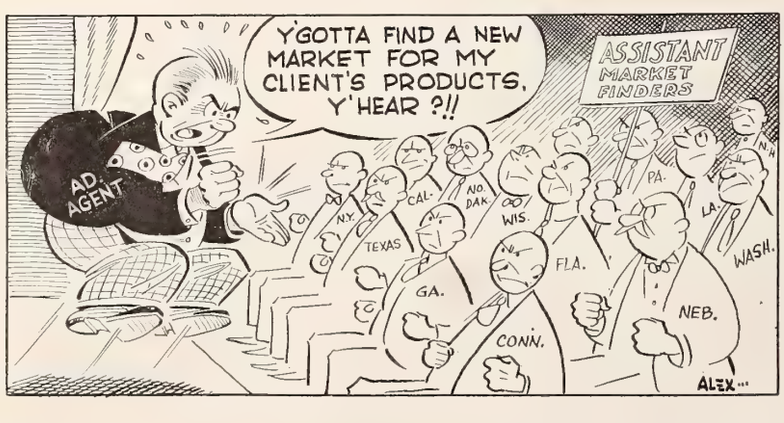
Sterling Insurance Co., Chicago, 6 *sp* weekly, direct.
Mid-Continent Petroleum Corp., Tulsa, 6 *sp* weekly thru R. J. Potts & Co., Kansas City.
Rolls Camera Co., Chicago, 6 *sa* weekly, thru First United Broadcasters, Chicago.

WCBI, Columbus, Miss.

Ralston Purina Co., St. Louis (feeds), 3 *sp* weekly, direct.
Firestone Tire & Rubber Co., Akron, O. (tires), 30 *sa*, thru Sweeney & James Co., Cleveland.

CJCA, Edmonton, Alta.

John H. Woodbury Co., Cincinnati (soap), 26 *sa*, thru Lennen & Mitchell, N. Y.
Pinex Co., Fort Wayne, Ind. (Pinex cold remedy), 220 *sa*, thru Russel M. Seeds Co., Chicago.



KFRC Takes Over Housewives' Show

Protective League Program Switches From KSFO

AFTER MORE than a year on KSFO, CBS affiliate in San Francisco, the Northern California edition of the *Housewive's Protective League* has shifted to KFRC, San Francisco, taking along with it most of its participating sponsors.

The *Housewives Protective League* program idea belongs to Fletcher Wiley, who presents it daily on KNX, Hollywood. Galen Drake has been handling the San Francisco edition.

Drake went over to KFRC to get the show organized, then departed for Hollywood, where he is to conduct the KNX edition for Wiley. The latter, recently signed for exclusive sponsorship by Campbell Soup Co., brought Drake to Hollywood. Succeeding Drake at San Francisco is Paul Gibson.

The *Housewives Protective League* is now heard as a participating feature Monday through Friday on KFRC, 6:30-7 a.m.; 12:15-1:45 p.m., and 3:30-4 p.m., and on Saturdays, 6:30-7 a.m. and 8-8:30 a.m. PST.

Testing Bureau

Unique feature of *Housewives Protective League* is that all products seeking sponsorship must first be passed by a testing bureau of 400 housewives. Samples of each product are sent to a carefully selected group of 50 of those best suited to pass judgment on the particular article. They are asked to use the product and express an opinion as to whether or not it is a good value for the price. If 80% of the replies praise the item, the advertising is accepted.

Among the major participating sponsors are Standard Beverages (Par-T-Pak), Par Soap Co., Southern Pacific Railway, Hale Bros. Department Stores, New Process Laundry & Dry Cleaners.

To supplant the *Housewives Protective League*, KSFO started a similar program with feminine appeal, conducted by Gordon Owen. Owen used to conduct a like program on KSL, Salt Lake City, and more recently has been San Francisco representative for Radio Sales Inc. The program, released several times daily, likewise is sold on a participating basis.

Welles Starts Sept. 15

LADY ESTHER, Chicago (cosmetics, toilet preparations), which will star Orson Welles in a new series of variety-drama programs on 63 CBS stations Monday 10-10:30 p.m. [BROADCASTING, July 14], has announced the starting date as Sept. 15. The show will originate in Hollywood and will have drama, comedy and music as principal ingredients. It marks Welles' return to radio after a year in Hollywood producing motion pictures. Agency is Pedlar & Ryan, New York.

Radio Advertisers

RUBSAM & HORRMANN Brewing Co., New York (R & H beer), is using three types of programs on WOR, New York, to promote its beer. The company has been sponsoring *Barrel of Fun*, Thursdays 8:30-9 p.m., and recently added participations in *Happy Jim Parsons*, Tues., Weds. and Thurs., at 10.30 a.m. and spot announcements on *Ramona & the Tune Twisters*, Tues. and Thurs., 10:45 p.m. Agency is Samuel C. Croot Co., New York.

TRU-ADE Inc., Los Angeles (beverage), with local bottler tie-up, in a two-month campaign which started Aug. 4, is using daily participation in *News While It's News*, on WMAS, Springfield, Mass. In a similar deal, the firm also is sponsoring daily participation in *Happy Johnny* on WBAL, Baltimore. In addition, daily transcribed announcements are being used on WMAL-WRC, Washington, D. C., with two per day on WSAV, Savannah, Ga. Agency is Beaumont & Hohman Inc., Los Angeles. Robert Schmeltzer is account executive.

DR. P. PHILLIPS CANNING Co., Orlando, Fla. (canned fruit juices), on July 29 started *Dr. Phillips Minstrel Man*, five-minute live show featuring Will Aubrey, Tues., Thurs., Sat., on KPO, San Francisco. Company has been participating in Kay Cook's *Women's Testing Bureau*, Tues. and Thurs., 9:30 a.m. on KJR, Seattle. Agency is C. L. Miller Co., New York.

FUHRMAN'S FURS, Los Angeles, in a late summer campaign is currently using daily spot announcements on KFVD and KRKD, Los Angeles. Charles Davis Adv., Los Angeles, has the account.

ROGERS PACKING Co., Los Angeles (packaged vegetables, dried fruits), new to radio, on Aug. 4 started 52-week daily participation in *Breakfast at Sardi's* on KFWB, Hollywood. Firm is also sponsoring twice-weekly participation in *Homemaker's Club* on KHJ, Los Angeles, having started July 29 for 13 weeks. The Mayers Co., Los Angeles, has the account.

HUDSON'S BAY Co., Winnipeg (department store), has started a series of spot announcements three times daily on CJRC, Winnipeg. Account was placed direct.

WESTERN CANADIAN Greyhound Lines, Calgary, Alta., has started twice-daily spot announcements on eight prairie province stations. Account was placed by Stewart-McIntosh Ltd., Calgary.

Reserve Your Copy of
1941 Iowa Radio Audience Survey
NOW
Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.
Write for it. No cost or obligation.
Address Dept. B
STATION WHO
DES MOINES, IOWA

4 Out of 5 Banks

J. B. FUQUA, manager of WGAC, Augusta, Ga., claims a record for one hot July day when he and his salesmen sold schedules to four out of five of the city's banks. One uses six five-minute newscasts and a 15-minute program weekly; another the twice weekly *Enemy Within* transcriptions; the third 52 fifteen-minute musicals, and the fourth a series of spots. The total billings will run $3,600.

FOX HEAD WAUKESHA Corp., Waukesha, Wis. (beer & ale), expects to expand its distribution into the Milwaukee and other midwestern markets in the near future. Company recently renewed 13-week contracts in Chicago for one-minute transcribed announcements six times a week on WJJD and four times a week on WCFL. Agency is Van Auken-Ragland, Chicago.

NOXZEMA CHEMICAL Co., Baltimore, which sponsored *Battle of the Boroughs* on WABC, New York, until Aug. 2, is suspending the program for five weeks, resuming it on WABC Sept. 13. Programs will continue in the fall, Saturdays, 9:45-10:15 p.m., with the same format of matching teams from two of New York's five boroughs. Agency is Ruthrauff & Ryan, New York.

STATE OF COLORADO Dept. of Revenue, Denver, in its tax-collecting program, used five announcements the week of July 24 on KOA, Denver, placed through Max Goldberg Adv. Agency, Denver. Intermountain Travelers Assn., to promote its convention, also bought spots that week on the same station.

CATELLI FOOD PRODUCTS Ltd., Montreal (macaroni), on Aug. 5 started a series of spot announcements four times weekly on CFCN, Calgary; CJCA, Edmonton; CKY, Winnipeg; CKCK, Regina; CFQC, Saskatoon, Sask. Account was placed by E. W. Reynolds & Co. Ltd., Toronto.

ELSTER HARDWARE & REFRIGERATION Co., Los Angeles (ice boxes), new to radio, in a 13-week Southern California campaign starting July 26 is using 48 spot announcements weekly on KFWB; 12 each on KRKD, KIEV and 7 on KMPC. Agency is Mayers Co., Los Angeles.

SCHOENFELDS', Seattle furniture store, for its KIRO program has signed Bob Mayberry, former Hollywood entertainer, for three mornings a week of his *A Word to The Wives*. The 15-minute program combines songs, piano selections, and household shortcuts.

NBC-BLUE program, *Best of the Week*, which features the best tune, best Hollywood news, best experience, best oddity and best draftee experience of the week, is now heard on the Monday evening *English Hour*, shortwaved to Latin America on NBC's international station, WRCA.

WOR Shows Increased Autumn Retail Business

MORE THAN doubling its previous autumn record for retail business, WOR, New York, last week reached a new high retail mark with two new contracts and four renewals. New contracts were from the National Shoe Stores for participation on WOR's *Uncle Don* show, through Emil Mogul Co., and from the Atlantic & Pacific Tea Co. for spots on the *Happy Jim Parsons* program to promote peaches, through Paris & Peart.

Bond Stores renewed for three programs, participations on John Gambling's early morning *Musical Clock*, Frank Singiser's news, 12:45-1 p.m. on Sundays, and Arthur Hale's *Confidentially Yours*, thrice-weekly at 7:15 p.m. Both I. J. Fox and the Pep Boys, auto accessories chain, renewed for announcements on the WOR all-night show, *Moonlight Saving Time*.

Stevens Replaces Balter

JACK STEVENS replaced Sam Balter in handling the *Inside of Sports* program for Bayuk Cigars Inc., Philadelphia, on Aug. 5, when the program shifted its origination from the West Coast to WFIL, Philadelphia, over an expanded MBS network. It is understood that Balter and Ivey & Ellington, Philadelphia agency handling the account, were at differences over the origination point for the broadcast. Stevens had been handling the show for the cigar concern on the Yankee Network in New England.

White Tailors Now On WFIL

P. B. WHITE & Co., Philadelphia tailoring firm which has a suit pending against WIP, Philadelphia, over alleged breach of contract in cancelling its radio contract, will return to local radio Sept. 1 on WFIL. Until several months ago, when it terminated its *For Men Only* series on WIP after five years, radio has been the only medium used by the sponsor. Handled through Harry Feigenbaum Agency, Philadelphia, the White firm contracted for a year for one hour of popular recorded music to be sponsored nightly, Monday through Saturdays, at 11 p.m., on WFIL. WIP cancelled its contract with the tailoring concern shortly after linking with Mutual network. While its contract with the station was cancellable, the sponsor alleges that the cancellation notice was not issued in conformity with terms of the agreement.

Brazil Salute Recordings

NBC has supplied the Brazilian Information Bureau in New York with 10 recordings of the network's salute to Brazil on one of the *Good Neighbors* broadcasts, heard on NBC-Red each Thursday evening. Bureau Chief Silva sent one record to President Vargas, one to Foreign Minister Aranha and one to Radio Director Barata, retaining seven discs as a circulating library to be loaned to schools, clubs and other organizations asking for information about Brazil.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each market's volume
More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention for PROBLEM SPOTS
JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

TODAY
is the time to get up to the minute
INFORMATION
on this
MAJOR MARKET
Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.
WLAW
5000 WATTS • 680 KC.
CBS COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

ILLINOIS?
For a big chunk of it, use the DECATUR station,
WSOY
250 w. 1340. Full time. Sears & Ayer. Local help given.

Where Sales Multiply
Air Castle of the South
W E
50,000 WATTS
CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OPNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

50,000 WATTS - CBS
425,683 Listening Families*
KWKH
SHREVEPORT
LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

Serving Canada's Rich Pacific Coast Area, with Bonus Coverage of Northern U. S. Points. See any J. H. McGillvra office, or, in Canada, H. N. Stovin.
CJOR
Vancouver—Canada
1000 Watts 600 KC
National Representatives
J. H. McGillvra (U. S.)
H. N. Stovin (In Canada)

You Can Dominate the Omaha Great Plains Market WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co. Representatives

PROF. ABBOT'S GRADS
Michigan Radio Classes Are Well Represented

PROF. WALDO ABBOT, who installed and directs the radio classes at the U of Michigan and who is author of the standard text *Handbook of Broadcasting*, taking notice of the crop of U of Iowa students going into radio [BROADCASTING, July 14], challenges any other institution to produce a bigger list of graduates than those of the Ann Arbor institution who are now with broadcasting stations.

Michigan graduates now professionally employed at stations are:

Peter Antonelli, WJLS, Beckley, W. Va.
Howard Bressler Barnes, CBS production staff.
Rowland Barbour, KVSF, Santa Fe, N. M.
James Britt, Yankee Network director of sports.
Charles Bowen, WSOO, Sault Ste. Marie, Mich.
Dorothy Caughey, WOKO, Albany, N. Y.
Merle Clarke, WSAM, Saginaw, Mich.
Don Chown, WJR, Detroit, Mich.
W. Fritz DeFries, WHLS, Port Huron, Mich.
Geraldine Elliott, WJR, Detroit, program director.
Steve Filipiak, WIBM, Jackson, Mich.
Frank Firnschild, WSOO, Sault St. Marie, Mich.
Jack Gelder, WJLS, Beckley, W. Va.
Sylvia Goldstein, WKST, New Castle, Pa.
Ted Grace, WJR, Detroit.
Joe Graham, WENY, Elmira, N. Y.
Robert Hite, KWK, St. Louis.
Mort Jampel, WSOO, Sault St. Marie, Mich.
Hazel Johnson, WNBF, Binghamton, N. Y.
Ruth Landwehr Landers, WAAT, Jersey City.
Bob Lewis, WTRY, Troy, N. Y.
Charles Livingston, WXYZ, Detroit.
Dorothy Lull, WAPI, Birmingham.
Ted Mattson, WTOL, Toledo.
Morris Mazer, WOOD, Grand Rapids.
Jack McCarthy, WXYZ, Detroit.
Carl Nelson, WTOL, Toledo.
Esther Nelson, WRUL, Boston.
Ward Quall, WGN, Chicago.
Caroline Rayburn, WJR, Detroit.
William Rice, WJLB, Detroit (now in Army).
Jean Ruth, WHAT, Philadelphia.
Jerry Schlafander, WSOO, Sault St. Marie, Mich.
Fred Shaffmaster, WSAM, Saginaw, Mich.
Stewart Sheill, WSAM, Saginaw, Mich.
Richard Slade, W45D (FM), Detroit.
Harman Stevens, WHLS, Port Huron, Mich.
Sidney Tremble, KSAL, Salina, Kan.
Myron Wallace, WXYZ, Detroit.
Theo Holleman Whitted, WDNC, Durham, N. C.
Maryland Wilson, WFBC, Greenville, S. C.
David Zimmerman, WWJ, Detroit.
Jack Zuideveld, WKZO, Kalamazoo, Mich.

In addition, former Michigan radio speech students now in various positions where they use their microphone training include: Elizabeth Adams, teacher, Bob Jones College; Stuart Churchill, Fred Waring's Orchestra; Doris Ferry, J. Walter Thompson Co., New York; Donald Hargis, U of Oregon; Charles Harrell, Library of Congress; Ernie Jones, McManus, John & Adams, Detroit; E. A. Mcfail, U of Detroit; Sylvan Simon, director, MGM, Hollywood; Margaret Soenksen, McCann Erickson, Detroit; Cadwell Swanson, J. Walter Thompson Co., New York; Jerome Weisner, Library of Congress; Alton Williams, U of Richmond.

ANTICIPATING the juvenile market for Christmas, Kasper-Gordon Inc., Boston, is now releasing three juvenile serials for department and other stores —*Santa's Magic Christmas Tree, Adventures in Christmas Tree Grove* and *Around the World With Santa Claus.*

To Conserve Gas

REMOTE crews of WPID, Petersburg, Va., will travel to and from pickup points in one vehicle to conserve gasoline, according to Lee Chadwick, manager of the station. In the past, the engineer, announcer and production man often have used three separate vehicles where only one was actually required. If the current gasoline shortage continues into the Fall, remote football crews will travel by train instead of auto, Chadwick said. Last year WPID football crews covered more than 1,000 miles.

Dr. Dunn Named Civilian Aide to Gen. Mauborgne

DR. LAWRENCE J. DUNN, of Brooklyn, has been named civilian representative to aid Major General J. O. Mauborgne, chief signal officer of the Army, in coordinating the work of 2,400 Army amateur radio operators affiliated with the Signal Corps.

At present amateurs are transmitting many messages for the Army as training for the voluntary Civilian Defense work they may perform during emergencies. Dr. Dunn will be adviser to the chief signal officer on all matters affecting these amateurs and will work with corps area radio aides in promoting interest by civilian amateurs as well as assist the amateur liaison officer of the Signal Corps, Major David Talley. Dr. Dunn will retain his civilian status and will receive no compensation. Dr. Dunn has long been interested in amateur radio and served as a major in the Signal Corps in World War I.

More Signed By ABTU, Technicians Available

RUSS RENNAKER, manager of the Associated Broadcast Technicians Unit of IBEW, reports the signing of five agreements on a Midwest trip—KSO and KRNT, Des Moines; WMT, Cedar Rapids; WHBF, Rock Island; WAAF, Chicago. Negotiations are still in progress with KSTP, St. Paul, and WEBC, Duluth. Agreements also have been signed with WRUL, Boston, and WINS, New York.

President Charles Warriner of Local 1220, Chicago, reports that in spite of recent reports that a shortage of technicians exist, his union is able to supply qualified men to stations.

NLRB petitions for representation at WPAT, Paterson, N. J., and WBYN, New York, are reported to have been withdrawn by the American Communications Assn. (CIO) and negotiations are in progress at both stations with representatives of the ABTU.

in the CONTROL ROOM

LOUIS McCOMAS YOUNG, chief engineer of KMOX, St. Louis, was ordered Aug. 6 to active duty as a major in the Air Corps stationed at Wright Field, Dayton, O.

CHARLES GIBBS, formerly chief engineer of WGTC, Greenville, N. C., has joined WSAZ, Huntington, W. Va., supervising construction of new transmitter and towers.

HAROLD HACKBARTH, transmitter engineer of WHBL, Sheboygan, Wis., is the father of a girl, born recently.

KENNETH OLSON, formerly chief engineer of KORN, Fremont, Neb., has joined the engineering staff of KMA, Shenandoah, Ia.

THOMAS PRICE, recent graduate of the National Television Institute, Kansas City, has joined the engineering staff of WKBN, Youngstown, O.

D. D. KAHLE, studio engineer of KOA, Denver, and Mrs. Kahle are parents of a daughter, born in July.

WILLIAM KUMPFER has been promoted to studio engineer of KOA, Denver, succeeding Bill Williams, assigned to NBC Hollywood.

LEO SHEPARD, KNX, Hollywood, maintenance engineer, is the father of a 7 lb. boy born July 29.

JACK JOPLIN has been named chief engineer of WGAC, Augusta, Ga., succeeding Merrill Prince, who has been drafted and assigned to the engineering corps at Fort Belvoir, Va.

WRDW Staff Institutes Group Defense Savings

GROUP savings to encourage the purchase of U. S. Defense Savings bonds has become a 100% reality at WRDW, Augusta, Ga., according to W. R. Ringson, manager.

The whole 14 of WRDW's employes, Mr. Ringson said, have voluntarily agreed to have the station deduct a certain amount each week from their paychecks. When an amount sufficient to purchase a bond has been accumulated by an individual, the station purchases it in the name of the employe. Mr. Ringson also declared that the sum involved is left entirely up to the individual and that the movement was an outgrowth of the station's close contact with public speakers who had made WRDW more conscious of the necessity for cooperating in national defense.

When you see the Above Coat of Arms You Think of Nova Scotia
When You Think of Nova Scotia You Must Think of
CHNS
The Key Station of the Maritimes at Halifax
Rep: WEED & CO.

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

Muzak Forecasts FM 'Subscribers'

Sees 10% of N. Y. Population Paying $2.50 Per Month

MUZAK Corp., New York, expects 10% of that city's population to apply for its non-commercial FM program service when it starts early next year at a maximum rate of $2.50 per month, according to a statement by Waddill Catchings, Muzak president. Company, for some years engaged in supplying advertisingless musical programs by wire to hotels, restaurants, apartment buildings etc., was recently granted a permit to construct an FM station (117.65 mc.) in New York by the FCC. Although the programs will be broadcast, Muzak plans to restrict reception to subscribers by sending a discordant noise along with the program which can be tuned out only with the special Muzak receiver [BROADCASTING, July 7].

Citing a statement of the NAB that advertising on the air is justified because of the high quality of entertainment it allows the broadcasting industry, Mr. Catchings declared:

"Muzak, which is now furnishing programs to hotels, restaurants and defense industries, can give just as high quality entertainment to its home subscribers.

Everything But Commercials

"We expect 10% of the population of New York City to apply for our FM service," he declared, "whether or not they are radio set owners. Our programs can be standby programs, supplementing the big commercial programs on the air. Enough subscribers paying the nominal fee we plan to charge will enable us to supply music, news broadcasts, dramatic programs (including live talent wherever desirable) — everything, in short, that radio provides, except commercials."

Muzak patents will also be available to others desiring to operate a competing service. "We have agreed with the Commission to make our patent available", Mr. Catchings said. "Purpose of the patent is to make sure that only those who subscribe to the service receive it. Thus we avoid 'bootlegging.' This is a technical aspect of transmission and does not concern a subscriber to the service."

Success or failure of the Muzak experiment will depend on the public's willingness to pay the fee that would warrant furnishing such a service. "Purpose of the experiment," according to a statement issued by the company in applying to the FCC for permission to construct the FM station, "is to determine whether the public or a sufficiently large portion of the public would prefer to obtain radio programs by direct payment for the service."



"Ar-r-k! better spot WFDF Flint Michigan! ar-r-k! so the old buzzard will get results!"

Navy Will Expand Radio Department

WITH naval communications traffic increasing rapidly, Secretary of the Navy Frank Knox recently announced expansion of facilities to meet the increased load. Secretary Knox also indicated that plans are under way to increase materially the size of the Naval Communication Reserve and to train reserve officers and enlised radiomen and signalmen in increasing numbers.

According to Navy figures, nearly 300% increase in traffic has been handled in the last 2½ years. Total average daily messages increased from 1,534 during the early part of 1939 to 4,518 on July 1, 1941—with a corresponding wordage increase from 98,402 to 156,864, it was stated. To relieve the growing load on official naval radio facilities, much of this traffic has been diverted to wire lines and the telephone and telegraph services, the Navy Department commented.

Since 1939 radio personnel of the Navy has more than doubled, it was indicated, with 1,350 officers performing communication duty now, as against 700 in 1939; 9,200 radiomen against 4,600 and 3,150 signalmen against 1,400. Of the 903 officers on the rolls of the Naval Communication Reserve, 653 are on active duty, along with 5,277 of the 7,000 enlised men. It is anticipated that 1,700 reserve communication officers will be required, and a procurement program is in progress to provide this number, with still further increases foreseen.

The Navy Department also lauded the work of the Defense Communications Board, headed by FCC Chairman James Lawrence Fly, declaring that DCB's "vast effort" would be justified, if only for its development of prospective plans for using Governmental and commercial communication facilities to supplement the purely military communication services and for the alternate routing of traffic to meet essential commercial requirements should normal routes fail to function.

Kornheiser Heads Radio Tunes

PHIL KORNHEISER, for 20 years general manager of Leo Feist Inc., and more recently serving as a consultant to Merritt Tompkins, vice-president and general manager of Broadcast Music Inc., has been named general manager of Radio Tunes Inc., BMI subsidiary organized to publish and promote popular music [BROADCASTING, July 14].



CONTRACT for 111 hours of time on KGKO, Fort Worth-Dallas, is signed by Wright Titus (seated), president of the City National Life Insurance Co. of Dallas. Offering the pen is Ed Bryant, KGKO sales representative, while looking on is Alex Keese, manager of WFAA-KGKO. The contract for 260 quarter-hour programs and 52 half-hour programs on KGKO marks the first use of radio by the insurance company. Couchman Adv. Agency, Dallas, is agency.

NBC Video and FM

ON Sept. 10, W2XWG, NBC's FM station in New York, will drop its summer schedule of experimental broadcasts from 3 to 11 p.m., Monday through Friday, and revert to its original broadcasting schedule of Wednesday through Saturday. It is expected that the operating schedule of WNBT, the network's television station, will similarly be altered at the same date, inaugurating weekend telecasts with the end of the summer season. NBC has regularly coordinated its FM and television program services to avoid unnecessary duplication of technical personnel.

BOND BURGEONS
Drops Radio 'Til Stocks Can Be Replenished

BOND CLOTHING Co., Philadelphia, men's clothing chain, recently cancelled its radio contract with KYW, Philadelphia, under unusual circumstances. It wasn't that radio failed to produce results for the sponsor. Rather, according to A. L. Petrie, manager of the local Bond store, it was because radio was too fruitful.

Attributing the results entirely to radio, Mr. Petrie explained that the store has sold out practically its entire stock and it would be necessary to go off the air in order to reduce the traffic of customers whose needs the concern is unable to meet at the moment.

"There is no sense in advertising," said Mr. Petrie, "when we have nothing to sell." Mr. Petrie said that the store would return to the radio in the Fall, with stock replenished. Bond Clothes participated in the KYW *Musical Clock* each morning for a quarter-hour.

MBS Includes FM

CURRENT issue of the MBS program folio lists FM stations carrying Mutual network programs along with regular Mutual affiliates, marking the first time a major network has tied in FM outlets with its affiliate listings. FM stations include W71NY, owned by WOR, Mutual New York affiliate; W43B, Boston, W39B, Boston, and W47A, Albany.

Network Lists FM

FREQUENCY modulation stations carrying MBS network programs are listed along with regular Mutual affiliates in the current issue of the network's program folio. The new listing marks the first time that any major network has tied in FM outlets with regular affiliated listings. First FM stations to be so included are the WOR-owned W71NY, New York; W43B, Boston; W39B, Boston; W47A, Albany.



WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

Coming Soon to
WSYR
SYRACUSE
5000
WATTS
at 570 kc.
"The Perfect
COMBINATION"

BUY LOS ANGELES' FIRST CHOICE TO SELL THE NATION'S THIRD MARKET

Los Angeles is the nation's third largest market. To sell this market buy KHJ, the radio station that leads all other Los Angeles network stations in sales by more than two to one.

MUTUAL DON LEE
K H J
LOS ANGELES, CALIF.

WJHP
N·B·C BLUE
Your greatest opportunities are open in Jacksonville over WJHP. Try and be convinced.
H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA
WJHP
JACKSONVILLE FLA.

Larger Crowds at Lake Compounce

Radio Is Responsible For Amusement Park Gains

By JULIAN NORTON
General Manager,
Lake Compounce, Bristol, Conn.

A FEW WEEKS ago our amusement park renewed a contract for the 1941 season with WDRC, Hartford, which called for the heaviest radio appropriation in our advertising history.

Ours is almost wholly a spring, summer and early fall business.

That's when people go to an amusement park to dance, to ride the roller coaster, the speed-boats, the scooters, the play automobiles, and to swim, bowl, have picnics, and frequent the shooting galleries.

That's when they come to be amused, to have dinner parties, to eat ice cream, and other refreshments. We appeal to the great middle class, and those under and over —in other words, almost everybody.

It Worked in 1940

How could we bring to this great middle class population what we have to offer? How could we tell them that Lake Compounce, in the heart of Connecticut, was just what they ordered if they wanted to have fun?

The answer, of course, was radio. We tried it hard in 1940, exclusively over WDRC. It worked. We had the second best year in our 96-year history. It worked so well we're back on WDRC again this year with our greatest radio appropriation. And we're on our way to a banner year, probably our best.

The crowds are bigger than we've ever had before, and they're spending more money. The response from our radio advertising has been excellent, and we feel radio is doing us a lot of good. Naturally, we're more than pleased with our results, and our experience with WDRC has been over a period of 11 years.

We have a planned schedule over WDRC. One of the programs we sponsor is a street interview broadcast, which we believe has a tremendous audience—a type of program which the whole family listens to. That's what we want, whole families. And they come out here to picnic and to play.

Then we sponsor the popular Saturday *Strictly Swing Club* show, which has more than 13,000 members. Here our appeal is to the music lovers, the swingsters, the dancers. Each week we have a name band at Lake Compounce, and attendance is always high after sharp plugging on the radio.

On two other days we have special spots on WDRC calling attention to the attractions at the park, and inviting all comers. The spots and programs begin on Wednesday, and from then on through Sunday there is mention of Lake Compounce every day in some manner. Our biggest crowds, of course, come on week ends and our radio advertising is arranged to keep the name of the park out in front during that period.



SIGNING A REVIEW for the 1941 season is Julian Norton, general manager of Lake Compounce, Bristol, Conn., with officials of WDRC, Hartford. Left to right are WDRC Salesman J. Eric Williams, Mr. Norton, and WDRC Commercial Manager William F. Malo.

Show Won't Go On

WWL, New Orleans, made special arrangements to carry a broadcast by the winner of the band contest held as part of the International Lions Convention late in July. Everything was set. The Parkersburg, W. Va., High School Band was present, special lines strung, special engineer on hand. But as broadcast time approached, the bandleader hadn't shown. And despite frantic pleading and cajoling all 105 members of the band refused to play a note without their leader—he didn't appear, and the show had to be cancelled.

They Hear About It

We feel that young people, especially working people, listen to radio a great deal, and pay more attention to the advertising than they would if they read it in the newspapers. They don't read the papers very carefully. They don't notice the ads, unless they want to go some place and then they go looking for it.

But when they're listening to a favorite program on the radio, they also listen to the announcer—and that's where Lake Compounce comes in.

Radio definitely impresses Lake Compounce on their memories. They hear about it, again and again. And then when they think of some place to go, Lake Compounce jumps to their minds.

We've been getting some huge crowds this year. Business is better, and the people are spending more. We know radio is responsible for this attendance, because we're getting people from places our newspaper advertising never hits.

Our advertising on WDRC has been well repaid. Radio advertising is really a nice asset for us—it's good business. Our particular line of business works in very well with radio, which reaches just the type of person we desire to attract.

An average Sunday will find more than 10,000 persons at the lake, and a good Sunday will see more than 15,000. On holidays, like July 4, we'll get 25,000 to 30,000. And they keep coming back, bringing new faces with them all the time.

Our WDRC set-up is extremely satisfying to us, or we wouldn't be doing it. We're grateful for the cooperation of the station's program department, and to Commercial Manager Bill Malo and Salesman Eric Williams, who handles our account for the station.

All in all, we're tickled about the way radio is working for us. Who wouldn't be; watching those crowds roll in!

Student Exchange Series To Be Started Aug. 15

FIRST student exchange program between North and South America has been arranged by the Pan American department of the Intercollegiate Broadcasting System New York, for shortwave Aug. 15 at 7:30 p.m. on NBC's international stations, WRCA and WNBI. The quarter-hour program in Portuguese will salute the U of Sao Paulo, Brazil, as the first South American member of IBS. At the completion of the United States program, the University will answer in English.

At intervals of two weeks during August and September, the series will continue, the second program scheduled for Aug. 29, when IBS salutes the National University of Bogota, Columbia, for its progress in technical and scientific education.

Each program is a cooperative venture between the students of the two nations and is prepared with university authorities in South America. Besides the series of exchange programs, the IBS Pan-American Department is producing a series of America Folk Music programs with the Library of Congress for broadcast on WRUL, Boston station of the World Wide Broadcast Foundation.

McBride on WEAF

MARY MARGARET McBRIDE, who for seven years as *Martha Deane,* conducted one of radio's most successful participating shows for women on WOR, New York, starting Sept. 2 will bring the same type of program back to the air on WEAF, 1:45 p.m. EDST, Monday thru Friday. Since leaving WOR, Miss McBride has conducted a *Column of the Air* on CBS for the Florida Citrus Commission, on a sustaining basis and under sponsorship of Bohack Stores, New York.



Here's what you buy when you say "yes" to advertising space in BROADCASTING. ¶ *You buy the all-radio medium* . . . because BROADCASTING is 100% radio, nothing but radio. ¶ *You buy prestige* . . . because you're using a prestige medium. ¶ *You buy tested advertising power* . . . because 85% of BROADCASTING's clients renew. ¶ *You buy blanket coverage of clients and prospects* . . . because BROADCASTING completely blankets national radio advertisers and their advertising agencies. ¶ *You buy economical advertising* . . . because BROADCASTING's circulation has increased 400% in 10 years, but its advertising rates only 20%. ¶ *You buy the No. 1 Advertising Choice* . . . because BROADCASTING is first in the trade paper reading preferences of advertising agency executives and national radio advertisers. ¶ Isn't that 50,000 watts of advertising space for your money?

Buy
BROADCASTING
Today!

* WRITE FOR 5 SURVEYS OF ADVERTISING AGENCY AND NATIONAL RADIO ADVERTISER TRADE PAPER PREFERENCES.

Defense Shows Use 226 Hours of NBC, CBS Time

NBC AND CBS have announced the total number of broadcasts they had devoted to national defense during the first six months of 1941. NBC-Blue and Red, from Jan. 1 to July 12, totalled 124 hours and 38 minutes devoted to defense programs, with an additional 49 hours and 6 minutes devoted to controversial programs dealing directly with that subject, the latter including roundtables, debates and speeches. These totals do not include spot announcements for Treasury Bonds, USO and similar projects.

CBS reported that it carried 271 broadcasts dealing with national defense, or a total of 101 hours and 38 minutes. As in the case of NBC, the CBS figures do not include spot announcements for various defense service organizations.

Accused

A WOMAN'S SCREAM, not in the script, was heard coast to coast on a recent *Famous O. Henry Jury Trials* broadcast, on NBC-Blue. The scream pierced the air when a feminine member of the studio audience became so excited for fear the murderer would not be convicted, that she shrieked lustily, "He's the one! That's the man who did the murder!"

'REVERBERATION SYNTHESIZER'

Dr. Goldsmith's System Creates Illusion of Small Room Or Giant Auditorium By Mixing Sounds

AN INVENTION which may save broadcasters the expense of studio duplication or auditorium rental has been under experiment for some time in New York. Able to simulate any form of accoustical surroundings by the control of reverberations, the perfected system can give the illusion of a crowded small room or the empty hollowness of a tremendous cathedral. It adds a "third dimension" to broadcasting or receiving, according to its inventor, Dr. Alfred N. Goldsmith, New York consulting engineer and onetime chief engineer of RCA.



Dr. Goldsmith

Working on the principle that reverberation puts the accoustical surroundings into all sounds—a small room sounds like a small room because there are more reverberations than in a large hall—Dr. Goldsmith states he has perfected a system for controlling the reverberations by capturing the sound as it is made and creating, electrically, echoes of those sounds. These echoes are then treated as synthetic reverberations, which can be controlled by a switch. If a large concert hall were to be simulated the switch would be made to turn on fewer vibrations; if one wanted the illusion of a small, crowded room, the switch might be turned to throw on as many vibrations as possible (because of the closeness of the walls in a small room there are naturally more vibrations bouncing off them).

Mixes the Sounds

The system now in use is both uneconomical and inflexible, according to the inventor. In order to simulate a certain large concert hall, a replica studio having the same acoustical arrangements has to be found or built. For different sound effects different studios, auditoriums, or "reveberation chambers" have to be used. All this, he says, can be eliminated by the new system known as the "reverberation synthesizer". With a concert being played from a broadcasting studio, the push of a button will bring the illusion of a Carnegie Hall, a Constitution Hall or a Central Park Mall.

Dr. Goldsmith calls his echomakers "recording heads". Actually they transform the sound wave into magnetic waves to produce a sound record. When the normal sounds are mixed with the controlled reverberations, the desired effect is obtained.

"The implications of the invention are far-reaching," says Dr. Goldsmith. "Radio stations can have most programs eminating from the same studio. Natural conditions can be more easily and expeditiously simulated. Suppose a character in a radio drama walks from a crowded room to the cellar of the house. The full sounds of the room to the hollow sound of the empty basement is a matter of a twist of the switch."

In addition, Dr. Goldsmith looks to the day when all receiving sets in the home will have a "synthetic reverberator". In that way each listener could suit the surroundings of a program to his taste. He might want to feel that certain organ music is coming from a tremendous chapel or a musical program from a symphony hall. With the new attachment, the transformation would be easy. Examples could be increased a hundredfold, not forgetting the comic effects that might be obtained by such a procedure as making echoes come before the sound, and the like.

Not only radio, but phonograph recording and reproductions as well as sound motion picture recording and reproduction could make beneficial use of the "reverberator" along these same lines, according to Dr. Goldsmith.

Jap Raids Fail to Halt Chungking Shortwaving

DESPITE frequent air raids and claims of the Japanese that the Chinese shortwave stations, XGOX and XGOY, have been destroyed, the two stations are still operating on a 16-hour schedule from China's war capital, Chungking, according to Chinese reports.

XGOX is directed toward North America, while XGOY is beamed toward Europe and the Far East. The Chungking studio is housed in a building constructed of huge blocks of granite four feet thick, while transmission apparatus has been set up in dugouts blasted in side of the hill on which Chungking sits. Broadcasts are piped from the studio to the transmitter by telephone. Programs are in nine different languages and six Chinese dialects. XGOX operates on 15.2 mc. and XGOY on 11.9 mc.

New Pillsbury Show

WALTER PATTERSON, announcer of WSPD, Toledo, and former producer of *The Musical Steelmakers* has been signed to a 26-week contract by Pillsbury Flour Mills to star in a new NBC-Blue show to feature Patterson's singing and patter. Also part of the program, which will be broadcast Thursday through Sunday from Chicago starting Sept. 11, will be the King's Jesters. Agency is McCann-Erickson.

FCC Clarifies Nebraska Cases

KONB Is Issued CP, KORN Given Authority to Transfer

ISSUING a construction permit to KONB, Omaha, Neb., and granting consent to transfer control of 52% of KORN, Fremont, Neb., the FCC Aug. 5 finally cleared up a situation that previously had moved the Commission to withhold a construction permit from KONB and to order a hearing to determine whether the license of KORN should be renewed [BROADCASTING, June 23].

KONB's construction permit, although first granted June 25, 1940, had become endangered when the 90% owners of the station—C. J. Malmsten, cattle rancher and Texas fruit grower; John K. Morrison and Arthur Baldwin, both in the insurance business, attempted to sell out to the Glassman brothers of Ogden, Utah, even though the station had not yet gone on the air. As the FCC frowned upon this, the would-be assignors sought to withdraw the application, a move granted with prejudice by the Commission, which in turn cited KONB for hearing to investigate the matter.

The transfer of control at KORN, which was granted simultaneously with the FCC renewing its license, allowed Clark Standiford, 52% stockholder of KORN to transfer his holdings to Mr. Malmsten, A. C. Sidner, S. S. Sidner, E. J. Lee and H. A. Gunderson. Difficulty in this case arose when the assignee group tried to re-transfer their holdings to a third party, consisting of KORN Station Manager John F. Palmquist and Paul Boyer, merchandising director, despite the fact that the original transfer had not yet been approved. As in the other case, sensing FCC disapproval, the second application was withdrawn, but not before the FCC ordered the matter set for hearing.

H. GEORGE SHEFLER, of Phoenix, Ariz., has been named sales representative for the Turner Co., Cedar Rapids, Ia., line of microphones and microphone equipment in Arizona, New Mexico and El Paso, Tex.

IT'S BIG!



The MAGIC CIRCLE

5,000 richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

FM
with
Simplified
CIRCUIT DESIGN
GENERAL ELECTRIC
160-17

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face listings, double. BOLD FACE CAPS, triple.** Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Transmitter Operator—No experience required only license. Send qualifications, expected salary to KHMO, Hannibal, Mo.

Announcer—Personality voice, experienced, for new station, send transcription, expected salary to KHMO, Hannibal. Mo.

Opening Up September 1—Can use one more combination operator-announcer. Give experience, references, first letter. KRJF, Miles City, Montana.

Salesman—For network affiliated station in competitive 100,000 Eastern metropolitan market. Send full particulars first letter to Box 777, BROADCASTING.

Combination Operator-Announcer—Texas. State first letter, age, draft status, previous experience and salary expected. Good opportunity for right man. Box 791, BROADCASTING.

An Announcer And A Salesman—Wanted for a Regional station now expanding. Good future for right men. Send all experience and personal data to Box 790, BROADCASTING.

Announcer-Writer — Midwestern regional network station. Commercial copy and newscasting are important. Advise age, education, experience, enclose copy samples, and advise if transcription available. Box 793, BROADCASTING.

Experience—Sports announcer wanted by Midwest Regional Station in good market. Must be A-1 in basketball and football. Send transcription, detailed information, and salary expected. Box 788, BROADCASTING.

Salesman—Well established MBS affiliate, Southeast, offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 778, BROADCASTING.

Chief Engineer Wanted—Northwestern college town of 25,000—excellent climate and living conditions wants college man with hour experience as well as 3 years' experience as chief of 5 kw station, good references required. Station 5 kw Modified Western Electric CBS affiliate wages $1.15 per hour. Box 787, BROADCASTING.

Situations Wanted

Operator-Transradio Man—Married; seeks permanent connection. Available immediately. Box 780, BROADCASTING.

Combination Announcer - Operator — Now employed. Considering change. State salary. Box 776, BROADCASTING.

News Reporter—University graduate; six years newspaper background. $50 minimum. Immediately. Box 783, BROADCASTING.

Sports And Studio Announcer—Football boxing, basketball, baseball. Five years' experience, draft exempt. Employed at present, but desire change. Box 796, BROADCASTING.

Situations Wanted (Continued)

Experienced Announcer — Single, young, draft exempt. Can handle news and write copy. Box 794, BROADCASTING.

Announcer—Nine years' commercial, news, special events, mail pulling, direct selling, farm shows, street broadcasts, adlib emcee. Draft deferred. Now employed. Excellent references. Box 795, BROADCASTING.

ENGINEER — Twenty years' experience. Draft exempt. Complete station maintenance, studio, recording, code, controls, supervisory experience. **MARRIED-FAMILY.** Prefer Pacific northwest. Permanent only. Please state salary. Box 786, BROADCASTING.

Chief Engineer—32, married, now employed in network affiliate, desires position where technical and executive ability combined with resourcefulness and loyalty will be of value. Box 785, BROADCASTING.

Nineteen Year Old Man—With Radio-Telephone First seeks control-room operator's position. Employed now but desires change. Prefer South-west or Gulf-coast city. Box 784, BROADCASTING.

Writer-Producer—University graduate, 28, single, 8 years' major radio station and advertising agency experience, continuity, production, and announcing desires station or agency connection. Free to travel. References. Box 789, BROADCASTING.

Competent Radio Engineer—6½ years' experience studio control, recording, maintenance, design, operation, RCA, W.E. and composite 1-50KW transmitters. 29 years, married, draft exempt. College training. Now employed Net Key 50KW. Minimum salary, $75.00 week. Box 781, BROADCASTING.

Assistant Manager — Program Director—Wishes change. Ten years' thorough experience; program, production, writer-actor. 5 years Network Key-Station affiliation. Has proven sales results through original productions, and executive ability. Personable, cooperative, efficient, progressive. Age thirty. Box 782, BROADCASTING.

Wanted to Buy

Wanted—RCA 76B-1 Speech Consolette or similar audio facilities WE 300A Reproducer panels. Box 792, BROADCASTING.

For Sale

RCA Special Purpose Tubes 40% Off—1603 1609 1620 1622 845 new original cartons shipped C.O.D. Russell Davis, 1755 34th Ave., San Francisco, California.

Miscellaneous

Photo Reproductions—From your photos. Hi-gloss — always pleasing. 5 x 7 — 50, $2.50; 100, $3.95. 8 x 10—50, $3.25; 100, $5.50. Post Cards—500, $8.50; 1,000, $15. 50% with order, balance C.O.D. Photo Copies Company, Hutchinson, Kansas.

They're readying fall and winter schedules. So talk to them now—through BROADCASTING!

Pabst's All-Stars

EXCLUSIVE broadcast rights for the All-Star football game Sept. 3 have been given to WHN, New York, which will carry a play-by-play description of the event under sponsorship of Pabst Sales Co., Chicago, for Pabst Blue Ribbon Beer. The contest in New York's Polo Grounds is arranged by the *New York Herald-Tribune* annually and will be between the New York Giants Professional team, coached by Steve Owen, and the collegiate stars of the country, coached by Jim Crowley. Agency is Lord & Thomas, Chicago.

We have THE VERY IDEA

Custom-built radio productions
One minute or one hour—
live or transcribed

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An Organization of
Qualified Radio Engineers
Dedicated to the
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STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
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Radio Engineering Consultants
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Main Office: 7134 Main St. Kansas City, Mo.
ACCURACY
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

Studio Notes

TRENT BROADCASTING Corp., Trenton, N. J., recently licensed by the FCC to construct a new station in that city [BROADCASTING, Aug. 4], contemplates all-night 24-hours-a-day operation, according to Charles Quinn, president of the new radio company. Mr. Quinn added that plans for the beginning of operations and location of quarters for the new station would have to be worked out at a meeting early this month of stockholders and officers. The radio towers and transmitter will be located in Yardley, Pa., nearby, but the broadcasting studio will be somewhere in the city proper, Mr. Quinn said.

WDRC, Hartford, has started a summertime promotion campaign to call attention to the Shoppers Special, heard from 7 to 9 each morning. Harvey Olson, who portrays the character of "Sleepy Slim", is asking for advice on how to run the period, listeners are asked to compose songs about "Sleepy", and the troubles of life will be explored and listeners asked to suggest antidotes.

WHEB, Portsmouth, N. H., featured as a guest artist on a recent *Lets Join The Army at Camp Langdon* program the well-known poet-humorist, Ogden Nash, who was summering at nearby Little Boars Head. The program was one of a series produced and written by the boys at Camp Langdon.

A SERIES of public service transcriptions for use by stations of Indiana was cut Aug. 2 at WOWO, Fort Wayne, plugging crop insurance. Charles Gregory, state crop insurance supervisor, and Jim Conway, farm program director of the station, are featured on the transcriptions.

WHOM, Jersey City, during the period May through July contributed to the Treasury Dept. a total of 1,445 announcements promoting the sale of Defense bonds and stamps, representing $7,225 in time sales. Announcements, in eight foreign languages and English, averaged 15 a day weekdays and 20 on Sundays, with a total of 485 in May and in July, and 475 in June.

TO ASSIST the campaign for cutting down gas consumption, Al Hodges, automobile reporter for WMCA, New York, is making a series of maximum mileage tests under various conditions and broadcasting the results on WMCA Sundays at 10:30 a.m. Listeners are also asked to cooperate in making their own experiments and furnishing Hodges with their data for a complete report this fall to the American Automobile Assn.

KXOK, St. Louis, has extended time of broadcasting from 12 midnight to 1 a.m. The station now goes on the air at 5:30 a.m. during the week and on Sunday operates from 7 until 12:30 p.m.

WLW, Cincinnati, reversing the usual procedure of having radio entertainers stage shows for Army camps, on July 31 presented *Patterson Field Entertains*, in which an all-soldier orchestra under the direction of Private Al Cassidy entertained.

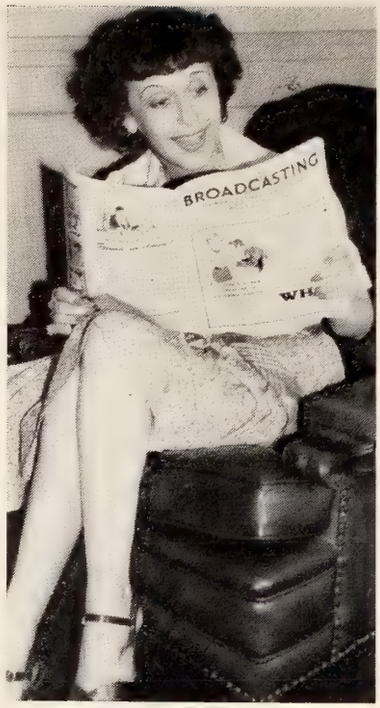
WDNC, Durham, N. C., after a special broadcast in which Mrs. J. Frank Jarman, wife of the station's general manager, interviewed several members of the recruiting unit of the Army, received two phone calls. Both times they were from interested mothers who were moved so much by the broadcast that they wanted their sons to join the service, which they did.

IMPROVEMENTS made possible by frequency modulation are demonstrated on the weekly *Welcome to FM* program on W55M, *Milwaukee Journal* station. Oscillators are rigged to demonstrate various frequencies. Tone beats, heterodyne squeals and musical notes are produced to show the range and fidelity of FM.

WITH FCC permission to remain on the air beyond its regular 10 p.m. signoff time, WNYC, New York municipal station, on Fridays and Sundays throughout the summer is presenting in full the New York Philharmonic concerts from Lewisohn Stadium, New York. WNYC also broadcasts the 8:30-10 p.m. out-of-door concerts by the Goldman Band Mondays and Saturdays.

WBAP, Fort Worth, on Aug. 2 took its mobile unit 126 miles to Camp Bowie, Brownwood, Tex., for a special program by the 36th Division, before unit was to leave for the war games in Louisiana. Announcer Tee Caspar and Engineer Bruce Howard handled the broadcast which included speeches by Maj. General Birkhead and Mayor Mayes of Brownwood.

MACQUARIE BROADCASTING SERVICES, Sydney, Australia, will start operating from its new modernistic five-story building at 138 Phillip St., Sydney, on Sept. 10, according to H. G. Horner, general manager. Structure will house 2GB, key station of Macquarie Network, its executive offices as well as Artransa Pty. Ltd., transcription subsidiary. Besides the various departments, the building will house four studios and an auditorium seating 400 persons.



CURRENTLY appearing at a neighboring summer theatre, Fifi D'Orsay, vivacious French screen and stage star, lays the glom on a certain well-known trade publication as she bides a few moments in the reception room of WTAG, Worcester, just before an interview on WTAG's *Radio Theatre Matinee*.

At Ease, Men

"SOLDIER! Have a Ride" invites the tiny sticker on the windshields of Richmond, Va., motorists who are cooperating with WMBG, Richmond, and the local junior chamber of commerce in a move to relieve the overworked dogs of the servicemen. Within three hours after announcement of the campaign, 2014 calls swamped WMBG from kind-hearted motorists requesting the stickers. Inquiries from other organizations throughout the country indicates a national campaign to give soldiers a lift has been instigated by WMBG.

WIBG, Glenside, Pa., has installed a "fluff sheet" in each studio. Announcers mark any fluffs made during the course of a program on the sheet and are fined five cents for each error. The man making the fewest fluffs in a month takes the entire amount collected. The system was installed voluntarily by the mikemen.

KFVS, Cape Girardeau, Mo., is sponsoring its fourth annual model airplane contest in cooperation with the Junior Chamber of Commerce.

WFAS, White Plains, N. Y., has turned over three five-minute periods weekly for use of the Westchester County Defense Council. The periods will be used to present a resume of the day to day progress in civilian defense in various communities of the county with each community preparing its own report.

TALENT from KPO-KGO, San Francisco, entertained more than 1,000 guests Aug. 6 at the Western Radio & Appliance Trade Dinner. Part of the program was carried by KGO. Charles A. Dostal, Pacific Coast district manager of Westinghouse Electric & Mfg. Co., was chairman of the meeting.

KFAC, Los Angeles, independent station, having signed a program license basis contract, went back on the air Aug. 1 with ASCAP music. Station claims to be the first on the West Coast to sign such an agreement with ASCAP. Cal Smith is general manager of KFAC.

WSYR, Syracuse, N. Y., used a triple relay system to brings its listeners a description of the New York State Amateur golf championship. A pack transmitter followed the play and was picked up at Troy by WTRY which relayed the broadcasts to WSYR.

WPTF, Raleigh, is presenting 90 minutes of symphonic recordings Sunday nights. Program notes are interspersed among the numbers, and mail requests are complied with, when possible.

Free Chubbies

DELEON'S FUR SHOP celebrated the opening of its new Dallas store with a novel quiz program on KGKO, Fort Worth. Genuine fur chubbies were given as grand prizes to winning contestants. During the 30-minute show seven chubbies were awarded. Unsuccessful contestants were given defense savings stamps.

U. S. Defense

HOW THE United States is progressing in its defense program is the subject of new weekly series shortwaved to England Sundays at 10 a.m. on NBC's international stations, WRCA and WNBI, Maurice English, former European correspondent, handles the scripts.

Why THE ONLY COLUMBIA STATION IN ARKANSAS is Your Best Buy!

BECAUSE:

OVER $150,000,000 in new defense orders are being spent in addition to the regular $200,000,000 plus retail sales. Approximately 1000 new homes are now under construction.

For MAXIMUM SALES in Little Rock and Arkansas write—

KLRA LITTLE ROCK ARKANSAS

5000 WATTS Day and Night

THE KATZ AGENCY
National Representatives

THERE'S MORE FOR YOUR MONEY AT CFNB

FREDERICTON—N.B.

1000 WATTS—BASIC C.B.C. OUTLET

WEED and CO.—U.S. Representatives

BOSTON N.Y.

POWER!

—WHERE POWER COUNTS MOST

NASHVILLE THE GREAT TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

soon going to

50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.

J. T. WARD, Owner
F. C. SOWELL, Manager

Gen. Mauborgne Retires Sept. 30

Expected to Leave DCB Post, Gen. Olmstead Acting Head

MAJ. GEN. Joseph O. Mauborgne, Chief Signal Officer of the Army, member of the Defense Communications Board and a recognized authority on communications, will retire from the Army Sept. 30 upon completion of his four-year tour as Chief Signal Officer. Simultaneously it is expected he will resign his post on DCB.



Gen. Mauborgne

Gen. Mauborgne left Washington last Thursday on an extended inspection tour of all Signal Corps activities of the four Armies in field maneuvers, which he will conclude about the end of August. He will then take a month's leave prior to retirement Sept. 30.

Brig. Gen. Dawson Olmstead, commandant of the Signal Corps School at Fort Monmouth, N. J., has been designated Acting Chief Signal Officer during the absence of Gen. Mauborgne and until further notice. Brig. Gen. George L. Van Deusen, commandant of the Fort Monmouth Signal Corps Replacement Center, will become commandant of that post during Gen. Olmstead's service in Washington.

Lt. Col. William S. Rumbough, of the Signal Corps War Plans Section, will act as Gen. Mauborgne's alternate on DCB until further notice. Gen. Mauborgne also has asked to be relieved of his post as the Army's representative on the National Inventors' Council.

It was believed that Gen. Mauborgne, after his retirement as an active Army officer, presumably with the rank of major general, will be called upon by defense authorities to participate in an important role in the communications preparedness for national defense.

KGBS, Harlingen, Starts Aug. 15, Staff Is Named

OWNED by McHenry Tichenor, a retired newspaper publisher, the new KGBS, Harlingen, Tex., is scheduled to go on the air Aug. 15, according to Ingham S. Roberts, general manager who formerly was with KPRC, Houston; KTSA, San Antonio, and KRGV, Weslaco. The station is Western Electric equipped throughout and utilizes a Blaw-Knox tower.

Mr. Ingham announced the following staff: Thomas B. Moseley, of KGKO, Fort Worth, chief engineer; Charles Craig, KMAC, San Antonio, program director; Howard Holbrook, KTEM, Temple, Tex., operator; Don Phillips, WACO, Waco, announcer; Roy Rogers, new to radio, announcer; Kathryn Porter, KVIC, Victoria, Tex., continuity; Eleanor Shafer, Texas State Network, traffic; Lee Hatchett, auditor.

DCB Report

(*Continued from page 10*)

for air raid warnings, messages, communiques and announcements of national or regional importance.

The DCB said that its surveys reveal that broadcasting is well adapted to air raid warnings and similar uses but observes that "certain remediable shortcomings are still to be overcome". These are taken to mean the need for reaching rural areas and the insurance that an adequate power supply can be maintained in case the regular power supply is interrupted.

Possible Supernetwork

In conjunction with the Office of Civilian Defense, headed by Mayor LaGuardia, the DCB is working on plans to link stations to local civilian defense centers for instantaneous receipt of local and regional warnings and announcements and a potential nationwide supernetwork to be available for transmission of messages national in scope.

Studies by the DCB show that of the approximately 880 stations in operation, nearly 500 are already connected to the potential supernetwork by telephone lines. This apparently refers to a linking of the three major chains through a central point, as is already done in the case of some national broadcasts which all three are carrying.

DCB says that an additional 132 stations have studios in cities now served by the "supernetwork", in which cases only a local wire connection is needed to tie them in. Only 12 stations in the entire country, according to these studies, are located away from regular program lines and these can be tied in through use of ordinary telephone lines for special announcements and warnings. The remaining 240 stations are located along lines of the supernetwork and could be connected with little trouble.

Thus every station in the country can promptly be utilized for military or civilian defense messages. In addition, this network would be available for warnings to a particular station that its signal is in danger of becoming a direction finder for enemy planes.

Program Interruptions

Speaking of program interruption, the DCB report states:

"Successful use of broadcasting for military or civilian defense under private ownership and operation, depends upon the reliability of transmission and its freedom from accidental or deliberate interruptions. Preliminary reports to the Board indicate that reliability varies from station to station, but that a high degree of freedom from program interruptions can be attained. Thus 20 selected stations were found to be losing an average of less than a minute-and-a-half per week from program interruptions of all kinds. Reliability of these stations was calculated at 99.982%.

"Electric power failure, it was found, is the most frequent cause of interruptions, accounting for about 50% of all program breaks. Since continuous operation of broadcast stations during power failures is essential, the Board has in progress means of continuing service while public power is cut off. At present an estimated 10% of all broadcast stations are equipped with emergency gasoline or steam-driven power generators which will enable them to continue operations under any conditions except actual demolition of the transmitters. A few other stations are served by two or more independent sources of public power. Studios are now under way to decrease the likelihood of broadcast failures from power shut-offs.

"In addition to steps designed to protect particular stations which may be designated for special defense functions, the DCB has instituted reliability studies of the potential supernetwork which welds the stations into a nation-wide unit. Reports to the Board indicate that the 45,000 miles of program transmission circuits now in existence provide alternate routes to all but two of the 310 cities now served. Thus in the event that all network stations were mobilized for a nation-wide defense broadcast, any particular circuit interruption could be compensated by recruiting over alternate transmission lines. Alternative power supplies for these program transmissions are provided by adequate storage battery reserves in 4,000 relay centers."



NBC's Recorded Program

"TOUCHDOWN TIPS"

by SAM HAYES

IN ITS FIRST SEASON as a "major contender," *Touchdown Tips* skyrocketed to outstanding heights of popularity. Again this Fall, this peak-popular program is already headed for top honors. It's the year's best bet in timely shows —recorded by NBC, rushed to you each week by Air Express—and at a cost that will surprise you.

Gifted with rare showmanship, Sam Hayes packs each of these weekly quarter-hours with accurate predictions, competent analyses of 30 major college football games in all sections . . . spiced with football-facts and "Gridiron Grins" that are every football fan's meat.

First of the thirteen programs scheduled for broadcasting Friday, September 12, will be shipped from Hollywood Monday, September 8. Warning: "*Touchdown Tips*" *is subject to prior sale and availability**—and there isn't much time left. Better wire *today* for details from your nearest NBC Radio-Recording Division office.

*Not available in States of California, Washington, Oregon, Idaho, Utah (except Salt Lake City) and Arizona.

Scores with Stations and Sponsors!

FROM AKRON: ". . . the best transcribed quarter-hour this Fall . . . put us down again next year."

FROM BUFFALO: "...Very pleased . . . want to have the first opportunity if a similar series will be available next year." (Same sponsor has bought 1941 series.)

FROM BALTIMORE: "Very successful in selling men's topcoats to the retail trade . . ."

FROM NASHVILLE: "Highly pleased . . . glad to report that (our sponsors) feel the same way about it..."

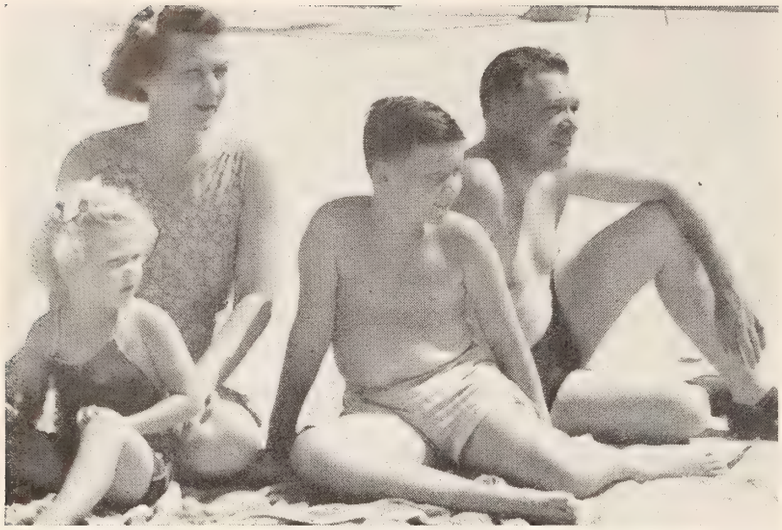
NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago

Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood



THE VINSONHALERS of KLRA, Little Rock, Ark., enjoy their summer vacation, the sunshine and sea air at Miami Beach. On the sand, from left to right, are Jancy, three years old, Mrs. S. C. Vinsonhaler, Keith, age nine, and S. C. Vinsonhaler, general manager of KLRA.

Approval of ASCAP Deal Uncertain

(*Continued from page 9*)

minished charges to independent broadcasting stations".

The statement explains that "our society is founded upon good music and that is our main concern . . . for American music to continue to express the hopes and ideals of free men and women" and continues: "The urgent need of this music in the cause of national unity and national defense was no small factor in spurring our efforts to restore music to the national networks."

'The American Way'

After expressing ASCAP's belief that "this cooperative society represents the American way of safeguarding composers and authors from cultural and financial starvation" and that it offers commercial users of music a "vital" service at "nominal costs", the statement concludes:

"By insuring the economic and cultural freedom of composers and authors we obtain for the public the benefits of the creative efforts of these men and women of genius. Conscious of this responsibility, we rededicate this society as an American institution."

A doubt that ASCAP "represents the American way" of protecting songwriters was expressed last week by BMI, which pointed out that talent songwriters can get "ready cash from BMI, which pays on a performance basis, regardless of seniority, and leaves its writers completely free to do anything they wish to do with their own interests", whereas "ASCAP, which ties its writers to 10-year contracts calling for ther entire output, bases its payments to writers on contribution to the Society as well as on seniority and promises a pension based on a continuous flow of creative genius."

First effect of the approval of the deal with NBC by the ASCAP board was the resignation of Edgar Leslie as a board member. Mr. Leslie, who is reported to have voiced vehement objections to what he believed to be a subservient attitude on the part of ASCAP towards the networks, tendered his resignation to Louis Bernstein, acting president of ASCAP. It will be presented to the board for action at the next board meeting, which will be called whenever the NBC contract is ready for ASCAP's signature. ASCAP's president, Gene Buck, is away on vacation.

The young writer's chief complaint against the ASCAP system, according to BMI, is that he gets no pay for the radio performance of his best work, frequently produced when he is young and his songs have a fresh note that makes them popular favorites. "The publishers," says BMI, "are liberally compensated for them, but the writers do not receive a penny from performances until they have become established performers and assure ASCAP that they can produce hits year after year. This is one reason the legend of the 'starving songwriter' has persisted. We will probably hear less of it from now on as BMI has demonstrated that anyone with talent can earn substantial sums from air performance regardless of age."

* * *

Craney Rejects Deal

Ed Craney, operator of KGIR, Butte, and the Z-Bar Network, who has been in the forefront of the copyright issue for nearly a decade, flatly rejected the proposition for refunding to NBC the 2¾% blanket license fee on commercial network programs, but offered to negotiate his affiliation contract with the network.

Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, taking a somewhat different position, agreed to the refund but upon the condition that independently-owned stations will have the same options available at the same rate for the purchase of ASCAP music as the deals set forth with NBC for its managed and operated stations.

Station Views Vary

A number of other stations also have advised NBC of their refusal to accede to the refund. In still other cases, affiliates agreed to the refund but stated flatly they would not accept a blanket license fee from ASCAP, but insist upon a per-program or per-use basis, also provided for as an alternative means of payment under the ASCAP-BMI consent decrees negotiated with the Department of Justice. The factor of a guaranteed minimum, however, is proving a complication in working out the per-use method.

Mr. Craney, in his telegram to Mr. Trammell, said:

"Your message concerning ASCAP received. If NBC desires a blanket ASCAP license, that is your business. Personally, I believe you are selling your stockholders short. NBC use of ASCAP music can have no more effect on our contractual relations than NBC use of SESAC music. We cannot consider refunding a portion of what NBC pays us for the payments of any charge made to NBC, whether it be for music or something else. If NBC finds it necessary to renegotiate our contractual relations at any time, we are perfectly willing to go into the matter with you."

WFIL Seeks New Deal

Mr. Clipp, in his telegram Aug. 2, expressed gratification that ASCAP at long last is ready to accept the offer made by NBC on behalf of its stations and its affiliates and that WFIL wanted the improvement of service even though the ASCAP music will be an extra expense. "We therefore agree to the request of NBC to refund to it 2¾% of station compensation received by us on network commercial business in order to make possible and encourage NBC use of the ASCAP catalogue on network programs, subject only to the following points," Mr. Clipp wired.

"First, that independently owned stations will have the same options available at the same rates for the purchase of ASCAP music as the deal sets forth with NBC for its managed and operated stations. Second, that measures will be taken to eliminate the discrimination in favor of stations in states where such refunds are prohibited by state anti-ASCAP laws and which apparently will receive ASCAP music from the network without charge. Third, that the network will reaffirm its pledge to the affiliates to maintain BMI. Fourth, that opportunity will be afforded for stations which take blanket license to obtain the same deduction for sales costs as granted the network. Fifth, that opportunity will be afforded for discussion between stations and the network for passing on to the stations part of the savings to the network in the deductions for sales and wire costs. Sixth, that steps be taken to satisfy the stations that this deal can be fully explained and is basically satisfactory and that they are not being rushed into a telegraphic reply without opportunity to see details of the contract."

Nothing Barred

VOICE of the bleachers reached down behind the bars when Guy Savage, on his before-the-ballgame interviews on WGN, Chicago, quizzed a rabid Cub fan who knew all the answers. Before moving on to the next interviewer, Guy was asked by the fan if he could say hello to his pals, who were probably listening. Doubtful, Guy asked where the pals were. The bleacherite replied, "Stateville Prison, down in Joliet . . . Hiya, fellas!"

CBS HOLLYWOOD AND AFM TO ARBITRATE

AS A result of negotiations in Chicago with James C. Petrillo, president of the American Federation of Musicians, backing up contract adjustment demands, a tentative agreement has been reached on a formula for a new deal between CBS Hollywood and musicians. Although no contract was signed last week when J. K. (Spike) Wallace, president of Los Angeles musicians Local 47, conferred with Petrillo, Ben Paley, CBS West Coast director of operations, and Leslie Atlass, network vice-president, further deliberations that will settle all differences are reportedly scheduled to start Aug. 11 in Hollywood.

Several adjustments are demanded. Contract changes extended to and accepted by NBC Hollywood are substantially the same as those now in process of negotiation with CBS, it was said. It includes pay rates of $85 per week each for an 18-man staff orchestra on a three-hour day, six days weekly, with guaranteed 52 weeks employment and no regional or transcontinental commercials.

Don Lee Network has already adjusted its KHJ, Hollywood, contract with a staff orchestra of 18 men on a straight sustaining basis. Scale has been increased from $48 to $60 weekly per man on a 15-hour week.

Burleigh Nominated

HARRY T. BURLEIGH, noted Negro composer, has been nominated for the ASCAP board of directors, as one of the eight candidates named for the three vacancies to be filled by standard composers. Still active as baritone solosit at St. George's Protestant Episcopal Church in New York although 74 years old, Mr. Burleigh was a pioneer in correlating folk music and art music. His best known original composition is "Little Mother of Mine", sung throughout the world by John McCormack. If elected, he will become the first Negro board member of ASCAP.

House Ends Daylight Saving Hearings, Regional Plan Seems on Inside Track

CONGRESS has started the ball rolling toward legislation to establish daylight saving on a more extensive scale than at present. The House Interstate & Foreign Commerce Committee last Thursday concluded three days of public hearings on pending DST proposals, chief among which was a White House-endorsed bill introduced by Chairman Lea, of the Committee.

While it appeared that DST legislation definitely would be enacted, and within a short time, also it was evident that strongest support probably would go to a proposal such as the Lea bill, authorizing the President to order daylight saving time either on a national or a regional basis, as he sees fit. In event the DST law takes that form, it is not thought likely universal DST observance would result, since what is held DST would do more harm than good in some areas—the Federal Power Commission, for instance, has held that imposition of "fast time" in some areas would work a prohibitive hardship on municipally operated power plans.

No Programming Remedy

Without universal DST observance, little can be done to remedy the plight of broadcasters in their semi-annual programming headache resulting from the prevailing hit-or-miss daylight saving basis over the country. It was thought in some industry quarters that extension of DST areas, short of a national scale, probably would still further complicate programming troubles for radio.

Appearing briefly at the hearings, Rep. Keogh (D-N.Y.), author of one of the DST bills introduced early this sesion, urged universal observance of daylight saving, if it is to be observed at all, rather than any regional plan. Chairman Leland Olds, of the Federal Power Commission, speaking in support of FPC's regional recommendations, estimated that nationwide observance of year-round DST would result in a reduction of 741,000 kw., or about 2%, of the peak power load.

McLean's Three Zones

Appearing for OPM were W. L. Batt, deputy director of production, and J. A. Krug, chairman of the heat, light and power section of OPM, both of whom went down the line for daylight saving time as an instrument for aiding national defense.

Rep. McLean (R-N. J.), author of the first DST bill of this session, also appeared before the Committee last Thursday to broach his plan for establishing three time zones for the country, to replace the present four zones. Rep. McLean explained that establishment of the three zones, in each of which time would be adjusted to Mean Greenwich Time in order to afford the greatest amount of daylight to all residents, would in effect eliminate all need for daylight saving time.

Robert Myers, NAB assistant director of research, told the Committee that the daylight saving proposition bore the endorsement of the NAB board of directors as well as a majority of broadcasters participating in a DST survey conducted by the NAB early this year. Mr. Myers observed that since there is a growing extension of daylight saving time, universal DST appears to be the best answer to the broadcasters' problems rather than a reversion to universal standard time.

CALL LETTERS of KGFI, Brownsville, Tex., have been changed to KEED. FCC also approved use of the call letters, KFUN, for the new station granted to the Southwest Broadcasters in Las Vegas, N. M.



MONEY AHEAD!

ALIQUIPPA, TURTLE CREEK, CUYAHOGA... follow any major route out of Pittsburgh at night and count the lighted factories. You're discovering 4,000,000 busy people within the Pittsburgh industrial sector—who yet live far from Pittsburgh proper. Their effective buying income is double Pittsburgh's. Their retail purchases are double. They're a separate, wealthy market. ● Is your present Pittsburgh schedule reaching them? Have you KDKA's coverage? KDKA's primary area centers about Pittsburgh, and extends over 60 outlying towns of 10,000 to 100,000, and over 200 towns of less than 10,000. With one appropriation—for one medium—you cover the entire Pittsburgh industrial sector of 5,000,000 people.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc · KDKA KYW WBZ WBZA
WOWO WGL WBOS · REPRESENTED NATIONALLY BY NBC SPOT SALES

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN

Served by the

LAKE SUPERIOR RADIO GROUP

(not a wire network)

WHDF • WJMS • WATW

Houghton, Mich. • Ironwood, Mich. • Ashland, Wisc.

Group contracts save 25% on the three stations and 15% on any two stations

National Representatives:

BOGNER and MARTIN

295 Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

U.P. gives you

"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

DAY AND NIGHT

COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

Radio Tax Fight

(*Continued from page 7*)

discussing the tax situation last Wednesday and Thursday. Although no formal resolution was adopted, board members laid a ground plan for industry opposition to the discriminatory tax, all agreeing on an all-out fight against the provision. Mr. Alvord participated in the board meeting Wednesday, outlining the proposed method of attack.

Unfair and Unjustified

The board is understood to have taken the position that the proposed tax is unfair, that it represents a departure from every theory of taxation heretofore practiced by the Federal Government, and that it is not justified even in the light of the present emergency. Aimed at the discriminatory characteristics of the proposal, the board held that if there is to be an "industry tax", it should be applied uniformly rather than picking an industry here and there and applying the levy to it.

During the board's discussions cases were cited where stations that showed a "reasonable" net return would be thrown into the red if the tax provisions were enforced. Board members pointed out that such a tax would be certain to cause a withdrawal of some commercial business from radio, which, apart from actually reducing revenue, also brought added cost to the operator in supplying sustaining programs to fill the vacated spots. In general, the situation boils down to a proposition of increasing operating cost as business decreases, it was stated.

Board members also cited the definite possibility of a falling-off of business because of the defense effort. It was pointed out that reduced production or distribution difficulties already are indicated or are in effect in lines such as automotive and radio receiver manufactures, rubber and gasoline, and that this situation was certain to have some effect on radio. One result, it was stated, would be added cost of operation on the sustaining side as commercial business fell off.

OPACS and Radio

In similar vein, it developed during the last week that radio's commercial broadcasting rates conceivably might come under scrutiny of the Office of Price Administration & Civilian Supply, with an eye on freezing rate levels. In testimony before the House Banking & Currency Committee, considering new emergency price control legislation, OPACS administrator Leon Henderson stated that communications operating companies — telephone, telegraph and radio — probably would be free from any OPACS price control regulation, since their rates are regulated by the FCC, but indicated that broadcast time rates might come within the purview of OPACS because they are not regulated by the FCC. However, because these rates constitute merely a part of advertising costs of products any OPACS regulatory move in that direction appears unlikely, it was believed, since it has the more important tasks of fixing prices of commodities of vital and general significance to the public. At any rate, industry observers noted this development as further evidence that there would be little chance of absorbing any substantial tax increase through increased rates.



WHEN RICHARD MARVIN, radio director of Wm. Esty & Co., New York, and Hildegrade Dixon, also of Esty, went to Nashville last week to complete arrangements for a tour of army camps by the R. J. Reynolds Tobacco Co. *Grand Ole Opry* on NBC-Red, they were met at the plane by Harry Stone, general manager of WSM, Nashville, the Golden West Cowboys and Minnie Pearl of the program. First show on the tour was Aug. 1 at Camp Forrest, Tullahoma, Tenn.

Other Media Join

The surge of activity apparent in advertising circles in opposition to both the radio and billboard taxes indicated that the advertising fraternity looks askance at any proposal to tax advertising, regardless of its extension only to certain media, since it doubtless presages a general widening of the tax program to hit all media. Similarly, small-income stations all over the country, below the $100,000 class, have been warned to recognize the proposed radio tax as the first step leading toward a reduction of exemptions until all commercial stations would be taxed.

In recent letters to Chairman Doughton, of the House Ways & Means Committee, both AAAA President John Benson and Charles E. Murphy, general counsel of AFA, stoutly opposed the radio and billboard taxes. Labor organizations such as AFRA and IBEW (ABTU) are actively working with the industry in fighting the discriminatory radio tax, holding that imposition of the levy will adversely effect employment of their members.

The only House change made in the Revenue Act, as recommended by the Ways & Means Committee, was elimination of the provision requiring joint income tax returns for husband and wife, rather than separate returns. Elimination of this requirement is estimated to cut the tax yield by some $300,000,000.

In some quarters it was felt that if the Senate felt constrained to make up this difference in some manner, it would work against the possibility of cutting the radio tax out of the bill, since the Senate committee would be looking for something to add rather than subtract. However, sentiment now seems to be growing in favor of President Roosevelt's suggestion to cut individual exemptions substantially, which would restore a great share of this "loss" and perhaps even outstrip it.

Some observers also took heart when Senator George (D-Ga.) recently gave up his chairmanship of the Senate Foreign Relations Committee to succeed the late Senator Harrison as chairman of the Senate Finance Committee. It was brought out that Senator George mirrors much of the tax philosophy of his predecessor, who as a matter of course rewrote House tax bills when they came to the Senate. Hope was seen that in this rewriting process, if it did come about the radio and billboard taxes would be eliminated.

Applies First in 1942

The Revenue Act, as passed by the House, provides a 5% levy on annual net time sales from $100,000 to $500,000; 10% on $500,000 to $1,000,000; 15% over $1,000,000 [BROADCASTING, Aug. 4]. In addition, excise rates on radio receivers and parts sales were boosted from 5½% to 10%, and a new tax on telephone, cable and radio leased wires was included.

Estimates have varied on the size of the expected tax yield from the 5-15% levy, which would apply to sales for the calendar year 1942. Treasury Department estimates indicated a gross take of about $12,500,000, against a loss of approximately $7,700,000 in excess profits and corporate surtaxes otherwise collectable, leaving a net increase for the industry of about $4,800,000. Independent industry estimates have been considerably higher, establishing an additional $5,000,000 in Federal taxes as a probable minimum, and a maximum which might reach as high as $10,000,000.

Speaking during House debate

last Monday, Rep. Gearhart (R-Cal.), a member of the Ways & Means Committee and opponent of the radio levy, pointed out that newspapers and national magazines, with which radio competes for advertising revenue with which to maintain its service to the public, get off scot-free". Rep. Gearhart also pointed out that the International Allied Printing Trades Council early this session agitated for a special punitive tax on broadcasters.

"To show that all labor unions do not share the ideas of the printers, it is only fair to point out that three large AFL unions, IBEW, AFM and AFRA, have registered their opposition to this discriminatory tax," he declared.

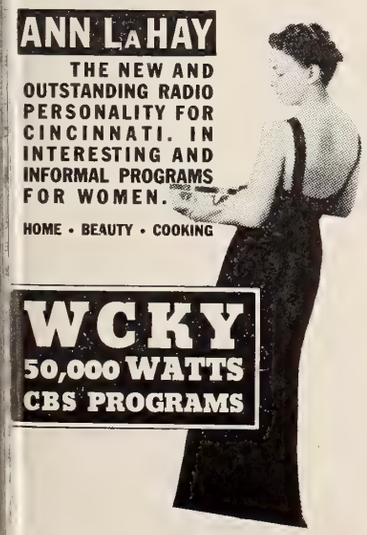
Speaking as a one-time broadcaster, Rep. Luther Patrick (D-Ala.), formerly a commentator on WBRC, Birmingham, declared he was "sure the inequality and consequences will give the radio stations a harder job than they ought to have to undertake to overcome and absorb.

"There is not in the United States an organization or a band of people who has come forward with more full-hearted support of the nation and who has given more time than the radio stations," Rep. Patrick stated. "Radio is a fine art that as a matter of public good should be encouraged and supported."

Pacific Greyhound Shift

PACIFIC GREYHOUND LINES, San Francisco (bus transportation), on Aug. 3 shifted the weekly quarter-hour *Romance of the Highways*, on 21 Don Lee West Coast stations, from San Francisco to Hollywood, Sunday, 10:15-10:30 a.m. (PST). Commander A. W. (Scotty) Scott and Bill Davidson are featured in the dramatic travelogue. With Art Van Horn resigning to go to New York, Norman Nesbitt has taken over the announcing assignment. Richard Holman, San Francisco producer of Beaumont & Hohman Inc., agency servicing the account, continues in that capacity.

LOUIS J. F. MOORE has sold his interest in Radio Adv. Corp., New York, and on Aug. 6 joined the New York offices of Burn-Smith Co., station representative.



RCA Breaks Ground For Princeton Labs.

CONSTRUCTION of the world's largest radio research laboratories at Princeton, N. J., to be known as "RCA Laboratories", will begin this week following the groundbreaking ceremony conducted by Radio Corp. of America Aug. 8 on the selected site of more than 250 acres. The first spadeful of earth was turned by Otto S. Schairer, RCA vice-president in charge of the laboratories, who stated in his dedicatory speech that "the most immediate requirement of the new laboratories will be to increase the usefulness to radio to national defense."

The ceremony was attended by a group of 40 RCA directors and executives, including General James G. Harbord, chairman of the RCA board of directors, and David Sarnoff, RCA president, who announced the plans for the laboratories last March [BROADCASTING, March 10]. Designer and builder of the project is the H. K. Ferguson Co. of New York and Cleveland. It is expected that the main building will be completed and occupied by the RCA research organization early next spring.

Dairy Association Plans Radio And Other Media

AMERICAN DAIRY ASSN., Chicago, has been assured an advertising appropriation of at least $400,000 for the coming year to be expended on radio, newspapers, and posters. The appropriation may be expanded as additional States join the cooperative campaign to promote greater consumption of dairy products, it was stated by ADA general manager, Owen M. Richards.

States at present cooperating in the drive are North and South Dakota, Minnesota, Iowa, Wisconsin, Indiana, Montana, Washington and Kansas. Spot announcements to be placed through Lord & Thomas, Chicago, will start in September on unselected stations in the following markets: Chicago, Detroit, Boston, Philadelphia, St. Louis, Pittsburgh, Des Moines, Milwaukee, Minneapolis, St. Paul, Bismarck, Great Falls, Seattle.

O-Cedar Campaign

O-CEDAR Corp., Chicago (polish, mops, wax), has placed a quarter-hour program, five times a week, on WSB, Atlanta, one-minute spot announcements 11 times a week on KIRO, Seattle, 10 times a week on WMAQ, Chicago, and three to six time weekly on the following stations: WBAL WBRC WBZA WEEI WLW WFAA KOA WHO WJR KTRH WDAF WAVE KNX WTMJ WSM WOR WKY KYW KDKA WPTF WHAM KMOX KPO WJSV WRC. H. W. Kastor & Sons Adv. Co., Chicago, is the agency.

Streed Quits WHBF

WHBF, Rock Island announces the resignation of Ivan Streed, program director for the last seven years. Mr. Streed, who will devote his time to business interests in Rock Island, will be retained on the WHBF payroll on leave of absence until Sept. 1, at which time his resignation becomes effective. For the present duties of program manager are being handled by Woodrow Magnusson, production manager.

'True Story' Using Spots

MACFADDEN PUBLICATIONS Inc., New York (*True Story* Magazine), is conducting an intensive 10-day campaign on 31 stations ending Aug. 15. Spots are one-minute transcriptions and chain breaks. Agency is Arthur Kudner, New York.

Grove in Canada

GROVE LABS., St. Louis, is placing one-minute spot announcements and five-minute programs for Bromo-Quinine on stations in major Canadian markets. Company is expanding its list of stations and greatly increasing its advertising appropriation in Canada for the coming year, following a marked increase in Canadian business the last year. Contracts are being placed through Russel M. Seeds Co., Chicago.

David F. Dickson

DAVID F. DICKSON, auditor of KDKA, Pittsburgh, died Aug. 6 after a brief illness following an operation. Mr. Dickson had been with KDKA since 1929, having previously joined the Westinghouse company's East Pittsburgh plant in 1924. He is survived by his widow, three children and three grandchildren.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American Spaghetti and Macaroni), on Aug. 11, through its agency, Ruthrauff & Ryan, New York, signed a long-term contract with Lanny Ross for the continuation of his five times per week 7:15-7:30 p.m. program of songs on CBS.

Million Offered To Settle Suits

GE, Westinghouse Seek to End Stockholders' Proceedings

AN OFFER to pay $1,000,000 for full settlement of the several pending suits brought by RCA stockholders against RCA, General Electric Co., and officers and directors of those companies, was presented Aug. 6 to Justice Aaron J. Levy in New York Supreme Court by General Electric and Westinghouse.

Justice Levy referred the matter to Abraham J. Halprin as referee to ascertain the fairness and adequacy of the offer, and the trial was adjourned for further hearing in October.

Major portion of the suits filed by the stockholders was settled last year by Supreme Court Justice Bernard L. Shientag, who dismissed several of the alleged causes of action because of the statute of limitations. The remaining action for $250,000,000 covered alleged illegal transfer of stock for the use of certain patents and investment losses in connection with RKO and RCA Victor.

GE and Westinghouse, in making the offer, do not admit the charges to be correct, but state that final adjudication would require long and expensive litigation, seriously interrupting the work of executives and other personnel and impeding the production of equipment vital to the national defense program.

BEST BUY
in The Tennessee Valley

Power } 5,000 Watts Day
1000 Watts Night
Frequency } 1150 Kilocycles
Network } NBC Red and Blue
Rates } Lower than you'd expect

WAPO
Chattanooga
Nat. Reps: HEADLEY-REED CO., New York • Chicago • Detroit • Atlanta

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 2 TO AUGUST 8, INCLUSIVE

Decisions . . .

AUGUST 5

NEW, Greensboro Broadcasting Co. Inc., Greensboro, N. C.—Granted CP new station 980 kc 1 kw D, subject to any future ruling of the Commission on multiple ownership

NEW, Findlay Radio Co., Findlay, O.—Granted CP new station 1330 kc 1 kw D.

NEW, Nied & Stevens, Warren, O.—Granted CP new station 1400 kc 250 w unl.

WMC, Memphis, Tenn.—Granted increase to 5 kw N with directional, grant subject to future action of Commission.

WWVA, Wheeling, W. Va.—Granted CP 50 kw D & N, inrease unl., move and install new transmitter, directional, grant subject to future Commission action on multiple ownership.

KVOO, Tulsa, Okla.—Granted CP increase 50 kw D & N, increase unl., install new transmitter, directional N.

KWOS, Jefferson City, Mo.—Granted modification license change 1240 kc.

WRDO, Augusta, Me.—Granted consent to transfer control to Adeline B. Rines.

DESIGNATED FOR HEARING—**NEW**, Hugh McClung, Fresno, Cal., CP new station 1590 kc 5 kw unl.

MISCELLANEOUS—**NEW, Glen Falls Broadcasting Corp., Glen Falls, N. Y.**, CP new station placed in pending file under Order 79; **NEW, Homer Rodeheaver, Winona Lake, Ind.**, denied petition and repetition to grant CP new station without hearing; **KONB, Omaha**, granted petition CP new station; **KORN, Fremont, Neb.**, granted petition license renewal and authority transfer control from Clark Standiford to C. J. Malmsten, A. C. Sidener, S. S. Sidener and Arthur Baldwin; **NEW, Las Vegas Broadcasters, Las Vegas, N. M.**, granted petition call letters KFUN; **KGFI, Brownsville, Tex.**, granted authority change call letters KEEW; **NEW, Broadcasting Corp. of America, Riverside, Cal.**, adopted and modified proposed findings of facts and conclusion changing CP new station to 1440 kc.

AUGUST 6

KFJZ, Fort Worth, Tex.—Granted modifiation CP 5 kw to change 1270 kc.

NEW, Nashville, Radio Corp.—Denied petition for continuance of hearing consolidated hearing CP new station.

Applications . . .

AUGUST 2

WSAR, Fall River, Mass.—CP change 1470 kc.

WWNY, Watertown, N. Y.—CP install directional N, change 790 kc, increase 1 kw unl.

WAKR, Akron—Special authorization operate 5 kw for six months.

WQXR, New York—Special authorization operate 10 kw unl 1560 kc until 2-1-42

WFEA, Manchester, N. H.—Authority transfer control from Adeline B. Rines, executrix, to Adeline B. Rines 1,000 shares common stock.

WJW, Akron—CP install new transmitter, directional N, change 850 kc increase 5 kw.

NEW, General Broadcasting Inc., Miami, Fla.—Amend CP new station to request 1140 kc.

KRMC, Jamestown, N. D.—CP install new transmitter, antenna, change 1540 kc increase 5 kw N 10 kw D, change studio, transmitter sites.

AUGUST 4

WSFA, Montgomery, Ala.—CP new transmitter, increase 5 kw unl. directional N, move transmitter.

NEW, S. Brad Hunt, Alton, Ill.—CP new station 1030 kc 1 kw D.

AUGUST 5

KGLO, Mason City, Ia.—Install new transmitter increase to 5 kw.

NEW, Earle C. Anthony Inc., Los Angeles—Amend CP new FM station to 43.5 mc. 21,071 sq. mi. 3,311,399 pop.

AUGUST 8

NEW, Lake Shore Broadcasting Corp., Cleveland—CP new station 1300 kc 5 kw unl., directional.

KSAM, Huntsville, Tex.—Voluntary assignment license from Sam Houston Broadcasting Assn. to W. J. Harpole & J. C. Rothwell.

Tentative Calendar . . .

NEW, Nashville Radio Corp., Nashville, CP 1410 kc 1 kw unl., directional; **NEW, A. M. Burton, Nashville**, CP 1410 kc 1 kw unl., directional (consolidated hearing, Aug. 11).

KWK, St. Louis, CP 680 kc 50 kw unl., directional (Aug. 14).

KWTO, Springfield, Mo., CP 860 kc 1 kw D directional N: **KFNF, Shenandoah, Ia.**, license renewal (Sept. 5).

KGLU, Safford, Ariz., license renewal (Sept. 16).

KFRO, Longview, Tex., modification CP 1370 kc 5 kw unl., directional N (Sept. 17).

WTMV, E. St. Louis, Ill., CP 1540 kc 500 w N 1 kw D (Sept. 23).

NEW, Hawaiian Broadcasting System Ltd., Honolulu, CP 1340 kc 250 w unl. (Sept. 29).

NEW, Frequency Broadcasting Corp., Brooklyn, CP 620 kc 500 w D (Oct. 3).

WBT, Charlotte, N. C., CP 1110 kc 50 kw unl. directional N; **KFAB, Lincoln, Neb.**, same; **WBBM, Chicago**, modification license 770 kc 50 kw unl.; **WJAG, Norfolk, Neb.**, CP 770 kc 1 kw D (Oct. 7).

KIDW, Lamar, Col., license renewal (Oct. 8).

IRON COILS SEEN AS NEW RECEIVER MOVE

USE of high-frequency iron as a substitute for aluminum in the manufacture of radio receivers not only provides an essential replacement at this time of lowered aluminum quotas, but effects a performance gain which will permanently affect the future trend of receiver design, according to Henry L. Crowley, West Orange, N. J., producer of high-frequency iron cores.

"Aluminum shields can be and are being dispensed with through the use of high-frequency iron coils," he stated. "The heavy aluminum requirements for variable condenser plates are being greatly reduced as this tuning means is replaced with permeability tuning. If anything, greater efficiency is obtained, and certainly a more compact assembly.

"There is no telling yet to what extent the aluminum consumption of the radio industry may be cut down in the face of the national defense situation, but whatever the curtailment may be, the use of iron-core coils and permeability tuners is certain to offset in large measure the aluminum shortage and to leave a permanent impression on radio set design."

IF YOU PLEASE
Jarman Delivers the Goods To Quito's HCJB

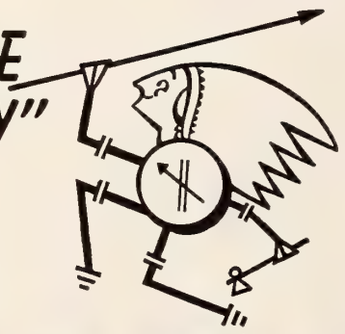
THE Good Neighbor policy reached a new high via shortwave not long ago, according to the story told by J. Frank Jarman, manager of WDNC, Durham, who says it all happened as he paused to listen to a program from HCJB, Quito, Ecuador, the other night while fiddling with his shortwave receiver.

When the program ended, Clarence W. Jones, co-director of the station, announced in English that if anyone engaged in the U. S. broadcasting industry were listening, would he please send HCJB copies of BROADCASTING and *Radio Daily*. Jarman collected a bunch, sent them down, and with a letter of thanks HCJB asked WDNC to record a program of its talent and ship it to HCJB for use in Ecuador.

WIBA, Madison, Wis., operating with 1,000 watts night and 5,000 day on 1280 kc., has applied to the FCC for 5,000 watts fulltime on 1310 kc., proposing to change its directional antenna accordingly.

"ENGINEER TRIBE DANCES FOR JOY"

says the Chief



"And why not? Braves at Bell Labs have developed most complete Studio Control Speech Input you could ask," says the Chief Engineer. "Compact? Ugh! Flexible? Ugh—Ugh! Can be arranged to meet exact needs of your station—FM or AM. Quality? High as flight of eagle!"

For details: Graybar Electric Co., Graybar Building, New York.



Western Electric

Small Audience Seen For Video

Material Shortages Indicate Production Difficulties

DESPITE television's official status as a commercial medium, the signing of five sponsors of WNBT New York, in its first month of commercial operation and the fact that in New York owners of television receivers now have a choice of programs from competing stations, sight and sound broadcasting is likely to remain in the stage of experimental rather than commercial advertising for some time to come.

Reason is the scarcity of material available to the manufacturers of radio receivers, who, with not enough aluminum and other materials to make enough sound receivers to meet the demand, are not planning to start production on television sets, for which the demand is less certain.

3,000 Sets in New York

There are now about 3,000 television sets in the homes of purchasers in the New York metropolitan area. These receivers were built for reception under the old standards and are now being converted as rapidly as possible to the new ones, a task expected to be completed in about a month. In addition, DuMont has some 500 sets at the factory which are likewise being changed to the new standards and will then be placed on sale. RCA has about the same number. When these are gone, however, there is little hope of any more being manufactured until the defense program is finished and materials are again available for such luxuries as television sets.

This means that for some time to come the New York television audience will not exceed 4,000, or at the most 5,000 receivers. Counting those in bars and grills, which have a large audience for special events such as a championship prize fight, this would mean an audience of perhaps 40,000 to 50,000 for such a telecast, and much smaller audiences for other telecasts.

Largely a "Class" Audience

True, this is largely a "class" audience, with incomes of much more than average. True also that television's novelty still gives the advertiser more attention than even the combination of sight and sound and motion will do later on.

But while the advertiser who gets into television now certainly gets his money's worth at the present rates for the medium, the main result he will achieve from his sight-and-sound commercials is experience in the techniques of this new medium, which will put him out in front of his inexperienced competitors when the television audience begins to develop into its ultimate proportions, with set owners counted by the hundreds of thousands instead of by the hundreds.

Network Accounts

time EDST unless otherwise indicated.

New Business

RMSTRONG CORK Co., Lancaster, (Quaker rugs and floor coverings), Oct. 4 starts a dramatic show on er 100 CBS stations. Sat. 12-12:30 n. Agency: BBDO, New York.

AKER OATS Co., Chicago (Quak- and Mother Oats), on Sept. 8 starts unnamed dramatic show on 51 BC-Red stations, Mon., 9:30-10 p.m. ency: Ruthrauff & Ryan, Chicago.

ENERAL FOODS Corp., New York anka Coffee), on Oct. 5 starts Wil- m L. Shirer analyzing the news on S. Sun., 5:45-6 p.m. Agency: ung & Rubicam, New York.

Renewal Accounts

TANDARD BRANDS Inc., New rk (Fleischmann's Yeast), on Oct. resumes *I Love A Mystery* on 65 C-Blue stations, Mon. 8-8:30 (re- adcast for West Coast 11:30-12). ency: Kenyon & Eckhardt, New rk.

AMPBELL SOUP Co., Camden oups), on Aug. 4 resumed for 39 eks Fletcher Wiley, commentator, 41 CBS stations, Mon. thru Fri., 30-2:45 p.m. (EDST). Agency: ard Wheelock Co., Philadelphia.

ENERAL ELECTRIC Co., Sche- tady (Mazda lamps), on Sept. 14 ews for 52 weeks *Hour of Charm* 71 NBC-Red stations, Sun., 10- :30 p.m. Agencies: Foster & Davies, eveland, and BBDO, New York.

Network Changes

ADY ESTHER, Chicago (cosmetics, let preparations), on Sept. 15 re- ces *Freddie Martin & His Orches-* with *Orson Welles*, on 63 CBS tions. Mon. 10-10:30 p.m. Agency: dlar & Ryan, N. Y.

OCA COLA Co., Atlanta, on Sept. shifts *Pause That Refreshes on the* , on 113 CBS stations, from Sun. :30 to its original period, Sun. 30-5. Agency: D'Arcy Adv. Co., w York.

VER BROS. Co., Cambridge, ass. (Risco), on Aug. 25 shifts *Big ster* on 73 CBS stations, Mon. thru i., 11:30-11:45 a.m. (rebroadcast 2- 15 p.m.), to 12:15-12:30 p.m. with rebroadcast. Agency: Ruthrauff & an, N. Y.

CIFIC GREYHOUND LINES, n Francisco (bus transportation), Aug. 3 shifts *Romance of the High- ys* on 21 Don Lee Pacific Coast sta- ns. Sunday, 10:15-10:30 a.m. ST) from San Francisco to Holly- od on a permanent basis. Agency: aumont & Hohman, San Francisco.

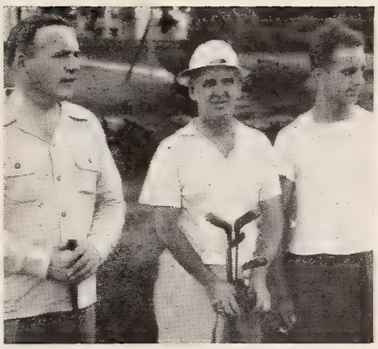
A Shoe Retailer



SAYS: "Yesterday we sold seven out-of-town customers... directly traceable to KOA broadcasts... Our local sales are also on the increase, and we attribute these fine results to being on the strongest Denver Station with the largest audience."

KOA 50,000 WATTS NBC RED NETWORK DENVER

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES



THREE OF WTAG staff take time out to play in the Worcester station's golf tournament. Left to right, George Jaspert, WTAG commercial manager; Ed Scannell, sports expert for the station's *Retire the Side* program; Herb Krueger, staff statistician. The tournament is an annual event.

Dr. Hess Discs

DR. HESS & CLARK Inc., Ashland, O. (stock and poultry remedies), the week of Sept. 29 will start a country-wide campaign of transcribed and live spot announcements. The transcriptions featuring *Sam Guard's Farm Talks* are five-minute discs to be carried thrice-weekly on KFH WNAX WKY KFAB KFEQ WLS KSTP WIBW WHO WJR KMOX WLW. Live announcements will be made five times weekly on KPRC and KGKO and three times weekly on KLZ KFBK KSRO KEX. All contracts are for 20 weeks. Agency is N. W. Ayer & Son, New York.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh Cigarettes), on Sept. 30 adds 56 stations to its NBC-Red hookup, which will then total 110 for *College Humor*, Tues., 10:30-11 p.m. Recordings of this program and of *Uncle Walter's Doghouse* (Raleigh Tobacco) will also be broadcast on KGU. Agency: Russel M. Seeds, Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Ky. (Raleigh cigarettes), on Sept. 30 will add 56 stations to *College Humor*, making a total of 110 NBC-Red stations, Tues., 10:30-10:55 p.m. Agency: Russel M. Seeds Co., Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Ky. (Sir Walter Raleigh pipe tobacco), on Sept. 30 will add 56 stations to *Private Linn Borden Reports*, making a total of 110 NBC-Red stations, Tues., 10:55-11:00 p.m. Agency: Russel M. Seeds Co., Chicago.

S. C. JOHNSON & SON, Racine, Wis., (floor wax), on Aug. 19 shifts *Hap Hazard*, on 99 NBC-Red stations, Tues., 9:30-10 p.m. (EDST), from Chicago to Hollywood. Agency: Needham, Louis & Brorby, Chicago.

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana), on Sept. 3 replaces *Quizzer Baseball* with *Eddie Cantor* on 67 NBC-Red stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, New York.

BRISTOL-MYERS Co., New York (Vitalis), on Sept. 3 adds 19 stations for *Mr. District Attorney* on NBC-Red, Wed. 9:30-10, making a total of 86. Agency: Pedlar & Ryan, New York.

STANDARD OIL Co., San Francisco (petroleum products), on July 31 shifted *Standard Symphony Hour*, with Werner Janssen director, on 31 Pacific Coast Don Lee stations, Thursday, 8-9 p.m. (PST), from San Francisco to Hollywood for six weeks or more. Agency: McCann-Erickson, San Francisco.

Roger Peace New Carolina Senator

ROGER C. PEACE, 42-year-old publisher of the *Greenville* (S. C.) *News-Piedmont*, owner and operator of WFBC in Greenville, last Wednesday was sworn in as the new junior Senator from South Carolina. Senator Peace will serve until Oct. 15, when an elected successor will take over to serve until 1943.

It is thought certain that even during his brief term Senator Peace will take the opportunity to bring to the floor of the Senate, particularly in such matters as the pending White Bill to provide a reorganized and reconstituted FCC, the philosophy of a practical radio and newspaper operator. Because of unusual attention to the broadcasting situation in Congress at this time, Senator Peace's appointment was regarded with intense interest by industry members.

The South Carolina broadcaster-publisher was named last Tuesday by Gov. Burnet R. Maybank to succeed the late Alva M. Lumpkin, who died after only 10 days in office following his appointment to fill the vacancy existing after the elevation of Senator James F. Byrnes to the U. S. Supreme Court. A successor to the remainder of Justice Byrnes' term, ending in 1943, is to be named at a special State election Sept. 2.

Gov. Maybank is one of three candidates for Justice Byrnes' former seat. The others are former Gov. Olin D. Johnston, of Spartanburg, and Rep. Joe Bryson or Greenville.

Clipp Signs NBC Bouts

WITH Roger W. Clipp, general manager of WFIL, Philadelphia, acting as the intermediary, NBC for Adam Hats Inc. closed another contract last week with Promoter Ray C. Alvis for all boxing contests out of Washington for the next year. First of the fights takes place Sept. 11 when Joey Archibald, bantamweight champion, will defend his title against Chalky Wright, Negro fighter. Following the Archibald-Wright go, Alvis expects to bring together Billy Conn, formerly lightweight champion, and Tommy Farr, now with the British Air Force, who is expected to arrive by Clipper within the next two weeks. Sam Taub and Bill Stern will handle the capital bouts, which will be carried on more than 150 NBC-Blue outlets. NBC and Adam Hats have now tied up prizefights in Brooklyn and Philadelphia as well as Washington.

Transfers Ruled Out

TRANSFERS by clients from NBC-Blue to the Red network or from one group of stations to another in the same coverage area, irrespective of cancellation dates, will no longer be possible, according to orders issued Aug. 6 by Roy C. Witmer and Edgar Kobak, vice-presidents in charge of sales for the Red and Blue, respectively. Such switches cannot be done except at the conclusion of definite portions of contracts, and then only if 30 days or more notice is given.



THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

INS

John Shepard III signed the first INS radio contract on May 4, 1935. His Yankee Network has depended on INS exclusively for world news coverage ever since.

INTERNATIONAL NEWS SERVICE

Columbia's Station for the

SOUTHWEST

KFH

WICHITA

KANSAS

Call Any Edward Petry Office

NAB Executive Group Considers Copyright Plan

Board Authorizes Committee To Counsel Stations

WITH NBC on the verge of closing contractual arrangements for the return of ASCAP music to its networks, thereby probably setting a pattern for the industry, the NAB board of directors at an extraordinary session in Washington last Wednesday and Thursday adopted a motion authorizing its executive committee to counsel with any broadcasters negotiating with ASCAP for contract renewals.

The motion authorized the executive committee of seven, within its discretion, "to meet with negotiators on music contracts and to cooperate with them in devising terms for the use of music, which will be as widely acceptable as possible".

Following detailed discussion of the NBC-ASCAP form of contract, agreed to in principle but awaiting ratification of affiliates, the board decided that every aid should be given stations to insure maximum protection. Such matters as clearance at the source of transcriptions, special arrangements, pending suits, and other collateral considerations of fundamental interest to affiliates and independents were covered in this discussion.

Members of Committee

Members of the executive committee available for these consultations are NAB President Neville Miller, chairman; James D. Shouse, WLW, Cincinnati, and Joseph O. Maland, WHO, Des Moines, for large stations; Don S. Elias, WWNC, Asheville, and John Gillin Jr., WOW, Omaha, for medium power stations; John Elmer, WCBM, Baltimore, and William H. West, WTMV, East St. Louis, Ill., for low power stations.

Primary attention of the board at the two-day session was devoted to the proposed net time sales tax. With the NAB tentatviely scheduled to appear before the Senate Finance Committee Aug. 18, details of the presentation were covered with Ellsworth C. Alvord, special tax attorney, retained by the industry [See page 7].

Reject 2% Discount

The board also rejected a plea of the American Assn. of Advertising Agencies for recognition of the 2% cash discount, after hearing a presentation by Frederic R. Gamble, managing director of the AAAA. The rejection came in the form of tabling of a proposal to that end, although the issue may later be revived. A suggestion that the cash discount be absorbed through an increase in station rates was promptly vetoed. It was pointed out that such a move would throw broadcast rates out of adjustment with other media, as well as raise other serious complications.

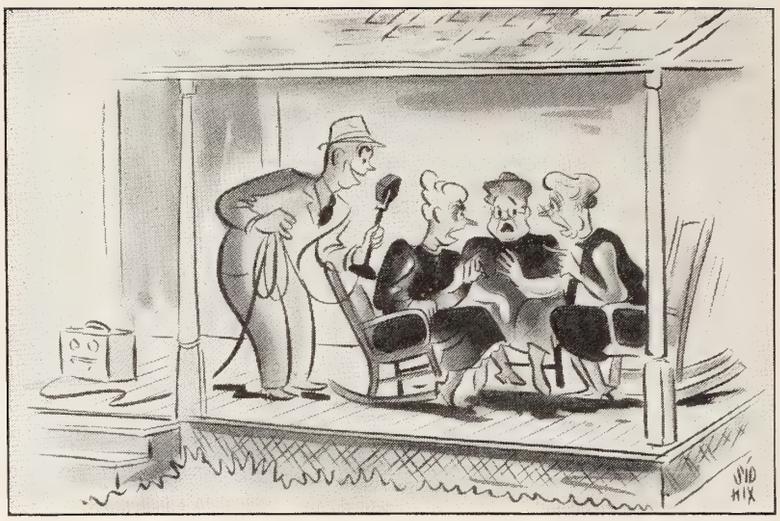
The network monopoly regulation situation was discussed at length, but no action was taken, in view of the pendency of negotiations with the FCC on revision of the rules.

Also presented to the board was the question of telephone line availabilities from Army camps for national defense pickups, raised by the Radio Branch of the War Department Bureau of Public Relations, headed by Ed Kirby, NAB public relations director now on leave of absence. This matter, however, was referred to the recently appointed National Defense Committee, headed by John Shepard 3d, president of the Yankee Network, Boston.

Board Members Present

All members of the board were present for the session save John J. Gillin Jr., WOW, Omaha, and Edwin W. Craig, WSM, Nashville.

Members of the board attending were Edward Klauber, CBS executive vice-president; James D. Shouse, WLW, Cincinnati; J. O. Maland, WHO, Des Moines; C.W. Myers, KOIN-KALE, Portland; Don S. Elias, WWNC, Asheville; James W. Woodruff Jr., WRBL, Columbus, Ga.; John Elmer, WCBM, Baltimore; Paul W. Morency, WTIC, Hartford; Clarence Wheeler, WHEC, Rochester; Isaac D. Levy, WCAU, Philadelphia; John A. Kennedy, WCHS, Cahrleston; Frank King, WMBR, Jacksonville; J. Harold Ryan, WSPD, Toledo; John E. Fetzer, WKZO, Kalamazoo; William H. West Jr., WTMV, East St. Louis, Ill.; Earl H. Gammons, WCCO, Minneapolis; Herb Hollister, KANS, Wichita; O. L. Taylor, KGNC, Amarillo; Gene O'Fallon, KFEL, Denver; Howard Lane, KFBK, Sacramento; Harrison Holliway, KFI-KECA, Los Angeles; F. M. Russell, NBC vice-president, Washington; Harry Spence, KXRO, Aberdeen, Wash.



Drawn for BROADCASTING by Sid Hix

". . . and Now WBRP Brings You Local News Straight From Headquarters!"

NAB Convention in Cleveland Next May

The 1942 NAB convention will be held in Cleveland, May 11-14. Headquarters hotel will be the Statler—scene of the eighth annual convention in November, 1930. Ratification of Cleveland's selection and fixing of the dates were announced by the NAB board of directors at its meeting in Washington last Wednesday and Thursday. Cleveland was selected as the first choice for the convention by the NAB membership at the annual meeting in St. Louis last May. Cleveland broadcasters have been notified of the selection and shortly will set up their own local convention committee and designate their chairman. Studios of WGAR are in the Statler.

WOOLWORTH USES WIBX, UTICA, SHOWS

FOLLOWING the successful use of radio last year in connection with the opening of a branch store in Utica, F. W. Woolworth Co., five-and-ten cent chain, last week again sponsored an extensive campaign on WIBX, Utica, to promote the store's first anniversary celebration.

In addition to daily spot announcements, WIBX arranged store broadcasts with Woolworth shippers and a special quarter-hour show using only Woolworth employes and featuring a singing group trained by George Davis, one of the WIBX choral directors and pianists. Utica's Mayor Vincent R. Corru spoke, as did executives of Woolworth's and the Lynn Baker Co., New York, agency handling the account. Merchandising tieups with the radio campaign were conducted by N. W. Cook, WIBX merchandising manager.

ICS Using Carnegie

INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton, Pa., on Sept. 18 will begin a 13-week test series of half-hour transcriptions with Dale Carnegie, Thursday, 7:30-8, on WCAU, Philadelphia. If test is successful, other stations will be added. Agency is N. W. Ayer & Son, New York.

CBS GROSS GAINS, TAXES CUT PROFIT

ALTHOUGH the gross income o CBS for the first 26 weeks of 194 totaled $29,134,776, a gain of 16.8% above the gross of $24,952,294 fo the same period of 1940, the net work's profit for the period wa down 3% from last year, amount ing to $2,418,087 this year a against $2,493,719 last, accordin to a consolidated profit and los statement issued by Frank K White, CBS treasurer.

Explanation for the difference i profit, which resulted in earning per share of $1.41 in the first hal of 1941, as compared with $1.4 for the first half of 1940, lies in th increase in the provision for Fed eral taxes, which rose from $1,299, 954 in 1940 to $2,053,463 this yea Profit before taxes was $4,471,55 this year, up 17.9% over th $3,793,65 for the same period o 1940.

At a directors' meeting Aug. 6 the CBS board declared a cash divi dend of 45 cents per share of th present Class A and Class B stoc of $2.50 par value, payable Sept 5 to stockholders of record Aug. 2

Bristol-Myers Renewing Eddie Cantor's Contrac

BRISTOL-MYERS Co., New York in renewing Eddie Cantor's con tract for the coming season, ha dropped the CAB clause whic made it possible for the comedia to earn bonuses up to $2000 pe broadcast, and has substituted raise in base pay, which last yea was reported to be about $10,00 per broadcast. Cantor is now of the air for the summer but resume his Wednesday evening 9-9:30 pro gram on NBC-Red for Sal Hepatic and Ipana Sept. 3.

Under last year's contract Can tor was to receive a $200 weekl bonus for every point his CAB rat ing rose above 20, with a maximur set at 30. This arrangement mad it possible for the comedian to ear a total of $78,000 in bonuses fo his 39-week period on the air. It i understood that he did not collec any part of it, since his averag over the season was 18.8, at n time going above the stipulate figure. It was thought the competi tion of Fred Allen on the sam Wednesday evening hour kept dow the Cantor rating, Allen average slightly under 21 for the sam period. Program is placed throug Young & Rubicam, New York.

Chatham Campaign

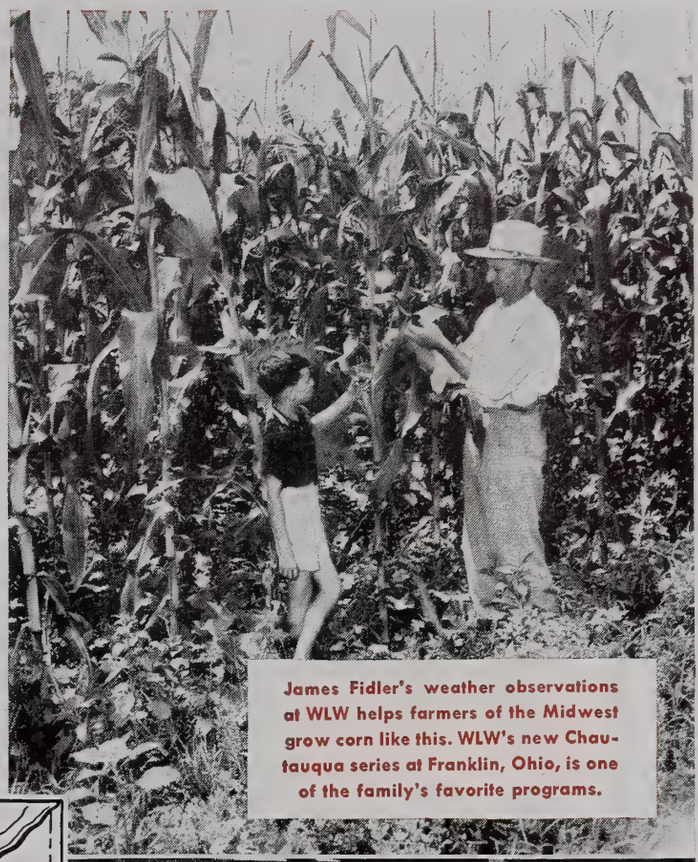
USING radio for the first time Chatham Mfg. Co., New York, wil start a campaign for its blanket during the week of Oct. 12 on 3 stations throughout the country Coinciding with the fall and winte buying season, the campaign wi consist of two to five times weekl participations on such programs a *Bessie Beatty* on WCR, New York *Laura May Stuart* on WCAU, Phil adelphia; *June Baker* on WGN Chicago, and *Agnes White* o KECA, Los Angeles. Local mer chandising by department and spec ialty stores will support the nation al campaign, according to M. B Hackett, New York, agency i charge.

"MEET E. L. WARE AND FAMILY"

Meet this progressive farm family, the E. L. Wares, who live on R. F. D. No. 2, near Waverly, Ohio. Mr. Ware, who cultivates 128 acres on a 3-year rotation plan, heartily endorses the sound, agricultural policies of the Nation's Station. He particularly stresses the untold value of WLW's reliable market summaries and friendly, informal weather reports.

Mr. Ware takes an active interest in the farm activities of Pike County. Not only is he a member of the Farm Bureau, oldest member of the AAA (in point of service), but also is Treasurer of the Pike County Fair Board.

There are four children in the Ware family, three daughters and one son. All of them, the youngest to the oldest, find great enjoyment in the varied, daily programs of WLW. Since 1925, radio programs eminating from the Nation's Station have been their chief source of entertainment. The entire family listens to WLW from early morning 'til late at night. Satisfactory proof, isn't it, that WLW is covering the midwest in a BIG WAY!



James Fidler's weather observations at WLW helps farmers of the Midwest grow corn like this. WLW's new Chautauqua series at Franklin, Ohio, is one of the family's favorite programs.



(Below): Putting all eggs in three baskets. Mrs. Ware has plenty of praise for the WLW serial programs. Daughter prefers news and late evening features, such as WLW's "Squeakin' Decon."



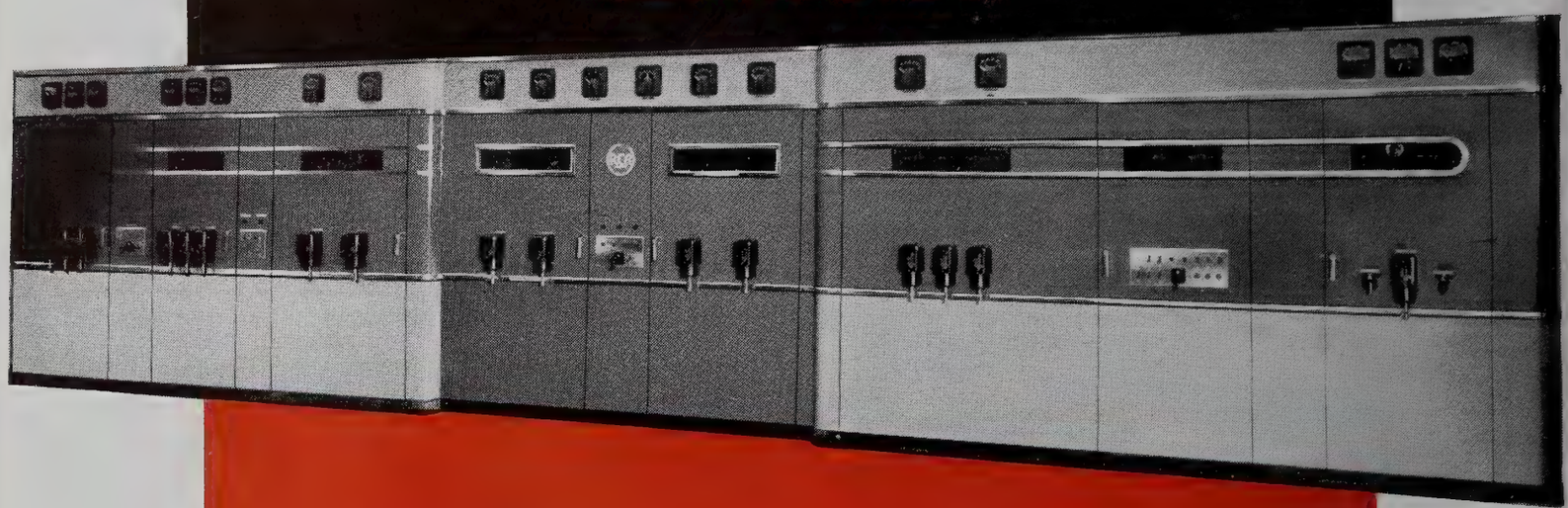


40 acres of timber land keeps Dad and son busy. Mr. Ware says: "WLW market summaries and newscasts are the best. In fact, I know that the Nation's Station reports control the egg prices throughout Pike County."

REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

WLW THE NATION'S *most Merchandise-able* STATION

LOW INSTALLATION COSTS
LOW OPERATING COSTS
with this
50 KILOWATT BROADCAST TRANSMITTER
RCA TYPE 50-E



HIGH-FIDELITY quality output, that pleases advertisers and audiences alike, *can* be combined with impressive savings in a 50 kw. transmitter! Here's how advanced RCA engineering does it:

HIGH-LEVEL CLASS "B" MODULATION in the 50-E gives you the double economy of low power-consumption and extremely long tube life. At average modulation, the transmitter draws approximately 115 kw. from your power line—less than $2.50 an hour at New York City current rates. And high-level modulation means better audio quality, too . . . the 50-E is virtually free from cross-modulation distortion; flat within ±1 db. from 30 to 10,000 cycles.

AIR-COOLED TUBES THROUGHOUT cut down both installation and operating costs. No water-pumps. No water-coolers. No water-problems, pipes or tanks! *And* no monthly water-bills . . .

BUILT-IN WIRE-DUCT still further reduces your installation costs by eliminating floor-trenches between units. *UNIFIED FRONT PANEL* construction presents a more pleasing appearance combined with cleaner mechanical design and mounting of equipment. VERTICAL CHASSIS CONSTRUCTION, without horizontal shelves, makes all parts easily accessible.

Only 281 square feet of floor space is ample for the 50-E (less external blower and transformer equipment). Complicated and cumbersome mechanical controls are eliminated by the use of electrical tuning on the RF power amplifier and exciter stages—adjustments are made by push-buttons on the front panel . . . Ask your nearest district office sales representative to tell you the complete story.

Use RCA Radio Tubes in your station for finer performance



RCA

Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

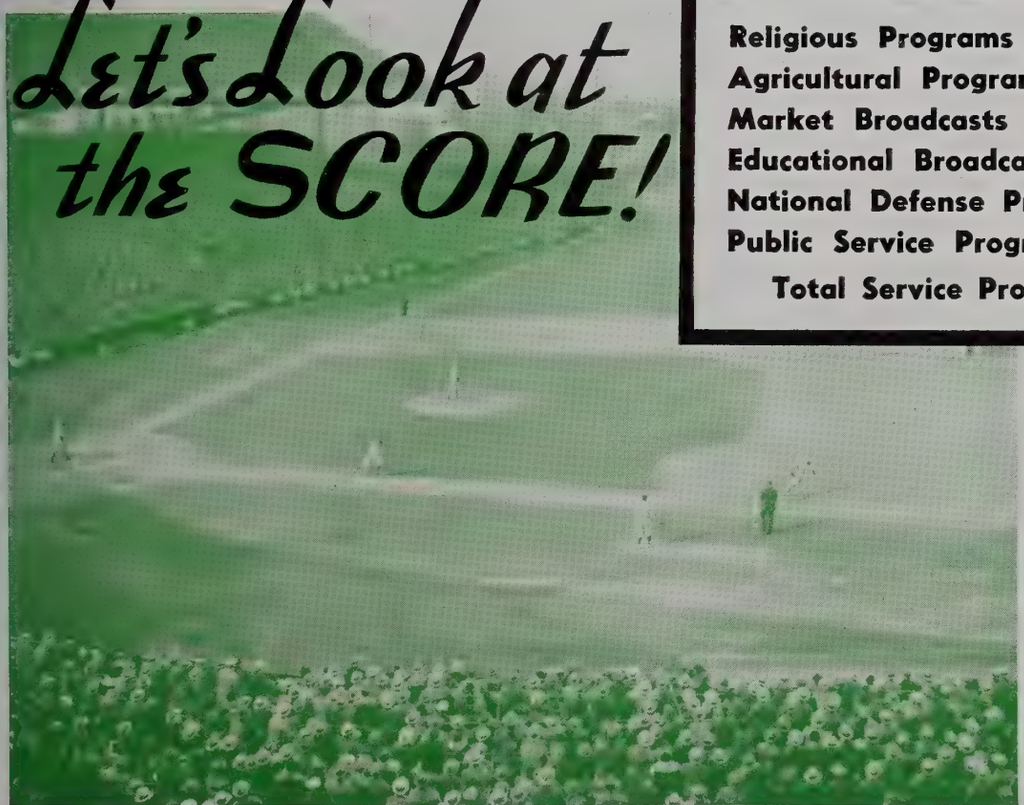
15c the Copy • $5.00 the Year
Canadian & Foreign $6.00 the Year

AUGUST 18, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 7
WASHINGTON, D. C.

Let's Look at the SCORE!



Religious Programs	335
Agricultural Programs	378
Market Broadcasts	1,352
Educational Broadcasts	133
National Defense Programs	115
Public Service Programs	80
Total Service Programs	2,393

This is the WLS record of service to listeners for the first six months of 1941. All this on a half-time station—and we still have time to do a good job for commercial sponsors. Because listeners *depend* on WLS for sustaining service features, WLS Gets Results!

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR

SUPREMACY OF THE AIR!



NOW

Unlimited Time!

After 15 years of ceaseless effort to get astride the clock for full-time operation and ride it to complete supremacy of the air, we have finally achieved success, through special grant of the Federal Communications Commission.

At the crack of dawn W W V A now mounts the clock, to sweep through the air far into the moon-lit hours past midnight. It's a daily, non-stop flight through those very same heavens in Eastern Ohio, Western Pennsylvania and Northern West Virginia that are seething with the flames from belching steel furnaces and smoke from humming factory chimneys. And our accurate bomb sights are set squarely on 2,085,666 radio dials.

Get aboard for supremacy of the air in the thriving steel and coal belt of the Nation.

WWVA

WHEELING, WEST VA.

A FORT INDUSTRY STATION

N. B. C. BASIC BLUE
5,000 WATTS -- *Day + Night*

WE WERE "With the Boys AT THE FRONT"



During the recent war games in the Mid-South, four members of the WSM staff, with complete mobile equipment, established living quarters in a private railroad car which was moved as the maneuver heart shifted. From this "on the spot"

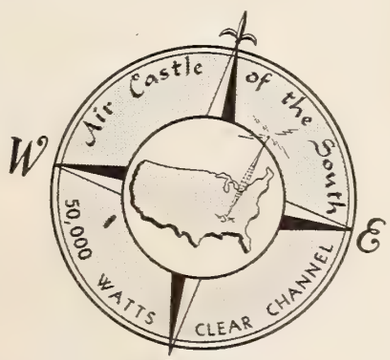


location WSM produced more than 20 broadcasts, two of which were fed to the NBC Network. These broadcasts included a Chapel Service in the open, the unloading of an armored unit, an actual battle with interviews on both sides and the referee's decision, results of the first test of the new anti-tank sight, the blackout and defense of Shelbyville, Tenn., results of the official critique, and statements from the commanding generals.

These, together with other feature programs of intense appeal to listeners, represented a pioneer step in this type of broadcast by WSM. As a result of this experiment, WSM's mobility, transcription facilities, and findings have been recommended by the War Department for use during the "all out" defense maneuvers to be held in Louisiana this September. And WSM will be there with an "all out" coverage.

Advertisers STAY ON THE "FIRING LINE" WITH WSM!

WSM's recent coverage of defense maneuvers in the Mid-South is just another of the numerous reasons for the listener popularity that continually keeps this station's advertisers out in front. It takes much more than its 50,000 watts power to do the job. But, combine this wattage, the *greatest power* now available to commercial broadcasting stations, with one of the *lowest available frequencies,* 650 kilocycles, plus a *clear channel,* and the result is *coverage.* Add to this WSM's great variety and versatility of *talent* and you get the *listeners!* It's easy to understand why WSM offers the best buy for your advertising dollar.



HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES. EDWARD PETRY & CO., INC.

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When you think of

NEW ORLEANS

you think of:

Tarpon Rodeos...



and

WWL
NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

August 18, 1941

CONTENTS

Advertising Groups Assail Tax ... 7
Effect of Priorities on Radio ... 7
Oil Firms Continuing Despite Curfew ... 8
P & G Will Not Cut Radio ... 8
Government Anti-Ad Front Widening ... 9
Court Upholds FCC Subpoena Power ... 10
NBC-ASCAP Pact Near ... 10
Stockholders Vote CBS Talent Sale ... 12
Mauborgne Mentioned for FCC ... 12
All-Night Listeners Found Typical ... 12
Blayne Butcher Sees Bright 1942 ... 15
Networks Ponder Court Plea ... 16
Illness Fatal to Edwin J. Kiest ... 18
New Station for Pendleton, Ore. ... 18
Court Seeks Definition of Power ... 18
Look Out for Boxtop Rebellion! ... 20
War Games Bring Radio Problems ... 22
AAAA Continuing Cash Discount Drive ... 24
AFRA Expansion Is Reviewed ... 30
Recess Delays Daylight Bills ... 32
53 Commercial FM Stations ... 54
Disclaims Newspaper Tieup ... 59

DEPARTMENTS

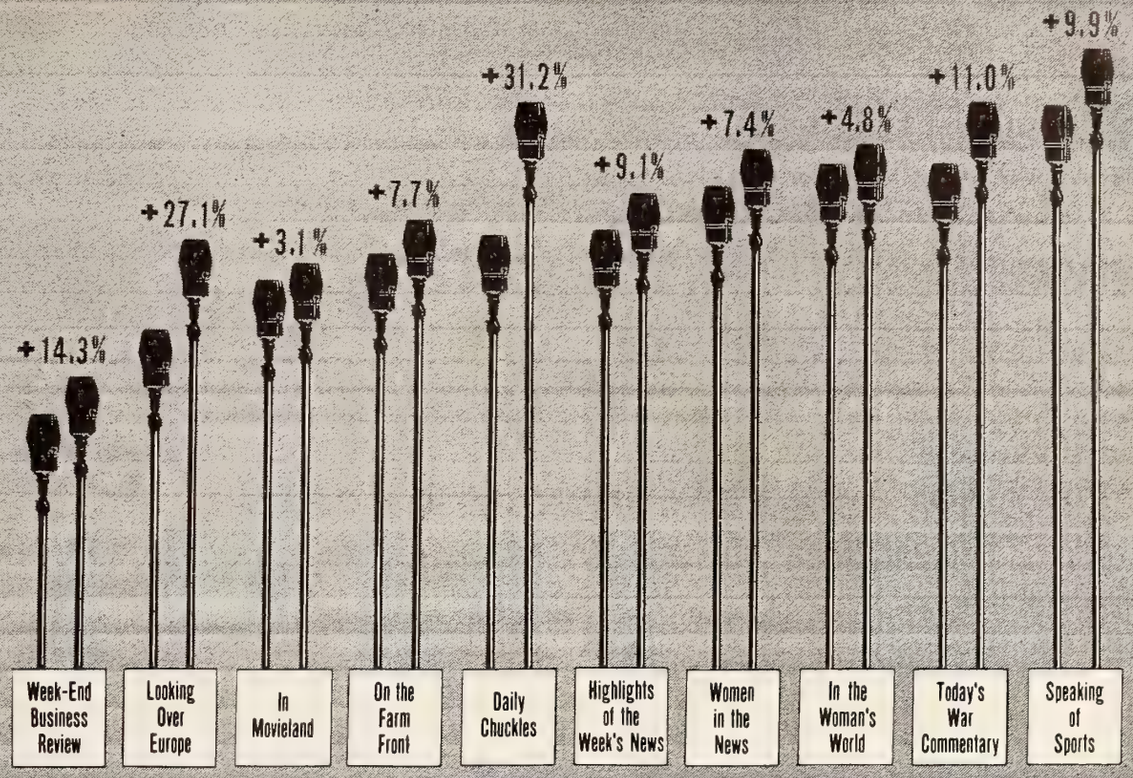
Agencies ... 40
Agency Appointments ... 51
Behind the Mike ... 38
Buyers of Time ... 41
Classified Advertisements ... 58
Control Room ... 55
Editorials ... 36
FCC Actions ... 64
Meet the Ladies ... 39
Merchandising ... 42
Network Accounts ... 65
Personal Notes ... 37
Purely Programs ... 26
Radio Advertisers ... 45
Radio Bookshelf ... 36
Station Accounts ... 44
Studio Notes ... 52
We Pay Respects ... 37
Hix Cartoon ... 66



BUSINESS OPPORTUNITIES: Farm income is up over 40 points over last year. Farm overhead has risen only 6 points. Invest in KFAB now, to sell this bigger, wealthier market!

KFAB
LINCOLN, NEBR

Usage OF UNITED PRESS RADIO NEWS WIRE FEATURES



Stepping up

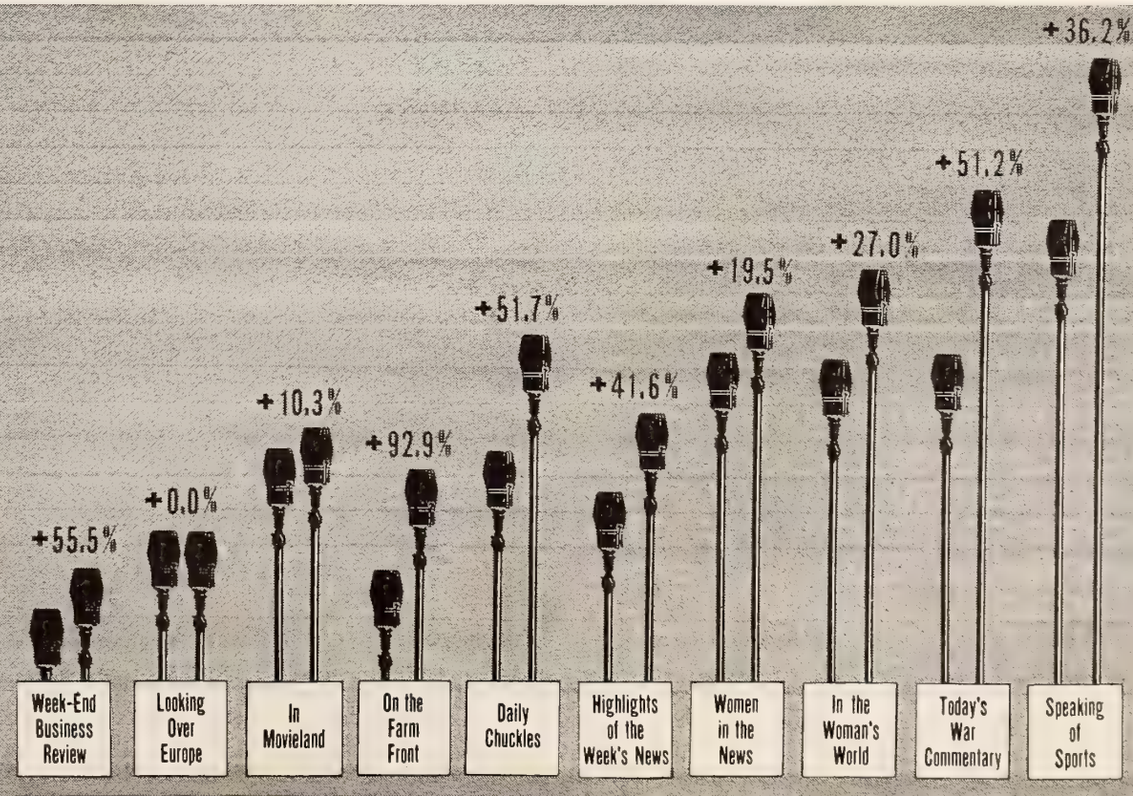
The charts above and below show how rapidly United Press Radio News Wire Features are stepping up in usage and sponsorship. Gains indicated are for the six months' period ended July 31, as revealed in a recent nation-wide survey.*

Convincing testimony of the adaptability of these features to the needs of broadcasters is provided by the fact that up to 83 per cent of United Press clients use them regularly. Proof of their saleability is found in reports of broadcasters showing sponsorship as high as 51 per cent.

The United Press offers more than claims for its radio features. It presents facts of performance proving their ability consistently to step up audience interest and station profits.

*(Complete reports on survey available on request to Walter Rundle, United Press, 220 E. 42nd Street, New York City.)

Sponsorship OF UNITED PRESS RADIO NEWS WIRE FEATURES



HERE'S YOUR WISH

FOR INDIANA!

As everybody knows, the northern part of Indiana is covered thoroughly by Chicago stations. The southern part is dominated by Louisville stations. *But the central area of Indiana is the best part of this tremendously productive State*—and is THE part that can be secured ONLY through a *good* Indianapolis station.

On July 26, a *good* Indianapolis station went on the air—Station WISH. In addition to NBC Blue Network features, WISH brings its listeners the best-planned news, sports and local programming on the Indiana air. Best of all, WISH is owned and operated by Indianapolis people who are already an important factor in sales and merchandising work all over the State. WISH is therefore a *merchandising* station—a *result* station—of the very first magnitude.

If you are doing business in Indiana, you owe it to yourself to get all the facts about this newest and surest way to do a job in the State. Ask your Agency to ask the Colonel.

WISH

5000-1000 Watts—NBC

INDIANAPOLIS

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE



CHICAGO: 180 N. Michigan Franklin 6373 · NEW YORK: 247 Park Ave. Plaza 5-4131 · DETROIT: New Center Bldg. Trinity 2-8444 · SAN FRANCISCO: 111 Sutter Sutter 4353 · LOS ANGELES: 650 S. Grand Vandike 0569 · ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 7 WASHINGTON, D. C., AUGUST 18, 1941 $5.00 A YEAR—15c A COPY

Advertising Groups Assail Tax Measure

Media, Agency and Sponsor Views Related

DECLARING that the House-approved tax on radio time sales and billboard space, included in the Revenue Act now being considered by the Senate Finance Committee, would "kill the goose that laid the golden egg", agency, media and advertiser groups last Thursday took the first step in their all-out fight against the discriminatory levies at Senate committee hearings.

Without exception, all four witnesses appearing Thursday not only castigated the proposed taxes as discriminatory against radio and billboard operators, but also opposed the general idea of taxing advertising, recognizing the proposal as an entering wedge to the whole field.

Others to Appear

The battle was scheduled to continue Monday, Aug. 18, as witnesses for the NAB, NIB, AFRA and the Chicago Federation of Labor were to take the stand to testify directly on the far-reaching effects of the proposed 5-15% tax on radio net time sales of $100,000 annually and over. It was thought the NAB presentation would be directed along lines demonstrating that the tax, expected to add a 5 to 10 million dollar Federal tax burden for the broadcasting industry, not only would increase operating costs but also result in diminished revenue and drive many "reasonably profitable" stations to the wall.

Ellsworth C. Alvord, Washington tax attorney retained by the NAB, was to handle the NAB presentation. It was expected he would be flanked by several association officers and broadcasting executives, possibly including Don S. Elias, WWNC, Asheville, N. C., a member of the NAB board; Leo J. Fitzpatrick, WJR, Detroit; John Shepard 3d, Yankee Network president; William S. Paley, CBS president; Niles Trammell, NBC president; Frank K. White, CBS treasurer; Mark Woods, NBC vice-president and treasurer; and Neville Miller, NAB president.

Other industry witnesses scheduled for a Monday appearance include H. A. Lafount, president of NIB; Mrs. Emily Holt, executive secretary of AFRA; and Maurice Lynch, financial secretary of the Chicago Federation of Labor, which owns and operates WCFL, Chicago.

Speaking for the viewpoint of the 300 advertiser members of the Assn. of National Advertisers, G. S. McMillan, ANA secretary, declared to the committee last Thursday that although ANA has no particular interest in any one medium, it is vitally concerned "with the preservation of the American advertising system and in the maintenance of free and open competition between media". He termed the proposed radio and billboard levies "unsound, unfair and discriminatory" and urged their elimination from the Revenue Act.

"We have seen no argument whatever in favor of the tax on outdoor advertising," Mr. McMillan commented. "We have seen no argument in favor of the tax on radio advertising except one which proposed such a tax principally as a punitive matter designed to correct alleged unfair competition—from the Allied Printing Trades union. If there has been unfair competition—which we do not admit—there are adequate laws dealing with that subject and existing Government agencies whom Congress has designated to administer them.

Not an Amusement Tax

"We do not believe a revenue measure should be used to confer police power. Further, we believe it is significant that there has been, to our knowledge, no proposal of such taxes on outdoor and radio advertising by publishers of magazines or newspapers nor any testimony favoring the taxes from them.

"It has been argued that the proposed tax on radio advertising is an amusement tax. This hardly seems plausible. Amusement taxes in the United States are imposed upon and paid by those enjoying the amusement. Taxes on admissions to theatres, athletic games and the like are paid by those who purchase tickets, not by the motion picture companies or the promoters of the amusement. Such is not the case with the proposed tax on radio advertising. Again, the tax would be imposed on radio time sales. That means on sponsored programs only, in other words on advertising. No tax is proposed on sustaining programs, on the broadcasting of special events, speeches etc., which are just as surely entertainment as is sponsored material.

"No tax is proposed on magazines—and magazines are designed as and purchased for entertainment. No tax is proposed on newspapers—and yet sponsored news broadcasts are to be taxed.

"In view of this, we cannot view the proposed levies on outdoor and radio in any other light than as a direct tax on advertising. Further, as practical businessmen, we know that tax will be passed on to the manufacturers, the buyer of advertising.

"We believe it is unwise and unsound to tax advertising. We in this country are engaged in mass production. In order to have mass production, we must have mass distribution, and in order to have mass distribution, we must have advertising. It is a vital part of selling and by far the most economical way to move the goods made by the men in our factories.

Not a Product

"Advertising is not a finished product. It is a business process—just as important and essential a business process as is engineering or production. It is a function, not a product. Taxing one function of business, isolating that function and imposing a tax upon it, is to our mind unsound."

Answering comments by Senators Barkley (D-Ky.) and Connally (D-Tex.) emphasizing the large "take" of advertisers, agencies and media from advertising efforts, Mr. McMillan stated that

Minimum Effect on Radio Seen Result of Defense Priorities

Groups Using Largest Share of Network Time Expected to Increase Their Advertising

THE NATIONAL defense program, increasing consumer income and at the same time curtailing the amount of raw materials available for the manufacture of many non-defense products, is expected to bring about many changes in the advertising picture this fall and winter.

The *New York Times* on Aug. 7 pointed out that of the 100 largest advertisers in newspapers, radio, magazines and farm journals "24 are in industries which are encountering production problems due to priorities and shortages of materials", including "automotive, gasoline, rubber and electrical equipment companies who will be forced to curtail advertising . . . The large majority of the remaining 76 companies comprises cigarette, food, liquor and drug houses, which face no serious production problem.

Staple Lines Escape

"The 24 companies mentioned," the *Times* continued, "will not eliminate their advertising entirely, of course. But whether the reductions they make will be entirely offset by increased budgets for the remaining 76 is a question."

Similarly, *Business Week* for Aug. 9 stated: "In durable consumer goods, the war economy will bring about advertising curtailments roughly in proportion to production decreases necessitated by the saving of materials for national defense. In staple lines, such as foods and drugs, unaffected by war shortages, rising consumer income will pep up advertising."

For radio this is good news. Reference to industrial breakdown of network advertising during 1940 shows that of a total of approximately $95,000,000, exclusive of political advertising, drugs, foods and tobacco accounted for nearly $67,000,000, while automotive, petroleum and house furniture and furnishings contributed less than $9,000,000 to the total.

In other words, the largest network advertisers are those who may be expected to increase their advertising expenditures, while those advertisers who will probably curtail their advertising are, by and large, not very extensive users of radio.

Furthermore, even in this latter class, radio appears to be facing only moderate losses. Chrysler

(*Continued on page 56*)

advertising's share of the national income actually has decreased substantially in the last 15 years—3.75% of the national income in 1926, against only 2.31% of the 1940 national income.

"A tax on advertising would not only seriously cripple one of the most vital tools of business, but it would also cripple the media concerned, all of which are substantial taxpayers and employers of labor," Mr. McMillan emphasized. "Incidentally, we see no way in which the proposed taxes could possibly benefit labor. The effect would be quite to the contrary."

Benson's Argument

John Benson, AAAA president, deplored the imposition of any tax burden on advertising per se, but stressed the willingness of everyone concerned to bear their just responsibility on a fair and equitable basis.

He declared that a tax on advertising, with the radio and billboard levies as the opening wedge, eventually would slow down civilian production; reduce business volume and net profit, making for a precarious business existence in many cases; reduce the margin between the cost of manufacture and the selling price of an article, with consequent effects on such considerations as wage increases or improvements to product; advance the spiral of rising prices, with its trend toward inflation. He declared that placing a tax on advertising would be like "eating the seed corn instead of planting it".

Opposed by Murphy

Expressing a similar thesis, Charles E. Murphy, general counsel of AFA, declared in a prepared statement:

"We consider any tax on advertising, regardless of the media affected, as harmful to the economy of our nation and detrimental to our well-established system of distributing consumer goods. The power of advertising as the selling force of industry and as the stimulator and stabilizer of commodity distribution must be protected. This is necessary in supporting the base for emergency taxes, for any impairment in the use of advertising by taxation will in turn affect distribution, and the revenues derived therefrom. In our opinion, a tax on advertising will defeat its own purpose."

Speaking for the American Highway Sign Assn. and International Alliance of Billposters as well as his own organization, J. V. Stewart, secretary-treasurer of the Outdoor Advertising Assn. of America, declared the billboard levy actually would net the Federal Government nothing, due to high administrative costs necessary to make the tax collectable. He estimated the tax would yield $1,191,000, although it would cost the Government a greater sum than that to collect it.

Pointing out that both the billboard and radio taxes had been inserted in the revenue bill "in the last hour of the last day", Mr. Stewart listed seven points of opposition to the levy, covering such considerations as taxing the machinery producing the profits rather than the profits themselves, discrimination between media as well as within media, the possible confiscation of all net income or profits of many operators, the reduction in collectable income tax, the crippling of outdoor advertising facilities to aid in the national defense program and the failure of the plan to produce sufficient tax revenue to justify its adoption.

Vandenberg Opposed

In the midst of Mr. Stewart's testimony, during a discussion of the discriminatory characteristics of the proposed advertising levy, Senator Vandenberg (R-Mich.), himself a former newspaper publisher, exclaimed the tax was "obviously unfair, discriminatory and indefensible" and he was "ready to take it out of the bill today".

"We believe that advertising plants, whether radio, newspaper or magazines, buildings and equipment, or outdoor advertising structures, are legitimately subject to a normal personal property tax by the States, and the members of this association already pay such taxes, as well as income tax and all other taxes which are uniformly levied upon this and other businesses," Mr. Stewart declared. "But a tax levied upon the column inches appearing in a publication, the number of square feet of surface of an outdoor advertising structure, the time sales of radio stations, or the sales price of neon-tube and electric signs, is clearly a tax upon advertising itself, and is mistaken in principle."

In similar vein, William C. Warren, representing Transit Adv. Inc., Chicago Car Adv. Co., and Transportation Displays Inc., all of which operate sign systems along elevated train rights of way and similar sites, told the committee the tax undoubtedly would force all three of the companies out of business.

The Revenue Act, as passed Aug. 4 by the House, provides a 5% levy on annual net time sales from $100,000 to $500,000; 10% on $500,000 to $1,000,000; 15% over $1,000,000 [BROADCASTING, Aug. 4, 11]. In addition, excise rates on radio receiver and parts sales were boosted from 5½% to 10%, and a new tax on telephone, cable and radio leased wires was included.

AFL Hits Tax

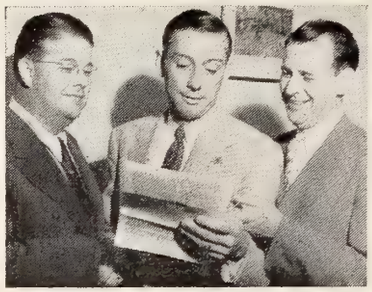
VOICING strong sentiment against the proposed Federal time sales tax, the Executive Council of the American Federation of Labor, meeting in Chicago last week, adopted a resolution declaring: "While labor is firm in its belief that the U. S. Government should levy extra taxes on the people to pay for defense work, we do not believe in punitive or discriminatory taxes such as that levied on advertising in radio. Broadcast employes, men and women, when out of work, cannot fit themselves into defense work."

Oil Firms Continuing Air Campaigns Despite 'Curfew' On Eastern Seaboard

NOT ONLY Atlantic Refining Co. [BROADCASTING, Aug. 11], but all other firms engaged in the distribution of gas and oil along the Eastern Seaboard are planning to conduct their usual radio advertising campaigns this fall, despite the present "curfew" on gasoline and the proposed rationing plan. A telephone survey, conducted by the New York offices of BROADCASTING, of gas and oil advertising placed in that city failed to reveal a single case of program cancellation or curtailment because of the shortage of gasoline.

As reported last month [BROADCASTING, July 21], a number of oil companies are devoting a part of their commercials to advocating gasoline conservation and to educating motorists in ways that this may be effected. Esso Marketers, which pioneered in preaching conservation, and Socony-Vacuum Oil Co., which has been doing so for some weeks, are both continuing the practice. Richfield Oil Co. is also continuing to promote on the air its booklet, "14 Ways to Save Gasoline".

Cities Service Co. also has begun to preach conservation on its network programs and with its Aug. 1 broadcast began distributing folders on this subject to members of its studio audiences in New York, where its Friday night broadcasts originate. Other companies with national distribution, such as Gulf Oil Corp. and Texas Co., will follow their normal programs of network broadcasting, making no special changes in commercials for the East. Shell Oil Co. has no plans for radio advertising following the expiration of its present national spot campaign this month.



SMILE FLUSH recorded here was caused by the Richfield Oil Co. renewal Aug. 11 for 52 weeks, of its six-weekly quarter-hour *Richfield Reporter* on 6 NBC-Pacific Red stations, starting the series on its tenth year. Pleased trio are Sydney Dixon, NBC-Pacific Red sales manager; G. K. Breitenstein, president of Hixson-O'Donnell Adv. Inc., Los Angeles, and Ed Barker, Red network account executive.

Procter & Gamble Not Planning Any Cut in Advertising

Biggest Sponsor Points Out Raw Material Problem

BY FAR the biggest user of radio advertising, having been billed nearly $11,000,000 by NBC and CBS alone during 1940, Procter & Gamble Co., Cincinnati, though deeply engaged in defense activities, has no present plans to curtail advertising.

Queried by BROADCASTING, the company's public relations department replied that "at the moment there is nothing taking place here which would point toward a curtailment of our advertising effort."

Attention was called, however, to the annual report for the first half of 1941 released the first week in August by President Richard R. Deupree, which showed a consolidated net profit for the fiscal year ending June 30, 1941, amounting to $27,581,522 after deducting all charges for depreciation, losses, taxes, advertising and special introductory work. This was 7.25% more than the preceding year.

Shipping and Materials

In his report Mr. Deupree remarks that "the second year of the war has developed a shortage in shipping which is affecting our supply of raw materials.

"This is not serious as yet, but we see no likelihood of improvement in the near future, and obviously the situation could get worse.

"We are helped at present by the crop outlook in our own country, which is favorable. There are indications of a large cottonseed and soya bean production, as well as an increased production of lard. The reason we emphasize the matter of supplies is that our experience in both England and Canada has shown us that it is in this direction, in times such as these, that we may expect difficulties.

"This country produces a sufficient quantity of edible fats to meet the requirements of its people, but in so far as its soap fats are concerned it produces only approximately three-fourths of its needs. One-fourth of our soap fats must be imported, and it is a most important fourth, because it is largely made up of coconut oil, which not only is not produced in this country, but for which there is no known substitute, particularly as it is used in our business."

The report also pointed out that the Government last fall asked P&G to erect and operate a shell-loading plant at Milan, Tenn., which was built and separately incorporated for $1,000,000 as "The Procter & Gamble Defense Corp."

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time pop corn) has announced its fall and winter advertising campaign will be the largest in ten years, and will include radio spots. Agency is Buchanan-Thomas Adv. Co., Omaha.

Government Anti-Ad Front Widening

urvey Indicates That Both Congress and Federal Agencies re Gunning For Advertising as an Institution

ASSAGE of the Revenue Bill of 41 by the House, with its tax billboards and radio time sales, s brought into focus a concerted, not co-ordinated, attack on all pes of advertising by several anches of the government, it is vealed in a survey of current offi- l activity.

Though not confined to radio, the ilosophy indicates action by sev- al government agencies, denot- g a definite trend striking at ad- rtising itself. There seems to be question but that control of vertising claims by Government here to stay, but the present nd goes even further than that, ncerning itself not so much with at is said in advertising as with e basic aims of the industry.

It is felt, however, that as long advertising remains an integral rt of the U. S. economic system, ere will always be a way to boost oduct, no matter how strict the ntrol of claims might be. On the ner hand, it is those steps in the rection of impeding or cutting wn advertising as an institution at should cause the most concern those industries which depend on tional advertising as a means of ss distribution of their products.

Trial Balloon

Even before the present national ergency, certain government arters had thrown up trial bal- ns, obviously with the purpose testing how far they might go an attempt to curb advertising. me of these plans have been lved in the rush of defense work t probably will be trotted out en the propitious moment arises. other instances more immediate eats have grown out of the ense effort.

t is almost impossible to point finger at any one government ency and charge it with taking to itself the crusade to curb ad- tising. However, when one looks ind some actions of govern- nt agencies, it is simple to un- er the motives.

More often than not actions en by government agencies af- ting advertising adversely are en explained away in a conde- nding "tut tut" manner, point- y aimed at getting the idea oss that there are too many im- tant things to be done by gov- ment to interfere with a pros- ing business.

However, a hard-boiled analysis these actions, taken collectively, ngs home the conclusion that a nd is taking shape. Nub of this nd is the frequently discussed stion among that group rough- referred to as the New Dealers: advertising worth what it costs consumer; is the old idea that vertising permits mass distribution which in turn permits cuts in the cost of production, still valid?

The Picture

This line of reasoning, of course, ties in with many government officials' belief that government could undertake to cut the cost to the consumer. Also there is the view that proper labeling by government mandate would eliminate the need for expensive advertising campaigns to attract the public to certain brands. This, of course, is nothing more than a carrying-out to the Nth degree of government in business, supposedly to aid the public.

This a basic tenet of many New Dealers, which, while soft-pedalled during these days of cooperation between business and government, has not been tossed into the discard.

To get the picture of what steps have been taken and their relation to the general picture, take a look at various agencies' moves which affect advertising—the potentialities of these moves is enlightening!

TREASURY DEPARTMENT: Although the tax on billboards and radio advertising was not recommended by Treasury experts, who appeared at open hearings before the House Ways & Means Committee, and although the two taxes were slipped into the bill by the Committee at the last minute without previous hearings, it must be assumed that Treasury representatives who sat with the Committee during the final drafting of the bill did not protest too strenuously against the taxes. Had they protested, it must be assumed that the bill would not have contained the two levies because the Committee leaned heavily on the Treasury for advice in regard to excise taxation.

Thus, even if the immediate threat of taxation on these two forms of advertising is withdrawn, the fact remains that the taxes were proposed by a responsible House committee and approved by the House—a fact which should be significant in indicating thinking which bodes no good for advertising.

Proposed Excise on Cosmetics

Before the House committee proposed these two taxes, the Treasury indicated how it stood on advertising by its position on a highly-technical and little-known manufacturers' excise tax on cosmetics. Prior to 1939 this tax was computed on a base that included advertising and selling, as well as other costs. In 1939, Congress eliminated advertising and selling costs from the basis. Throughout the tax hearings this year, Assistant Secretary of the Treasury Sullivan insisted that advertising and selling costs must be restored as the basis on which this tax is to be computed, despite the fact that this worked to the competitive advantage of the non-advertised brand.

Regardless of what happens to the radio and billboard tax, sooner or later the Treasury is going to make a grab at taxing advertising, perhaps by the roundabout method of limiting the amount of advertising expenditures that can be written off as business expense for tax return purposes.

Defense Activity

OPM and OPACS: Of these two new defense agencies, OPM presents the lesser danger to advertising because it is staffed largely with men drawn from business who are sympathetic to the need for advertising. OPACS, on the other hand, is staffed largely by economists, professors, and lawyers of "New Deal" stripe, and their views on advertising might be open to question. However, in any increased national emergency advertising might suffer to some extent—just as all normal business practices would suffer. The question is whether the interference with advertising is done on a purely temporary basis, or whether the defense emergency is used as a guise to put into effect some pet reform theories of those opposed to advertising as an institution. If and when magazine paper and newsprint supplies become tight, and as defense begins to take up more and more radio time, these factors may automatically serve to limit the amount of advertising during an emergency.

The activities of OPACS are a more direct threat. With its function to ration the civilian supply of critical defense materials, this agency can be expected to ask, at some time or other, "why advertise commodities when the raw material and labor going into that commodity might well be used on defense work?" In line with its price-fixing activities, this agency already has indicated that it will expect cuts in advertising and promotion costs before it will permit rises in prices of essential commodities. This will hit the food industry harder than all others—under the pending price-fixing bill, farm prices cannot be fixed by OPACS; thus, when food prices begin to rise and consumers begin to howl, OPACS will have to squeeze the processor (it can't hit the raw material or farm costs) and insist that he cut advertising costs before raising prices. In permitting the bread industry to raise prices by one cent, OPACS informed the bakers that they must make every effort to cut advertising and selling costs. Here again is found the theory that advertising is a non-essential in the cost of distribution.

Arnold's Position

JUSTICE DEPARTMENT, Anti-trust Division: Despite denials that he is "opposed to advertising" or

(*Continued on page 62*)



TURNING THE FIRST SPADE for the new Princeton Laboratories of RCA, a three-story structure with a one-story wing on a 25-acre tract, are high officials of the company, who dedicated the building to the application of radio and electronics to national defense. First spadeful was turned by Otto S. Schairer (right), vice-president in charge of the RCA Laboratories. At left is Maj. Gen. James G. Harbord, chairman of the RCA board, and in center is David Sarnoff, RCA president. Forty company directors and executives were present for the ceremony.

Court Upholds FCC in Newspaper Inquiry

Rules Commission May Subpoena Witnesses

UPHOLDING the FCC position that it has the power to subpoena witnesses and conduct general hearings along lines of the newspaper-ownership inquiry, now set to reopen Sept. 17, Justice James W. Morris, of the U. S. District Court for the District of Columbia, in a memorandum opinion last Friday indicated he would sign an order requiring the appearance at the inquiry of James G. Stahlman, publisher of the *Nashville Banner*. Mr. Stahlman is on active duty in the Public Relations Office of the Navy as a lieutenant commander.

Despite the prompt treatment of the question by Justice Morris, who heard oral arguments earlier in the week, doubt still existed that Mr. Stahlman would in fact be on tap when the hearings reopen Sept. 17. Elisha Hanson, ANPA counsel handling the Stahlman test case, indicated Friday, upon announcement of Justice Morris' opinion, that notice of appeal to the D. C. Court of Appeals would be filed immediately after an order for appearance is signed. Justice Morris was expected to sign the order before leaving on vacation Aug. 16. It was thought possible a decision on the appeal would not come before the hearings reopened.

Advised to Refuse

The Stahlman case, regarded as a far-reaching test of the subpoena powers of an administrative agency such as the FCC, as well as the whole newspaper-ownership issue, came to court after Mr. Hanson on the opening day of the hearings, July 23, had revealed to FCC Chairman James Lawrence Fly he had suggested to four witnesses subpoenaed by the FCC that they refuse to appear in what he described as "illegal proceedings".

In addition to Mr. Stahlman, they included Edwin S. Friendly, business manager of the *New York Sun*; Arthur Robb, editor of *Editor & Publisher*, and William A. Thompson, director of the ANPA Bureau of Advertising [BROADCASTING, July 28].

As the proceeding was recessed until Sept. 17, Chairman Fly on Aug. 1 had instructed the FCC Law Department, after the names of the subpoenaed witnesses had been called and failed to respond, "to proceed forthwith to enforce its subpoenas" [BROADCASTING, Aug. 4]. Flanked by several other members of the Law Department, Thomas E. Harris, senior assistant general counsel, who had handled examination of witnesses for the FCC at the hearings, participated with Mr. Hanson in oral arguments before Justice Morris last Monday.

Although the District Court case named only Mr. Stahlman as respondent, it was believed the decision in the matter, when finally drawn up, would apply to other subpoenaed witnesses not appearing at the inquiry.

In oral argument FCC Counsel Harris averred that under Sections 403 and 309(a) of the Communications Act the FCC unquestionably had power to hold either individual or general hearings, along with complete authority to subpoena witnesses in proceedings such as the newspaper-ownership inquiry.

Power Disputed

He argued there was no provision requiring the FCC to enumerate in orders starting an investigation, the possible outcome of such investigation, commenting that the Commission may make recommendations to Congress, may issue rules or a statement of policy on the question of newspaper ownership of radio stations, or may simply use the information it gathers as "purely educational" material.

Mr. Hanson countered that the FCC has no authority to initiate policy or rules that would bar newspapers from holding broadcast licenses, declaring the newspaper-ownership inquiry was an illegal proceeding and therefore subpoenas issued in connection with it became nullities in the eyes of the law and could be disregarded. He charged that the FCC was using a group of licensees as "stool pigeons" to delve deeply into the business of newspaper operation, a field in which it had no statutory right of inspection.

In his memorandum, and in comments during oral argument, Justice Morris appeared to take the position that newspaper interests probably would have more to gain than to lose in the newspaper-ownership inquiry, since it apparently was entirely possible that newspapers would be shown to be an even more desirable type of licensee than is presently recognized. He followed this reasoning in addressing several questions to Mr. Hanson, who held to the ground that the proceedings were illegal.

"It is hardly to be questioned that, in the case of any particular application, especially if there are competing applications, consideration may properly be given to the advantageous situation which one applicant may have by reason of his ability to more easily and accurately gather news and broadcast the same by reason of association with news gathering agencies of the press," Justice Morris commented in his Friday memorandum.

"If that be so, and it is not questioned by the respondent here, it is difficult to understand why the Commission cannot by the instant investigation undertake to fully and accurately inform itself concerning all of the advantages and disadvantages, if any, of such joint association, and thus be equipped to more intelligently determine the question of public interest and convenience presented when such factors are present.

Adequate Facts Needed

"The Act authorizes the Commission to make recommendations for proposed legislation germane to the field which the Act gives it the power to regulate. Certainly such

(*Continued on page 59*)

NBC-ASCAP Pact Near Completion

Only Details at Issue; NBC Says Stations Mostly Approve

COMPLETION of the ASCAP-NBC contract is expected early this week, according to Robert P. Myers, of NBC's legal staff, and Herman Finkelstein, of Schwartz & Frohlich, ASCAP general counsel, who for the last two weeks have been continuously engaged in drafting in legal language the agreement negotiated by representatives of the network and the Society and approved by the ASCAP board Aug. 1.

Late last week these attorneys told BROADCASTING they had reached an agreement on every major point, and that only minor technicalities remained to be ironed out. Asked why the act of drafting a contract whose terms had already been agreed upon by both sides should consume so much time, they explained that in drawing up this network license, which will probably become a pattern for all network licenses, they wanted to be sure that every point is covered and every possible objection overcome before they turn the form over to their principals for signing.

More Favorable Responses

Both lawyers emphasized that there was no disagreement over the contracts terms and that the delay was due entirely to legal cautiousness.

Chances of an upset in the completion of the deal between NBC and ASCAP through a rejection of the conditions by a large proportion of NBC's affiliate stations appeared slimmer last weekend than they had the week before, when one-third of the station responses were reported to have been unfavorable to the deal. Last Friday it was unofficially reported that NBC had received replies from 75 stations, of which 57 were favorable and only 18 against. Furthermore, it was said that of these 18 replies from broadcasters who did not give approval to the contract, only 11 were flat rejections while seven were borderline.

IRNA Leaders' Support

Strong support for the NBC-ASCAP deal was manifested last Friday when it was learned that Samuel R. Rosenbaum, WFIL, Philadelphia, and Paul W. Morency, WTIC, Hartford, chairman and vice-chairman respectively of Independent Radio Network Affiliates, acting in their capacities as members of the IRNA negotiating committee of NBC affiliates, were preparing a comprehensive memorandum to all affiliates analyzing the deal and setting forth what they regard as its advantages and disadvantages.

While the memorandum was still being formulated as BROADCASTING went to press, and was not likely to go into the mails until some time this week, it is understood to take the over-all view that the deal is a favorable one and acceptable to at least these members of the IRNA committee. The letter will emphasize, however, that no commitment has been made to bind IRNA members, that no representations of authority to bind them has been made and that stations are still free agents.

On the other hand, Ed Craney, KGIR, Butte, independent leader in the copyright fight, bitterly assailed the deal as a departure from principle [see page 66].

While there have been no official expressions on the matter, the general feeling at both NBC and ASCAP headquarters appears to be one of confidence that, once the contracts are drawn up and station managements and their attorneys have studied them in detail, they will be approved by an overwhelming majority of NBC affiliates and will be put into effect without further delay.

MBS Asks Deal

Meanwhile, Mutual advised ASCAP that if and when it concludes a contract with NBC and, under the most-favored-nation clause in the MBS-ASCAP contract makes those same terms available to Mutual, then the new terms be made retroactive to May 19, date the original MBS-ASCAP contract went into effect.

Mutual's argument is that otherwise it would be penalized for being the first network to sign with ASCAP. ASCAP's answer is that its interpretation of the clause is that the original terms of the MBS contract are to hold until the effective date of any more favorable

(*Continued on page 66*)



"WHAT'S SHE GOT THAT I HAVEN'T GOT?"

● Good equipment is certainly an *advantage,* Lucinda, but make no mistake—"it" is *principally* a matter of personality!

For instance—WHO is the only 50,000-watter in Iowa, and you might therefore judge *power* as the only reason for our dominance. But on the other hand, Iowa is ringed around by other 50,000-watters—which get a *combined total vote* of 8.9% among the nighttime stations "listened-to-most" by Iowa people. Whereas WHO gets 59.5%!*

Power, equipment, frequency — these things are nice to talk about (and we could certainly do our share of *talking* about them, too!). But they don't mean too much in Iowa—or anywhere else . . . . Iowa people listen to WHO because WHO gives them something that can't be picked up from the network, or booked at a talent agency, or granted by the F.C.C.

You figure it out for yourself—we've got some mail to answer!

* From the 1941 Iowa Radio Audience Survey—9,246 personal interviews with representative Iowa families, conducted by H. B. Summers of Kansas State College and F. L. Whan of the University of Wichita. Your copy will be gladly sent to you on request.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

CBS Stockholders Vote Talent Sale

Approve Disposition of Stock; NBC Sale Is in Offing

MAJORITY approval of the sale by Columbia Broadcasting System of its interest in Columbia Concerts Corp., Columbia Artists Inc., and Columbia Management of California Inc., was voted by CBS stockholders at the special meeting Aug. 11, with 1,325,000 shares voting in favor of the sale. Only 1,144,184 shares or two-thirds approved were needed.

The approval permits CBS to dispose of its 61 shares of preferred stock and 9,684 shares of common stock of Columbia Concerts Corp. to other stockholders on Concerts following the provisions of the agreement. The sale provides for the payment of $61,000 on the preferred, $30,000 of which is payable on the date of execution of the contract, and $30,000 payable on or before Dec. 27, 1941.

Payment Plan

For the common, $150,000 must be paid Concerts in five installments of $20,000 each on May 15 of the years 1942 to 1946, inclusive, and the remaining $50,000 payable in installments equal to half the profits over $60,000 for the first two years and over $50,000 thereafter.

Net earnings of Concerts for the year ending June 4, 1938, were $94,320; $64,070; 1939; $37,382, in 1940, and $74,759 for 47 weeks ending April 26, 1941.

In the sale of Columbia Artists and CMCI to Music Corp. of America, the agreement provides for payment of $176,190 in $5,000 monthly installments, commencing the month after the deal is completed. MCA also is required to furnish funds to Artists to allow the subsidiary to pay to CBS the balance of its indebtedness to CBS or $100,000.

Net earnings for Artists for 1938 were $86,940; 1939, $140,906; 1940, $93,343, and for the 17 weeks ending April 26, 1941, $27,351. CMCI showed a deficit of $17,662.89 for 1938; earnings of $9,903 in 1939, and deficits of $26,409 in 1940, and $9,817 for the 17 weeks ending April 26, 1941.

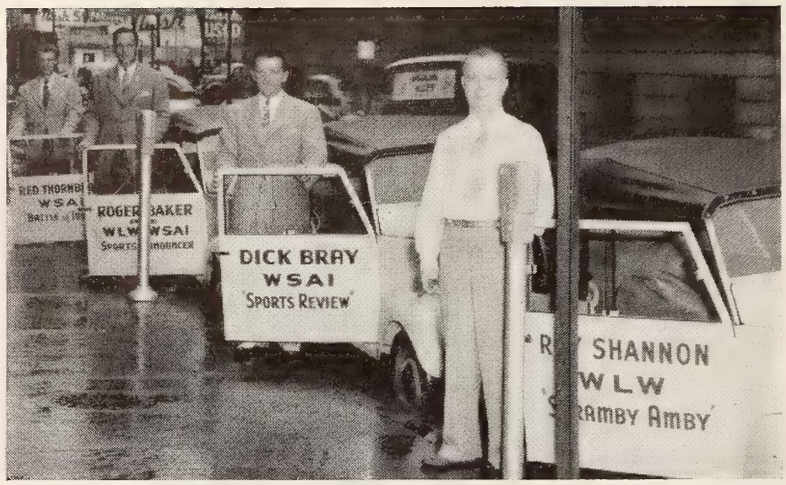
* * *

Tuthill Meets NBC Offers

Negotiations for the sale of NBC's talent management division have progressed slowly the last few weeks, during which the network's top executives have been occupied with more pressing industry problems, but it was stated last Friday that conversations with the several bidders for this service were reaching their final stages and that a deal will probably be concluded within the next week or ten days.

Daniel S. Tuthill, assistant manager of the Program and Talent Sales Division of NBC's Program Department, in charge of contracts and management, was revealed last week as a prospective purchaser who has met the competitive bids of Music Corp. of America and William Morris Agency. Former assistant manager of the Artists Bureau, Mr. Tuthill assumed his present position last December when the bureau was made a division of the NBC Program Department in a general department reorganization [BROADCASTING, Dec. 15].

While no details of the negotiations have been officially divulged, it is reliably reported that when NBC decided to sell this part of its business, Tuthill secured first refusal from the network and has since matched the offers of Morris and MCA, the latest bid reported to be approximately $150,000.



THEY CAN DO BETTER than park on a dime at WLW-WSAI, Crosley stations in Cincinnati. Here is proof that four Crosley midget cars can park in the space reserved for one five-cent parking meter. Dewey Long, manager of WSAL, used this trick as a promotion stunt, with four featured personalities each having well-labeled yellow cars donated by the stations. The whole city was upset when the frantic policeman on the beat consulted the lieutenant who went to the chief who figured the Supreme Court would have to decide if four cars can park as cheaply as one. Standing beside their cars are (front to back) Roy Shannon, Dick Bray, Roger Baker and Red Thornburg.

All-Night Listeners Revealed Typical Of Daytime Audience in New Analysis

ALL-NIGHT radio listeners constitute "a typical daytime audience", and they really combine two markets in one—regular all-night listeners and a rapidly enlarging group of defense workers—according to a survey conducted recently by WOR, New York, after the first six weeks of its new 2-5:30 a.m. *Moonlight Saving Time* conducted by Jerry Lawrence, which started June 17.

Results of the survey, drawn from personal interviews with typical listeners in Bridgeport Conn.; Dover, N. J.; Bethlehem, Pa., and New York, are revealed in a spiral-bound brochure, *A Tale of 4 Cities*, prepared by Joseph Creamer, WOR promotion director.

Survey of Workers

The survey, based on 477 personal conversations with both industrial and non-industrial workers by independent investigators for WOR in the four cities, indicated that 37% of all workers in the four cities are under 25 years of age, 18% between 26 and 30, 25% between 31 and 40, 20% over 40. Asked how their earnings today compare with a year ago, 66% indicated substantial increases in their salaries, making what WOR termed a "prosperous" market among all-night listeners.

Personal interviews also showed that 43% of the listeners to all-night programs do their listening at home after returning from their jobs, 36% on their way to and from work in their own or other workers' automobiles, 14% during rest periods while at work, 8% in restaurants. In New York it was found that 89% of all industrial and non-industrial workers interviewed are available to listen at some time between 2 and 6 a.m., with a similar situation indicated for the other three cities.

Restaurant or diner workers, night watchmen, Army men, bakers, photoengravers, taxi drivers and hotel workers followed night workmen and service station or garage attendants as typical all-night listeners, the survey indicated, with insomnia victims rated higher than night nurses and doctors on duty.

An analysis of mail response to the *Moonlight Saving Time* from June 17 to July 25 showed that the typical listeners lived in New York, although some were as far distant as Texas, Florida, Missouri and Canada, with a total of 25 states reported. A check of 840 autos used by all-night workers in the four-city area showed that 55% of the cars were radio-equipped, the brochure stated, with three to five occupants credited to each car.

A. A. SCHECHTER, NBC New York director of special events, while in Hollywood during a tour of network owned and operated stations, conferred with picture studio executives on the filming of his book, *I Live On Air*.

MAUBORGNE LOOMS AS AN FCC PROSPECT

WITH the vacancy on the FCC created by the expiration last June 30 of the term of former Commissioner Frederick I. Thompson still unfilled, the possibility looms that Maj. Gen. Joseph O. Mauborgne, who retires Sept. 30 as Chief Signal Officer of the Army upon completion of his four-year tour, might be chosen for the post. Precedent for such a non-political appointment was the selection by President Hoover of Maj. Gen. Charles Saltzman as chairman of the old Federal Radio Commission after he had also retired as chief of the Army Signal Corps.

Gen. Mauborgne is one of the pioneers of American radio, having first joined the Army in 1903 and serving from 1917 to 1921 as chief of engineering and research of the Signal Corps under Gen. Squier, the inventor of wired wireless. During that time he served in Paris with the American delegation to the International Radio Conference. Subsequently he was commanding officer of the Signal Corps Laboratory at the Bureau of Standards, director of the Aircraft Radio Laboratory at Wright Field, O., and radio expert with the War Claims Commission. He holds 21 patents of his own.

If not chosen for the FCC vacancy, he may be asked to lend his talents to the National Defense Research Committee or the National Inventors Council, or may be given a special communications post with the Army. Gen. Mauborgne also sits as Army member of the Defense Communications Board of which FCC Chairman James Lawrence Fly is chairman.

United Biscuit Spots

UNITED BISCUIT CO. of America, Chicago, on Sept. 1 is starting a schedule of 30-second and one-minute transcribed spot announcements, 6 to 12 times weekly on the following stations: WOW WIBW WTAM WSBT WEMP WEAU WSAU WRJN WMAM WTAQ WIBA WHBL WKBH WEBC WDAY WNAX WTCN WBBM WLS WAAF WIND WCFL WMT WMBD WOC WFBM KFYR KFBB KSOO KSO KMA, and live participating announcements on CKLW, Windsor, Ont. Announcements will be sponsored in each region by company divisions in Omaha, Toledo, Fargo, Sioux Falls, and Chicago. Contracts are for 13 weeks. Agency is George H. Hartman Co., Chicago.

Grove Prepares for Fall

GROVE LABORATORIES, St. Louis, is preparing a fall schedule of one-minute spot announcements for 4-Way Cold Tablets on an unselected number of stations. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

Vapo-Cresolene Spots

VAPO-CRESOLENE CO., New York (cold relief remedy), will use both national magazines and spot announcements for its fall and winter campaign to be announced in a few weeks. Agency is Irwin Vladimir & Co., New York.



TURN TO NEXT PAGE TO SEE HOW THE BLUE HELPS TO KEEP THOSE LINES APART!

Protect Your Profit Margin by Lowering Your Cost of DISTRIBUTION!

Buy Blue — Enjoy Sales Thru the Air at the Lowest Cost of Any Medium Entering the Home!



Lo, pity the poor manufacturer of today. He is caught in the middle of a squeeze that pinches him where it hurts—in the wallet.

On the one hand, increased taxes, rising labor costs and higher prices of raw materials combine to increase his cost of production enormously.

On the other hand, price ceilings and increased consumer taxation shout an emphatic "NO" to the idea of passing much of this extra cost on to the consumer in the form of higher prices.

Thus it is of extreme importance today to see what can be done to reduce the cost of distribution by studying its most controllable factor, advertising—to see that you are reaching the greatest possible number of consumers for every advertising dollar you spend.

If you're not using radio you really ought to look into it—especially into the Blue Network of NBC—because it *is* the most economical way to increase the flow of goods from your factory to your customers. If you're already on the air, we suggest you compare your current radio picture with these well-known advantages of the Blue Network:

ECONOMICAL COVERAGE—The Blue concentrates its coverage in the Money Markets, where the nation's buying power is heaviest and where you do your most *profitable* selling.

ECONOMICAL POWER—Power is always expensive, but not always effective. The Blue concentrates its high power stations in areas where power is needed, conserves it elsewhere. You pay where you need it—and save where you don't.

ECONOMICAL COSTS—Concentrated coverage plus the famous "Blue Plate Discounts" give Blue advertisers national coverage at the lowest cost of any medium entering the home. By "going national" on a modest budget, you have more to spend on your program.

ECONOMICAL PROGRAMS—Blue advertisers not only get more listeners for every "time dollar" they spend; they also get the most out of every "talent dollar." A recent study shows that Blue programs cost 22% less for every "point" of rating than shows on the other major networks. Bolstered by the finest schedule of news, sports and public service programs on the air, they've built audiences as loyal as they are large—their *average* evening CAB rating of 10 proves that!

Why not call in your Blue Network salesman to see how you can lower your cost of distribution by reaching more ears per dollar—a vital advantage in today's selling picture.

NATIONAL BROADCASTING COMPANY • A Radio Corporation of America Service

THE SHOW "BUY" OF THE MONTH—"THE CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET"—The show that made the "Three B's" (Barrelhouse, Boogie-Woogie, Blues) famous! This clever combination of jazz and humor has built an enthusiastic (almost fanatical) audience Monday nights at 9:00 P. M. (ET) via the BLUE.

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease

Radio Still Holds Most of the Trumps!

Timebuyer Forecasts Bright 1942 for The Medium

By BLAYNE R. BUTCHER
Lennen & Mitchell Inc.

FOURTEEN YEARS in radio make Blayne R. Butcher one of the real old-timers of the game. At present he is one of Lennen & Mitchell's radio directors, taking a hand not only in creating and producing programs but also in spot and network timebuying and budget planning. His most consistent responsibility for the last five of his seven years with the agency has been the conduct of the Walter Winchell program for Jergens. Starting in 1928 with WTAR, Norfolk, Mr. Butcher before going into the agency game served such stations as WLW, WCAU and WBAP.

RADIO TRADE NEWS has been on the doleful side of late. It may be difficult for many station and network operators, agencies and advertisers to glean a ray of optimism from the massed evidence that a lot of knives are being sharpened to carve juicy financial morsels from the radio goose. But even so, here's a statement that goes right out on the limb: *Under the present American System of Broadcasting, radio should offer far more to an advertiser in 1942 than ever before in its history.*

That may not appear to be a particularly brilliant conclusion, in view of the fact that there is an upward curve in buying power, which means more set sales, plus the fact that these turbulent times bring people to their receiving sets more often because of radio's flash news value. Those two standard reasons are perfectly apparent. Now let's add some more good reasons, and see if the logical sequence of events isn't going to provide radio with an impetus that will make it stand head and shoulders above many other forms of advertising media.

Consider the Reasons!

First, consider the tax burden that the people of this nation will shoulder next year, as well as the higher cost of some necessary commodities. The majority of average people will attempt to maintain their present living level in spite of this additional expense. There will be little inclination to alter living conditions or give up basic necessities. On the other hand, nonessential spending will probably be pared to a minimum.

Secondly, there is in the offing possible gasoline rationing in the East, the most populous area of these United States.

And thirdly, there is a massed concentration of men in training camps throughout the nation.

Echo answers, "So what?"

What conclusion can be drawn from these unrelated factors that specifically have to do with radio?

Just this.

Stay Home and Listen

In 1942 there probably will be a very pronounced swing to amusement in the home as a means of keeping down expenses. It is likely that curtailed attendance will be the order of the day at sports events, movies, theatres, night clubs, or any other ventures that would add to the onslaught against the family pocketbook.

Joe and Jane Doakes are going to think more than once before spending unnecessarily, when they are faced with the indicated additional living costs. They are going to want to continue their present mode of living if it is at all possible, and maintain their present homes with as many conveniences. They are going to want to eat, drink and smoke just as in the past, and certainly it is hardly likely that they will want to lower their clothing standards. Visits to the dentist and doctor, premiums for insurance, the costs of schooling, and all the other things that make up the average way of life would be the last to feel the retrenchment, and items that might reasonably be termed non-essentials will bear the brunt of the effort to meet increased taxes and rising living costs. But all work and no play might make Joe and Jane dull—so comes the radio!



MR. BUTCHER

Even Less Auto Driving

Radio will bear the burden of being the principal medium for the dissemination of information and entertainment. No matter the economic bracket—from high to low and back again—the motivating economy force will apply pressure to bring more and more people more often into the radio fold. Even automobile driving, a fairly economical method of pleasure if one already has the car, will probably be forcibly curtailed in eastern states, and there again is a reason for staying home and listening to the radio.

Now for the concentration of a million or so of our citizens in military camps. While it is true that this does not represent as much buying power as it might if the same men were in civilian life, still the fact that there are limited recreational facilities except on weekends may literally drive many of these men to the radio during the early evening hours.

Fashion to Economize

There are two other psychological factors. One is that it will no longer be unfashionable for the Doakes to admit that they are making every effort to economize, and therefore staying home many evenings. Another: in small talk among people there is always the tendency to talk about the latest entertainment features that have engaged one's attention. Radio and radio talent are going to be talked about more than ever before—gags repeated—music praised—commentators quoted.

This all adds up to the fact that radio in 1942 will deliver the largest mass audience in history. Even radio's severest critics will have to admit that the most elementary fundamental in advertising is the principle of placing the merits of a product before a maximum audience at a reasonable cost. Where in these United States can one reasonably look for a larger potential audience than in the home?

No one in the trade can deny that there may be inroads upon radio's net earnings by reason of possible discriminatory legislation, or by virtue of loss of some accounts due to material priorities, which naturally limits the potential retail sales of these commodities. However, the saturation point of possible revenue from radio is nowhere in sight, and under the necessity of obtaining new replacement advertising, radio is young enough and virile enough to bridge the gap with many hitherto undeveloped potential radio advertising possibilities.

The chief point to broadcasting and the advertiser is that despite bureaucracy and the attempted raids of predatory interests, radio has more to offer in 1942 than ever before. The listeners will be there. They will be attentive. They will be discriminating. They will be loyal to those advertisers who do not misuse guest admissions into listeners' homes. A few tricks may be lost, but radio still holds most of the trumps.

STATION IN TACOMA READY FOR OPENING

FIRST of the two new broadcast stations authorized for construction in Tacoma, Wash., last May—KTBI, licensed to Tacoma Broadcasters Inc.—will go on the air the week of Aug. 24, according to Edward J. Jensen, manager, who was onetime manager of KVI, Tacoma, and who later went with KGU, Honolulu, and KOL, Seattle. Mr. Jensen during the last year has been on the sales staff of KSFO, San Francisco.

The new station will operate with 250 watts on 1490 kc., and is Western Electric equipped throughout with a 154-foot Blaw-Knox tower. The other Tacoma station (KTRN), authorized the same day and granted either 500 or 1,000 watts on 1430 kc., will be operated by Michael J. Mingo, former newspaper editor, but is not yet ready to go on the air.

Mr. Jensen reports the following staff selections: E. S. Robinson, from KVI, commercial manager; Fred Pelger, from KBKR, Baker, Ore., program director; Kenneth Grinde, from KXRO, Aberdeen, Wash., chief engineer; Tom Morris, from KOMO-KJR, Seattle, announcer-engineer; Leonard Duba, from KXRO, announcer-engineer; John Porter, announcer-engineer; Paul Terry, formerly with South California Orange Growers Assn., special events and continuity; George Johnson, musical director; Ruth Reisner, continuity and women's editor; Mrs. Stewart Clarke, garden and home expert; Esther Fox, office manager.

The station is owned by a group of local businessmen, headed by G. C. Cavanaugh, Tacoma and Bremerton lumberman, as president and controlling stockholder.

Reverie Campaign

REVERIE Inc., New York (Reverie Lanolin Lotion), will use spot announcements for the first time on an undisclosed number of stations in a campaign along the Eastern Seaboard, to be launched during September. Company is now sponsoring *Fifth Ave. Troubadour*, with Dick Gilbert, on WOV, New York. Craven & Hedrick, New York handles the account.

Omar Discs

OMAR Inc., Omaha (flour) on Aug. 17 started quarter-hour transcribed Sunday program titled *Musical Meditations* on WLS, WISN, KMA, WHO, WMT, KRNT, WNAX, WOW, KOA, KGKY, WJAG, KVRS. Contracts are for 13 weeks. Transcriptions were made by the Columbia Recording Corp., Chicago. Hays Macfarland & Co., Chicago, is agency.

Oakite Fall Plans

OAKITE PRODUCTS Inc., New York (Cleanser), the week of Sept. 15 will begin a campaign of participations in women's programs on the following stations: WCAU, WNAC, WEAN, WCSH, WTAG, WTIC, WLBZ, WICC, WFBR, WBZ-WBZA WFEA. Contracts are for 13 weeks. Agency is Calkins & Holden, New York.

Networks Ponder Court Plea For Relief From FCC's Rules

Latest Time Option Plan Divides Day into Three 5-Hour Units; Mutual Proposes Compromise

DESPITE optimistic statements from FCC sources that "progress is being made" and that "contacts are being maintained", the FCC and the networks apparently are still far from agreement on the controverted time-option rule in the proposed network-monopoly regulations now scheduled to go into effect Sept. 16.

As another week ended, with parleying between network representatives and FCC Chairman Fly and his lawyer-aides practically at a standstill, it was an even bet that CBS and probably NBC would go to the courts rather than accept the chairman's latest proposal.

Three 5-Hour Segments

That proposal, it is understood, would divide the broadcast day into three five-hour segments and would provide for exclusive time options within each segment limited on any single affiliate to 3½ hours per segment in a five-station city, 3 hours in a four-station city, 2½ hours in a three-station city, 2 hours in a two-station city, 1½ hours in a one-station city—with further limitations fixed on the basis of actual time used during the preceding year, plus one-half hour, and with a "floor" of one-hour per segment. No option, exclusive or non-exclusive, would be permitted above those limits.

This is understood to be the previously undisclosed formula presented by Mr. Fly at the conferences week before last [BROADCASTING, Aug. 11] and found to be unsatisfactory to all of the networks, including Mutual. Mr. Fly is said to have insisted that the networks petition for his proposed option rule, or else face the original rules which ban option-time altogether.

Trammell Sees Fly

Although NBC President Niles Trammell had a session with Mr. Fly last Tuesday, no other conferences were held with network executives during the last week. Mr. Trammell would not divulge the nature of his discussion with Mr. Fly, but it is believed he made it clear the proposed option limitations were untenable so far as NBC was concerned, particularly in the light of their possible impact upon the Red.

Mr. Fly's reported demand that as a condition precedent to adjustment of the time-option scale he advanced, the networks refrain from going to court to test the validity of the rules, was regarded as utterly unacceptable to NBC and CBS. If they go to court, it is presumed they will not only challenge the Commission's jurisdiction to impose the rules at all but will argue the unreasonableness of the regulations.

NBC, faced with the requirement that it divest itself of the Blue network, would doubtless also make a separate issue of that in the courts.

MBS Suggests Compromise

Late last Thursday a petition was filed with the FCC on behalf of Mutual by Fred Weber, general manager, and Louis G. Caldwell, counsel, with the object of compromising the divergent views.

The Mutual petition, suggesting amendments to regulations 3.104 and 3.103, proposes the division of the day into the same three five-hour segments which it is understood that all parties, including Chairman Fly, were previously substantially agreed upon—namely, 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m., to be determined for each station in terms of its local time.

The Mutual proposal would require that option-time be for hours definitely specified in the network-affiliate contract, and that no option may be exercisable on less than 42 days call. In each network-affiliate contract provision would be made for annual revision of option-time, effective Aug. 1 of each year, the revision to be filed with the Commission not later than the preceding July 1.

Within the three segments, not more than 3½ (or 4) hours in any segment may be placed under option to networks, according to the Mutual petition. Outside the segments, no time within the period from 11 p.m. to 8 a.m. would be optionable.

Limitations on Options

"No station," reads the rule suggested by Mutual, "may option time in any segment exclusively to a network in excess of the time actually utilized by the network for network commercial programs in that segment for at least 26 weeks during the 10-month period from Aug. 1 to June 1 in the preceding year, provided (a) the exclusive option-time must be limited to the particular hours thus utilized during the preceding year, and may not extend to other hours; (b) where there is a change of affiliates in a given community, the measure of maximum exclusive option-time for the new affiliate shall be that which would have been permissible for the former affiliate."

With respect to time not covered by exclusive option, "any station may option time in any segment to any one or more networks on a non-exclusive basis, that is, on a basis which does not prevent or hinder the station from optioning the same time, in whole or in part, to another network on equally favorable terms, the first network to sell the time to have the advantage of the option."

Preferably 3-Year Licenses

The Mutual petition also proposes that Regulation 3.103 be amended "to provide for a maximum contract period of two (or three) years; and to provide for a period of not less than three months, and preferable six months prior to the commencement of the contract, for entering into such a contract or renewal thereof.

"This proposal," it was added, "was made on the assumption that Rule 3.104 governing option time, if amended so as to permit option time, is amended as suggested in this petition."

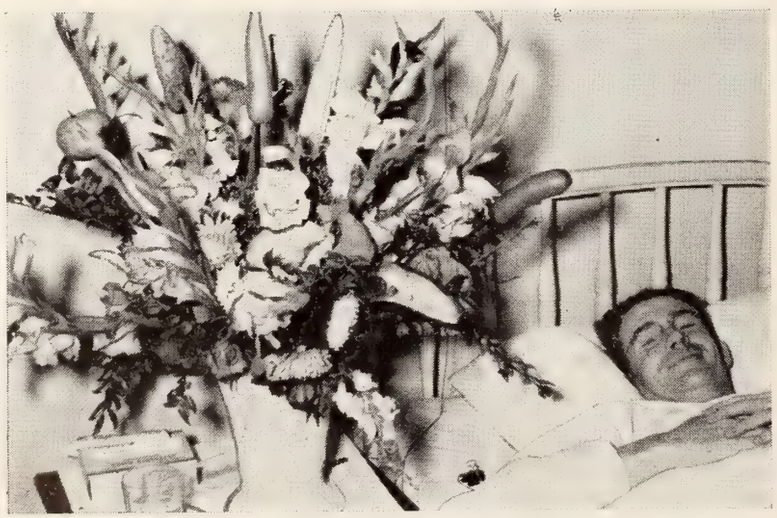
Simultaneous with adoption of the longer contract period, Mutual suggests the Commission should authorize broadcast licenses for not less than two, and preferably three years. At several junctures in its memorandum accompanying the petition, Mutual suggests there should be further relaxation of the option-time rule to meet the peculiar needs of regional networks, particularly with respect to the period after 11 p.m. and before 8 a.m.

Aid Federal Unit

EDWARD LASKER, vice-president and radio director of Lord & Thomas, New York, and Gregory Williamson, radio director of Pedlar & Ryan, New York, are both on temporary leaves of absence from their positions to work in the public relations division of the Bureau of Ships, newly-organized Government unit under the supervision of Secretary of the Navy Frank Knox.

NIB Convention in Chicago's Palmer House, Sept. 22-23

H. A. LAFOUNT, president of National Independent Broadcasters, announced last Thursday that the extraordinary NIB convention, which will have FCC and DCB Chairman James Lawrence Fly as keynoter, definitely has been set for Sept. 22-23 at the Palmer House, Chicago [BROADCASTING, Aug. 4]. Mr. Lafount indicated that both Mayor Kelly of Chicago and the Chamber of Commerce have issued invitations to NIB. Incidating that national defense probably will be one topic, President Lafount said the agenda will be prepared on the basis of suggestions of NIB members and other broadcasters as to which are the most important topics for discussion, and asked that NIB members and other operators forward suggestions to NIB headquarters in Washington.



POSITIVELY NOT A PUBLICITY GAG is this symbolic bouquet presented to F. E. Fitzsimonds, manager of KFYR, Bismarck, N. D., as he recuperated from an appendectomy. Actually, it's a display of affection presented by staff members who were impressed by the patient's humorous cracks about his illness. Among the posies are such specimens as corn, vegetables, hot dogs, cigarettes—and even some flowers. Mr. Fitzsimonds liked the bouquet so well he summoned a photographer.

Sawyer Denies Rumors Of Blue Negotiations

PUBLISHED reports that Charles Sawyer, Cincinnati attorney and Democratic National Committeeman from Ohio, is negotiating for the purchase of the NBC-Blue Network, were unequivocally denied by Mr. Sawyer last Thursday.

The Cincinnatian, who controls WING, Dayton, and WIZE, Springfield, and who is on the board of the Crosley Corp., operating WLW and WSAI, was disclosed in an FCC application last week as principal in the Lake Shore Broadcasting Corp., seeking a new 5,000 watt fulltime station on 1300 kc. in Cleveland. He is president of the company, with Ronald B. Woodyard, WING manager, vice-president; Gertrude Ansel, his secretary; Edward W. Merkel, manager of WIZE, treasurer.

STANLEY, H. MANSON, southwestern sales manager of Stromberg-Carlson Tel. Mfg. Co., stationed in Kansas City, has been named sales promotion manager of the company to headquarters in Rochester and spend a large portion of his time in the field.



...where power counts most!

Power . . to hit 'em hard where power can do the most good . . that's the secret of sales success.

And WLAC provides you with this hard-hitting power . . a great radio power of 50,000 watts to go hurtling through the GREAT TENNESSEE VALLEY.

Here is truly the heart of the industrial South, an area which has become increasingly industrialized with the advent of cheap T. V. A. Power, supplied by $250,000,000 worth of dams! This great industrial territory is all within the coverage area of WLAC, the station of the great Tennessee Valley.

Investigate NOW how you may give your sales message power where power counts most.

COVERED FULLY AND INTELLIGENTLY BY

WLAC *Nashville*

GOING THIS FALL TO 50,000 WATTS

J. T. WARD, Owner • F. C. SOWELL, Manager
PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY



FRONTIER DAYS FIESTA in Cheyenne last month was sponsored over KFBC by Frontier Refining Co., and coverage included Don Vest, special events announcer, mounted on horseback with a portable short-wave unit, going into the arena for the roedo events. Announcer Miles Cooper also took the unit for a ride in one of the Army's new tanks. At the control box during one of the seven-day pickups were (l to r): Billee Wheelock, KFBC women's program director; H. A. Armitage, official of the sponsor company; Bud Robineaux, president of the company; Bob Betts, Betts-Koerber Adv. Agency, Denver; William C. Grove, KFBC manager. Wearing dark glasses (below) is Larry Bloom, station salesman.

Definition of Powers Sought In Appeal by District Court

Supreme Court Asked to Determine Authority of Lower Tribunal in Issuing Stay Orders

SEEKING a definition of its powers, the U. S. Court of Appeals for the District of Columbia on Aug. 8 certified to the Supreme Court a statement of facts in the case of WCPO, Cincinnati, and requested instruction as to its authority to issue stay orders from FCC decisions.

In case its Feb. 3 opinion is upheld in the coming decision, the Court of Appeals would hold itself without power to issue stay orders. This would drastically affect the power of appeal from FCC decisions, since although appeal actually could be made, the Commission's orders meantime would go into effect and conceivably could accomplish the damage feared before remedy is secured.

The Supreme Court certification came after the entire six-judge court on April 7 had heard reargument of the issue, involving an appeal by Scripps-Howard Radio Inc., operating WCPO, Cincinnati, from an FCC decision granting identical facilities to WCOL, Columbus, allegedly without hearing [BROADCASTING, April 14].

Six Judges at Rehearing

Although the court up to then had regularly issued stay orders in similar situations, a split three-judge opinion Feb. 3 declared that the Court of Appeals did not have the power to issue stay orders and upheld the FCC position in this regard. The rehearing on appeal from this decision was presented before all six members of the court by Joseph L. Rauh, then FCC assistant general counsel, and Paul M. Segal, counsel for Scripps-Howard Radio, on behalf of WCPO.

In its latest move, designed to break the stalemate resulting after the Feb. 3 decision and subsequent reargument, the Court of Appeals asked the Supreme Court:

"Where, pursuant to the provisions of Sec. 402(b) of the Communications Act of 1934, an appeal has been taken to the U. S. Court of Appeals, from an order of the FCC, does the court, in order to preserve the status quo pending appeal, have power to stay the execution of the Commission's order from which the appeal was taken, pending the determination of the appeal?"

In its Aug. 8 certification of facts the Court of Appeals indicated that the court was divided, 3 to 3, on the question. If a decision were handed down on this basis, the previous judgment, holding that the tribunal is without authority, would prevail. Because of the novel question, chance for Supreme Court review was considered good.

In any case, it was thought, even if the court reversed its former action, which in effect had reversed previous practice, the FCC would seek a Supreme Court review.

Genesis of the Case

WCPO had appealed from an FCC decision authorizing WCOL, Columbus, to operate on 1200 kc. with 250 watts, which the Cincinnati station contended would sharply curtail its audience on that frequency. WCPO also argued the action was taken without notice and hearing. In requesting reargument, Mr. Segal contended that the three-judge court's divided opinion terminated uniform practice on issuance of stay orders which had been followed for 14 years and that the question involved a basic consideration in administrative law. Mr. Rauh contended the law was clear that stays could not properly be issued [BROADCASTING, April 14].

The Feb. 3 decision was by a divided court, with Associate Justin Miller and Wiley Rutledge sustaining the FCC view, and Associate Justice Harold M. Stephens strongly dissenting [BROADCASTING, Feb. 10].

It is believed the Court of Appeals, in this latest move, not only is seeking instruction on the specific point authority to issue stay orders, but also a clarification and expansion of the philosophy of such Supreme Court decisions as that in the Sanders Bros. case.

FCC GRANTS OUTLET IN PENDLETON, ORE.

WESTERN RADIO Corp., licensee of KODL, The Dalles, Ore., was granted a second station when the FCC Aug. 12 authorized construction of a new local in Pendleton, Ore., to operate on 1240 kc. with 250 watts fulltime. Pendleton, a community of 7,000, is located approximately 110 miles east of The Dalles. Western Radio Corp. is 50% owned by V. B. Kenworthy, one-time salesman of KSLM, Salem, Ore., as president, with Eva O. Hicks, vice-president and 25% stockholder, and T. M. Hicks, president of the Salem Abstract Co., secretary-treasurer and 25% stockholder.

The Commission designated for hearing the application of H. C. Cockburn, Houston oil and real estate man, under the name of the San Jacinto Broadcasting Co., seeking a 1,000-watt fulltime station on 1470 kc., contingent on that channel being vacated by KXYZ, Houston. The application will be heard jointly with those of KRBC, Abilene, Tex., seeking to shift to that frequency and increase to 1,000 watts, and WQBC, Vicksburg, Miss., asking to change to 1470 kc. with 500 watts night and 1,000 day.

The FCC denied the petition of West Allis Broadcasting Co. to reconsider and grant its application for a new daytime station in West Allis, Wis., on 1480 kc. with 250 watts.

Rodeo's 2,000 Spots

THE SECOND Annual Rodeo & Thrill Circus, held Aug 31-Sept. 1 at Soldiers Field in Chicago Aug. 17, started a two-week campaign to promote attendance, using a total of 2,000 one-minute transcribed announcements on WAAF, WJJD, WCFL, WGN, WCRW, WSBC, WGES, WCBD, WEDC, WLS, Chicago; and in the surrounding area on WIND, Gary; WJOB and WHIP. Hammond,; WHFC, Cicero, WCLS, Joliet; WMRO, Aurora. Agency is Schwimmer & Scott, Chicago,

WILLIAM L. SHIRER, former CBS correspondent in Berlin, and author of *Berlin Diary*, has been engaged to prepare special material based on his war experiences for RKO's forthcoming film "Passage from Bordeaux". Mr. Shirer will fly to and from Hollywood, continuing his CBS commentaries.

Long Illness Fatal To Edwin J. Kiest

KRLD Owner Wills Station And Paper to Employes

EDWIN J. KIEST, publisher of the *Dallas Times-Herald* and owner of KRLD, who would have been 80 years old next Sept. 24, died last Monday in Dallas after a long illness. His illness did not deter him, in defiance of doctor's orders, from visiting his office nearly every day.

A widower since 1893, Mr. Kiest is survived by a brother, Frank G. Kiest, of Des Moines; a sister, Mrs. Ellen M. Schaller, of Oak Park, Ill.; a niece, Mrs. Ruth DeVarney, of Oak Park; a grandniece, Mrs. Genevieve Pruitt of Oak Park; a great-grandnephew, John Edwin Pruitt, of Oak Park.

Executives to Operate

According to the will filed Aug. 13, control and management of the newspaper and station will reside with Tom C. Gooch, editor-in-chief and general manager of the newspaper; John W. Runyon, advertising manager of the newspaper who also holds the title of manager of KRLD, and Albert Swinsky Jr., advertising director of the newspaper. They were among eight members of the staff closely associated with Mr. Kiest for many years who received 42% of the stock, the others being Clyde A. Taber, foreman of the pressroom; B. C. Jefferson, editorial writer; Allen Merriam, managing editor; E. K. Meade, executive news editor, D. A. Greenwell, secretary-treasurer. The remainder of the stock was given to Messrs. Gooch, Runyon and Swinsky as trustees, with the provision that half the income be paid to Mr. Kiest's brother, Frank G. Kiest, of Des Moines, and half to his sister, Mrs. Ellen M. Shaller of Oak Park, Ill. After four years the trustee shares will be sold employes named in the will.

Mr. Kiest was born in Illinois in 1861 and began his newspaper career as a galley boy for the Western Newspaper Union. Later he became a compositor with the *Chicago Times* and other newspapers, and in 1890 he went to Texas to represent the WNU. He bought the newspaper when it was in financial difficulties, and it became practically his sole hobby. In 1930 he established a new $1,000,000 plant, one of the finest newspaper plants in Texas.

A charter member of the Associated Press since 1899, Mr. Kiest was always active in Texas affairs. He was a member of the board of the Scottish Rite Hospital for Crippled Children, and until 1937 was on the board of the Dean Memorial Home for Children. He was a director of Texas A. & M. College which had conferred a doctor of laws degree on him, an honor also conferred by Southern Methodist U. A 33d degree Mason, he also held life membership in the Boy Scouts, the Red Cross and the Elks. He was recently made a member of Sigma Delta Chi, national journalism fraternity.

STANDOUT

STANDOUT

facts . .

Fan Mail This Year to Date Is *double* That of Same Period Last Year . . .

about

KLZ

560 Kc.—C.B.S.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City—Represented Nationally by the Katz Agency, Inc.

DENVER'S

STANDOUT

STATION

Look Out for the Boxtop Rebellion!

Irked Customer Has A Crow to Pick With Sponsors

TWO YEARS AGO I retired from the marts of trade to pursue what is laughingly called the leisure life of motherhood.

My friends had a lucrative and pleasant little racket all planned for me.

"You can enter contests," they said. "Anyone with a little time and a few soap wrappers should be able to pick up a thousand dollars without much trouble. And at least one Buick or Packard, complete with a thousand gallons of gas."

With this encouragement, I became a member of the new order of American writers, the Box Top Literati.

Looking at it impersonally, it did seem as though I had all the necessary qualifications. I was a wife, a mother, and did all the family housework and purchasing. Before my retirement, I had earned my coffee and cakes by doing consumer research for department stores. My days were spent encouraging women to tell me just why they liked certain products. Now I would do a turnabout and hand out the answers instead of the questions.

Diaper Dirge

I went into my contesting with faith and determination. I composed soap slogans while sudding diapers. I listened for my bridge



club's remarks on the cake made with the new shortening. I encouraged my husband to praise the breakfast cereal in 25 words or less. I was no hack pounding out schmaltzy tributes in a hotel bedroom; I was the Great American Consumer baring my housewifely soul.

Last night I took inventory of my two-year career in the contest circuit. So far, I have won a baked ham, a set of tires, a three-dollar wrist watch, three books, four phonograph records, a chair slipcover, two cook books, a bonbon dish, a radio appearance, and $23 in cash. And all but one item of this loot came from local contests.

On the debit side must be listed at least $5 worth of stamps contributed by an ever-loving husband, the wear and tear on a year-old baby, and the afternoons I slaved over a hot Underwood instead of trying out that new nut-bread recipe. I confess that under the pressure of thinking up new cleanser catch-words I once put the baby fully-dressed into the bathinette, and on another occasion started to wax the floor with olive oil. These minor accidents were offset by the comfort of having my mind diverted for a time from the Battle of Britain and the baby's influenza.

Naturally, my dabbling in this amateur advertising has given me new standards for household goods and has, I hope, made me a more conscientious shopper. It has also given me definite opinions on contests, both big and small.

First, let me state frankly that I have found the gigantic national



contests to be the most discouraging and least profitable to the non-professional contestant. After 30-odd attempts to snag a fortune, I am leaving this field and concentrating on the greener pastures of local contests. I am doing this not only because I have found the odds too great in the big contests but also because in *only two instances* have my entries even been acknowledged.

Where They Failed

On 30 occasions I purchased specific products, thought about them, wrote about them, and invested time, paper, and stamps in the enterprise. Then, after having been invited by radio, newspaper, billboard, and handbill to join the contest, I did not receive even the minimum courtesy of a penny postcard acknowledgment. *At the very point where they could have cashed in on my enthusiasm for their product, the companies left me flat.*

One manufacturer acknowledged my entry with a postcard that emphasized the thousands of entries received daily. This depressed, rather than impressed me. The other company, God rest its soul, sent me a gay personalized note thanking me for my interest and promising careful reading of my effort. The generous samples of associated products that accompanied the note won me over completely.

What And Who Won?

Then, too, the vagueness surrounding judges and prize winners in national frays bothers me. Some companies announce judging methods (and I do not mean the stereotyped "on the basis of originality and sincerity" line) and name winners, but even this is an incomplete satisfaction. The question is always, *what* was the prize entry? Prize-winning paintings, sculptures, ads, photographs, handiwork, all in amateur classifications, are displayed at the end of the contests. Why, then, this mystery surrounding prize slogans?

Most sponsors do not announce the names of even the top winners, and there is no way for the public to know if the prizes ever are distributed. This has its echoes in the grumble of the housewife, "Who ever wins those prizes, anyway?", when confronted by a contest blank in her favorite supermarket. All this could be cleared by the prompt announcement of winners, plus a feature on one of the winners to prove she is more than an unfamiliar name.

And while I have my chin out, I'll venture another complaint. I have been careful to weigh all my entries on a postal meter and in one instance I found that the required wrappers, plus a full sheet of paper and envelope, exceeded the three-cent minimum—a fact not announced in the contest.

Because! Because!

I hesitate to admit how tired I am of still another rendition of "I like Cornies because—", for I am certain that this phrase possesses a mystic quality. Somewhere, sometime, all members of the advertising fraternity have met together, studied graphs, polls, I.Q.'s, and reports, and voted this little gem the only legitimate salutation for a commercial mash note. I have faith that the men who lure me to their products with such ingenious prose *could* think up a substitute for this bromide, were it not a hallowed formula.

Personally, I favor such a refreshing innovation as, "I would like Cornies even better if—".



Then, if the moguls are really serious in wanting to improve their product, they would have an invaluable poll of opinion.

The danger in weaning the promoter away from the because angle lies in the fact that he may take to using jingles, or even limericks. And being a lover of light verse, I am indignant over the sins that have been committed in these names. Even while I was typing the first draft of this article, a radio announcer was giving the latest, and I quote:

"Chew activated charcoal gum, it is great."

This was announced as the first line of a *poem,* to be finished with a rhyming line. Any seventh grader who ever scanned *Evangeline* can realize that not even Ogden Nash could find a match for such limping metre. It just isn't verse, and I'm not sure that it's English.

Lest there be a flavor of sour grapes about this dissertation, let me say that I have been fairly successful in my local baked-ham-and-dollar-bill contests and my heart glows with good will toward my benefactors. All the small contests I entered were judged promptly, the names of the judges announced in many instances, and the winners publicly notified. In over half the contests, the winning entries were published or broadcast. All entries were acknowledged and I even received consulation prizes, samples, and pleasant invitations to visit the sponsor's store or plant.

Yes, I still have occasional day dreams about the blue Buick with white wall tires or my statement to the press on how it feels to have a steady income for life. Then I come down to earth and remember that I have to get my entry into the mail if I want a chance at that streamline iron offered over WCAE. I'm settling down to make my fortune in the two-cent stamp zone, boys! Anyone know a good word to rhyme with Sternberger's?

Guy Hutcheson Studies CBS Latin Reception

GUY HUTCHESON, veteran of Admiral's Byrd's second expedition to the Antarctic and now on the general engineering staff of CBS, has embarked on a six-month trip through Latin America to survey reception conditions and facilities of very station in CBS' new Latin American network. The trip, to cover 20,000 miles and take him through 20 different republics, will enable him to consult engineers of the network's stations.

Already CBS has already signed 67 affiliates to this new Latin American chain, to be known as Cadena de las Americas, and proposes to provide blanket coverage over every population center south of the Rio Grande to the southernmost portions of Argentine.

Horn Confers in Mexico, Starting Tour for NBC

TO CONFER with Central American broadcasters on further expansion and development of NBC's Central and South American Network, Charles W. Horn, NBC assistant vice-president, is in Mexico on the first leg of the tour of seven republics.

Mr. Horn will explain the various programs now on NBC networks, and will confer with Pan-American executives on plans for shortwave programs originating in their countries for rebroadcast in the United States on NBC's Red and Blue networks. He also will discuss NBC cooperation with mutual defense plans in the Americas, television development and other technical topics.



IN AMERICA'S NO. 1 MARKET

This fall, Connecticut and the rest of the Southern New England market will experience its biggest season in many years. More people than ever are at work, pay rolls are larger, and the per family income is 52% above the national average.*

Wide awake national advertisers will depend upon WTIC to reach the friendly people of this rich, industrial area. For more than 16 years, WTIC has had their attention and respect. WTIC's power and authority can do a real selling job for you if you'll merely give us the word.

We're ready for action! Are you?

*Sales Management, May 1, 1941.

WTIC
US
WATTS
50,000

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

War Games to Bring Radio Problems

Un-Planned Maneuvers To Test Versatility of Broadcast Crews

Editor's Note: Because the coming Army maneuvers, apart from their record-breaking physical proportions, are to be conducted along lines entailing distinct departures from established broadcast techniques, 'Broadcasting' asked the War Department to draw on its experience in earlier and less extensive maneuvers to paint a picture of what might be expected of radio stations and networks covering the September war games. Jack Harris, formerly news and special events director of WSM, Nashville, last April joined the Radio Branch of the Bureau of Public Relations of the War Department in a similar capacity.

By JACK HARRIS

WITH the biggest peacetime maneuvers in all history—involving the U. S. Second and Third Armies—scheduled in Louisiana Sept. 15-30, broadcasters face a tough problem in the task of covering this vital event for the American public. Paradoxically, the maneuvers are so big—some 500,000 troops are involved—they are a "must" assignment, and yet, because they are so extensive they almost exclude any medium from proper coverage.

However, broadcasters working closely with the Radio Branch of the War Department Bureau of Public Relations are developing plans which promise really effective radio coverage. To be effective, radio must bring the general public the overall picture of what these maneuvers mean, the day-to-day story unfolding when our Army engages in its most rigorous tests of all peacetime history, and at the same time provide a particular story of how individual units are managing through the difficulties of maneuvers.

General and Local

For while the general public has an interest in the Army as a whole, millions of others think in terms of the particular camp where men from their area or hometown are stationed.

Radio will bring that sort of story to the public through a teamwork plan now being worked out in cooperation with the Radio Branch. The networks are concentrating on the overall general story of an army of half-a-million men on vitally important military maneuvers. The individual station will concentrate on those units of particular interest in its own area, those troops in which its own audience will have a special concern. In that way its audience will get the general story on maneuvers, and at the same time receive the special story of what goes on in the spot of the maneuvers in which their closest interest lies.

In many instances it will be possible for the individual station to broadcast the same programs they have been producing in the camps. For the station's crew will be assigned not only to a particular Army, but also to a particular division in which they have special interest. The radio crew will headquarter with that division, will move when those headquarters are moved, and may even move behind the lines during actions in which those units engage. In bivouac, or rest periods, it will be possible for a station to stage programs much like those it has been carrying directly from the training camps.

If a station desires to follow more than one division, its crews could be assigned to one division for a time and then return to Army headquarters and be assigned to another division. However, broadcasters must bear in mind that their crews can be assigned only to one of the two Armies participating. It will not be possible for the same crews to cover both Armies. Radio crews, as well as newspaper correspondents and movie camera crews, will be subject to capture if they expose themselves to enemy forces. However, when captured they are merely detained 24 hours and then returned to their proper Army, probably in an exchange of prisoners. During their period of detention by the "enemy", crews will not be allowed to broadcast or send messages out of the area.

Remote Section

Inasmuch as all individual stations are planning to use mobile recording units to cover the maneuvers, it will be surprising if some radio crews do not actually have themselves captured in order to broadcast the process, via recordings. However, once captured, they are immobilized for a 24-hour period.

The very reasons that impel the Army to select an area for maneuvers make the site bad from the broadcasters' point of view. The maneuvers are to be held in a thinly-populated section of Louisiana, where minimum inconvenience will be caused large towns, businesses and people. However, these thinly populated areas have not had need for metropolitan telephone facilities, and when the time comes an army of half-million men will be swarming over this 20,000-square mile area—where one can go for miles without seeing a single telephone line.

The Army, of necessity, will command the services of most telephone facilities, leaving broadcasters in a serious situation as far as obtaining lines for live broadcasts. The fact that the individual stations are using transcriptions will go a long way toward alleviating that situation.

Working on Lines

The Radio Branch has been in constant communication with telephone company officials with a view toward working out plans for live broadcasts from the maneuver area. The telephone company plans to have their representatives located at the two Army headquarters and GHQ in order to facilitate arrangements for radio lines.



THE ARMY matches civilian corps talent in the production of *American Attention*, half-hour variety show written and produced for WWL, New Orleans, by selectees at Camp Polk, Leesville, La. The show features everything from a polished comedy script to hillbilly music. Left to right: Private George Perrin, ex-CBS announcer; WWL Announcer Al Godwin; Private John Hess, ex-WGN production man; WWL Production Manger Ed Hoerner.

While none of the networks have yet made definite plans for the type of programs they will broadcast from the maneuver area, one thing seems certain: There will be a minimum of spectacular shooting scenes via radio. The network program will be a reasonably accurate facsimile of the type of radio broadcasts one might expect in the event of actual involvement. The job of broadcasting will be just as difficult as in actual war, although it will not be as dangerous

Must Be Uniformed

But the broadcasters will be faced, as will the troops, with conditions as close to actual shooting war as is possible with the use of blank ammunition instead of bullets.

In the Army vs. Army phase of the maneuvers, the two giant forces will be pitted against each other in what are called free maneuvers. This means they are not controlled by GHQ. Each Commanding General and each Army is given only the assignment of beating the enemy. The maneuver will not stop or pause, day or night, until that assignment is completed, or until the maneuver ends Sept. 30. However, it is entirely possible that one Army might win a decisive victory in much less time than that.

As a consequence of this free maneuver technique, radio crews must be mobile, must be ready to move on a moment's notice to avoid capture or encirclement. In the case of those staying at Army headquarters, chances are their headquarters will not be moved frequently, although they are certain to move if the tide of battle moves swiftly in one direction. On the other hand, those crews moving with special units in the field probably will have a different headquarters almost every night.

All radio broadcasters are urged to comply with the request of the Army and don correspondents' uniforms, just as they would in actual war. The correspondents' uniform is the regular officers' uniform, without chevrons or insignia. The radio correspondent will wear a green arm brassard for identification, in addition to the Army identification to which he is accredited. These uniforms, along with an extra shirt or so and a polo helmet (recommended over the regulation overseas cap), may be secured at any Army store for nominal cost.

Radiomen on Their Own

Radio correspondents on the field will have to depend largely upon their own initiative. The announcer will have to be a good reporter. However, for the first time, each Army will have large radio staffs, with officers in charge and an adequate staff knowing both radio and the Army. These soldiers on the radio staff will help the radio correspondents with suggestions and clearances and coordination of efforts in the field and at headquarters.

In addition, there will be civilian representatives of the Radio Branch of the Bureau of Public Relations, whose object will be to help arrange interesting broadcasts.

One can only guess as to the types of programs which will emanate from the Louisiana maneuvers. However, there is little likelihood that certain types will be heard—the programs laymen might expect when two Armies meet on the battlefield, with infantry, artillery, aviation, cavalry and all the rest in a glorious melee until one force prevails and the other retreats. The best chance for such broadcasts will be by the individual station covering a particular unit involved in a lively action.

But the chances of a live broadcast of such action are negligible. No one, not even the commanding Generals of the two Armies, could tell a broadcaster in advance that there would be action at a certain time at a certain place. In a "free

(*Continued on page 48*)

How to be alone with 652,000 Listeners!

Imagine a huge amphitheatre seating 652,000 people all listening to a single program. That's not hard to imagine when you consider the case of WGBI.

The Pocono Mountains and a couple of other natural obstacles do funny things to outside station signals trying to come into the WGBI area (and 17th largest in the United States). They don't get far. As a result, WGBI is the only station heard throughout this market . . . the only regional or clear channel station serving an industrial population of 652,000.

It's even a happier picture for advertisers looking for complete and economical coverage of the 17th Market when you consider the findings of a Dr. Starch and Staff survey. This revealed that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county are regular WGBI tuner-inners.



WGBI
Scranton, Pa.

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

SCRANTON BROADCASTERS, Inc.
Frank Megargee, Pres.

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

AAAA to Continue Its Drive To Obtain 2% Cash Discount

Gamble Says Plan Is Essential to Advertising, Commenting on Tabling of Proposal by NAB

THAT the American Assn. of Advertising Agencies intends to continue its campaign for recognition of the 2% cash discount by radio as well as by other media, was indicated last week by Frederic R. Gamble, AAAA managing director, in commenting on the action of the NAB board of directors the week before in tabling the proposition. Both NBC and CBS will shortly announce adoption of the discount, Mr. Gamble said, and MBS has agreed to give it sympathetic consideration.

The action of the NAB board in effect kills the proposal so far as recommending its application to individual stations is concerned. But when the NAB Sales Managers Executive Committee meets in New York Aug. 25-26, primarily to consider standard form of contract for radio time, it may be brought up again.

A Collection Stimulus

"We realize that the broadcasting industry is too preoccupied with other more instantly vital problems to give our suggestion the full consideration it deserves," said Mr. Gamble, "but we plan to carry on our educational work on the function the cash discount performs for all media and all advertising. We feel it is an essential in a non-reclaimable, custom-made commodity like advertising. Of course, losses have been nil so far, but if money gets tight and advertising feels the pinch, the collection stimulus of the cash discount will be fully appreciated.

"The agencies don't want 2% more commission, and advertisers aren't seeking any rate cut," said Mr. Gamble, whose letter outlining the 2% proposal, as read by him to the NAB board, was made public last week as follows:

The text of Mr. Gamble's letter as presented to the Board follows:

"This is the letter containing some of the facts about cash discount, which you suggested that I send you for consideration by your board of directors.

"Since the early days of advertising in this country, the media have allowed cash discount—in recent years almost always 2%. The purpose of the cash discount was originally and still is primarily to enable the agency to collect from the advertiser and secondarily to enable the medium to collect from the agency.

Induces Prompt Payments

"The newspapers and magazines recognized that agencies needed to be able to offer an inducement to the advertiser for prompt payment but agencies had no means themselves of offering such an inducement. To take it out of their commissions not only would be rebating, but would eat up far more than their average net profit.

"It seemed desirable that men of talent should be attracted to the agency business and enabled to operate in it without large amounts of capital. The agency structure of 15% commission and 2% cash discount was set up to attract the highest type of advertising man so that the volume of adverising might grow and media as well as advertisers might flourish as a result. It was thought desirable that compensation, in proportion to use made of the creative work, should be certain—hence 15% commission. It was felt that the agency man should be primarily a creative advertising man and as little as possible a financial man or banking type operator. Hence custom was established that the agency collects from the advertiser before it pays the medium. In order to accomplish this, the medium allows a cash discount which the agency in turn allows to the advertiser, in exact amount as received by the agency when the advertiser pays the agency on or before the agency's due date.

Some Stations Acceded

"Thus, there are two collection operations in national advertising —from advertiser to agency and from agency to medium — accomplished in an unusually short time. Magazines and newspapers needed their money quickly to pay paper, editorial and other bills. It also seemed wise to collect quickly because advertising is an intangible service which, when once delivered, cannot be reclaimed. A printed or broadcast advertisement is of no value to anyone except the advertiser; it cannot be replevind and sold to somebody else. It has no value whatever to anyone else. Once published or broadcast, it is gone beyond recall.

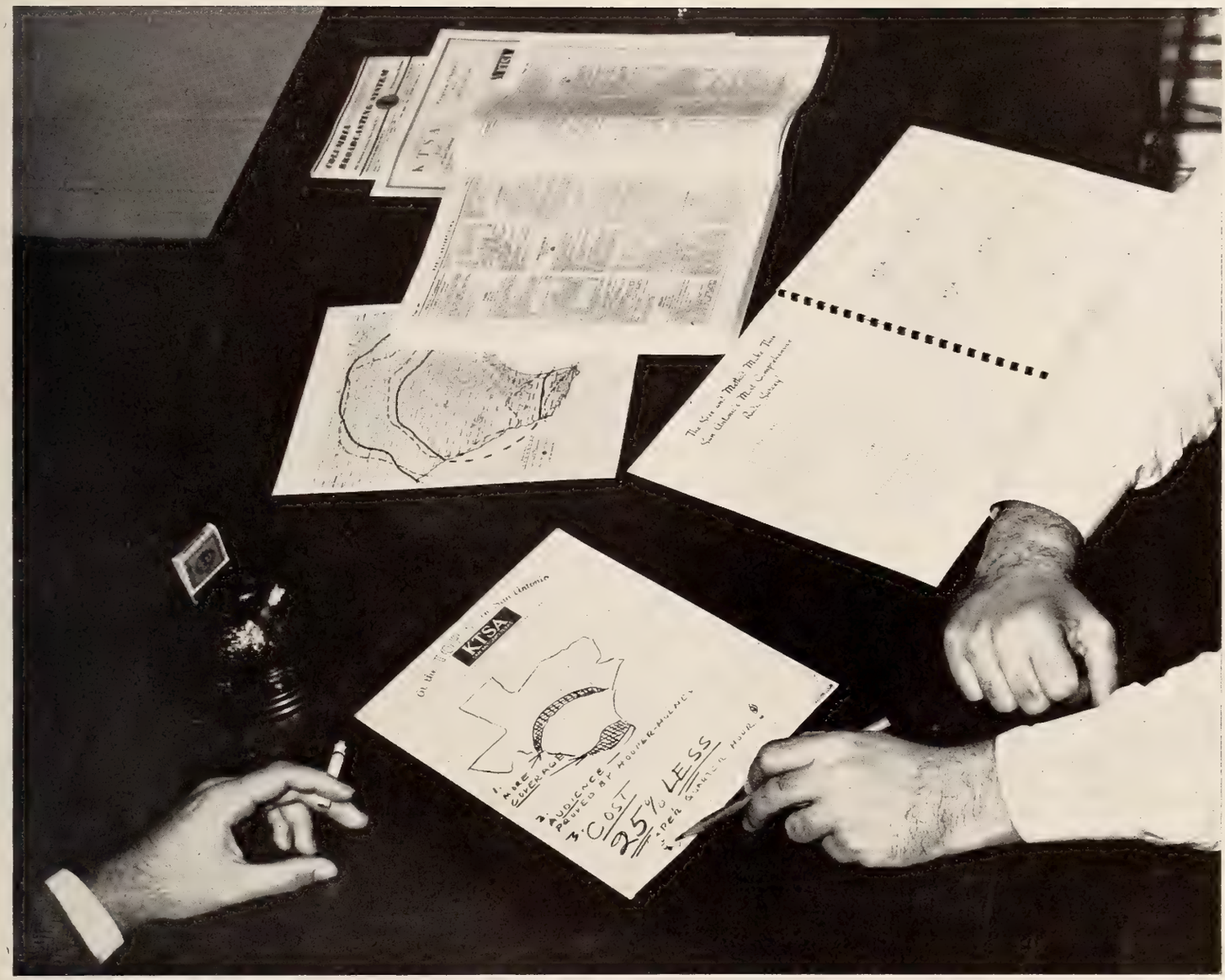
"The radio industry, in its early days, geared on to the advertising structure with agency commissions.

(*Continued on page 28*)

Quaker Discs

QUAKER OATS Co., Chicago, has placed on WOR, New York, half-hour transcribed Saturday program *Man On the Farm* and quarter-hour transcribed *Our City Cousins* for Full-O-Pep poultry and livestock feeds. Company will also sponsor starting in the fall quarter-hour transcriptions of *Little Orphan Annie* Monday through Friday for Sparkies. Sherman & Marquette, Chicago, handles Full-O-Pep account; Ruthrauff & Ryan, Chicago, is agency for Sparkies.





the day-time picture in San Antonio

Purely PROGRAMS

THE V-for-Victory campaign provided the impetus for CKLW, Detroit, Windsor, to begin a new program this month which is attracting favorable interest. Production Chief Frank Burke and Staff Announcer Bruck Chick launched *V for Victory* on a 15-minute schedule six times weekly. The program features band music, interwoven with war effort announcements, both American and Canadian. The Canadian farm service, RCAF recruiting, war savings drives, the U. S. aluminum drive and other such campaigns are plugged on the show. The mixed American-Canadian audience has commented favorably.

* * *

Creating FM Interest

TO FURTHER interest in the benefits of FM broadcasting, W55M, FM station of the *Milwaukee Journal* and WTMJ, is conducting a weekly recital by some young local musicians and his or her music teachers. When the family of the youngster does not have an FM receiver, the station installs one for the broadcast. Thus a new listening audience of neighbors, relatives and friends is attracted to hear FM programs.

* * *

Balloons

A NEW twist to the quiz show is *Balloon Busting*, a daily feature on KLS, Oakland, Cal. Mary Dorr and Theresa Hobrecht broadcast from various street locations in Alameda. Interviewees are invited to break a balloon, inside of which is a question. Prizes are awarded for correct answers, and one balloon during each broadcast provides a grand prize.

Telling the Home Folks

WBBM and WLAC, Chicago and Nashville, are keeping boys at Camp Forrest in touch with their home folks. Every Wednesday night and Sunday afternoon, Maj. Gen. Samuel T. Lawton calls dozens of privates and non-commissioned officers to the stations' joint Camp Forrest microphones in order that their parents and friends can hear their reaction to military life and training.

* * *

Top and Buck

THE TOUGH sergeant makes friends with an untutored rookie in a new comedy half-hour with an Army twist on Sundays 7 p.m., on WOR, New York. Titled *Rookies*, the program features Jay C. Flippen, currently in "Hellzapoppin", as the sergeant, and Joey Faye, well-known vaudeville performer, as the rookie. Show also features WOR orchestra and a vocalist adding background and variety.

* * *

Your Opinion, Please!

AN OPPORTUNITY for listeners of WDNC, Durham, N. C., to praise or disapprove of the station's programs is given on the *For Better or Worse* program. Letters are read verbatim on the air with cash prizes for the most constructive criticism.

Grid Prophet

PRIOR to the opening of the football season, United Press has issued to clients taking its regular radio wire service a brochure describing a gridron feature "Your Football Prophet" for use as sales presentation in selling the feature. Quarter-hour scripts written by UP Radio Sports Editor Ralph Palmer will be supplied weekly for use on Thursday or Friday to call the turn on 50 or more of the week's games. U radio wires also will carry scores of games, quarterly summaries of the more outstanding games, special stories, and two roundups of nationwide results each weekend.

* * *

Video Operas

CONDENSED VERSIONS of great operas will be presented by noted Metropolitan opera stars on *The Opera Workshop*, new weekly telecast series starting Aug. 21 on NBC's television station, WNBT, according to Thomas H. Hutchinson, WNBT production director. Also new on WNBT is the *Guess Your Age* Wednesday night series, featuring Maurice Dreicer, news commentator of WINS, New York, as m.c. and Dr. Ernest Dichter, noted Viennese psychologist, who stands behind a screen and gueses the ages of various members of the studio audiences by their voices.

* * *

Fall Co-Ed Styles

JEAN ABBEY, *the Woman's Home Companion* shopper, brought five Cincinnati co-eds to the WCKY microphone Aug. 14, wearing latest fall styles, for a discussion of the college slant on fashion trends. Mabley & Carew, Cincinnati department store, plugged the broadcast with newspaper ads carrying pictures of the girls. Miss Abbey (Natalie Giddings Haburton) broadcasts five times a month, each broadcast being sponsored by one of five Cincinnati department stores.

* * *

New Station Breaks

IN ADDITION to presenting an extensive schedule of announcements for national defense and Americanization, and devoting 25% of its air time to public service programs, WWRL, New York, has adopted a new station break, which includes the call letters, frequency, station location, and a plea to purchase Defense Bonds. Walter Hoving, president of the USO campaign, has congratulated WWRL on its "generous and spontaneous cooperation."

* * *

Vacation Trips

LISTENERS to Hal Ayres' *Transcontinental Tour* series on WWRL, New York, can win vacation trips by writing letters to the program describing their most interesting trips or vacations. Heard Sundays at 8:45 p. m., the program awards vacations to the winners to Hawaii, Alaska, Cuba, Mexico, Central America and Panama, as well as famous tourist centers in this country.



THE OLD SWIMMIN' HOLE was site for a recent *Mamma's Matinee* of KOIL, Omaha, when the thermometer rose to 100 degrees. Harvey Twyman donned trunks to take his mike into one of the city's biggest pools. Al Bates, engineer, set up waterproof mike.

FUN WITH PUNS

KMBC Program Based on Old Tea Kettle Game

CONCEIVED by Janet Huckins, contract writer with KMBC, Kansas City, who is author of *Arnold Grimm's Daughter* on NBC-Red, a new idea in audience-participation programs is being tested locally by KMBC. It is titled *Pun & Punishment*, a variation of the old game of "Tea Kettle" which goes under the name "Yak" for radio purposes.

Listeners are invited to submit words of more than one spelling and meaning but with a single pronunciation, viz.: "blue" and blew." A board of "yaksperts" receives each prize words to use in sentences, always substituting the word 'yak" for the contest word. Studio contestants are given 90 seconds to guess the word, with high scores awarded those who supply the correct answers quickest. Prizes for studio contestants and listeners submitting acceptable "yak-words" are National Defense Savings Stamps.

The program made its bow July 29 before an audience of local agency men, and prominent local personalities are engaged as "yaksperts". John Cameron Swayze, former newspaperman now with the KMBC news department, is m.c. of the program and is called "Master of Pundemonium". Felix Adams is producer and Gordon Haywood is announcer. The feature is now being carried sustaining on KMBC Tuesdays, 7:30-8 p. m.

* * *

Broadway Interviews

BI-WEEKLY ad lib interview series titled *Broadway Observation Ward* is heard on WMCA, New York, with Hy Gardner, syndicated columnist, interviewing Broadway personalities from the lobby of the Hotel Astor.

* * *

Meet The Bowlers

INTERVIEWS with bowlers in the local bowling center in Sheboygan, Wis., are transcribed each week by WHBL to introduce summer bowling to the listeners. The discs are then broadcast the following evening.

* * *

Freedom Flyers

LIFE of airmen training in Canada is reviewed in a new Canadian Broadcasting Corp. program *They Fly for Freedom*. The program is developed in conjunction with the Commonwealth Air Training Plan

THE LANGUAGES ARE DIFFERENT... BUT THE THOUGHTS ARE THE SAME

★

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

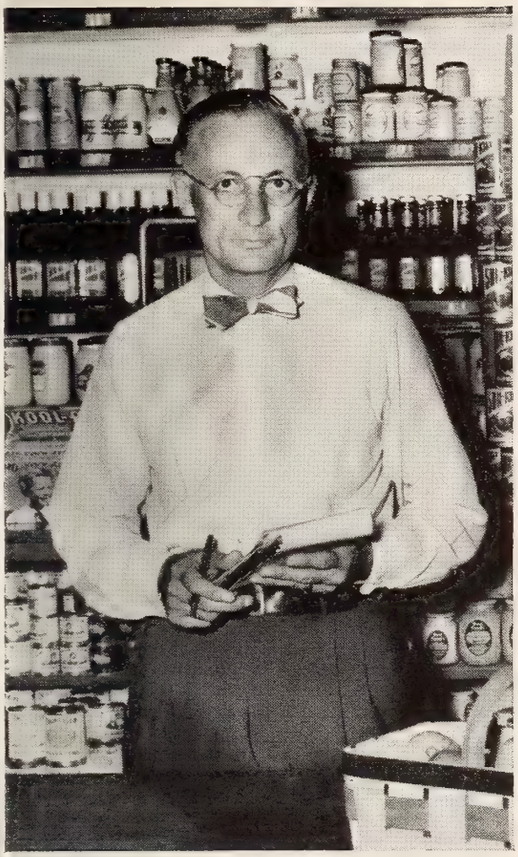
WOW
5000 Watts
Day and Night
590
Kilocycles

WOWS-A-GRAM

WOW
Covers an area of 185,288 square miles, containing more than 700,000 radio homes.

Vol. 1 — No. 7 | OMAHA - GREAT PLAINS MARKET BULLETIN | OMAHA, NEBRASKA

YOUR DEALERS URGE YOU TO BUY WOW!



Harry Kulakofsky, president of Omaha's great Central Market food store, is typical of Omaha grocers who are WOW boosters.

New Survey Proves WOW Is Strictly 'Dealers Choice'

IF YOU have any doubt that WOW does the most effective advertising job in the Omaha-Great Plains Market — ask your dealers what *they* think. We did, through the Fact Finders Institute, Omaha Associates, in a survey made July 15, 1941.

A majority of the dealers (grocers and druggists) questioned said:

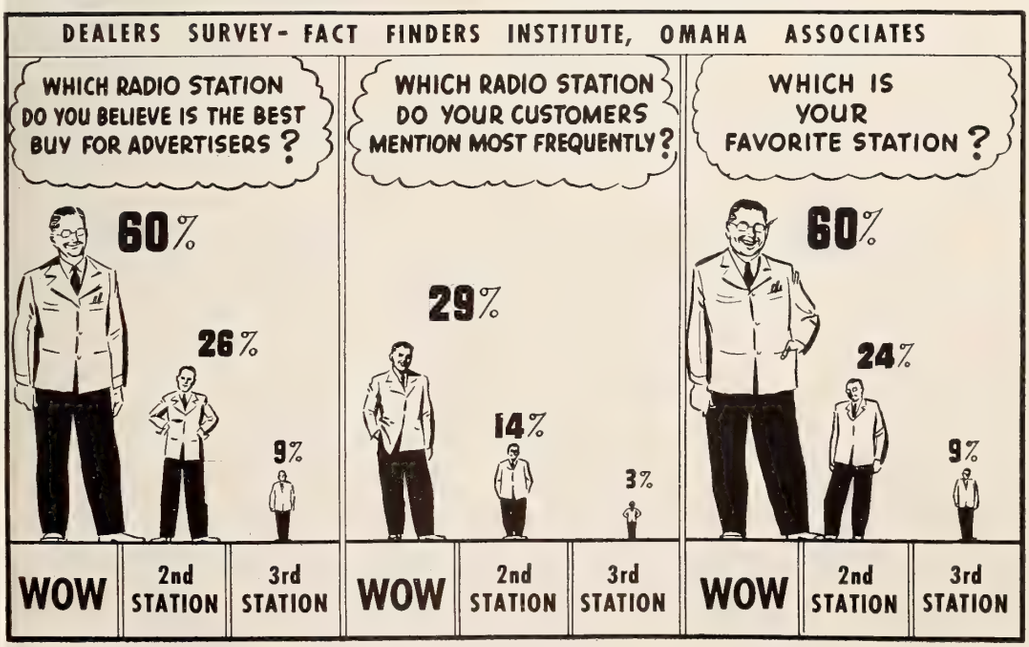
"Radio is the best buy for an advertiser . . . and WOW is the best radio buy in the Omaha market."

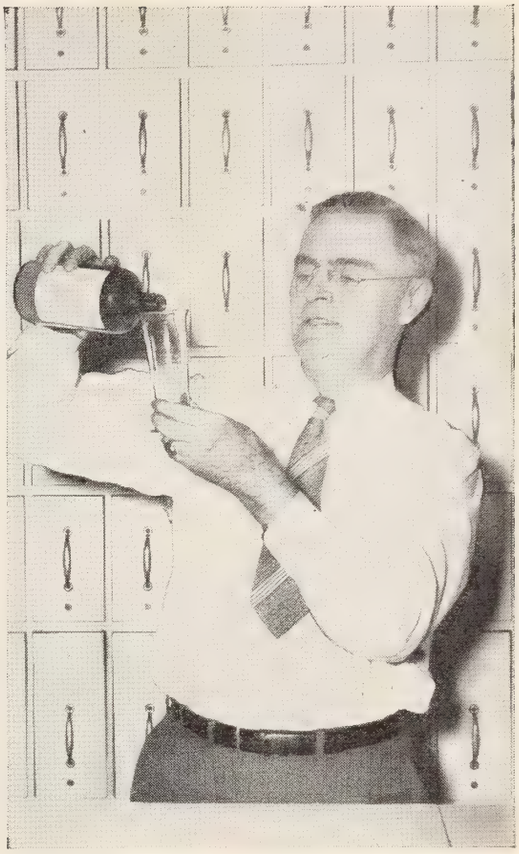
"Customers mention WOW most frequently in making purchases of radio advertised products."

"WOW is our favorite station, because of better programs, best music, best reception, best sports coverage and best news."

We think all time-buyers already know that WOW is the dominant station in the Omaha-Great Plains market . . . and that WOW can "do the job alone." This recent survey comes as one more bit of proof, to justify the inclusion of WOW in any sales program involving the Omaha market.

The chart below shows a part of the results of the survey — the percentage answers to the 3 most important questions.





John O'Brien, leading Omaha druggist, is one of the 6-out-of-10 who believe WOW is the best buy in the Omaha market.

Write For WOW Surveys And Coverage Maps

Get the "low-down" on what your dealers think of how your products should be advertised. Write for a complete copy of the survey. We will give you dealers' names and addresses if you want them. Ask, when you write, for the complete story of WOW's coverage.

You Can Dominate the Omaha Great Plains Market WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC. 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co., Representatives

BBC Urges Hollywood To Send Transcriptions As Press Cuts Publicity

BRITISH BROADCASTING Co. has asked Paramount Pictures for additional voice recordings of its featured and star talent. With newspaper space cut to the bone, British fans have been relying on a transcribed radio program titled *Picture Reporter* to learn about Hollywood film talent, it was said. The film studio's foreign department has already sent sound tracks of Bing Crosby and Bob Hope, and is making one of Dorothy Lamour.

Fred Rosen, assistant manager and special events director of shortwave station WRUL, Boston, is currently in Hollywood for conferences with Don Lee Broadcasting System executives on plans to originate international programs from the latter city. A widespread potential schedule is visualized for shortwave beaming from Hollywood, with KHJ sourcing the programs for WRUL, according to Van C. Newkirk, Don Lee network program director.

With NBC having correspondents staked out in all strategic cities of the Orient, the network contemplates establishing a shortwave listening post in Hollywood, it was indicated by A. A. Schechter, head of the special events division.

CECIL BROWN, CBS foreign correspondent, now in Singapore, is author of an article "The Germans Are Coming" in the Aug. 23 *Saturday Evening Post*. Mr. Brown recently was stationed in Rome, but was asked by the Fascists to leave, then went to Yugoslavia, after which he was assigned to Singapore.



WATER EVERYWHERE, the most in 15 years, inundated the transmitter site of KHBG, Okmulgee, Okla., throwing the station off the air 45 hours. Water was 2½-feet deep in the transmitter house at left and the tuning house was completely submerged.

2% Cash Discount

(*Continued from page 24*)

Something over half the independent stations also established 2% cash discount, but the radio networks never did so. They had attempted to handle the credit problem in a different way from other media by requiring payment immediately after broadcast. Soon, however, they found it more practicable to conform to the established practice in the advertising business of allowing monthly credit to most of their customers. Although in their rate cards they still reserved the right to demand payment immediately after broadcast, in practice they rarely did so, dealing as they did with customers of unusually high credit.

"Bills for broadcasting came to be paid in the month following service like bills for magazine, newspaper and other advertising. But because there was no cash discount date, and because the networks recognized that agencies should not be called upon to pay in advance of their receipt of payment from their clients, varying leeways as to dates of payment were granted to different agencies. Agencies which were paying promptly learned that others were not doing so and naturally felt that they should have the same privilege of payment—as late as any. As a result there was no standard practice.

"In the case of doubtful credit, of course, the networks had the recourse of demanding payment immediately after broadcast, being thus safeguarded against any sizable loss. In other media fields publishers protect themselves by requiring cash with order, i.e. before delivery of service; there being nothing in the cash discount system to prevent earlier collection if credit conditions make it advisable.

20% Now Allow It

"The individual broadcasters, in the meantime, seeing that the networks allowed no cash discount, and realizing that the elimination of cash discounts, if they had them, would increase their revenue, provided they could maintain their volume; gradually, one by one, cut them out until only about 20% of stations still allow the discount.

"One of the factors leading toward this elimination of cash discount by individual broadcasters has been said by some of them to have been the Sales Managers Committee of NAB, which is reported to have advised against it. At one time, a few years ago, there was quite an impetus toward elimination, which may have been due to this cause.

"A number of individual broadcasters have said to us that they would follow the industry's leadership, which they considered to be the networks, and the recommendations of the Sales Managers Committee; that they individually would be glad to allow cash discount whenever it was the practice of the industry.

"This situation might have gone on more or less indefinitely had not one of the large magazine publishers taken action. In his announcement he gave as one of his reasons that other important media were not similarly supporting the advertising credit and financial structure. He said privately to us that his action would depend on whether other media recogized their responsibility in maintaining the structure.

NBC and CBS Accept

"Within recent weeks, as you know, both the NBC and CBS have accepted the principle of cash discount on their network billings. We understand that as a result of this action the Curtis Publishing Co. is on the point of reviewing its recent decision to eliminate cash discount.

"In the newspaper field 1,598 of of the 1,704 separately published newspapers allow 2% cash discount; 106 newspapers do not. Of these, about 60 are papers of large circulations. In our recent contacts with them, they have frequenly pointed to the radio industry as not allowing cash discount and have given this as a justification, if not as a reason, for their failure to support the industry financial structure.

"In the light of the networks' action, we expect soon to reopen this question with the leading newspapers.

"In view of the foregoing, it would be most constructive on the part of the NAB if it could take an official position favoring the principle of cash discount for the benefit of a sound financial structure in the advertising business, from which all would benefit—medium, agency and advertiser. There would be no legal objection to such action, in the opinion of our attorneys. If any legal question should become an important factor affecting your decision, we should be glad to examine it further with you.

"You know, I believe, that the Association of National Advertisers has recently taken an official position favoring cash discount, as a protective and stabilizing influence for all concerned."

How to Get Sponsors

WHEN KHSL, Chico, Cal., invited five California businessmen to conduct a series of forum broadcasts on civic problems, the gentlemen were quite surprised by the considerable reaction to the first program. As a result they decided to buy the time for their own businesses and now each gives his own commercial on the forum.

BUY 5000 WATTS

on WHBF *now*

AT NO INCREASE

IN RATES!

Cover a Booming Defense Center . . .

THE TRI-CITIES

Rock Island • Moline (Ill.) • Davenport (Ia.)

Urban Area Population—175,000

Daytime ½ MV population near two million—and climbing! Like a fast-growing youngster, this market calls for more food, more clothing, more products of every nature. It LISTENS to a voice with PRIMARY coverage . . . WHBF, and its 5000 watt coverage for 1000 watt rates. One of the first 75 of the nation's markets, the Tri-Cities merit PRIMARY COVERAGE consideration by advertisers who expect to do a good job. Write us for proof of WHBF *primary* effectiveness!

GROW *with* WHBF *and* MUTUAL!

WHBF — Basic Mutual Network Outlet — FULL TIME 1270 K C — THE 5000 WATT — *Voice of the Tri-Cities* — AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS — ROCK ISLAND • DAVENPORT • MOLINE

KOA First in Sports



PGA ON KOA-NBC COAST-TO-COAST NETWORK

Direct from Cherry Hills, KOA fed an NBC nation-wide network a series of play-by-play accounts of the most interesting features of the recent PGA Tournament. Listeners everywhere were able to follow every development of this great golf classic.



FOOTBALL

Another football season is just around the corner and KOA microphones will bring play-by-play accounts of the top games of the University of Denver and University of Colorado. Following is the broadcast schedule, *another KOA exclusive:*

1941 KOA FOOTBALL SCHEDULE

September 29 . . . Colorado-Texas
October 4 . . . . Colorado-Missouri
October 11 . . Colorado-Utah State
October 18 . Colorado-Colo. Aggies
October 25 . . . . . Denver-Utah
November 1 . . . . . Colorado-Utah
November 8 . . Denver-Utah State
Nocember 15 . . . . Denver-Hawaii
November 27 . . Denver-Colorado



SKIING KOA Winter Sports coverage included the 1941 National Downhill & Slalom Championships at Aspen, Colorado, and the annual Ad-A-Man Pike's Peak New Years Eve Climb.

TENNIS Notable among tennis activities covered exclusively by KOA, was the recent Colorado Open Tournament from the courts of the Denver Country Club.

TRACK Highlighting the Spring Sports special events schedule were the National Junior College Track and Field Championships and the Big 7 Conference Meet—both KOA exclusives!

COMPLETE SPORTS NEWS—AP, UP, & INS

The wires of the 3 Great Press Associations supply a constant flow of the very latest sports news around the calendar. Frequent interviews with visiting sports celebrities gives KOA Sports coverage unsurpassed. KOA is the *ONLY* station in the Rocky Mountain Region with the full leased wires of AP, UP, & INS.

50,000 WATTS · 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Rapid Expansion of AFRA in Past Year Is Outlined at Convention in Detroit

AMERICAN Federation of Radio Artists has grown from 10,500 to 12,000 enrolled members during the past year; has established new locals in such widely separated cities as Portland, Ore., Dallas and Washington, and in contrast to the 37 contracts AFRA had a year ago, it now has contracts "affecting 92 broadcasting stations, 270 advertising agencies and an equal number of producers of transcribed programs," and has issued "franchises to 256 agents who represent our members in the field of radio," Mrs. Emily Holt, national executive secretary of the union, told the delegates to AFRA's fourth annual convention which started Aug. 14 at the the Book-Cadillac Hotel in Detroit and was scheduled to continue to Aug. 17.

Bargaining Activity

Reviewing results of collective bargaining since the Augst, 1940, convention in Denver, Mrs. Holt reported that a breakdown in negotiations with the networks for a renewal of the basic network sustaining agreement led to mediation under the direction of William H. Davis, then chairman of the New York State Mediation Committee, from which "AFRA emerged with 18 contracts. These included the renewal of the basic network sustaining agreement on vastly improved terms and conditions, the renewal of the Code of Fair Practice for network commercial broadcasting, the acceptance of Rule 12 franchising agents and artists representatives, a contract for Chicago local commercial scales, and contracts for staff announcers at the several major stations in Chicago as well as renewals in New York. The Pacific Coast enjoyed a renewal of its regional commercial code and the establishment of its local commercial code."

Out of the mediation also came "that very significant factor", a common expiration date for AFRA's major contracts, which all terminate on Nov. 1, 1943, Mrs. Holt continued.

Then came the transcription code, which she described as "one of the most comprehensive and complete collective bargaining agreements which any labor union enjoys. It was the first of AFRA's contracts which recognized that the unit of bargaining is a national unit, the code applying "throughout the jurisdiction of AFRA and to all recordings made anywhere in the United States."

In addition to the national agreements, Mrs. Holt stated, AFRA negotiated new contracts with WJJD, WIND, WAAF, Chicago; KGFJ, KMTR, KFAC, Los Angeles; KXOK, KWK, St. Louis; WWJ, Detroit; KEX-KGW, Portland, Ore.; KYA, San Francisco; KRLD, Dallas; WOOD-WASH, Grand Rapids; WTAM, WHK-WCLE, Cleveland; WHN, WEVD, WNEW, WQXR, New York, and renewals with WCFL, Chicago; KMOX, KSD, St. Louis; WXYZ, Detroit; WRJN, Racine; WINS, New York; WLW, Cincinnati. AFRA also got special contracts covering sound effects men at the NBC, CBS and MBS Chicago stations and for staff announcers and sound effects men at NBC in New York.

The First Strike

A new contract at WIOD, Miami, was signed after AFRA had instituted Labor Board proceedings against the station for the dismissal of two announcers allegedly for union activities, one of whom WIOD reinstated with the other given 37½ weeks salary plus commercial fees he would have earned during that period.

AFRA also secured a contract at WKRC, Cincinnati, following a strike, the union's first, which Mrs. Holt reviewed at some length. The agreement with MBS, guaranteeing that in future labor difficulties with MBS affiliates AFRA would either achieve collective bargaining agreements, arbitrate points of difference or have the right to strike concurrently on local and network programs, was described by Mrs. Holt as the most important outcome of the strike, with Mutual's agreement during the strike to stop network service to WKRC as the "second consequence of direct importance".

Enforcing AFRA's collective bargaining agreements during the first seven months of 1941, AFRA locals have collected $58,990 for their members, Mrs. Holt reported, chiefly in New York.

A number of proposed amendments to the AFRA constitution were scheduled to be voted on by the delegates at the Saturday sessions. Chiefly concerned with the manner of electing board members, the proposals included increasing the number of board members from 50 to 60, the minimum remaining at 45; replacements of board members due to deaths or resignations to be made by the locals they represented instead of by the board as at present; giving the smaller locals more representation on the board, and altering the mechanics of nominating and electing the members. Other proposed amendments would deprive the board of the right to take any action contrary to that voted by two-thirds of the National Convention and would provide for financial administration by the national board of any locals which are not financially self-sustaining.

The new AFRA board for 1941-42 is as follows: William P. Adams, Ben Alexander, Edward Arnold, Norman Barry, Jack Benny, Theodore Bliss, True Boardman, Nellie Booth, William Brandt, John Brown, Alan Bunce, Eddie Cantor, Ken Carpenter, Lon Clark, Clayton Collyer, William T. Days Jr., Ted De Corsia, Eric Dressler, Philip Duey, Thomas Freebairn-Smith, Ben Grauer, George Heller, Jean Hersholt, Fred Howard, John B. Hughes, Raymond Jones, Carlton KaDell, Philip Lord, Ted Maxwell, Alex McKee, James Melton, Virginia Payne, Vincent Pelletier, Walter Preston, Alan Reed, Kenneth Roberts, Anne Seymour, Del Sharbutt, Wayne Short, Mark Smith, Sam Thompson, Lawrence Tibbett, Lucille Wall, Lewis Wareham, Ned Wever, Tudor Williams.

KWTO Gets Fulltime

INCREASE to fulltime with a directional for night use was authorized to KWTO, Springfield, Mo., in an Aug. 12 decision of the FCC. Heretofore KWTO has operated with 5,000 watts daytime only on 560 kc. The grant was subject to such rules and policies as the FCC may hereafter adopt with respect to multiple ownership, KWTO being of the same ownership as KGBX, Springfield.



FIRST LONG-TERM contract on the first West Coast FM commercial station was signed last week by R. H. Alber (left), head of R. H. Alber Co., Los Angeles agency, which started Aug. 17 for 52 weeks the *Old-Fashioned Revival Hour* under sponsorship of Gospel Broadcasting Assn. on K45LA. Observing contract signing are Wilbur Eickelberg (center, standing), sales manager of Don Lee Broadcasting System, operator of K45LA, and Lewis Allen Weiss, Don Lee general manager. Station, operating on 44.5 mc. went on the air Aug. 11 within more than a dozen sponsors. The 300-foot, 1,000-watt transmitter tower is located on top of 1,700-foot Mt. Lee overlooking Hollywood.

LAURIE YORK ERSKINE, noted for his *Renfrew of the Mounted*, on Aug 18 will make his debut on NBC-Blue as author-narrator of a five times weekly series titled *Adventure Stories*.

Sales ARE IN THE BAG when WDZ LISTENERS ARE YOUR MARKET



WDZ presents your sales message to a potential audience of 1,189,890 prosperous listeners.

THIS flourishing market includes 504,447 urban and 685,443 rural listeners — 278,970 responsive radio families.

220,113 pieces of mail during 1940 (an increase of 31.5% over 1939) conclusively prove WDZ's pulling power.

WDZ serves a rich triple market! Retail sales from farm, industrial and oil incomes total $353,799,000.00 a year!

BARGER HEATING & APPLIANCE CO. says: ". . . am sure we have increased sales 200%. We have sold more refrigerators in the few weeks advertising over WDZ than all last year . . ."

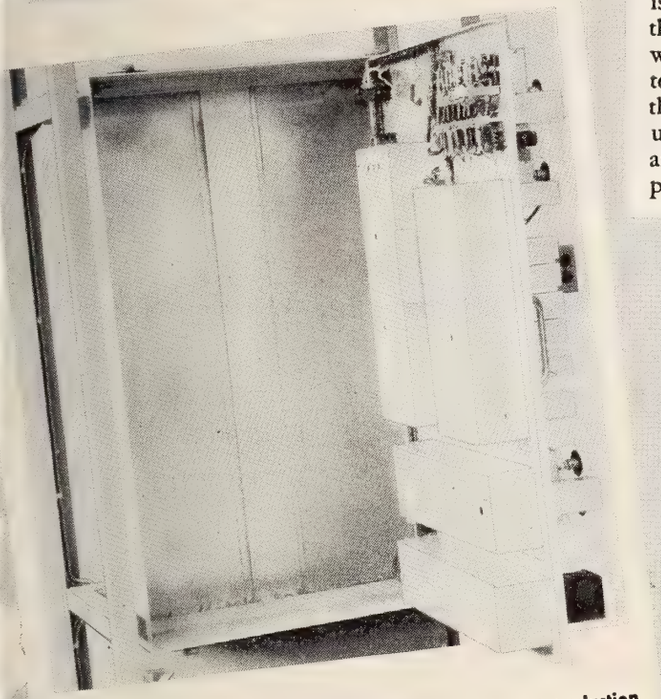
AMERICAN CO-OPERATIVE EXCHANGE, 665 Lake Shore Drive, Chicago ". . . the recent job you undertook for us was beyond fondest expectation. $37.50 brought us nearly 600 requests."

HOWARD H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS

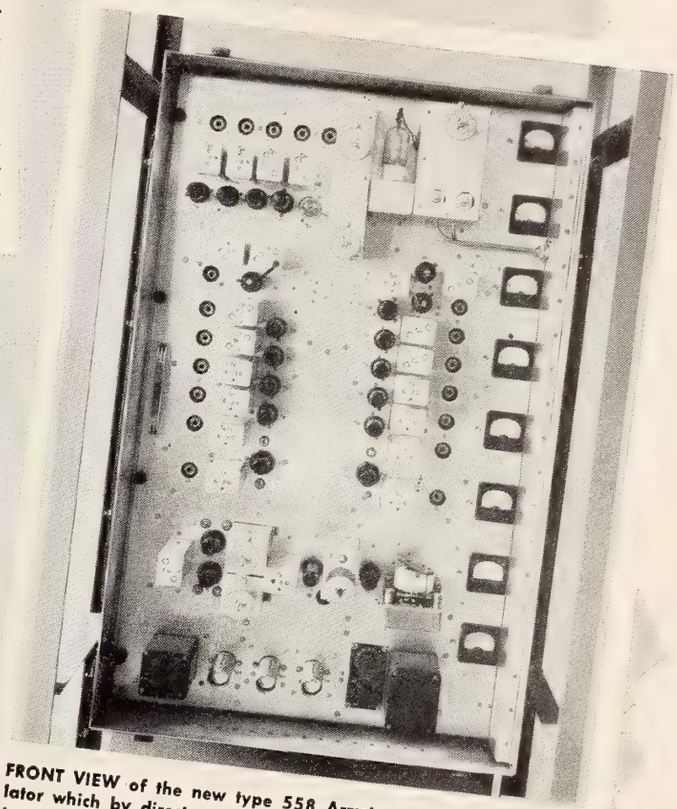
WDZ
★ WDZ BROADCASTING COMPANY ★

RADIO ENGINEERING LABORATORIES ANNOUNCES A COMPLETE NEW LINE OF FM "DL" BROADCAST TRANSMITTERS OF 100 TO 50,000 WATTS, FEATURING THE ENTIRELY NEW VERSION OF THE ARMSTRONG PHASE SHIFT MODULATOR

This new modulator is built directly into the 250 and 1000 watt basic transmitters so that either of these units can be used as a driver for amplifiers of higher power.



UNEQUALLED PERFORMANCE has resulted from the introduction of this new modulator—not theoretical but actual measured results—on the air—beyond all expectations. Panel swings out of its cabinet giving maximum accessibility to all tubes and tuned circuits.



FRONT VIEW of the new type 558 Armstrong Phase-Shift Modulator which by direct crystal control maintains frequency stability to within better than 200 cycles of the operating frequency. The noise level, including hum, is materially below 70 DB. Overall distortion less than 1%, and in the useful frequencies is less than .2 of 1%.

Since the beginning of FM, industry leaders have chosen REL FM equipment . . . outstanding broadcasters such as FM inventor Major E. H. Armstrong, John Shepard, Paul DeMars, Bill Scripps, Walter Damm, Clarence Wheeler, Roger Clipp, John Hogan, Dr. Manson. To protect your investment in FM, be sure to investigate REL's complete new line of DL transmitters before you buy.

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th Street — Long Island City, N. Y.

Phone, Ravenswood 8-2340 — Cable "RADENGLABS"

Recess by House Delays Time Shift

Doubt Expressed That Action Will Be Taken This Year

WITH the House planning to observe a "vacation recess" from Aug. 18 to Sept. 15, it was indicated last week by Chairman Lea D-Cal.), of the House Interstate and Foreign Commerce Committee, that the committee will make no report on the pending daylight saving time legislative proposals until some time after Labor Day.

The House will take regular three-day recesses during the period, meeting briefly on Mondays and Thursdays only to vote further recess, and the Committee indicated it would hold no meetings during that time.

Congress Action in Doubt

Some doubt has grown up that Congress will take any action on DST at this session, since "fast time" now is being observed in most of the areas where it assertedly is needed as an aid to the defense effort, particularly in conservation of electrical power. It is thought in some quarters that since the ordinary DST season will be all but ended by the time Congress gets around to act on pending proposals, it will be passed over until next year.

On the other hand, it is believed that President Roosevelt's specific request for statutory authorization to establish daylight saving time when and where it is needed assures positive action early in the fall. In light of the recent DST hearings conducted by the House [BROADCASTING, Aug. 11], it appears that chances for establishing a universal DST system for the country appear slim. Despite considerable opposition to any plan for regional or "discretionary" DST observance, such as that proposed in the White House-sponsored bill introduced by Chairman Lea, it is thought such an Administration-backed proposal would prevail over several others, some of which were introduced by Republican members.

McLean's Zone Proposal

Meanwhile, Rep. McLean (R-N. J.) has indicated that he intends to introduce within the next fortnight a proposal to establish three time zones for the United States, replacing the present four zones. The first zone would extend roughly from the Atlantic seaboard to the Mississippi River, the second from there to the Rocky Mountains, and the third would roughly be equivalent to the present Pacific Standard Time Zone. In each of the proposed zones, time would be adjusted to Mean Greenwich Time in order to afford the greatest amount of daylight to all residents, and would in effect eliminate all need for daylight saving time.

Aid to Broadcasters

From the broadcasters' point of view such a three-zone plan, operating on a standard rather than daylight saving time basis, probably would afford a remedy for the semi-annual programming headaches resulting from the present hodge-podge system of DST, it was thought, while regional observance of DST, or anything short of universal observance, probably would do more to aggravate than to alleviate the programming problem for radio.

Broadcasters have supported the move toward DST on the ground that since there is a growing extension of DST, universal DST appears to be the best answer to their problems. However, the industry also has indicated that basically it will support any system of universal time, whether daylight saving or standard, since the universal basis will solve their programming difficulties.



THE NOSTALGIC DAYS when father was a boy, when handlebar mustaches and bicycles-built-for-two were the vogue, are revived in *Those Were the Days*, sponsored on KMOX, St. Louis, by Griesedieck Bros. Brewery. In this family-group tintype of the turn of the century, BBDO agency officials join with the cast after the initial broadcast. Standing (l to r): Bonnie King as "Cindy Martin," soubrette; Lee Williams, BBDO, Chicago; Roy Shannon, Griesedieck advertising manager; Jim Douglass, KMOX producer; James Cominos, BBDO; Patsy Woodward, comedienne. Seated: Bert Granville, tenor; Harry (Pappy) Cheshire, m.c.; Bill Rader, comedian.



1. IT'S A SERIOUS PROBLEM IN DALLAS AND FORT WORTH.

Here are two important communities, within a few miles of each other, fanatically loyal to their own market, jealous of their individual supremacy and absolutely secular in their buying habits.

In order to sell BOTH these important Texas markets you must reach BOTH areas locally.

2. THE SOLUTION TO THIS UNUSUAL SITUATION!

The unique hook-up between station WRR, Dallas and KFJZ, Fort Worth enables advertisers to cover ***both*** markets, completely, individually and reasonably.

WRR and KFJZ are now full-time, day and night stations of 5,000 watts each. On different frequencies (WRR, 1310 K.C.—KFJZ, 1270 K.C.) with a powerful signal in their own and in each other's area, they definitely blanket both great trading centers. Both stations are affiliated with the Texas State Network and the Mutual Broadcasting System.

And ***both*** stations may now be bought at a price you would expect to pay for ***one*** station of equal power in a similar locality.

3. TWO BIG MARKETS — ONE PRICE.

Permanent lines connect WRR, Dallas and KFJZ, Fort Worth. Advertisers may use both stations simultaneously or at different times—at one talent cost. Think of it—two full-time 5,000 watt stations for the price of one—and either together or at different times—and only one talent cost. An outstanding advertising value which no advertiser can afford to overlook.

NATIONAL REPRESENTATIVES

WEED AND COMPANY

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

WRR DALLAS

KFJZ FORT WORTH

5,000 WATTS
Day and Night

POWER INCREASES, SHIFTS IN CANADA

POWER increases and some frequency changes have been authorized recently for Canadian broadcasting stations, according to Walter A. Rush, Controller of Radio, Department of Transport, Ottawa. Increases to 1,000 watts have been granted to CFCH, North Bay, Ont., along with a change in frequency to 600 kc.; CKUA, Edmonton, Alta.,, 580 kc.; CKTB, St. Catherines, Ont., 1550 kc.; CKNX, Wingham, Ont., 920 kc.; CKCO, Ottawa, 1310 kc.; CHRC, Quebec, 800 kc.

Increases to 250 watts have been granted to CJIC, Sault Ste. Marie, Ont.; CHLP, Montreal; CHGB, Ste. Anne de la Pocatiere, Que.; CHLT, Sherbrooke, Que.; CFOS, Owen Sound, Ont.

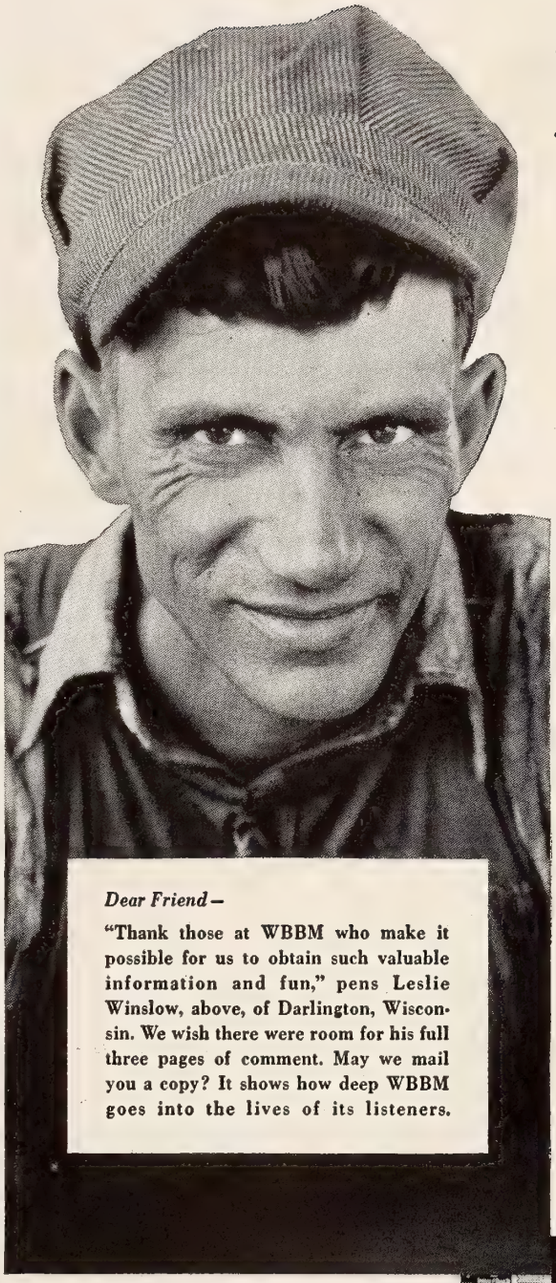
There have been no changes in call letters of existing stations and no licenses for new stations have been issued for the current fiscal year. Some applications for new licenses and further power increases upwards of 1,000 watts await the decision of the next meeting of the board of governors of Canadian Broadcasting Corp.

Plans for New WISR

PLANNING to begin operation early in September, James L. Cox, general manager of the new WISR, Butler, Pa., has announced the station personnel thus far selected. Mr. Cox comes to WISR from the West Virginia Network where he was assistant program director.

Program director is Everett H. Neill, onetime program director of KQV, Pittsburgh. Kiernan Balfe, formerly of WWSW, Pittsburgh, and WMMN, Fairmont, W. Va., has been named production manager and announcer. Lillian Schoen, graduate of U of Chicago with experience with several Pittsburgh stations, is continuity editor. Chief engineer is Clifford Gorsuch, formerly of WCED, DuBois, Pa. Studio and transmitter equipment has been purchased from RCA and a 300-foot Blaw-Knox tower has been erected.

PETER Q. NYCE, Washington attorney who had applied for a new 1,000-watt daytime station on 740 kc. in Alexandria, Va., across the Potomac from Washington, has amended his FCC application to ask for 250 watts fulltime on 1600 kc. with a booster amplifier.



Dear Friend—

"Thank those at WBBM who make it possible for us to obtain such valuable information and fun," pens Leslie Winslow, above, of Darlington, Wisconsin. We wish there were room for his full three pages of comment. May we mail you a copy? It shows how deep WBBM goes into the lives of its listeners.

Dear Friend—

Intimate? Yes, but a customary greeting on many letters to WBBM—this time from the farmer at the left and the druggist below. In this intimacy is a sometimes forgotten sales point. Brief but basic. More important today than ever.

For over a generation **WBBM has been a trustworthy companion entertaining over two million midwestern families. It has earned their confidence by carrying no questionable advertising. Converted showmanship into friendship. Forged mass friendships for companies which few other business gestures could have made.**

For nearly a generation **WBBM has been Chicago's leading station commercially. That's because WBBM delivers more to advertisers. The net result of a generation of keeping faith. Basically that is why—year after year since 1925—*most* advertisers seeking America's second market have chosen this single station . . .**

WBBM, Chicago's most effective radio station.



Dear Friend:

"Thank whoever is responsible for those fine bulletins on WBBM drug advertising. From the beginning WBBM has been a favorite of the people in Joliet. It still is, for WBBM advertised products move faster from our shelves than all others. Continued success."

De Witt S. Stillman, Pres.
Stillman Drugs, Joliet, Ill.

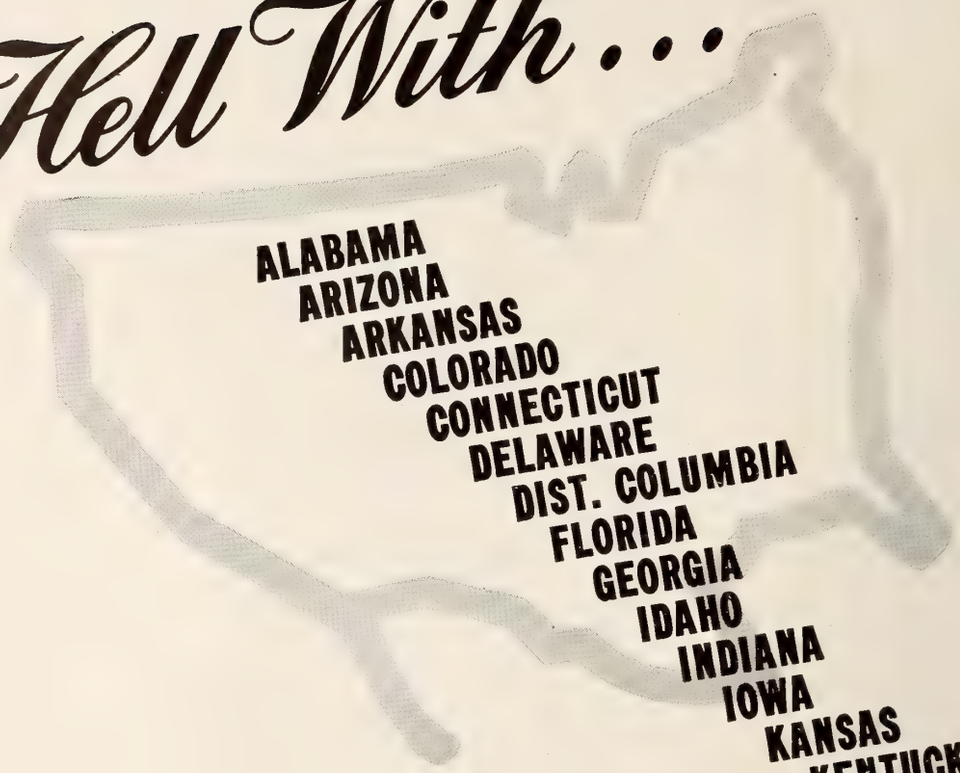




50,000 WATTS CHICAGO

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco.

To Hell With . . .



That would be a fine attitude for a national advertiser to take, wouldn't it? He might as well not mention the name of his product as try to sell the nation without including each one of these forty important states. Yet there is a market on the Pacific Coast (not including the Los Angeles, San Francisco, Portland and Seattle areas regularly covered by surveys*) that contains more radio families than any one of these important states . . . in fact, more than most any two of them combined. And do these people have money? . . . Retail sales last year were $1,558,484,000. In order to determine the exact listening habits of these 921,690 families, C. E. Hooper, Inc., in conjunction with a prominent Eastern advertising agency, conducted a survey. Ten representative cities were chosen from the three Pacific Coast states. 30,000 calls were made

** A recent Hooper Survey shows that in the four major markets regularly covered by surveys, Los Angeles, San Francisco, Seattle, and Portland, Don Lee tied for first place among the top 14 Pacific Coast evening shows with 6 out of 14 firsts.*

during two 5-day weeks, employing the regular coincidental methods uniformly and continuously. The following facts were established:

- **In one-third of the cities surveyed, at least 94% of the listeners were tuned to Don Lee.**
- **In one-half of the cities surveyed, at least 65% of the listeners were tuned to Don Lee.**
- **In the ten cities, the total program ratings on Don Lee were nearly twice that of all other networks combined.**

In choosing your radio, be sure that your appropriation covers *this* market, and bear in mind that it is a qualified fact that in this market people listen to their own local station, within their own trading area. This is the kind of coverage that pays dividends and it's the kind of coverage you get only on Don Lee, for Don Lee alone completely covers this 1,558,484,000 dollar market.

5515 MELROSE AVE., HOLLYWOOD
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., *National Representatives*

For copies of actual survey, write Wilbur Eickelberg, Gen. Sales Mgr.

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TENNESSEE
UTAH
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VIRGINIA
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WEST VIRGINIA
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They Let Her Down

WHEN A HOUSEWIFE goes to the trouble to buy a package, cut off the boxtop, write a letter, put on a stamp and mail it, the average sponsor can safely feel that one more consumer has at least a financial interest in his product.

At that point he can achieve good-will by politely, perhaps entertainingly, acknowledging receipt of the contest entry. Even a losing contestant is likely to harbor a certain amount of gratitude after receiving a pleasant form note or card bearing a suitable message.

Unfortunately, many national sponsors make the serious error of letting contest entrants go to the trouble and expense of following the contest rules without even sending them a note of acknowledgement. At the point where the consumer is full of hope, the sponsor lets him down without even a penny postcard.

If you've ever been on the listener's end of a contest, you'll know how millions feel when they are victims of this sort of promotional oversight. On another page, a "reformed" consumer researcher tells how she feels since abandoning the marts for homemaking. Her unhappy experience in entering contests offers several lessons to those who promote them.

Power to Destroy

IT IS ONE THING to tax profits—that is a basic concept of tax law—and higher taxes on corporate and individual earnings are to be expected in the light of our gigantic defense needs. But it is quite another thing to tax the sales and merchandising efforts that move goods and make profits possible.

Recognizing the inherent dangers in the proposed tax on radio time sales as well as outdoor advertising, practically all media are united in their determination to persuade the Senate to strike from the House-approved Revenue Act the provision levying imposts at the source. Instead of chortling over the discomfiture of their competitors, newspaper and magazine interests—in fact, the advertising fraternity as a whole—are as strongly opposed to the tax as the media directly affected, and they are joining in a solid front with radio industry groups to fight it.

The simple fact of the matter is that a movement has been afoot among certain governmental agencies, including the Treasury, to tax advertising expenditures as such, and already there has been talk of limiting managerial discretion in the amount of cost to be allocated to advertising. This tax may be the opening wedge; certainly it is discriminatory as between media, and certainly it would only be a short time before the taxable brackets are lowered, rates upped and other media included.

Recalling the genesis of the radio tax proposal with the Allied Printing Trades lobby, there is some comfort for radio also in the fact that labor unions, from the top down, have indicated their active opposition. Their printer cohorts obviously did their work all too well, disregarding the effects upon their brethren of AFM, AFRA, IBEW and the other unions supplying labor to radio. If this sticks, if radio is forced to cut corners, labor will be the first to feel its inevitable effects upon employment.

Volcano's Edge

RISING PRICE levels, threats of inflation, priorities for defense, new curbs on installment buying, dislocations of local industries and employment, proposed rationing of gas and oil, increases in all forms of taxation—all these will have their inevitable impact upon broadcasting as a business and upon radio as an advertising medium. Exactly how, it is impossible to predict at the moment. Sufficient to be aware that the broadcasting business, local and national, now enjoying a prosperity which everyone prays is not merely ephemeral, is inextricably interwoven into the economic and social fabric of the community and nation.

Add to these general domestic problems the prospect of more direct involvement in the war, with radio and its sponsors enthusiastically lending everything in their means to the promotion of the nation's dynamic defense effort, and the artificial restraints and untimely threats against present methods of broadcasting seem ironical if not downright subversive.

Consider the sequence of recent major onslaughts by the FCC majority: The network-monopoly report, the Senate hearings growing out of it and the current confabs looking to possible amelioration of some of its provisions; the newspaper-radio ownership "investigation," at present in a state of suspended animation until Sept. 17; and now the multiple ownership order, with its implications of forced sales and management upheavals not only if one "'control" interests operates more than one station in the same community but also if common interests own stations in different communities with possible "overlapping" coverage.

Then add the sales tax burden imposed on upper-bracket stations by the House, and small wonder that few broadcast executives are taking vacations this summer. With their eyes on Washington, most of them are spending more time with their lawyers these days than at their business desks.

On the economic side, the brightest ray of hope for sustained good business seems to be the assurance from economists that foods and drugs will probably be affected slightly if at all by the rationing of supplies for civilian-goods industries—and they happen to be the two top classifications of radio sponsorship. Too, the oil companies, major sponsors, indicate no intention of letting up in their advertising plans, and we have direct word from Procter & Gamble, largest radio user, that it has no intention of curtailing advertising despite the problem of transportation.

On the regulatory side, there seems to be no staying the hand of the FCC unless it is done by Congress, where friends of radio are cropping up more and more to raise hope that the White and Sanders bills [BROADCASTING, Aug. 4, 11] to reconstitute FCC and redefine its powers will get due and proper consideration. Congressional action is slow and tortuous, however, and it may not come at all unless the Administration and members of Congress are made fully aware of the disruption and demoralization that will beset broadcasting if the crackdown element gets its way on all fronts.

These are days when first attention of broadcasters and regulators alike should be focused on defense requirements, on the maintenance of business stability so far as possible and on the continuation of employment. The broadcasters are willing, able and ready—and certainly they have demonstrated their remarkable ability to carry their load so far as morale-building and business-serving is concerned. They know that certain operating practices need remedying, but they know also that this isn't the time for radical and revolutionary and all-embracing reforms instituted suddenly and without regard to the larger public interest that radio serves.

The RADIO BOOK SHELF

HOW THE FCC and the Defense Communications Board are "Guarding the Nerve Centers" of America, namely, its radio and wire communications facilities, is discussed in a chapter by that title in the book *America Prepares for Tomorrow: The Story of Our Total Defense Effort* [Harper & Bros., 612 p., $3.50]. Six observers close to the Washington scene contributed to the book, which details the national defense program. The contributors include William Dow Boutwell, radio chief of the U. S. Office of Education, and Pauline Frederick, assistant to NBC's Washington commentator, H. R. Baukhage.

FOURTH annual Spanish edition of the American Radio Relay League's *Radio Amateur Handbook* [A.R.R.L., West Hartford, Conn, $1] has just been issued. The 530-page Spanish version of the standard manual of amateur radio is produced by the editors of the magazine *Revista Telegrafica* of Buenos Aires under an agreement with the League. The A.R.R.L. is the headquarters society of the International Amateur Radio Union which in the last year has affiliated "ham" groups in Argentina, Brazil and Uruguay.

We Pay Our Respects To —



HAROLD MENTON WHEELAHAN

A TALENT for the piano, a curious break and a capacity for perseverance account for the rise in radio of Harold Menton Wheelahan, manager of WSMB, New Orleans.

Today, a veteran at 45, genial Harold Wheelahan is credited with the complete transformation of WSMB from an obscure 500-watter to its present status as one of the South's leading 5,000-watt outlets. From a station with only four employes and a five-hour schedule daily, WSMB under Wheelahan has expanded to an 18-hour schedule with a fulltime staff of 23.

Born Jan. 26, 1896 in this same New Orleans, Harold's business career began at 15 when the death of his father forced his withdrawal from high school to become a breadwinner for the large Wheelahan family. His first job was as office boy and porter in a wholesale grain house at $4 per week, and he attended night school to study stenography. Ten months of this qualified him for a $9 a week position with a sheet metal firm. Within a year his proficiency and diligence graduated him to a $20 job with the Saenger Amusement Co., now the Paramount-Richards Co., motion picture theatre operators in New Orleans.

All the time he improved his spare time by attending night school at Tulane U. Here he won degrees in accountancy, economics, commercial law and business administration.

The Saenger Co. quickly promoted him to bookkeeper, statistician and assistant film buyer. By 1925 he was assistant to the treasurer of the company.

In 1925 the Saenger Co. decided to expand its operations and enter the radio field. With the Maison Blanche Store, it started WSMB in the attic of the store building under an agreement whereby the amusement company was to operate the station and appoint the manager. The dedication of WSMB on April 25, 1925 is well remembered by Harold Wheelahan, for he leaped into an emergency that really started him on his radio career. With just seconds until WSMB was to go on the air for the first time, the announcer asked the gathered high officials of Saenger's, among whom was Harold, to open the program. The executives, to whom radio was still an unknown mystery, were speechless. But Harold Wheelahan rushed to the piano and WSMB went on the air to the slambanging of Chopin's *Military Polonaise*.

After this first experience with radio, Harold returned to his ledgers and forgot about broadcasting. However, Saenger's executives didn't, for when they decided to reorganize and delve deeper into radio by enlarging WSMB, the managerial post was offered to the aggressive assistant treasurer. Though at first he wanted to decline the position in favor of his picture work, he felt his destiny was cut out for him in New Orleans rather than in New York, where the company's reorganization eventually would have placed him.

The year that followed vindicated his judgment. In that period Harold claims he put in the hardest work of his life. He reorganized the entire personnel of the station and rebuilt from the ground up. By the time a new studio was built atop the Maison Blanche and a new remote control transmitter installed, he had acquired a broad knowledge of radio.

It was the not-to-be-denied Wheelahan, after having his proposition of broadcasting the annual New Orleans Sugar Bowl football classic turned down by network officials, who went to New York and in three weeks dug up a sponsor and organized a network of 28 stations for the broadcast. NBC has carried the New Year Day games ever since.

Harold Wheelahan in 1919 married Ruth Bostick, a graduate of Newcomb College. They have five children, ranging from five to 20 years, to whom he refers as his "avocation."

Though he claims to have little time for recreation, Harold goes in for swimming and boxing when the occasion permits, and believes sports are a "must" of any radio station's schedule. Music also shares a place in his heart. Having mastered the piano at an early age, he has retained that talent by constant practice.

Harold is an active member of the local Rotary Club and the New Orleans Athletic Club, and is connected with several Mardi Gras organizations.

Personal NOTES

HARRY A. WOODMAN, formerly in the NBC station relations department, on Aug. 15 became NBC traffic manager, replacing B. F. McClancy, who has resigned to take an executive position with the Eaton Mfg. Co., Cleveland. Mr. Woodman will report to William S. Hedges, NBC vice-president in charge of stations.

MRS. FRED WEBER, wife of Fred Weber, MBS general manager, has returned home after a week in the New York Medical Center where she had a tooth removed which was threatening her eyesight.

RICHARD H. GREGORY, comptroller of Western Electric Co., New York, for more than 30 years and a director for over 20, on Aug. 31 is retiring from the company, and will be succeeded by S. Wallace Murkland, WE assistant comptroller since 1927, as announced following a meeting of the board of directors Aug. 12. Stanley Bracken, engineer of manufacture of the company and president of the Teletype Corp., a subsidiary, was also elected a director at the meeting.

NELSON POYNTER, owner of WTSP, St. Petersburg, and editor of the *St. Petersburg Times*, has resigned as director of the press section of the Communications Division of the Office of the Coordinator of Inter-American Affairs in New York.

EARL H. STRANDBERG, formerly assistant manager of KOB, Albuquerque, has joined KMYR, Denver, as traffic manager and copy editor and will work on production and publicity with Al Meyer, brother of the station's owner, William Meyer. Fletcher Trunk has joined the KMYR sales staff, coming from the Raymond Keene Adv. Agency.

HUB JACKSON, assistant manager of KTHS, Hot Springs, Ark., formerly with the Texas State Network, who assumed his duties May 14, is on a tour of agencies in New York, Detroit, Chicago, Kansas City, St. Louis and Memphis.

DONALD CHRISTIAN CRONIN, formerly account executive of Sidney Garfinkel Adv. Agency, San Francisco, has joined the sales staff of Photo & Sound, San Francisco.

SOCS VRATIS, formeerly of KUTA, Salt Lake City, has joined the sales staff of KGVO, Missoula, Mont.

DON STALEY, account executive, formerly of KLX, Oakland, resigned to join KFRC, San Francisco. He was succeeded at KLX by Carl Cronin, formerly of the advertising department of the *Oakland Tribune*.

TED R. WOODARD, formerly identified with the ownership and management of WMSL, Decatur, Ala., and recently with WOLS, Florence, S. C., has been appointed manager and commercial manager of WDAK, West Point, Ga., which on Aug. 8 celebrated its first anniversary. L. J. Duncan, chief owner, operates a chain of theatres and will devote most of his time to his other business enterprises.

ALFRED J. McCOSKER, president of WOR, and chairman of the board of MBS, have sailed on the *S. S. Kungsholm* with Mrs. McCosker and Mr. and Mrs. Sheldon Van Volen, their daughter and son-in-law, for a 12-day cruise to Central America. Upon their return, they will spend some time at Murray Bay, Quebec.

MORRIS MILLER, formerly special assistant to the director of defense housing of the Federal Works Agency and former assistant general counsel of the U. S. Housing Authority, has joined the Washington law firm of Dempsey & Koplovitz.

JACK CAMPBELL, who recently resigned as sales promotion manager of KPO-KGO, San Francisco, has joined KFRC, San Francisco, as national sales representative.

IRA AVERY, night operations manager of WOR, New York, whose hobby is pipes and their history, is author of an authoritative history of smoking pipes to be published this fall by John Heyward.

E. C. BUDDY, head of Television Productions, Los Angeles, has returned to the Coast after a three-week trip to New York and Chicago where he conferred with television producers and engineers. Klaus Landberg, engineer of the Allen B. DuMont Labs., has joined Television Productions, licensee of W6XYZ, Los Angeles, and subsidiary of Paramount Picture Corp.

JOE L. WALLACE, formerly with the advertising department of the *Pine Bluff Daily Commercial*, has resigned to join the sales staff of KOTN, Pine Bluff, Ark.

LLOYD E. YODER, manager of KOA, has been appointed radio chairman of the Colorado Defense Council.

W. A. (Burt) PATTERSON, formerly publisher of *Good Packaging*, western trade paper, has joined the staff of Photo & Sound, San Francisco transcription firm, as account executive.

PRESTON ALLEN, general manager of KLX, Oakland, Cal., has been called to active service mission as lieutenant commander in the Naval Reserve. He is headquartered at the Twelfth Naval District, San Francisco.

THEODORE GRANIK, conductor of the MBS *American Forum of the Air* is father of a baby boy, born Aug. 8 in Washington.

GEORGE MOSKOVICS, CBS Pacific network sales promotion manager, was chairman of the Aug. 12 meeting of the Advertising Club of Los Angeles at which he presented Edwin Hartrich, CBS foreign correspondent, recently returned from Berlin.

CLAUDE BARRERE, salesman of the NBC International Division, has been transferred to the sales staff of NBC's radio-recording department.

SAMUEL BICKNELL resigned Aug. 8 from the promotion department of WOR, New York, to join the sales staff of Francis H. Leggett Co., New York. He has been succeeded by Jack Mohler, 1941 Princeton graduate.

PUCK WENDLING, account executive of KVOE, Santa Ana, Cal., and Helen Weinert, of that city, were married July 19.

FRANK DANIELS, night manager of WBYN, Brooklyn, is the father of a boy born recently.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WPAT Staff Additions

NEW ADDITIONS to the staff of WPAT, Paterson, N. J., include W. Wallace Wilmott, formerly of WAAT, Jersey City, and Harold Kosut, formerly of WWRL, New York, as announcers; Richard Granville, formerly of WHBI, Newark, as salesman; Alys Kramer, former office manager of WRAK, Williamsport, Pa., as secretary to Edward Codel, WPAT general manager.

Mrs. Lewis Wins Medal

MRS. DOROTHY LEWIS, traveling representative for the NAB and the Radio Council on Children's Programs, has received the Medal of Honor from the National Society of New England Women for her "distinctive and pioneer work during the past year in making a survey of children's radio programs as a public service." As radio chairman of the Society, Mrs. Lewis had "ably represented and brought prestige to it," according to the citation.



. . . THERE'S ONLY ONE LOW-COST WAY TO REACH THE POCKET-BOOK POWER OF THE WHOLE, RICH, RED RIVER VALLEY—AND THAT'S WITH

WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BEHIND the MIKE

ALAN M. FISHBURN, formerly editor of continuity of Broadcast Music Inc., has joined the NBC Central Division production staff in Chicago, replacing Maurice Wetzel, recently promoted to assistant production manager of that division. Before joining BMI in 1940, Mr. Fishburn did radio production work in New York, including among others the show *Your Family and Mine.*

MIKE FLANNERY, sports announcer of KOIL, Omaha, has enlisted in the Signal Corps of the Army Air Corps and is stationed at Jefferson Barracks, Mo. Kurt Sick, senior newsman of KOIL, has been drafted into the Army.

JOE WALTERS, announcer of KSFO, San Francisco, for the last six years, has been named program director of the new KFMB, San Diego, scheduled to begin operation Aug. 14.

DICK HOOPER, of the RCA television promotion department in Camden, has been named a judge of the Miss America Beauty Pageant in Atlantic City next month.

JOHNNY KOLBMANN, sports announcer of WHAT, Philadelphia, is the father of a recently born boy, his fourth child.

HECTOR CHEVIGNY, Hollywood radio writer, has sold an original story, "The Naturalization of Joe Mendoza," to *Liberty Magazine.*

THURSTON HOLMES, program director of WHOM, Jersey City, is the father of a girl, Margo Lee, born Aug. 7. The mother, Peggy Walker Holmes, former radio actress, is director of the Bergen County Players, a Little Theatre group.

CLARK GEORGE has joined the CBS Hollywood publicity staff, having been promoted from mail clerk.

BRUCE BARRINGTON, formerly editor and director of publicity of KXOK, St. Louis, is now stationed as executive officer in the office of the Adjutant General in Philadelphia.

JOHN CARNEY, who has been conducting the Friday night *Safety Parade* on WFMJ, Youngstown, has enlisted in the Army.

RALPH KNOW, announcer of WOWO, Fort Wayne, has joined the announcing staff of WIRE, Indianapolis. Margo Fargo, formerly radio studio director at Indiana U, has joined the program department of WIRE, and Lowell Trout and Harold Page have joined the technical staff.

BILL WALKER, special events director of KFJM, Grand Forks, N. D., on Aug. 17 married Inez Barholz of Grand Forks.

THOMAS NELSON, formerly of KSLM, Salem, Ore., has joined the announcing staff of KHSL, Vhico, Cal. Bill Fisher, formerly of KYOS, Merced, Cal., has joined KHSL as continuity editor.

MARTIN BLOCK, conductor of the *Make Believe Ballroom* program on WNEW, New York, recently became the father of a boy, Martin Jr.

ED CAMPBELL, announcer of WSUN, St. Petersburg, Fla., is recuperating from an operation at his home in Auburn, N. Y., and expects to return to St. Petersburg next month.

JIMMIE STEVENS, newsman of WJR ,Detroit, as a major in the Reserve, has been assigned to Military Intelligence in the Judge Advocate General's office and will report Aug. 20 in Chicago.

BOB CAFFEY, formerly of WLOF, Orlando, Fla., has joined the program department of WJHP, Jacksonville, Fla.

LARRY KEATING, announcer of KPO-KGO, San Francisco, on Sept. 15 joins the Hollywood announcing staff of NBC. He will retain his m.c. post on the *Professor Puzzlewit* program sponsored by Gallenkamp Shoe Stores, San Francisco.

DICK McKNIGHT, gag writer who assists in the preparation of the NBC-Red *Hap Hazard* program, on Aug. 12 married Anne Marie Wylie in Chicago.

ASHMEAD SCOTT, Hollywood writer, will collaborate with Duke Atterbury in writing material for the weekly CBS *Bob Burns Show*, which starts about Sept. 19 under sponsorship of Campbell Soup Co.

ROBERT TURNER, U of Georgia student, and Ray McKay, student at Georgia Evening College, have joined the staff of WSB, Atlanta, as apprentices under that station's plan of developing new personnel.

RUSS WYLEY has joined the announcing staff of WLAC, Nashville.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

DAVID NAUGLE of Fort Worth, Tex., has joined the announcing staff of KRGV, Weslaco, Tex., replacing Frank Dent who has gone into the cattle ranching business in New Mexico. Lorraine Schaeffer, secretary to the Mercedes, Tex., chamber of commerce, has joined the continuity department of KRGV.

LOWELL WHITEMAN and Beecher Frank, guides of CBS, Hollywood, have been signed as announcers of KFMB, San Diego, scheduled to start operating Aug. 15.

HOMER CANFIELD has resigned from the Hollywood staff of Tom Fizdale Inc. to join Warner Bros. First-National Studios, handling unit exploitation.

JAMES ELLISON, CBS Hollywood director of guest relations, is currently in Mexico conferring with government officials and gathering information for student use in the Los Angeles County school system.

TERRY COWLING, formerly of WOV, New York, and WICC, Bridgeport, Conn., has joined the announcing staff of WCOP, Boston.

C. M. CARNES, formerly of KFEL, Denver, has joined the announcing staff of KFRO, Longview, Tex., replacing Merril Ash, who has gone to KPAC, Port Arthur, Tex.

TONY RANDALL, announcer of WTAG, Worchester, has been granted leave of absence to appear as "Marchbanks" in Jane Cowl's play, "Candida", to open Aug. 18 in Marblehead, Mass.

RALPH WILLIAMS, formerly of the *Columbus* (Ga.) *Ledger-Enquirer*, has joined the publicity department of WSB, Atlanta.

ALVIN MATHERS has joined the music department of WSB, Atlanta, as librarian.

CHARLES LUEDKE, former KGVO, Missoula, Mont., announcer, is now in the Army stationed at Camp Roberts, Cal.

GARY EVANS, announcer, formerly of KTAR, Phoenix, recently joined KJBS, San Francisco.

JACK PATTEN, program director of KSAN, San Francisco, recently became the father of a baby boy.

J. NEWTON YATES, KFAC, Los Angeles, staff organist, is the father of a 6½ lb. boy, born Aug. 6.

Ezra to Reappear

EZRA STONE, radio's *Henry Aldrich*, who was drafted into the Army July 23 [BROADCASTING, Aug. 4], will definitely be back as star of the program when it resumes Aug. 21, according to Young & Rubicam, New York, agency handling the show. Though the agency has not been informed exactly how it is to be worked out, they have been assured by Stone's agents that a plan permitting him to continue in the show has been worked out with officials at Camp Upton, Long Island, where Stone is stationed.

AUBREY WISBERG, former New York radio writer, with Ned Dandy, will do the treatment and screenplay of "The Boogie Man Will Get You," to be produced by Columbia Pictures.

Meet the LADIES



MARY ANN LeMAY

ONE of Milwaukee's busiest radio women is Mary Ann LeMay, continuity writer, dramatic actress, and woman commentator of WISN, Milwaukee CBS outlet. She conducts two women's programs each day—*Mary Ann Presents*, on which outstanding guests of civic, educational and women's club activities are interviewed, and *Ann Leslie's Scrapbook*, on which she carries the pseudonym Ann Leslie, a participating commercial quarter-hour of information of interest to the homemaker. Miss LeMay also conducts the *Organ Treasures* program, a quarter-hour of organ music plus interviews with Milwaukee housewives on the merits of the sponsor's products, electrical accessories for the home. Mary Ann's initial appearance on the air was made at the age of 12, when she participated in a weekly dramatic series over a local station. Continuing her radio work through high school and nurturing her dramatic ability through a dramatic school course, she was well equipped to join the WISN Players in 1931. Two years later, she officially joined the staff as continuity writer and woman commentator.

Read Gets Commission

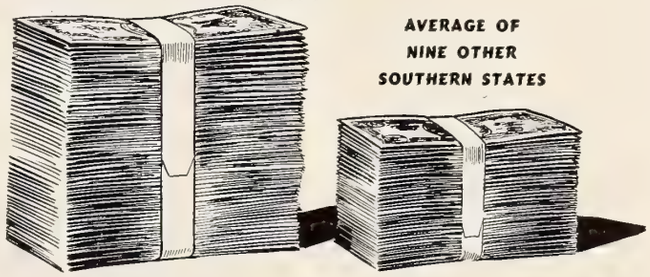
A. LOUIS READ, national sales manager of WWL, New Orleans, has been commissioned a lieutenant in the Naval Reserve, assigned to public relations. He received notice of his commission while in New York on station business and flew back to New Orleans to be sworn in Aug. 9. He will assist in directing the Reserve's radio publicity and relations for the Eighth Naval District.

EVERETT MITCHELL, m.c. of the NBC-Blue *National Farm & Home Hour*, is the interlocutor of a Dept. of Agriculture motion picture "Food For Defense", filmed recently in Washington, to be shown at farm meetings throughout the country.

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS
Source: — Department of Agriculture, 1940

NORTH CAROLINA



$221,768,000.00 $133,256,000.00

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives





WMBD THE HEART OF ILLINOIS

PEORIA • 5000-1000 Watts • CBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

KMOX
50,000 WATTS
ST. LOUIS
CBS

First in popularity and power; last in cost per listener

Ask any Radio Sales office for more information about KMOX, one of the seventeen CBS 50,000 watt stations.

Agencies

CHESTER McCRACKEN, formerly scriptwriter of Benton & Bowles, New York, where he handled the Maxwell House coffee *Kate Hopkins* serial, and at one time managed the agency's Hollywood office, has joined the radio department of Pedlar & Ryan, New York, in a supervisory capacity.

LARRY HOLCOMB, radio director of Sherman K. Ellis & Co. Inc., has resigned, effective of Sept. 1, to devote his time to free lance radio directing and editing a magazine.

CLARE OLMSTEAD, onetime Hollywood radio executive of Young & Rubicam Inc., has joined the Orson Welles organization, Mercury Productions Inc., to be associated in the production of the latter's new CBS program which starts Sept. 15 under sponsorship of Lady Esther Co. Olmstead will also be identified with Welles' RKO film activities.

JAMES G. COMINOS, radio director of BBDO, Chicago, married Nancy Jane Watts on Aug. 9.

ERWIN, WASEY & Co., San Francisco, announces appointment of Joseph Jacobs Jewish Market Organization as merchandising and advertising counsel in the Jewish field for its Pacific Coast accounts.

WYNN ROCAMORA, NBC Hollywood program and talent sales department executive, resigns that post the end of August to join A. & S. Lyons Inc., Beverly Hills, Cal., in a similar capacity.

New L. A. Agency

E. J. POST Co., new Los Angeles advertising agency and radio production unit, has been established at 403 W. 8th St., with A. C. Norell as general manager. E. J. Post, for more than 16 years active in Southern California advertising and radio, is in charge of organization details. Ernest Bader, formerly Los Angeles manager of the Caples Co., and prior to that head of his own Omaha agency, is production manager. The firm is specializing in merchandising and business building campaigns.

ED RICE formerly of the production staff of J. Walter Thompson Co., Toronto, has been assigned to do the script of the new P. Ballantine & Sons show, starring Milton Berle and Charles Laughton, due to start on MBS Sept. 12 from Hollywood [BROADCASTING, June 30]. Phil Mygatt of the New York office, who replaces Rice in Toronto, will take charge of *The Family Man* and *Dr. Susan*, both originating in Toronto, and formerly handled by Rice.

JOHN DEL CARDAYRE, since 1928 copywriter of the Leon Livingston Adv. Agency, San Francisco, was given a farewell dinner at the St. Francis Yacht Club by the agency. He resigned to go East.

MARK O'DEA, president of O'Dea, Sheldon and Canaday, New York agency, has been named director of information of the U. S. Maritime Commission.

TOM HARRINGTON, Young & Rubicam Inc. New York vice-president in charge of radio; Gordon Cates, agency account executive, and Henry Stevens, Swan soap advertising manager of Lever Bros., have returned to their respective posts after Hollywood conferences on the new *Burns & Allen Show*, planned to originate from the West Coast in early fall.

W. B. RICHARD PEARSON, formerly of Davis & Pearson, has joined Cesana & Associates, San Francisco, as account executive

DOROTHY ROBERTS, formerly of Lord & Thomas, Chicago, has joined J. Walter Thompson Co., Chicago, as assistant to Margaret Wylie, timebuyer.

RUTH FARQUHAR, copywriter of Benton & Bowles, New York, for the last six years, has joined H. W. Kastor & Sons Adv. Co., Chicago, in a similar capacity.

Princeton Yields

ATLANTIC REFINING Co.'s exclusive contract with the Princeton Athletic Assn. for coverage of its 1941 football games marks the first time that institution has permitted sponsorship of broadcasts of its games. Campus publications since 1938 have urged commercial sponsorship as a solution to the school's declining sports income, which last season showed a deficit of $125,000. N. W. Ayer & Son obtained the contract, among others for the schedule of gridiron broadcasts it will handle for Atlantic on 77 stations [BROADCASTING, Aug. 11].

Pro Grid Sponsor

PFEIFFER BREWING CO., Detroit, has signed to sponsor broadcasts of all games this fall of the Detroit Lions of the National Professional Football League. The games will be broadcast over WXYZ and the Michigan Radio Network. Harry Wismer, who has broadcast the games in past seasons for WJR, will handle play-by-play. In addition to regular season games, Pfeiffer will sponsor at least five broadcasts from the Lions' training camp and all exhibition games.

FAA Meets in Cleveland

ALTHOUGH no formal speeches on radio are scheduled, the use of radio advertising by banks and other financial institutions will be discussed at the 26th annual convention of the Financial Advertisers Assn. scheduled Sept. 8-11 at the Hotel Statler, Cleveland. James McHannan, chairman of the board of Central National Bank, Cleveland, heads the Cleveland committee staging the convention.

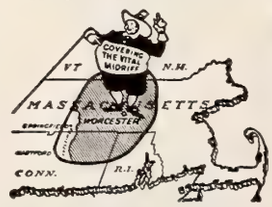
JOHN E. PEARSON, station representative, has moved into permanent Chicago offices at 360 N. Michigan Ave. Telephone is Franklin 2360.



WTAG for All of Central New England

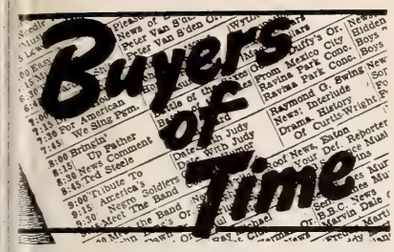
Central New England's retail merchants, 74% of them, named WTAG, when Hooper-Holmes asked, "What radio station would you use to advertise?" The field survey included independent and chain grocers and druggists, filling station and cigar store operators, general merchandise and department store owners and automobile dealers. These retailers are the first to profit from WTAG's complete coverage. They know that the largest audience response in Central New England springs from one station — WTAG.

WTAG
WORCESTER



NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative: JOHN BLAIR & CO.
NBC RED NETWORK





JOHN DAVID HYMES

ONE OF THOSE rare personalities who was reared in New York, who married his childhood sweetheart, Johnny Hymes, veteran timebuyer for the New York office of Lord & Thomas entered the radio picture back in his Haverford (Pa.) College days, managing one of the first amateur college stations, WABQ. Amidst his radio duties, Johnny found time to hold down a regular berth on the varsity football and basketball teams.

Graduating in 1930, Timebuyer Hymes first worked for AT&T, later for the Hearn and Macy department stores in New York City. In 1932 he took over the management duties of the CBS Artist Bureau's talent and band divisions. As manager and advance drumbeater for Paul Tremaine's Orchestra, he toured the 48 states in 1933. Bequeathing his one-night stand experiences to others, Hymes joined Lord & Thomas in 1934, has held forth there ever since.

Besides buying network and spot time, Hymes has written continuity, produced the *Cities Service* network show (1937-39), the Sophie Tucker Roi Tan Cigar show (1939). In 1940 he bought over $3,000,000 of radio time for Lord & Thomas clients: American Tobacco Co., Radio Corp. of America, Cities Service Co., Frigidaire, J. A. Folger & Co., M & M candy, Commercial Investment Trust, Bourjois Inc., RKO Theatres.

When asked about the fall radio outlook, Hymes advanced a highly optimistic appraisal for spot advertising with network activity remaining more or less constant.

John is married (Elizabeth Keith), has one daughter, Elizabeth, 13 months old. Hobbies are photography, tennis, golf. He is the 1941-42 president of the Radio Executives Club of New York.

HARMON SPONSORED BY FORD DEALERS

FIRST SPONSOR of Tom Harmon, the U of Michigan All-America football star who has been appointed sports director of WJR, Detroit, will be Ford Dealers of Michigan who have bought all eight games of the U of Michigan schedule. Having completed work on the Columbia Pictures "Harmon of Michigan" in Hollywood, Harmon is making a personal appearance at the Chicago Theatre before assuming his duties at WJR in early September.

In handling the Michigan games he will be assisted by Harry Wismer, former WJR sportscaster. The schedule begins Sept. 27 at Ann Arbor, with the Michigan State game, and the Ford dealers will sponsor both at home and abroad games: Oct. 4, Iowa at Ann Arbor; Oct. 11, Pittsburgh at Ann Arbor; Oct. 18, Northwestern at Evanston; Oct. 25, Minnesota at Ann Arbor; Nov. 1, Illinois at Champaign; Nov. 15, Columbia at New York; Nov. 22, Ohio State at Ann Arbor.

Spots Promote Baseball

CHICAGO National League Baseball Club is continuing placement of one-minute transcribed dramatizations on Chicago stations throughout the baseball season, promoting attendance at home games of the Cubs. Announcements are heard 5 to 14 times a day on WGN, WCFL, WJJD and WIND, Gary, when the team is at home. Columbia Recording Corp., Chicago, cut the transcriptions. Arthur Meyerhoff & Co., Chicago, is the agency.

Terminix Test

TERMINEX Co., Los Angeles (insecticide), in a brief test campaign which started in late July, is using a weekly five-minute sales talk on KMPC, Beverly Hills, Cal., offering free home inspection. Firm plans extension of radio coverage to include other West Coast stations if test proves successful. Agency is Chas. H. Mayne Co., Los Angeles.

WRNL

ALWAYS RINGS THE

BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

Only Station Serving Greater New Orleans 24 Hours Daily . . .

WNOE

New Orleans' Greatest Radio Value

A Mutual Affiliate

Excuse us for shouting but . . .

OUR BOOM IS DIFFERENT



This old Southern gentleman — Charleston, S. C.— has shaved off his goatee, put aside his julep, rolled up his sleeves and . . . things are humming!

Sure, it's a defense boom *but it's different.* Our shipyards are jammed with orders; our ordnance plants are working night and day; our industrial scene has broadened and expanded beyond all previous concepts. A vast hydro-electric development is bringing new industries and still more families to Charleston in ever increasing numbers. The result: forgetting all about soldiers and sailors and marines, thousands of new *families* have moved into Charleston County *since the first of the year alone.* 4000 new homes have been built here in the last year . . . permanent residents — living here, making money here and spending it here . . . for everything that families buy!

Sales Management lists Charleston as a "national high-spot" . . . reporting 36% *greater* sales potential for this September than for 1940, which was a big year for Charleston merchants. That's one reason why America's leading advertisers have increasingly turned to WCSC—Charleston's oldest, most popular radio station. In network business alone 119% more quarter hours are sponsored on WCSC today than even as recently as January of this year. And that's not counting Fall business not yet in . . . including yours!

WCSC

CHARLESTON, S. C.

THE CBS STATION FOR THE COASTAL CAROLINAS

Represented nationally by Free & Peters, Incorporated

Merchandising & Promotion

Dollar Lure—In the Bag—Women to Meet—Armour Session—Chick's Achievement

A CAMPAIGN to attract defense payroll dollars for retail grocery sales was launched recently at a meeting of the secretaries of the State Food Associations of Ohio, Kentucky, Indiana and West Virginia, at WLW, Cincinnati. Known officially as the WLW Plan for Plus Food Sales, the campaign aims to induce the consumer to supplement his regular grocery purchases with luxury items. As pointed out by Will H. Oldham, director of grocer relations at WLW, research of his department indicates that the bulk of the increased spending being done by consumers is going into luxury fields.

* * *

Ten Pin Chatter

WEEKLY resume of bowling activity in the San Francisco bay area has started on KROW, Oakland, conducted by Lloyd Maddock of the *Oakland Post-Enquirer*. Scores, league standings, interviews and personal items comprise the programs.

Farm Market Talks

OUTDOOR farmers market is the origination point for a new series on WKBN, Youngstown. Wayne Johnson interviews the concessionaires regarding their produce, housewives are interviewed about their favorite recipe and then given a large basket of groceries and fresh meat for participating.

* * *

V For Victory

PUBLIC relations department of KLZ, Denver, is distributing bronze and black metal paper weights in the form of a "V" with the Morse for V and station call letters on the square base.

Auto Plates

NAME plates for automobile tags with the call letters of WNAX, Yankton, S. D., are being distributed by the local Chamber of Commerce calling attention to the 927-foot towers of the station now under construction.

* * *

In The Bag

GROCERS in San Antonio were recipients of a mailing piece from KTSA consisting of a miniature flour bag with a blotter inserted in the opening of the sack with the words, "It's in the bag". To read the remainder of the message the blotter has to be removed from the bag which shows the sponsor's program, time and station call letters.

Two WOR Women

CASE HISTORIES of the two outstanding women commentators on WOR, New York, have ben issued as promotion booklets by the station—*Meet Martha Deane* and *Here's Bessie Beatty*. Tying in with the appearance this month of a new personality, Marian Young, behind the Martha Deane name, the book gives a history of the program, its sponsors, and its success since 1934. Letters from sponsors of Bessie Beatty's program are reprinted in the second presentation, with a summary of her activities and accomplishments during her first year on WOR.

* * *

WCKY at Food Show

TWO daily broadcasts will be made by WCKY during the Cincinnati Retail Grocers and Meat Dealers' Pure Food & Health Exposition, Aug. 19-Sept. 1, from the exposition grounds. Ann La Hay, woman's commentator, will present her daily *News About Women* show from the WCKY booth at the food show. Miss La Hay and Al Bland, pilot of the *Morn Patrol*, each afternoon will conduct interviews with women. On Aug. 28 and 29, the WCKY Studio Plane will be on exhibition.

* * *

Cards for Commentators

CONTINUING close cooperation with CBS, the *Los Angeles Times* placarded Southern California with more than 2,000 automatic newsboy announcements calling attention to its special feature as well as the five-weekly quarter-hour *Bill Henry* commentary on Pacific Coast stations of that network. Henry is sponsored twice-weekly on six CBS stations by American Chicle Co. (Dentyne) with the program sustaining for the balance of the week.

* * *

Lucky's Decennial

MAMMOUTH celebration in the Oakland Civic Auditorium before an audience of 15,000 was recently conducted by KPO-KGO, San Francisco, in honor of the tenth anniversary of the founding of Lucky Stores Inc., owners of 22 markets in Northern California. Admission to the festivities, which were broadcast, was by ticket, obtainable from the Lucky Stores, and the event was promoted by special announcements, displays and six special editions of the *Oakland Post-Inquirer*.

* * *

Tie-in With Rotos

WHEN the Minneapolis and St. Paul Sunday papers featured Duluth-Superior ore shipping in their colored roto sections, KDAL, Duluth, capitalized on them for a mailing piece. Captions on one of the layouts was "Shipping is King", and KDAL headed its own wrapper "More Power to the King!" by way of plugging its increase in power to 1,000 watts on a new frequency, 610 kc. The two roto sections from the paper, with the wrapper, constituted the mailing piece.

* * *

Building Up Farm Sources

ASKING farm listeners of WOWO, Fort Wayne, to write him about farm conditions in their particular locality and offering a copy of the *Farmer's Guide*, Jim Conway, conductor of the *Jim Conway Office* program of the *Indiana Farmer's Guide*, is gathering a more thorough knowledge of various farming conditions to use on his program.



Easy Pickin's:

Although more than one-fourth of the nation's cotton is grown in Texas, the millions of spendable income it provides are only a small contribution to the enormous agricultural wealth of the state. With approximately one-twelfth of the United States within her borders, Texas produces everything from winter wheat to tropical fruits.

And the richest part of this vast storehouse of nature is the Central and South Texas area—a great "horn of plenty"—with WOAI its most powerful advertising influence.

Yes, it's "easy pickin's" down here for advertisers who use WOAI to do a bang-up harvesting job.

AFFILIATE NBC
MEMBER TQN
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO

WOAI San Antonio
50,000 WATTS
CLEAR CHANNEL

Armour Dealers Confab

WHEN Armour & Co. began promoting its products on WGL, Fort Wayne, recently, a sales meeting was held in the WOWO-WGL studios, at which the purpose of the whole new Armour campaign was explained to some 40 Armour dealers by J. J. Jenkinson, district manager. Frank Webb, sales manager of WOWO-WGL, told the story of the radio campaign, punctuating his talk with playing Armour disc announcements, after which refreshments were served by Sue Gibson, conductor of *Sue Gibson's Notebook* on WGL, and Jane Weston, conductor of the *Modern Home Forum* on WOWO. Dealers attended the meeting from towns as far as 50 miles.

* * *

An Elaborate Job

THE WORK of M. C. (Chick) Allison, promotion manager, one of the most elaborate and complete station presentations ever issued has just come off the press as *The Story of WLW*. Profusely illustrated, it tells the story of WLW's technical setup, market, programs, staffmen and stars, news coverage, *Consumers Foundation*, *Homemakers' Revue*, rural program service, merchandising etc. Folded-in surveys and maps are also contained.

* * *

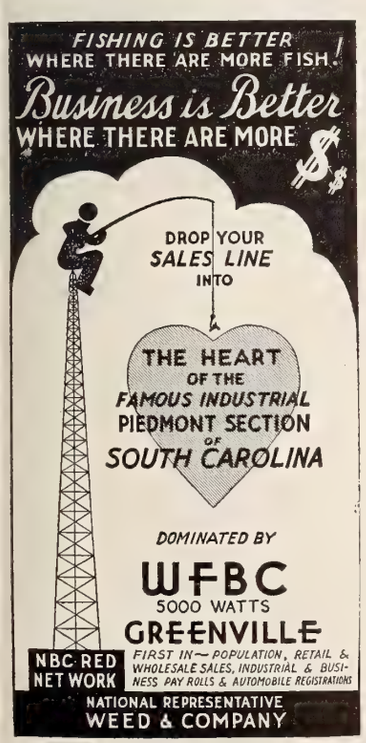
Spotless Richmond

BACKING the movement to make Richmond a spotless city, WMBG has distributed 5,000 window-cards through policemen and firemen calling attention to the program, *It's Your City*, a dramatic show designed to make citizens more conscious of their duty in beautifying the city.

* * *

WPEN Brushes

CAMEL HAIR brushes with an invitation to paint a peaceful picture are being sent to the trade by WPEN, Philadelphia. Message further admonishes that to paint a picture of clients, uncomplaining and satisfied with new high sales, the recipient should use WPEN as the brush.



WBIG Night

NIGHT baseball was sponsored Aug. 13 by WBIG, Greensboro, N. C., which distributed through local merchants special coupons entitling recipients to admission to the night game between the Greensboro Red Sox and the Richmond Colts in the World War Memorial Stadium in Greensboro for only 20 cents.

BROCHURES

KSFO, San Francisco—Description of the new *KSFO Home-Service Council* program with Gordon Owen as director.

WING, Dayton, O.—Pictorial booklet describing the station personnel, talent and coverage.

WOV, New York—New coverage map with outstanding programs.



THANKS, ARTHUR, says Brig. Gen. James A. Ulio (right), chief of the Army Morale Division, for the contribution of 750 records. Arthur Godfrey, commentator-humorist-vocalist of WJSV, Washington, made recordings of *You're in the Army Now* and an original composition, *Grandma's Minuet*, for Army camps, taking care of all expense. Godfrey is a lieutenant in the Naval Reserve and an honorary buck private in the Army, a rank bestowed recently at Fort Riley, Kan. This dual military role is declared by Army and Navy authorities to be unusual, except in case of the presidency.

New Patriotic Series Heard on 450 Stations

INSTITUTE of Oral & Visual Education, Washington, through its executive director, Thomas A. Sheridan, has announced release of a new series of recorded programs titled *Lest We Forget—Our Constitution*, fourth in the series being broadcast by more than 450 stations. At least 1,000 school systems are using the *Lest We Forget* recordings either on their own equipment or by arrangements with local radio stations, the Institute states.

The new series is composed of 26 quarter-hour transcriptions telling in dramatic form the background of the Constitution, the compromises necessary before adoption was possible, the Bill of Rights and other amendments, and some typical Supreme Court cases involving the Constitution.

MARGARET HADLEY STATON, former women's director of WEED, Rocky Mount, N. C., is author of an inspirational volume. *Let's Talk About You!*, published by Harbinger House, New York.

Have you ever lived a little

"Off the Beaten Path?"



If you live on a Midwestern farm, in a rural community or any place where all trains but the "two-a-day" local go right on thru, then—"This is WGN—A CLEAR CHANNEL STATION"—is your best contact with the world at large.

To many it means their only radio contact with major league baseball.

It means musical programs of unexcelled merit—the Chicago and Philadelphia Symphonies—The Operettas.

It means frequent news bulletins and concise news analyses by outstanding commentators—Raymond Gram Swing, Gabriel Heatter, Wythe Williams, Alan Scott.

"This is WGN—A CLEAR CHANNEL STATION"—means the only satisfactory and adequate radio reception to many rural areas in the vast Middle West.

WGN

Eastern Sales Office
220 E. 42nd St.
New York, N. Y.

A Clear Channel Station

50,000 Watts • • 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

WGN

Paul H. Raymer Co.
Los Angeles, Cal.
San Francisco, Cal.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

M. Werk Co., St. Bernard, O. (soap), 12 *sa* weekly, thru Frederic W. Ziv, Cincinnati.
Procter & Gamble Co., Cincinnati (Ivory), 3 *ta* weekly, 10 *ta* weekly, thru Compton Adv., N. Y.
Macfadden Publications, New York (*True Story*), 15 *sa* weekly, thru Arthur Kudner Inc., N. Y.
Hurley Machine Co., Chicago (Thor washers), 5 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.
Florida Citrus Commission, New York, 5 *ta* weekly, thru Arthur Kudner Inc., N. Y.
Studebaker Corp., South Bend (autos), 3 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Knox Co., Los Angeles (Custex), 2 *sp* weekly, thru Barton A. Stebbins, Los Angeles.
Canadian National Exhibition, Toronto, 10 *sa* weekly, 6 *sp* weekly, thru Cockfield, Brown & Co., Toronto.

CFCO, Chatham, Ont.

Imperial Tobacco Co., Montreal (Winchester cigarettes) 6 *sa* daily, thru Whitehall Broadcasting, Montreal.
St. Lawrence Starch Co., Port Credit, 24 *sp*, thru McConnell-Eastman, Toronto.
Tip Top Tailors, Toronto (clothing), 26 *sa* thru McConnell-Eastman, Toronto.
Swift Canadian Co., Toronto (feeds, concentrates), 159 *sa*, thru J. Walter Thompson Co., Toronto.
Dr. A. W. Chase Medicine Co., 284 *sa* thru Ardiel Adv. Agency, Oakville, Ont.
Federal Government of Canada, Ottawa, (Oil conservation), 2 *sa* daily, thru Adv. Agencies of Canada.
Eastern Steel Products, Toronto (farm equipment), 5 *sa* weekly, thru Cockfield, Brown & Co., Toronto.
Canadian National Carbon Co., Toronto (Batteries) 5 *t* weekly, thru Locke, Johnston & Co., Toronto.
National Feeds & Fertilizers, 3 *t* weekly, 25 weeks, thru Ardiel Adv. Agency, Oakville, Ont.

KMOX, St. Louis

Standard Brands Inc., New York (Fleischmann's Yeast), 60 *t*, thru J. Walter Thompson Co., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 2 *t* weekly, thru Compton Adv., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv., N. Y.
Griesedieck Bros. Brewing Co., St. Louis, 52 *sp*, thru BBDO, Chicago.

WINS, New York

America On Wheels Inc., New York (roller skating rinks), weekly *sp*, thru Klinger Adv. Corp., New York.
Columbian Protective Assn., New York (insurance), 24 *sp* weekly, thru Klinger Adv. Corp., New York.

KPO, San Francisco

Bosco Co., New York (milk amplifier), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Standard Beverages, Oakland, (soft drinks), 3 *sa* weekly, thru Emil Reinhardt, Oakland.

WOV, New York

Samuel Schlossman Co., New York (furniture), 6 *sp* weekly, 52 weeks, thru Klinger Adv. Corp., N. Y.
Bridge Apparel Shop, New York (furrier), 6 *sp* weekly, 52 weeks, thru Klinger Adv. Corp., N. Y.

WENR, Chicago

The Pen Man, Chicago (fountain pens), *sp* weekly, 8 weeks, thru United Adv. Cos., Chicago.
Olson Rug Co., Chicago, 9 *sa*, tnru Presba, Fellers & Presba, Chicago.

KFRC, San Francisco

Standard Oil Company of California, San Francisco (petroleum products), 2 *sp* weekly (renewal), thru McCann-Erickson, San Francisco.
Standard Beverages, Oakland, Cal. (Par-T-Pak), 6 *sp* partic. weekly, thru Emil Reinhardt, Oakland, Cal.
Par Soap Co., Oakland, Cal. (soap), 6 *sp* partic. weekly, thru Tomaschke-Elliott Inc., Oakland, Cal.
Southern Pacific Co., San Francisco (rail transportation), 6 *sp* partic. weekly, thru Lord & Thomas, San Francisco.
Beneficial Casualty Co., Los Angeles (insurance), weekly *t*, thru Stodel Adv., Los Angeles.
Kellogg Co., Los Angeles (Kellogg's Ant Paste), 5 *sp* partic. weekly, thru W. C. Jeffries Co., Los Angeles.
Incelo Company, Chicago (Univex Moving Picture Camera), 12 *sp* partic., thru United Adv. Companies, Chicago.
Pacific Brewing and Malting Co., San Francisco (Wieland's Beer), 26 *sa*, thru Brewer-Weeks, San Francisco.
McIlhenny Co., Avery Island, La. (Tobasco Sauce), 24 *t*, thru Aubrey, Moore & Wallace, Chicago.

KSFO, San Francisco

Florida Citrus Commission, Tampa (fruit) 5 *ta* weekly, thru Arthur Kudner, New York.
American Cigarette & Cigar Co., New York (Pall Mall) 389 *ta*, thru Ruthrauff & Ryan, N. Y.
Southern Pacific Co., San Francisco (rail transportation) 33 *sa*, thru Lord & Thomas, San Francisco.
Sioux Steel Grain Bins Co., (grain bins) 6 *sp* participating weekly, thru Brewer-Weeks, San Francisco.
Homestead Baking Co., San Francisco (Hollywood Bread), 4 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.
S. Martinelli & Co., San Francisco (Gold Medal Cider) *sp*, thru Brisacher, Davis & Staff, San Francisco.
H. C. Capwell Co., Oakland, Cal. (department store) *sa* series, thru Jewell Adv. Agency, Berkeley, Cal.

KHJ, Los Angeles

Los Angeles Daily News, weekly *sp*, direct.
McCauley Bottling Works, Los Angeles (soft drink), weekly *sp*, thru Cesana & Assoc., Los Angeles.
Sears Roebuck & Co., Los Angeles (retail), 30 *sa*, thru The Mayers Co., Los Angeles.
Pabst Brewing Co., Chicago, 5 *sa* weekly, thru Lord & Thomas, Chicago.
Schwabacher-Frey Co., Los Angeles (retail), 7 *sa* weekly, thru W. Austin Campbell Co., Los Angeles.
Vita-Pep Products Inc., Los Angeles (dog food), 3 *sp* weekly, thru Cesana & Assoc., Hollywood.

KMPC, Beverly Hills, Cal.

Douglas Oil & Refining Co., Los Angeles (oil, gasoline), 12 *t* weekly, thru H. W. Kastor & Sons Adv. Co., Los Angeles.

WEAF, New York

Campbell Soup Co., Camden, 6 *sp* weekly, 20 weeks, thru Ward Wheellock Co., Philadelphia.

WGY, Schenectady

Bristol-Myers Co., New York (Minit-Rub), 12 *sa* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Florida Citrus Commission, Lakeland (fruits), 5 *sa* weekly, thru Arthur Kudner, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.
Kellogg Co., Battle Creek, Mich. (Pep), 10 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Procter & Gamble Co., Cincinnati (ivory soap), 4 *sa* weekly, thru Compton Adv. N. Y.
I. J. Grass Noodle Co., Chicago (noodle soup), 3 *sp* weekly, thru Charles Silver & Co., Chicago.

WHO, Des Moines

Perfection Stove Co., Cleveland, 3 *sa* weekly, thru McCann-Erickson, Cleveland.
Great A & P Tea Co., New York, 16 *sa* thru Paris & Peart, N. Y.
Readers Digest Assn., Pleasantville, N. Y., 26 *ta*, thru BBDO, N. Y.
Histex Corp., Chicago (Histine), 3 *sp*, thru United Adv. Cos., Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup of Pepsin), 312 *sp*, thru Sherman & Marquette, Chicago.
Michael Leonard Seed Co., Sioux City, Ia., 13 *sa*, thru Allen & Reynolds, Omaha.
Mantle Lamp Co. of America, Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.

KQW, San Jose, Cal.

Tri Pak Gun Kit Inc., San Francisco (hunting supplies), weekly *sp*, direct.
Foster Milburn Co., New York (Doan's Pills), 2 *ta* weekly, thru Spot Broadcasting Inc., N. Y.
Denthol Co., San Francisco (mouthwash), 18 *sa* weekly, thru Ad Service Co., San Francisco.
Thompson & Holmes Ltd., San Francisco (Philco distributors), 72 *ta*, direct.
Shasta Water Co., San Francisco (Shasta sparkling water), 65 *sa*, thru Brewer-Weeks Co., San Francisco.
Sprouse-Reitz Stores, Oakland, Cal. (chain), *sp* and series of *sa*, thru Western Radio Productions, Oakland, Cal.

WMAQ, Chicago

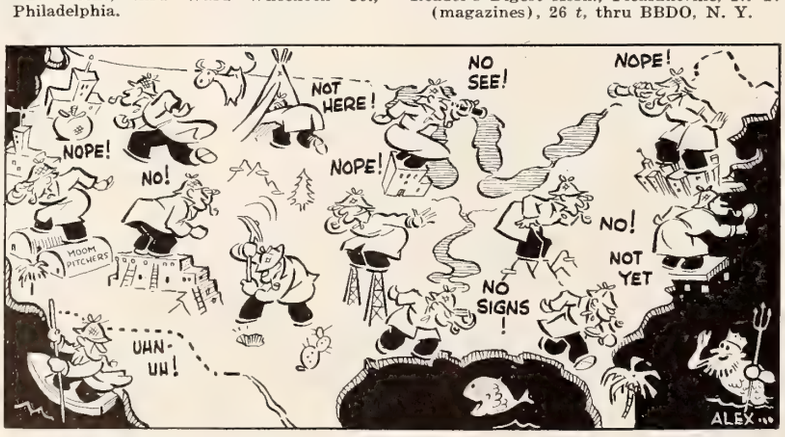
Reader's Digest, Pleasantville, N. Y., 26 *ta*, thru BBD&O, N. Y.
O-Cedar Corp., Chicago (polish, wax), 130 *ta*, thru H. W. Kastor & Sons Adv. Ag., Chicago.
Olson Rug Co., Chicago, 6 *sa*, thru Presba, Fellers & Presba, Chicago.
The Pen Man, Chicago, (fountain pens), 3 *sp* weekly, 8 weeks, thru United Adv. Cos., Chicago.

KARM, Fresno, Cal.

J. A. Folger & Co., San Francisco (coffee), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

WEEI, Boston

Reader's Digest Assn., Pleasantville, N. Y. (magazines), 26 *t*, thru BBDO, N. Y.



Hired market-finders in search of the promised land. The advertiser is desperate and the advertising agency cracks its whip, but, to date . . . no luck! Tsk . . Tsk!!

FULTON LEWIS NOW HAS 21 SPONSORS

WITH recent additions, 21 sponsors on as many stations are now buying the Fulton Lewis jr. Washington news commentaries carried five times weekly on MBS as a sustainer available for local sponsorship, according to William B. Dolph, manager of WOL, Washington, who is also Mr. Lewis' manager. The list of stations and sponsors follows:

KABC, San Antonio, Wolff & Marx Dept. Store.
KALE, Portland, Ore., Pendleton Woolen Mills.
KDON, Monterey, Cal., National Dollar Store.
KFEL, Denver, American National Bank.
KFJZ, Fort Worth, Mercer Distributing Co.
KFRC, San Francisco, Hastings Clothing Store.
KOL, Seattle, William O. McKay (Ford dealer).
KSAL, Salina, Kan., Studebaker Corp.
WMBL, Macon, Ga., Sterchi Furniture Co.
WBRK, Pittsfield, Mass., Rogers Jewelry Co.
WCOU, Lewiston, Me., Rogers Jewelry Co.
WRDO, Augusta, Me., Rogers Jewelry Co.
WDSM, Superior, Wis., E. J. Brach & Sons Candy Co.
WGH, Newport News, Va., The Wildder Theatres.
WGRC, Louisville, Ky., Kentucky Home Mutual Life Insurance Co.
WHBF, Rock Island, Ill., Modern Woodmen of America.
WJEJ, Hagerstown, Md., Bohman-Warne Co.
WLAP, Lexington, Ky., L. R. Cooke Chevrolet Co.
WMPS, Memphis, Tennessee Brewing Co.
WMT, Cedar Rapids, Ia., Scott McIntyre & Co.
WOL, Washington, Arcade Sunshine Laundry.

Orson Welles Program Surrounded by Mystery

LADY ESTHER Co., Evanston, Ill. (cosmetics), replacing the current *Lady Esther Serenade* on 63 CBS stations with a new variety-dramatic series featuring Orson Welles, Sept. 15, Mondays, 10-10:30 p.m. (EDST), is permitting no advance publicity to filter through on the secret nature of the show. Both Welles and Pedlar & Ryan, New York agency servicing the account, are noncommittal, other than that format and merchandising will be a radical departure.

Welles will participate as star, writer, director and producer. It is understood his 52-week contract calls for blanket freedom to do anything he desires in the way of entertainment. For publicity purposes, Ernest Bachrach, and Ted Allen, RKO-Radio Pictures and CBS Hollywood photographers respectively, "shot" Welles in 278 different poses during a solid four-hour sitting.

BATTLE CREEK DRUGS Inc., Battle Creek, Mich., and Consolidated Royal Chemical Co., in answers to a complaint issued by the Federal Trade Commission, denied charges of false advertising and misarepresentation for BonKora, represented as a reducing agent and treatment for obesity, according to an FTC announcement last Monday. The FTC last Friday ordered G. Kruger Brewing Co., Newark, to cease certain representations in the sale of Ambassador Beer.

Radio Advertisers

TODD'S CLOTHES SHOP, Los Angeles (retail stores), on Aug. 18 starts a five-weekly quarter-hour late evening newscast on KMPC, Beverly Hills, Cal. Contract is for 52 weeks. In addition, the firm sponsors twice-weekly the quarter-hour *Let's Talk Over the News*, on KMPC, and utilizes a 15-minute early evening newscast, five times per week, on that station. Other Southern California radio is also being used with placement through N. J. Newman Adv. Agency, Los Angeles.

BARNEY'S CLOTHES Inc., New York, extensive user of radio in the metropolitan area, has recently renewed its contracts on WAAT, Jersey City, and WHN, New York, the former for two years and the latter for 61 weeks. Company sponsors several types of programs on each station daily through the week. It also has contracts running on WNEW, WOV and WINS, New York. Agency is Emil Mogul Co., New York.

OLD COUNTRY TROTTING Assn., Mineola, L. I. (race track), on Aug. 11 started a schedule of two spot announcements and four participations daily on racing programs, Monday through Friday, on WHN and WINS, New York. Harry Dube, New York, handles the account.

EAGLE VINEYARD PRODUCTS Co., San Francisco (Eagle and Baronet Wines) has obtained exclusive territorial rights to the *Famous Fathers* series, and on Aug. 18 starts it weekly on KYA, San Francisco, through Theodore H. Segal Adv. Agency, that city.

Overcoats in August

SCHWARTZ & GORDIN, Oakland men's clothier, is launching an overcoat sale in mid-August, using KROW, Oakland. Transcribed announcements carry winter sound effects such as blizzard winds, sleigh bells etc. Account is handled by the Theodore H. Segall Adv. Agency, San Francisco.

SUPREME BAKERY CO., Los Angeles (Town Talk bread), on Aug. 19 starts for 52 weeks, thrice-weekly the transcribed dramatic serial, *Dearest Mother*, on KECA, that city. Firm on Aug. 24 resumes for 52 weeks the transcribed *Superman*, five times per week on KECA, with the serial going thrice-weekly on KGB, San Diego. Hillman-Shane Adv. Agency, Los Angeles. has the account.

EASTERN STEEL PRODUCTS, Preston, Ont., (farm equipment) on Aug. 18 started transcribed spot announcements on CFRC, Kingston, Ont.; CFCO, Chatham, Ont.; CKPC, Brantford, Ont.; CFPL, London, Ont.; CKTB, St. Catherines, Ont.; CKNX, Wingham, Ont., and twice weekly market service on CFRB, Toronto. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

FORD DEALERS of Minnesota have extended sponsorship of the six weekly *Noontime News* conducted on WCCO, Minneapolis, by Cedric Adams, to the Northwest Network, including KDAL, Duluth; WMFG, Hibbing; WHLB, Virginia. Adams' *Evening Purity* news broadcast, also six times weekly, has been piped by WCCO to the Northwest Network since last April.

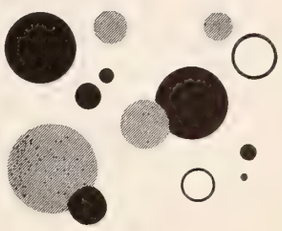
MARNEY FOOD Co., Huntington Park, Cal. (Marco dog food), on Aug. 15 started weekly announcements on K45LA, Hollywood. Contract is for 52 weeks. Firm, in addition, sponsors a thrice-weekly quarter-hour program, *Dave Lane*, on KNX, that city, as well as daily participation in *The Breakfast Club*, on KFAC, Los Angeles. Agency is Ivar F. Wallin & Staff, that city.

GENERAL BREWING CORP., San Francisco (Lucky Lager beer) on Aug. 1 started for 52 weeks *Lucky Lager Dance Time*, two-hour recorded series seven nights weekly on KFAC, Los Angeles. Sponsor also is using spot announcements on 16 California stations [BROADCASTING, June 16] and has added KYOS, Merced, Cal. Agency is McCann-Erickson, San Francisco.

ANDREW JERGENS Co., Cincinnati, Aug. 31 is renewing through Jan. 3, 1942, its contract for seven nights weekly sponsorship of *Just Music* on WQXR, New York, 11 p. m. to 12 midnight. The company also has signed for 52-week sponsorship of the transcribed musical program from Jan. 4, 1942 to Jan. 2, 1943. Agency is Lennen & Mitchell, New York.

UNIVERSAL ENTERPRISES, Los Angeles (Standard Brands paint), on Aug. 17 started sponsoring a weekly 45-minute program of recorded music, followed by a quarter-hour newscast on KMPC, Beverly Hills, Cal. Contract is for 52 weeks. Other Southern California radio is planned. Affiliated Adv. Agency, Los Angeles, has the account.

HARLEY HOLT FURNITURE Co., Nashville, takes over sponsorship of Sammy Smith, known as the "Wandering Tunesmith", in a twice weekly series on WLAC for 52 weeks. Morris Department Store, with stores in Nashville and Old Hickory, Tenn., has contracted for a Western type program six mornings per week over WLAC.



When you think of SPOTS... think of John Blair!



JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES



FOOTBALL GAMES AVAILABLE

on the "First in Sports" Station

St. Louis KWK, first in Sports in its Market, again offers Johnny Neblett and Johnny O'Hara broadcasting the football games which St. Louisans follow. The schedule includes Missouri and Illinois U as well as Washington and St. Louis U. World's Series exclusive, Mike Jacobs Fights exclusive and the incomparable Dizzy Dean, O'Hara and Neblett dominating the baseball audience fit the KWK Football Sponsor into a fifty-two week leadership in Sports.

SO EASILY MERCHANDISED

ST. LOUIS

KWK

Reresented by Raymer

Football Broadcasts lend themselves to merchandising more readily than the average program. General Publicity to the Trade has above average Reader Interest and Distributor, Dealer and Sales Personnel are part of the actual station audience. Car cards and Newspaper tie-ins are particularly effective.



NESBITT FRUIT PRODUCTS, Los Angeles (beverages), as part of its national campaign in selected markets, on Aug. 11 started sponsoring for eight weeks, the transcribed quarter-hour *Passing Parade* with John Nesbitt, commentator, thrice weekly on WBAP, Fort Worth, and WFAA, Dallas. Agency is Walter K. Neil Inc., Los Angeles.

NESTLES MILK PRODUCTS, New York (Nescafe coffee), on Sept. 15 starts a 12-week test with three quarter-hour participations weekly on the *Breakfast Club* on KFRC, San Francisco. Agency is Leon Livingston, San Francisco.

LOMA LINDA FOOD Co., Riverside, Cal. (Ruskets), recently started twice-weekly participation in the *Home Forum* on KGO, San Francisco. Agency is Gerth-Knollin, San Francisco.

MONTGOMERY WARD & Co., Oakland, Cal. (national mail order house), which closed down its plant for several months due to a strike, started a heavy campaign of spot announcements on KSFO, San Francisco, following settlement of the labor dispute and the reopening of its Oakland headquarters. Business was placed direct.

NUFIT LABORATORIES, Los Angeles (dental plate reline), out of radio for some time, has started sponsoring a twice-weekly quarter-hour dramatic program, *Confessions of a Corsair*, on KHJ, Los Angeles. Contract is for 52 weeks. Featured are the Celeste Rush Players. Agency is Stodel Adv. Co., Los Angeles.

SWERL PRODUCTS, Oakland, Cal. (laundry soap) recently started a series of announcements on KPO, San Francisco. Agency is Lord & Thomas, San Francisco.

All-Night Sponsor

LE ROY'S JEWELERS, Los Angeles, has started sponsoring the six-hour, midnight to 6 a.m. recorded program seven times weekly on KFAC, that city. Firm also uses an average of 63 time-signal announcements per week on KFI. A. Louis Paul Agency, Los Angeles, has the account.

MARLIN FIREARMS Corp., New Haven, Conn. (razor blades), on Aug. 11 started for 13 weeks sponsoring daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is Craven & Hedrick Inc., New York.

GENERAL BREWING Corp., San Francisco (Lucky Lager beer), through McCann-Erickson Inc., that city, in a 52-week campaign which started Aug. 1, is sponsoring a nightly two-hour program of recorded semi-classical music on KFAC, Los Angeles.

PACKARD DEALERS OF BROOKLYN are sponsoring a spot campaign of live announcements on WWRL, Woodside, L. I., WCNW, Brooklyn, and WOV, New York. Contracts run 8-10 weeks. Winston Adv. Agency, New York, handles the account.

P. LORILLARD Co., New York (Old Gold cigarettes), an Aug. 12 renewed *Clem McCarthy Sports Shows*, Tuesday, Thursday and Saturday, three times daily on WHN, New York. J. Walter Thompson Co., New York, handles the account.

TIP TOP TAILORS Ltd., Toronto (chain) on Sept. 9 starts dramatized spot announcement campaign thrice weekly on 30 Canadian stations. Account was placed by McConnell Eastman Co. Ltd., Toronto.

PACIFIC BREWING & Malting Co., San Francisco (Wieland's Beer), has renewed its spot announcement campaign currently on eight stations on the Pacific Coast. Agency is Brewer-Weeks Co., San Francisco.

FORT WORTH TRANSIT GRAIN & COMMISSION Co. has renewed its tri-weekly five minute *Farm Flashes* for 13 times on KGKO, Fort Worth. Agency is Southern Adv. Agency, Fort Worth.

HAPPY FEED MILLS, Memphis, and its local dealers are sponsoring the *Noonday News* on WCBI, Columbus, Miss., with Houston Cox handling the AP bulletins. WCBI also reports signing a schedule with Gulf Mobile & Ohio Railroad.



HAPPY BEGINNING for Gordon Owen's debut on KSFO, San Francisco, is reflected in the faces above. The smiles are occasioned by the signing of a contract to sponsor Owen by the First Federal Savings & Loan Assn. of Oakland. Owen replaces Galen Drake on the station, Mr. Drake going to Southern California. Left to right are Eric F. Dandy, general manager of Pacific Advertising Staff, Oakland agency handling the account; William A. Davis, president of First Federal, and Haan J. Tylver, KSFO sales manager.

MARGARET BURNHAM CANDY Co., Oakland (chain), has also started weekly participation in the *Home Forum* through Brisacher, Davis & Staff, San Francisco.

PHILCO RADIO & TELEVISION Corp., Philadelphia, has signed with WLW, Cincinnati, for six one-minute announcements a week for 13 weeks, starting Aug. 11.

LOS ANGELES Pacific Macaroni Co., Los Angeles, has been sold to Golden Age Corp., Libertyville, Ill., a subsidiary of Grocery Store Products Corp., New York.

WCCO Revives "Tena"

WITH SAMPLE transcriptions in the hands of Radio Sales, Chicago and New York, WCCO, Minneapolis, is reviving the *Tena and Tim* series and offering the drama in five and 15-minute strips. In the new show, *Life With Tena*, Peg Beckmark, author and title actress, will again have the leading role, and Florence Murphy, Minneapolis freelance, will resume her original "Mrs. Hutchinson" role. New characters will be introduced from time to time. The story resolves about "Tena," the Scandinavian maid and the trouble she encounters with her employer.

THERE IS NO *Ceiling* in NORFOLK



Sales Opportunity goes HIGHER DAILY

★ **NORFOLK IS *Now* LARGEST CITY** in Virginia—in population and buying power, as of July 1! 50% GAIN in past 12 months. Quarter Million expected in 1942.

★ **NORFOLK IS *Now* LARGEST MARKET** on the Atlantic Coast south of Baltimore. Population of Norfolk Area now 532,400—and still climbing sharply.

★ **NORFOLK *Now* LEADS IN SALES.** Norfolk NEW CAR SALES up 76%! DEPARTMENT STORE SALES up 44%! First 5 months of 1941 over same period last year. Norfolk leads entire Fifth Federal Reserve District in Department Store Sales—next closest city trailing by 10%.

NOW 5000 WATTS DAY and NIGHT ★

For Finest Results on New Schedules Include . .

WTAR

NORFOLK VA. AMERICA'S No.1 SALES AREA

COMPLETE NBC RED and BLUE SERVICE

Owned and Operated by Norfolk Newspaper, Inc. National Representatives: Edward Petry & Co.

Buy WING

DAYTON, OHIO

5,000 WATTS Day and Night

and get WIZE

SPRINGFIELD, OHIO

(BONUS STATION)

TWO BIG MARKETS AT THE PRICE OF ONE

NBC Red and Blue

National Representative PAUL RAYMER CO.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS DAY AND NIGHT

COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Morgenthau Lauds Aid in Bond Sale

Praises Industry for Role in Promoting Treasury Drive

PRAISE for the important role that radio is playing in promoting the sale of U. S. Defense Bonds and Stamps was accorded last week to the entire industry when every radio station in the country was recipient of a letter from Secretary of Treasury Henry Morgenthau Jr., on the occasion of the bond drive attaining the billion dollar mark, thanking them for their excellent cooperation since May 1 in promoting the sale of U. S. Defense Bonds and Stamps. Secretary Morgenthau's letter reads:

"We of the Treasury Department are gratified to announce that the sale of United States Defense Bonds has passed the billion-dollar mark.

"To the broadcasting stations of the nation belongs a generous share of credit for this accomplishment. Their hearty cooperation has been of single importance in advancing the defense savings program.

Willing Cooperation

"The willing assistance of your station has enabled us to localize our activities in the area which you serve, and the defense savings message has reached the listeners through the familiar, friendly voices of your station staff with strongly convincing appeal. We are fortunate in having the benefit of this effective neighborly approach.

"The appreciation of the Treasury Department is extended to you for the time and effort devoted to the promotion of the defense savings program. You have the thanks of the Government for your patriotic interest in this enterprise so vital to national defense."

From April 28 to July 31 over a quarter-million announcements about Defense Bonds and Stamps were used by the more than 800 radio stations of the United States. In addition to this, thousands of special event programs have been presented by individual stations and networks during the first three months of the drive.

'Don Winslow' in Movies

SCREEN RIGHTS of *Don Winslow of the Navy*, cartoon strip by Frank Martinek, which has been adapted as a radio serial, have been sold to Universal Pictures, which will start production of a Don Winslow movie serial in the fall.

WMBG Sets Time

WITH Gov. James H. Price officiating, the master clock was advanced one hour at midnight Aug. 10 during the program *Timed for Defense*, thereby putting the official stamp of approval on Virginia's acceptance of Daylight Saving Time. Also appearing on the show were representatives of the Army, Navy, American Legion, Red Cross, State Chamber of Commerce and Junior Board of Trade.

SHASTA WATER Co., San Francisco (sparkling water) new to radio, has started an announcement campaign on three Northern California stations —KQW, San Jose; KMJ, Fresno, and KPO, San Francisco, using five spots weekly on KQW and one weekly on the others. Agency is Brewer-Weeks Co., San Francisco.

Toronto Exhibition Buys

CANADIAN National Exhibition, Toronto, on Aug. 13 started for two weeks spot announcements, studio programs and chain breaks three times daily or more on KDKA, WGAR, WGR, WJR, WHAM, WBEN and a number of Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

Mennen Series Set

MENNEN CO., Newark, will start on approximately 90 NBC-Blue station, *Capt. Flagg & Sgt. Quirt*, a dramatic series adapted from the stage and screen play *What Price Glory* by Laurence Stallings and Maxwell Anderson. The weekly half-hour comic dramatic sketch, written for radio by John P. Medbury, will be presented Sundays at 7:30-8 p. m., and will advertise Mennen shaving products. Victor McLaglen and Edmund Lowe will portray the title roles. Agency is Russel M. Seeds Co., Chicago.

Rintoul Plans to Start In Stamford Sept. 10

STEPHEN R. RINTOUL, account executive with the Katz Agency, New York, reports that the 183-foot Lehigh tower of his new WSRR, Stamford, Conn., 250-watt outlet on 1400 kc. authorized by the FCC last February, is being completed. The station is to be dedicated about Sept. 10.

Having named Slocum Chapin, recently with World Broadcasting System and formerly with WOC, Davenport, and WKBN, Youngstown, as manager, Mr. Rintoul last week announced the appointment of George Backus, from KOY, Phoenix, as commercial manager; Bill Voss, from WOC, as program director; John Riley, from WELI, New Haven, as chief engineer.

ALBERT MORGAN, director of *The Studio Players*, dramatic group on WWRL, Woodside, N. Y., is writing a book, *So You're Going to Audition*, to be released in the fall.



Everyone's

"SPEAKING OF BOOKS"

LISTENERS in 15 states and Canada have written expressing their approval of WGY's new program, "Speaking of Books." They approve because "Speaking of Books" is something different in radio shows. It's timely, entertaining, and educational—an opportunity for an advertiser looking for a program with unusual appeal.

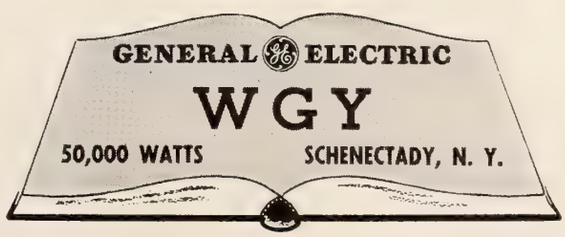
Featuring the author of a national best-seller, and three outstanding literary critics, each week, "Speaking of Books" has already been host to such authors as Perry Burgess (*Who Walk Alone*), Alice Duer Miller (*The White Cliffs*), Viscount Gontran de Poncins (*Kabloona*), and Andre Maurois (*Tragedy of France*), to name only a few.

With the many book clubs, libraries, and bookstores in WGY's widespread market, the merchandising tie-ins for the program are almost unlimited. And yet "Speaking of Books" is a "natural" for almost any type of advertiser for the simple reason that it appeals to both book readers and nonreaders. Write today for details of this unusual radio buy. Contact WGY or any NBC Spot Sales Office.

Represented Nationally by NBC Spot Sales Offices

New York Boston Washington Chicago Cleveland Denver San Francisco Hollywood

WGY-48B





SOON 610!
WSGN
Birmingham
September Moves to
610 kilocycles
The News Age-Herald Station

• *To Serve Well* •

The Broadcasting Engineer

CREI TECHNICAL TRAINING PAYS DIVIDENDS

to employees and employers

In more than 450 U. S. broadcasting stations you will find men who have been or who are now preparing to be better radio engineers with the aid of CREI systematic instruction.

CREI spare-time training has proven its worth over a period of fourteen years, by enabling students to increase their technical ability to the point where they are more valuable to themselves and to their employers.

By training men to become *better* radio engineers, CREI provides a definite, important contribution to broadcast engineering. CREI students and graduates are men of high calibre to whom you may assign added, important technical duties.

Today, there are more than 5000 professional radiomen preparing to be *better* radiomen by devoting their own time and money to CREI advanced technical training. Many of these men enrolled upon the advice and recommendation of their associates, their chief engineers and station managers.

Your recommendation of the CREI home-study courses to your associates will pay dividends to you and your technical employees.

We will be glad to send our booklet and complete details to you, or to any man whom you think would be interested.

"Serving the Radio Industry since 1927"

CAPITOL RADIO

Engineering Institute

E. H. RIETZKE, *President*

Dept. B-8

3224 SIXTEENTH STREET, N. W.

WASHINGTON, D. C.

Radio in The War Games

(*Continued from page 22*)

maneuver" no one can know that.

Also it must be remembered that in this type of maneuvers there will not be reserve units the broadcaster can call upon for specially enacted "drills", as has been the case previously. All units in reserve will be subject to call for action on a moment's notice and might be pulled into the front lines to stem an advance at the very time the broadcast was about to go on the air. Consequently, spectacular broadcasts from the maneuvers are likely to be of the recorded variety, while live broadcasts seem destined to continue to originate from permanent camp sites where troops have no worry about "enemy" forces.

But while spectacular shooting action appears likely to be limited, there are many interesting broadcasts which are certain to originate from the maneuvers, in addition to the straight news reports.

There are innumerable broadcastable features to be found and aired when 500,000 American troops gather for war games, move, eat, sleep and fight in sparsely settled areas, sufficient unto themselves in all these phases. The matter of eating is a story to be had from the Quartermaster corps, which does no fighting, but has a tremendous job on maneuvers operations. The problem of purified water for the troops is a fascinating subject, and proved an excellent broadcast during the recent byplace Tennessee maneuvers.

Past Experience

In the Tennessee maneuvers, part of which were free and uncontrolled, broadcasters and the Army learned much of what could be done successfully in broadcasts. There were programs of the troops at work and at play, in bivouac after military operations; broadcasts of chapel services in the field; programs built around the effect of the war games upon the sometimes bewildered, sometimes disinterested natives; broadcasts from convoys as they moved in blackouts; interviews with troops, selecting interesting soldiers and officers at maneuvers; quiz games conducted with the troops in bivouac; news broadcasts from correspondents stationed at various points in the field and at G-2 headquarters.

The broadcasts at the Tennessee maneuvers, however, were staged by only a few stations and over a limited period. But they proved to both WSM, which originated a majority of the programs, to WLAC and to WLW that maneuvers can be broadcast successfully.

Indeed, two of these stations, WSM and WLW, were among the first to be certified for coverage of the Louisiana maneuvers and each plans to send much larger staffs. Others requesting certification are WWL, KWKH, KTSB, WOAI, WHAS, WJDX. There will also be representation among the international shortwave stations, with special programs aimed at South America. One station is working out plans with one of the armies, which must remain secret, but which will prove highly interesting to both radio and the Army.

There will be ace news reporters, special events crews, news commentators, regular announcers and women commentators to tell the maneuver story via radio. Just how they will tell their story cannot be fully predicted now. For just as maneuvers, are a testing ground for the Army in actual war conditions, so with radio. At the maneuvers, radio will learn some of the things it can best do in the way of serving its public under war conditions.

DOCUMENT RECORDS AVAILABLE IN FALL

DOCUMENTARY recordings representing the first attempt in this country to show a comprehensive picture of various sections of America will be available to radio stations about the middle of October, according to Philip H. Cohen, director of the Radio Research Project of the Library of Congress, Washington and former New York director of the Office of Education, Radio Division. *America—Summer of 1941*, will be distributed on a cost basis, each station paying about $1.25 for each record of either quarter-hour or half-hour length.

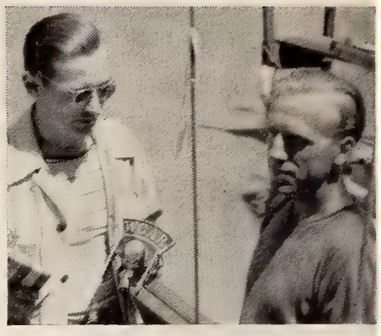
The Radio Project, established the beginning of this year, has been working on a grant from the Rockefeller Foundation and additional funds from the Carnegie Foundation and additional funds from Carnegie Foundation, and to date has produced the NBC-Blue series *Hidden History*, and two recorded programs, *Books in the News* and *Hidden Ballads*.

Eight recording crews with complete sound outfits are touring the sections of America selected for the series, including recreation projects, defense centers, the TVA area and "Okie" camps. In charge of the group covering the TVA district in Alan Lomax, well known as director of folk music for the CBS *School of the Air* programs.

In making the recordings, of which there will be at least 10, Mr. Cohen stated that every attempt is being made to retain the original flavor of sectional dialects, customs and viewpoints, integrating them into relationship with the rest of the country through association with issues of current national importance.

Jewelry Test

DIAMOND JIM Co., Chicago, is testing five-minute recorded program five days a week on WAPO, Chattanooga, and WGAC, Augusta. Programs promote direct sale of Diamond Jim jewelry. Robert Kahn & Associates, Chicago, is agency.



YACHTSMAN'S SPECIAL is the new *Skipper Reports* program of WGAR, Cleveland, presented each week by Ted Hanna (left), assistant news editor. Each week the show originates at a yacht club or pier. Clubs have appointed correspondents to report to Hanna.

KIDDIES IN CHARGE

GM Juniors Provide Cast For WJIM Show

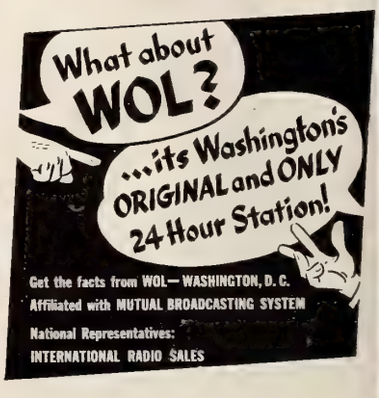
BACKED by the success of its first juvenile choir, WJIM, Lansing, Mich., will introduce a series of broadcasts this fall featuring a 200-piece ensemble composed solely of children of local General Motors employes. The half-hour program will start Oct. 5 for 26 weeks, sponsored by the Olds Motor Works and Fisher Body units, under dition of Howard Finch, WJIM production manager.

The "kid show" to be known as *G. M. Juniors* will be composed of children between 10 and 16. They will handle the entire show, even to the announcing. Performers will include a large chorus, boys' quartet, girls' quartet and soloists. All shows will be remoted from the Olds Engineering Bldg.

Hecht Lackey Is Named As Manager of WSON

HECHT LACKEY, now manager of WHOP, Hopkinsville, Ky., will become manager of the new WSON, Henderson, Ky., when that station goes on the air about Oct. 15 under the FCC grant of 250 watts daytime on 860 kc. last May to Paducah Broadcasting Co., licensee of WPAD, Paducah, as well as the other two stations. The company is controlled by Pierce E. Lackey, WPAD manager.

Ernest Lackey, like Hecht Lackey, a brother of Pierce, will assume the WHOP managership and Ernie Pell, now an operator at WPAD, will become chief engineer. A Gates transmitter and speech input with a 300-foot Wincharger tower have been ordered.



FM's First COMMERCIAL STATION Packs a 20-kw Wallop with GL-889's

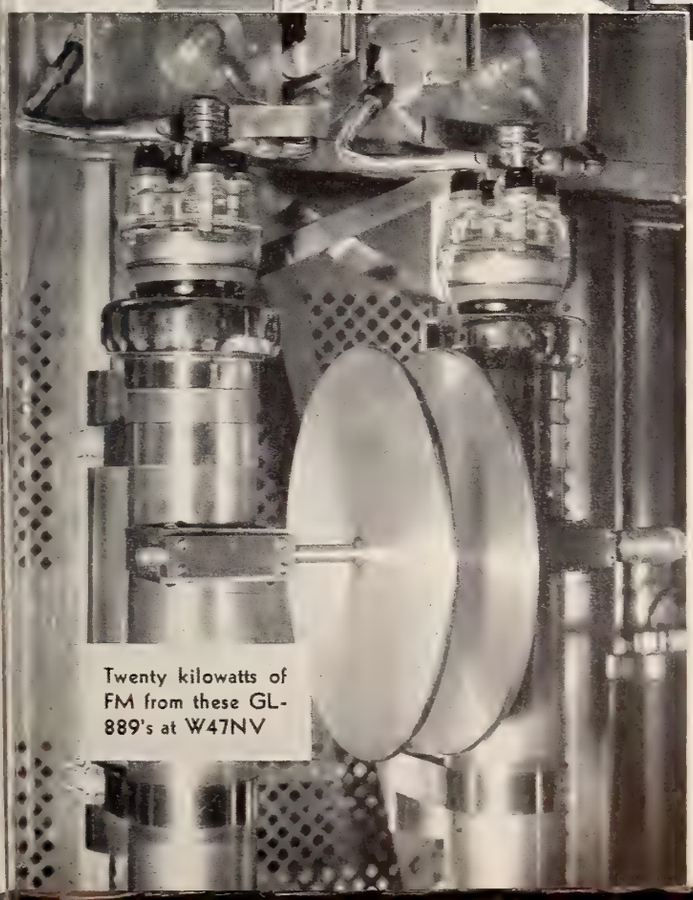


W47NV's antenna tops WSM's 890-foot radiator—highest antenna tower in America



Mr. DeWitt, left, chief engineer of W47NV, and W. Crockett of the G-E Nashville Office talk over FM

"Tube Performance Highly Satisfactory," Reports Chief Engineer Jack DeWitt of Nashville's W47NV



Twenty kilowatts of FM from these GL-889's at W47NV

W47NV, operated by the National Life and Accident Insurance Company of Nashville, went on the air as the first commercial FM station March 1, and in June was granted full commercial status by the FCC. Read Mr. DeWitt's comments . . .

"We are operating at 20-kw output on a 10-hour-a-day schedule," he writes. "We have found the GL-889's to have excellent stability; they are easy to drive and to neutralize.

"We have tested both the regular and spare sets of tubes under operation conditions, and we find that the balance obtained with either pair is unusually good. All of the tubes have uniform characteristics, which, of course, is very important at FM frequencies.

"We have every reason to expect highly dependable service from them."

General Electric has transmitting tubes and a complete line of FM equipment to meet your needs. Get both through the nearest of the 80 G-E offices. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

161-21-8850

Press Barrier Opposed By Penna. Publishers

PENNSYLVANIA Newspaper Publishers' Assn., acting through its executive committee, has issued a resolution "that the Federal Government should not set up any barrier of any kind to prevent ownership, operation or use of radio, or any other great facility in the field of communication, by newspapers."

"On the contrary," reads the resolution, "every such aid and encouragement should be offered equally to all citizens regardless of whether they own newspapers or any other form of legitimate and useful enterprise." There are 17 broadcasting stations in Pennsylvania identified with newspaper ownership.

Congress Inaction Postpones Measures For Revision of Communications Law

DESPITE a temporary procedural lull, some possibility is still seen for enactment of a new communications law at this session of Congress. Although nothing will be done on the Senate side until the FCC proffers its comments and recommendations on the White Bill, and although House committee consideration of the Sanders Bill, in many respects paralleling the White proposal, will be delayed at least a month because of a "vacation recess" until Sept. 15, action of some sort appears likely before the end of the first session of the 77th Congress.

From Midair

NEVER-ENDING search of special events divisions for novel broadcasts is mirrored in an Aug. 5 decision of the FCC to WCKY, Cincinnati, granting special authority to operate relay station WBAF with a one-half watt transmitter for a broadcast from a parachute jumper while in descent on Aug. 10.

With the FCC report expected within a matter of days, following routine reference of the new White Bill to the Commission for official study, analysis and recommendations, Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, made no further move during the last week toward appointing a subcommittee to conduct hearings on the measure. Senator Wallace H. White Jr. (R-Me.), author of the measure designed to reconstitute and reorganize the FCC, has been at his home in Maine, and it is probable Chairman Wheeler will make no move until his return.

Sanders Bill Pending

It appears also there will be no immediate action by the House Interstate & Foreign Commerce Committee on the second FCC "ripper" bill now pending in Congress, introduced Aug. 5 by Rep. Jared Y. Sanders Jr. (D-La.). With the House observing a "vacation recess" from Aug. 18 to Sept. 15, Chairman Lea (D-Cal.) has indicated that his committee will not meet during the period. He has given no indication when the matter of House hearings on the Sanders Bill might be taken up after the committee reconvenes. It is expected that House and Senate hearings on the bills will not be held concurrently, since they are closely parallel, and it is believed the Senate proceedings will start first.

Hearings will be authorized on Senator White's bill (S-1806) it is thought, since Congress, particularly the Senate Interstate Commerce Committee, has shown an increased interest in radio regulation, aroused by the charges levelled against the FCC during the June hearings on the White Resolution, still pending before the committee. Presumably a subcommittee of five, including three Democrats and two Republicans, would be named by Senator Wheeler, perhaps with himself as chairman [BROADCASTING, Aug. 4].

The Sanders Bill (HR-5497), which generally follows the theme of the White measure as to organization of the Commission, is based largely on recommendations made by the Federal Communications Bar Assn. The bill also proposes a series of studies looking toward suppression of FCC activities in fields not assigned it by statute [BROADCASTING, Aug. 11].

Baseball School Begun By KXOK Commentator

MORE than 700 youngsters under 17 turned out for the initial session of the baseball school being conducted by "Gabby" Street, former manager of the St. Louis Cardinals and Browns and now baseball commentator of KXOK, St. Louis.

School is being cooperatively sponsored by the University City Board of Park Commissioners and the WPA. Boys register free for the training and are taught the fundamentals of the game. During the last two weeks in August they will participate in league play. Street has arranged for several major league stars to assist him in conducting the sessions at Heman Park.

Recording Co. Campaign

COLUMBIA RECORDING Corp., Bridgeport, Conn., anticipating increased activity in the use of transcriptions and spot radio announcements during the coming fall and winter, has launched an advertising and sales promotion campaign stressing the availability of ultramodern transcription recording equipment in its studios in New York, Chicago and Hollywood. The campaign, using trade papers and direct mail addressed to key advertising agencies throughout the country, will highlight agencies and clientele now utilizing CRC's facilities for electrical transcriptions, recording and manufacturing.

DENYING a motion for indefinite postponement, FCC Commissioner Walker has set for Sept. 29 the rival applications of Scripps Howard Radio and Texas Star Broadcasting Co. for new stations in Houston.

WE CAN PROVE

. . . that the Charlotte Market is the Nation's finest test market.

. . . that WSOC has a potential audience of over a million and a half people.

. . . that these people are spending $321,075,000 a year, and that, if they wanted to, they could spend $529,764,000.

. . . that your share of that $200,000,000 excess income can be turned into sales by the mere touch of your pen on a WSOC contract.

Ask Headley-Reed Company for details. They have the complete details on the NEW WSOC. Or write Radio Station WSOC, Charlotte, N. C., for your copy of "New Facts for Time Buyers".

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

AGENCY Appointments

MORNING MILK Co., Salt Lake City (dairy products), to Jean Scott Frickelton Agency, San Francisco. Firm, which has plants in Stockton, Cal. and Sunnyside, Wash., plans to use radio in the Pacific Northwest and later on various stations in the Western States.

U. S. GLASS Co., Tiffin, O., to Miller Agency Co., Toledo.

STOMAR PRODUCTS, Kansas City (corn remover), to I. B. Wasson Adv. Co., Kansas City. Said to use radio.

UNION FOOD PRODUCTS, Brooklyn (Susan Baker soup concentrates), to W. I. Tracy Inc., N. Y.

EGAN, FICKETT Co., New York (citrus fruit), to W. I. Tracy Inc., N. Y. Said to use radio.

CARNATION-ALBERS Co., Seattle (fresh milk and ice cream), to Lord & Thomas, San Francisco.

FRUIT FREEZE Co., Oakland, Cal. (fruit freeze) to Ad Service Co., San Francisco. This is a new product and an extensive radio campaign is planned in San Francisco.

WEST COAST CONSTRUCTION Co., Beverly Hills, Cal., (home builders, remodelers), to T. Tyler Smith Adv. & Merchandising, Hollywood. Will use Southern California radio.

CANADIAN INDUSTRIES Ltd., Montreal (paint and varnish division), to Ronalds Adv. Agency Ltd., Toronto.

NYLON Inc., Los Angeles (powdered cleanser for Nylon fabrics), to Chas. H. Mayne Co., that city. Plans extensive fall campaign. Currently testing on KFI, Los Angeles, with twice weekly participation in *Art Baker's Notebook*.

LEIGH COSMETICS Inc., New York, to Redfield-Johnstone, N. Y. May use spot radio.

WDSU, WAYS NAME WEED FIRM AS REP

WEED & Co. has been appointed to represent WDSU, New Orleans, in the national field, according to announcement Aug. 13 by P. K. Ewing, general manager. The Weed firm has also been chosen to represent the projected new WAYS, Charlotte, which will operate with 1,000 watts on 610 kc. and which is scheduled to begin operation about Oct. 1.

According to B. T. Whitmire, manager of WFBC, Greenville, S. C., and part-owner of the new WAYS, no personnel plans have yet been made. WAYS was authorized last April by the FCC to Inter-City Adv. Co., in which equal stockholdings are held by Mr. Whitmire; George W. Dowdy, merchant and president of the North Carolina Merchants Assn., and Horton Doughton, merchant and son of Rep. Robert Doughton (D-N. C.), chairman of the House Ways & Means Committee. Harold Thoms, owner of WISE, Asheville, will also be taken into the corporation as a 25% stockholder.

Pillsbury on Blue

PILLSBURY FLOUR MILLS Co., Minneapolis, has decided *The Musical Millwheel* as the title for the quarter-hour program which will be broadcast Thursday through Sunday 9-9:15 a.m. on 44 NBC-Blue stations starting Sept. 11. The program, which will promote Pillsbury's Best Flour and Pillsbury's Farina, will feature Walter Patterson and a trio of the King's Jesters to be identified as the Pillsbury Besters. Contract is for 26 weeks. Agency is McCann-Erickson, Chicago.



JUMBO DOUGHNUT (bottom) and birthday cake containing grass and wax worm greeted Irwin Johnson (left) and Russell Canter as they celebrated the first anniversary of the *Early Worm* program on WBNS, Columbus.

Denthol Series

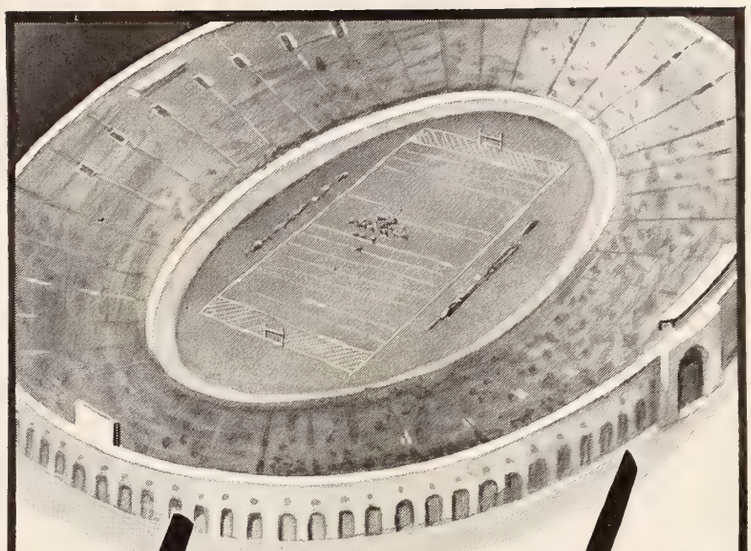
DENTHOL Co., San Francisco (New Miracle mouthwash), using radio for the first time, recently started a five-week test campaign using four spot announcements daily on KHUB, Watsonville, Cal., and three spots daily on KQW, San Jose, to advertise its new product. Two or three San Francisco stations will be added to the list when the current test is concluded. Ad Service Co., San Francisco agency handling the account, reports that as result of the test to date there has been an 85% placement in stores in the areas served by the two stations.

WDZ Staff Changes

RECENT CHANGES announced at WDZ, Tuscola, Ill., are: William Shaw Knapp, formerly of the *Pontiac Ledger*, Pontiac, Ill., has been added to the sales staff of WDZ succeeding Robert B. Harrington, who has joined WSVA, Harrisonburg, Va. Mr. Harrington recently married Margaret Ann Love, formerly continuity director of WDZ. Wip Robinson, announcer, who has joined WMMN, Fairmont, Va., has been succeeded by Doc Conover, Bloomington, Ill., veterinarian, new to radio. Bernie Neher, engineer, has joined KRNT, Des Moines.



"What! You didn't know WFDF Flint, Michigan is 1000 watts on 910 with NBC Blue and Michigan Networks!"



for sale

. . . the attention and goodwill of thousands of listeners to the eleven Chicago Bears football games to be broadcast over Station WENR Sunday afternoons, September 28th, through December 7th.

NO team in either of the two professional football leagues has matched the high-powered, high-scoring CHICAGO BEARS—the most colorful team in football, the 1940 Champions.

The Chicago Bears drew 25% of the paid attendance of the entire league—an outstanding testimonial to their popularity with grid fans. For every person who saw one of the games, thousands of others heard them.

A play-by-play account of the Chicago Bears football games over Station WENR—the 50,000-watt Chicago key station of the famous NBC Blue Network—will crack the listeners' defensive sales resistance and score many profitable points for you. Solve your problem of a fall sales campaign by calling for this popular, sure-scoring, play-by-play sponsorship.

Give us the signal, and we will forward further details.

WENR
Chicago
SUPERIOR 8300
Or NBC Spot Sales Offices in
NEW YORK BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

CASTING SHEEP'S EYES AT OGLE (Ky.)?

Take it from us, boys—the business you'll get from such peewee villages as Ogle, Oscar and Odds (Ky.) won't make your eyes pop! Only the Louisville Trading Area offers enough to do *that!* It's BIG, fellers—1,330,000 people with 33% *more* effective buying income than the rest of Kentucky *combined!* And it's all within WAVE's *primary* area—at a cost that will *also* open your eyes! How about sending for the whole story?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Studio Notes

TO MARK the opening last week of the new studios of WMAZ, CBS affiliate in Macon, Ga., a salute-program was produced by the radio staff of the Camp Wheeler public relations office under the direction of First Lieut. Edwin P. Curtin, former publicity director of BBDO, New York. Trainees on the staff write, direct and act on some 19 weekly programs on WMAZ and WBML, Macon, and on the quarter-hour salute show sent greetings to the WMAZ staff in their new studios.

HOWARD L. EMICH, sports announcer and program manager of WMAM, Marinette, Wis., is believed by his colleagues to be the only announcer in the country describing polo matches on a regular summer-long schedule. He handles all matches of the Marinette-Menominee entrant in the Midwest Polo league.

WSUN, St. Petersburg, Fla., will present the Little Theatre Group of St. Petersburg this fall in a series of weekly dramas. Since July 1 the group has been studying radio production under the direction of Howard Donahoe, program director of WSUN.

A VARIETY show, *Fort Bragg Salutes*, staged by the men on duty at the post, made its debut as a regular CBS feature Thursdays 6-6:30 p. m. The program, presented through the facilities of WRAL, Raleigh, from the post's Community Center Theatre, features the Ninth Division Band, the 178th Field Artillery dance orchestra, interviews and vocal and instrumental solos by enlisted men.

J. B. CLARK, WDNC, Durham, N. C. program director, is producing a series of features titled *Your City and Mine*, in which the various heads of Durham's City Government are interviewed weekly, relative to their functions and services.

WIP Flyers

SIX MEMBERS of the staff of WIP, Philadelphia, who take to the air figuratively and literally by seeking their "wings" on off hours at the Northeastern Airport, have organized the WIP Flying Club. The group includes James Tisdale, LeRoy Wolfe, Herbert Eckstein, engineers; Program Director Murray Arnold; Announcer Bill Carty. Eckstein has four hours of air credit while the others are comparative novices, having only been up for 30 minutes. However, Arnold, with no actual flying hours, holds three parachute jumps to his credit.

ILLINOIS State Fair in Springfield, Aug. 9-15, was covered by several Midwest stations. Throughout the week, WCBS, Springfield, broadcast its full 18-hour schedule from specially built studios on the grounds. WLS, Chicago, broadcast the *Dinnerbell* program every day from the Fair, as well as the 4½-hour *National Barn Dance* on Aug. 9, part of which was carried on NBC-Red. National Market & Hog Pork Products Show was featured on the NBC-Blue *National Farm & Home Hour* Aug. 14. WBBM, Chicago, in conjunction with KMOX, St. Louis, erected a display tent and presented Pappy Cheshire and his hillbilly group.

KFJM, Grand Forks, N. D., entered a car in the recent Grand Forks "Tin Lizzy Derby" run off July 27 at the Fair Grounds. The KFJM entry, driven by George Chance of the commercial department and Jimmy Shelton, press news operator, ran for just 75 laps of the 400 lap race, and then gave up when the carburetor caught fire. The car was brightly painted with call letters and slogans.

KGBX, Springfield, Mo., will broadcast play-by-play descriptions of all St. Louis Cardinal baseball games, both at home and on the road, until the end of the season, Sept. 28. Beginning Aug. 11, KGBX follows the Cardinals in their pennant race by direct-wire broadcasts sponsored by a St. Louis beer company. Returning to Springfield to handle the sports feature is Lee George, who started in radio with KGBX in 1932.

WITH several additional clients already signed for early fall programs and renewal contracts from 76% of current advertisers, WABC, New York, expects the busiest fall and winter season in its history, according to a statement by Arthur Hull Hayes, WABC general manager.

IN RECOGNITION of his work as a baseball announcer and his support of the Moline Plows of the Three-Eye League, Van Patrick, WHBF, Rock Island, sports director, was awarded a Bulova wrist watch at a recent night game in Moline. It was "Van Patrick night" and a crowd of 8,500 witnessed the presentation.

CKX, Brandon, Man., has started construction of a new studio building close to the City Hall and the downtown business district. The building is to be ready sometime this autumn.

IN KEEPING with the Latin-American trend, KYA, San Francisco, in collaboration with the *San Francisco Examiner*, recently started a daily series of Spanish lessons on the air. Manuel F. Sanchez of the Colombia Consulate in San Francisco is instructor, and Eric Boden, KYA producer, is the student. Material used is from the lessons printed daily in the *Examiner*.

Agricultural Division Is Organized by KVOO

ORGANIZATION of a complete radio farm department, one of the few in the Southwest, has been announced by William B. Way, vice-president and general manager of KVOO, Tulsa. It is planned that by



Mr. Dennis



Mr. Schneider

Sept. 1, KVOO will air 10 to 12 hours of farm broadcasts per week.

Personnel of the new department has been augmented by addition of Sam Schneider, former assistant extension editor in charge of radio at Oklahoma A. & M. College, who arranged for the contacts and setups of the farm division, and Walt Dennis, formerly of the *Tulsa Tribune*, handling continuities. The new department will cooperate with the U. S. Farm Service through Oklahoma A. & M. to bring Oklahoma farmers the latest news on markets, special meetings, and all broadcasts pertinent to farming and agriculture.

WBIG, Greensboro, N. C., is sending the WBIG Ensemble, salon group conducted by Margaret Banks, to the seventh annual National Tobacco Festival, South Boston, Va., to furnish the dinner music at the Distinguished Guests Banquet to be held Sept. 4 in connection with the two-day festival. Guests at the banquet include Wendell Willkie, Gov. Price of Virginia, and Julian Price, president of the Jefferson Standard Life Insurance Co., Greensboro.

KDYL, Salt Lake City, contributed five of its personnel for police duty during a recent crime wave in that city. In an effort to apprehend a killer, the police issued a call for all regular officers and special police to work extra shifts from 8 p.m. to 2 a.m. next day. The order affected Emerson Smith, Craig Smith, George Provol, Ed Letson and Charlie Buck, all deputies who spent two nights on cruiser duty.

EARLY morning program, *Grouch Club*, formerly sponsored on the West Coast by General Mills, Minneapolis, will start Aug. 11 on WHN, New York, as a sustaining feature daily at 7 a.m., with Jack Lescoulie handling

WFBL
SYRACUSE

NOW . . .
5000 WATTS
DAY and NIGHT
Covers far more population
and buying power than ever before

BETTER RECEPTION TO ALL POINTS

Here's what listeners tell us:
HAMILTON, N. Y. (45 miles away) "Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."
NORWICH, N. Y. (66 miles away) "WFBL is now our best and clearest station. No interference."
WATERTOWN, N. Y. (72 miles away) "Since you've increased your power your reception has much improved."
CLYDE, N. Y. (44 miles away) "I really take pleasure in tuning WFBL now that your programs come in much clearer."

WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows,* the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.

WRITE today for complete data regarding WFBL's increased coverage, rates and time available.

WFBL
SYRACUSE, N. Y.
*Member Basic Network
Columbia Broadcasting System

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

HUNGRY FOR BUSINESS? COME AND GET IT . . . .



CBS AFFILIATE

KGVO
MISSOULA · MONTANA



Speaking of team-work

"We have frequently said that the telephone service provided by the Bell System is nation-wide in scope.

It is nation-wide. There are Bell Companies in every state. But all telephone companies are not Bell Companies by any means.

As a matter of fact, there are more than 6400 telephone companies in the United States today, serving usefully and capably, that are *not* Bell Companies. And there are more than 60,000 rural or farmer lines.

We do not compete with these companies. We connect with them. Their lines are joined to ours to carry long distance messages. Thus, if you are served by a company *not* a part of the Bell System, you can still be connected with practically any other telephone either Bell System or not Bell System in the United States.

Day by day, team-work between telephone companies enables practically any one, anywhere in this country, to pick up a telephone and talk to any one, anywhere else, clearly and quickly. A fact that is of great importance in the interest of unity."

. . .

• *This is a quotation from* The Telephone Hour *—a regular network program heard each Monday night at 8 o'clock, E.D.S.T. The telephone facilities which carry network programs are being constantly studied and improved in the laboratories of the Bell Telephone System.*



It's as easy as this!

At New York's Grand Central Terminal just toss your bag to a porter and say "Hotel Roosevelt" . . . He'll escort you through our private passageway, direct to the Roosevelt lobby . . . Time-saving convenience and complete comfort . . . Satisfying meals . . . Attractive rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BERNAM G. HINES, *Managing Director*
MADISON AVENUE AT 45th ST., NEW YORK



. . . IN THE SAME OLD LOCATION

THE PEOPLE IN THIS BOOMING GULF COAST INDUSTRIAL AREA STILL FIND THE PROGRAMS THEY WANT IN THE OLD, FAMILIAR LOCATION . . .

FULL TIME
560 KC
NBC BLUE
1000 WATTS



Represented by
HOWARD H. WILSON COMPANY
BEAUMONT

FCC Authorization For 53 Commercial FM Outlets Given

Seven Non-Commercial Grants 60 Applications Pending

FIFTY-THREE commercial frequency modulation (FM) stations have thus far been authorized by the FCC, according to the records as of Aug. 15 when approximately 60 more applications were pending action. For the most part, the FM stations authorized so far are affiliated with existing standard broadcast stations.

To only one station—W47NV, Nashville, affiliated with WSM—has a full commercial license as yet been granted. To 11 others special authorizations permitting them to go on the air and operate commercially have been issued, and in three cases special permits authorizing program tests are in force. All of the others are still in the construction permit stage.

In addition, the Commission has granted CP's for seven non-commercial educational FM stations on the special frequencies reserved for them.

The Non-Commercials

The seven non-commercial FM stations are: KALW, Board of Education of the San Francisco Unified School District, 42.1 mc., 1,000 watts, now on the air; KSDS, San Diego Unified School District, 42.3 mc., 1,000 watts, construction permit; WICU, U of Illinois, Urbana, 42.9 m.c., 250 watts, construction permit; WBKY, U of Kentucky, Beattyville, Ky., 42.9 mc., 100 watts, construction permit; WNYE, Board of Education, City of New York, Brooklyn, 41.1 mc. (CP for 42.1), 500 watts (CP 1,000), now on the air; WBOE, Cleveland City Board of Education, 42.5 mc., 1,000 watts, now on the air; Board of Education, City of Chicago, 42.5 mc, 1,000 watts, construction permit.

[Note: Though the FCC does not indicate powers, but rather coverage areas in square miles for commercial FM stations, powers are given for non-commercials.]

The complete log of FM commercial stations, showing their locations, licensee, standard broadcast station affiliation if any, frequency assigned and coverage areas designated follows; asterisk (*) indicates full license, dagger (†) indicates special commercial authorization, double dagger (‡) program tests authorized:

CALIFORNIA

Hollywood— . . . Columbia Broadcasting System Inc. (KNX), 43.1 mc.
Los Angeles—†K45LA, Don Lee Broadcasting System (KHJ), 44.5 mc., 7,000 sq. mi.
Los Angeles—K53LA, Standard Broadcasting Co. (KFVD), 45.3 mc., 7,000 sq. mi.
Los Angeles—K61LA, Metro-Goldwyn-Mayer Inc., 46.1 mc., 7,000 sq. mi.

CONNECTICUT

Hartford—W53H, The Travelers Broadcasting Service Corp. (WTIC), 45.3 mc., 6,100 sq. mi.
Hartford—†W65H, WDRC Inc. (WDRC), 46.5 mc., 6,100 sq. mi.

ILLINOIS

Chicago—W47C, WJJD Inc. (WJJD), 44.7 mc., 10,800 sq. mi.
Chicago—†W51C, Zenith Radio Corp., 45.1 mc., 10,800 sq. mi.
Chicago—†W59C, WGN Inc. (WGN), 45.9 mc., 10,800 sq. mi.
Chicago—W63C, National Broadcasting Co. Inc. (WMAQ-WENR), 46.3 mc., 10,800 sq. mi.
Chicago—W67C, Columbia Broadcasting System Inc. (WBBM), 46.7 mc., 10,800 sq. mi.
Chicago—W75C, Moody Bible Institute of Chicago (WMBI), 47.5 mc., 10,800 sq. mi.
Rockford—W71RF, Rockford Broadcasters Inc. (WROK), 47.1 mc., 3,900 sq. mi.

INDIANA

Evansville—‡W45V, Evansville On the Air Inc. (WEOA-WGBF), 44.5 mc., 8,400 sq. mi.
Fort Wayne—W49FW, Westinghouse Radio Stations Inc. (WOWO-WGL), 44.9 mc., 6,100 sq. mi.
South Bend—W71SB, South Bend Tribune (WSBT), 47.1 mc., 4,300 sq. mi.

KENTUCKY

Lexington—W51SL, American Broadcasting Corp. of Ky. (WLAP), 45.1 mc., 6,298 sq. mi.

LOUISIANA

Baton Rouge—‡W45BR, Baton Rouge Broadcasting Co. Inc. (WJBO). 44.5 mc., 8,100 sq. mi.

MASSACHUSETTS

Boston—†W39B, Yankee Network Inc. (WNAC), 43.9 mc., 31,000 sq. mi.
Boston—W67B, Westinghouse Radio Stations Inc. (WBZ), 46.7 mc., 6,700 sq. mi.
Paxton—†W43B, Yankee Network Inc., 44.3 mc.
Springfield—W81SP, Westinghouse Radio Stations Inc. (WBZA), 48.1 mc., 2,500 sq. mi.

MICHIGAN

Detroit—†W45D, The Evening News Assn. (WWJ), 44.5 mc., 6,800 sq. mi.
Detroit—†W49D, John Lord Booth (WJLB), 44.9 mc., 6,800 sq. mi.
Grand Rapids—W77XL, WJIM Inc. (WJIM), 47.7 mc., 3,800 sq. mi.

MISSOURI

St. Louis—K51L, St. Louis University (WEW), 45.1 mc., 13,000 sq. mi.

NEW YORK

Binghamton—W49BN, Wylie B. Jones Adv. Agency (WNBF), 44.9 mc., 6,500 sq. mi.
Brooklyn—W99NY, Frequency Broadcasting Corp., 49.9 mc.
New York—W31NY, Edwin H. Armstrong, 43.1 mc., 15,610 sq. mi.
New York—W35NY, City of New York, Municipal Broadcasting Co. (WNYC), 43.5 mc., 3,900 sq. mi.
New York—W47NY, Muzak Corp., 44.7 mc., 8,500 sq. mi.
New York—W51NY, National Broadcasting Co. Inc. (WEAF-WJZ), 45.1 mc., 8,500 sq. mi.
New York—W55NY, William G. H. Finch, 45.5 mc., 8,500 sq. mi.
New York—W59NY, Interstate Broadcasting Co. (WQXR), 45.9 mc., 8,500 sq. mi.
New York—W63NY, Marcus Loew Booking Agency (WHN), 46.3 mc., 8,500 sq. mi.
New York—W67NY, Columbia Broadcasting System Inc. (WABC), 46.7 mc., 8,500 sq. mi.
New York—†W71NY, Bamberger Broadcasting Service Inc., 47.1 mc., 8,500 sq. mi.
New York—W75NY, Metropolitan Television Inc., 47.5 mc., 8,500 sq. mi.
Rochester—†W51R, Stromberg - Carlson Tel. Mfg. Co. (WHAM), 45.1 mc., 3,200 sq. mi.
Schenectady—‡W47A, Capitol Broadcasting Co. Inc., 44.7 mc., 6,600 sq. mi.
Schenectady—W57A, General Electric Co. (WGY), 45.7 mc., 6,600 sq. mi.
Syracuse—W63SY, Central N. Y. Broadcasting Corp., 46.3 mc., 6,800 sq. mi.

NORTH CAROLINA

Winston-Salem—W41MM, Gordon Gray, 44.1 mc., 69,400 sq. mi.

OHIO

Columbus—W45CM, WBNS Inc. (WBNS), 44.5 mc., 12,400 sq. mi.

PENNSYLVANIA

Pittsburgh—W47P, Walker & Downing Radio Corp. (WWSW), 44.7 mc., 8,400 sq. mi.
Pittsburgh—W75P, Westinghouse Radio Stations Inc. (KDKA), 47.5 mc., 8,400 sq. mi.
Philadelphia—W49PH, Pennsylvania Broadcasting Co. (WIP), 44.9 mc., 9,300 sq. mi.
Philadelphia—W53PH, WFIL Broadcasting Co. (WFIL), 45.3 mc., 9,300 sq. mi.
Philadelphia—W57PH, Westinghouse Radio Stations Inc. (KYW), 45.7 mc., 9,300 sq. mi.
Philadelphia—W69PH, WCAU Broadcasting Co. (WCAU), 46.9 mc., 9,300 sq. mi.

TENNESSEE

Nashville—*W47NV, National Life & Accident Insurance Co. (WSM), 44.7 mc., 16,000 sq. mi.

UTAH

Salt Lake City—K47SL, Radio Service Corp. of Utah (KSL), 44.7 mc., 7[illegible] sq. mi.

WISCONSIN

Milwaukee—†W55M, The Journal Co. (WTMJ), 45.5 mc., 8,500 sq. mi.

WLAW, Lawrence, Mass., has withdrawn its petition to intervene against the application of KWK, St. Louis for 50,000 watts on 680 kc.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

For the latest in FM see page 31

RADIO ENGINEERING LABS., INC
Long Island City, N.Y.

In the CONTROL ROOM

JOHN R. QUINN, formerly assistant engineer of KPHO, Phoenix, has been named chief engineer of KYCA, Prescott, Ariz., succeeding Norman Dewes, who has gone to Riverside, Cal., to install the new local authorized there.

RALPH WARREN, formerly of WDEV, Waterbury, Vt., WINH, Laconia, N. H., and WORL, Boston, has joined the engineering staff of WCOP, Boston.

GUS W. HENKE, engineer of WNEW, New York, is back at the station after a month's service as chief boatswain mate in the U. S. Coast Guard Reserve.

BERT A. ALLIS has left WENY, Elmira, N. Y., to join WNBF, Binghamton, N. Y.

T. R. WHITMORTH, since 1934 chief engineer of KOTN, Pine Bluff, Ark., resigned Aug. 15 to accept an appointment as associate radio inspector, assigned to the Laboratory of Industrial Department, Puget Sound Navy Yard, Bremerton, Wash.

WILLIAM KUMPFER has been appointed to the KOA, Denver, engineering staff replacing Bill Williams, recently transferred to NBC Hollywood.

O. D. KAHLE, engineer of KOA, Denver, recently became the father of a girl.

WALTER MORRISEY, control supervisor of KOA, Denver, has recovered from a fall down some stairs in his home.

GLENN LEROY JAMES, of LaJunta, Col., has joined the engineering staff of KMYR, Denver.

JACK KRAUSE, transmitter engineer of WHBL, Sheboygan, Wis., was married Aug. 2.

TAM MARSTON, formerly of CBS, Hollywood, has joined the technical department of KFMB, San Diego, which started operating Aug. 15.

JOHN (Bud) RAY, clerk in the mailing department of NBC, Chicago, has been appointed a junior sound engineer.

MAURICE DONNELLY, engineer of WLS, Chicago, is the father of a boy, Dennis M., born Aug. 4.

BOB SMITH, engineer of WCBS, Springfield, Ill., is the father of a boy, born Aug. 5.

HUDSON LYON, KHJ, Hollywood engineer, is the father of a 7½ lb. girl, born Aug. 11. Mrs. Lyon was formerly station's staff organist, known professionally as Nell Larson.

I. E. DICKINSON, chief engineer of KMJ Fresno, Cal., has been called to active duty with the Naval Reserve and is now commanding officer of Section 3, Naval Communications Reserve, in charge of training communication personnel in Central California.

ROBERT W. STOLZENBACH, formerly of WLOK, Lima, O., has joined the engineering staff of WLOG, Logan, W. Va.

LEO SHEPARD, maintenance engineer of KNX, Hollywood, is the father of a baby boy, born July 29.

DEL GOODIN, technician, formerly of KRE, Berkeley, Cal., has joined KSRO, Santa Rosa, Cal. Replacing Goodin at KRE is Robert Garner.

BRUCE DENNIS, engineer of KFRO, Longview, Tex., has resigned to join KARK, Little Rock.

GORDON FRANCE, operator of KGIR, Butte, Mont., is the father of a recently born baby boy.

BILL NANCE has joined the control room staff of KTSA, San Antonio.

CREI Grads at Stations

CAPITOL RADIO Engineering Institute, Washington, reports the following graduates now employed at broadcasting stations: Norman F. Rugen, WAAF, Chicago; Frank R. Krulce, WSTV, Steubenville, O.; William B. Havercamp, WGAL, Lancaster, Pa.; Eugene E. Lovejoy, KGW-KEX, Portland, Ore; Oliver G. Coburn, chief engineer, KRKO, Everett, Wash.; Fred S. Mendenhall, WDAY, Fargo; Nelson Foley, WJR, Detroit; J. A. Ilderton, Jr., WJBY, Gadsden, Ala.; Alden M. Doughty, WLAW, Lawrence, Mass.; Luther O. Piersol, WILM-WDEL, Wilmington, Del.; Maurice F. Logan, WXYZ, Detriot; J. C. Burns, Jr., WSJS, Winston-Salem; Fred Peterson, and Lawrence LeFevre, WINX, Washington; Clyde McCylmonds, WHIZ, Zanesville, O.; Roy Kaplan, WOL, Washington; Ralph Ward, WFIL, Philadelphia; Sherwood M. Glotfelty, chief engineer, WMBS, Uniontown, Pa.; Thomas W. York, WBRY, Waterbury, Conn.; Vernon Stahl, WCED, DuBois, Pa; Frank J. Elliott, KFEL, Denver; Thomas C. Reid, WFVA, Fredericksburg, Va.

ACA at KYW

AMERICAN COMMUNICATIONS Assn. has been certified as the sole collective bargaining agency selected by a majority of technicians at KYW, Philadelphia, according to an announcement Aug. 8 by the National Labor Relations Board. The union petitioned for certification in April, and the certification was issued on the basis of company and union records, without necessity of a vote by employes.

GEORGE E. SMITH, vice-president of the Crosley Corp., has been appointed by Brig. Gen. Dawson Olmstead, acting Chief Signal Officer of the Army, as civilian consultant advisor on improvement and reorganization of the Signal Corps statistical services.

INS

John Shepard III signed the first INS radio contract on May 4, 1935. His Yankee Network has depended on INS exclusively for world news coverage ever since.

INTERNATIONAL NEWS SERVICE

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

HEADLINER

The best act, the best song, the best station become headliners. People see and hear them in preference to others. Headline stations from coast to coast use Blaw-Knox Vertical Radiators because they give better broadcasting results. And these better results are inherent in the structural and electrical advantages of Blaw-Knox Vertical Radiators . . . the natural benefits of an experience that covers virtually the entire history of radio. Whatever your antenna problem, we'll gladly discuss it with you.

BLAW-KNOX
VERTICAL
RADIATORS
BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities



Distributor
GraybaR
ELECTRIC COMPANY

Purity Bakeries Adding; New Program Is Tested

PURITY BAKERIES Corp., Chicago (Taystee bread & Grennan cakes) on Aug. 18 adds four Texas stations, KFDM, Beaumont; KLUF, Galveston; KPAC, Port Arthur and KPRC, Houston, to the seven now carrying the 15-minute transcribed program, *Mandrake the Magician*, for Taystee bread. Other stations are WOR, WLAC, KWK, KMBC, KDRO, KGBX, KLRD.

At the same time the company is testing a new show, *You Take the Cake*, on KSD, St. Louis and KMBC, Kansas City, for Grennan cakes. It is of the vox pop variety with announcers making the rounds of grocery stores carrying the product and offering prizes of Grennan cakes for those appearing on the program, which is recorded and played over the air the following day. Agency is Campbell-Ewald of New York.

IN CONNECTION with the construction of a giant 504-room hotel at Thermopolis, Wyo., noted for its mineral springs, Capt. E. L. Smith, identified with the development, has announced that he intends asking the FCC for authority to erect a 50,000-watt broadcasting station atop Wyoming's Owl Creek Mountains.

Effect of Priorities on Radio

(*Continued from page 7*)

Corp. and Ford Motor Co., the only automobile manufacturers to make any extensive use of network radio, are both continuing their weekly hours on CBS And, as both of these programs are largely institutional from an advertising viewpoint, they are likely to be continued as long as either company has any desire to keep its name before the public. Firestone Tire & Rubber Co., sole network tire advertiser, is likewise continuing its weekly program on NBC.

Oil Time Normal

The petroleum industry might be expected to cut down its radio advertising, but with the exception of a couple of smaller network advertisers whose plans are uncertain and one company which has cut its news program from five times to three times a week, all others are entering the fall with normal network schedules.

The two network advertisers in the building industry, another probable curtailer, last year were Wheeling Steel, which is coming back after its summer layoff, although shifting from MBS to NBC-Blue, and Holland Furnace Co., which in addition to its annual sponsorship of a broadcast of the Holland (Mich.) Tulip Festival has just started a regular series on NBC-Red.

In the house furniture and furnishings class, General Electric Co. and Westinghouse Electric & Mfg. Co. were the two major network advertisers last year, spending more than $500,000 each. GE has renewed its program for another 52 weeks, Westinghouse went off the air in January for reasons indirectly if at all connected with national defense. Libby-Owens-Ford Glass Co. is not resuming its institutional campaign on CBS this fall, but Sherwin-Williams Co. will again sponsor the Metropolitan Auditions on NBC.

Radio's two largest institutional advertisers, Bell Telephone System and E. I. Du Pont de Nemours & Co., are both continuing as before.

Network radio, in short, is suffering no serious losses from defense curtailments, and the slight losses are much more than offset by increased advertising in other fields. Less information is available, as always, about spot advertising, but national spot appears to be on the upgrade, especially the advertising of food products, confections and proprietaries, particularly cold remedies.

Installment Curb

If radio is to be hit at all by the defense program, local radio advertising will apparently be the victim, although it is not at all certain that even this form of radio will suffer greatly. But what advertising radio gets for vacuum cleaners, washing machines, refrigerators, stoves and similar home appliances is chiefly local, placed through dealers, and if advertising for these products, is cut, as appears likely, local radio will suffer accordingly.

Another potential blow to local radio is the recently announced plan for curbing installment selling. Credit clothiers, jewelers and furniture dealers, automobile finance companies and loan companies whose activities may also be curtailed, constitute a major source of advertising revenue for many stations in industrial cities. But it is not possible to make any sound predictions as to the effect of this latest governmental action until the details of the curbing plan have been worked out.



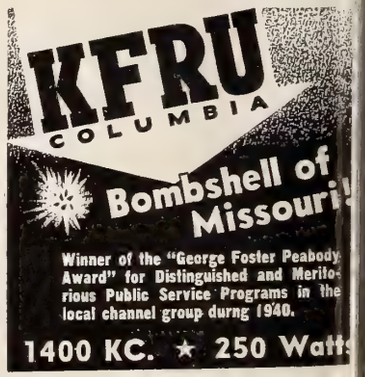
CINCINNATI was conceded to be the hottest city in the United States for several days recently and Rut Lyons and Dick Nesbitt who conduct WKRC's *Open House*, tried out that old chestnut of attempting to fry an egg on the sidewalk. Their studio audience moved out in front of the station with them and watched the proceedings as they were broadcast to the listening audience. The egg did get the semblance of a fried look at the edge

Baume Bengue Plans

THOS. LEEMING & Co., New York (Baume Bengue analgesic) on Oct. 13 will start a campaign of transcribed and live spot announcements, five to 10 times weekly in about 60 markets. Agency is Wm. Esty & Co., New York.







Training Is Begun For Radiolocation

Group of 31 Starts Course At Ft. Monmouth School

VANGUARD of some 500 volunteers called by the Army from the radio engineering and electronics fields to learn to operate air raid warning devices and to man detector posts, 31 newly-commissioned lieutenants in the Signal Corps Reserve last week began the first course of instruction in radiolocation of aircraft at the Army Signal Corps School at Fort Monmouth, N. J.

The first class will spend three weeks getting preliminary instruction in the operation and construction of the detector devices, which will be on defense duty 24 hours a day all along the American coastline and at overseas bases. The radiolocaters are a military secret closely guarded by the American and British authorities.

Similar to British

Signal Corps officers say the equipment operates on the same basic principle used by the British in their defense against bomber raids. It spots invading aircraft many miles distant, determining altitude, direction and distance. Using this information, interceptor planes can rise to attack.

Officers in the first class were selected from applicants who sought commissions since the Army announced the program several months ago. They are all graduate electrical engineers with radio experience, some including broadcasting, or with experience as electronic physicists. They are between 21 and 36 years of age, unmarried and without dependents. They have agreed to serve if necessary outside the continental United States.

Those eligible for commissions include technically qualified men, regardless of their present military status. Trainees already inducted into the Army and officers in other branches of the Reserve Corps, as well as civilians, may apply. After acceptance, the candidates are commissioned in the Signal Corps Reserve and ordered to immediate active duty. The War Department states that those wishing to apply for commissions are requested to communicate with the Chief Signal Officer at Washington.

Members of the Class

Members of the first class, now taking the three-week course and thereafter to be assigned to other stations, are:

First Lieutenants—Peter Wyckoff, Pittsburgh; R. M. Matheson, Ithaca, N. Y.; Reardon S. Cotton Jr., Philadelphia; W. H. Freeman, Richmond, Ind.

Second Lieutenants—J. L. Hult, Columbus; Roy L. Shipp, Boulder City, Nev.; William S. Burwell, Newport News, Va.; Albert H. Lasday, Pittsburgh; Elies Elvove, Washington; N. A. Terhune, Westwood, N. J.; W. E. Yost Jr., Chevy Chase, Md.; Louis C. Goetz, Wilkinsburg, Pa; Robert L. Tosca, Mesquite, Tex.; T. S. Schrieber, Baltimore; Edgar T. Martin, Montgomery, Ala.; Otto F. A. Arnold, Fairhaven, Mass.; E. H. Smith, Johnston, S. C.; Wm. M. Copley Jr., N. Matewan, W. Va.; Walter W. Debenham, Auburn, N. Y.; Jack Avins, Staten Island, N. Y.; Edward Balogh, Johnstown, Pa; G. D. Fogle, Chicago; George H. Schmitt, New Orleans; Richard F. Koch, Cedarhurst, N. Y.; Herbert D. Roistacher, New York; Robert F. Sugnet, Buffalo; Clifford K. Poarch, Washington; Harold W. Kelley, Washington; Levi H. Robinson, Minard, Ill.; John W. Post, New Castle, Pa; Arthur Hall Jr., Morgantown, W. Va.

Gulden Fall Plans

CHARLES GULDEN Inc., New York (Gulden's mustard) is planning a fall campaign of 15-minute recorded musical programs and spot announcements on a number of stations. Those already signed include WJZ and WOV, New York, and WGY, Schenectady. Charles W. Hoyt Co., New York, handles the account.

CLOTHIER PLANNING RECORD N. Y. PACT

SIGNING one of the largest contracts for local time, Crawford Clothes, New York, the week of Sept. 7. will start 12 hours and 45 minutes of time weekly for 26 weeks on WMCA, New York, a 13-week quarter-hour weekly show on WEAF, New York, and eight hours weekly on WINS, New York.

Heading the personalities in the block of time on WMCA is Jimmy Powers, sports editor of the *New York Daily News* and WMCA sports commentator, heard six times weekly at 6.30 p. m. Others are Bob Carter's five-weekly rhythm styles; Art Green's daily recordings from Manhattan Beach; Sam Brown Sundays at 11 p. m., and Bob Bach and his *Platterbrain* series Fridays at 10 p. m. In addition, the WMCA schedule includes 4½ hours of time on Saturdays devoted to football scores and musical recordings, and the 1 p. m. and 7.15 p. m. news bulletins six times weekly.

On WEAF, Crawford will sponsor *Sam Hayes Touchdown Tips* Fridays 6:30-6:45 p. m., starting Sept. 12. The WINS schedule starts Sept. 3 on a 13-week basis and includes four five-minute musical strips, three quarter-hour news strips, and a quarter-hour sports strip featuring Don Dunphy, all to be heard Monday through Saturday. Agency handling the account is Al Paul Lefton Co., New York.

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN

Served by the

LAKE SUPERIOR RADIO GROUP

(not a wire network)

WHDF • WJMS • WATW

Houghton, Mich. • Ironwood, Mich. • Ashland, Wisc.

Group contracts save 25% on the three stations and 15% on any two stations

National Representatives:

BOGNER and MARTIN

295 Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

Apricots to Zircons!

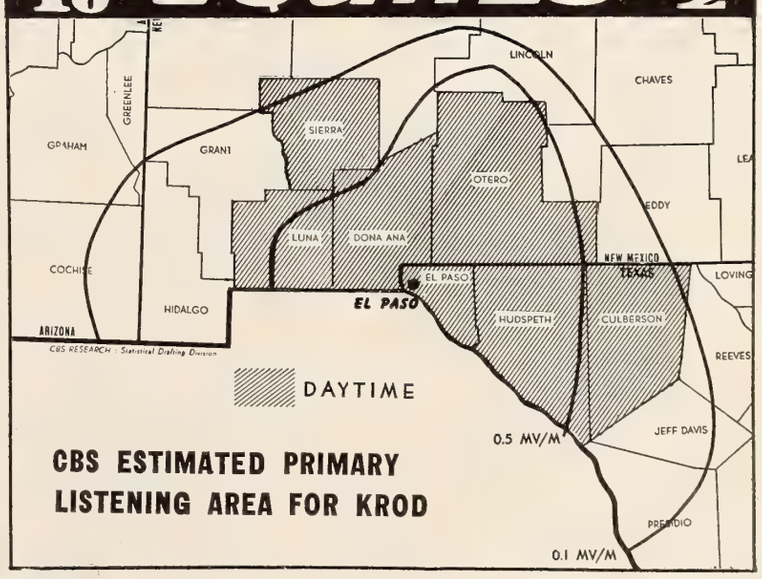
From groceries to replica diamonds . . . from automobiles to a zoo . . . the WNOX sponsor list spans the alphabet to spell out phenomenal results.

A man comes 150 miles to buy a WNOX-advertised car; a drug product reports a record sales increase; a furniture company's in its fifth year of daily newscasts:—little stories of big results, in the rich TV Area!

Use the A-Z treatments: Add Zip to sales with WNOX!

5000 W. DAY; 500 W. NIGHT
C. P. Granted
10,000 WATTS
FULL TIME
WNOX
Affiliated With THE KNOXVILLE NEWS-SENTINEL
SCRIPPS-HOWARD RADIO, INC.
KNOXVILLE TENNESSEE
NATIONAL REPS.: THE BRANHAM COMPANY

1/10 EQUALS 1/2



CBS ESTIMATED PRIMARY LISTENING AREA FOR KROD

WHEN It Serves This Radio-Isolated Market!

Surveys show that KROD's .1 MV/M signal is important in two counties of KROD's primary listening area. It also is important in the secondary area, because the long distances from other large cities make this a radio-isolated territory, that is covered satisfactorily only by KROD. Copies of KROD listening area maps as prepared by CBS will be sent upon request.

KROD

600 Kilocycles
1000 Watts (Day)
500 Watts (Night)

EL PASO TEXAS

Dorrance D. Roderick, Owner
Merle H. Tucker, Manager

Howard H. Wilson Co.
National Representatives

We have THE VERY IDEA
Custom-built radio productions
One minute or one hour—
live or transcribed
The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

Shell's Coast Party

SHELL OIL Co., San Francisco, on Aug. 7 began sponsorship of *Shell Comes to the Party* on seven CBS Pacific Coast stations and two CBS stations in Arizona, Thursday 9:15-9:45 p. m. (PST). The program originates in various remote pickups by KNX, Hollywood. Other stations on the hookup are: KARM, Fresno; KOIN, Portland; KSFO, San Francisco; KFPY, Spokane; KIRO, Seattle; KROY, Sacramento; KOY, Phoenix; KTUC, Tucson. J. Walter Thompson Co., San Francisco, handles the account.

Big Bond Show

DEPENDING not alone on the material sent out by the Treasury Dept. to promote the sale of Defense Bonds and Stamps, WHO, Des Moines, is staging a Fridaynight half-hour show titled *Dress Rehearsal*, specially written and produced by Dick Anderson, staff announcer. Plugs are devoted entirely to the defense issues. Cast of the variety program includes a full orchestra, The Songfellows, the Sunset Corners Choir and staff and guest artists.



Mr. Anderson

Granik Opens Law Office

THEODORE GRANIK, who has conducted the *American Forum of the Air* on WOR since 1928 and on MBS since 1937, has resigned as special counsel of the U. S. Housing Authority to establish his own law offices at 1627 K St., Washington. He will also operate in the field of public relations. Mr. Granik founded the *Forum* while he was assistant district attorney of New York County, conducting it without pay as a labor of love. When he went to Washington, he continued the feature on Mutual, maintaining it on an impartial and non-political level and through his work as arranger and moderator becoming one of the best known figures on the Washington scene. He will continue the *Forum* on MBS Sunday nights.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Licensed Operator—For local Virginia station. State qualifications and acceptable starting salary. Box 813, BROADCASTING.

Wanted—Good all around announcer, Virginia station. Must be able to do sports. State qualifications. Box 808, BROADCASTING.

Immediate Opening—For young announcer-copywriter with two years' experience. Ad-lib ability preferred. Send complete work record, picture, continuity sample and salary. KLO, Ogden, Utah.

Announcer-Writer — Midwestern regional network station. Commercial copy and newscasting are important. Advise age, education, experience, enclose copy samples, and advise if transcription available. Box 804, BROADCASTING.

Wanted—A good announcer with at least 3 years' experience. Send complete details including salary, expected draft status and a transcription of your voice. Box 812, BROADCASTING.

Experience—Sports announcer wanted by Midwest Regional Station in good market. Must be A-1 in basketball and football. Send transcription, detailed information, and salary expected. Box 803, BROADCASTING.

Salesman—Thoroughly experienced time salesman will have exceptional opportunity with new local in very rich agricultural district in midwest. Drawing account plus commission. Give complete details first letter. Box 811, BROADCASTING.

Chief Engineer Wanted—Northwestern college town of 25,000—excellent climate and living conditions wants college man with hour experience as well as 3 years' experience as chief of 5 kw station, good references required. Station 5 kw Modified Western Electric CBS affiliate wages $1.15 per hour. Box 802, BROADCASTING.

Situations Wanted

NATIONALLY KNOWN NETWORK PERSONALITY—AGE 37, WITH TEN YEARS' EXPERIENCE, SEEKS RADIO DIRECTORSHIP WITH PROGRESSIVE ADVERTISING AGENCY. CAN DELIVER SUPERLATIVE PROGRAMMING AND DEPENDABLE COORDINATION. WRITE BOX 818, BROADCASTING.

Situations Wanted (Continued)

News Reporter — University graduate; six years newspaper background. $50 minimum. Immediately. Box 801, BROADCASTING.

Engineer—Control, transmitter, now on kilowatt, directional, married. Thoroughly competent, present salary $32.50. Box 807, BROADCASTING.

Salesman—Three years' experience with network station desires change. Aggressive, able. Age 29. Draft exempt. Box 817, BROADCASTING.

Sports-Special Events Announcer—Expert play by play all sports. Six years' experience. Available September 15th. Box 806, BROADCASTING.

Radio Executive Available—Dependable, experienced, married man. Tops on sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 815, BROADCASTING.

Excellent Announcer—4 years' experience news, sports, general work. Now employed 5000 watts. Major, minor network experience. References, transcription, possible interview. Prefer general West. Box 816, BROADCASTING.

My Component Parts Are Made Up Of Ingredients Of—Arthur Godfrey, Orson Welles, Arch Obler and Earl McGill. I want only the chance to prove it. Box 814, BROADCASTING.

Engineer—Desires change to Western station, permanent, 7 years with 5 kw: installation, maintenance, studio, network and transmitter experience, 1st class license. Age 36, available 2 wks. notice. Box 809, BROADCASTING.

Station Production Or Director's Assistant—1941 Vassar graduate with experience scriptwriting or secretarial with New York U Summer Radio Workshop, Vassar Experimental Theatre. Two years acting-directing WGNY, Poughkeepsie. Box 805, BROADCASTING.

Who Needs An Excellent Salesman Or Commercial Manager?—Available mid-September. Outstanding sales record past 7 years in poor market. Married. Draft exempt. Thoroughly experienced local and national sales, merchandising. Best of references. Give full particulars. Box 810, BROADCASTING.

Smith Disclaims Newspaper Tieup

Owns Only 10 Out of 2,500 Shares in Publications

MORE far-fetched inclusions in the FCC's alleged "newspaper ownership" tabulations introduced at the opening of the recent newspaper-radio hearings [BROADCASTING, July 28, Aug. 4], are divulged with the disclosure that Joe L. Smith Jr., son of the Democratic Representative in Congress from Beckley, W. Va., owns only 10 out of 2500 shares of stock in Beckley Newspapers Inc., publisher of the *Beckley Post-Herald* and *Raleigh Register*. The Beckley newspapers, incidentally, last month also purchased the *Suffolk* (Va.) *News-Herald*.

Young Mr. Smith controls WJLS, Beckley, and WKWK, Wheeling, both listed by the FCC as "A" stations, which purports to indicate that more than 50% of the stations' stock is held by newspaper interests.

Far From the Truth

"I cannot readily understand," says Mr. Smith, "why the FCC insists upon listing WJLS and WKWK as newspaper affiliated. Actually, nothing could be further from the truth, for here in Beckley there has been a minor feud between the radio station and the newspaper ever since we first went on the air. While there is no real 'bad blood' between the publisher of the newspaper and myself, at the same time I know that he would never consult me in regard to any of his newspaper policies, and I certainly have no intentions of ever discussing any of the radio station's policies with him."

WKWK, recently licensed as a new local in Wheeling, has 180 issued shares, of which 98 are held by Mr. Smith, 80 by John Reynolds, former assistant secretary of the FCC who resigned to become its manager, one by Mr. Smith's brother, Hulett C. Smith, and one by Mary E. Meadows. Hulett C. Smith also owns 10 shares in Beckley Newspapers Inc., but has no active interest either in the newspaper or radio businesses.

Aetna to Use Radio

AETNA CASUALTY & SURETY Co., Hartford (insurance) early in the fall will start a campaign of transcribed announcements Monday thru Saturday on 15 stations in New York State, to dramatize the liabilities involved in the new State automobile accident laws going into effect Jan. 1, 1942. Agency is Marschalk & Pratt, New York.

Saved by Clipping

ONE of the most unusual requests ever received by the New York office of BROADCASTING came last Thursday from Al Taranto, timebuyer of Ted Bates Inc., New York. Mr. Taranto had been called by his local draft board. He had married in December and the board was skeptical. Draft evader? Could he prove he had intended to marry before the numbers were drawn? And Mr. Taranto remembered. On Oct. 1 BROADCASTING had learned of Mr. Taranto's impending marriage and carried an item to that effect. Proof enough. Mr. Taranto wanted the clipping. BROADCASTING obliged and somewhere, someplace in New York a young wife rejoices, because her husband has been deferred!

Court Upholds FCC

(*Continued from page 10*)

recommendations should not be made without diligently undertaking to secure relevant data and the informed thought of those likely to be affected. The surest safeguard against uninformed and arbitrary action is to be found in securing information from those best qualified to know the results of any governmental action.

"Certainly, until such action, if any, be taken, its constitutionality cannot be weighed and determined by a court, and, indeed, no presumption is to be indulged in that any action will be taken that is unconstitutional; nor is it to be presumed that the respondent will be required to give testimony of an irrelevant or privileged nature. The inquiry should be conducted fairly and reasonably, and it must be presumed that it will be. The authority of the Commission under the Act here involved is broader than the provisions which were challenged in the Harriman case, and so I do not believe that the question here is controlled by that case."

* * *

Authority at Issue

BRIEFLY reviewing the conflicting stands of the FCC and Mr. Stahlman at oral arguments before Judge Morris last Monday, Mr. Harris and Mr. Hanson reduced the issue to whether the FCC in fact had the power to institute such a broad inquiry as the newspaper-ownership proceeding under the statutory authority of the Communications Act.

Mr. Harris argued that the power unquestionably lay with the FCC, either for individual or general hearings, under Sections 403 and 309(a) of the Act, with Mr. Hanson averring that the Commission has no authority "to adopt or apply any policy or promulgate rules, the purpose and effect of which would be to bar persons, firms or corporations engaged in the newspaper publishing business from engaging in the radio broadcasting business", much less to conduct a sweeping inquiry into the conduct of the newspaper business.

He declared the FCC, through its newspaper-ownership questiontionnaire, had forced "a group of licensees" to become "stool pigeons" to report on the business activities and practices of newspapers and publishers in their respective areas.

Battle of Briefs

According to the FCC brief, the Commission on March 20 issued its Order No. 79, directing an investigation to determine what statement of policy or rules, if any, should be made concerning applications for FM stations along with future acquisition of standard broadcast stations, by persons also associated with newspaper publishing. Issued July 1, the supplementary Order No. 79A set forth the issues upon which testimony would be taken. On July 15 American Newspaper Publishers Assn., through Mr. Hanson, filed a petition requesting the FCC to vacate the two orders on the ground that the Commission lacked authority to conduct the proceedings. On July 23 the FCC issued its written opinion and order denying the petition.

Continuing, the FCC in its brief explained that on July 29 Commissioner Ray C. Wakefield had directed a subpoena to Mr. Stahlman, requiring him to appear for testimony Aug. 1. Mr. Stahlman failed to appear on the designated date, on advice of his counsel, Mr. Hanson, who declared the subpoena a nullity because "the Commission is without power to make the inquiry indicated by its Order No. 79 and its Order No. 79A."

On Aug. 2 the FCC filed application for an order to show cause and an order requiring Mr. Stahlman's appearance pursuant to the subpoena. Judge Morris signed the order to show cause the same day, and set last Monday for oral arguments and presentation of briefs.

Claims Jurisdiction

Noting that the respondent "at no time has contested either the validity of or the propriety of the subpoena per se", the FCC brief stated that apparently the only issue was whether the Commission had jurisdiction to conduct a hearing of the type contemplated by Orders 79 and 79A. Citing the FCC rules and regulations and their application to newspaper applicants, the Commission brief declared:

"In recent months this problem has confronted the Commission

Your BEST BUY in ARKANSAS is KLRA
LITTLE ROCK
BUSINESS is booming in Little Rock—over $150,000,000 in defense orders are being spent in addition to the regular $200,000,000 plus in annual retail sales.
•
Only Columbia Outlet In The State!
5000 WATTS DAY & NIGHT
THE KATZ AGENCY
National Representatives

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
JACKSON GETS HUGE DEFENSE INDUSTRY
Latest National Defense project awarded this area is ammunition (bag loading) plant at Flora—20 miles north of Jackson.
To cost $15,000,000.00
To employ 3500 to 4000
Invest you advertising dollars with WJDX—Dominant Radio Station in Mississippi's growing market.
Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTSB
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

more and more frequently due to the recent commercial debut of FM broadcasting. As of the date when hearings began on Order No. 79 (July 23), 45 applications out of a total of 116 applications for FM licenses were by newspaper interests. The Commission's duty to act upon these applications carries with it the duty to determine the qualifications of the applicants. Section 4(j) enjoins the Commission to 'conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice'. Under Section 309, each of these applications would have to be set for hearing if the Commission could not determine from the examination thereof that public interest, convenience, or necessity would be served by a grant.

Requires Expertness

"To deny the Commission the power to institute a general inquiry into the same matter under Section 403, as apparently urged by respondent, would deprive Sections 4(j) and 403 of all meaning would lead to the unreasonable result that the Commission is empowered to hold scores of particular hearings in order to arrive at a determination of policy, but is not empowered to hold one general inquiry for the same purpose. The broad powers conferred by these sections can hardly be construed as intended to be confined within such a procedural straight-jacket.

"Consideration of the basic theory underlying the creation of administrative agencies reinforces the conclusion reached from the clear wording of the statute. One of the principal reasons for the establishment of administrative agencies is to be found in the expectation that such agencies will develop expertness in the administration of difficult specialized matters. "If the problems in the regulation of an industry are complex enough to warrant the establishment of an administrative agency to deal with them, it would seem unlikely that Congress would limit its usefulness by withholding from it the power to conduct general hearings for the purpose of better acquainting itself with the industry which it must regulate. Such an intention is not to be imputed to Congress unless the basic law creating the agency explicitly so provides. No color of such provision is to be found in the Communications Act.



STRATEGY AND KIBITZING were discussed in the pre-game huddle of the Radio All-Stars of WGN, Chicago, before they played against Bob Elson's Retrievers, regular WGN team of the Chicago Editorial League. Left to right, front row: Attilio Baggiore (with bat), producer Paul Fogarty, Bud Vandover, Bill Anson, Guy Savage (who later sprained his right ankle), Marlin Hurt (with white hat), Jess Kirkpatrick (with cigarette). Second row, left to right: George Dietrich, WGN engineer, Comedian Gordon Vandover, Actor Willard Waterman, Jack Brockhouse, Andy Frain, Charles Flynn. The Retrievers won, 13 to 9, and the game netted over $1,000 for Chicago charities.

May Need Legislation

"Moreover, the Commission's authority under Section 403 to institute the proceedings under Orders 79 and 79A is not limited to matters arising under Section 309. An inquiry is authorized into 'any matter. . . concerning which any question may arise under any of the provisions' of the Act. Section 4(k) directs the Commission to make an annual report to Congress and to include in it 'such recommendations as to additional legislation. . . . as the Commission may deem necessary'. Questions arising under Section 4(k) are also included within the contemplation of Section 403.

"It will be seen that the issues to be examined pursuant to Order No. 79 are broad enough to include subjects concerning which the Commission may wish to consider recommending additional legislation to the Congress. It should be noted that the question of common ownership of newspapers and radio stations has been discussed and debated in the halls of Congress on many occasions."

Mr. Hanson contended during oral argument, in support of his brief, that the FCC not only had no authority to conduct the newspaper-ownership hearings, but also that that it had slipped in the idea of making a report to Congress, based on evidence adduced at the hearings, only as an afterthought when Order 79 had been challenged. He asked, "Just what did the FCC have in mind with Order 79?"

"The chief question is whether the Commission has the power to make a classification of newspaper publishers either for the purpose of granting or denying radio licenses simply because they are identified with newspapers," he declared. "If the Commission has that power, I grant that it has the power to call such a hearing. If it does not have that power, then certainly such an inquiry is illegal."

The FCC questionnaire sent out to licensees revealed a "sweeping inquiry" into the newspaper publishing business, Mr. Hanson declared. He said "a group of licensees" were used by the FCC as "stool pigeons" to bring in information on newspaper policies over the country.

A Fishing Expedition

Reviewing explicit provisions of the Communications Act that broadcasting stations were not common carriers and that certain types of persons were disqualified from holding broadcast licenses, Mr. Hanson cited a series of court decisions, among them the Tri-State Broadcasting, Sanders Bros. and Colorado Radio Co. cases, all of which, he said, indicated that there was nothing to prevent a newspaper from owning a radio station, and that apart from individuals specifically disqualified in the Act, anyone satisfying the basic requirements concerning equipment, competent service, financial ability and interference would be a passible licensee.

Emphasizing that the FCC had mentioned no "report to Congress" in Order 79, Mr. Hanson declared that Mr. Stahlman had been asked to testify on "some ancient history" in the newspaper field, and not on any matter directly concerning him. He also called to mind Supreme Court bans on "fishing expeditions", which he charged the FCC proceeding constituted.

Declaring the FCC inquiry was pure and simple an expedition into the newspaper field, over which the Commission certainly had no jurisdiction under the Act, Mr. Hanson declared the FCC had no legal power to make such an investigation, and the subpoena issued against Mr. Stahlman in connection with the proceedings amounted to a violation of due process.

In a colloquy with Mr. Hanson, Judge Morris commented that it is not to be taken for granted that the FCC inquiry would abridge the constitutional rights of the press, since conceivably it could improve the position of the press in regard to station ownership. Mr. Hanson granted this point, but reemphasized that Order 79 made no mention of any "report to Congress", commenting that "a legislative inquiry must have a legislative purpose".

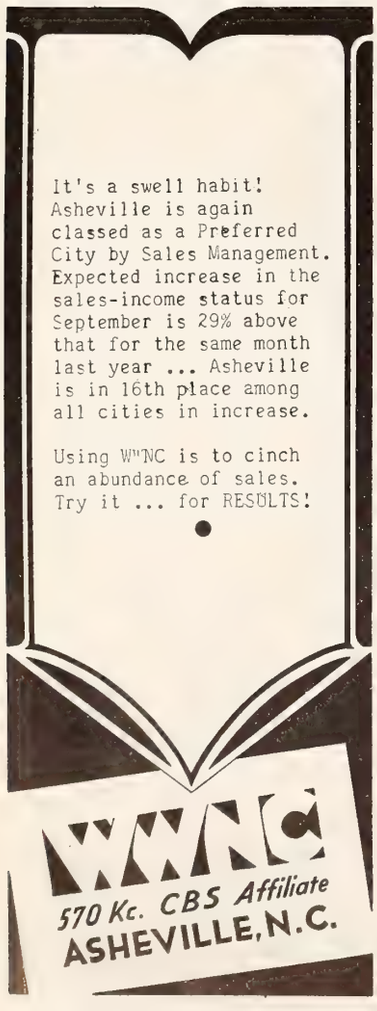
Later Judge Morris engaged in an exchange with Mr. Hanson, asking why, if the FCC can go into individual situations on specific inquiry, it cannot on general inquiry "explore all the advantages of newspaper ownership". Mr. Hanson replied that this would amount to an "encroachment" on other individuals, pointing to the impossibility of establishing any general classification of newspapers as being "good" or "bad" or "better" or "worse".

Smith Bros. News

SMITH BROS., Poughkeepsie, N. Y. (cough drops, syrup) about Nov. 13 will begin sponsorship of *Knox Manning & the News* on an un-named number of CBS-Pacific Network stations, four nights weekly. Times have not yet been set. Contract is for 17 weeks. J. D. Tarcher & Co., New York, handles the account.

Cort Cigarette Test

RIGGIO TOBACCO Corp., Brooklyn, has signed for a 13-week test on WINS, New York, for Cort Cigarettes, marking the first time radio has been used for the product. A total of 455 live half-minute announcements, at the rate of 35 weekly, will be used. Agency is M. H. Hackett Inc., New York.





LLIED IS AWARDED FEDERAL CONTRACT

EGARDED as the largest record-g contract yet signed by the Gov-nment, the Procurement Division the Treasury Department last riday awarded to Allied Record fg. Co., Hollywood, the contract r all Government recording dur-g the next year. The contract, reviously held by Allied for 15 onths before it was awarded to BC for the last two years, covers cording, processing, pressing and ogram production for all Gov-nment features.

The company has established a ashington office and will use adios of WOL for recording. The tual recording will be done by . S. Recording Co., Washington. is expected the contract will present a minimum volume of 50,000 annually. Transactions th the Procurement Division in ashington were handled for Al-d by Irving Fogel.

Kirkman Spots

)LGATE - PALMOLIVE - PEET ., Jersey City (Kirkman soaps), Aug. 18 will launch a 13-week mpaign of participations and one nute transcribed announcements to 19 times weekly on WBEN EBR WHAM WFBL WSYR IBX WGY WOKO WNBF ENY WERC WLEU WJTN. gency is N. W. Ayer & Son, New ork.

Fitzpatrick Extends

TZPATRICK BROS., Chicago itchen Klenzer), is adding mar-ts and expects to attain national stribution by the first of the year. r fall, the company plans to use rticipating programs and one-nute dramatized announcements stations in new markets, de-nding upon availabilities and lo-l marketing conditions. Agency Arthur Meyerhoff & Co., Chicago.

O'Sullivan Jingles

SULLIVAN RUBBER Co., Win-ester, Va. (rubber soles) on Sept. will begin a campaign of one-nute transcribed jingles, played o 26 times weekly on the follow-g stations: WBAL WNAC WORL CFL WAAF KFI KHJ WABC INS WOV WFIL WPEN KALE SFO KFRC KIRO WRC. Con-acts are for 13 weeks. Berming-m, Castleman & Pierce, New rk, handles the account.

Sheaffer to Start

. A. SHEAFFER PEN Co., Fort adison, Ia., on Sept. 1 will start schedule of evening chain break nouncements, varying from one three times per week on 80 sta-ns. Contract will run through ristmas. Agency is Russel M. eds Co., Chicago.

Quaker Net Comedy

JAKER OATS Co., Chicago, has cided on the title *That Brewster y* for the weekly half-hour comic-amatic program, which will start Sept. 8 on 51 NBC-Red stations, Quaker and Mother's Oats. Pro-am will emanate from Chicago Mondays, 9:30-10 p.m. Agency Ruthrauff & Ryan, Chicago.

Blue Moon Spots

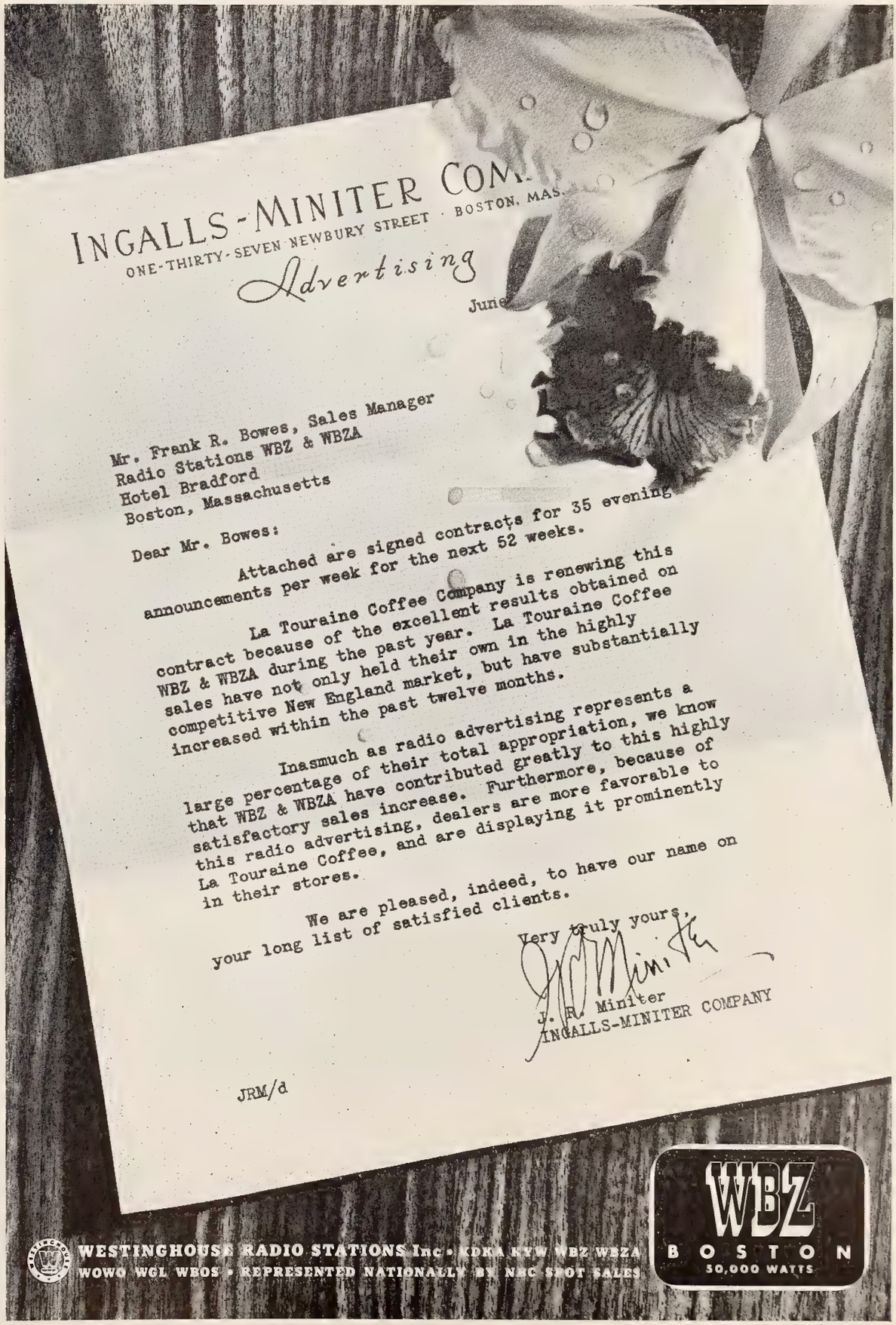
BLUE MOON FOODS Inc., Thorp, Wis. (cheese spreads) recently started participations on *Saturday Morning Open House*, on WCCO, Minneapolis, for a period of 13 weeks. The company is also participating on *Dear Imogene*, on WOR, New York, and on *June Baker*, on WGN, Chicago. H. B. LeQuatte Inc. is the agency.

New Sweetheart Drive

MANHATTAN SOAP CO., New York (Sweetheart soap flakes) beginning the first week in September, will launch an extensive campaign of transcribed announcements and chain breaks on 40 Midwest stations. Contracts are for 12 weeks. Franklin Bruck Adv. Corp., New York, handles the account.

Beechnut Campaign

BEECHNUT PACKING Co., Canojoharie, New York, is planning its fall spot campaign for Beechnut gum on a large list of stations, as yet not completely settled. Schedule will be similar to last year's campaign, according to Newell-Emmett Co., New York, agency in charge, which will announce details later this month.



'Alert' Exhibited

MEMBERS of the Defense Communications Board last Thursday witnessed a special demonstration of the RCA "alert receiver", newly-perfected device which rings a bell to summon its owner, gives him instructions broadcast by his Civil Defense Chief and then shuts itself off automatically. The Washington demonstration, supervised by Arthur Van Dyck, in charge of the RCA License Laboratories where the device was perfected [BROADCASTING, Aug. 4], was presented at the request of FCC and DCB Chairman James Lawrence Fly. Members of the FCC staff and the press observed its operation at a second demonstration later in the day.

Brewery Discs

GALVESTON-HOUSTON BREWERIES, Galveston, Tex. (Southern Select beer), on Sept. 5 will start a series of quarter-hour transcribed programs, five times a week, on KGKO, Fort Worth, and a series of six-weekly quarter-hour programs on WACO WFAA WOAI KPRC KLUF KWFT KRGV KFJZ KGNC KTSM XEJ. Sponsor will also advertise its product on one-minute transcribed announcements, from one to three times weekly, on KXYZ KRIC KTBC KPLT KRIS KNOW KTEM KFDM KRMD. Contracts vary from a month to 52 weeks. Agency is Ruthrauff & Ryan, Chicago.

Big Ballantine Series

P. BALLANTINE & SONS, Newark, on Sept. 12 will start a variety program on 75 Mutual stations, featuring Charles Laughton, Milton Berle, Shirley Ross and Bob Crosby's orchestra. Programs will be heard Fridays at 9:30 p.m. in the interests of Ballantine's beer and ale. Agency is J. Walter Thompson Co., Los Angeles.

Maltex Making Up List

MALTEX Co., Burlington, Vt. (Maltex cereals), starting the middle of September is planning a campaign of participations on *Woman of Tomorrow*, WJZ, New York; *Marjorie Mills*, Yankee Network; *Uncle Don*, WOR, New York and *Home Forum*, KDKA, Pittsburgh. Other markets will be added. Agency is Samuel C. Croot Co., New York.

Lane Bryant Series

LANE BRYANT Inc., New York (mail order house), on Aug. 18 is to launch a campaign of participations and live announcements plugging the company's catalogue on WHO KMA WNAX WDZ WWVA WSM KXOK KWFT WLS WLW WIBW. Agency is Huber Hoge & Sons, New York.

WALTER LURIE, free-lance producer, has incorporated his own radio production company, Radio Showmanship, Inc., with offices at 341 Madison Ave., New York.

Govt. Anti-Ad Front Widening

(*Continued from page 9*)

that he has a "desire to control it" Assistant Attorney General Thurman Arnold's current enforcement activities in the food, drug, tobacco, gasoline and other industries include several sidelight attacks on advertising. In his June, 1940, indictment against the "big four" cigarette companies, Mr. Arnold charged defendants with the use of "extensive and continuous nationwide advertising" to maintain "such a public demand and acceptance for their major brands" that defendants were able to force retailers and others to handle their products on arbitrary and unreasonable prices and terms. Mr. Arnold not only attacked the allegedly illegal terms and prices, but blamed their existence on successful advertising—in short, not only did Mr. Arnold attack alleged monopolistic practices, *per se*, but also went out of his way to ring in advertising which does not constitute an offense against the anti-trust act.

Letter to Oil Companies

Since it must be assumed that all advertising is designed to create a demand for a commodity, Mr. Arnold's apparent position is this—advertising in general is alright, but when it is so successful that it creates an insistent demand for a commodity or brand, then the Antitrust Division can step in and level off the situation to prevent the successful national advertiser from getting too far ahead of his less successful competitor.

Several weeks ago, Mr. Arnold topped this off by sending a questionnaire to the leading gasoline and oil companies, asking them how and why they advertised their products. Mr. Arnold indicated that these companies advertise their gasoline, create an insistent demand for their product, and then use this demand as a means of forcing the retail gasoline station to buy their whole line of products. Here, again, Mr. Arnold apparently indicates that he would place a limit on the success of a national advertising campaign.

New York Milk Case

In a May, 1941, indictment against the large milk distributors in the metropolitan New York area, Mr. Arnold charged that a two-cent differential between branded "Grade A" milk, highly advertised as superior to other brands, and "Grade B" milk, sold by independents and defendants but not supported by large amounts of advertising, is unjustified because there is no substantial difference between the two grades. Aside from the question of whether "Grade A" and "Grade B" are identical, Mr. Arnold apparently is hitting at the heart of advertising—brand names—by contending that a company cannot charge more for branded articles backed by advertising.

In June, 1941, the Antitrust Division secured an indictment against the evaporated milk industry in which virtually the same principle was involved—a charge that the industry set a differential between the prices of their primary advertised brands and their secondary brands.

And finally, Mr. Arnold's theories and legislative proposals in regard to changing the patent and trade mark laws are regarded by lawyers in those fields as having a bearing on the future of advertising. They charge that Mr. Arnold would like to limit the life and effectiveness of patents and trade marks, which they claim is the heart of national advertising. Without exclusive protection for a product or a name, advertising would only serve to help the competitor as well as the advertiser.

While not of major interest to national edvertisers, Mr. Arnold also is looking into the field of cooperative advertising, such as is generally practiced by voluntary groups of independent food and drug stores as a means of meeting chain store competition. Mr. Arnold wants to know whether this form of advertising is a means of fixing prices. Likewise, he has expressed opposition to State fair trade laws, a device by which the distributors of nationally advertised products prevent the sale of these products below certain stated prices, and to State unfair trade laws which prevent the sale of such products below cost as a means of drawing customers to a store.

Meat Packing Cases

Mr. Arnold's latest effort to tie in advertising to his anti-trust program came on Aug. 13 when the Antitrust Division secured an indictment against 81 meat packing companies, including the nation's leading advertised-brand distributors, and the American Meat Institute, trade association for the packers. The indictment charged that the packers conspired to raise prices of hams during the period immediately preceding Easter by withholding the sale of hams for use on Easter Sunday until one month prior to Easter. According to the indictment, the net effect of this practice was to increase prices during peak demand.

The indictment pointed out that the meat industry stimulated a demand for hams by pushing it in nationwide advertising campaigns in an effort to make ham the traditional Easter Sunday dish the same way turkey is the Thanksgiving dish. Again the point can be raised as to why Mr. Arnold insisted on including a reference to successful national advertising campaigns in an incident in which it must be assumed that the alleged pricing violations are covered by the Sherman act, per se, and have nothing to do with the success or failure of a national advertising campaign.

FTC Study

FEDERAL TRADE COMMISSION: Early in 1940 the FTC secured funds from Congress to promote an inquiry into the "cost of distribution". In justifying the inquiry for the House Appropriations Committee, FTC said it would try to find out whether advertising served an economic purpose and performed a service to consumers. When leaders of the advertising industry protested vigorously, FTC issued a formal statement saying that it did not intend to investigate advertising as such.

According to FTC sources, the advertising angle was slipped into the investigation by the Economic Division without the Commission itself realizing the full import of the situation. However, the FTC denial does not wipe out the essential fact that there must be some people in high places on the Commission's staff who question the economic justification of advertising in the distribution of goods. Even if the final report, which has been delayed due to defense activities—so say FTC sources—is not antagonistic to advertising, the question arises as to what was the need of investigating advertising in the first place if its place in distribution is not under fire.

Sherwin-Williams Case

In December, 1939, FTC issued a Robinson-Patman Act complaint against the Sherwin-Williams Paint Co. and subsidiaries that



SERIOUS MOMENT for this group of executives occurred when Nathan Elliot (seated), president of West Coast Construction Co., Beverly Hills, Cal., one of the largest Pacific Coast home builders and remodelers, signed a 52-week contract to sponsor the weekly quarter-hour *Hollywood on Parade* and 12 spot announcements per week on KMPC, that city. Bending over Mr. Elliot is Walter B. Davison, KMPC sales manager, as Walter Shanks, account executive of T. Tyler Smith Adv. & Merchandising, Hollywood agency servicing the account, looks on. Firm, new to radio, will devote more than 90% of its advertising appropriation to the medium. Following the first 13 weeks, *Hollywood on Parade* is to be sponsored twice weekly.

KTHS, Hot Springs, Ark., had its antenna struck by lightning July 31. Due to fast work by Cecil Scuitt, engineer at the 10,000-watt transmitter, the station was back on the air exactly 11 minutes after the accident.

gives the hint that this law might some day be used as a weapon to eliminate price differentials between advertised brands and non-advertised, or lesser-advertised, comparable commodities put out by the same company. This act is designed to force a seller to offer his commodities on similar terms and at similar prices to all buyers.

In the Sherwin-Williams case, FTC apparently questions the practice of selling paint under one advertised trade name at one price, while a subsidiary is selling comparable paint under another trade name at a different price. The implied theory is—any price differential between the respective comparable products of an affiliated group would constitute a price discrimination, if those comparable products were of like grade, even though they might be sold under different nationally advertised brand names. In fact, the theory is somewhat similar to that used by Mr. Arnold in the milk and evaporated milk cases, but FTC would use the Robinson-Patman Act as its means of operation, while the Antitrust Division would use the Sherman Act.

This theory would strike at the heart of many advertised brands because it would mean the leveling-off of prices for advertised brands and similar items sold under private, or non-advertised brands. It would mean that the distributor would not be able to pass on any of the costs of advertising, and the advertised brand would be at a competitive disadvantage with the non-advertised brand. In general, however, it must be noted that FTC is less radical in its approach to advertising as an institution than other government agencies. Essentially a middle-of-the-road agency, FTC's main business is regulating advertising claims and drastic reduction in advertising generally might cut down the number of FTC "customers" and leave it without much to do.

Congressional Ideas

CONGRESS: Although the report, monographs, and activities of TNEC have been almost forgotten in the rush of the defense emergency, there is a strong possibility that one of the first post-war problems to face industry will be Congressional legislation based on the work of this investigating committee. While the final report was not particularly hostile to advertising, many of the TNEC activities leading up to the final report were.

The Committee published a monograph by Isadore Lubin, then Commissioner of Labor Statistics, which was unfavorable to nationally advertised brands of drug goods—the report pointing out how non-advertised drug items of similar nature could be obtained at lower prices. The Committee also heard testimony and received a monograph from Donald Montgomery and his aides at the Consumer Counsel's office of the Agriculture Department, the major theme of which was the necessity for establishing government standards and grades for consumer goods, thus obviating the necessity of using brand names as guides to quality and grades of goods. In addition, TNEC endorsed most of Mr. Arnold's theories in regard to anti-trust, patent, trade mark, and fair trade legislation.

No one is paying serious attention to the activities of a Senate Committee to Study Problems of Small Business, and yet this committee has announced plans to study the effect of large scale advertising on the small businessman. Behind the scenes of this committee are some men who are known for their decidedly hostile views toward big business, particularly the chains, and if anything comes of their study it can be assumed that it will embody an attack on advertising as one of the means which hamper the activity of small businessmen. It must be recalled that Rep. Voorhis (R-Cal.) introduced a bill to tax advertising and billboards last December in the closing days of the last session of Congress. Everyone knew that the bill could not be passed, and it was generally regarded as one of the thousands of bills introduced and then forgotten. And yet, seven months after this bill was forgotten, the House Ways & Means Committee adopted the idea of taxing radio and billboards advertising.

GRADE LABELING: This is one activity that cannot be catalogued as belonging to any one particular government agency, although its progress centers around the Agricultural Marketing Service of the Agriculture Department. It also is an activity that, for the present, is confined to the canned fruit and vegetable segment of the food industry. But there is no telling when the principle might be broadened to other industries, if it is once forced on the food industry. The idea is being pushed by government reformers and militant consumer groups.

It embodies the establishment of government standards and grades for canned fruits and vegetables, and the marking on the labels of grade letters A, B, C, D, etc. This strikes at advertised brands because it implies that the consumer need not pay attention to advertised brands and can, instead, rely on the government grade. Grade labeling has been making some headway in recent months in the form of voluntary programs initiated by the Agricultural Marketing Service and the National Retailer-Consumer Council.

BASIC DAYTIME ARGUMENTS

NBC-Blue Catechism Offers Potent Reasons For Guidance of Salesmen

WHILE there is no special news in the list of reasons why daytime broadcasting pays which the NBC-Blue Network recently distributed to its salesmen, it includes some fundamental arguments for radio salesmen, network or spot, to review occasionally. Here they are:

1. The daytime radio audience consists of the largest group of women who can be reached by an advertising message through a single medium.

2. Radio is the women's sole companion in the majority of homes when the husband has gone to work and the children are away at school.

3. Daytime radio programs have been designed particularly to fit a woman's needs, desires and likes, whereas evening programs have to be of broader—and therefore less direct—appeal.

4. For the above reason, women pay more attention to *what is said* in daytime radio programs—the programs and their personalities are definitely part of their lives.

Strong Habits

5. Most daytime programs are heard five times a week (and most of the remainder at least three times a week) which means that habits of listening are stronger and more firmly entrenched than for once-a-week evening shows.

6. Far from interfering with each other, the numerous daytime serials actually help each other. For all their variations most of these serials deal with just about the same human elements and appeal to the same emotional desires.

7. Daytime advertising being primarily a woman's advertising medium, it has attracted scores of advertisers whose products are of special interest to women. Their commercial announcements have a real following of their own, resembling that of department store advertisements in newspapers, which are of more interest to women than the news and editorial contents are.

8. Because of this interest, advertisers have customarily given more details about their products, more explicit commercials. Women not only accept more sales talk—they apparently expect it—and women are the purchasing agents of the family.

9. For years daytime advertisers have made attractive premium offers of all kinds which have produced much higher responses than most evening offers.

10. Women expect these offers—they have learned from experience that they are well worthwhile—and they will go out and purchase products in order to return boxtops for the items offered.

11. Approached during daytime hours when her problems are before her, a woman registers in her mind the suggestions made and puts them into practical use in her marketing.

12. Rates for daytime hours are only one-half of evening rates.

'Hap Hazard' Stays

S. C. JOHNSON & Son, Racine, Wis. (polish), will continue *Hap Hazard*, summer fill-in for *Fibber McGee & Molly*, as a permanent network show effective Oct. 1. Currently *Hap Hazard* is heard on 99 NBC-Red stations, Tues., 9:30-10 p.m. (EDST), but will shift to Wednesday 7:30-8 (EST) on an unnamed number of NBC-Red stations, when Fibber returns. The *Hap Hazard* series features Ransom Sherman in the title role, supported by Edna O'Dell and Billy Mills. Agency is Needham, Louis & Brorby, Chicago.

Fay for Lewis-Howe

LEWIS-HOWE Co., St. Louis (Tums), on Oct. 16 or 23 will start sponsorship of a new variety show featuring Frank Fay on an undisclosed number of NBC-Red stations Saturday 10:30-11 p.m. (EST). Others in the cast include Bob Hannon, vocalist, Harry Salter's orchestra, George Haggerty and Keenan Wynn. Company is also sponsoring *Horace Heidt's Treasure Chest* on 69 Red stations Tuesday 8:30-9. Agency for both accounts is Stack-Goble Adv. Agency, Chicago.

Hecker Flour on MBS

HECKER PRODUCTS Corp., Chicago, On Sept. 8 is starting a new series of daytime programs titled *At Your Service* in the interests of Ceresota and Aristos flour on six MBS stations, details to be announced later. WGR, Buffalo; WGN, Chicago; KWK, St. Louis, and WHB, Kansas City, will air the programs Monday, Wednesday and Friday, 12:15-12:30 p.m., while WOR, New York, and WIP, Philadelphia, will record the show for later broadcast at 1 p. m. On Oct. 6, the latter two stations will take the program live at 12:15 p. m. Agency is Leo Burnett Co., Chicago.

Bears Games on WENR

COMPLETE 1941 schedule of the Chicago Bears, of the National Professional Football League, will be broadcast exclusively by WENR, Chicago. Games will be broadcast every Sunday afternoon from Sept. 28 through Dec. 7, seven of which will emanate from Chicago, and four from other cities in the circuit. Fort Pearson, sports announcer of NBC, Chicago, is scheduled to handle the professional games.

Rockwood Placing

ROCKWOOD & Co., Brooklyn (chocolate), on Sept. 15 starts participations on *Feature Foods*, WLS, Chicago; *Bessie Beatty*, WOR, New York and *The Norma Young Program*, KHJ, Los Angeles. *The Homemakers Club* on the latter station will also be used starting in October. Other markets will be announced in the near future. Federal Adv. Agency, New York, handles the account.



ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 9 TO AUGUST 15, INCLUSIVE

Decisions . . .

AUGUST 9

MISCELLANEOUS — **NEW, Scripps-Howard Radio Inc., Houston.** denied motion postponement consolidated hearing CP new station; **WLAW, Lawrence, Mass,.** withdrew petition intervene application KWK CP 680 kc unl. directional; **NEW, George Grant Brooks, Scranton, Pa.,** granted in part continuance consolidated hearing to 9-16-41.

AUGUST 12

NEW, Western Radio Corp., Pendleton, Ore.—Granted CP new station 1240 kc 250 w unl.

NEW, Don Lee Broadcasting System, Hollywood—Granted CP new commercial television station Channel No. 1 emission A5 and special for FM, unl.

NEW, Zenith Radio Corp., Chicago—Granted CP new commercial television station Channel No. 1 emission A5 and special for FM, unl.

W3XE, W3XP, Philadelphia—Granted consent transfer control from stockholders of Philco Radio & Television Corp. to Philco Corp. (transferors agree to exchange all issued and outstanding stock of licensee for equal number common voting stock of transferee).

WKNF, Keene, N. H.—Granted consent assignment license to WKNE Corp.

SET FOR HEARING—**KRBC, Abilene, Tex.,** CP change 1470 kc, increase 1 kw unl., install, move transmitter; **WQBC, Vicksburg, Miss.,** modification license to w N 1 kw D; **NEW, San Jacinto Broadcasting Co., Houston,** CP new station 1470 kc 1 kw unl. contingent on KXYZ vacating channel; all three applications to be heard jointly.

MISCELLANEOUS—**KFQD, Anchorage, Alaska,** application to transfer control to Midnight Sun Broadcasting Co. placed in pending file under Order 79; **NEW, West Allis Broadcasting Co., West Allis, Wis.,** denied petition reconsider and grant CP new station; **WWRL, Woodside, L. I., N. Y.,** denied petition to amend findings, conclusions and order issued in Brooklyn cases or reconsieration and oral argument thereon; **KWTO, Springfield, Mo.,** granted CP install directional increase to unl. hours, grant subject to any future ruling of Commission on multiple ownership.

AUGUST 15

MISCELLANEOUS — **KFUO, Clayton, Mo.,** granted modification CP new transmitter, increase to 850 kc; **KFJI, Klamath Falls, Ore.,** denied intervention Herald Pub. Co, Klamath Falls, and D. Schaeffer denied intervention as well as petition for investigation and to strike KFJI's petition; **WFMJ,, Youngstown** granted intervention Washington Broadcasting Co, Washington, Pa.; **WPRP, Ponce, P. R,** granted continuance hearing to 11-3-41; **WEEU, Reading, Pa,,** granted amendment CP to 5 kw unl., directnooail, motion to remove from docket without prejudice to filing another petition to remove was dismissed.

Applications . . .

AUGUST 12

NEW, Worcester Telegram Publishing Co. Inc., Worcester, Mass.—Amend CP new station to 46.1 mc 10,000 sq. mi. 2,703,202 population.

NEW, WBNX Broadcasting Co. Inc., New York—Amend CP new FM station to 48.3 mc.

WWNY, Watertown, N. Y.—CP change 790 kc, increase 1 kw and hours to unl, directional N.

NEW, WKAL Inc., Kalamazoo, Mich.—CP new station 1080 kc 1 kw D.

NEW, James F. Hopkins Inc., Ann Arbor, Mich.—CP new station 1050 kc 1 kw D.

NEW, Etowsah Broadcasting Co., Gadsden, Ala.—CP new station 860 kc 250 w unl.

NEW, Roy Branham Albaugh, Waco, Tex.—CP new station 250 w unl.

WGRC, New Albany, Ind.—Amend CP change frequency to 790 kc, decrease proposed power to 1 kw; 5 kw D, install directional

KMYC, Marysville, Cal.—Modification license 250 w.

AUGUST 14

WSAR, Fall River, Mass.—CP change 1470 kc.

NEW, Eastern Broadcasting Co., Patchogue, N. Y.—CP new station 550 kc 1 kw unl.

NEW, Kennebec Broadcasting Co., Augusta, Me.—CP new station 1400 kc 250 w requesting facilities WRDO.

WHAT, Philadelphia—Amend CP to daytime hours.

WIBG, Glenside, Pa.—Authority transfer control to Paul F. Harron, Joseph Lang, John B. Kelly and Anthony J. Drexel Biddle Jr. transferring 100 shares common, issuing 100 new shares.

NEW, B. S. Sadler, New Bern, N. C.—CP new station 1340 kc 250 w unl.

WMIN, Minneapolis—Amend CP to reduce N power to 1 kw, change transmitter site.

NEW, The Continental Broadcasting Co., Salt Lake City, Utah—CP new station 610 kc 1 kw directional unl.

Tentative Calendar . . .

WPAY, Portsmouth, O., license renewal, transfer control to Brush-Moore Newspapers Inc. (Aug. 18).

KGLU, Safford, Ariz., license renewal (Sept. 16).

WARM, Scranton, Pa., license cover CP; **NEW, Anthracite Broadcasting Co. Inc., Scranton,** CP new station 1400 kc 250 w unl.; **NEW, George Grant Brooks Jr., Scranton,** same (consolidated hearing, Sept. 16).

NEW, Hawaiian Broadcasting System Ltd., Honolulu, CP new station 1340 kc 250 w unl. (Sept. 29).

NEW, Scripps-Howard Radio Inc., Houston, CP new station 1230 kc 250 w unl.; **NEW, Texas Star Broadcasting Co., Houston,** same; **NEW, Greater Houston Broadcasting Co. Inc. Houston,** same (consolidated hearing, Sept. 29).

WSAM, Saginaw, Mich., modification license 1400 kc 250 w unl. (Oct. 10).

WJAX, Jacksonville, Fla., CP 930 kc 5 kw unl. directional N (Oct. 13).

KALB, Alexandria, La., CP 580 kc 1 kw unl. directional N (Oct. 15).

WAAF, Chicago, CP 950 kc 1 kw unl. directional N (Oct. 17).

WIBG, Glenside, Pa.—Modification license to 990 kc. ltd. Knoxville (Oct. 20).

WBRY, Waterbury, Conn.—Modification CP to 560 kc unl. directional (Oct. 22).

Burnet, Cook Are Named RCA Vice - Presidents

MEADE BURNET and Jay D. Cook have been elected vice-presidents of RCA Mfg. Co., by the board of directors, it was announced Friday by George K. Throckmorton, president. Mr. Burnet, whose service with RCA and predecessor companies dates from 1919, will continue his present duties as manager of the engineering products division, including Government business. Mr. Cook, whose 14 years with RCA and a predecessor company began in the cost accounting department, will continue in charge of the international division, which handles export business and directs the activities of its foreign subsidiary companies.

NBC Shortwave Post

SHORTWAVE listening post for Far East pickups has been established by NBC at North Hollywood, Cal., with Mort Smith, network engineer, as supervisor. A. A. Schechter, NBC New York director of news and special events, was in Hollywood to complete the set-up and arrange for a staff. The post is similar to that at Bellmore, Long Island.

HENRY F. SCARR of the specialty product division of Western Electric Co., New York, on Aug. 16, flew to Seattle to speak at the Pacific Coast convention of the Institute of Radio Engineers, Aug. 20-23. Subject of his talk will be "Practical Speech Input Systems and System Objectives for Broadcast Service."

"WANT BIG BUILD-UP? GET 23C SPEECH INPUT"

"Small stations have plenty savvy when they put wampum on Western Electric 23C," says Chief Engineer. "It gives total gain of 96 db — provides uniform frequency response from 30 to 15,000 cycles — is OK for FM. So simple papoose can operate. For whole story, send runner to Graybar Electric, Graybar Building, New York."



Western Electric

ZENITH, DON LEE GIVEN VIDEO C

CONSTRUCTION permits for t new commercial television statio one in Chicago and the other Hollywood, were granted Aug. by the FCC.

The Chicago grant was to Zen Radio Corp. and authorizes f time use of Channel No. 1 (50,0 56,000 kc.), using special emiss for FM. Zenith proposes to the facilities of its present exp mental television station, W9X for commercial operation.

Don Lee Broadcasting Syst recipient of the Hollywood c struction permit, will also Channel No. 1 with special en sion for FM and contemplates lizing the equipment of its exist experimental television stati W6XAO.

The FCC last Tuesday gran consent to transfer control of perimental television stati W3XE and W3XP from stockho ers of Philco Radio & Televis Corp. to Philco Corp. The tra ferors agree to exchange all issued and outstanding capi stock of the licensee, which is 1 826 shares, common, with a value of $100 per share, for equal number of shares of common voting stock of the tra feree which also has a par value $100 per share.

GE Shortwave Studi On Coast Are Dedicat

GENERAL ELECTRIC'S inter tional broadcasting station, KG officially dedicated Aug. 6 its n studios in the Fairmont Hotel, N Hill, San Francisco. The power KGEI, which for 2½ years h been located on Treasure Island San Francisco Bay, recently v increased from 20 to 50 kw. Its n transmitter house recently v completed at Belmont, on prope adjoining the KPO transmitter.

Manager E. T. (Buck) Har announced appointment of t staff members to care for the creased volume of work. Merrill Phillips, who spent two years w GE's broadcasting activities Schenectady, has been added the San Francisco staff, as has J Bennett, chief English-speak announcer. Bennett formerly v music director of KQV, mana of KHUB and more recently on announcing and artist staff KPO-KGO.

KGEI operates on 9,760 kc. fr 4 to 9:15 a. m. and from 9:30 p. to 1 a.m. (PST). Its freque from 4 to 9 p. m. (PST) is 330 kc.

More Money for Motoring

TO BE USED in speeding up its m itoring, translating and analy functions, and increase the oppo nity for their practical application defense problems, the Foreign Bro cast Monitoring Service of the F last Friday received from Congr an additional appropriation of $2 000 for fiscal year 1942. Added to regular $600,000 appropriation 1942, provided recently by Congr FBMS will have a total operating propriation of $800,000 for the y [BROADCASTING, June 2, 16].

Network Accounts

All time EDST unless otherwise indicated.

New Business

P. BALLANTINE & SONS, Newark (beer), on Sept. 12 starts *Three Ring Time* on 75 MBS stations, Fri., 9:30-10 p. m. Agency: J. Walter Thompson Co., Los Angeles.

DELAWARE, LACKAWANNA & WESTERN RAILROAD Co., New York (Blue Coal), on Sept. 28 resumes *The Shadow* on MBS, Sun., 5:30-6 p.m. (EST) Agency: Ruthrauff & Ryan, N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 29 starts *Jack Armstrong* on MBS, Mon. thru Fri., 5:30-5:45 p. m. (EST) Agency: Knox-Reeves, Minneapolis.

WANDER Co., Chicago (Ovaltine), on Sept. 29 starts *Captain Midnight* on MBS, Mon. thru Fri. 5:45-6 p. m. (EST) Agency: Blackett-Sample-Hummert, Chicago.

AMERICAN BIRD PRODUCTS, Chicago (birdseed), on Oct. 19 starts *American Radio Warblers* on 9 MBS station, Sun., 1-1:15 p. m. (EST). Agency: Weston-Burnett, Chicago.

PROCTER & GAMBLE Co., Cincinnati, (Drene shampoo), resumes *Knickerbocker Playhouse* on approximately 45 NBC-Red stations, Sat., 8-8:30 p. m., with repeat 11:30-12 p. m. Agency: H. W. Kaster & Sons Adv. Co., Chicago.

MENNEN Co., Newark (lotion, etc.), on Sept. 28 starts *What Price Glory* on 80 NBC-Blue stations, Sun. 7:30-8 p. m., for 52 weeks. Agency: Russel M. Seeds Co., N. Y.

MAGAZINE REPEATING RAZOR Co., New York (Schick razors blades), on Sept. 18 resumes *Duffy's Tavern* on 55 CBS stations and shifts from Sat. 8:30-8:55 p.m. to Thurs. 8:30-8:55 p.m. Agency: J. M. Mathes Inc., N. Y.

LEWIS HOWE Co., St. Louis (Tums), on Oct. 16 or 23 starts *Frank Fay Variety Show* on an unnamed number of NBC-Red stations. Sat. 10:30-11 p. m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

THOMAS J. LIPTON Inc., Hoboken, N. J. (Lipton's tea), on Oct. 5 resumes *Helen Hayes Theatre*, on 97 CBS stations Sun., 8-8:30 p.m. (EST). Rebroadcast undetermined. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap) on Aug. 25 starts *Bright Horizon* or *The Story of Michael West*, on 34 CBS stations, Mon. thru Fri., 11:30-11:45 a. m. with a repeat 2-2:15 p.m. *Big Sister* on 73 CBS stations, now on at that time, shifts to 12:15-12:30 p. m. cancelling 2-2:15 repeat. Agency for *Bright Horizon* is Young & Rubicam, N. Y.; for *Big Sister*, Ruthrauff & Ryan, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan Soap), on Oct. 7 starts *Burns & Allen-Paul Whiteman*, on approximately 80 NBC-Red stations, Tues. 7:30-8 pm. (EST), with a repeat 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious), on Oct. 19 resumes *Lutheran Hour* on 105 MBS stations, Sun., 1:30-2 p. m. (EST). Agency: Kelly, Stuhlman & Zahrndt, St. Louis.

PILLSBURY FLOUR MILLS Co., Minneapolis, on Sept. 11 starts *The Musical Millwheel* on 44 NBC-Blue stations, Thurs. thru Sun., 9-9:15 a.m. Agency: McCann-Erickson, Chicago.

Improvement in Outlets And Accounts Signed by Blue Outlined by Kobak

IN VIEW of regulations governing radio station operation ordered by the FCC 14 weeks ago, Edgar Kobak, NBC vice-president in charge of NBC-Blue sales, has issued a letter to advertisers and agencies listing outstanding developments of the Blue since May 2.

New contracts signed in that period total 15, of which 10 are new advertisers and five have previously been on the Blue in 1941. The sponsors are: General Electric Co., Wheeling Steel Corp., Mennen Co., Pan-American Coffee Co., Pillsbury Flour Co., Trimount Clothes, Standard Oil of Indiana, Neighbors of Woodcraft, W. F. Young Inc., Ralston-Purina Co., Standard Brands, J. B. Williams, *Newsweek*, Texas Co., and Brown & Williamson Tobacco Co.

The letter states there are 58 stations waiting for Blue affiliation, while four new stations have been added since May—WWVA, Wheeling; WISH, Indianapolis; WHMA, Anniston, Ala.; WINC, Winchester, Va. In October, KQV, Pittsburgh, and WCBM, Baltimore, become Blue affiliates. Also in the last 13 weeks, nine Blue stations have completed major improvements, while more power and better frequencies have been authorized and are under construction for 27 Blue stations.

SHELL OIL Co., San Francisco, on Aug. 7 started *Shell Comes to the Party* on 7 CBS Pacific Coast and 2 Arizona stations, (KNX KARM KOIN KSFO KFPY KIRO KROY KOY KTUC), Thurs. 9:15-9:45 p. m. (PST). Agency: J. Walter Thompson Co., San Francisco.

HECKER PRODUCTS Corp., Chicago (flour and cereal division), on Sept. 8 starts *At Your Service* on 6 MBS stations, Mon., Wed., Fri., 12:15-12:30 p. m. Agency: Leo Burnett Co., Chicago.

Renewal Accounts

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Sept. 14 renews for 52 weeks on 28 NBC-Blue stations *The Moylan Sisters*, Sun., 5-5:15 p.m., and Olivio Santoro (Philadelphia Scrapple), Sun., 5:15-5:30 p. m. Agency: The Clements Co., Philadelphia.

Network Changes

S. C. JOHNSON & SON, Racine, Wis. (polishes), on Oct. 1 shifts *Hap Hazard* on 99 NBC-Red stations, Tues. 9:30-10 (EST) to an unnamed number of Red stations, Wed. 7:30-8 p.m. Agency: Needham, Louis & Brorby, Chicago.

FORD MOTOR Co., Dearborn, Mich., on Sept. 28 replaces *Ford Summer Hour* with *Ford Sunday Evening Hour* for 36 weeks on 56 CBS stations, Sun. 9-10 p. m. Agency: McCann-Erickson, N. Y.

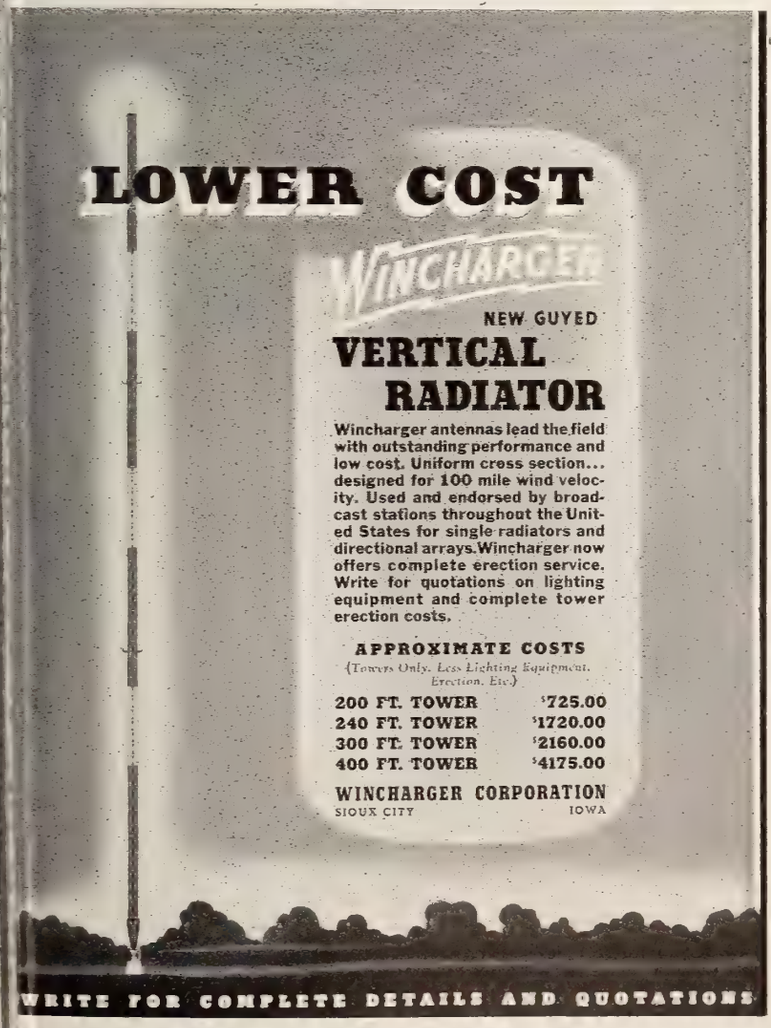
BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon), on Aug. 19 replaces for 52 weeks the transcribed musical series, *Twilight Trails*, on 32 Don Lee Pacific Coast stations, Tues., Thurs., Sat., 6:15-6:30 p.m. (PST), with John B. Hughes, News. Agency: Russel M. Seeds Co., Chicago.

WILLIAM R. MOORE, West Coast manager of Wm. Esty & Co., Hollywood, was in New York during mid-August conferring with agency executives on network programs.



for
INTENSIVE COVERAGE
of the
SOUTH'S 7th CITY
among the 100,000 or more group for per-capita
effective buying income
use
KTBS
SHREVEPORT, LA.
1000 WATTS • NBC
The Branham Co. — Representatives

Where But
WSYR
SYRACUSE
can you get MORE than the contract calls for?



Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

ASCAP'S NEW TAKE ESTIMATED BY NAB

BASED on 1940 business, the NAB research department estimates the NBC-ASCAP payment plan, as applied to the whole industry, would have brought ASCAP $3,139,065. The estimates are broken down thus: Payments by all stations on spot and local time sales, $1,425,709; payments on network payments to affiliates and M&O stations, $760,084; payments by networks on retained time sales less wire lines and sales commissions, $486,072; sustaining fees paid by networks ($200 per affiliate), $107,200; sustaining fees paid by all stations (approximate), $360,000.

NBC's own estimates, also based on 1940 and supplying only to its own operations, show that the network fee (at 2¾%) would amount to $662,603, but it would recapture $281,188 from affiliates, making a total net payment of $351,415. The network sustaining license at $200 per station per year for 234 stations would run $46,800; M&O commercial licenses at 2¼%, $57,511; sustaining licenses, $39,768. The total cost of ASCAP to NBC is therefore figured at $495,494.

Second Quarter Checks Being Mailed by BMI

CHECKS covering sheet music and mechanical royalties only for the second quarter were being mailed last week by Broadcast Music Inc., which announced checks for air performances would be issued later this month. Each BMI composer is paid even though his song may only have sold one copy. Biggest hits for the quarter were: *My Sister and I, Walking By the River, Wise Old Owl, High on a Windy Hill, It All Comes Back to Me Now, You Walk By, G'Bye Now, Friendly Tavern Polka, So You're the One, Because of You,* and *I Give You My Word.*

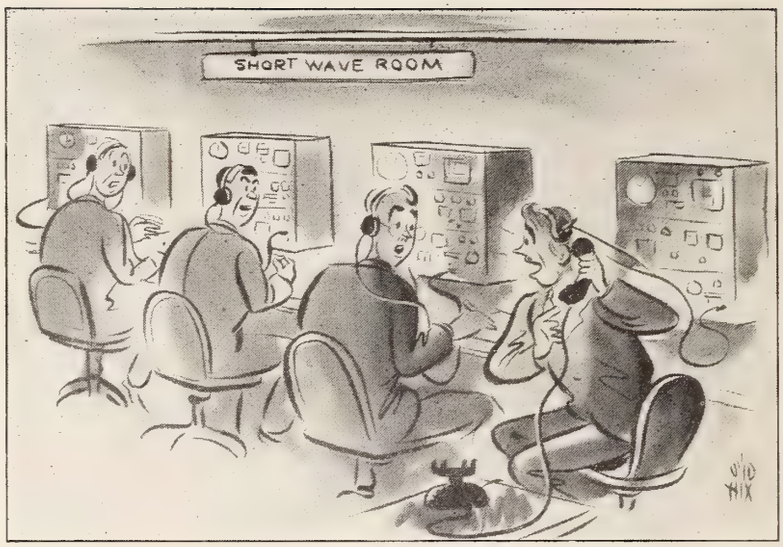
Since BMI's last announcement July 21, 15 new stations have signed with the company bringing the total membership, excluding non-commercial stations, to 678. New subscribers are: WTNJ KBUR KFJB W43B W39B WISH KAVE WISR KHMO KWBW W71NY W45V KFPY KBWD and K45LA.

Douglas Oil Extends

DOUGLAS OIL & REFINING Co., Los Angeles, in mid-August contracted, on an eight-week basis, for 5 to 12 spot announcements weekly on 7 Washington stations. List includes KIRO KJR KMO KELA KIT KVOS KPQ. This supplements its Southern California heavy spot announcement schedule on KNX KFI KMPC KFAC KFXM KXO KTKC. H. W. Kastor & Sons, Chicago, has the account.

More for Tek

JOHNSON & JOHNSON, New Brunswick (Tek toothbrushes), on Aug. 18 is to add 15 new markets to its schedule of chain-break announcements, making a total of 50 stations now plugging Tek. New contracts, calling for 10 announcements weekly, run through Nov. 30. Ferry-Hanly, New York, handles the account.



Drawn for BROADCASTING by Sid Hix

"It's Some Survey Outfit. They Want to Know 'To What Station Am I Listening?'"

NBC-ASCAP Pact Being Drawn

(*Continued from page 10*)

contract with any other network, and that only after that date will MBS be entitled to the new terms.

The fact that a dispute, albeit a minor one, over the interpretation of the contract between ASCAP and MBS has arisen before the contract has been operative three months, is cited as sufficient reason for the delay in completion of the NBC-ASCAP contract, as this time both sides want all possible points of issue to be ironed out before rather than after the contract has been signed. Such care was admittedly not taken in the drafting of the Mutual contract, which was rushed through in an effort to get the deal approved and into effect before the NAB convention.

ASCAP-BMI Suit

ASCAP took its first action on the suit of BMI and Edward B. Marks Music Corp. to determine the ownership of performing rights in music written by ASCAP members and published by Marks last week, when it filed two motions with the New York Supreme Court. First ASCAP motion asked that BMI be eliminated from the suit as "not a proper plaintiff", and the other asked for the dismissal of the second cause of action, involving both ASCAP and non-ASCAP members, which ASCAP claims does not name the proper defendants.

Hearing on the motions will be Aug. 18. BMI's official comment on them was:

"They are the usual ones made in cases of this kind and in this instance we feel they are totally without merit." General opinion is that ASCAP is doing whatever it can to stall the suit as long as possible, in the hope that it may be dropped before trial, as defending its writer members will force ASCAP to oppose the interests of its publisher members, placing the Society in an embarrassing position.

* * *

Craney Lashes Deal

ANOTHER vigorously outspoken onslaught against the NBC-ASCAP deal was launched Aug. 13 by Ed Craney, operator of KGIR, Butte, who insists the deal is a violation of the principle laid down against percentage-of-gross payments.

Replying to comments published in the Aug. 11 BROADCASTING, in which ASCAP was quoted as stating "there is no monetary victory for ASCAP in the new arrangement" and NBC officials were represented as maintaining that "the financial terms of the deal, representing a substantial reduction from prior radio payments to ASCAP, are generally conceded to constitute a decisive victory for the broadcasters" and that "it is extremely unlikely that any better one can be obtained", Mr. Craney telegraphed BROADCASTING:

Principle Not Dollars

"If broadcasters have been fighting only for a dollars-and-cents deal, they lost the battle when it was begun nine years ago. Unless the principle of payment of percentage-of-gross is abolished, the howl that the nets have made through BMI to give opportunity to the unknown composer is dead.

"Does the mere saving of 2.1% of gross, the difference between 5% and 2.9%, lull the broadcaster of 1932? The principle has not changed. What is there to stop ASCAP from upping the price nine years from now? It is doubtful if the Dept. of Justice will step in when they find the 1941 fiasco was only a money deal and not to change the principle. Civil action probably wouldn't be countenanced. Criminal action might, or possibly it is time to worry about Government ownership.

"If the networks want to contract for music on a blanket percentage-of-gross basis, then l them do so. Let them sell the stockholders short. Let them pa ASCAP for music they don't use o their news, sports, BMI etc. pr grams, but be sure they are spen ing their own money when th make such deals. Don't let the take the independent broadcaste along with them. If they do, th your fight since 1932 has been vain. You have lost both a fina cial and a moral victory.

"Don't ever let anyone tell yo that you don't have to keep tra of the music you play when yo have a blanket license. You wi possibly play 200 numbers a da and infringement is worth $250. S go ahead and infringe if you ca afford to do so.

Pay for Use

"Have you been fighting to g your music for less money? If yo have, you have been licked from th start. If you don't want to pay fo music, then play public doma music; it costs you nothing.

"If you have been fighting fo the right to pay for music when yo use it, fighting for the right have money so you can pay for Sa Brown's music when you play h music, fighting for the right to hav a free and open music market yo can buy from, then stick to it an don't get another 1932 deal hun around your neck just because means a few dollars less for th time being.

"Say and mean it when you sa you have no objection to paying fo the use of music. The rate or pric means nothing to you.

"If a copyright owner places th rate too high, you don't have to us his music. If he places it too lo you will use his music and he won make anything out of the deal.

Free Music Market

"Some place a happy medium to be found; some place he and yo will both be satisfied and both liv

"It is the broadcasters' duty the American public to insure free music market so he can broa cast music of not a single group b of many groups of copyright ow ers. Read the ASCAP and BM consent decrees. You have yo chair pulled up and your feet und the table. Don't let the other fe low do all the dealing and cuttin for you. If you are going to s in this game and bet you money it, then exercise the rights you a entitled to."

New KTOK Manager

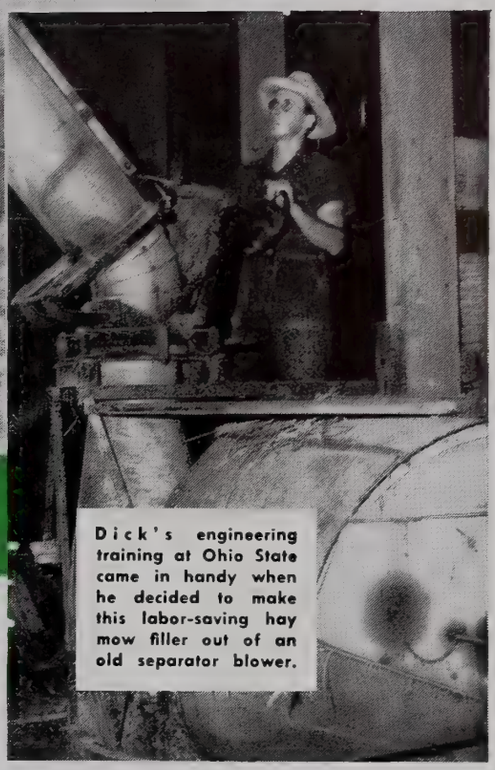
TED McCORKHILL, for the la two years district manager of A thur H. Haag & Associates, new paper representatives who al represent a group of Oklahoma st tions, has been appointed manag of KTOK, Oklahoma City, by Ha old V. Hough, president of the st tion. He succeeds Kenyon Douglas.

EDITH MEISER, New York rad writer and actress, plays second fem nine lead in the Paramount pictu "Glamour Boy". She also has major role in the Columbia film, "(West, Young Lady", featuring Pen Singleton.



Richard Steele, a modern young farmer, finds the WLW agricultural programs a real help in making the Steele farm more profitable.

"MEET J. EARL STEELE AND FAMILY"



Dick's engineering training at Ohio State came in handy when he decided to make this labor-saving hay mow filler out of an old separator blower.



Earl Steele, center, shows County Agent S. M. McIntosh a sample of the oats just threshed. Mr. Steele is an ardent early morning WLW fan.

Two hundred miles from Cincinnati, near Millersburg, Ohio, lives the J. Earl Steeles.

To students of sociological trends, their family career offers characteristic events; one son, a graduate of Carnegie Tech., tired of the farm; became a banker. But one son loved the farm; came home from college with practical ideas that worked; that cut down labor; increased production. Now the Steele farm aids the nation by producing grain, or eggs, or fruit, or poultry all year long.

To those who are interested in which stations influence Ohio farmers and why they carry influence, the Steele family's listening habits offer cross-sectional characteristics. Mr. Steele, believer in crop rotation, keeps an ear tuned to WLW for the market reports. Mrs. Steele daily enjoys the entire "Everybody's Farm Hour". Their son, Richard, a graduate agricultural engineer from Ohio State University, pays particular attention to tree and plant spraying information. And all enjoy the "high grade entertainment" on WLW.





Mrs. Earl Steele takes "time out" to enthuse about her WLW favorites — "Everybody's Farm" with Ed Mason, and the Consumer's Foundation.

REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

WLW THE NATION'S *most Merchandise-able* STATION



Only a little over a year ago, this advertisement announced that the RCA 250-K transmitter was a sellout sight unseen. Since that time, 60 American Broadcasters have chosen the 250-K . . . and nine have gone to foreign countries.

. . . and today, more than ever,

IT'S AMERICA'S FIRST CHOICE!

250-WATT TRANSMITTER MODEL 250-K

These American Stations Have Chosen the 250-K

KANA KBIX KBUR KFBC KFMB
KFPW KFXM KHAS KLUF KRJF
KVFD KVOE KWIL KYAN KYCA
WAJR WARM WATN WBIR WBTA
WCED WBML WBOC WDAS WDEF
WCBI WDAK WHKY WFIG WGTC
WHBQ WGOV WJHP WHUB WFPG
WINX WIZE WHYN WGAC WLBJ
WKIP WKMO WKWK WKPA WLAV
WLOK WMJM WMRN WMOB WMOG
WGGA WORD WSAV WSOO WSLB
WTHT WSOC WTJS

Never has ANY broadcast transmitter seen such universal acceptance . . . IN A LITTLE OVER A YEAR!

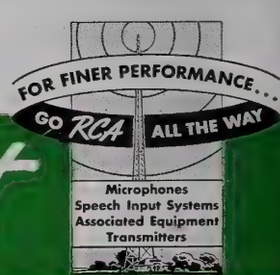
TRAVEL where you like throughout the length and breadth of America . . . you're seldom far from the service area of *someone's* 250-K transmitter! For the RCA 250-K has won an acceptance never before accorded to *any* transmitter by *any* manufacturer!

American stations, built or building, have purchased 60 of these high-efficiency, high-fidelity, 250-watters. Foreign purchasers account for nine more.

Performance alone can make that kind of record possible . . . and *performance* is precisely what the 250-K offers! Flat within 1½ db. from 30 to 10,000 cycles up to 95% modulation, with extremely low inherent distortion and noise-level, the 250-K puts out the quality that pleases audiences and advertisers alike.

Learn the advantages of the 250-K for yourself—write for the complete story.

Use RCA Radio Tubes in your station for finer performance



RCA Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

New York: 1270 Sixth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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Canadian & Foreign $6.00 the Year

AUGUST 25, 1941

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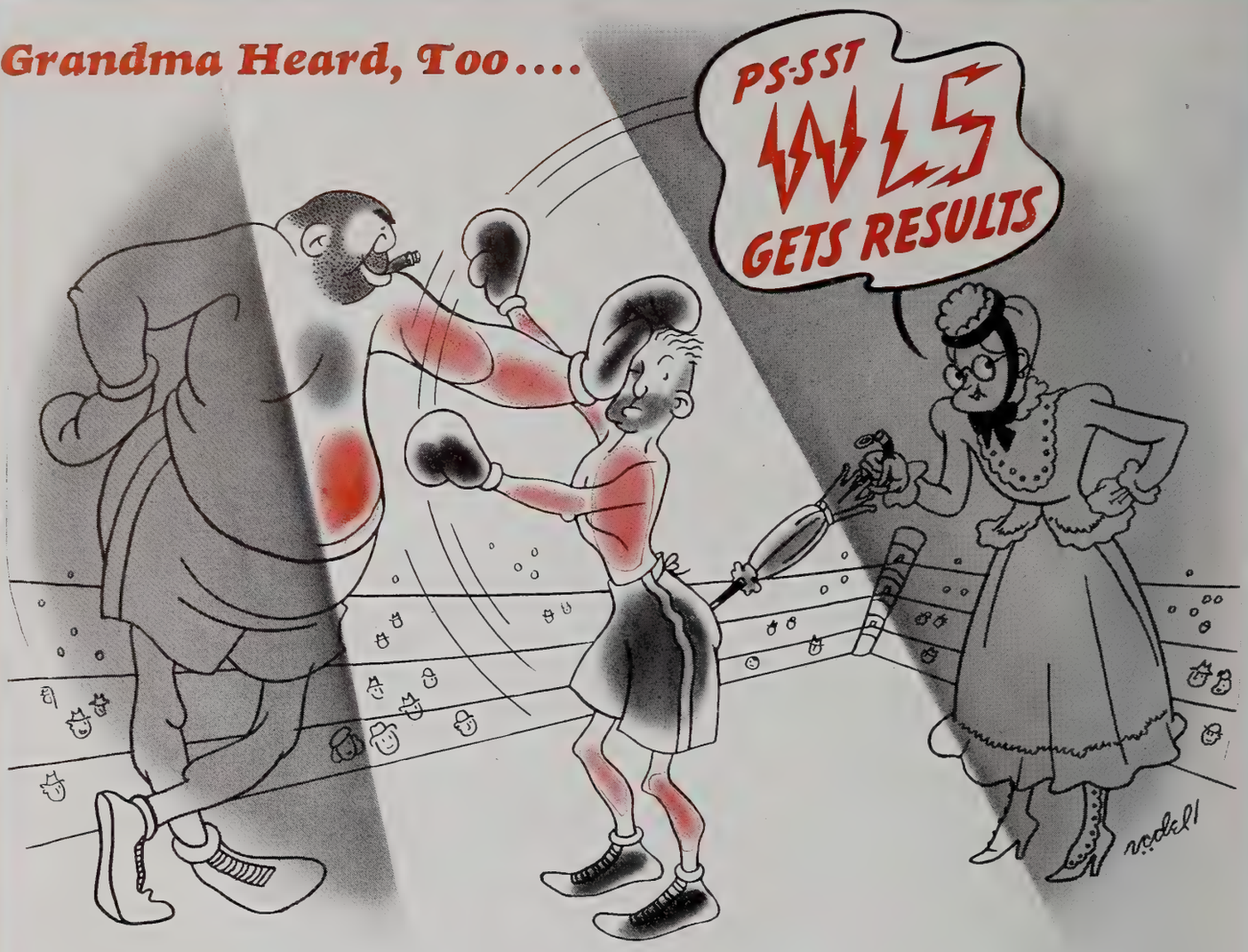


Fate took us (it must have been Fate) a short time ago to the office of a banker who buys WOR air to make people come into his bank. But we never saw that banker. Couldn't. The only thing we saw the rainy day we dropped in, were 1,100 people packed into that banker's nice white marble lobby between the hours of 9:00 and 12:00 AM dripping raindrops and shouting, "Gimme! Gimme!". It was all because this banker said over WOR that if his listeners came down to his bank the next morning they could have a booklet each. And a lot of those people who came to pick up their booklets, later crossed that banker's palm with silver. This incident is not told to stir you to crash into WOR with booklet offers. Mostly, they mightn't work. We don't know. But if WOR can sell bank accounts fast, it will sell anything good, booklet or no booklet. It will even sell fowl. Has, too.

WOR

—that power-full station

Grandma Heard, Too....



....and She Couldn't Keep it Secret!

WE can't keep it secret, either. It's a story we have to tell .... that must be told .... another story to prove the truth of our oft repeated statement: WLS Gets Results.

A vitamin product received 20,990 letters from 13 quarter-hour programs—and this for a brand-new product in a highly competitive field. The programs, broadcast at 8:30 A.M. Tuesdays, Thursdays and Saturdays, offered a 7-day sample of the product.

WLS Gets Results .... with a locally-produced program featuring WLS talent. We have a lot of stories like this. Just write and ask us .... or ask any John Blair man.

WLS
CHICAGO

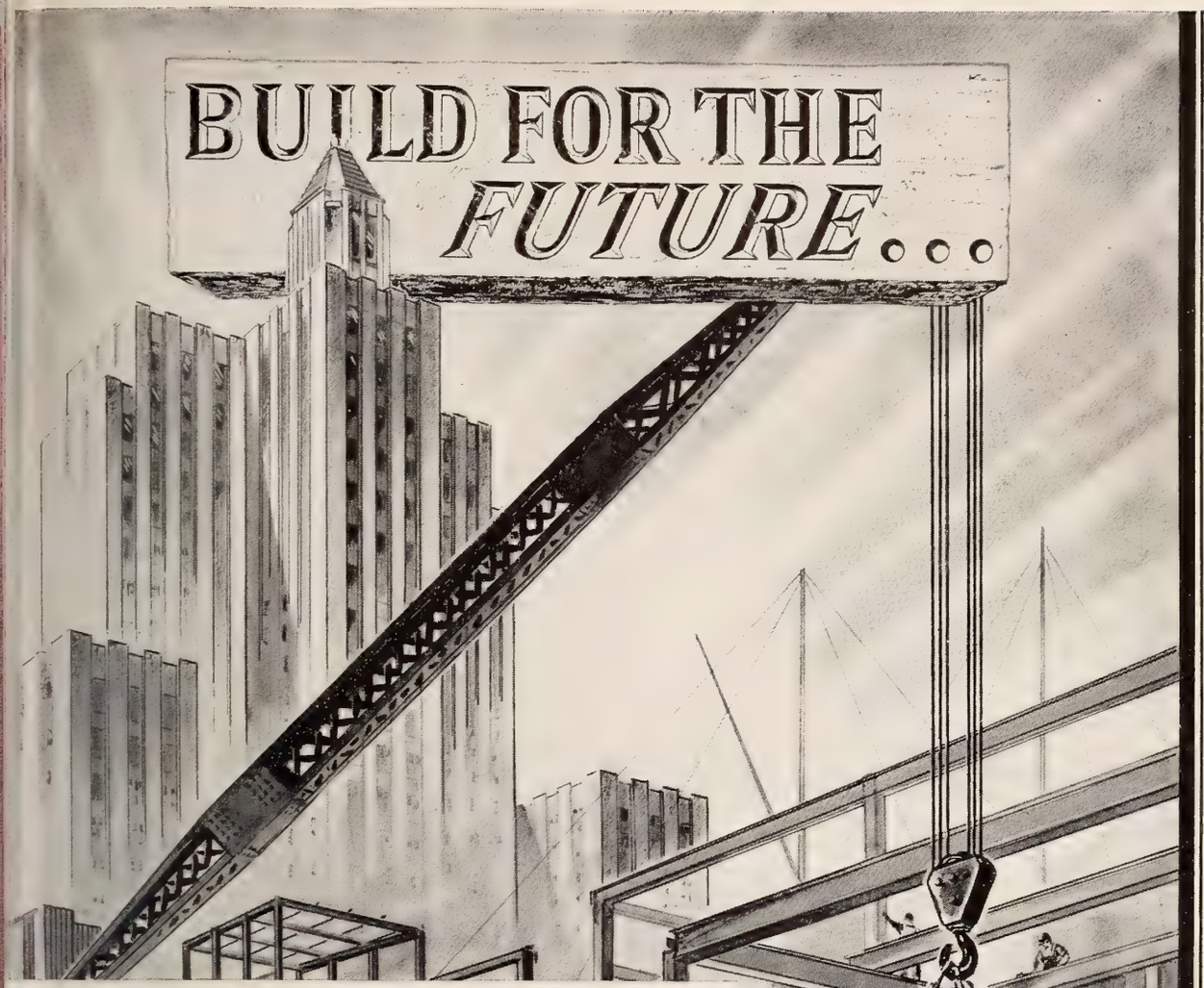
890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

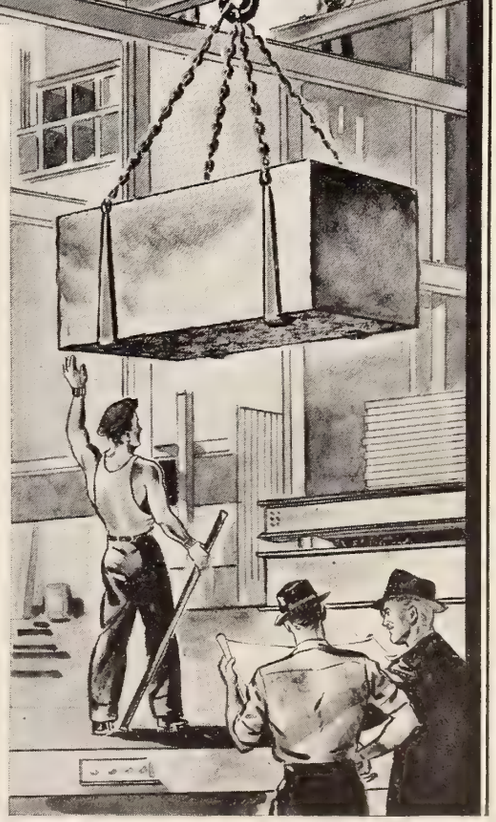
MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR



FORESIGHTED advertisers realize the soundness of looking beyond the exigencies of the present by building for the years to come.

This is especially true in populous New England, where substantial prosperity and high buying power prevail at all times.

Use the direct, intensive, comprehensive coverage of the 19 locally accepted, locally effective stations of The Colonial Network, to keep your product or service sold in important key buying centers — where New England's large, responsive, radio audience is ready, willing and able to help you build for the present, the future — or both.



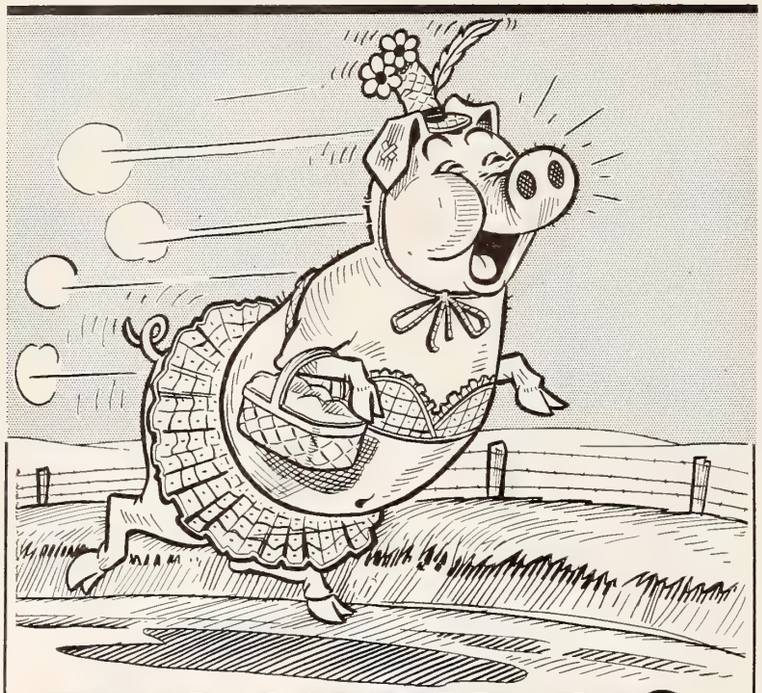
WAAB
Boston
★
WEAN
Providence
★
WICC
Bridgeport
New Haven
★
WLLH
Lowell
Lawrence
★
WSAR
Fall River
★
WSPR
Springfield
★
WLBZ
Bangor
★
WFEA
Manchester
★
WNBH
New Bedford
★
WTHT
Hartford
★
WATR
Waterbury
★
WBRK
Pittsfield
★
WNLC
New London
★
WLNH
Laconia
★
WRDO
Augusta
★
WCOU
Lewiston
Auburn
★
WHAI
Greenfield
★
WSYB
Rutland
★
WELI
New Haven

The Colonial Network

21 BROOKLINE AVENUE : BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

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THIS LITTLE PIG WENT TO MARKET

...and brought $9.10 per cwt.

Farmers are getting nearly double the price of hawgs last year. Over twice the money for eggs. Crops are up, too, in prices and record harvests.

That's why things are booming in Nebraska and the middle west.

That's why advertisers are grabbing all the availabilities left on KFAB.

You need KFAB, to reach farm markets of Nebraska and her neighbors.

KFAB
LINCOLN, NEBR.

FOR THE CITY LISTENERS, USE THAT 7-POINT-PLUS MERCHANDISING STATION IN OMAHA
KOIL

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO, INC., NAT'L REP'R.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

August 25, 1941

CONTENTS

Radio Tax Deletion Seen ____ 7
FCC Considers Franchise Tax ____ 7
FCC May Change Newspaper Tact ____ 9
ANPA Protests Federal Ad Control ____ 10
Durr, West Mentioned for FCC ____ 10
Hanson Appeals Stahlman Case ____ 10
NBC, CBS Attack Net Rules ____ 11
Mexican Net Ties Up With NBC ____ 11
ASCAP-by-Labor Day Blasted ____ 12
WWJ Observes 21st Birthday ____ 14
Lever Bros. Plan Swan Drive ____ 14
New Station, Power Boosts Granted ____ 16
Seek Rules for 10 Kw. Daytime ____ 18
IRNA Letter on NBC-ASCAP Deal ____ 22
Promotion Drive for Coal ____ 24
They Were in the Navy Then ____ 26
FCC Order Widens Shortwave Bands ____ 30
David Joins Col. Donovan's Staff ____ 30
More of Mr. Amplistat ____ 36
AFRA Protests Radio Tax ____ 49
Army, Nets Confer on Maneuvers ____ 62
Bendix to Sponsor Treasury Hour ____ 62

DEPARTMENTS

Agencies ____ 46
Agency Appointments ____ 52
Behind the Mike ____ 38
Buyers of Time ____ 47
Classified Advertisements 59
Control Room ____ 55
Editorials ____ 34
FCC Actions ____ 60
Guestitorial ____ 34
Meet the Ladies ____ 40
Merchandising ____ 50
Network Accounts ____ 61
Personal Notes ____ 35
Purely Programs ____ 43
Radio Advertisers ____ 45
Station Accounts ____ 44
Studio Notes ____ 58
We pay Respects ____ 35
Hix Cartoon ____ 62

USE
KANS
WICHITA, KANSAS

Folks & Fiction

...MET AT WSYR
...TOURED THE COUNTRY TOGETHER!

"David Harum," sponsored by the B. T. Babbitt Co., has been a top-ranking morning show for many years. It's been promoted well and often, seemingly from every possible angle.

But our promotional staff began to dig for a *new* idea—and came up with a natural. They scoured the David Harum countryside for old timers who knew him when he lived. They unearthed fascinating true tales of him. And they wove all this into a dramatic half hour show.

How good was it? *So* good the Red Network adapted it to a half-hour evening program—one of the few times in radio history that a promotion on a morning serial has been broadcast coast-to-coast as an evening feature.



Coming Soon
5000 Watts at 570 kc.
"The Perfect Combination"

WSYR
SYRACUSE, N. Y. 570 kc. N.B.C.

AN H. C. WILDER STATION • REPRESENTED BY RAYMER



"It's exactly 8.0372 feet deep!"

● Enthusiasm is fine, and certainly neither you nor we can sell our goods without it. But judgement and good planning are also pretty important—and we of F&P are completely sold on the idea that, with radio as with everything else, it's best to "look *before* you leap".

One of the ways we help new advertisers to "look" before they leap is by furnishing exact and accurate data as to markets, sales potentials, competitive advertisers and the like—also by giving our best opinion as to any prospective advertiser's real opportunity in radio. . . . Another way is by furnishing an accurate and honest picture of the markets and the stations we serve.

Yes, you're right—this is more than a matter of honesty. It's a matter of *good* business. Because if your radio efforts are successful, it is a cinch that your radio expenditures will keep on growing. And that, after all, is the *easiest* way for us to keep on growing, too.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . .IOWA. . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . .SOUTHEAST. . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . .SOUTHWEST. . .

KGKO . . . . . FT. WORTH-DALLAS
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . .PACIFIC COAST. . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **DETROIT:** *New Center Bldg.* Trinity 2-8444 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **LOS ANGELES:** *650 S. Grand* Vandike 0569 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 8 WASHINGTON, D. C., AUGUST 25, 1941 $5.00 A YEAR—15c A COPY

Deletion of Tax on Time Sales Foreseen

Impressive Case Presented by Opponents

FOLLOWING presentation last Monday of the industry's case against the proposed 5-15% Federal tax on radio's net time sales of $100,000 and more annually, definite signs were seen that the House-approved provision in the Revenue Act might be stricken out in the tax bill to be written during the next week by the Senate Finance Committee.

Apart from generally sympathetic acceptance of the advertising fraternity's logic against both the radio tax and the proposed levy on billboards, it appears increasingly certain that in its quest for bigger game the Senate committee is disposed to ignore such "small potatoes" in favor of bigger takes from gasoline, beer, tobacco and a lowering of the personal income tax exemptions. It is estimated the proposed net time sales tax would nick the broadcasting industry a minimum of $5,000,000, with some independent industry estimates running as high as $10,000,000.

Brisk Opposition

Appearing before the committee Monday, industry and labor representatives and FCC Chairman James Lawrence Fly followed up the attack against the radio and billboard imposts started Aug. 14 by agency, media and advertiser groups [BROADCASTING, Aug. 18]. Specific deleterious effects of the proposed tax on radio operations were developed in the Monday testimony of Chairman Fly; NIB President H. A. Lafount; Ellsworth C. Alvord, Washington tax attorney retained by the NAB; Mrs. Emily Holt, AFRA executive secretary; Lawson Wimberley, of IBEW; and Maurice Lynch, financial secretary of the Chicago Federation of Labor.

Providing a highlight in the hearings on the advertising tax proposals, Chairman Fly revealed during his testimony that although he regarded the House-approved radio levy as a "dubious tax", the FCC definitely is interested in establishing some form of "cost of regulation" impost or franchise tax to apply to the broadcast industry [see story on this page]. Although he gave little elaboration on the idea, even under intensive questioning by committee members, Chairman Fly clearly indicated the FCC had given serious thought to the proposition.

Haggerty Claims

A momentary stir arose last Thursday as John B. Haggerty, chairman of the board of governors of International Allied Printing Trades Assn., and a prime mover for the radio tax, was scheduled to appear before the committee. Upon failure of Mr. Haggerty to appear, a lengthy printed statement was offered and inserted in the record by John Leary, his press relations associate.

Also noticed at the hearings, in constant attendance during the advertising tax discussions, were Michael J. Flynn, Washington labor operative who has been identified with several past legislative crusades, against radio, and E. O. Keller, self-styled Washington real estate broker, for some years identified with movements to secure a broad investigation of the radio industry and the FCC, who broke into the news in August, 1940, during the Senate Interstate Commerce Committee hearings on the reappointment of late Commissioner Thad H. Brown, during which he was included among a group of Washington real estate men who allegedly "shook down" RCA [BROADCASTING, Aug. 15, 1940].

Making a final stand for the proposed levy against radio, Mr. Haggerty in his statement recommended that the impost not only should be retained, but should be doubled by the Senate. He declared there not only was no discriminatory feature in the tax, but that the radio industry was eminently capable of paying what he called "a slight tax".

In the face of Mr. Haggerty's drastic proposal, NAB President Neville Miller on Friday called for redoubled efforts to lick the tax. "The battle is far from won," Mr. Miller declared. "The bill has a long way to go. Until Congress sends it to the President without the time sales tax included, no one can be sure it's beaten. Let Congress know how you feel."

NIB President Lafount emphasized the effect imposition of the radio tax would have on the public

FCC Considers Radio Franchise Tax

Rules Committee Drafts Plea to Cover Its Overhead

A COMPREHENSIVE legislative proposal under which an excise tax based on gross receipts would be imposed upon all branches of the communications industry, including broadcasting, to defray the cost of administering the Communications Act, has been drafted by the FCC rules committee and is awaiting action of the Commission itself.

Designed to raise approxmately $2,150,000 to cover the Commission's overhead, the proposal has been considered by the Commission several times during the last three months but final action has been held up, presumably because of the pendency before Congress of the new tax bill proposing a net sales tax on broadcasting designed to yield between $5,000,000 and $8,000,000. FCC Chairman James Lawrence Fly, in testimony before the Senate Finance Committee last Monday, opposed the net sales tax as "dubious" but said the FCC is considering something in the nature of a franchise levy.

Half by Broadcasting

Drafted by the rules committee of the FCC, made up of major department heads, the proposal would embrace a recommendation to Congress setting forth the formula by which the administrative costs could be recovered. Under the plan, the broadcasting industry would be called upon to contribute approximately half of the overhead, or in the neighborhood of $1,000,000, with telephone and telegraph and cable companies contributing the other half.

Insofar as broadcasting is concerned, however, the tax would be in the nature of a gross levy, with only a $25,000 deduction, striking all stations with revenues in excess of that minimum whether they earn profits or not. FCC figures reveal that some 300 stations are in the red.

Roughly, the rules committee, with the aid of the FCC accounting department, has concluded that the figure of approximately $1,000,000 to be procured from broadcasting would represent only a fractional percentage of the industry's gross receipts. These figures, in a general way, revealed that some 765 commercial broadcast stations had gross receipts of approximately $155,000,000 during the last fiscal year. Of this amount, the networks had receipts of about $45,000,000 and would be called upon to pay a tax of some $300,000.

The 60-odd clear channel stations, with gross receipts of about $40,000,000, would be called upon to contribute $275,000 in taxes. From the some 300 regional stations with gross receipts of $53,000,000, taxes of $360,000 would be drawn. And from approximately 400 local stations, with gross receipts of $17,000,000, the tax yield would be in the neighborhood of $110,000.

This plan, according to best available information, has been considered several times by the Commission and has provoked considerable discussion. Apparently several members of the Commission feel a different basis should be developed. A number of plans have been suggested, including a fee system for filing of applications, pleadings, issuance of licenses and the like; an annual license fee system based on authorized power and hours of operation, and the gross operating receipts tax, which the Rules Committee now proposes. Some sentiment on the Commission favors a levy based on the ability of stations to pay, which might be regarded as an assessment on net profits.

Power Commission Plan

In any event, it is expected that should the 5-10-15% tax provision in the Revenue Act be killed by the Senate, having been approved by the House, the FCC before the year ends will come forth with its own plan to tax all industries regulated by it. Because there is no authorization in the existing law for this purpose, whatever action the Com-

(*Continued on page 52*)

service burden of the broadcaster, charging that the legislation "clearly ignores the sound principle of taxation in accord with capacity to pay." He warned that the ultimate effect of the tax might fall on radio listeners in the form of lower quality programs, along with an accompanying impairment of public service.

Mrs. Holt and Mr. Wimberley told committee members the proposed tax constituted a definite threat to labor, with tightening of employment a corollary development in the face of rising costs of operation for radio. Mr. Lynch contended that no provision was made to exempt non-profit operations of radio stations by labor groups and similar organizations.

Other Taxes Studied

Presenting the industry case on behalf of NAB, with a dozen station and network executives in the audience, Mr. Alvord in extemporaneous remarks and in a 33-page memorandum inserted in the hearing record argued against any arbitrary, discriminatory tax on the radio industry, whether blanketed in a general revenue bill or developed through separate legislation to establish a franchise or "cost of regulation" tax.

It has been pointed out that if the Senate decides to recoup the more than $300,000,000 knocked out of the original $3,500,000,000 measure when the House voted down the House Ways & Means Committee proposal for joint personal income tax returns for husband and wife, it will have to draw this additional revenue from fields more lucrative and less restricted than radio.

The Senate committee is known to be looking into several sources of excise revenue passed over by the House, such as Treasury Department proposals for higher tobacco, gasoline and beer taxes, which together might raise about $485,000,000.

Also it is giving considerable attention to the proposition of cutting personal income tax exemptions from $2,000 to $1,500 for married couples and from $800 to $750 for single persons. Although it is expected the Senate, in such a case, would readjust income tax rates downward, it is estimated the yield from the lowered exemptions would reach about $200,000,000.

Dubious, Says Fly

FCC Chairman Fly termed the proposed radio levy a "dubious tax", in view of its discriminatory characteristics. Under questioning by committee members, led by Senator Vandenberg (R-Mich.), Chairman Fly developed the thesis of letting the regulated pay the cost of regulation, stating that it probably would be well to consider the broadcasters along with other members of the communications industry rather than singling them out in a general tax plan. He estimated that a levy of not more than ½ of 1% of gross revenue would be sufficient to handle this item.

Remarking that the public service of the radio industry is "an important offsetting argument" against the proposed tax, Chairman Fly went into some detail regarding the industry's role in presenting not only national defense and Government programs, but also educational features, public forums and debates. He declared that broadcasting is not a big industry "in a money sense", despite opinion to the contrary.

With broadcasters supplying increasingly valuable public service, particularly along such lines as news broadcasts from all over the world, which he said were "not only highly technical and difficult, but also highly expensive", Chairman Fly declared these functions could not be regarded as merely routine to radio operation. Demands for such public service would not decrease as time went on, particularly in the present emergency, he declared, and in all likelihood operators would have to shoulder additional burdens in the way of equipment and operating expenses, such as air raid alarms, all representing additional costs. These demands of "pretty vital character" are becoming steadily more significant, more useful, and certainly more burdensome, he said.

Must Maintain Service

Speaking of the economic aspects of the broadcasting business, Chairman Fly pointed out that certain fixed costs and a certain type of service must continue despite a decreasing income. He pointed out that the percentage of net return on gross revenue for broadcasters in reality is "not awfully high", and with a continuing base of actual costs the industry, or at least a good part of it, can be run into a net loss.



756 POUNDS of fighting fury is represented in this giant tuna, caught the other day by Ira Herbert, assistant sales manager of WHN, New York, fishing off Bailey Island, Maine. The prize catch was 10 feet, 4 inches long, its girth measuring 6 feet, 4 inches. It took Herbert three hours to bring the big fish to gaff.

AFM Opposes Tax

EXTENDING still further the front of labor's opposition to the proposed 5-15% Federal tax on radio's net time sales, James C. Petrillo, president of the American Federation of Musicians, last Thursday sent the following wire protesting the tax to Chairman George (D-Ga.): "The AFM has gone on record by a unanimous vote of its international executive board protesting a 15% tax on the gross radio receipts on the grounds that the more tax paid by radio stations, the more unemployment of all crafts will be the ultimate outcome of the entire matter."

He noted the position that the proposed tax on radio advertising not only constituted a burden on free distribution of goods, as held by the industry, but added that it represents further discrimination between radio and other media, i.e., the granting of a Federal "subsidy" to newspapers through second-class mailing privileges "which certainly redounds to their very great benefit."

Asked by Senator Johnson (D-Col.) whether the networks would not pass on the amount of their tax to their affiliates in some way, Chairman Fly responded that there was no conclusive answer as to how it might be worked out eventually, but the fact remained that the immediate impact would be on both the network and the affiliate. He cautioned that with the tax estimated to touch NBC and CBS to the tune of about $2,000,000 a year each, based on 1940 figures, this would account for a "very heavy proportion of their income". He added that while this alone might not constitute a mortal blow, the future should be viewed with concern. He pointed out that regional networks, such as Don Lee, might be particularly hard hit by the tax and its possible effect on affiliated stations.

Favors Regulation Levy

Commenting on Chairman Fly's proposal of a "cost of regulation" levy on the industry, Senator Bailey (D-N. C.), presiding at the hearing in the absence of Chairman George (D-Ga.), averred that a man enjoying a valuable franchise ought to be willing to pay for it. Chairman Fly agreed that this was probably so, at least to the extent of "cost of regulation". He said he thought a more logical base for a franchise tax than power alone conceivably would be coverage, although that would be "none too easy".

To Senator Vandenberg's observation that networks as well as stations probably would be "ready to pay something for a firmer type of franchise" than is represented in the present one-year licenses, Chairman Fly laughed and said they probably would be willing to make a "very substantial payment".

Senator Bennett Clark (D-Mo.) precipitated a brisk exchange, just before Chairman Fly left the stand, when he inquired into the sale of WMCA, New York, to Edward J. Noble. He said there was gossip that Mr. Noble had bought the station "at a price less than the owner thought right". Chairman Fly answered that "gossip" was the right term for the report.

Opposed by Lynch

Maurice Lynch, financial secretary of the Chicago Federation of Labor, which owns and operates WCFL, Chicago, stated that the CFL opposed the proposed radio levy because of its discriminatory characteristics and because it represented a departure from past policy of exempting "not for profit" organizations and labor unions. Pointing to financial problems and responsibilities in connection with operation of WCFL in the past and in the future, Mr. Lynch declared the "proposed burden" would cause the abandonment of many "good intentions" and future plans of the station.

Lafount Cites Objections

Appearing as president of NIB, Mr. Lafount, a Federal Radio Commissioner from 1927-34, told the committee the independent stations do not oppose enactment of heavier taxes per se, so long as the burden of financing the defense program and other Government expense is equitably distributed. He charged that the proposed levy discriminates against the broadcasting industry, taxing its only source of revenue even in the case of broadcasters operating at an actual loss. He estimated that 300 stations operate in the red, and declared that if the tax is to apply to them as well as to profitable operations, the legislation "clearly ignores the sound principle of taxation in accord with capacity to pay".

"I appreciate the fact that the lower-income stations are exempted from this proposed tax," Mr. Lafount commented. "It would nevertheless cut into the operating funds of independent stations whose incomes are in excess of $100,000, but whose profits are little or nothing. It is the plight of these stations which I ask you carefully to consider.

"You can readily see that a broadcaster who is operating at a loss acquires no special capacity to pay an extraordinary tax merely because his gross income may exceed $100,000. I find it difficult to believe that Congress will lay down a policy of exacting a special contribution from those broadcasters who are unable to make both ends meet and at the same time maintain a high standard of public service.

Rising Costs

"Obviously, if the broadcaster is to serve the public well, he must sell enough time to meet all his legitimate expenses. Radio broad-

asting is still a comparatively new rt, and therefore its continued de- elopment necessitates frequent hanges in the rules and regula- ions laid down by the FCC. New ules often mean that our equip- ent must be adjusted, modernized, upplemented, or replaced. In ad- ition we must meet the costs of ttending hearings and hiring legal nd engineering talent. These xtra costs may be regarded as a pecial burden already imposed on he broadcasting industry.

"To these expenses must be added ees for authors, composers, per- orming artists and guilds, as well s salaries for musicians, with the ate of pay and the number of mu- icians to be hired dictated by the nion. Then, of course, we have egular overhead expenses such as ent, power, light, heat, salaries, ews services and so forth. The ifficulty of meeting these expenses as increased, moreover, because he larger number of stations now perating intensifies the competi- ion we must meet.

Would Impair Service

"If you increase our costs of op- ration still further, you will com- el us to sell more of our limited roadcasting time and thus impair, o that extent, the service we can ender to the public. In other ords, this proposed tax would, n many cases, fall upon radio steners in the form of lower uality programs. Some of the axes in this bill are apparently esigned to cut down consumer uying of materials that are eeded for defense. But surely here would be no point in curtail- ng the flow of good entertainment ver the air. On the contrary, the resent emergency has intensified he need for high quality broad- asting.

"The principal thought I would ke to leave with you is that the roadcasting industry is already aking an enormous contribution o the cause of national defense. f the independent stations were to e paid for the programs and an- ouncements broadcast for the overnment, they would be very rofitable, and in that case should e taxed accordingly. But please o not require us to pay the dis- riminatory tax proposed in this ill—plus corporation taxes and ersonal income taxes—while we re giving so much free time to he Government and paying for the ntertainment necessary to hold ur listeners.

Unions Opposed

"That levy would impose an un- air burden upon an industry al- eady making a heavy sacrifice to he cause of national unity and trength in this emergency. More mportant still, it would tend to mpair the quality of radio pro- rams and thus weaken a great ystem of public communication at time when it should be strength- ned."

Labor unions' opposition to the adio tax was expressed by Mrs. Emily Holt, executive secretary of AFRA, and Lawson Wimberley, of IBEW. Pointing out that the ups and downs of radio business are related directly to AFRA members' employment, Mrs. Holt observed that 85% AFRA members earned not more than $5,000 a year, with most members making only $2,000 a year and less, and only 10 or 15% enjoying incomes above that figure. Any dislocation of radio revenues would be bound to have a paralleling effect on employment of station personnel and talent, she averred.

Mrs. Holt cited two definite possibilities, both deleterious in their effect on AFRA members, that would result if the tax were carried through — the tax might be passed on to sponsors in the form of increased rates or charges, which would force some sort of curtailment in employment in connection with the sponsor's shows, or if the burden were absorbed by radio management, it would be difficult or impossible to maintain AFRA's minimum scale employment contracts.

Before leaving the stand Mrs. Holt read to the committee the text of a resolution adopted in mid-August at the Detroit AFRA convention:

AFRA vigorously protests against the special tax levied against the radio industry, adopted by the House of Representatives in Section 601 of Title VI of the Revenue Act of 1941 and now under consideration by the Senate Finance Committee.

This proposal is discriminatory legislation against the radio industry and therefore concerns the welfare of every radio performer, who will in the last analysis pay part of this tax in the form of wage adjustments.

Radio performers now pay their income and emergency taxes to meet the national crisis just as do all other loyal Americans.

There is no justice or equity in imposing this special tax upon the industry in which we are working, and our national executive secretary is instructed to place our organization on record before Congress as opposed to the radio tax.

IBEW Opposed

Mr. Wimberley said IBEW opposed the proposed tax on the basis of its singling out radio. Reviewing the origination of the radio tax idea, he commented that an "amusement tax" on radio had been urged by the Allied Printing Trades Assn., headed by John B. Haggerty, and that this idea had been advanced further by Rep. Connery (D-Mass.) in a bill to establish such a tax.

Observing that he could see no possible benefit accruing to the printing trades unions from such an impost, he declared the very proposal of such a punitive measure discredited its proponents. Emphasizing that the printers' union stands alone in championing a tax on radio, Mr. Wimberley called attention to the AFL executive council resolution opposing the radio tax [BROADCASTING, Aug. 18].

Alvord's Plea

Inserting into the hearing record a 33-page memorandum, which he said "certainly answers every conceivable basis for the tax", E. C. Alvord, Washington tax attorney retained by the NAB, made a strong plea for deletion of the radio tax from the Revenue Act. He declared the NAB's and the industry's objections to the tax were based on three distinct considerations: (1) The proposed tax on radio is the first tax to be levied on gross receipts; (2) it discriminates against radio; (3) it is not justified in view of the impressive public service outlay being made by the radio industry.

Mr. Alvord's extemporaneous remarks during his brief appearance on the stand were directed chiefly to the "cost of regulation" proposition, which drew considerable attention from committee members. Although a non-discriminatory franchise tax for radio facilities might be acceptable, the broadcasting industry should not be singled out as the pioneer industry to be covered in the franchise tax experiment, he declared, pointing out that other pursuits such as transportation, banks, communications logically should be included, with radio one of the last to be touched.

He emphasized the point that with virtually every industry in the country regulated in some way by the Government, a franchise tax scheme necessarily would have to spread and spread if it were to be completely non-discriminatory as between industries.

Broadcasters' Share

Senator Bailey expressed agreement with these facts, but countered that "radio enjoys a license of monopolistic character", and although "I don't like this tax at all", he thought the necessary $2,000,000 for FCC operation might be secured under some sort of franchise plan. Mr. Alvord explained that a radio license is not in itself any symbol of monopoly, since stations must compete between themselves and with other media. He estimated that the cost of radio regulation amounted to only 1/5 or 1/6 of the cost of operating the FCC, and that broadcasters certainly should be called upon for no more than this share.

Emphasizing the far-reaching results accompanying any tax on advertising, with its probable effects on distribution and sales, Mr. Alvord stated that with the contemplated excise tax rates estimated

(*Continued on page 48*)

FCC May Propose Change In Law to Cover Newspapers

Legislative Course Rather Than Amendment of Rules Now Indicated in Official Circles

REPORTS are current in official radio circles that the FCC has altered its course in its newspaper divorcement proceedings, to be resumed next month. The objective will be legislative recommendations to Congress, it is stated, rather than to invoke regulations under the present radio law.

While no policy has yet been adopted, it is understood that reaction from high places, particularly in Congress, has been such that Commission members feel that would be the expedient course.

At least one important Congressional spokesman is understood to have advised the Commission through Chairman James Lawrence Fly that Congress would prefer to see no attempt made to enforce regulations designed to deprive newspapers of station ownership until the appropriate committees in Congress have had an opportunity to examine the whole matter in formal legislative proceedings.

And Vice Versa

Meanwhile, there have been indications that the Commission proposes to extend the scope of its inquiry to ascertain not only the effect of newspaper ownership upon broadcast stations but also the reverse situation. In other words, it is learned from inquiries made by the Commission's legal staff that it has in mind ascertaining the effect of station ownership or network ownership upon newspapers.

In this connection, there came into speculative play the likelihood that the Commission desires to ascertain the effect of such situations as the *Chicago Tribune's* part-ownership of MBS. The *Cleveland Plain Dealer*, operating WHK and WCLE, also is a participating member of MBS.

Presumably the Commission, in this phase of its inquiry, would seek to determine the bearing of one medium upon the other. Recent communications from the special staff handling the newspaper divorcement inquiry has indicated this new phase might be opened.

Meanwhile, the Newspaper-Radio Committee, headed by Harold V. Hough, Fort Worth broadcaster, is continuing preparation of its case for resumption of the hearings Sept. 17. The proceedings recessed Aug. 1 until Sept. 17, after five sessions during which testimony was taken [BROADCASTING, Aug. 4].

To make an analysis of the Commission's exhibits on newspaper ownership and revenue factors, which were under sharp attack during the sessions, the Newspaper Radio Committee has retained Drs. Richard Mead, assistant professor of marketing, and J. Parker Bursk, associate professor of statistics of the Wharton School of Finance & Commerce, U of Pennsylvania. They will work under Dr. Herman S. Hettinger, associate professor of marketing at the Wharton School, in making these analyses.

Durr Is Mentioned As Candidate for Vacancy on FCC

Alabaman Now RFC Official; West Also Mentioned

A NEW formidable candidate for the vacancy on the FCC created by the retirement last June of Commissioner Frederick I. Thompson developed last week with widespread reports that Clifford Durr, ace New Deal attorney of Montgomery, Ala., would be offered the post.

While confirmation was not forthcoming from the White House, reports were current both in Washington and in Alabama that Mr. Durr, now assistant general counsel of the Reconstruction Finance Corp. and general counsel of its subsidiary Defense Plant Corp., was a leading prospect for the post.

If nominated, he would have the wholehearted support of Senators Bankhead and Hill of Alabama, it is understood, though the latter legislator is committed to the endorsement of Commissioner Thompson for reappointment. It is thought, however, that there is little chance of Mr. Thompson being renamed, since the President permitted his term to expire June 30 without comment.

West Mentioned

Along with the name of Mr. Durr was the report that former Rep. Charles West of Ohio, an erstwhile anonymous assistant to President Roosevelt handling Congressional contacts, had been offered the Commission post but had rejected it. There was no confirmation however. Mr. West, well-known in New Deal circles, is now in private practice in Washington. He had been nominated for a railroad inquiry position some months ago but the President withdrew his name after complaint about geographical representation, it is understood.

Meanwhile, there has been no clear-cut indication that the President intends filling the Commission vacancy any time soon, despite campaigns on behalf of a number of candidates. The President has been preoccupied with war and defense matters almost to the exclusion of all other activity, it was pointed out. Moreover, it was thought in some circles that the President desired to take his time in making a selection because of the hot water in which the FCC has been navigating.

With legislation pending for reorganization of the FCC in both Senate and House, and with the President on record as of two years ago in favor of sweeping revision of the Commission organization, it was thought entirely possible that he might revive his support for a new law, particularly if the controversy persists.

Mr. Durr is 42 and received his A.B. degree from Alabama U and his law degree from Oxford in 1922 as a Rhodes scholar. Upon his return to the United States, he worked for a year with a Montgomery law firm, then for a year-and-a-half with a Milwaukee firm, and for the following eight years with a Birmingham firm. He came to Washington in 1933 as a member of the RFC legal department, was named assistant general counsel in 1937, and since last August has been general counsel also of Defense Plant Corp.

Mr. Durr was a member of the Advisory Committee of Lawyers which studied and made recommendations for Civil Service employment of lawyers in the Government organization and also is a member of the Board of Legal Examiners created last June by Presidential order to deal with the problems of lawyers in Civil Service. Mrs. Durr is a sister of Supreme Court Associate Justice Hugo Black.

Among others mentioned as possible appointees to the FCC vacancy are Maj. Gen. Joseph O. Mauborgne who retires Sept. 30 as Chief Signal Officer of the Army [BROADCASTING, Aug. 18]; FCC Secretary T. J. Slowie, an Iowa Democrat whose candidacy has been espoused by friends high in Administration circles; G. W. Johnstone, former radio director of the Democratic National Committee and now radio director of the Committee for the Celebration of the President's Birthday; Edward Roddan, assistant publicity director of the Democratic National Committee and a former Washington newspaper correspondent, who is said to have the endorsement of Edward J. Flynn, chairman of the National Democratic Committee; Fulton J. Redman, Portland, Me., attorney and industrialist.

ANPA Traces Recent Growth In Federal Advertising Control

Issues Bulletin Showing How Government Offices Have Attacked the Advertising Industry

TAKING UP the cudgels against increasing Government encroachment in the advertising field, American Newspaper Publishers Assn. last Wednesday issued a bulletin tracing the evolution of Federal controls over advertising since 1933. Among the consistent attackers of advertising, in some form or another, in the Federal organization the bulletin lists the Department of Agriculture; Assistant Attorney General Thurman Arnold, in charge of the Antitrust Division; Federal Alcohol Administration, and "to a limited degree" certain elements in the Federal Trade Commission.

Prefacing and concluding an agency-by-agency review of anti-advertising activities somewhat similar to the compendium published in BROADCASTING, Aug. 11, the bulletin warned of the continuing advance of this movement and called for "more interest by people other than those directly engaged in preparing, paying for and printing advertising."

"During the past 10 years there has been increasing evidence of antagonism to advertising with a desire by various agencies and officials of government to control, or regulate or prohibit advertising," the bulletin declared. The trend toward regulation and prohibition seems to be increasing rather than decreasing and takes many forms, such as attacks on the accuracy and truth of advertising; taxes on advertising; attacks on the ground that advertising is an economic waste; elimination of advertising by groups which are under the control of some agencies; efforts to eliminate harmless "puffery" in advertising language; the building up of consumer distrust of advertising; and legislation to prohibit certain forms of advertising or advertising by certain groups and professions.

"First of all, publishers wish to make it plain that there is no objection to efforts to eliminate false and misleading advertising. Publishers themselves have voluntarily accomplished much in that direction, and have done so with the cooperation of advertising agencies and advertisers, all of whom have recognized the necessity of truth in advertising. Practically all newspapers have their own individual rules of censorship covering advertising copy.

Entire Structure Attacked

"The practices of agencies in the Government, however, of using the term 'false advertising' as a mask with which to cloak a very evident desire to restrict or prohibit all advertising or to subject it to Government control have been and will continue to be protested by those sincerely interested in advertising.

"It is plain that more interest should be taken in what is happening to advertising by people other than those directly engaged in preparing, paying for and printing advertising. Our entire economic structure is under attack, and a great strain is being placed on our economy by the national defense program and war developments throughout the world.

"Has there been any recognition in Washington and in the 48 State capitals of the nation that the progress made in the United States by concerns using successful advertising is directly related to the place that the United States holds as the outstanding and most efficient producing country in the world with the highest standard of living? This good fortune has come to the American people through their own efforts, perseverance and toil, and not as a gift from Government. What is to be done about this proposition now?"

Hanson to Appeal Subpoena Decision

Circuit Court to Be Asked For Review of Ruling

TAKING exception to an Aug. 15 opinion of Justice James W. Morris, of the U. S. District Court for the District of Columbia, upholding the FCC position that it has the power to subpoena witnesses and conduct general hearings along lines of the newspaper-ownership inquiry, Elisha Hanson, ANPA counsel, last Thursday filed a notice of appeal with the District Court, preparatory to taking the case to the U. S. Court of Appeals for the District of Columbia.

Under Justice Morris' memorandum opinion [BROADCASTING Aug. 18] and through an order subsequently signed by him, James G Stahlman, publisher of the *Nashville Banner* and former ANPA president, would be required to answer a subpoena to testify at the newspaper-ownership investigation now scheduled to reopen Sept. 17.

Other Witnesses

With the Stahlman proceeding regarded as a far-reaching test o the FCC's powers to subpoena wit nesses and hold hearings, it is pre sumed the outcome of the case wil determine the action of other wit nesses called at the newspaper ownership inquiry under subpoena

Following arguments similar t those developed at oral argumen before Justice Morris, Aug. 11, i opposition to the FCC's claims, Mr Hanson in his notice of appea maintained the FCC has no powe under the Communications Act t adopt or apply any policy or pro mulgate rules which would ba newspapers or individuals ident fied with newspaper publishin from holding a broadcast license that the FCC has no jurisdictio over Mr. Stahlman to compel hi to testify in connection with Orde No. 79 and 79A; that the FCC ha no power to conduct an inquir such as the newspaper-ownershi proceeding. During oral argumer Mr. Hanson had argued that sinc the inquiry was illegal, the su poena issued against Mr. Stah man, who is now on active duty the Public Relations Office of th Navy as a lieutenant commande is a nullity in the eyes of the la

The Stahlman case came to cou after Mr. Hanson on the openi day of the newspaper-ownersh proceedings, July 23, indicated FCC Chairman James Lawren Fly he had suggested to four w nesses subpoened by the FCC th they refuse to appear in what described as "illegal proceedings In his memorandum opinion, u holding the FCC argument preser ed by Thomas E. Harris, FCC a sistant general counsel, Justi Morris appeared to take the po tion that newspaper interests co ceivably had more to gain than lose in the FCC proceeding, a that possibly newspapers would shown to be an even more desira type of licensee than now conced

NBC, CBS Believed Planning Appeal to Court on Net Rules

Negotiations Cease as Labor Day Approaches But Action Is Expected to Resume in September

A HIATUS in the major network-FCC conversations looking toward a compromise of the chain-monopoly regulations until after Labor Day appeared inevitable last week, with all signs pointing to a court attack by NBC and CBS prior to the Sept. 16 effective date.

Not a wheel was turned last week in the negotiations between FCC Chairman Fly and the network heads, each side apparently waiting for an overture from the other. No session has been held, in fact, since Aug. 7 when Chairman Fly handed the networks a virtual ultimatum that they accept and petition for a modified version of the time option rule or submit to the rules as originally drafted [BROADCASTING, Aug. 11, 18].

Expect Court Action

The only development since the rupture in conversations was the filing by MBS on Aug. 14 of its petition for amendments to permit network optioned time and longer contract periods [BROADCASTING, Aug. 18]. Neither NBC nor CBS has made any moves toward submitting similar petitions, as requested by Chairman Fly, on the ground that the demands made by the FCC are untenable.

As a result of all this, it is expected these networks will go to court between Sept. 2-10, probably in New York, to enjoin the Commission from making any of its rules effective. That is regarded as the only course open, unless Chairman Fly on his own motion reopens the conversations or orders an informal hearing or argument on the MBS petition. Action presumably must be taken on the MBS pleading prior to the Sept. 16 deadline.

Little chance of any activity between now and Sept. 1 is seen, since the Commission does not plan to hold regular sessions and since Chairman Fly and Commissioner Paul A. Walker, who participated in the final phases of the conversation with NBC and CBS, left last week to attend the annual convention of the National Assn. of Railroad & Utility Commissioners in St. Paul, Aug. 26-29.

Both NBC and CBS, it is made abundantly clear, are poised for the litigation, with parallel suits probably to be brought in the Federal District Court in New York or probably a three-judge statutory court of appeals in New York. In either event, the suits will be to enjoin the Commission from making any of its regulations effective. If the suit is brought before the statutory three-judge court, it probably will be under Section 402A of the Communications Act and will seek to annul, set aside or enjoin the Commission.

In addition to the absence from Washington of a majority of the Commission, NBC President Niles Trammell, who has sat throughout the protracted sessions which began in July, is on vacation—probably until Labor Day. William S. Paley, CBS president, who with his chief lieutenant, Edward Klauber, executive vice-president, likewise has participated in all of the FCC conversations, is in New York and presumably would be available for any conference called.

Chairman Fly, at the final session, insisted there would be no further postponement of the Sept. 16 effective date. Originally the rules were to have become effective on Aug. 2, but the Commission, July 21, authorized the postponement upon petition of NBC and CBS, with MBS not opposing.

When the postponement was authorized, it was tacitly understood that every effort would be made to reach a compromise, notably on the time option clause, as expeditiously as possible, in order to allow the networks at least 30 days to revise affiliation contracts to meet the new requirements. That procedure now is out of the question, since there is little chance of any agreement before the Labor Day holiday. If conversations are reopened and litigation is averted, it is assumed a postponement of the Sept. 16 date will be authorized.

Unless there is a postponement or unless an injunction is granted by the courts, many affiliated stations, notably those on the NBC networks, will find themselves in a quandary. Existing contracts, under the rules as now written, would violate the new rules and stations would face punitive action by the FCC. On the other hand it is thought most affiliates would be inclined to enter into a "'gentlemen's agreement" with their respective networks to retain the status quo insofar as clearance of network programs is concerned until the whole issue is adjudicated.

When the conversations hit the rocks again in early August, there had been virtual agreement among the FCC law department, CBS and MBS on the time option provision advanced by MBS. NBC, however, was adamant because of the effect of this proposed formula upon the Blue Network, ultimately slated for sale under one of the eight rules adopted by the Commission. Chairman Fly then kicked out the entire proposal and offered his own [BROADCASTING, Aug. 18], which proved unsatisfactory to all three network organizations.

Effects of Plan

It was following this conference that Chairman Fly delivered the "'take-it-or-leave-it" ultimatum as a result of which MBS filed its petition restating its own proposal.

Generally, it is felt the plan proposed by MBS through its counsel, Louis G. Caldwell, and General Manager Fred Weber, would in effect protect CBS and the NBC Red, as well as MBS, but place the Blue in out-and-out competition for affiliates with MBS.

While it appeared anybody's guess as to what might happen, it was thought in informed circles that before a final break and before litigation actually is attempted, some device will be used to reopen the conversations. The MBS petition provides a basis on which the Commission conceivably could set informal arguments or perhaps schedule another hearing. Chairman Fly appeared to be in the position of waiting for NBC and CBS to make the next move.

2,000-Mile Baton

VACATION did not stop Andre Kostelanetz from participating in his program, *The Pause That Refreshes*, on CBS as the maestro, employing a two-way hookup between WABC, New York, and XEQ, Mexico City, not only rendered a piano solo but also gave a 2,000-mile downbeat to start his orchestra in New York.



PREVIEWERS of *Maude's Diary*, new serial sponsored on CBS Thursdays, 7:30 p.m., were these sponsor and agency folk. The serial made its debut Aug. 14. At the preview performance were: (l to r) Mrs. Cedric Seaman; Cedric Seaman, sales manager of Continental Baking Co., the sponsor; Walker Everett, of Ted Bates Inc.; Mrs. Ted Bates; Mr. Bates; Lee Mack Marshall, Continental advertising manager.

Network in Mexico Ties Up With NBC

Azcarraga Group Affiliates; Will Relay Programs

AS A MAJOR step in the development of its intercontinental broadcasting service, NBC on Aug. 21 announced that Mexico's network of 21 stations, Cadena Radio-Difusora Mexicana, S. A., is now affiliated with the NBC Pan-American network. The announcement was made by Frank E. Mullen, NBC vice-president and general manager, following a radiophone conversation with John F. Royal, NBC's vice-president in charge of international relations, now on tour in Latin and South America.

The Mexican network was organized not long ago by Don Emilio Azcarraga, president of XEW, Mexico City, key station of the group. XEW now operates on 100,000 watts with a CP for 200,000, making it the most powerful radio station in the Western Hemisphere.

In addition to entertainment and public service programs regularly broadcast in this country on NBC's Red and Blue networks, a series of exchange programs are included in the program plans now under way between the two networks.

The longwave Mexican stations making up Cadena Radio-Difusora Mexicana include: XEW, Mexico City; XEDK, Guadalajara; XERJ, Mazatlan; XECF, Los Mochis; XECZ, San Luis Potosi; XES, Tampico; XEFI, Chihuahua; XEBI, Agua Caliente; XEBO, Irapuato; XECW, Cordoba; XEME, Merida; XEFB, Monterrey; XEHV, Vera Cruz; XEMU, Piedras Negras; XEBH, Hermosillo; XEJR, Parral; XESA, Culiacan; XEBQ, Torreon; XEBJ, Victoria; XERK, Tepic, and XECH, Mexicala.

PROPAGANDA PROBE WILL START SEPT. 3

TO LOOK into charges that radio broadcasts and motion pictures are being used to spread pro-war propaganda, a subcommittee of the Senate Interstate Commerce Committee on Sept. 3 will start public hearings to determine the merits of a resolution calling for a far-reaching committee investigation in these fields, introduced Aug. 1 by Senator Bennett Clark (D-Mo.) and Senator Nye (R-N.D.) [BROADCASTING, Aug. 11].

The five-man subcommittee, headed by Senator D. Worth Clark (D-Ida.), includes Senators Bone (D-Wash.), McFarland (D-Ariz.), Brooks (R-Ill.), and Tobey (R-N.H.).

According to Chairman Clark, the subcommittee hearings likely will last through September. About 15 representatives of movie producers and companies have been invited to appear starting Sept. 3, and after testimony is taken regarding the motion picture situation, the radio field will be studied. It is expected radio industry witnesses will appear during the last half of September.

ASCAP-by-Labor-Day Rumor Blasted

NAB Executive Group To Study Draft of NBC Contract

REPORTS that ASCAP music would be back on NBC by Labor Day and on CBS shortly thereafter were exploded late last week when it developed that copies of the preliminary draft of the NBC-ASCAP contract had not been concluded on Friday, with little likelihood of completion of the paper work prior to Wednesday, Aug. 27.

Copies of the preliminary draft, still subject to change, were to be laid before the NAB Executive Committee, meeting in New York on that day, for comment and criticism but not for approval. Presumably stations affiliated with the Red and Blue Networks will not be sent the form until these deliberations are concluded.

Many Objectors

Despite optimism exuded by both NBC and ASCAP that the contract form shortly would be invoked, there was little to substantiate this view in reactions from individual stations. Many broadcasters, notably in the West and Southwest, reported they had refused to accept the agreement on its present terms. Most of the stations appeared to be awaiting the formal language of the proposed contract before making a final decision.

Copies of the preliminary draft were to be sent to members of the IRNA Executive Committee, as a formality, since the committee already had notified NBC outlets of its approval "in principle" of the deal, assuming it carries changes suggested by the group [see text of IRNA statement on page 22].

Meanwhile, the ASCAP Radio Committee had begun its perusal of what was to be the final draft, over which Herman Finkelstein, of Schwartz & Froelich, ASCAP general counsel, and Robert P. Meyers, of NBC's legal department, had labored for nearly three weeks, putting into legal language the conditions previously agreed upon by NBC and ASCAP executives.

No hitch is expected at the ASCAP end, where the Radio Committee will, if all goes well, send the contract to the ASCAP board of directors with recommendations that it be approved. The board, which three weeks ago ratified the informal document, is expected to put its O.K. on the contract without delay.

May Be Changed

Strong possibility was seen that changes in the present wording will evolve after consultation with the NAB Executive Committee. Moreover, it was thought ASCAP might offer counter-measures. All this would tend to hold up mailing copies of the contract to the networks' affiliates in the hope of avoiding the necessity of sending out corrections and explanations which might create confusion among the stations.

NBC said response from affiliates has been "satisfactory" to date but it declined to divulge the actual count. On the other hand, reports from individual stations, particularly those which have fought the copyright battle over the years, indicated no great haste in aligning with ASCAP until safeguards are applied. A week ago NBC said it had a total of 75 responses, with 57 favorable, 11 unfavorable and seven borderline.

Miller Calls Meeting

NAB President Neville Miller called the Executive Committee meeting first for Monday and then for Wednesday when it appeared evident that the NBC-ASCAP draft contract would be available. Because of the position taken by IRNA [see page 22] that it accepted in principle the form of contract only if specified conditions were met, it was thought the executive committee would be disinclined to urge overall acceptance of the formula unless adequate protections all down the line were afforded in the written terms of the compact.

Text of the letter from IRNA executives to NBC affiliates, analyzing the ASCAP deal and endorsing it, will be found on page 22 et seq.

The NAB board, at a meeting in Washington Aug. 6-7, authorized its executive committee to counsel with any broadcasters negotiating with ASCAP for contract renewals. A motion adopted by the board specifically instructed the committee "to meet with negotiators on music contracts and to cooperate with them in devising terms for the use of music, which will be as widely acceptable as possible."

In question are such matters as clearance at the source of transcriptions, handling of special arrangements, disposition of pending infringement suits, and other collateral considerations regarded as of fundamental interest to affiliates and independents.

Members of the executive committee to attend the Wednesday meeting and make themselves available for these consultations are, in addition to President Neville Miller who sits as chairman, James D. Shouse, WLW, Cincinnati; Joseph O. Maland, WHO, Des Moines, representating large stations; Don S. Elias, WWNC, Asheville, and John J. Gillin, Jr., WOW, Omaha, for medium stations, and John Elmer, WCBM, Baltimore; William H. West, WTMV, E. St. Louis, for small stations.

The Position of CBS

Although there has been no resumption of negotiations between CBS and ASCAP and although CBS executives have declined to comment on the NBC contract, the attitude was prevalent, particularly in ASCAP circles, that once a deal is consummated with NBC, CBS would be disposed to accept similar terms.

The fact that NBC has sought NAB Executive Committee comments, as distinguished from approval of its contract indicates that terms of the deal to returning ASCAP music both to the networks and their affiliated stations are a matter of concern to the entire broadcasting industry and not only to NBC and its affiliates. Once there is a unanimity of view on the contract terms it is expected they will be used without substantial change by all networks and stations wishing to resume ASCAP music.

Mutual Reply to IRNA

Meanwhile, the IRNA letter evoked an immediate response from MBS, whose general manager, Fred Weber, on Aug. 20 wrote IRNA Chairman, Samuel R. Rosenbaum to point out that the more advantageous terms of the NBC-ASCAP contract could not have been secured without the groundwork done by MBS in its prior negotiations with ASCAP. The letter reads:

"Today we received the six copies of the IRNA affiliates' memorandum to NBC affiliates, indicating your direct renewed participation in IRNA since the completion of the Senate hearings on the FCC monopoly report.

"Since your memorandum of the 19th of August was addressed to NBC affiliates over the signature of the IRNA committee, we should not have considered Mutual involved had you not felt an obligation to refer to the alleged advantages between the NBC-ASCAP agreement and that of Mutual. Don't you think your memorandum exerts itself to stress what appears to be only two points of variation between the two arrangements? For some obvious intent you neglect that:

"One—The most favored position exists for radio stations because the Mutual network insisted upon it before completing its contract arrangements.

"Two—There can be little doubt that the present percentage is the result of Mutal's earlier negotiations to obtain the fee effective on May 19, 1941, combined with the vast bargaining power of the other networks.

"Three—The network copyright formula maintained in the NBC-ASCAP agreement was developed to protect the interests of stations concerned with the Mutual network because of its type of operation in which the stations enjo

(*Continued on page 53*)

Dr. Levy Called Up

DR. LEON LEVY, president of WCAU, Philadelphia, was called to active duty on Aug. 18 in the Naval Reserve, Temporarily stationed at the Philadelphia Navy Yard, he will serve for the duration as lieutenant commander in the Naval Intelligence Radio Division. Operation of the station will continue under the direction of Isaac D. Levy, WCAU secretary-treasurer.



Dr. Levy

Bulova Using 260

BULOVA WATCH Co., New York, on Sept. 21 will increase its current campaign of time signals 7 to 70 times weekly by adding about 60 stations to its present list of 200. The campaign to run until Christmas and probably throughout the winter is the largest used by Bulova since it started radio advertising some 15 years ago. Agency is Biow Co., New York.

GEORGE FLEMING, aviator son of Howard Fleming, owner of CFOS, Owen Sound, Ont., and the *Owen Sound Sun Times*, is reported missing following air operation on Aug. 15, according to word received by his parents from the British Air Ministry. He was a member of the first Canadian bomber squadron of the Royal Air Force, and participated in raids on Berlin a few nights earlier.

Rexall Discs

UNITED DRUG Co., Boston (Rexall products), for its semi-annual fall one-cent sale in October, will utilize a series of four transcribed quarter-hour programs, *Rexall Parade of Stars*, on more than 100 stations nationally. NBC Hollywood Radio-Recording Division is slated to cut the series Sept. 6, with talent including Ken Murray, comedian; Kenny Baker, tenor; Meredith Willson's orchestra; and Harlow Wilcox, announcer. Walter Craig, program director of WMCA, New York, under special arrangement, is to be in charge of production for Street & Finney, New York agency servicing the account.

Carpet Firm's Plans

ALEXANDER SMITH & SONS Carpet Co., Yonkers, which earlier this year ran a campaign for its rugs and carpets on women's programs in New England, is planning a fall campaign in New England similar to the first. No details will be released till September, according to Anderson, Davis & Platte, New York, agency in charge.

Insurer's Spots

ALL-STATE INSURANCE Co., Chicago (auto insurance), has placed quarter-hour participations three to six times a week on WOR, New York; WCFL, Chicago; WBAL, Baltimore; WJR, Detroit; WFBL, Syracuse; WHEC, Rochester; WHP, Harrisburg. Agency is E. H. Brown Adv. Agency, Chicago.

WKBN

YOUNGSTOWN · OHIO

Columbia Network

NOW ON

FULL TIME!

570 KC
DAY, 1000 WATTS
NIGHT, 500 WATTS

Coming Soon
5000 WATTS



Plan your next sales campaign to include complete Youngstown coverage with its suburban and plus market. Utilize the improved facilities of WKBN (570 KC), the only FULL TIME REGIONAL NETWORK STATION serving the Youngstown market . . . blanketing Eastern Ohio and Western Pennsylvania with strong, clear, interference-free reception. Use WKBN to tap this rich industrial area of more than a million purchasers.

NATIONAL REPRESENTATIVE . . . PAUL H. RAYMER COMPANY

Lever Bros. Plans Swan Soap Drive

Several Millions Budgeted in Campaign for New Soap

LEVER BROS., Cambridge (Swan soap), through Young & Rubicam, New York, on Oct. 7 starts sponsoring the weekly half-hour *Burns & Allen Show* on more than 60 NBC-Red stations, Tuesday, 7:30-8 p.m. (EST), with West Coast repeat, 6-6:30 p.m. (PST). Besides Gracie Allen and George Burns in a new comedy formula, the show is to include Paul Whiteman's orchestra, a male singer, guest talent and others. Sam Perrin and Artie Phillips have been signed as writers, with two more to be added before the series gets under way.

Tying in with its radio, and spending several million dollars, the firm is launching an intensive merchandising and promotion campaign for the new product. Besides extensive use of transcribed announcements featuring Gracie Allen on local stations, it is understood the schedule will include splash ads in 860 newspapers as well as leading magazines and 24 stands nationally. Spot radio campaign, it was said, will be one of the most extensive ever scheduled by a sponsor.

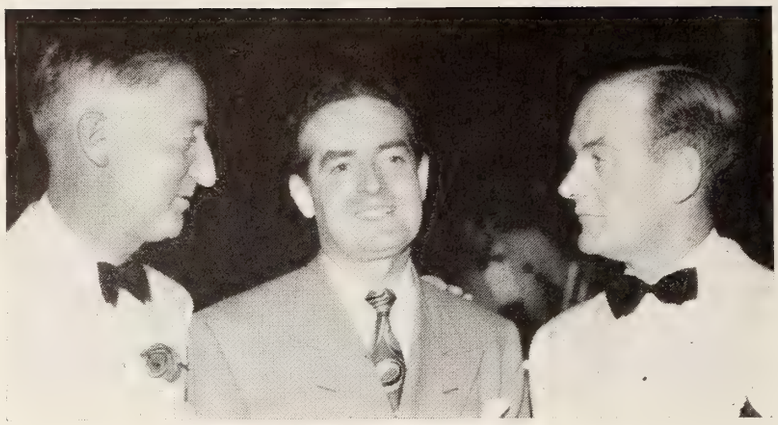
Personnel Changes

Glenhall Taylor who has produced the CBS *Slver Theatre* for three seasons, becomes agency producer of the *Burns & Allen Show*, with Al Scapone assisting. Ted Sherdeman, NBC Hollywood writer-director, resigned that post to join Young & Rubicam and takes over Taylor's former assignment as producer of *Silver Theatre* which resumes Oct. 5 under sponsorship of International Silver Co., on 57 CBS stations, Sunday, 6-6:30 p.m. (EST), with Mickey Rooney as first guest star. Filling the NBC vacancy created by resignation of Sherdeman is Dave Elton who has taken over production of the weekly sustaining *Latitude Zero*. Archie Scott, of NBC Chicago, has been transferred to Hollywood for writer-producer assignments.

More Salt Spots

INTERNATIONAL SALT Co., Scranton, Pa., on Sept. 23, after a recess of 13 weeks, will resume participations in the *Marjorie Mills* domestic science programs on the Yankee Network and similar programs on WCKY WJZ WRC KDKA WGY WKBW WFBR WSYR WHAM WCAU WWL, contracts running 6 to 13 weeks. Other radio plans for fall are under consideration but not yet completed, according to the agency, J. M. Mathes Inc., New York.

A STAGE, Screen and Radio Division has been formed by Fight for Freedom Inc. in its anti-Nazi campaign, with several broadcasts planned in the near future. Among backers of the movement are Lowell Thomas and William L. Shirer, commentators. Co-chairmen are Burgess Meredith and Helen Hayes.



REUNION OF WWJ VETERANS at 21st birthday party of the *Detroit News* station Aug. 20. Left to right: Ty Tyson, chief sports announcer who has been with the pioneer station practically since its inception; Fred Waring, bandman who first played over WWJ in 1921; William J. Scripps, son of the newspaper's publisher, who as a youngster founded what was to become WWJ.

Celebrities and Pioneer Broadcasters Join in WWJ's 21st Anniversary Fete

CELEBRATING its 21st anniversary last Wednesday, WWJ, of the *Detroit News*, brought celebrities and pioneer broadcasters to its microphones and keyed a special program to NBC-Red to tell the world that it was the first station still in existence to broadcast regularly scheduled programs of entertainment. It was on Aug. 20, 1921, that WWJ began operation and it has been on the air continuously ever since.

Fred Waring, who did his first broadcast over WWJ in 1921, was on hand with his *Pennsylvanians* for a one-hour broadcast, half of which was carried on NBC-Red. The entire evening's program was also carried by W45D, the FM adjunct of WWJ, and by WRUL, Boston shortwave station which sent Jose Godoy, Spanish-speaking announcer, to interpret for the Latin American audience.

Service to Public

Earlier in the evening WWJ's musical director, Mischa Kottler, and the WWJ Symphony, with Greta Keller, Viennese singer, presented a program featuring The Sophisto-Cats and other WWJ artists. WWJ's manager, William J. Scripps, who as a young amateur started the station, gave a brief talk in which he outlined the aims of WWJ since its inception.

He read a message from Chairman James Lawrence Fly, congratuating WWJ and calling it a "veritable Methuselah of radio". A transcribed message of praise and congratulations to W. E. Scripps and W. J. Scripps, who "were true pioneers who dared to take a chance and throw off the shackles of convention and establish WWJ, the only station in America which can claim to be first," was read from Dr. Lee DeForest, who built WWJ's first transmitter. A tribute also was read from Niles Trammell, NBC president.

During the Waring program, Ty Tyson, who in 1921 invited Fred Waring to broadcast, engaged in brief repartee and reminiscence with his old friend. Hundreds of telegrams of congratulations poured into the station during the day and many of the station's friends dropped by to pay their respects.

Mr. Fly Comments

In the light of the newspaper-radio ownership probe, Chairman Fly's message to WWJ, referring to it as a "veritable Methuselah among radio stations," contained a rather significant sentence. "Let me congratulate WWJ," his message concluded, "on this occasion and express a hope that its next 21 years of service will be as outstanding as its first 21 have been."

"Since WWJ was first founded," Mr. Fly also stated, "radio has been transformed from a hobby for a few technically-minded youngsters to an integral part of our social structure, and in that growth this station has played a significant role. Its three call letters instead of four mark it as a pioneer among stations, and its present status shows it has not been surpassed by later arrivals."



ORIGINAL transmitter of WWJ is now a museum piece. It was designed and installed by Dr. Lee DeForest. Looking it over is Mrs. Lansing Pittman.

Mellett Praises Radio For Alert Judgment in Resisting Propaganda

RADIO has been an industry "wise beyond its years" in understanding popular feeling, according to Lowell Mellett, administrative aide to President Roosevelt, writing in the September *Atlantic Monthly*. The industry has been second only to the movies in resisting use of its facilities for propaganda, he said, but newspapers have been laggard.

Writing on "Government Propaganda", he said American radio and the press associations can continue to render a great service to this nation only if "we do nothing to destroy the confidence they have created". The press associations and American radio, he went on, "have set a standard of truthful reporting that has caused their reports to be believed, particularly by the nations of South and Central America. "Nothing save a sudden switch to dishonesty on our part can take this advantage from us", he said.

In discussing acceptance of peacetime conscription, he said: "No propaganda had been required to bring the people to this state of preparedness, and so far as the Government is concerned no propaganda was attempted. The Government refrained from propaganda despite very great pressure.

"This is the Amercian way, the right way, the wise way. It would be wrong for the President to use funds voted by Congress to set up an agency designed to whip Congress into line with his thinking. And the President has not done so."

Soft Drink Test

WELCH FRUIT PRODUCTS Co., Chicago, through its newly-appointed agency, Reincke-Ellis-Younggreen & Finn, is testing a daily five-minute program on WROK, Rockford, for Black Cow soft drink. Program features a daily cash givaway of $10 to listener, who, when called on the telephone, has one empty and one full bottle of the soft drink. Prize is delivered by two messengers dressed in black uniforms wearing a large cow's head. About 15 additional midwestern markets will be added, according to H. C. Vogel, radio director of the agency.

Longines Resumes

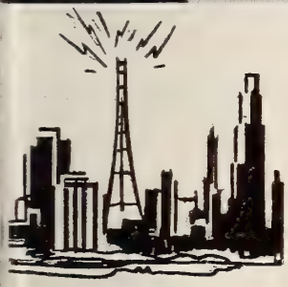
LONGINES-WITTNAUER WATCH Co., New York, during the week of Sept. 22 will resume its series of half-hour transcribed symphony programs on over 50 stations throughout the country. Series features symphonies by leading orchestras and will be heard Sunday afternoons at varied times. Agency is Arthur Rosenberg Co., New York.

Oyster Shell Renews

OYSTER SHELL PRODUCTS, New Rochelle, N. Y., through August and early September is renewing for 52 weeks its campaign of spot announcements on 30 stations throughout the country. Spots vary from three to five times weekly on the stations. Agency is Cecil & Presbrey, New York.



says DOUGHNUT CORPORATION SALES EXECUTIVE



"The result of the one week's effort on radio turned in a better than 147% gain.

"In all my merchandising experience I have never believed such instantaneous returns could be accomplished in this New England market knowing so well the slow absorption qualities of the immediate buying public.

"I feel your cooperation plus the general pulling power of the 920 Club accounted for this wonderful return."

(SIGNED) *Stanley Anderson*
Doughnut Corporation of America

This sensational achievement is but one of many successful campaigns merchandised through WORL'S famous 920 Club. *Make your advertising work fast* — get hard hitting cooperation from WORL.

Buy A Participation In The 920 Club Now!

Announcements and 15 minute programs are open! Write for availabilities and 15 big success stories today!

950 Kilocycles **WORL** 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS

Schulze & Berch Adds

SCHULZE & BERCH Co., Chicago, has appointed Reincke-Ellis-Younggreen & Finn, Chicago, to direct the account, and is planning to augment its present radio campaign for saltine crackers. Company at present is using three station break announcements daily on WGN and WCFL, Chicago; WROK, Rockford; WCBS, Springfield; WGBF, Evansville; WHO, Des Moines. Announcements promote a $1,000 contest in which entry blanks are filled out at the local grocer estimating the number of saltine crackers that can be held by a large carton. The grocer uses the large carton as part of a merchandising display of company products. Over a million entry blanks are ready for distribution and markets to be added include Milwaukee, Racine, and St. Louis.

Wisconsin Net Gets Games

ENTIRE football schedule of U of Wisconsin will be broadcast this season by the recently formed Wisconsin Network, comprising WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WHBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids; WEMP, Milwaukee; WRJN, Racine; WIBU, Poynette. The schedule, as yet unsponsored, will include five games at Madison and three out-of state games.

12

A better way to gauge customer reaction is a campaign in a basic test market like Station WOWO's Indiana-Ohio-Michigan area...with 2,300,000 consumers--51% urban, 49% rural. Successful advertisers use WOWO consistently for testing national urban-rural response.

WOWO
FORT WAYNE
INDIANA'S MOST POWERFUL STATION

WESTINGHOUSE RADIO STATIONS Inc
REPRESENTED NATIONALLY BY NBC SPOT SALES

"Heming, we've called you in to answer a very important question. What qualities does your wife most appreciate in a hair rinse—and why?"

Courtesy of THE NEW YORKER

WIBG Given 10 kw. For Philadelphia

New Stations for Pasadena And Washington, Pa.

AT A SPECIAL meeting last Friday to clean up its calendar prior to a recess over Labor Day, the FCC authorized two new standard broadcast stations and granted a new FM broadcasting station in Philadelphia as well as improved facilities for a half-dozen stations.

Headlining the list was a three-point grant to WIBG, Glenside, Pa., in effect making the station a full-fledged Philadelphia outlet with 10,000 watts unlimited time on 990 kc., in lieu of its present 1,000 watt daytime assignment. Simultaneously, the Commission authorized transfer of control from its eight present owners to Paul F. Harron and Joseph Lang, who now own WHOM, Jersey City, and John G. Kelly, former Democratic leader of Philadelphia, and Anthony J. Drexel Biddle Jr., now minister to Poland, and several smaller European countries, headquartering in London. The latter two acquire 49% interest for $75,000 with Harron and Lang holding the 51%.

In granting the WIBG transfer, the Commission reconsidered a previous order for a hearing. It cancelled the hearing and in addition to authorizing transfer of control also authorized removal of the station from Glenside to Philadelphia. The Commission also approved an application of Seaboard Radio Broadcasting Corp., WIBG licensee for a new FM station to operate on 48.1 m.s. on a regular commercial basis. The area specified is 9,300 square miles.

A new standard broadcast station in Pasadena, Cal. to operate on 1430 kc. with 1,000 watts daytime only, was authorized to Southern California Broadcast Co. Principals are Marshall S. Neal, store owner, 44%; Lee A. Ragan, salesman of KIEV, Glendale, 5%, and H. H. Cooper, KIEV salesman, 5%. There are 11 other stockholders.

On petition for reconsideration and grant without hearing, the Commission authorized a new station at Washington, Pa., to the Washington Broadcasting Co., to operate on 1450 kc. with 250 watts fulltime. The licensee company is made up of 46 stockholders, with approximately 38½% of the stock held by individuals interested in the ownership of WSTV, Steubenville, O. William S. Yard is president, with approximately 6½% of the stock; Louis Berkman, vice president and head of WSTV, holds 10.6%; Sherman H. Siegel, treasurer, 10.6%.

WRNL, Richmond, was granted an increase from 1,000 to 5,000 watts fulltime on 910 kc. with directional antenna. Other grants included: KONO, San Antonio, increase from time-sharing to full time on 1400 kc. with 250 watts fulltime; KPQ, Wenatchee, Wash., increase 500 watts night and 1,000 watts day on 560 kc., in lieu of 25 watts on 1490 kc.


ABC Means NBC In Arizona
Arizona Broadcasting Co.
The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix
5000 W - 620 KC
★★KVOA-Tucson
1000 W - 1290 KC
★★KYUM - Yuma
250 W - 1240 KC
★★KGLU-Safford
250 W - 1450 KC
★KCRJ - Jerome
250 W - 1340 KC
★KWJB - Globe
250 W - 1240 KC
★KYCA-Prescott
250 W - 1490 KC
★★NBC RED and BLUE Network Stations
★Other ABC Stations
THIS fact alone is enough to explain the ever-increasing popularity of ABC Stations in Arizona. The best in radio is the listeners natural choice, so wise is the advertiser who makes the most of its good company. ABC's seven stations insure complete coverage of the rich Arizona market.
KTAR
KEY STATION OF THE
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles
AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

Receivers Submit Transcontinental Report to Court

Distribution of Assets Noted; Adams Denied Payment

TRANSCONTINENTAL Broadcasting System, Elliott Roosevelt's ill-fated venture which almost but not quite became a fifth nationwide network, furnishing the industry with a New Year's Eve sensation when, on Dec. 30, 1939, its promoters announced that they would be unable to meet the scheduled Jan. 1 starting date, made a much less sensational appearance in the news last week, when its receivers filed their report in the Court of Chancery at Wilmington, Del.

Daniel F. Wolcott and Harry H. Stehman, appointed by the court last November to dissolve the network corporation, reported total assets of $94,874, consisting of $94,444 in cash in the bank and a refund of $430 secured from the telephone company. Of this, $5,763 had been paid to Breed, Abbott & Morgan, law firm which conducted negotiations for TBS with Blackett-Sample-Hummert, whose clients were expected to be the first TBS sponsors, and $771 had been paid for other claims. Claim of John T. Adams, one-time chairman of the board of TBS, for $6,528 was denied by the court.

Paid to Stockholders

Pro-rata distribution of $63,715 to TBS stockholders leaves a balance of $24,528, of which the receivers ask the court to approve their bill of $850 and attorney's fees of $3,500. If this approval is forthcoming, the remainder will then be distributed to the stockholders and the career of TBS officially closed.

Elliott Roosevelt, as largest stockholder of TBS, holding 4,000 of the corporation's 10,000 shares, has received $25,486 in the distribution to date. H. J. Brennen, owner of KQV and WJAS, Pittsburgh, and WHJB, Greensburg, Pa., who attempted to reorganize the network following Mr. Roosevelt's resignation as president, received $9,557 on his 1,500 shares. H. K. Brennen, Sarah A. Brennen and Margaret M. Brennen, each holding 286 shares, received $1,822 apiece.

Robert M. Thompson, KQV-WJAS, received $8,920 for his 1,400 shares, only other individual listed with more than 1,000 shares.

Noxzema Enlarges

NOXZEMA CHEMICAL Co., Baltimore, has placed its *Quiz of Two Cities* program on WAPI, Birmingham, and WSB, Atlanta, making a total of 20 cities now carrying the weekly half-hour show either as a single unit or in cooperation with another city. According to Ruthrauff & Ryan, New York, agency in charge, combinations are under consideration for the show to be heard in Kansas City and St. Louis, Philadelphia and Pittsburgh, and Albany-Troy-Schenectady.



CONTRAST BETWEEN PAST and present glories was furnished Albany citizens during the annual Soap Box Derby when this ancient Sears model, circa 1900, snorted along before 35,000 spectators. At the "steering rod" at right is Harold E. Smith, owner of the car and general manager of WOKO, Albany, accompanied by Sports Announcer Sherb Herrick, who holds wondering Harold E. Smith II on his lap. WOKO carried heat-by-heat accounts of the local race, won by Donald Mathews, who was sent to the Akron Derby by Socony Vacuum Oil Co.

WIBW, WCHS Seek FCC Rule Change To Allow 10 kw. Daytime for Regionals

FORMAL petitions for a change in FCC rules governing power limitations on regional stations to authorize use of 10,000 watts during daytime hours in lieu of the present 5,000 watts peak, were filed with the FCC last week by WIBW, Topeka, and WCHS, Charleston. The stations operate on the same frequency of 680 kc.

First of the requests to be made for a change in the rules, the applications were filed in conjunction with nearly identical petitions seeking amendment of Rule 3.22(c) to lift the power maximum for Class III-A regionals. Engineering data filed in conjunction with the WIBW application were prepared by Andrew D. Ring and Ralph L. Clark, consulting engineers, with similar data utilized by WCHS.

Others May File

It is estimated [BROADCASTING, Aug. 4] that the increases to 10,000 watts daytime will result in an approximate 40% improvement in coverage, primarily in rural or semi-rural areas. Because few questions of interference are involved, except as to adjacent channels, existing antennas can be used in virtually all cases, it was stated. The average remodeling expense to increase the transmitter output from 5,000 to 10,000 watts would be between $5,000 and $15,000.

In addition to the two stations which already have filed, it is understood that WRDO, Orlando, Fla., also assigned to 580 kc., contemplates a similar application in the near future. A change in the rule by the FCC would open the way for virtually all regionals operating with 5,000 watts full time to double their daytime power by making the necessary alterations in equipment.

In the WIBW petition, filed by John W. Guider, Carl A. Smith and Lester Cohen, counsel, it was brought out that one of the primary deficiencies in the present allocation system is the lack of primary daytime service in rural and semi-rural areas. It seems apparent, said the petition, that clear-channel service alone cannot be the answer to the problem. A great number of Class III stations now render day service to rural areas surrounding the communities in which they are located, it is added, and any extension of their daytime coverage will for the most part be over rural districts and small towns which are unable economically to support any type of facility which otherwise might be usable there.

It was pointed out that a large percentage of such regional stations can use 10,000 watts daytime without causing substantial interference. The WIBW application, said the petition, if granted, would result in a reduction in daytime service of the station in areas around Kansas City, Omaha, Des Moines and other metropolitan sections already supplied with adequate service and substitute a sizable rural audience in Western Kansas and Southwestern Oklahoma, which has a dearth of radio service.

Technical Advances

WCHS, in its petition filed by Ben S. Fisher, Charles V. Wayland and Charles F. Duvall, contended the existing rule limiting daytime power to 5,000 watts is obsolete and not in accordance with the best engineering practices and the present state of the art. It cited technical advances made in directional antennas and highly-developed transmitters which would make it possible to use effectively power of not less than 10,000 watts daytime.

Contending that the entire listening public throughout the country would be benefited by such a change, the WCHS petition cited that many listeners, both rural and urban, are now unable to receive any daytime signal of sufficient value to be usable. This condition, however, largely would be rectified with the proposed power boost.

Advancing arguments similar to those contained in the WIBW petition, WCHS pointed out also that with this increase in power made possible for at least 100 regional stations, a greater uniformity of coverage and a wider variety of programs would immediately become available to many millions of listeners. The increased daytime coverage of WCHS alone would be 412,000 persons, it stated.

Arguing that the limit of 5,000 watts is an inefficient use of facilities, WCHS contended a change in the rule would not interfere with or curtail the service of any existing station and that the granting of the applications would conform strictly to present engineering standards. By granting the petitions, WCHS said, the Commission "will provide more adequate and efficient distribution of radio facilities throughout the entire United States."

Purvis Leaves Paper; Would Acquire WOLS

HAVING recently sold his interest in the *Florence* (S. C.) *Star*, Melvin Purvis, onetime ace FBI agent who retired as a G-man several years ago to become publisher of the daily, is reported to have made a deal to purchase WOLS, Florence, from O. Lee Stone. The station operates with 250 watts on 1230 kc. His partner in the projected deal is M. Schnibben, a brother of G. E. Schnibben who is principal in Norfolk County Broadcasting Co., applicant for a new station in Norfolk. The Schnibben brothers operate theatres in and around Florence.

Paper Buys CFCT

CFCT, Victoria, B. C., has been purchased by the *Victoria Colonist*, morning daily, from George W. Deaville, for an undisclosed sum according to H. R. Carson, president of All-Canada Radio Facilities, Calgary, who will represent the station nationally. The only station in Victoria, capital of the Province of British Columbia and home of many retired British civil servants, it will be operated by a staff recruited from various stations in Western Canada with which All-Canada is affiliated. Manager will be Cecil Berry of CFGP, Grand Prairie, Alta. Al Smith, CKCK, Regina, Sask., will be sales manager. Sale of the station to the *Colonist* makes 27 newspaper-owned stations in the Dominion of a total of 86 active broadcast outlets.

Full-Time WIBC + Merchandising =

Low 3¢ Inquiry Cost for Marlin Blades



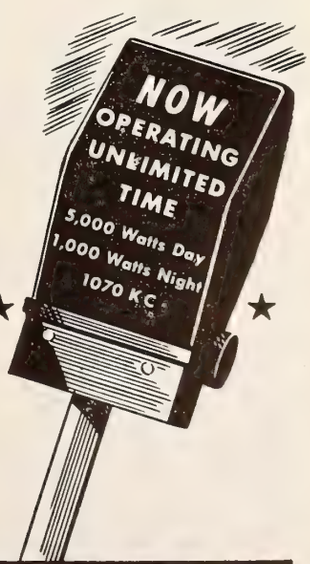
● A sales and merchandising record in the highly competitive field of razor blades—is a record.

WIBC is pretty proud of the fact that its full-time state-wide coverage of Hoosierland, plus merchandising cooperation due to W I B C's influence on dealers, has been producing sample inquiries at the extremely low cost of 3c per inquiry.

As a matter of fact, Marlin had used up all of its advertising budget for Indianapolis, but renewed as they put it, "because of the splendid job W I B C did for the account." W I B C has a good clear signal that reaches all over Hoosierland and edges into surrounding states. W I B C's first concern is a large, loyal and responsive listening audience. We keep it because we make sure we give 'em what they want to hear.

* * *

That makes W I B C a good bet for any advertiser who wants to get his sales story over Hoosierland—in one convenient package.



Indiana's Friendly Station Serves Hoosierland

★ ★ ★ ★ ★ ★ ★ **WIBC** ★ ★ ★ ★

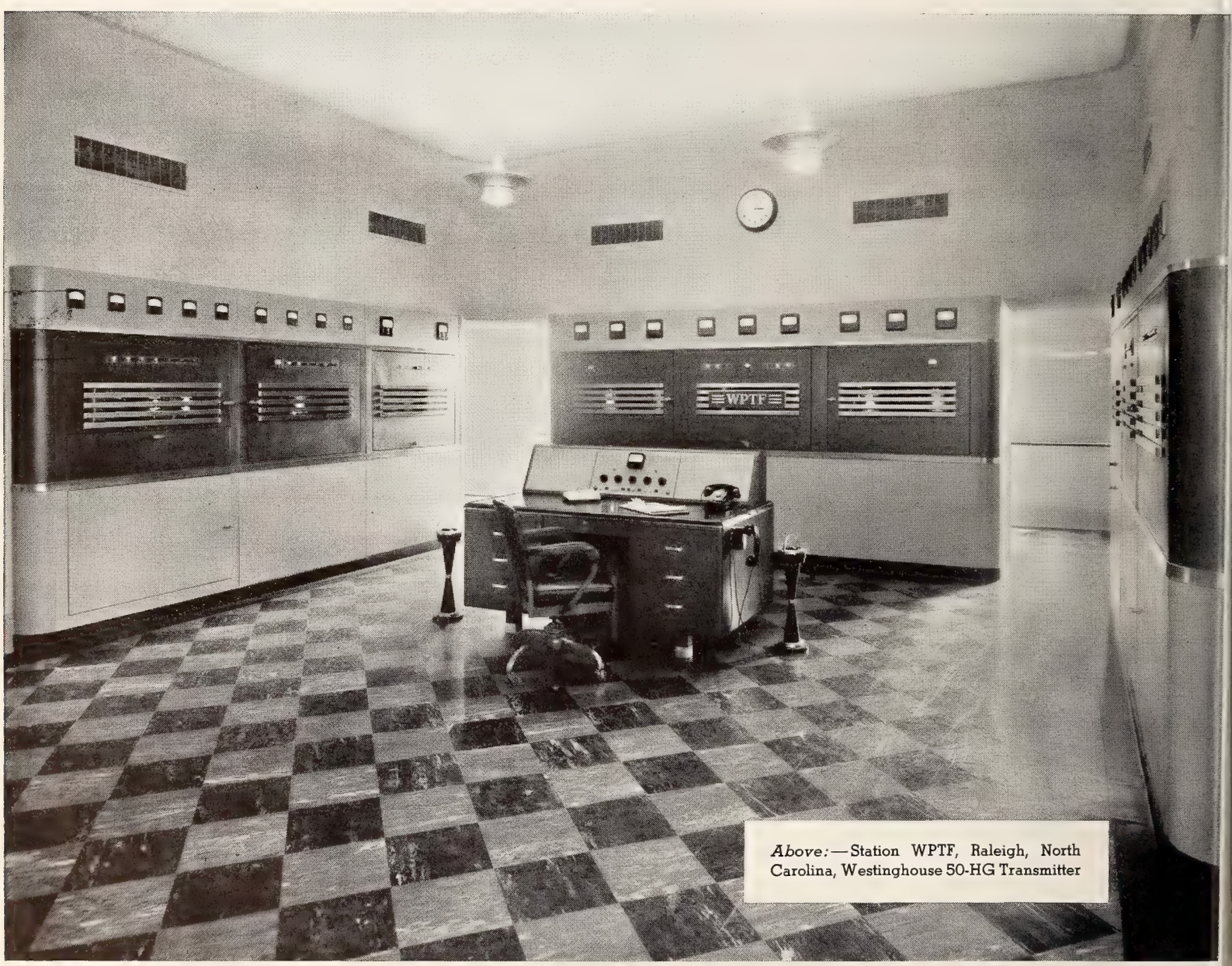
Affiliated with the Mutual Broadcasting System

Represented by
HOWARD H. WILSON CO.
New York, Chicago, Kansas City

INDIANAPOLIS

OFFICES AND STUDIOS ON NINTH FLOOR • INDIANAPOLIS ATHLETIC CLUB

"selectee":



Above:—Station WPTF, Raleigh, North Carolina, Westinghouse 50-HG Transmitter

Westinghouse

. . a familiar role

We have been selected for essential work in connection with national defense for the same reason that our 50-HG equipment has been selected by key broadcasting stations entering the 50,000-watt group since January, 1940. We know what the job requires—and how to do it. That is because we have been at it for a long time.

Since the earliest days of the industry we have been engaged continuously in broadcasting operations through such well-known commercial stations as KDKA, KYW, and WBZ.

Out of this experience came the distinctive improvements found in our 50-HG transmitter—greater economy, operating simplicity, and fidelity in radio transmission—the kind of developments which are a result of a first-hand operating experience.

The research and development supporting our current defense work will ultimately result in still further improvements in our regular commercial transmitters.

OPERATING ADVANTAGES

OF WESTINGHOUSE 50-HG TRANSMITTER

- Air-cooled tubes in all stages
- Extremely low operating costs
- Metal rectifiers throughout, except main high voltage rectifier
- Inductive neutralization of the power amplifier
- Equalized feedback
- Compressed gas condensers
- Complete elimination of fuses
- Spare rectifier tube at operating temperature
- Ease of adjustment
- Unit construction throughout
- Full automatic control
- Relatively low plate voltages
- Conservative operation of all tubes

I-08037

BROADCAST EQUIPMENT

IRNA Chieftains' Letter on Proposed NBC-ASCAP Deal

STRONG SUPPORT for the NBC-ASCAP deal came last week from Samuel R. Rosenbaum, WFIL, Philadelphia, and Paul W. Morency, WTIC, Hartford, chairman and vice-chairman, respectively of Independent Radio Network Affiliates, who, acting in their capacities as members of the IRNA negotiating committee of NBC affiliates, addressed a letter to all NBC affiliates analyzing the deal and setting forth what they regard as its advantages and disadvantages.

Emphasizing that stations still are free agents, that no commitment has been made to bind them and that they have made no representations of authority to bind them, the letter declares that "it is our considered judgment that this is a very fair deal and now is the time to settle copyright differences between networks and affiliates so that ASCAP music can go back on the air." Text of the letter follows:

The NBC-ASCAP Formula

On many occasions in the past few years we have all complained about the short-sightedness, the bull-headedness and the narrow-mindedness of network executives from our point of view, in failing to comply with requests from IRNA which we believed to be for the good of the industry. We believe much of the present mess the networks are in could have been averted.

This makes it all the more imperative that we should speak up when we have obtained from a network a deal for affiliates which we regard as a major accomplishment. The advantages obtained for affiliates in the copyright deal tentatively arrived at between NBC and ASCAP are a victory for affiliates. They are the direct result of demands made by IRNA. They also reflect the better understanding of affiliates which Trammell, as president, has brought into the direction of NBC.

In recent months the broadcasting industry has had a crisis every morning before breakfast. Broadcasters have faced so many emergencies they are shell-shocked.

Many of you have not followed the details of the copyright situation. The telegram you got from Trammell was too short and needs to be amplified. We therefore believe it is in order to review and explain the proposed new formula and state our views. The decision is up to you. You are free to act. We have obtained a proposition which, when it is satisfactorily embodied in contract form, is an offer to you. We have made no commitments for you. We have made no representations that we have authority or power to bind you.

It is, of course, not possible to make final recommendations on the copyright deal tentatively set up between NBC and ASCAP until affiliates have had a chance to examine not only the final NBC-ASCAP contract but also the single station blanket contract, the single station per program contract, and the contract for clearance at the source of commercial transcriptions.

However, it is our considered judgment that this is a very fair deal and that now is the time to settle copyright differences between networks and affiliates so that ASCAP music can go back on the air and so that other major problems which confront the industry can have our undivided attention.

Benefits Noted

First of all, let us spot the highlights of what we shall call the ASCAP Formula of Aug. 1, 1941 (the year of the Big Wind). This is how we see them as affiliates.

1. No affiliate is compelled to take a local ASCAP license. Even if you don't take one, you will get the benefit of ASCAP music on network service and the network will pay the cost of sustaining programs. On commercial programs you will be asked to reimburse to the network only the same amount which the network pays ASCAP on the net dollars you get from the network.

You used to pay ASCAP 5% on these dollars. You are now asked to pay 2¾%.

2. Any affiliate who wants ASCAP music locally can get it on a per-program basis or a blanket basis. An affiliate must also be able to get the music on commercial transcriptions cleared at the source, and this contract must be satisfactorily negotiated. On either the per program or blanket license basis, you are allowed to deduct, as before, advertising agency commissions, quantity discounts, and income from political broadcasts. However, in addition, IRNA has obtained for you another flat discount of 15% on top of all that, representing cost of sales to the station itself, and not contingent upon anything.

On the final balance you pay ASCAP 2¼% if you take a blanket license, which is obviously comparable with 1.91% on the previous basis by reason of this new 15% deduction we have obtained for you.

Add to that your local sustaining fee. Instead of an arbitrary figure as before, this will be, for a blanket sustaining license, 12 times $1, if your annual gross is under $50,000; 12 times your highest ¼ hour rate if you gross $50,000 to $150,000; and 12 times your highest ½ hour rate if you gross over $150,000.

Blanket Licenses

On blanket licenses, adding your commercial and sustaining fees, your total cost of ASCAP will average well under 3%, as compared with a total of between 6% and 7% for both commercial and sustaining licenses before 1941.

This basic differential in favor of affiliates, that is, 2¼% as against the network 2¾%, is also an IRNA contribution to the terms of the deal.

If you want to try a per-program commercial plan you still get the benefit of the extra 15% deduction we have obtained for you, so that the 8% on full programs of ASCAP music and 2% on incidental use of ASCAP music such as bridge, background, theme or signature, are really 6.8% and 1.7% respectively for comparison with previous experience.

You can even take a per-program sustaining license if you wish and pay 1% of the card value of local sustainers using ASCAP music.

If you wish, you can start with a program license and switch from program to blanket if you think it will be cheaper, or vice versa. Or you can combine a per-program commercial

19th YEAR OF CONTINUED

LISTENER PREFERENCE

KSD in St. Louis

NBC RED NETWORK

Business Rising Rapidly in KSD Area

Help Wanted Advertisements are a recognized barometer of business. St. Louis newspapers printed 57% more Help Wanted Advertisements during the first 6 months of 1941 than in the same period last year.

Place Orders for Your Fall Schedule Now

More Than 30,000 New Jobs Within a Year

Will be created by primary defense contracts, with more than 150 firms in metropolitan St. Louis participating and with wage increases from 25% to 50%. Estimates by St. Louis Chamber of Commerce

A Distinguished Broadcasting Station

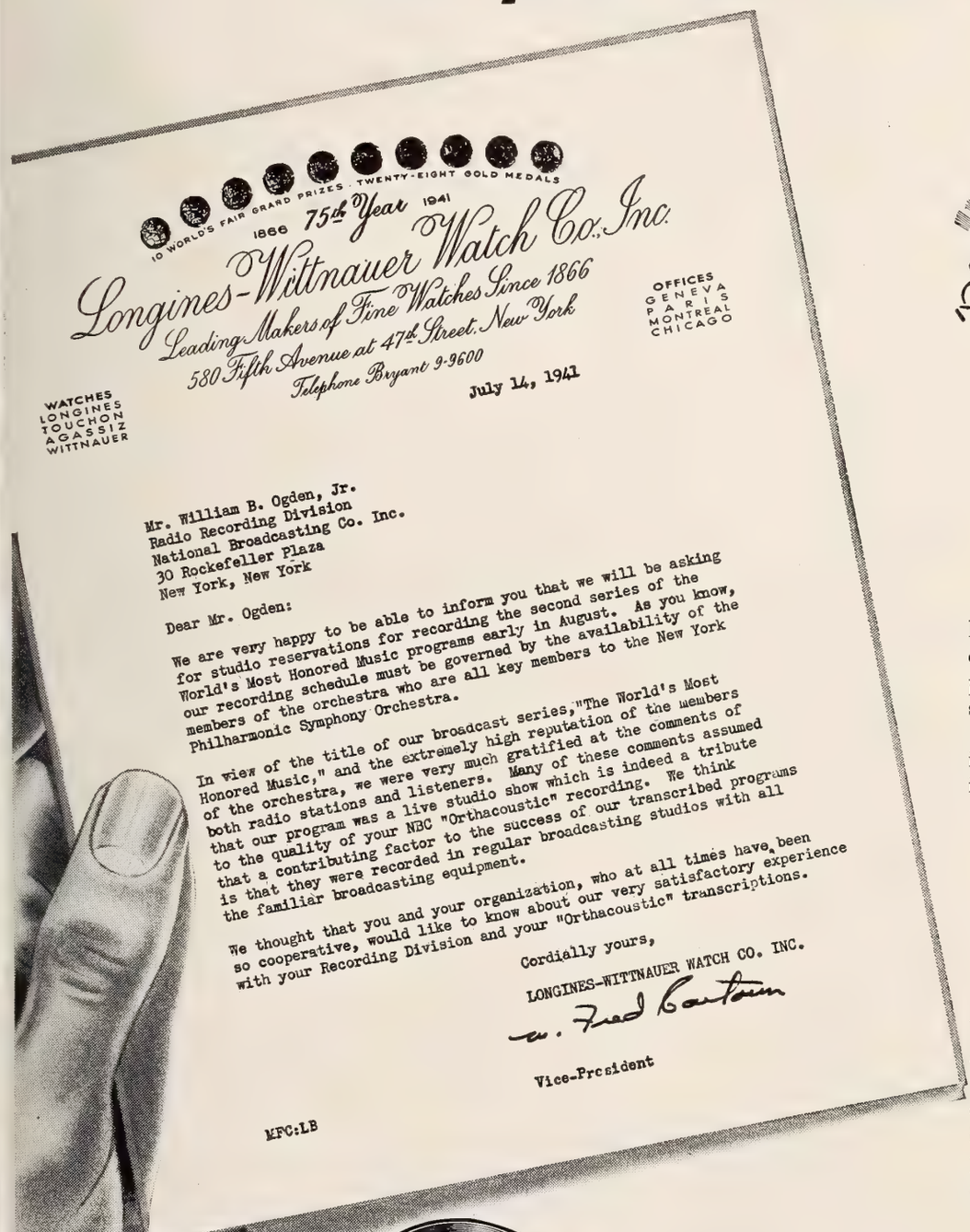
Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

How to put *Life* into your recorded programs



10 WORLD'S FAIR GRAND PRIZES · TWENTY-EIGHT GOLD MEDALS

1866 75th Year 1941

Longines-Wittnauer Watch Co., Inc.

Leading Makers of Fine Watches Since 1866

580 Fifth Avenue at 47th Street, New York

Telephone Bryant 9-9600

OFFICES
GENEVA
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WATCHES
LONGINES
TOUCHON
AGASSIZ
WITTNAUER

July 14, 1941

Mr. William B. Ogden, Jr.
Radio Recording Division
National Broadcasting Co. Inc.
30 Rockefeller Plaza
New York, New York

Dear Mr. Ogden:

We are very happy to be able to inform you that we will be asking for studio reservations for recording the second series of the World's Most Honored Music programs early in August. As you know, our recording schedule must be governed by the availability of the members of the orchestra who are all key members to the New York Philharmonic Symphony Orchestra.

In view of the title of our broadcast series, "The World's Most Honored Music," and the extremely high reputation of the members of the orchestra, we were very much gratified at the comments of both radio stations and listeners. Many of these comments assumed that our program was a live studio show which is indeed a tribute to the quality of your NBC "Orthacoustic" recording. We think that a contributing factor to the success of our transcribed programs is that they were recorded in regular broadcasting studios with all the familiar broadcasting equipment.

We thought that you and your organization, who at all times have been so cooperative, would like to know about our very satisfactory experience with your Recording Division and your "Orthacoustic" transcriptions.

Cordially yours,

LONGINES-WITTNAUER WATCH CO. INC.

W. Fred Cartoun

Vice-President

MFC:LB



Use NBC ORTHACOUSTIC*—recording so lifelike it wins acclaim of musical experts

Recording the *Longines Symphonette* was a real challenge, in that the quality of the recorded programs had to match the exceptionally high standards of the artists themselves.

How well the finished records met the challenge is explained in the letter from Mr. Cartoun—and in a letter from the conductor, Macklin Marrow:

> "Having examined the first series of recordings I recently made with the Longines Symphonette I should like to express my appreciation for the truly amazing fidelity to tone and nuance in all registers, and for the warmth and richness of the string quality which is unequalled in my experience."

Whether you're preparing one minute spots or a quarter-hour musical or dramatic program, the *live* quality of NBC Orthacoustic* is equally effective. Whatever your recording problem, take it to "Broadcasting Headquarters"—for here you will find the finest recording facilities as well as a complete production service—from script to finished pressings.

*Registered trademark

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, N.Y. • Merchandise Mart, Chicago • Trans-Lux Building, Washington, D.C. • Sunset and Vine, Hollywood

license with a blanket sustaining, or vice versa.

3. There is no minimum guarantee if you take a per-program license so as to make yourself eligible to play ASCAP numbers for any local advertisers who wish it. There is a fixed obligation, however, to log all of your numbers for ASCAP, and this will be onerous.

Renewal Clause

4. You can refrain at present from taking any kind of ASCAP license and change your mind any time you like and take one, and you will get the benefit of this deal for the full length of the term without being penalized because you want to wait and see.

5. This deal is for a full nine years with provision for renewal for nine more years if ASCAP gets rights from its members. The terms for the second nine years will be unchanged unless ASCAP demands an increase which we refuse, in which event the question of an increase would be determined by arbitration.

6. The terms for every affiliate are identical with the terms for every other one, including network M & O stations. The stations previously signed up, including the Mutual affiliates, share in these improved terms. The previous discriminations in favor of certain stations, such as the newspaper contract, are abolished.

7. The deal, when made, will provide for releases up to the date of signing for the network, the stations that sign BMI and NAB, from the various threats for anti-trust and infringement violations that have been in the air. The local station deal should include a complete release for the stations signing it from all claims, at least up to the date that NBC signs the network deal, including not only infringement violations and anti-trust claims, but also claims for past years.

BMI to Continue

8. Although it is not, of course, part of the deal with ASCAP, NBC has given assurance that it intends to do its part to maintain BMI and to continue to support BMI and encourage it to grow, and we feel that BMI will be maintained by the broadcasters.

9. The aggregate cost of both BMI and ASCAP music on blanket licenses will be less than 4% for most affiliates as compared with between 6% and 7% on the old basis before 1941 (when you add your sustaining fees).

10. In the event of a reduction in the ASCAP catalogue so material as to justify a remedy, we will have a right to cancel. If it is impractical to take ASCAP music off the air after having restored it, we always have the remedy of switching to a per program method of payment.

11. The deal imposes a considerable added financial cost on NBC which pays ASCAP on its network revenue which, as you know, was previously exempt. If the new formula were applied to 1940 business the annual sum payable by NBC to ASCAP on network program, commercial and sustaining, would be in round figures $680,000. Against this, the network asks the affiliates to reimburse, in round figures, $280,000. This leaves a network net cost of $400,000. In addition, NBC would have paid for its M & O stations, commercial and sustaining fees on blanket licenses, in round figures, $100,000. This makes a total cost for ASCAP music to NBC $500,000 if the new formula were applied to 1940 business. In addition, NBC payments to BMI for the same period, on the reduced rate plan, are $160,000. Therefore, cost to NBC for ASCAP and BMI together, on the new plan on 1940 business would be in round figures, $660,000 as compared with actual payment to ASCAP for that year, $410,000.

In other words, NBC is taking on an additional cost, in round figures, of $250,000 per annum based on 1940 business (and this will increase with growing volume and with clearance at the source on BMI music when it begins) in order to make this deal possible.

Combined Cost Is Less

Most affiliates, on the other hand, will find, as above explained, that combined cost of ASCAP and BMI will run under 4% as compared with between 6% and 7% before 1941. This should effectively dispose of any hangover of resentment against the network from past dealings where people felt the network had made a better deal for itself at the expense of affiliates.

12. Proof that ASCAP is taking with good grace the licking it has received is self-evident when you figure that if all networks and stations take blanket licenses under the new formula, ASCAP stands to receive approximately $3,200,000 per annum based on 1940 business, as compared with over $5,000,000 it actually received on 1940 business under the old formula. As further evidence of ASCAP's willingness to bury the past and live in friendship with us, ASCAP has further agreed that if any special Federal broadcast tax is imposed, it will be deductible before applying the percentages.

13. At the present time all we are asked to do is to inform NBC of our agreement to reimburse the network to the extent of 2¼% of our compensation from it, subject to approval by us of the final detailed form of all the contracts which are to be submitted as soon as the ASCAP and NBC regiment of lawyers have agreed upon them, namely, the network contract, and the single station contracts, both blanket and per program. In addition the deal for clearance at the source of commercial transcription programs must be completed.

The Objections

Now we intend to review the objections which have been expressed by some affiliates and our comments on them. The time has come for bringing this matter to a conclusion. Full and free debate is healthy and democratic, but let's not be just a debating society that paralyzes action.

Underlying all criticism of the deal and the formula are these fundamental and basic questions in the minds of many affiliates:

Why should we make any deal with ASCAP at all? Who says we need any ASCAP music whatever? We have made out satisfactorily for eight months without ASCAP music, so why bring it back? Admitting the deal is good enough in dollars, why add this expenditure to what we are already spending for BMI if we don't need it? Is this money not just an extra luxury for something the network may need but we don't? If the network wants ASCAP music, why doesn't the network pay for it and leave us alone?

Let us first dispose of this subject: We all know what a voracious appetite for music radio has and it is up to us, as a matter of public service, to supply our program builders with every bit of material available, providing only that we can obtain that material at an equitable price. We had not only the right, but the duty to refuse to pay ASCAP the exhorbitant demands made on the industry last year. But no matter how unreasonable ASCAP was with us we must not overlook our public obligation and be unreasonable with them. We must continuously improve our programs and the ASCAP repertoire will be a help in doing that.

Sponsor Reaction

Some of the large national advertisers who have cooperated with us for the past eight months because they knew that any great increase in copyright fees would result in increased rates, are now becoming restless. They are saying to the network executives: "We have cooperated with you when the demands upon you were unreasonable but now that you can make a fair deal we expect you to make it and not hold out simply because you seem to be getting along fairly well with the music now available. We want to use everything that has ever been written and we expect you to obtain the right for us to do so."

This is no reflection on BMI. BMI, in the few months of its existence, has done a wonderful job. The fact that it has enabled us to keep music on the air at all is in itself a miracle of accomplishment. It is not reasonable to expect that in one year of experience, half of which was taken up with preparation, BMI could accumulate for us a catalogue sufficient to supplant entirely the ASCAP library accumulated over more than 50 years.

It may be that many stations are not fully aware of the difficulties that have faced program builders. Many stations depend mostly on phonograph records or transcriptions for most of their musical output, and BMI has done a wonderful job in making available lists of numbers free of ASCAP obligations.

The networks have developed whatever position they have, because in the last analysis they have furnished the public with programs of such high quality that audiences have been educated to expect nothing but the best. They cannot afford to lose this hallmark. We cannot afford to let them lose it.

More ASCAP Records

However, statistics which take the view that it is up to the networks and not a matter of interest to the stations, are only trying to hitch-hike a free ride without realizing the facts. With ASCAP music on the networks, many stations will eventually find that listener interest will require them to add ASCAP music to their local program service. Furthermore, the problem of avoiding ASCAP-controlled phonograph records will increase tremendously because there will be a tremendous increase in ASCAP tunes recorded.

Another consideration that should be present in the minds of all broadcasters is the opportunity by closing with ASCAP at this time to avoid the damage that would be caused by any other course to our public and governmental relations at a time when we are being attacked from several quarters.

Any broadcaster who thinks that the object we had in view was to destroy and disintegrate ASCAP is equally mistaken. We all recognize the established fact that composers and publishers of individual songs or numbers own the copyrights and have a right to be paid for their use. If we use the music someone has a right to be paid. If we don't pay through ASCAP as a central collecting agent, if ASCAP is completely disintegrated, the probable result might be that these composers and publishers would deal with us for themselves or would form smaller groups in larger numbers and we would then be faced with the problem of dealing not with one single col-

PROMOTION DRIVE FOR COAL

Use of Radio Time Urged in Campaign to Induce Consumer Coal Purchases Now

TO PREVENT a threatened snarl in defense production and distribution by spreading out the delivery of coal through early fuel purchases, the NAB, in cooperation with the OPM Bituminous Coal Consumers' Counsel, last week launched a promotion drive in which coal producers and dealers would use radio time to urge customers to "buy coal now while you can get it, and be warm this winter." It was estimated that the resultant paid advertising campaign probably would run to six figures, in radio and other media, with an estimated 50,000 coal dealers participating.

Prefacing a 4-page folder sent to all stations, prepared by Arthur Stringer, of the NAB Washington headquarters staff, an Aug. 14 message from Luther Harr, of the Bituminous Coal Consumers' Counsel, to wholesale and retail fuel groups indicated that an acute distribution problem had developed for coal, with a growing shortage of railroad facilities available for coal shipments.

Suggested Continuities

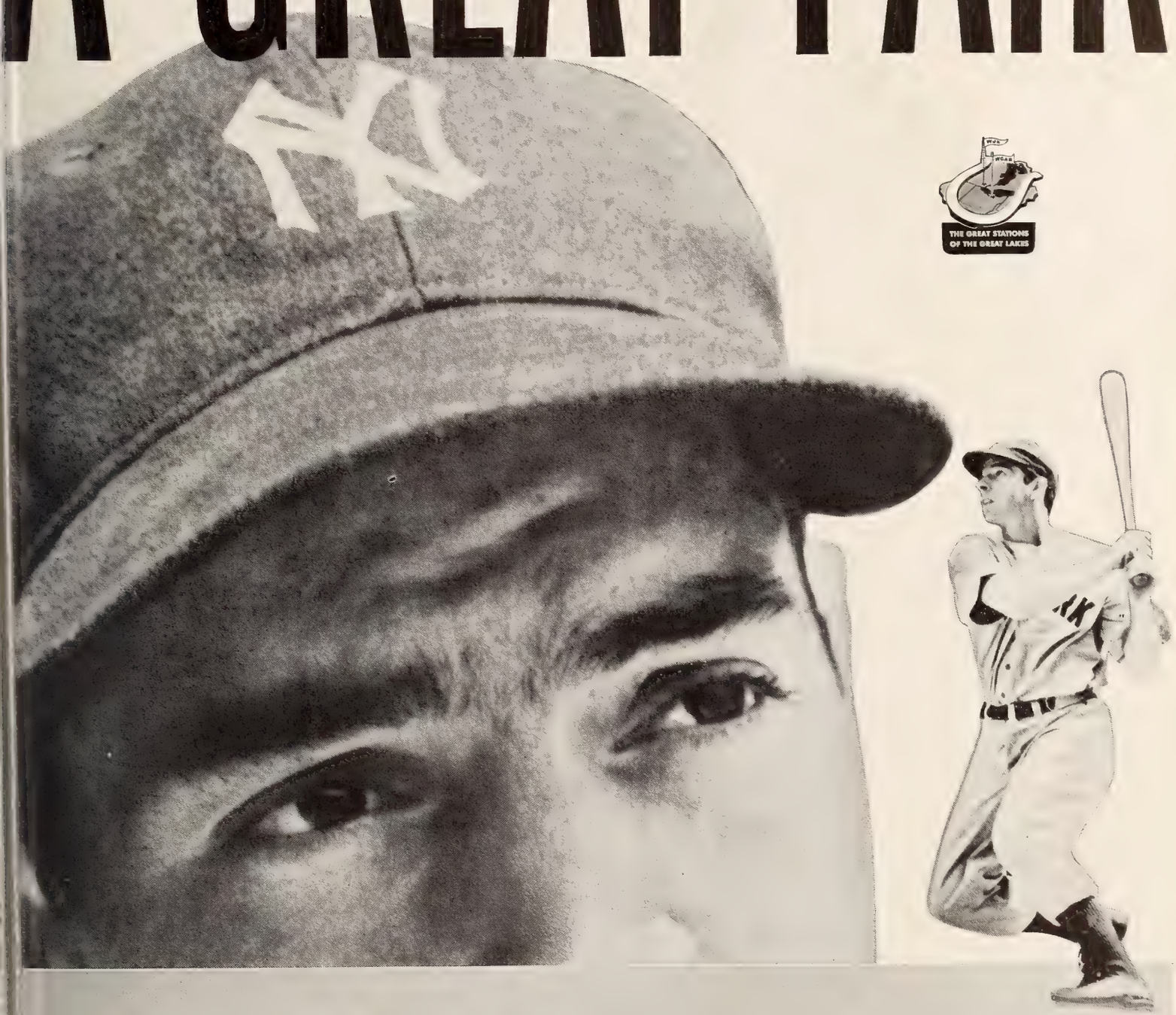
"Coal must be moved now—or the defense effort will be snarled," Mr. Harr declared. "Of the wholesale and retail bituminous coal associations and dealers I ask that they give generously to the buy-now campaign. I ask that they utilize every means of stimulating the buying and storing of coal now, by means of radio time, newspaper advertising and all other available means, and at their own expense. I see this as a patriotic duty. Of the producers and district boards I ask the same. Of consumer, large and small, I ask that they buy and store now. If they do, the railroads are going to be cleared for defense. And coal will be in storage places when it is most needed."

In addition to a full-page of sample spot announcements, included in the folder, Mr. Stringer suggested several other types of promotion for the "buy coal now" drive, i.e., a coal parade with pictures, speeches and a broadcast from the city hall; participation by insulation companies; sponsoring of a storm window campaign by building supply firms; advertising of coal dealers' budget buying plans; advertising by banks or loan companies of plans to borrow money to buy winter coal during summer months; participation by railroad companies with heavy coal traffic.



FRESH FROM BARNYARD came this authentic bit of rural atmosphere to get the goat of Bernie Smith, new agricultural director of KFI-KECA, Los Angeles. Headed by Manager Harrison Holliway, the staff greeted Bernie, who in turn greeted his new mascot.

A GREAT PAIR



THE GREAT STATIONS OF THE GREAT LAKES

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Two sharp eyes under a visored cap watch a white sphere approaching. Wham! Another baseball goes traveling . . . another hit for Joe DiMaggio, all-time consecutive game batting champion. Batting out record-breaking sales, too, are a pair of radio stations which belong in every advertising line-up. The Great Stations of the Great Lakes are a still greater buy these days . . . your big league performers in the heart of Industrial America.

lecting agency but with many. The confusion, correspondence, bookkeeping and detail involved in dealing with all these people separately, and the flood of infringement charges and suits that might descend upon us would far counter-balance any sentimental satisfaction that last-ditch fighters would enjoy in the dissolution of ASCAP. As far as emotion is concerned, such broadcasters should derive all the comfort which they need from the obvious fact that on the revised basis of the consent decree and the formula, ASCAP will have to make plenty of changes and cut out most of the abuses which we broadcasters objected to.

Program or Blanket Basis

The next general set of questions come under the head of program and blanket:

As long as two successive conventions of the industry went on record in favor of a program license or plan of measured use, why are we now called upon to reimburse to the network on a blanket basis, or to consider blanket licenses for local use?

In the first place, you will note that the percentages in the program plan offered to NBC by ASCAP are considerably reduced below the percentages offered by ASCAP to Mutual. These reductions are directly due to demands by IRNA that the percentage should be reduced, and ASCAP has reduced them as described earlier in this letter, to a point where they amount to 6.8% on full program and 1.7% on incidental use. NBC has figured that on the program basis its possible cost for network music would be, in round figures, $1,000,000 as compared with $680,000 on the blanket basis, and that the amount of reimbursement it would seek from its affiliates, if computed on a program basis, would be in round figures $460,000 instead of, as stated earlier in this letter, $280,000 on a blanket basis.

In other words, on the program basis affiliates would be asked to reimburse the network $180,000 per annum more than on the blanket basis, and even then the net cost to the network would be $140,000 more than on the blanket basis on network business alone, or an actual net loss to the industry in favor of ASCAP of $320,000 if the program basis were in force instead of the blanket license. From the viewpoint of NBC and its affiliates, therefore, it is obvious that a program basis for network service is uneconomic. Whether it will be economic for stations will depend on the cost of logging the programs and on the percentage of revenue which the station derives from musical programs which will use ASCAP music. For some stations the per program method may prove economic; for many stations, however, we believe that it will prove uneconomic, especially in the case of the smaller stations, because of the cost of maintaining logs. In any event, this is a matter on which every station can make its own decision on its local contract. The stations which say the network has a right to take a blanket license from ASCAP but should only ask for reimbursement from affiliates on a program basis would certainly be on the losing end, because reimbursement on a program basis would exceed the reimbursement on a blanket basis.

Reimbursement Feature

The next objection relates solely to the matter of the amount of the compensation or reimbursement between affiliate and network. Several stations have argued that they are satisfied with every aspect of the deal except this one:

Admitting that the network pays ASCAP much more than it ever did before, nevertheless the network is getting the benefit of two deductions which it does not pass along to the stations: These are the deductions of 15% for general sales cost and approximately 10% for wire lines. On the basis of the 1940 business these two items will exempt approximately $8,000,000 of network revenue from the ASCAP tax, or at 2¾% approximately $220,000. These stations argue that part of this saving ought to be credited to the stations against the amounts of station compensation on which the stations are asked to reimburse to the network 2¾%. This argument is based upon the view that part of the network sales cost and cost of wire lines is already borne by the stations in formula for station compensation set forth in the affiliation contracts, so that these costs, to a large extent, already come out of the pockets of the stations.

Worth the Cost?

However, there is a certain inconsistency in this particular complaint. Suppose it will be agreed, for instance, that the money paid by the network for wire lines is really the money of the stations, and suppose the plan of payment is amended so that the network distributes more money to the stations, and the stations then contribute directly to the telephone company and pay the cost of the wire lines. In such event the stations would merely demand from ASCAP an exemption of the wire line cost from ASCAP tax and cheerfully pay to ASCAP the same 2¾% on the remaining dollars which would be the same as the net compensation now received from the network. For this reason we cannot urge that affiliates should band together to enforce this particular demand against the network. Is there any flaw in this reasoning?

So much for the deduction for wire lines. As for the deduction allowed the network of 15% for sales and promotion, it seems to us fair that as between network and affiliate the network should get a credit for the sales and promotion work done by it at its expense, which contributes to the sale of the affiliate's time. The network says its actual sales and promotion expense exceeds 15%. Most of use are satisfied to pay 15% to a national representative. In principle, it seems as fair that the network should be exempt from tax on this disbursement as on the wire-line disbursement. In fact we obtained the 15% deduction for sales costs for affiliates who take a local license, on the ground that if the network is entitled to it the affiliates are. We think both are.

Fundamentally this goes to the whole basic question of the proper rate of ultimate compensation the station should receive from the network out of the advertiser's dollar. We prefer not to express any view in this connection regarding the fairness of the present basis of station compensation. Naturally we would like to get more. It is human nature that the network would like to make more profit off the stations, and the stations would like to get more profit off the networks. IRNA has never set out to be a bargaining agency for station compensation. Therefore the only position IRNA can take on this is that if any individual station thinks it has a good enough argument with which to improve its general basis of station compensation, go ahead and get it.

For stations signing the per program or blanket contract with ASCAP, either plan will apply to transcriptions, and for these people clearance at the source of transcription is unnecessary. For those desiring to have no contract with ASCAP, we are insisting that ASCAP live up to the consent decree, and provide for clearance of such transcriptions at the source, that is, by the transcription companies or advertisers. It is obvious that the deal must be made now before stations commit themselves to carrying and paying for the music on network programs. The cost of clearing transcriptions at the source would have to be rebated to the companies which make the payment by the stations which get the business, so that there can be no increase in the cost of transcriptions to the advertisers. This is necessary so that there will be no tendency toward the use of network as against spot transcriptions due to any increase in cost.

The Rest of the Industry

Another view expressed has been that it is a breach of faith for NBC and the NBC affiliates to make a deal with ASCAP before there is assurance that the rest of the industry is willing to do likewise. Under the consent decree every other network and every affiliate will be entitled to the benefit of whatever deal can be made by NBC and its affiliates, and there can be no higher charge under the consent decree to non-affiliated stations than to affiliates. We have sat in as advisers with the NBC executives at a number of the discussions with ASCAP. We are prepared to express the view on our own responsibility that no better deal can be made with ASCAP without a strong likelihood of breaking up ASCAP. This might result in our having to deal with scattering groups of composers and publishers.

The last question of which we have knowledge is the problem of what to do about States where local legislation forbids dealing with ASCAP. This is a local problem in those states and cannot be treated nationally.

Our Recommendations

The above observations are made by us in our capacity as members of the negotiating committee of NBC affiliates constituted by IRNA. Morency is in Hartford and Rosenbaum in Philadelphia. This accident of geography is solely responsible for the fact that we were frequently called in, whereas the other three members of our committee are at some distance, Craig in Nashville, Norton in Louisville, and Campbell in Dallas. We are aware that some of them may have views which differ from ours on some of these points, but we take the responsibility for expressing our views to you because of the contact we have had with this situation as it has developed.

We have not endeavored to cover in detail all the points the contract should include. Some of these are satisfactory provisions regarding delayed broadcasts and origination of network programs without a local license; full indemnity provisions to protect affiliates, their artists and clients and the agencies; satisfactory definition of time sales; and there are others of equal importance. Every affiliate will have to study and analyze the contracts for itself, because as you know IRNA has no funds with which to engage attorneys and no staff available to act in that capacity.

For the reasons given we recommend the approval of the formula principle and the agreement to reimburse to NBC subject to final examination of the detailed contracts when they come.

THEY WERE IN THE NAVY THEN

One of a series



THEY KNEW THEIR "SPARKS" during the first World War, serving in Uncle Sam's sea forces ashore and on ship. All now hold important executive posts in radio; for identifications and brief sketches of their careers, see page 42.

AIR BASE ROUNDUP

Spokane Stations Coordinate —News Each Friday—

ASSUMING the role of coordinating all news in connection with the Second Air Force of the U. S. Army which headquarters at Spokane, KHQ and KGA each Friday night present a half-hour roundup of all the outlaying bases of the Second Air Force. Orders from Maj. Gen. Millard Harmon's command post at Fort George Wright, just outside of Spokane, go to such bases as Salt Lake City, Boise, Pendleton, Portland, McChrod Field near Tacoma, Paine Field near Everett, the bombing range near Ephrata, and nearby Geiger Field, west of Spokane.

Each field is contacted by Army shortwave radiophone from Fort Wright and the conversations amplified and piped to KHQ for broadcast. Material used on the programs includes reports on construction, equipping, staffing, training and educational and recreational facilities about the fields, besides interviews with commanding officers, pilots, ground crews and educational officers.

KGA turns its facilities over to the Second Air Force's chaplain's office each Sunday for a three-quarter hour program devoted to the work of the chaplain's office. Broadcast is also piped from headquarters at Fort Wright.

New BMI Catalogs

EIGHTEEN newly-formed publishing houses have signed contracts for the transfer of performance, broadcast and television rights of their music to BMI, including Bach Music Publishers; Barres Publications; S. Brainard & Sons Co.; Eccma Music Co.; Esquire Music Co.; Will Frederic Music Publishers; Hall Music Co.; Ideal Music Publishing Co.; Immortal Music Publishing Co.; Frank Music sales; Gene McClean Music Co.; Melody Moderne; Monroe Publications; Grace W. Murray; Palomar Music Co.; Kelton Romm Music Co.; Ted Steele Publishing Co., and Murray Wizell Music Co.



. . . with Oklahoma City Listeners

• A station which can achieve and maintain year after year the decisively standout position of WKY in its community . . . which is the 3 to 1 choice of daytime listeners* . . . which is, in fact, listened to by more persons in Oklahoma City from morning till night than listen to all other stations combined* . . . a station which can do that must HAVE something!

Is it programming? show management? community service? alertness? friendliness? facilities? exploitation?

It is ALL of these and more, which, added together make WKY the decisive choice of listeners and the logical choice of advertisers in Oklahoma City.

**Results of week-long telephone coincidental survey by Ross Federal Research Corporation.*

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. ✶ THE OKLAHOMAN, THE TIMES ✶ THE FARMER-STOCKMAN ✶ KVOR, COLORADO SPRINGS ✶ KLZ, DENVER *(Under Affiliated Management)* ✶ REPRESENTED BY THE KATZ AGENCY, INC.

Lorillard Changes

P. LORILLARD Co., New York, on Sept. 22 discontinues *Union Leader News*, for Union Leader tobacco on 13 North Central Broadcasting System stations, Monday through Friday 12-12:10 p.m., but renews the same program for 13 weeks on KMA, Shenandoah, and KFH, Wichita. On Sept. 30 the company will start a news period for Friends tobacco on KSD, St. Louis, 12:30-12:45 p.m. At the same time the *Rhythm Four* on WSGN, Birmingham, and WSFA, Montgomery, for Ripple tobacco has been renewed for 13 weeks, as has *Ripple Ranch Hands* on KPRC, Houston, for the same product. *Adolph Hofner's Band*, also for Ripple, will be dropped from KTSA, San Antonio, Sept. 12 and from KRGV, Weslaco, Sept. 19. Agency is Lennen & Mitchell, New York.

Continuing Study of Listening Habits In New York Area Is Started by WOR

IN AN EFFORT to secure more complete information about the listening habits of its potential audience, WOR, New York, has started a "continuing study of radio listening" in the city's metropolitan area, based on 6,000 personal interviews a month, collected by the staff of Crossley Inc.

The personal interview method was selected, according to Joseph Creamer, WOR promotion director, to provide a check on the listening habits of non-telephone as well as telephone homes, as well as to enable the collection of more information than can be secured by a telephone survey. To insure statistical accuracy in the reports each will be based on 12,000 completed interviews, covering two months. The first report, for June and July, will be completed about the first of September.

Each interview will cover the two hours preceding the time of the interview, in the daytime, or the hour-and-a-half preceding in the evening, so that an accurate report on listening by quarter-hours may be secured from each person interviewed. In addition, the interviewer will ask "What program are you listening to now?" as a coincidental check. If the person interviewed has been listening, but cannot recall the programs heard, he will be given a randomized list of programs, with no stations shown, as an aid to memory.

The interviewer will check on the number of listeners in each home and on the ownership of telephone, auto, etc., to indicate the financial status and provide a means of comparing listening habits in telephone and non-telephone homes. He will note on each report the weather and temperature as these have a decided influence on listening.

Extra Question

Answers will be analyzed by sex and age of those interviewed. Each monthly interview will include one extra question, such as "Do you prefer to listen to dramatic or musical programs in the morning?", to give WOR an opportunity to get information helpful in solving current problems.

All programs heard in New York, both sponsored and sustaining, will be covered by the study which will also supply a check on Saturday morning listening with an evening-size sample, furnishing information not readily available from the national program surveys which cover only commercial network programs and hence have to a large degree concentrated in the daytime on the Monday through-Friday period when the dramatic serials that constitute a large part of daytime network broadcasting are on the air.

Each month's interviews will be made during a single week, usually in the middle of the month, but always a week without holidays or other factors which would make for abnormal listening.

The WOR "continuing studies" Mr. Creamer explained, are aimed at supplying detailed information about listening at any time of day or evening, information which will be of real value to timebuyers—and to WOR salesmen—in selecting the best times and programs for their clients, rather than the vague "we have most of the listeners during the week" sort of results that even if they honestly show the general superiority of a station do not give a prospective buyer any assistance in placing his single program or program series.



WITH "dollar wheat" guaranteed by Uncle Sam . . . with steadily climbing prices for livestock and all other farm products . . . OUR FAMILY's surplus wealth is burning holes in their pockets.

Witness the results obtained by Kerr Mason Jar. *Leading the entire U. S. in low-cost returns is WIBW!* Competing with far more powerful stations in more densely populated areas, WIBW stands ***first*** in total inquiries produced.

When other advertisers tell similar stories of results obtained by WIBW's friendly, neighborly programs and personalities . . . isn't it pretty obvious that WIBW deserves a place on *your* list?

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

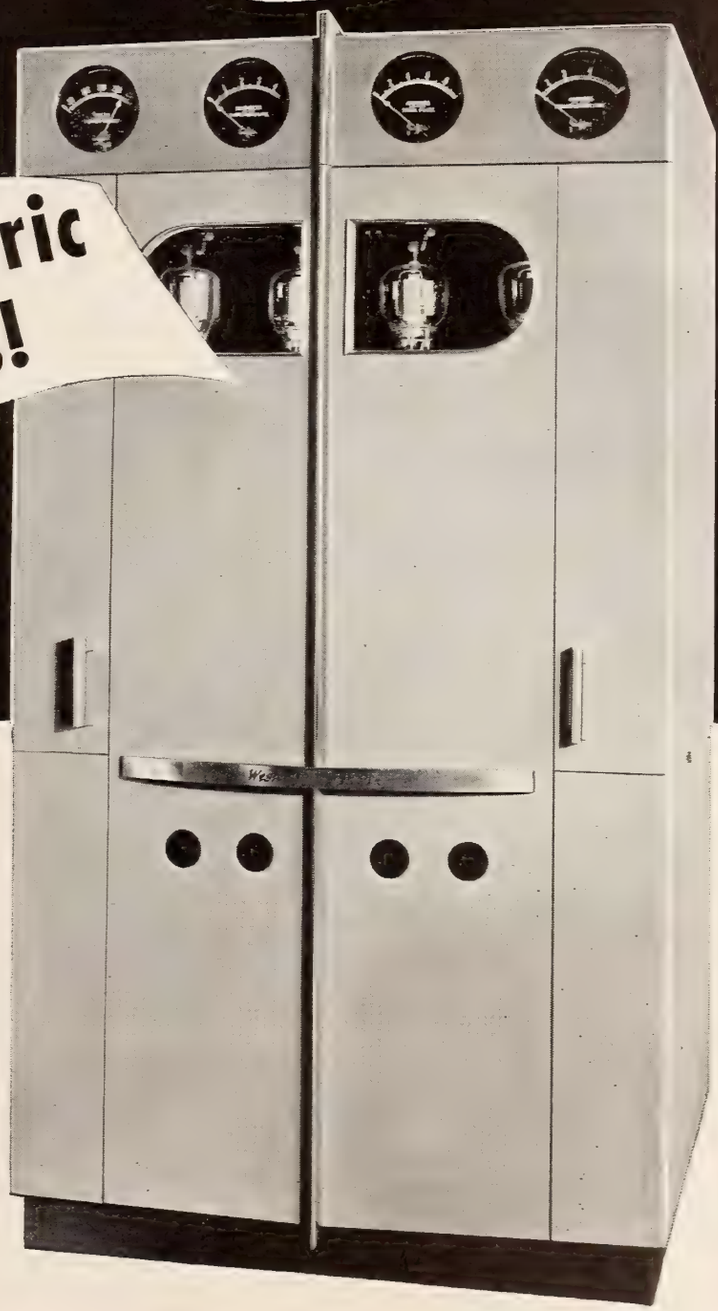
Air School Broadened

SCOPE of *New Horizons*, Wedne day series of the CBS *School of t Air of the Americas*, is to be broa ened for the 1941-42 school year include an historical survey of the Americas. Under the tit *Lands of New World Neighbo* the programs, starting Oct. 8, w dramatize the exploration, natur history, geography and history the entire Western Hemisphe Jointly sponsored by the Nation Education Assn., and the Ame can Museum of Natural Histor the series will offer students a su plementary textbook.

CALL LETTERS issued to rece new station grants are KWR Pendleton, Ore.; WRRN, Warren, C WGBG, Greensboro, N. C.; WFI Findlay, O.

Ready for immediate delivery

1 KW Western Electric AM Transmitters!



NO NEED to wait for your Western Electric 443A-1 —the 1 KW that's been labeled "tops" by stations from coast to coast!

Designed by Bell Telephone Laboratories, it is complete in one unit 44" wide, 39" deep, 78" high—requires about one-half the floor space of former 1 KWs. It employs the famous Doherty Circuit for increased stability and efficiency—plus grid bias modulation. It has overload protection through magnetic circuit breakers and stabilized feedback.

You can get delivery as soon as you want it. Better ask Graybar for details.

Western Electric

Ask your Engineer!

Distributed and guaranteed by GraybaR ELECTRIC COMPANY

DISTRIBUTORS:
In U. S. A.: Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

David Joins Donovan's Staff As FCC Widens Foreign Bands

More Frequencies for Domestic Licensees Giving International Service Will Be Available

RESIGNATION of Nathan H. David, chief of the litigation section of the FCC's law department, to join the staff of Col. William J. Donovan, U. S. Coordinator of Information, was announced last Monday by the FCC. Mr. David will serve as liaison officer on legal matters between the Donovan organization and the FCC, it was reported.

A Harvard Law School graduate, Mr. David joined the FCC in 1939 as assistant to Chairman James Lawrence Fly. Subsequently he transferred to the legal staff and recently was named chief of the Litigation Section. He is 28, and before joining the FCC was in the law office of former Judge John J. Burns of Boston.

Coordinating Work

While no formal announcement has been made by the Donovan office as to the extent of its coordinating operations in the radio field, it is understood a working arrangement already has been established with the FCC's Foreign Broadcast Monitoring Service. The Donovan office will coordinate all national defense information for the President.

In addition to the work of the monitoring service, which recently procured an additional appropriation of $209,000 for the fiscal year 1942 [BROADCASTING, Aug. 18], the Donovan committee is also coordinating in a general way the service of international broadcast stations. Col. Donovan has held several conferences with representatives of these stations with a view toward improvement of overall service in the interests of hemispheric solidarity.

In the latter connection, the FCC announced last Tuesday modification of its rules governing international broadcast stations to permit greater flexibility in the choice of operating frequencies. This, the Commission said, would bring about more efficient use of the limited number of frequencies available for this service. The Commission said that existing world conditions demonstrate the necessity of the United States being well represented in the international broadcast band and of maintaining an adequate service to the people of foreign nations.

More Interference

Expansion of international broadcast facilities in other countries has resulted in considerable increased interference to the transmissions of stations in this country engaged in international broadcasting, it added.

The changes made in the international broadcast rule (4.44) will make it possible to assign more than one frequency in the international broadcast band to a single domestic licensee. This will enable the licensee, should interference be experienced on one frequency, to shift to another frequency not subject to the same degree of interference. In addition, due to the time differential in foreign lands served by international broadcast stations in this country, it is possible to assign the same frequency to two or more stations broadcasting to different portions of the world, without conflict.

The Commission pointed out that there are now a dozen international broadcast stations in operation or under construction in this country. A minimum power of 50 kw. is specified for these stations.

New Shortwave Programs

NEW programs now shortwaved to England on NBC's international stations WRCA and WNBI include *Resistance in Europe*, details on the currently conquered countries and occupied territories as related by Frank Nesbitt, chief of the English section of NBC's international division, and *Comments on Currents Events* by Arthur Garry, with facts prepared by Maurice English, former war correspondent now with the division.



Text of Order on SHORTWAVE BANDS

The Chairman having determined the absence of a quorum of the Commission placed into effect Administrative Order No 3, for the day of Aug 18, 1941 only, under which the following action was taken by a board consisting of Commissioners Fly, Chairman

Revised Rule 4.44, subsections (a) (b) and (c) regarding frequency assignments to International Broadcast Stations.

The revision of Rule 4.44(a) brings the frequencies listed in this subsection up to date with current assignments and notifications to the Bureau of the International Telecommunications Union. Included therein are the so-called "Pan American" frequencies which have been in the past authorized for use subject to a number of restrictions.

Revision of present subsections (b) and (c) provides for a greater flexibility in the choice of operating frequencies, permitting more efficient use of the limited number of frequencies available, making it possible to assign more than one frequency in any band to a single licensee, and should interference be experienced, that licensee may shift operations to another frequency not subject to the same degree of interference. In addition, due to the time differential of various foreign countries served by our international broadcast stations, it is possible to assign the same frequency to two or more stations without conflict or interference.

The following subsections were added:

Rule 4.44 "(d) An international broadcast station will not be authorized to use more than one frequency listed in any group listed in subsection (a) without a showing of technical necessity."

"(e) Not more than one frequency shall be used simultaneously under the same authorization and call letter designation."

KFUO, Clayton, Mo., has been authorized to change from 830 to 850 kc. and increase power from 1,000 to 5,000 watts.

Additional Fund of $209,000 Provided For FCC's Foreign Monitoring Service

TO BE USED in speeding up its monitoring, translating and analyzing functions and increase the opportunity for their practical application to defense problems, the Foreign Broadcast Monitoring Service of the FCC has been voted an additional appropriation of $209,000 for the fiscal year 1942 [BROADCASTING, Aug. 18].

The additional funds, included in the First Supplemental National Defense Appropriation Bill, 1942, were authorized by the Senate Appropriations Committee, accepted by the House and Senate conferees after approval by the Senate, and finally approved by the House in the conference report. They were not in the bill as originally passed by the House.

Speedup Plan

The $209,000 appropriation, added to the regular $60,000 appropriation for fiscal 1942 provided some time ago in the Second Deficiency Bill, gives FBMS a total operating appropriation of $809,000 for the year [BROADCASTING, June 2, 16]. The additional funds, requested by Lloyd A. Free, FBMS director, and E. K. Jett, FCC chief engineer, in an appearance before the Senate Appropriations Committee on July 29, became needed under a reorganization plan for FBMS designed to speed up the monitoring agency's operation.

Under the plan outlined to the committe by Mr. Free, FBMS would decentralize the work of translating, transcribing and reporting foreign broadcasts by establishing complete staffs at each of its four listening posts—Portland, Ore., Kingsville, Tex., Guilford, Md., and Puerto Rico—so that translation and analysis of the foreign shortwave broadcasts could begin immediately upon reception. The plan also provides for linking the listening posts to Washington headquarters by a system of fast wire communication rather than relying on air express and motor vehicles to deliver transcriptions of the broadcasts. Part of the funds will be used to establish teletype connections with the listening posts, so complete translations of foreign broadcasts would be in Washington a few hours after they were received rather than several hours to several days later.

Quick Action

Mr. Free indicated the plan had been developed in cooperation with and the approval of the State, War and Navy Departments, DCB and Col. William J. Donovan, Coordinator of Information. He stated that FBMS' work must be speeded up "very, very materially if we are going to perform the function we should". "The original plan was satisfactory for what amounted to long-range analysis of propaganda," he declared, "but we have reached the point where the Government should be in a position to act immediately on these campaigns as they start from abroad."

Another innovation made possible under the appropriation, termed "an extremely important one" by Mr. Free, is the stationing of an American editor in London, with access to the British Broadcasting Corp.'s monitoring service, which covers all of Europe, particularly in the long-wave field which cannot be received in America, and some other points not receivable in this country. He would prepare a daily report on these broadcasts for FBMS, probably telephoned to Washington headquarters. It was indicated these reports in many instances would be of military intelligence value.

Although the great bulk of the new funds will go for moving personnel, maintaining larger quarters, paying for extensive use of wire lines and telephone service, part will be used for additional personnel, Mr. Free indicated.



Of Special Interest—

to Advertisers, Agencies and Time Buyers concerning a POWERFUL STATION

PRESENTLY operating 150,000 watts, 1-A clear channel of 1050 kc., under the Havana Treaty. 100,000 watts, equivalent, signal as of September first, 1941.

WE FIRMLY BELIEVE that this powerful station XEG, Monterrey, "THE VOICE OF NORTH AMERICA", governed by self-imposed high standards, will fill a long-felt want among advertisers, agencies and time buyers.

XEG COMPANIA RADIO EMISORA MONTERREY, S. A.

For complete details, rates and availabilities, wire or write:

NORTH AMERICAN ADVERTISING AGENCY
MOORE BUILDING, SAN ANTONIO, TEXAS
..National Representatives..
CHICAGO OFFICE. NATIONAL RADIO SALES, 360 No. Michigan Ave., Chicago, Ill.

BEST KNOWN, BEST LIKED AND MOST LISTEN

AL. BLAND in the

ASSISTED BY BERNA





ANOTHER POPULAR PERSONALITY ON

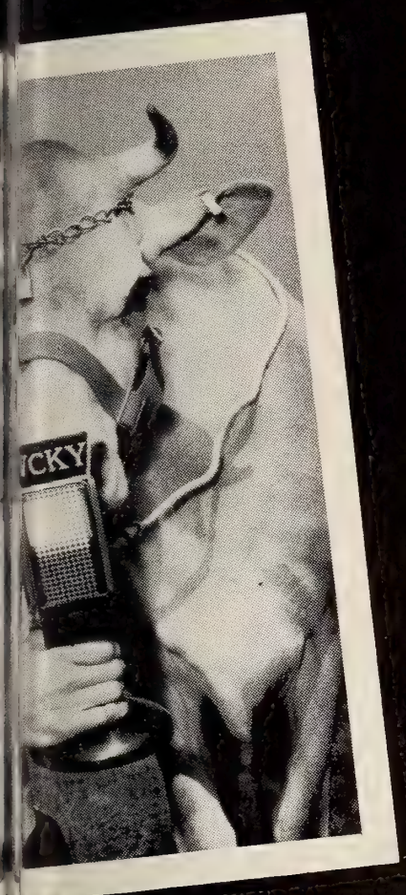
W

C

TO RADIO COMIC IN CINCINNATI AREA

"MORN PATROL"...

JOHNSON & MOSE





WCKY

THAT IS DOING THE REAL JOB FOR THE ADVERTISER

L. B. Wilson

B S FIFTY GRAND IN WATTS

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BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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Advertising Under Fire

RATHER SUDDENLY it has dawned upon the advertising realm that Uncle Sam is doing a job of sniping at their business, which now looms as a coordinated effort dictated from inner New Deal councils. How Government people, crowded to the eyebrws with war and defense activity, can justify this revived and revitalized job founded on the phoney premise of "consumer protection," probably will remain another of those inscrutable New Deal mysteries.

The underlying philsophy of the anti-advertising snipers appears to be that Government grading of everything from toothpicks to 10-ton trucks would eliminate the necessity of promoting name brands, and save the consumer the advertising differential. But such intent is denied by these very same people, whether high officials like Assistant Attorney General Thurman Arnold or some lesser functionary in an administrative agency.

One thing, however, is evident. The attack is coming from all imaginable sources, with a trial balloon here and an incidental statement there. It's a job of shooting at a moving target. There's no legislation to attack. Advertising is being discouraged by suasion and innuendo.

In the Aug. 18 BROADCASTING was published the results of a survey indicating the widening anti-advertising front. Now the American Newspaper Publishers Assn. has circularized its membership, pointing to the increasing evidence of "antagonism to advertising" in Government actions and activities and citing the need for action.

Radio, along with other media, is becoming increasingly aware of the trend. Unlike newspaper and magazines, it has no editorial page or policy. But radio, while giving freely of its time and facilities to causes of national welfare, education or religion, certainly can contribute a modicum in its own interest as well as that of every advertiser, agent or medium.

The public should know the *truth about advertising*. That story can be told over the air.

Service and Repair

LOOK NEXT to the public utilities as sponsors of programs promoting servicing and repair of electrical and gas appliances. National defense requirements will perforce reduce their ability to deliver new refrigerators, washing machines, gas ranges, vacuum cleaners and the like, and they are already casting about for new avenues of trade to recapture the income loss. Biggest of the utilities, New York's Consolidated Edison, has launched a project to set up certified service and repair stations under supervised operation and with standard prices and terms, providing also for plans to finance the repairs. Appliance manufacturers, large and small, and their other distributors may be expected to follow suit—and radio looms as undoubtedly the most effective promotional medium at hand.

Frying Pan Into Fire

IN THESE turbulent times it's risky to predict the outcome of revenue-raising legislation. But enough has transpired to venture a guess that the discriminatory 5-15% net time sales impost, approved by the House, will be knocked out by the Senate Finance Committee in its draft of the Revenue Act.

The controverted provision could not withstand the logic of the opposition expressed in hearings before the committee last week. Several members of the committee freely admitted they considered the tax undesirable, ill-advised and unfair. And for the first time in many moons all elements in the industry—independents, affiliates, networks and even the labor unions identified with radio—were united in their opposition.

But there immediately develops a frying-pan-into-the-fire aspect. FCC Chairman Fly magnanimously opposed the tax as dicriminatory and advanced cogent reasons to support his argument. Yet, under cross-examination, he revealed that the FCC has its own plan for a franchise tax to defray at least the cost of regulation, though he did not outline the precise formula.

Elsewhere in this issue we recount a recommendation pending before the Commission proposing a gross-receipts tax, designed to raise from all communications operations regulated by the FCC approximately $2,200,000 annually to cover normal overhead. While the amount is far less than would be raised under the House provision in the new Revenue Act, it nevertheless does not differ in principle from the obnoxious so-called Haggerty-Flynn proposal.

The FCC proposal would impose a gross receipts tax on stations and networks whether or not they earn profits. It would strike at the ill-fed, ill-clothed one-third, ignoring the cardinal precept that taxes should be paid in ratio to earning capacity. Moreover, the very arguments advanced by Chairman Fly in opposing the House provision apply with equal force to the pending FCC proposal. In fairness, it should be observed that the proposal not only has not been approved by the FCC, but must procure Congressional sanction as an amendment to the Communications Act before it can become law.

To us it seems a more equitable franchise tax method—if one indeed is justified at all—would be a levy on station facilities computed in conjunction with ability to pay. Or perhaps something akin to a court fee system might be devised, under which stations would pay a nominal license fee and applicants would pay an amount sufficient to cover costs, inspections and the like. The latter plan in fact might prove beneficial in that it would discourage irresponsible or "nuisance" applications and apply costs in proportion to the burden imposed.

With government costs mounting daily, every conceivable source of revenue is going to be tapped, if not this year, next. Radio is contributing more and more of its substance in time without complaint and in the teeth of what at best is an uncertain outlook. It willingly shares its added burden, but asks only that it be treated equitably.

Guestitorial

A SUGGESTION TO AGENCIES

By A. E. JOSCELYN
General Manager, WBT, Charlotte

HOWEVER pleasant and profitable it might be for a radio station to have its schedule so full that it is necessary to use the proverbial shoehorn to squeeze in another announcement or two, it certainly brings a batch of unrelenting headaches—among which is vainly attempting to frame "no availabilities" letters so that asking-agencies will understand that schedules are really crowded, and that a station is just not being temperamental and independent because it happens to have had quite a stretch of good business.

While difficulties in providing availabilities come in many forms, there are two tough ones that drop into a station's lap much too frequently. The first is the most common and the hardest to handle—trying to provide satisfactory availabilities for 100-word announcements or for one-minute transcribed announcements. I am sure there are many stations such as WBT which have a daily program schedule so tight that man or science would have a tussle indeed to accommodate announcements of such length.

WBT is not a Columbia basic, yet between network, national spot and our local shows, we have filled up the schedule to a point where from 5 in the morning until 10:45 at night, we have one program following right after another. As there is but 30 seconds for station identification, only the shorter station-break announcements can be accommodated between these programs.

You just cannot squeeze a transcribed minute or a hundred words, which usually takes close to a minute when given orally, into 30 seconds. The result on WBT is that with the exception of Saturdays and Sundays, there are seldom any spots during the day where a hundred-word or minute transcribed announcement can be run with the exception of three 10-minute periods that we hold open for announcements immediately following our 5-

(*Continued on page 42*)

We Pay Our Respects To —



KENNETH MALCOLMB HANCE

WORLD WAR I was at its height when Kenneth Malcolmb Hance, now vice-president and treasurer of KSTP, St. Paul, landed in the Texas town of McAllen in 1917. Secret German radio messages somehow were filtering through the Mexican air to Berlin, messages that caused no end of consternation to the U. S. Intelligence Division.

It was Ken's duty, as an Army Signal Corps intelligent agent, to locate the German transmitter operating in Mexico. Day in, week out, Hance and his staff vainly checked the air for secret code messages. Then one night it happened. A tremendous steam-escaping-like noise penetrated the static, a signal that finally was interpreted as a series of five code groups. Detailed technical analyses were rushed to headquarters, and within a short period a German transmitter of 150,000 watts was discovered in the heart of Mexico, and taken over.

Mr. Hance was well fitted for his Army-radio sleuthing job for he had started finding out the secrets of radio as a youngster out in Fargo, N. D., where he was born Dec. 18, 1894. His career in radio began in 1910 when he constructed and operated his own amateur radio station while gaining his higher education at North Dakota State College. Four years later he left North Dakota State to join the American Marconi Co. as a wireless operator where he was assigned to the Great Lakes and Atlantic "beats". During his three-year service with that company . . . the predecessor of the RCA . . . Hance traveled the waters on such vessels as the *El Cid, Siamese Prince, North Star* and *Sarnia.*

After his discharge in 1919, Hance returned to Detroit Lakes, Minn., with radio still the foremost thought in his mind. Casting about for something in that field, he went back to Fargo in 1920 where he established the Radio Equipment Corp., a jobbing house dealing in radio sets and parts. Two years later, with Earl Reineke, he became one of the founders of WDAY in Fargo.

A few years later, in 1928, a new voice was being established in Minneapolis and St. Paul and, selling his interests in WDAY, Ken joined KSTP, the new station, as chief announcer. He remained in that capacity only a short time, quickly moving into the executive end of the station. In 1936, after eight years with KSTP, he was elevated vice-president and treasurer of the station, now NBC's Red network station operating with 50,000 watts.

Mr. Hance is widely known throughout the midwest for the exceptional number of good announcers he has developed. More than a half-dozen trained by Hance, have secured employment with the networks, including Pierre Andre, John Wald, Abbott Tessman, George Putnam, George Watson, Jack Costello and, more recently, Thomas D. Rishworth, now assistant public service director for NBC's eastern division.

Mr. Hance is married, lives at 1491 Edgcumbe Road in St. Paul and is the father of one son, Richard. Though his first hobby is naturally radio with 31 years of experience behind him, Ken finds time to tinker with photography. Son Dick, like his father, also is a student of photography, and leaving the U of Minnesota this year he secured the job of photographer with the Great Northern Railroad.

Mr. Hance is president of the Kiwanis club in St. Paul and member of the St. Paul Athletic Club.

MAJ. EDWARD BOWES, having recovered from a recent operation, returns Sept. 4 with his *Original Amateur Hour* to CBS after an 11-week layoff.

Personal NOTES

JESSE S. BUTCHER, director of radio activities of the United Service Organization during its recent fund raising campaign, has been named USO director of public relations. Mr. Butcher, formerly manager of the *New York Times* feature news syndicate, was previously public relations director of CBS and an executive in the NBC station relations department.

LIEUT. BARRY BINGHAM, president and publisher of the *Louisville Courier-Journal and Times* and WHAS, Louisville, formerly liason between the radio section and other divisions of the Navy Department Public Relations Office, on Aug. 18 was transferred to become liason officer between the Navy Department and the Office of Civilian Defense, headed by Major LaGuardia of New York.

THEODORE C. STREIBERT, vice-president of WOR and MBS, and Mrs. Streibert, on Aug. 16 became the parents of a son, Theodore Paul, born at the Brooklyn Hospital.

ALLEN W. SAYLER, supervising investigator-attorney of the FCC's Inquiry Section, and Frances Wheeler, daughter of Senator and Mrs. Burton K. Wheeler, of Montana, were married Aug. 22, and left immediately on a honeymoon.

TREVOR ADAMS, former partner of Adams & Adams, station representative, and previously director of sales of the Texas Network, has joined the sales staff of WINS, New York.

GORDON SHAW, who joined WJR, Detroit, last September, has been named to succeed Maj. James Stevenson, who has been a WJR newscaster nine years. Stevenson will be attached to the Judge Advocate General's office in the Chicago area, assigned to intelligence.

MERRILL M. ASH, announcer of KPAC, Beaumont, Tex., has been promoted to program director.

J. SOULARD JOHNSON, director of sales promotion of KMOX, St. Louis, has been named chairman of the entertainment committee for the Missouri Retail Grocers Assn. Convention in St. Louis the week of Oct. 19.

CLIFFORD H. DOWLING, veteran Canadian newspaperman, has been appointed assistant general manager of British United Press, headquartering at Toronto, according to General Manager R. W. Keyserling.

KEN CHURCH, sales manager of KMOX, St. Louis, has been commissioned a captain in the First Missouri Infantry, reserve military force.

J. E. KOPF, brother of Harry Kopf, manager of NBC central division, has joined the sales staff of KTSM, El Paso, Tex.

JOHN L. McCLAY, former general manager of WBAB, Atlantic City, has volunteered and leaves late this month for active duty.

BOB BARBLEY, sales manager of National Recording Supply Co., Hollywood, resigned Aug. 18 to enter the Naval Reserve as a chief petty officer. He was assigned as chief photographer of the new sound-photographic unit.

HERBERT SIMON, former radio director of United States Adv. Co., Toledo, has joined the sales staff of WJJD, Chicago.

ROBERT E. PUSEY, of Westinghouse in Detroit, has been named auditor of KDKA, Pittsburgh, replacing the late David F. Dickson.

WILLIAM S. RAINEY, for 12 years NBC manager of production in New York, has been added to the radio section of the Treasury Dept. Defense Savings Staff, working out of the New York Office. Among other duties he will produce the new *America Preferred* broadcasts which begin Sept. 6 over MBS.

M. R. TENNERSTEDT, formerly western manager of McCandlish Lithograph Corp., Chicago, has joined the Chicago sales staff of William G. Rambeau Co., station representatives.

DONALD C. BEELAR, Washington attorney in the office of Kirkland, Fleming, Green, Martin & Ellis, and Mrs. Beelar, on Aug. 7 became the parents of a 7 lb. 4 oz. daughter, their first child.

ARTHUR WEILL, assistant comptroller of WHN, New York, and Ruth Gail Philip of Brooklyn are to be married in September.

LEON RACUSIN, formerly salesman of WJJD, Chicago, has joined the sales staff of WCFL, Chicago.

H. K. CARPENTER, vice-president in charge of operations of WHK and WCLE, Cleveland, and WHKC, Columbus, O., has been named to a committee position with Rotary International.

WILLIAM LOFBACK, formerly of WHLB, Virginia, Minn., has been appointed commercial manager of WDLP, Panama City, Fla.

ARTHUR COOPER, formerly of WELI, New Haven, has joined the sales staff of WNAB, Bridgeport, Conn.

A. A. McDERMOTT of the Toronto office of Stovin & Wright, radio representatives, on Aug. 23 married Betty Bourget, in Regina, Sask.

Becker Transferred

I. S. BECKER, vice-president of Columbia Artists Inc., on Aug. 25 joins the CBS operating department as general assistant to Lawrence W. Lowman, CBS vice-president in charge of operations. Among other duties, Mr. Becker will be in charge of negotiating and preparing contracts for all talent, including writers, used by CBS. Before joining Columbia Artists in 1934 as business manager and assistant director, Mr. Becker was with Orchestra Corp. of America and Consolidated Radio Artists Inc.

Bancroft Gherardi

BANCROFT GHERARDI, of Short Hills, N. J., former vice-president of AT&T, died Aug. 14 at Sudbury, Ont., from a heart attack while on vacation. He was 68. Mr. Gherardi was a trustee of Cornell University. He started as a cable tester in 1895, rapidly rising to chief engineer of AT&T in 1918 and vice-president in 1920. He retired in 1938. In 1932 he received the Edison Medal "for contributions to the art of telephone engineering and development of electrical communication".

James Clayton Randall

JAMES CLAYTON RANDALL, plant manager of WTIC, Hartford, and technical radio engineer for the Hartford police department, was found dead Aug. 19 in his home. Death was due to natural causes. A native of Whitehall, N. Y., Mr. Randall joined the Army in 1911, serving as wireless operator during the World War. He had been with WTIC since the station was founded in 1924.

Fidler Resumes Series On Don Lee After CBS Disagrees on Criticism

BECAUSE of asserted differences of opinion between CBS Hollywood executives and Jimmy Fidler, commentator on the weekly quarter-hour *Tayton's Tattler*, sponsored by Tayton Co. (cosmetics), as to what constitutes "legitimate motion picture criticism," the latter obtained a cancellaton of his contract with the network on Aug. 15.

Hollywood gossip series was subsequently shifted to 8 Don Lee stations, Fri., 6:15-6:30 p.m. (PST), effective Aug. 22. Original 52 week contract which started July 11 called for release of program on 6 CBS Pacific Coast network stations, Friday, 8:30-8:45 p.m. (PST).

Relations between CBS and Fidler had been strained for some weeks. They reached a climax when the commentator recently released a statement to the press titled "Radio Censorship Unbearable" in which he allegedly accused the network of clamping down on his gossip items as well as motion picture ratings. Fidler charged that he was not permitted to review a film as "downright bad," even if he found it so.

Final severance occurred when CBS reportedly insisted upon deletion of some editorial advice to Laraine Day, MGM film player, as well as the reading of an open letter to George Brent, Warner Bros. star. Comment of CBS officials concerning the situation was, "Columbia has often differed with Mr. Fidler as to what is legitimate motion picture criticism. If he has found a network which will accept his views on the subject we are pleased."

'Farm and Home Hour' Is Praised By Wickard

"A THOUSAND thanks" was expressed by Secretary of Agriculture Claude R. Wickard, speaking on the 4,000th broadcast of the NBC-Blue *National Farm & Home Hour*, "to the broadcasters who have opened up 4,000 times this channel of communication between the public and the public's servants in the Dept. of Agriculture".

"Whenever we have some facts that need to go nationwide", the Secretary said, "we always turn to *Farm & Home Hour*. It's one of the 'old reliables' in our business of taking information to the American people. I know we'd be lost without it, and I think that millions of farm and city homes would, too".

The 4,000th broadcast of the *Farm & Home Hour* was marked on July 28 by special interviews from farms in various parts of the country, including Mr. Wickard's farm in Indiana. Throughout the week special pickups were made on the program, including interviews with 4-H Club members, executives of manufacturers' associations and with officials of farm organizations.

APPLYING for a limited time station in New Haven, Conn., on 1200 kc. using 1,000 watts is the New Haven Broadcasters, a partnership of H. Ross Perkins, yacht yard operator, and J. Eric Williams, radio salesman.

More of Mr. Amplistat

BY MAURICE CONDON

Here are some more cliches, these based on broadcasts of prize-fights. Following the example of Frank Sullivan's pieces in the 'New Yorker,' Mr. Condon, of WGAR, Cleveland, relates this dialogue between a sportscaster and a mythical cliche expert, Mr. K. W. Amplistat. Mr. Condon's previous contribution, an imagined dialogue between a dance band announcer and Mr. Amplistat, appeared in the Aug. 11 issue.

Q. You are a radio sports reporter?

A. I am an ace sportscaster, Mr. Amplistat.

Q. You describe sporting activities?

A. I am on the scene at the major sporting events.

Q. Fights, for example?

A. I give a rapid-fire blow-by-blow account of slugfests.

Q. What it your physical description of the participants?

A. You mean, how do they shape up?

Q. Yes, how do they shape up?

A. They're not all the same, by any manner or means. A fighter may be in the pink. He may be strong as a bull, or an ox. A battler may be trained to a razor edge, and still be fit as a fiddle. He may be as hard as nails, as tough as a pig's nose, or fresh as a daisy.

Q. How about physical dimensions?

A. Oh, your slugger may be big as a house, or he may be small and shifty, no bigger'n a minute.

Q. Are these pugilists intelligent?

A. If a slugger is cagy, then he's smart as a whip and slippier'n a eel. He is cool as a cucumber in the clinches. If he's been on the receiving end of too much leather, then he's slap-happy, punchy, whacky or just plain punch-drunk.

Q. You take into account the referee as you describe the bout?

A. I give a plug to the third man in the ring.

Q. Is he a competent referee?

A. He is a ring-wise, grizzled veteran of many campaigns. He is also battle-scarred.

Q. How does this contest commence?

A. With the sound of the gong.

Q. Does this encourage the men to leave their corners?

A. They've been waiting, tense as tigers for the kill.

Q. They approach with considerable velocity?

A. They leap like lightning from their respective corners.

Q. Is there an impact?

A. Too early. They feel each other out . . . they take each other's measure.

Q. When does the punitive action begin?

A. When the Champ hangs one on the challenger's chin?

Q. Oh, the Champ gets in the first blow?

A. A solid left . . . the Champ's quicker'n greased lightning.

Q. Is the Challenger able to withstand this punishment?

A. No, the Champ has hit him where he lives.

Q. Does the Champ follow up this advantage?

A. He follows through with the old one-two.

Q. What does this comprise?

A. The Champ lets him have it in the bread-box.

Q. Does the Challenger react by falling?

A. Certainly not, Mr. Amplistat. He slumps.

Q. To the floor?

A. Never. To the rosin.

Q. Does he fall heavily?

A. Like a ton of bricks.

Q. Is he insensible?

A. You mean, is he laid among the daisies?

Q. Unconscious, I mean.

A. No . . . he waits out the count, trying to brush the cobwebs from his dazed brain, and then bounces to his feet.

Q. Wouldn't he be wiser to conserve his energy by gradually rising?

A. Mr. Amplistat, I assure you he bounces to his feet.

Q. I see. What is the Challenger's strategy now?

A. He falls into a clinch.

Q. How is this action received generally?

A. The ref separates them. He steps between them.

Q. Is the audience interested thus far?

A. The crowd is on its feet, yelling for the kill.

Q. And I believe you express a hope at such a time?

A. I do. I hope that the vast radio audience can hear me above the din.

Q. Returning to the contest—what is the Champ doing?

A. He is hitting the Challenger with everything but the kitchen sink, the rafters, or the referee.

Q. What would you call the scarlet liquid issuing from the Challenger's nose?

A. Gore.

Q. Is the Challenger apprehensive?

A. He's in trouble; he's stalling for the chime. He looks anxiously toward his corner . . .

Q. Does he retreat?

A. Never, Mr. Amplistat. He bicycles.

Q. And does the Champ regard this with favor?

A. He does not. He's got his right cocked for the kayo, and he wants to stand toe-to-toe, in a slugging match.

Q. What is the Challenger saved by?

A. There's the bell ending . . .

Q. The first round?

A. The first stanza, Mr. Amplistat, the first stanza.



BEARING DOWN on a nifty quartet arrangement are these revelers at the annual picnic for members of the Binyon Optical Co., Pacific Coast optometrists and radio advertisers. Poised around the accordion accompanist (center) are (l to r) Dr. J. R. Binyon, in chef's cap and apron, part-owner of KEVE, Everett, Wash., and KWAL, Wallace, Ida.; Francis G. Mullins, Seattle manager of Ruthrauff & Ryan; R. E. Goebel, R&R account executive; Dr. H. C. Nickelson, Binyon Co. manager.

KEVE, IN EVERETT, TO START SEPT. 2

SETTING Sept. 2 as the starting date for the new KEVE, Everett, Wash., Cliff Hanson, recently appointed operations manager of the station, has announced personnel selected so far.

Jack McClinstock, formerly in radio and with several advertising agencies in Seattle, is to be continuity chief; Fred Moore, former newspaper and publicity man, news editor; Cliff Hansen, formerly of KFBB, Great Falls, Mont., and KGNF, North Platte, Neb., chief engineer. Equipment is Western Electric throughout, with a 200-foot vertical Wincharger radiator erected by the Tower Construction Co., Portland.

KEVE will operate on 1460 kc. with 250 watts. It was granted May 6 to the Cascade Broadcasting Co. Inc., of which J. R. Binyon, 25% owner of KWAL, Wallace, Ida., and owner of a chain of optical stores in Washington, is president and 50% stockholder. L. W. Wallgren, a telephone engineer, as vice-president and treasurer, holds 49.2%, with C. A. Hampton, a radio dealer, holding a qualifying share.



Cowles Stations farm programs are geared to the interests of the farmers in the individual areas served by four stations. When you buy the Cowles Stations, you buy a vast $2,000,000,000 "primary farm income" area. You buy a group of stations individually tuned to the likes of a million and a half radio families. You buy active localized loyalties. You buy regular audience built by localized, individualized station operation.

Yes, and you get broad, productive coverage — created through the intensive impact of localized station performance.

Bob Leefers has handled farm news and markets on WMT for years. Iowa farmers like him for his friendly, accurate broadcasts.

Charles Worcester, WNAX farm director, travels thousands of miles meeting, talking to, and speaking before WNAX area farmers.

Andy Woolfries came to KSO-KRNT after 19 years at WOI, Iowa State College. He knows Iowa farmers — they listen to him.

WMT
CEDAR RAPIDS-WATERLOO
KRNT
DES MOINES

THE Cowles STATIONS

KSO
DES MOINES
WNAX
SIOUX CITY-YANKTON

Represented by The KATZ Agency

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

In the rich, productive Baltimore area WCAO consistently reaches and influences the cream of your sales potentials.

BEHIND the MIKE

JACK TOWERS, formerly radio specialist with KFDY, of South Dakota State College, Brookings, S. D., on Aug. 1 joined the radio section of the Agriculture Marketing Service of the Department of Agriculture. His work will deal principally with crop and livestock reports and market news in the radio section, headed by E. J. Rowell.

GENE TRACE, lately of WMBD, Peoria, Ill., has joined WKBN, Youngstown, as program director. Joe Edison has returned to WKBN after a year at WMMN, Fairmont, W. Va.

RUSS JOHNS, formerly of WNYC, New York, and the radio department of the New York World's Fair, has joined the shortwave department of CBS.

PAUL GIROUX, musical director of KTAR, Phoenix, has married the former Mary Evans.

RICHARD CARLSON, summer relief announcer, has joined the regular announcing staff of WELI, New Haven, succeeding Jerry Lewis, resigned.

KEN McCLURE, formerly with WOAI, San Antonio, and for three years president of the Assn. of Radio News Editors and Writers, has joined the news staff of WBAP-KGKO, Fort Worth.

BERNICE LONG, of the program department of WJSV, Washington, was married Aug. 24 to Corp. William Blythe of the Army Air Corps, stationed at Bolling Field, D. C.

LLOYD DENNIS, program director of WJSV, Washington, has been appointed regional educational director of CBS for the Southern States by Sterling Fisher, CBS director of education and talks.

JACK R. WAGNER, formerly production manager of KHUB, Watsonville, Cal., and more recently of KSRO, Santa Rosa, Cal., is now handling summer relief at KQW, San Jose, Cal.

J. B. LAKE, announcer of KVOO, Tulsa, is the father of a boy born recently. Glenn Ransom, former Chicago freelancer, has joined the KVOO announcing staff.

JIMMY DOOLEY, announcer of WSTV, Steubenville, O., is the father of a boy, born Aug. 8.

HUGH IVEY, announcer of WSB, Atlanta, is the father of a girl, born Aug. 12.

SAM HAYES, NBC Hollywood news commentator, is recovering from a tonsil operation.

SAM PERRIN and Artie Phillips, Hollywood writers, have been signed to work on the *Burns & Allen* radio program, to be launched in the fall under sponsorship of Lever Bros. (Swan soap).

AL GROBE, continuity director of WINS, New York, on Aug 11 became the father of a baby girl.

STEWART GARNER, KHJ, Hollywood, mimeograph department manager, has been transferred to the transcription division. Don Chapman of guest relations takes over Garner's former duties.

DAVE ROSE, Hollywood musical director of Don Lee Broadcasting System, in collaboration with his wife, Judy Garland, the film actress, has written lyrics to his theme song of the weekly half-hour MBS *California Melodies*. Composition, titled "One Love," has been published by Western Music Publishing Co., Hollywood.

GE Names Bennett

JACK BENNETT, former assistant manager of KRE, Berkeley, Cal.; manager of WHUB, Watsonville, Cal., and connected with the radio division of the Golden Gate International Exposition as well as a member of the NBC San Francisco announcing staff, has been appointed chief English - speaking announcer of KGEI, General Electric's shortwave station in San Francisco, according to E. T. B. Harris, KGEI manager. Bennett will broadcast four daily newscasts, five times weekly, to Asia, Africa and the Antipodes. He will also conduct such programs as *Missionary Mailbag* and the weekly *We Read Time*.



Mr. Bennett

THOMAS CALHOUN, Jr., program manager of the CBS shortwave division, has resigned to enlist in the Naval Reserve. He has been assigned as yeoman to the Naval Communications Office, New York.

PAUL CONLON, Hollywood writer-producer of the weekly half-hour *Signal Carnival*, sponsored by Signal Oil Co., on NBC Pacific-Red stations, has resigned.

KEN ELLINGTON, of the special events department of WBBM, Chicago, has joined the staff of the Aeronautical Chamber of Commerce, handling radio and public relations. He will make his headquarters in New York, but will make a tour of California aviation centers before going east.

ROBERT MORARD, of the special events department of CBS, Chicago, has joined the public relations division of the Navy, with headquarters in Chicago. He was recently commissioned an ensign.

BOB EMERICK, formerly of KFI-KECA and KNX, Los Angeles, has joined the announcing and production staff of KROW, Oakland, replacing Bert Winn, leaving for KSFO, San Francisco.

JOHNNIE NEBLETT, sportscaster of KWK, St. Louis, recently joined the staff of the St. Louis publication, *Tips On The Town*.

DON LEWIS has been placed in charge of all news broadcasts of WWL, New Orleans, and will handle the *Esso Reporter* broadcasts.

JOHNNIE O'HARA, sportscaster of KWK, St. Louis, recently married Kathryn Stapleton of Miami Beach.

ALICE HALL has been named traffic manager of WRAL, Raleigh, N. C.

CHARLIE WORCESTER, farm service director of WNAX, Yankton, is covering an 8,000-mile circuit during the fair season, visiting major events in four states with the WNAX mobile unit.

EDMUND LINEHAM, program director; Harriet Ristvedt, continuity writer, and Andy Woolfries, farm expert of KSO-KRNT, Des Moines, will be on the faculty of the Drake radio school during the school year.

JACK THOMAS, announcer of KSO-KRNT, Des Moines, on Aug. 13 married Miriam Ryan, in Kansas City. They will make their home in Dallas.

FRANK NEWTON, continuity writer of KSO-KRNT, Des Moines, was given a farewell party Aug. 17 by the staff prior to his departure for Chicago where he is joining Lord & Thomas.

Oh! IT'S MAIL YOU WANT*

*WE GET IT
(1-announcement brought 583-mail replies.)

* Primary & Secondary Population 2,950,849
(Ground Radials in Salt Water)

the new

WHEB

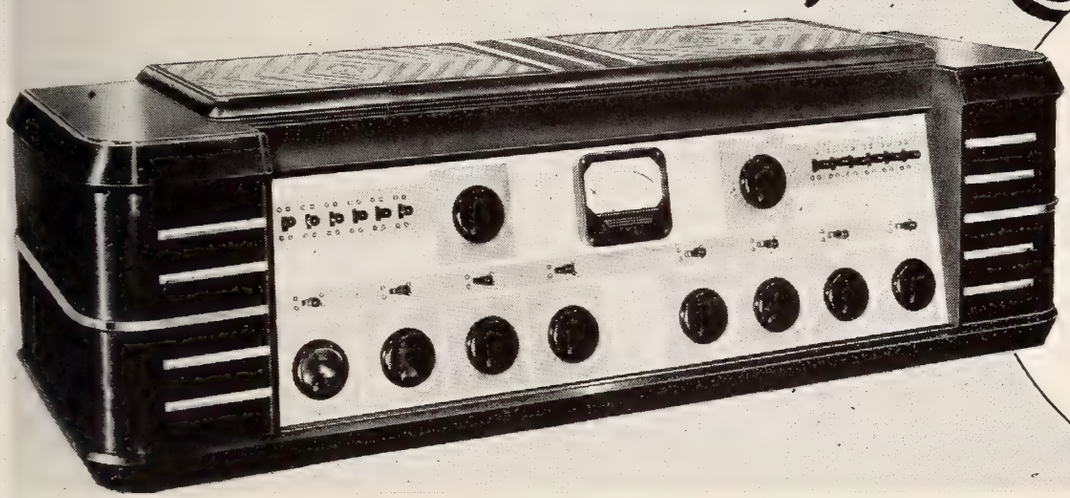
PORTSMOUTH, N. H.

A Clear Channel Station

750 Kilocycles — 1000 Watts

BERT GEORGES—Managing Director

What! No Changes!



THE NEW GATES MODEL 30 CONSOLE

THE SAME HIGH QUALITY, THE SAME LOW PRICE, THE SAME PROMPT DELIVERY AS WHEN IT WAS INTRODUCED

In these days of priorities and shortages we're happy to tell you that the Gates 30 Series Console . . . the fastest growing infant of the Gates line of equipment . . . hasn't been forced to make a single change (even to its diapers) . . . and that we're well prepared to guarantee the same components, the same AM and FM quality performance, the same choice of color combinations, the same fast delivery and the same low price that have made it the performance and sales sensation of the industry. From a labor and material standpoint we're well fortified to take care of all present orders and a large number of near-future commitments.

Check these reasons why GATES MODEL 30 is the logical speech equipment for you:

- Five (not 4) pre-amplifiers
- Twelve (not 6) remote line positions
- Three (not 1) front panel color selections
- Five position V.U. range switch accurate to .05% with the largest make V.U. meter available
- Only console built into genuine steam fitted WALNUT and Rakuda WOOD cabinet
- Flat frequency response from 25 to 16,000 cycles without consequential distortion at any frequency
- No cross-talk—each console has over 400 ft. of individually shielded wire

Play safe . . . get your order in now while delivery schedules can still be maintained. Mail the coupon below and we'll send complete information.

GET GATES FOR THE ULTIMATE IN BROADCAST EQUIPMENT

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QUINCY, ILLINOIS

Please send me immediately a copy of you new Bulletin B-12, describing the exceptional features of the new Gates 30 Series Speech Input Console.

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America's Test City
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54 Pratt St., Hartford, Conn.
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY
NEW YORK - CHICAGO ATLANTA - DETROIT

EDWARD KING, junior producer in the NBC production department in New York, has been promoted to full status of producer and transferred to production staff of NBC's midwest division in Chicago.

WILLIAM KIR-STIMON, formerly engaged in freelance publicity, has joined the publicity staff of CBS, Chicago.

BOB GADBERRY, program director of KOAM, Pittsburg, Kan., and Grace Hood, Columbus, Kan., were married recently.

BOB SUTTON, formerly of WCCO, Minneapolis, has joined the production department of WLOL, Minneapolis.

ROD O'CONNOR, portrayer of the humorous character, "Homer Honeysuckle," has been added to the *Sunrisers*, early morning program of WCCO, Minneapolis.

BOB GRAY, formerly of the guest relations staff of KPO-KGO, San Francisco, now in the Army, recently was promoted to staff sergeant in charge of his company's radio division.

DOUGLAS GOURLAY, announcer, formerly of KDYL, Salt Lake City, has joined KPO-KGO, San Francisco, replacing Larry Keating, transferred to Hollywood NBC studios.

JOHN K. CHAPEL, news editor of KROW, Oakland, Cal., is on a leave of absence and is making a lecture tour to Mexico, Central America and the Southwestern States.

JACK HARTLEY, formerly of NBC and now supervisor of the special events division of the radio section of the Office of Public Relations of the Navy Department, on Aug. 9 married Maxine Cook.

CHARLES H. PARK, formerly of WFDF, Flint, Mich., has joined the announcing staff of WJR, Detroit.

Meet the LADIES



MARGARET BANKS

SAPPHIRE-EYED Margaret Banks, musical director of WBIG, Greensboro, N. C., pianist, organist, and composer, has earned a name for herself in the musical world as director of the WBIG Ensemble, a distinguished salon group which has already earned a national reputation. Discoverer and developer of talent, both vocal and instrumental, a natural musician with a born sense of leadership, Margaret has planned and produced music for the most select radio programs, social and public events. She handled one of WBIG's stars a few weeks ago who won honors in Miami, Fla., for distinguished musical talent, and was invited as special guest of the Cuban Government for a week in Havana. The WBIG Ensemble, under her direction, has been chosen to play at the distinguished guests banquet of the world-famed National Tobacco Festival, in South Boston, Va., early in September, with Wendell Willkie, Gov. Price of Virginia, Madeline Carroll and a galaxy of other distinguished folk in attendance.

JIM LEWIS, of the CBS Hollywood guest relations staff, on Aug. 22 reported for Army duty as second lieutenant.

CLETE ROBERTS, program director of KMPC, Beverly Hills, has been granted his private pilot's license.

JOHN KOLBMAN, sports announcer of WHAT, Philadelphia, is the father of a boy born this month.

JACK O'REILLEY, formerly of WJLS, Beckley, W. Va., has joined the announcing staff of WPEN, Philadelphia.

EDNA WHITTINGTON, head of the continuity department of WIP, Philadelphia, has been appointed to the advisory editorial board of *Glamorous*, a new women's magazine.

GEORGE THOMAS, announcer of WCAU, Philadelphia, has been drafted for military service and leaves this week for Fort Meade, Md.

GIL NEWSOME, from WFMJ, Youngstown, O., has joined the announcing staff of WCAU, Philadelphia. He replaces John Franklin, who was drafted.

TOLIVER CLEMENT, formerly of WBT, Charlotte, has joined the continuity staff of KOIN-KALE, Portland, Ore.

DALTON HILLE has joined the announcing staff of WMMN, Fairmont, W. Va.

HARRY L. GRIMES, formerly of WGAU, WJHO, WMJM and WGOV, has joined WJMA, Covington, Va.

Elmer Peterson Named As W C C O Newscaster

ELMER W. PETERSON, onetime Minneapolis newspaperman who has just returned from Europe after ten years' service for Associated Press there, has been signed by WCCO, Minneapolis, as news analyst. Peterson is to join the station at the termination of a four-week period in New York where he will participate in the CBS' *World Today* programs.

Special promotion to introduce Peterson to Northwest listeners is being undertaken by WCCO with the making of transcriptions in New York as well as news photos of Peterson with Paul White, Elmer Davis and other CBS news personalities to be distributed to newspapers in area. WCCO plans eventually to carry the new commentator on a Northwest network of CBS stations. Peterson's assignments with AP included the Spanish Civil War; invasions of Poland, Denmark, Norway and the Balkans; and the Russo-Finish war of 1940.

Barlow Honored

HOWARD BARLOW, conductor of the Columbia Broadcasting symphony orchestra, has been awarded a scroll "in recognition of his contributions to the field of symphonic music for the last 13 years" by Sigma Alpha Iota, national professional music fraternity for women.

Blue Aviation Devotees

MARY COYNE, secretary to E. P. H. James, sales promotion director of NBC-Blue, spent her vacation building up her number of solo flying hours to the required number, and this month made her official cross-country flight, flying from Roosevelt Field to the Suffolk Airport and back. Miss Coyne now needs only to pass the written examination of the Civil Aeronautics Authority to secure her pilot's license. Mr. James himself has completed groundschool instruction, but has not begun his air training.

WPEN, Philadelphia, was silenced for 25 minutes Aug. 19 when an auto hit an electric pole, shutting off service in the area.

MORE
POWER
FOR YOU!
WITH WALA 5,000 Watts Day & Nite
IN MOBILE and the rich Gulf Coast industrial area
MORE *SALES POWER* TOO!
• NBC Red Network
• Reps.: John H. Perry Associates
Sept. 1 - 5,000 Watts - WALA

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
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N.Y.

TRY A NEW PRESTO GLASS RECORDING DISC AT OUR EXPENSE



Every recording engineer who has used the new Presto glass disc says it's the finest disc he has seen. Seeing is believing. We want you to see for yourself. So we're asking you to fill out the coupon below and mail it to us. The distributor you name will send you, free of charge, a sample Presto 12" glass disc.

When you get your disc, examine it under a strong light. Note the perfect smoothness of the recording surface, the complete absence of blemishes, streaks or swirls. Note the extra thickness of the Presto disc, the added rigidity and durability that makes it easier to handle, safer to use. Of the first 25,000 Presto glass discs shipped, 3 arrived broken. No breakage was reported in use.

Notice also the 2 holes in the Presto disc, a center hole that fits snugly over the turntable shaft, centering the disc accurately on the table, and a hole for the drive pin essential for positive operation of your cutting mechanism. Both holes are protected with brass eyelets to prevent chipping.

Record a frequency run on your Presto disc. You'll find it reproduces the entire range from 50 to 8,000 c.p.s. without a suggestion of surface noise. The famous "Q" compound, originated and perfected by Presto, is now triple-filtered to remove impurities that cause noise and needle wear. You'll be amazed at the long life of your cutting needles used exclusively on Presto discs.

Every detail of disc manufacture has been perfected in the new $250,000 Presto disc plant to give you better recordings. Now is your chance to try this new Presto disc at no cost.

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World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs



"Tell me, Mr. Research Man, do other men's wives spend all their time listening to WFDF Flint Michigan?"

NOW THEY LOOK LIKE THIS

See page 26



PHOTOGRAPHS ON PAGE 26 in the same (l to r) order show: **1. Orrin E. Dunlap Jr.,** manager of the RCA Dept. of Information, who joined the Navy in 1918 as a radio electrician first class, then served at the Great Lakes Naval Training Station, at the Navy Radio School at Harvard and at the wartime NBD, Bar Harbor, Maine. **2. W. Walter Tison,** manager of WFLA, Tampa, who attended the Harvard Radio School and then was sent to sea as a third class radioman; while on President Wilson's escort vessel he heard the first radio music in inter-ship experiments. **3. Jack Poppele,** chief engineer of WOR, New York, who served in the U. S. Transport Service aboard the *U. S. S. Marica* during the war, one of the first ships to be equipped with vacuum tube receivers.

Guestitorial

(*Continued from page 34*)

minute news programs. These will only hold three announcements each and many timebuyers shy at announcement periods.

On a very irregular basis, we do have a few quarter-hour daytime periods where the longer variety of announcements can be scheduled. These, however, are periods that are open because of contract expiration or network switches, and of course are immediately placed on the sales block. The announcements placed in these periods naturally have to be placed subject to removal if the period is sold.

Another Headache

Second biggest headache of the station with a tight schedule is trying to keep happy those timebuyers who, using sliderule buying methods, insist they must have station breaks next to network shows that carry a rating of 10 or better. These we have been fortunate in having sold many months ago. Often there are even more desirable availabilities adjacent to popular local shows unblessed with a blue or gold star by Mr. Crossley or Mr. Hooper, only because Mr. Crossley or Mr. Hooper haven't gotten around to making surveys of local shows in some markets. No matter—we most always get a quick turndown. No 23.7% rating to rub shoulders with—then no station-break schedule and all activities in the market are skipped, to the expense of sales and the possible loss of dealer (and often the consumer) goodwill.

There must be many radio stations throughout the country in the same predicament as we are in—trying to iron out the one-minute-transcription-fitting problem and the problem of trying to make timebuyers respect and accept station recommendations.

It is possible there are still some stations throughout the country which are so anxious for the almighty dollar that they would forward recommendations to agencies that could not be completely relied upon; but for the most part stations today think too much of their standing in the league and their future business to take a chance on giving a bum steer.

Certainly the day-to-day handling of the various local accounts which include everything from single-order announcements selling peaches, thru the quarter-hour strips to move electrical appliances, to the half-hour baseball re-enactments, should give station managers an insight into the habits of their listeners—far more so than a timebuyer sitting at a desk in New York or Chicago or elsewhere.

We know definitely that conditions and situations differ as you move to different sections of the country. A formula well studied and worked out for Illinois, Indiana, Iowa or Wisconsin won't necessarily work in North Carolina South Carolina or Georgia. For example: A Midwest agency handling a product sold to farmers was particularly successful with announcements during the noon hour on stations in the Midwest. The agency tried the same formula on WBT but against our better judgment and, only after the schedule had been allowed to run a short time with unsatisfactory results, were we permitted to change to the spots we originally recommended. Immediately the returns flowed in. Result: A jump from 20 sample requests per announcement to 1,163 requests per announcement!

And how much better it would be for agencies to check availabilities in the markets they expect to work and make sure there are spots which will do justice to their creations, before going to the extremes that some agencies do nowadays in building minute transcriptions on which name talent, costly copy etc. are used—only to find there's no place to put them. That's like first building a very fine house then shopping all over town trying to find the right kind of lot to set it on.

We feel sure that time and money for both the station and the agency would be saved if each would consider the problems of the other fellow before laying definite plans.

Screwball

THIS actually happened to Larry Bair of WWL, New Orleans. He called on a local fur shop manager and explained that he was subbing for his vacationing associate, Paul Beville. "Bah," the fur manager said, "Beville is just dodging me. I want to get on *Dawn Busters,* and he can't clear the time." "Oh, no, he isn't," Baird protested, and to prove it, drew out the memo on which Beville had listed the calls he was to make. To Baird's confusion, the memo read, "See that screwball manager of the Regal Fur Salon."

Hecker Serial Extended

HECKER PRODUCTS Corp., New York, for Force and H-O is planning a campaign in seven markets of five times weekly sponsorship of the serial *Judy & Jane,* heard previously on the West Coast. The program started, via transcription, Aug. 19 on WOR, New York, and will go on six other stations, not yet selected, on Sept. 29. Agency is Maxon Inc., New York.

50,000 WATTS - CBS
425,683 Listening Families*
KWKH
SHREVEPORT
LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

WJHP
N·B·C BLUE
Your greatest opportunities are open in Jacksonville over WJHP. Try and be convinced.
H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA
WJHP
JACKSONVILLE FLA.

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Purely PROGRAMS

WPEN, Philadelphia, breaks up its recorded shows into 15-minute stages, each featuring a name band, with the particular band leader introducing his own stage on the air by means of special recordings. Using specially prepared copy, each recording band leader records a set of four or five personal introductions as well as a closing piece, each varying a little. The recordings are made by Raymond Rosen Co., Philadelphia, distributors of Victor and Bluebird records, and by Columbia Recording Corp., New York, for their recording artists. In addition, some records will be made in the WPEN studios when artists come to the city.



AUTHENTICITY was the keynote as WDRC, Hartford, Conn., brought in a real expert on railroad affairs to shout "All aboar-r-r-d" on the early morning *Shopper's Special* recorded program. James J. McCabe, Hartford railroader who has just retired after 44 years' service with the New Haven Railroad as conductor, was asked to the WDRC studios to have his voice recorded, and give laryngeal instruction to Announcer Havey Olson (left). Conductor McCabe's transcribed call is now used daily on the *Shopper's Special.*

* * *

Whodunit and Spelling

A MYSTERY in three parts—quarter-hours at 9, 10 and 11 Saturday evening—is presented by WKY, Oklahoma City. Only by staying with the three parts can the listener find the solution. Title is *Calling Detective O'Leary.*

New twist to the spelling bee finds the first half of a new WKY program devoted to the old-fashioned spell-down, with the second half called *Spell and Tell.* In this half the contestant must spell words and explain their meaning.

* * *

Under the Big Top

DONE UP in big top style, the new weekly *Circus Days* half-hour on WGY, Schenectady, provides a tentful of entertainment for the studio audience, which gets paper hats, balloons and all the other paraphernalia. Producer Vic Campbell leads the audience through a sideshow, Wild West exhibition, and other features, with a barber shop quartet, Otis & Eleanor and Gordie Randall's orchestra. Howard Tupper functions as barker.

* * *

Hams for Shoppers

THRICE-WEEKLY transcribed interviews of shoppers direct from their own grocery or butcher shop are presented on KDKA, Pittsburgh, by John Morrell & Co., Ottumwa, Ia. Correct answers to questions entitles shopper to certain choice items on shelves with a Morrell ham awarded to person making best guess as to weight of the ham.

Tonight in Town

A LINEUP of things to do and what to see in Montreal and vicinity is the basis of *What's Happening Tonight,* a five-minute program heard six days weekly at the evening hour on CFCF, Montreal, for National Breweries Ltd. Ronald Adv. Agency handles the account with production by Metropolitan Broadcasting Service, Montreal.

* * *

Army Auction

AN AUCTION, wherein soldiers of Fort Bliss, Tex., bid on cameras, knives, belts, cigarettes, etc., has been incorporated into the *Called To The Colors* program of KTSM, El Paso, Tex., originating at the Army post. Articles are usually sold for about twenty-five cents and attendance prizes are offered prior to the program.

* * *

Camp Talent

DRAWING UPON drafted talent stationed at Lowry Field, Denver, KOA, that city, broadcasts a weekly half-hour *Lowry Field Theatre of the Air,* featuring original dramatic sketches. Hal Kanter, draftee, and formerly NBC Hollywood and New York writer, directs and scripts the series. George Wright handles publicity.

* * *

Durham Greeting

INTERVIEWS with new arrivals in Durham, N. C., are broadcast by WDNC on its *Welcome Neighbor* program. Taxi service to the studio is provided by WDNC to the participants as well as free theatre tickets and souvenir gifts from business concerns.

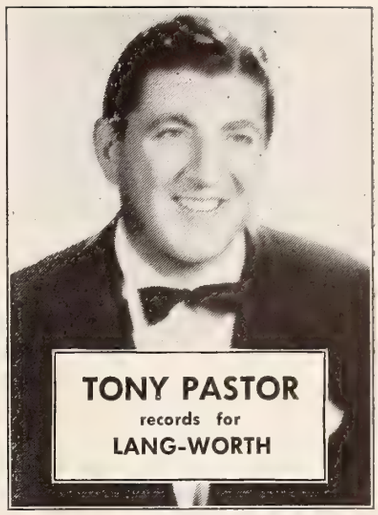
* * *

Jive Jargon

SWING MUSIC announced in "jive" talk is played by John Ryan's orchestra on the *United We Swing* show, weekly half-hour series on WMCA, New York. The program also offers English translations to the swing lingo for the benefit of the uninitiated.

Homelike

ORIGINATING in the home of Rose Ireland, who conducts the show, the new morning feature, *For the Ladies,* of WREN, Lawrence, Kan., presents all sorts of feminine gossip, with local women dropping in at the house for radio chats with Rose. WREN also introduced a new wrinkle on its musical clock *Timekeeper* program by concentrating on waltzes, tangos, light classical and secular recordings rather than popular or dance music.



A CIGARETTE ADVERTISER:

"Many thanks, indeed, for..the screen trailer. We sincerely appreciate your efforts in our behalf."

50,000 WATTS
NBC RED NETWORK
DENVER
KOA
REPRESENTED NATIONALLY BY SPOT SALES OFFICES

NO FANCY PRICE FOR FANCY FARM (Ky.)!

We don't know what's so fancy about the metropolis named Fancy Farm (Ky.)—but it ain't exactly the possibilities for doing big business! That's why WAVE makes no charge for covering Fancy Farm and other "towns" like it. Our rates are still based on the big, rich Louisville Trading Area, where *ability to buy* is 33% *greater* than the rest of Kentucky *combined!* And remember—folks *listen* to WAVE because we're the *only* NBC Basic Red Network source within 100 miles! With a set-up like that, you simply can't miss!

LOUISVILLE'S WAVE

5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC., NATIONAL REPRESENTATIVES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHBF, Rock Island

Western Grocers Co., Des Moines (Jack Spratt foods), 6 *sp* weekly, thru Cooldige Adv. Agency, Des Moines.
Chicago Motor Club, Chicago, 3 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.
Haskins Bros. Soap Co., Omaha 8 *sa* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.
International Milling Co., Minneapolis (Robin Hood flour), 6 *sa* weekly thru Campbell & Mithum Inc., Minneapolis.
Jewel Tea Co., Barrington, Ill., 14 *ta* weekly, thru Schwab & Beatty, N. Y.
Jacques Mfg. Co., Chicago (KC Baking Powder), *sa* series, direct.
Marlin Firearms Co., New Haven (razor blades), 5 *ta* weekly, thru Craven & Hedrick, N. Y.
Old Ben Coal Corp., Chicago, 5 *t* weekly, thru J. R. Hamilton Adv. Agency, Chicago.
Pinex Co., Fort Wayne, Ind. 15 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Wm. Wrigley Jr. Co., Chicago (Spearmint gum), 13 *t* series, thru Arthur Meyerhoff Co., Chicago.

WHK-WCLE, Cleveland

Peter Paul Inc., New York (Mounds), 65 *sp*, thru Platt-Forbes, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Senna), *ta* series, 52 weeks, thru Sherman & Marquette, N. Y.
Great Atlantic & Pacific Tea Co., New York (peaches), 20 *sa*, thru Paris & Peart, N. Y.
T. L. Little Inc., Detroit (drugs), 5 *ta* weekly, thru Lee Anderson Adv. Co., Detroit.
M. Werk Co., Cincinnati (soap), *ta* series, thru Frederic W. Ziv, Adv., Cincinnati.
Comer Products Co., Cleveland (Wave-to-Sta.), 26 *sa*, thru Hubbell Adv. Agency, Cleveland.

WQXR, New York

Marcus & Co., New York (jewelers), weekly *sp*, 13 weeks, thru Wesley Assoc. N. Y.
Crosse & Blackwell, Baltimore (food products), 5 *sa* weekly, 52 weeks, thru Van Sant, Dugdale & Co., Baltimore.
Welch Grape Juice Co., Chicago, 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Beechnut Packing Co., Canojoharie, N. Y. (gum), 5 *sa* weekly, 15 weeks, thru Newell-Emmett Co., N. Y.

KQW, San Jose, Cal.

Federal Outfitting Co., San Jose, Cal. (clothing chain), 6 *sp* weekly, thru Allied Advertising Agencies, San Francisco.
Progressive Optical System, Fresno, Cal. (chain), 5 *sp* weekly, thru W. L. Gleason Adv., Riverside, Cal.
Beneficial Casualty Co., Los Angeles (insurance), 15 *sp* weekly, thru Stodel Adv. Co., Los Angeles.

WOR, New York

Allied Mills, Chicago (Wayne feeds), 3 *sa* weekly, thru Louis E. Wade Inc., Fort Wayne.
Perfection Stove Co., Cleveland (Superfex heaters), 3 *sp* weekly, thru McCann-Erickson, Cleveland.
Purity Bakeries Service Corp., New York (Taystee Bread), 3 *t* weekly, thru Campbell-Ewald Co. of N. Y.

WEAF, New York

American Chicle Co., Long Island City (Chiclets), 3 *sp* weekly, thru Badger & Browning, N. Y.

CJRC, Winnipeg, Man.

Dr. Chase Medicine Co., Toronto, 6 *ta* weekly, thru Ardiel Adv. Agency, Oakville, Ont.

WNEW, New York

Procter & Gamble Co., Cincinnati (Ivory snow), 3 *sp* weekly, 39 weeks, thru Benton & Bowles, N. Y.
Pinex Co., Chicago (proprietary), 3 *sp* weekly, 22 weeks, thru Russel M. Seeds Co., Chicago.
Augenblick & Bros., Newark, 6 *sa* weekly, direct.
Howard Stores, Newark, weekly *sp.*, 13 weeks, thru Williams Scheer Adv. Agency, Newark.
Salz Bros., New York (pens) weekly *sp*, 18 weeks, thru S. R. Leon, N. Y.
Paramount Pictures Corp., New York ("Kiss the Boys Goodbye"), 6 *sa* weekly, thru Buchanan & Co., N. Y.
Lester Piano Mfg. Co., Philadelphia (pianos), 6 *sp* weekly, 20 weeks, thru J. Falkner Arndt & Co., Philadelphia.

WFIL, Philadelphia

John Middleton Inc., Philadelphia (tobacco), *t* weekly, thru Carter-Thomson Co., Philadelphia.
L. Nachman & Sons, Philadelphia (instruction), 18 *sa* weekly, thru Philip Klein, Philadelphia.
Peter Paul Inc., Naugatuck, Conn. (candy), 5 *sa* weekly, thru Platt-Forbes, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *sp* weekly, thru Franklin Bruck, N. Y.
Bell Telephone Co. of Pennsylvania, Philadelphia, 8 *sa* weekly, direct.

WIP, Philadelphia

Mrs. Schlorer's Inc., Philadelphia (mayonnaise), 5 *sa* weekly, 8 weeks, thru May Adv., Philadelphia.
Bell Telephone Co. of Pennsylvania, Philadelphia, 8 *sa* weekly, placed direct.
Seven-Up Bottling Co., Philadelphia (soft drink), 17 *sa* weekly, for 3 weeks, thru Philip Klein, Philadelphia.
Institute of Practical Drafting, Newark, (instruction), 3 *sa* weekly, 13 weeks, thru Herman Adv., Newark.

WOWO-WGL, Fort Wayne

Armour & Co., Chicago, 130 *ta*, thru Lord & Thomas, Chicago
W. K. Sterline Co., Sidney, O. (Hay fever compound), 13 *sa*, thru Mumm-Homer-Robbins & Pearson, Columbus.
Potter Drug & Chemical Corp. (Cuticura), Malden, Mass., 624 *ta* thru Atherton & Currier, N. Y.
Wm. Wrigley Jr. Co., Chicago (Spearmint Gum) 13 *t*, thru Arthur Meyerhoff & Co., Chicago.

WNAC, Boston

Corn Products Refining Co., New York, *sa* series, thru C. L. Miller Co., N. Y.
Sheaffer Pen Co., Fort Madison, Wis., *sa* series, thru Russel M. Seeds Co., Chicago.
Penick & Ford, New York (My-T-Fine), *ta* series, thru BBDO, N. Y.
Grove Labs., St. Louis (Bromo Quinine), *sa* series, thru, J. Walter Thompson Co., Chicago.

WMAS, Springfield, Mass.

Tru-Ade Inc., Los Angeles, 6 *ta* weekly, thru Beaumont & Hohman, Los Angeles.
Magazine Repeating Razor Co., New York (Schick), daily *sp*, thru J. M. Mathes, Inc., N. Y.

K45LA, Hollywood (FM station)

Gospel Broadcasting Assn., Los Angeles (religious), weekly *sp*, thru R. H. Alber Co., Los Angeles.
Cudahy Packing Co., Chicago (hams), weekly *sa*, thru Erwin, Wasey & Co., Chicago.
Coast Federal Savings Assn., Los Angeles (investments), 7 *sa* weekly, thru Robert F. Dennis Inc., Los Angeles.
Seven-Up Bottling Co., Los Angeles (beverage), weekly *sa*, thru Glasser-Gailey & Co., Los Angeles.
Adohr Milk Farms, Los Angeles (dairy products), 5 *sa* weekly, thru Lord & Thomas, Hollywood.
Marney Food Co., Huntington Park, Cal., (Marco dog food), weekly *sa*, thru Ivar F. Wallin & Staff, Los Angeles.
Nufit Labs., Los Angeles (dental plate reline), 5 *sa* weekly, thru Stodel Adv. Co., that city.
Schalk Chemical Co., Los Angeles (Hydro-Pura, water softener), 100 *sa*, thru Erwin, Wasey & Co., Los Angeles.

KSFO, San Francisco

Florida Citrus Commission, Tampa (fruit), 65 *t*, thru Arthur Kudner Inc., N. Y.
American Cigarette & Cigar Co., N. Y. (Pall Mall), 389 *sa*, thru Ruthrauff & Ryan, N. Y.
Southern Pacific Co., San Francisco (railroad), 33 *sa*, thru Lord & Thomas, San Francisco.
Shaler Co., Waupun, Wis. (Rislone motor oil), 7 *sa*, thru Kirkgasser-Drew Agency, Chicago.
American Chicle Co., Long Island City, N. Y. (Black Jack gum), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.

KECA, Los Angeles

Nesbitt Fruit Products, Los Angeles (beverages), 3 *t* weekly, thru Walter K. Neill Inc., Los Angeles.
Western Federal Savings & Loan Assn., Los Angeles (investments), 6 *sa* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Supreme Bakery Co., Los Angeles (Town Talk bread), 3 *t* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

KFDM, Beaumont, Tex.

Purity Bakeries, Chicago (Taystee Bread), 3 *t* weekly, 13 weeks, thru Campbell-Ewald Co., Chicago.
American Brewing Co., New Orleans (Regal beer), 6 *sp* weekly, direct.

WJJD, Chicago

Michael-Leonard Seed Co., Chicago, 5 *sa* weekly, 13 weeks, thru Allen & Reynolds, Omaha.
Great Western Laundry, Chicago, 5 *sp* weekly, 52 weeks, thru Salem N. Baskin Adv. Agency, Chicago.

WIND, Gary, Ind.

Lake County Agricultural Society, Crown Point, Ind., 4 *sp*, 12 *sa*, direct.
Standard Distributing Co., Chicago (Majectic cameras), 3 *sp*, 52 weeks, thru Lane, Benson, McClure, Chicago.

KHJ, Hollywood

Vita-Pep Products Co., Los Angeles (dog food), 3 *sp* weekly, thru Cesana & Assoc., Los Angeles.



(Adv.)

Disc Program of OEM Will Explain Threat of Nazis to Democracies

TRANSCRIBED series, explaining the threat of Nazi propaganda and the Nazi economic threat to democracy is scheduled for release by the radio section of the Office for Emergency Management, according to an announcement by that agency.

Originally set up to supervise the radio activities of the Office of Production Management, the section now coordinates all radio for the OEM, OPM, Office of Civilian Defense, Office of Price Administration and Civilian Supply and Civilian Defense Housing Coordination.

Bernard Schoenfield, chief of the section, heads a staff of ten which includes William McMorrow, chief script writer; Arthur Kurlan, production director; Frank K. Telford, script writer; LaVerne Shedlove, assistant to the chief; and Tams Bixby, regional radio officer. Since its inception six months ago the radio section of the OEM reports it has produced over 30,000 broadcasts of 150 different programs.

The section plans a full-hour broadcast on NBC Labor Day which will feature appearances of President Roosevelt, Phillip Murray, William Green, Sidney Hillman, Melvyn Douglas, Edward Arnold, Bing Crosby and the Golden Gate Quartet. Another half-hour variety series combining some of the foremost entertainment names as well as high-ranking defense officials is scheduled to begin in the fall. Live shows already placed by the radio section include the regular network features, *Defense in Action, The Challenge, Highways for Americans*, coast-to-coast aluminum broadcasts, and talks by William Knudsen, Sidney Hillman, Leon Henderson and other defense officials.

Bank's Special Events

BANK OF AMERICA, National Trust and Savings Association, San Francisco, which recently adopted a policy of sponsoring various special events and civic celebrations, has arranged a heavy schedule for the fall season, according to the Charles R. Stuart Adv. Agency, which handles the account. On Aug. 24, it sponsored on KFBK, Sacramento, the Placerville Wheelbarrow Derby. From Aug. 29 to Sept. 7, inclusive, it will present a 15-minute daily program on KFBK from the California State Fair at Sacramento. The bank will originate a broadcast from the Lodi Grape and Wine Festival Sept. 12-15. Stations have not yet been picked. On Aug. 6 the bank presented a broadcast from the Santa Barbara Fiesta on KERN, KTMS and KMJ. In addition, Bank of America is using spot announcements on 10 California stations.

CBC to Sell Booklet

CANADIAN Broadcasting Corp. will shortly publish a new booklet, *We Have Been There*, a collection of CBC talks by prominent British, United States and Canadian public figures, newspapermen and radio commentators who have been in Great Britain since the war started. This booklet is one of a number published by the CBC this year and sold at cost, 25 cents, through announcements on CBC stations.

Radio Advertisers

CARNATION Co., Milwaukee, for the fifth consecutive year, on Sept. 2 is renewing sponsorship of *The Jewish Philosopher* on WEVD, New York, Monday through Friday, 2:15 p.m. Agency is Erwin, Wasey & Co., New York. Also on Sept. 2, Procter & Gamble Co., Cincinnati, will start Tuesday through Saturday sponsorship of the program for Camay soap at 8:15 p.m. Agency is Pedlar & Ryan, New York.

STEELE-WEDELES Co., Chicago (Savoy coffee) has renewed on WGN, Chicago, Quin Ryan's *Marriage License Romances*, quarter-hour interviews at marriage license bureau three times a week. Erwin, Wasy & Co., Chicago, is agency. American Chicle Co. (Adams Clove gum) has also renewed on WGN, *Music with a Flavor*, weekday quarter-hour early morning recorded program, through Badger, Browning & Hersey, New York.

JOHN MIDDLETON Inc., Philadelphia (tobacco manufacturer), starts a test campaign Sept. 5 on WFIL, Philadelphia, for a new brand of popular-priced cigarettes. The quarter-hour disc, *Touchdown Tips*, will be used on Fridays, continuing until December. Agency is Carter-Thomson, Philadelphia.

LaSALLE HAT Co., Philadelphia, will start a test campaign on KYW, Philadelphia, starting Sept. 8, for its Champ Hats for men. Ten minutes of sports news, *Parade of Champions*, handled by Kerby Cushing, staff sports commentator, will be sponsored thrice-weekly. Each program will feature a sports quiz, with hats for prizes. A sports booklet will be distributed to stores. Agency is Al Paul Lefton Co., Philadelphia, with R. F. Farnum the account executive and M. H. Zimmerman, of the KYW sales department, the station contact.

SWANFELDT AWNING & ROOF Co., Los Angeles, in a brief summer test campaign, is sponsoring a weekly quarter-hour newscast on KFWB, Hollywood. Firm plans an extensive fall radio campaign in Southern California. Agency is W. C. Jeffries Co., Los Angeles.

JOHN T. TROLL Co., Los Angeles (Vitamin B-1 Candy Mints), new to radio, on Aug. 16 started using six time signal announcements daily, seven times per week, on FM station K45LA, Hollywood. Contract is for 52 weeks. As markets are established firm will expand use of radio to include other Pacific Coast centers. Agency is Lockwood-Shackleford Adv. Agency, Los Angeles.

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.



TRAIN PARTY just before takeoff was given Ransom Sherman, Chicago comedian, who now is heard from Hollywood on his *Hap Hazard* fillin for *Fibber McGee & Molly* on NBC-Red. The program becomes a featured broadcast all its own when Fibber returns. Feting the comedian as he left Chicago were (seated l to r) Jack Louis, vice-president of Needham, Louis & Brorby, the agency; Sherman; Melvin Brorby, agency vice-president; leaning over is John Gordon, agency radio director.

Radio-Minded

WHEN WFMJ, Youngstown, went into operation in September 1939, the local Hume's Furniture Store began a radio campaign with daily spot announcements. Today Hume's has renewed for the third consecutive year on WFMJ with a schedule that reflects the place that radio has since assumed in the store's advertising appropriation—18 newscasts weekly; a quarter-hour weekly for Philco products; a quarter-hour weekly for Servel Electrolux and a schedule of spot announcements.

HAUSER FOOD PRODUCTS, Santa Monica, Cal. (sauce), in a 13-week campaign ending Nov. 4, is sponsoring the weekly *Ringside Olympic Fights* on KMTR, Hollywood. Firm's Southern California radio schedule also includes participation in Agnes White's *California Kitchen* on KFI and *Chef Milani*, on KMPC, once and twice-weekly respectively, as well as a weekly quarter-hour man-on-the-street *Boulevard Interviewer* on KNX. McElroy Adv. Agency, Los Angeles, has the account.

FOREST LAWN Memorial Park Assn., Glendale, Cal. (cemetery, mausoleum), on Aug. 15 started for 39 weeks, sponsoring a thrice-weekly five-minute transcribed program, *Miracles of Faith*, on KHJ, Hollywood. Association also sponsors the weekly quarter-hour *Your Singing Neighbor* with Harry Stanton, and a weekly 15-minute program, *Rhyme & Reason*, on KNX, that city. In addition, twice-weekly participation is used in Art *Baker's Notebook on KFI*, Los Angeles. Agency is Dan B. Miner Co., that city.

PAUL F. BEICH Co., Bloomington, Ill. (candy), on Aug. 18 started six-weekly 15-second transcribed announcements on WBBM, Chicago, for 13 weeks. Ferry-Hanly Co., Chicago, placed the account.

FALLS CITY BREWING Co., Louisville, has recorded its fourth series of announcements to be used on WHAS, Louisville, and 10 stations in the South. Bill Bryan and Ernie Rea, of WHAS, did the announcing.

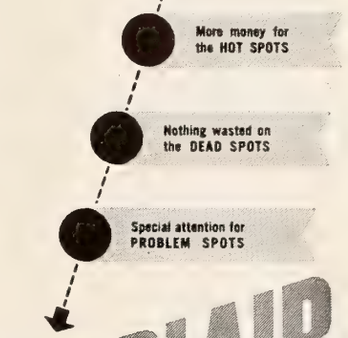
Joint Quiz Feature

NEW type of audience quiz program, *Air Cadets of America*, has started on the Arizona Broadcasting System (KTAR KYUM KVOA KGLU), Saturdays, 2-2:30 p.m., under joint sponsorship of Ben Hur Products Co., Los Angeles (coffee, tea, spices); Central Beverage Co., Phoenix (beverages); Nature's Products Co., Los Angeles (Nu-Glo); Family Kitchen Products, Phoenix (biscuit and pie crust mix); Victor's Food Products, Los Angeles (French dressing, sauce). Contracts are for 26 weeks, having started July 11. Copyrighted by E. J. Post Co., Los Angeles program builders, the weekly half-hour, directed to children, originates from KTAR, and is merchandised through club memberships, gold plated wing pins, model airplane kits, plane building, field meets for competition and scholarships in flying.

Swift Places

SWIFT & Co., Chicago, has placed one-minute spot announcements for Jewel shortening through J. Walter Thompson Co., Chicago. Announcements will be heard three to six times a week on the following stations: WBT WSJS WBIG WPTF WWNC WCSC WRVA WDBJ WFAA KTSM WALA WCOA WDSU KWKH WJDX WJBO KTBC KFDM KRIS KTRH WOAI WJAX WFLA WTOC WDBO WAPI WSFA WGST WMAZ WJAC WRBL WFBC WDOD WNOX WRC WTAR WBOC KVOO KOMA KVSO KADA KTOK KCRC KBIX KGFF KTCK.

SPOT BROADCASTING permits SPOT BUDGETING to fit each market's volume



JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

IN THE DETROIT MARKET

BUY

CKLW

—AT 800 KC. YOU GET:

—not only INCREASED coverage of the vast Detroit area proper, but a PLUS percentage of brand new listeners outside of this area. Thousands of new sales impacts for your product AT NO INCREASE IN RATES!

5,000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

5000 WATTS
Day & Night
Added night - time power, plus new directional antenna for greater efficiency day and night, brings new thousands of intermountain listeners within your reach over KDYL.
KDYL
The POPULAR Station
Salt Lake City
Representative: JOHN BLAIR & CO.
NBC RED NETWORK

Agencies

GRANVILLE RUTLEDGE, now with Young & Rubicam, New York, is slated to take over the advertising managership of the Florida Citrus Commission about Sept. 15, following resignation of L. W. Marvin, effective in October. Mr. Marvin, who became director of sales promotion of the Commission when it was organized in 1935, has been advertising manager for the last five years. During his tenure, more than $5,000,000 was expended for advertising Florida citrus fruits under the first State-sponsored type of industry program, which currently is again including radio.

RICHARD M. OUDERSLUYS, prominent in the market research field of Michigan for the last 10 years, has been elected president of Commercial Services Inc., 2011 Park Ave,, Detroit, a Michigan corporation specializing in market surveys and advertising studies. He was formerly with the Hooper-Holmes Bureau, and previous to that with Ross Federal Corp.

FRANK NEWTON, continuity writer of KSO-KRNT, Des Moines, Ia., and previously with Blackett-Sample-Hummet, has resigned to accept a similar position with Lord & Thomas, Chicago.

OSCAR LIEFFERS, formerly of Associated Adv. Agency, Los Angeles, has joined BBDO, that city, as account executive.

DOUGLAS MARSHALL, Toronto newscaster and producer, has joined Stanfield & Blaikie, Ltd., Toronto, as director of the radio division.

PHILIP J. MYGATT, formerly with J. Walter Thompson Co. in Hollywood and Sydney, Australia, has been appointed radio director of the Toronto office.

Ayer Names Ricketts

WILLIAM B. RICKETTS, of Princeton, N. J., has been appointed head of the F. Wayland Ayer Foundation, according to A. H. Batten, president of N. W. Ayer & Son, Philadelphia. Mr. Ricketts has been prominent for many years in the field of marketing and advertising research in this country, Canada and South America and has written on these subjects in the book, *Careers in Advertising*. A graduate of Washington & Jefferson and the Harvard School of Business Administration and formerly of the faculty of Dartmouth, Mr. Ricketts is a member of the American Marketing Assn., past president of the New York Market Research Council and a past director of the Taylor Society.



Mr. Ricketts

LAWTON CAMPBELL, New York vice-president in charge of radio for Ruthrauff & Ryan, was in Hollywood during mid-August for agency conferences on the CBS *Arkansas Traveler*, featuring Bob Burns, which starts Sept. 16 under sponsorship of Campbell Soup Co.

JACK RICHARDSON Jr., executive of Russel M. Seeds Co., Chicago, in charge of the Mennen account, is in Washington conferring with public relations officials of the U. S. Marine Corps in connection with NBC-Blue *Capt. Flagg & Sergeant Quirt* program which goes on the air Sept. 28.

ALBERT EICHLER, copywriter of Ruthrauff & Ryan, New York, and author of several successful books, has written a new novel titled *Big Bruiser*, to be published in early September by Phoenix Press, New York.

KELLY, Stuhlman & Zahrndt, St. Louis, has moved to new quarters in the Cotton Belt Bldg., 111 N. Fourth St., and has changed its name to Kelly, Zahrdnt & Kelly Inc.

WILLIAM J. McKENNA, formerly on the copy staffs of Young & Rubicam, and McCann-Erickson, New York, has joined the copy department of Sherman K. Ellis & Co., New York.

JOHN R. WHELAN, assistant production manager of Lord & Thomas, New York, has resigned to join New York Gravure Corp., as production manager.

TOM WRIGHT, of Young & Rubicam's New York publicity staff, is in Hollywood.

WICK CRIDER, radio publicity director of J. Walter Thompson Co., New York, on Aug. 20 left for his annual tour of radio editors.

DAVID L. MILLARD, formerly art director of Munroe F. Dreher Inc., New York, has been placed in charge of the agency's media and research department.

TOM TORRISON, formerly of Beaumon & Hohman, has joined Sidney Garfinkel Adv. Agency, San Francisco, as account executive and new business manager. Clara Peterson, also formerly of Beaumont & Hohman, has been named production manager of Garfinkel.

ARTHUR W. (Tiny) STOWE, formerly in Eastern radio and more recently program director of KSFO, San Francisco, has joined Stodel Adv. Co., Los Angeles, as production manager.

MRS. RICHARD W. GAMBRILL Jr., formerly radio director of Chicago Junior League, has joined the radio department of Reinecke-Ellis-Younggreen & Finn, Chicago, as script writer and production assistant.

JEFF WADE, executive of Wade Adv. Agency, Chicago, was in Hollywood during mid-August to discuss fall expansion plans for the thrice-weekly hour NBC *Lum & Abner* series, sponsored by Miles Labs.

JERRY HERDAN, formerly of Everett N. Crosby Ltd., Hollywood talent service, has established the Gerald S. Herdan Agency at 9127 Sunset Blvd., that city.

NEEDHAM, LOUIS & BRORBY has moved its Chicago office to 135 S. LaSalle St.

R. W. WEBSTER-ADV., Los Angeles, has moved to 527 W. Seventh St.

Aleshire to Ellis

EDWARD ALESHIRE, formerly vice-president of Benton & Bowles, Chicago, and previously manager of the radio departments of Lord & Thomas and Blackett - Sample - Hummert, Chicago, on Sept. 1 joins Sherman K. Ellis & Co., New York, as manager of the radio department. Mr. Aleshire replaces Lawrence Holcomb, who has resigned to take an executive position with a new magazine and do freelance radio directing.



Mr. Aleshire

L&T Names Long

FREDERICK A. (Ted) LONG, veteran program producer, has been appointed radio production director of the Chicago office of Lord & Thomas. Mr. Long was assistant director of radio of the Republican National Committee during the 1940 presidential campaign. At one time program director of CBS in Washington, and director of broadcasting of the New York World's Fair, Mr. Long came to Chicago from the New York office of Lord & Thomas where he was a program producer. His new production duties will include the direction of the thrice - weekly quarter - hour *Treat Time* program sponsored on CBS by Armour & Co., Chicago, and the half-hour weekly CBS *Wayne King and His Orchestra* program for Luxor Ltd., Chicago.

JOHN ORR YOUNG, co-founder of Young & Rubicam, who has been in retirement for several years, has opened consulting offices at 610 Fifth Ave., New York, and plans to offer advisory services in advertising and public relations.

RAINBO RECORD Co., 6400 Crenshaw Blvd., Los Angeles, is marketing a new blank recording disc. It is said to be one of the first to use the cold pressing process.

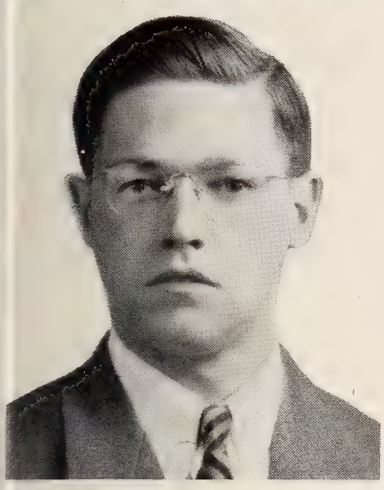
Within a five block radius
of WSOC over
three millon dollars of real
estate is under construction.

This is only a partial picture of the Charlotte Market's prosperity. See Headley-Reed or call WSOC for details.

CHARLOTTE, N. C.≠≠NBC RED

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE





TOM CARSON

IF YOU are interested in finding out something about (1) Spode China, or (2) Pedlar and Ryan radio accounts, Tom Carson probably can give you most of the answers. For Tom was once (1932-35) with the Spode China Importing Line, reputedly the largest English China concern in the business. Leaving dish and dinnerware importing in 1935, he joined Erwin Wasey & Co.'s New York office, holding down jobs in production, publicity and timebuying during a four-year stand with that agency.

In 1939 he became affiliated with the New York office of Pedlar & Ryan as a timebuyer. Currently, he is handling network and spot buying for the following Pedlar & Ryan accounts: Procter & Gamble's Camay, Chipso and Dash products, Bristol-Myer's Vitalis, Lady Esther and J. C. Penney & Co.

Since his advent in the timebuying field, Carson estimates he has bought over $5,000,000 worth of network and spot for his agencies' clients. As far as the forthcoming fall season is concerned, Tom predicted no radical changes in network or spot activity, though in all probability there will be a larger annual billing than last year's mark of some three million.

Tom gained his higher education at the U of Virginia, graduating in 1932 with a BA degree. Born in Kenosha, Wis., in 1912, Tom is single, six feet tall, soft-spoken and highly regarded in New York radio circles.

Joy in Portland

ROMANCE and family life played a large part in activities of staffmen of KGW-KEX, Portland, Ore., in recent weeks. First, Announcer Bob Thomlinson married Lucille Lamb. Then Hank Norton, continuity man, announced an heir, Henry Jr. Followed Don Green with the announcement of the advent of Don Jr., and within a few days Newsman Bob Thomas was blessed with twins. To cap it all, Jack Eichenberger, of the public relations staff, a few days ago married Vera West, daughter of R. D. West, Pacific Coast manager of Mantle Lamp Co.

Howard H. Wilson Plans Flat Fee Payment For Station Representation

A FLAT FEE plan of station representation has been announced by Howard H. Wilson of the Howard H. Wilson Co. station representatives. Under the plan outlined by Mr. Wilson, the station will pay a flat fee for representation based on gross national billing, with a sliding scale providing fee increases in proportion to amount of national business. Besides the flat fee, the station pays on all national billing a 1% commission which goes directly to the Howard H. Wilson salesmen who book the business.

Mr. Wilson intends to operate his representative firm entirely on the straight fee basis by Sept. 1, transferring his present stations from commission basis. The ability to render complete service to a selective list of stations and to cooperate closely with the individual station's local salesmen in developing local and regional business are among the advantages claimed for the plan by Mr. Wilson.

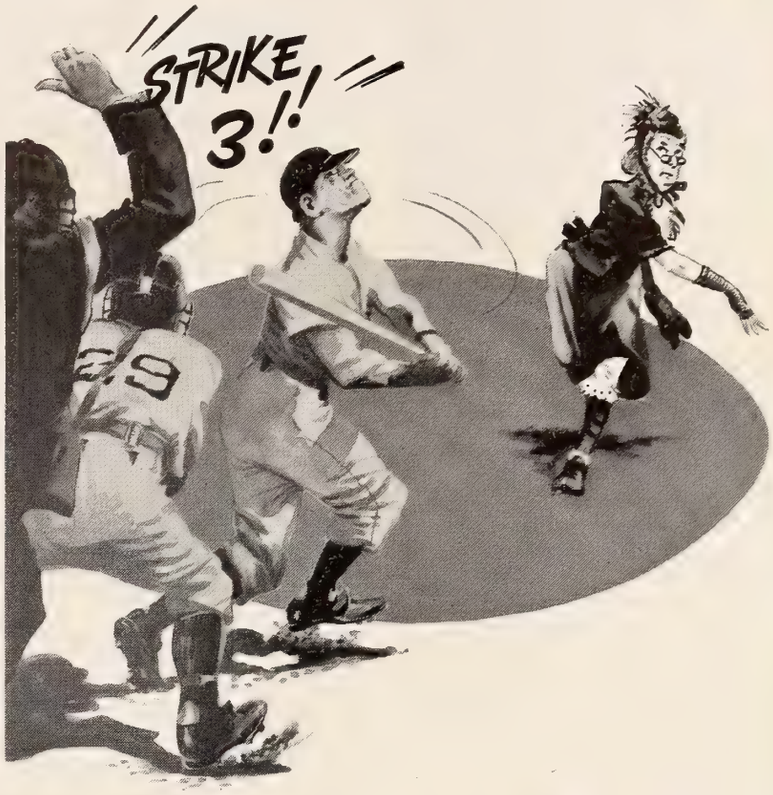
MGM Buys Radio Sketch

JERRY SCHWARTZ, of the CBS Hollywood continuity staff, has sold his original radio sketch, *Now We Are Twenty-One*, to MGM. Sketch was recently used on the CBS *Young Ideas* series. It will be turned over to MGM younger writers and directors for filming. Studio plans to have each writer and director do a sequence in the picture, with younger film players slated for various roles.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE NBC RED NETWORK

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Food for Thought
Good strategy this Fall calls for doing a big job in the booming Hartford Market — and on Hartford's No. 1 Test Station. The country's leading advertisers are proving the point — by using WDRC more than ever before!
Basic CBS for Connecticut

When you See this . . .



. . . Only then You'll See a Lower Cost than WTAM'S

$.000073 per FAMILY

WTAM, with its Primary Coverage Area of over a million and a quarter families, not only reaches more families but costs less per family.

Compare WTAM on this basis: Divide the 15 minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there. Go a step farther. Take a Survey . . any Survey and look at the number of actual listeners each station has, all day, all night, all week. WTAM leads. More listeners. More regular listeners. The "lowest-cost-per-ear" station in Cleveland.

That's why WTAM is the first choice of smart network, spot and local time buyers . . . coast to coast.

WTAM
CLEVELAND·OHIO
50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Where Sales Multiply
Air Castle of the South
W & WSM
50,000 WATTS CLEAR CHANNEL
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

CJOR's leadership in the Canadian Pacific Coast area is based on the solid foundation of service that has made CJOR the "favorite" of most regular listeners.

CJOR
Vancouver – Canada
1000 Watts 600 KC
National Representatives
J. H. McGillvra (U. S.)
H. N. Stovin (In Canada)

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN
Served by the
LAKE SUPERIOR RADIO GROUP
(not a wire network)
WHDF • WJMS • WATW
Houghton, Mich. • Ironwood, Mich. • Ashland, Wisc.
Group contracts save 25% on the three stations and 15% on any two stations
National Representatives:
BOGNER and MARTIN
295 Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Time Sales Tax

(*Continued from page 9*)

to yield between four and five billion dollars, "you wouldn't have to reduce sales volume by more than ½ of 1% to actually cost the Treasury more than the gross of the radio tax".

Mr. Alvord's memorandum, in a point-by-point analysis of the House Ways & Means Committee report, flatly denied that broadcasters possess "a valuable monopolistic privilege", that "the principal operators in commercial broadcasting earn high rates of return on relatively small investments" and thus "possess unusual taxpaying ability", and declared that radio should not be singled out "as the sole object" of a changed Federal policy under which public regulation should be paid for through special rather than general taxation.

Plenty of Competition

Speaking of the "monopolistic privilege" question, the brief stated:

"In the first place, a license to operate a radio station confers no monopoly on the licensee. Monopoly, of course, involves a lack of competition, and there is no lack of competition in the radio broadcasting industry today. Virtually no locality in the country lacks competitive broadcasting. No licensee has a monopoly of the listening public. Every licensee faces vigorous competition from other licensees, and some must compete with a score or more.

"Secondly, license renewal is more than a mere formality. It must be obtained on the merits.

"Third, improvements in the art are constantly making more frequencies available, and such developments as FM promise even wider opportunities in the future.

"In the fourth place, the broadcasting industry's only substantial source of income is from advertising, and radio certainly has no monopoly of advertising media. Radio commands less than one-eighth of the advertiser's dollar, and it must fight every inch of the way for that share."

Years of Losses

Speaking of the alleged "high rate of return on investment", the memorandum declared:

"It is true that the initial investment required to provide the physical equipment of a radio station is relatively moderate, but it is by no means insubstantial. However, while in some businesses the original outlay for physical equipment will suffice for many years, the radio broadcaster is in a field in which technical improvements may render his equipment obsolete almost overnight. As those improvements come along, he must put them into effect, even though a complete duplication of his physical facilities may be required. The new technique of FM, for example, already has forced extensive and costly additions to equipment.

"Obviously, no station can be expected to be profitable from its inception. In almost every case substantial operating deficits will be incurred for several years; and in a large number of instances these losses will continue for many years. The necessity for a very substantial investment over and above the cost of physical equipment is expressly recognized by the FCC—one of the more important requirements prescribed is that the licensee establish its financial responsibility.

"The rate of return earned on capital invested is not a fair single test of taxpaying ability. Capital is only one income-producing factor. Far more important than capital are the intangible factors, such as energy, imagination, initiative, managerial ability and above all, just plain hard work. A successful radio station is peculiarly the creature of these other factors."

On the public regulation question the brief said:

"The Federal Government regulates many industries, not radio broadcasting alone. Among them are the railroads, buses and trucks, commercial aviation, shipping, the electric power industry, the telephone industry and the telegraph industry. It has not been thought that the necessity for public regulation of these industries justifies a special tax upon them. The functions of the Federal Government, in so far as they represent regulation of business for the benefit of the public, have been consistently financed through general rather than special taxation. There is no valid reason for an exception in the case of the radio broadcasting industry.

Defense Problems

"The radio broadcasting industry will readily concede that if the long-standing policy of the Government is to be changed, and businesses regulated for the benefit of the public are to bear the cost of their own regulation, then the radio broadcasting industry should bear its fair share. It insists, however, that it should not be singled out as the sole object of such a change in policy. And in no event can the propriety of a charge to cover the costs of regulation be offered as a justification for the tax proposed by the pending bill."

In discussing objections to the tax, Mr. Alvord in the memorandum emphasized that even without the burden of a tax of the proportions of the one proposed the industry faces a difficult and uncertain period, since the defense program necessarily involves dislocations and disruptions of normal business activities. He pointed out that with declines in revenue actually possible and perhaps probable, depending on the effect on advertisers of priorities, bans on installment buying, and other factors, the prospect becomes more certain day by day that broadcasters' operating costs are going to continually rise, even if volume decreases.

An 'Amusement'

Recommending a 100% increase in the radio tax, Mr. Haggerty in his printed statement of last Friday declared that "those who secure yearly net profits in excess of 100%, after payment of present Federal income taxes, should not complain of the so-called burden of taxation." He commented also that such a tax would be neither excessively burdensome nor discriminatory, citing FCC income figures and comparing them with investment figures to attempt to show how well the industry could afford to pay the "proposed low taxes."

Analyzing the financial return statistics, from networks down to regional stations, he noted that although the relative return declined, net profit from these radio operations was "'many times the liberal rate of 8% or 10%" which is considered a high return on investments.

Mr. Haggerty also recommended the tax on an amusement levy basis, declaring that amusement and not advertising is the avowed function of radio broadcasting. Commenting that radio operators re-



DEEP INTO THE EARTH went the microphone of WKY, of Oklahoma City, to originate a special broadcast of a 100-voice choir brought there by R. G. Miller, editorial columnist of the *Oklahoma City Times* (holding panama). Occasion was a program describing the activities of the 4,000 tourists who visited Northwestern Oklahoma's alabaster caverns on a pilgrimage conducted by Mr. Miller. Here in the natural caverns 150 feet below the surface Mr. Miller and John Prosser, program director of WKY (at right of microphone) interviewed the visitors.

ceive an outright gift of monopolistic license from the Federal Government, he declared, "The opponents of this tax have enjoyed these valuable privileges so long, through the generosity of the Congress, that they apparently find it disagreeable to be called upon to pay their fair share of the costs of Government and of national defense."

Discussing the effects of the tax on networks, he charged that "network broadcasters and many of the larger radio stations can and do pay rebates and discounts, as well as agency commissions, ranging from 36% upward." Estimating that rebates and discounts, other than agency commissions, divert about $20,000,000 of yearly income otherwise coming to broadcasters, he observed that the proposed tax allows a deduction of no more than 15% for commissions.

On this basis, he claimed, by eliminating rebates and discounts networks and stations would save an estimated total greater than the estimated $12,500,000 gross of the tax. He declared a principal reason for advertising agencies' opposition to the tax lies in this possibility of a reduction or elimination of discounts and rebates.

Concluding, Mr. Haggerty came out for a substantial increase in the tax "because of the diversion of advertising from printed publications to radio broadcasting, with its resultant loss of thousands of job opportunities to printing trade workers."

Would Buy KSAM

J. C. ROTHWELL, manager of KSAM, Huntsville, Tex., and W. J. Harpole, commercial manager of KVIC, Victoria, Tex., will purchase KSAM for $3,500 if the FCC approves the pending application of H. G. Webster, C. N. Shaver and W. Bryan Shaver, owners of the licensee Sam Houston Broadcasting Assn., to transfer the station voluntarily to the new partners under the name of Radio Station KSAM. Both Harpole and Rothwell were at onetime part owners of the *Seminole Reporter* of Brady, Tex. KSAM operates on 1490 kc. with 250 watts daytime.

Stone Seeks KLBM

BEN E. STONE, general manager of KOOS, Marshfield, Ore., and secretary-treasurer of KVAN, Vancouver, Wash., would acquire KLBM, LaGrande, Ore., for an undisclosed amount if the FCC approves the application of Harold L. Findlay, licensee of the station, to assign KLBM voluntarily to Mr. Stone. Mr. Findlay who has managed the station since its inception in 1938 is former publisher of the *LaGrande Observer*.

Federal Radio Tax Protested by AFRA

Lawrence Tibbett Re-elected As President of Union

LAWRENCE TIBBETT was re-elected president of the American Federation of Radio Actors for another year in the closing session of the union's fourth annual convention, held in Detroit, Aug. 14-17. With no major problems on the agenda, the four-day session passed without excitement, its main achievement being the adoption of constitutional amendments altering the procedure of election of board members.

Virginia Paine, president of AFRA's Chicago local, was elected first vice-president of the national organization. Other vice-presidents elected were: Ken Carpenter, president of the Hollywood local; William Adams, president of the New York local; Ben Grauer and Gene Hersholt. George Heller was re-elected treasurer and Alex McKee was re-elected recording secretary. Emily Holt continues as national executive secretary.

Radio Tax Opposed

Hollywood was selected as the location of the 1942 convention, to be held in August with the exact date to be determined by the board. Convention adopted a resolution protesting the proposed tax on radio time sales as detrimental to the interest of radio employes as well as station owners.

Television was discussed in a general way to bring the members up-to-date on the situation in those cities in which video stations are already in operation, but no action was taken by the delegates. Plans for expanding AFRA's membership throughout the country and for organizing individual station staffs were also discussed at some length, but all action was referred to the board for execution when, where and as they see fit.

As amended, the constitution now provides that each local will nominate and elect its own board members, the nomination to be done by petition and the election by a mail referendum to obviate the need for special membership meetings of the locals. Formerly the local nominated members for the board, but the election was left to the delegates at the convention. Members at large, representing locals too small to have individual representatives on the board, were increased from two to three seats on the board. They will be elected at the convention each year.

A RECORD OF CLEARS
Book Reviews Achievements of CCBS Stations

DESIGNED to provide representative listening groups with a concrete case record of clear-channel broadcasting's history, accomplishments and problems, Clear Channel Broadcasting Service headquarters in Washington has published a 130-page presentation which will be circulated by the 16 member stations of the organization. The large easel-bound presentation, with 19 x 28 inch pages, was prepared from questionnaire data and supplementary studies by Victor M. Sholis, director, and Allan B. Miller, assistant director of CCBS.

Based on estimates drawn from data supplied by the 16 CCBS member stations, the new presentation, which combines pictorial and graphic illustrations with two-color page illumination, indicates that 25 clear-channel stations in the United States are on the air a total of 470 hours every day and 3,238 hours every week.

Estimates also showed that 7,245 hours annually are devoted by the 25 clear-channel stations to their own farm service programs, 3,750 hours to religious programs, 8,665 hours to educational programs, 31,650 hours to local programs by staff artists, 8,825 hours to serious music programs, and 1,906 hours to civic and public discussion programs—excluding programs provided through regular network service.

Shafer Seeks Inquiry On Military Censorship

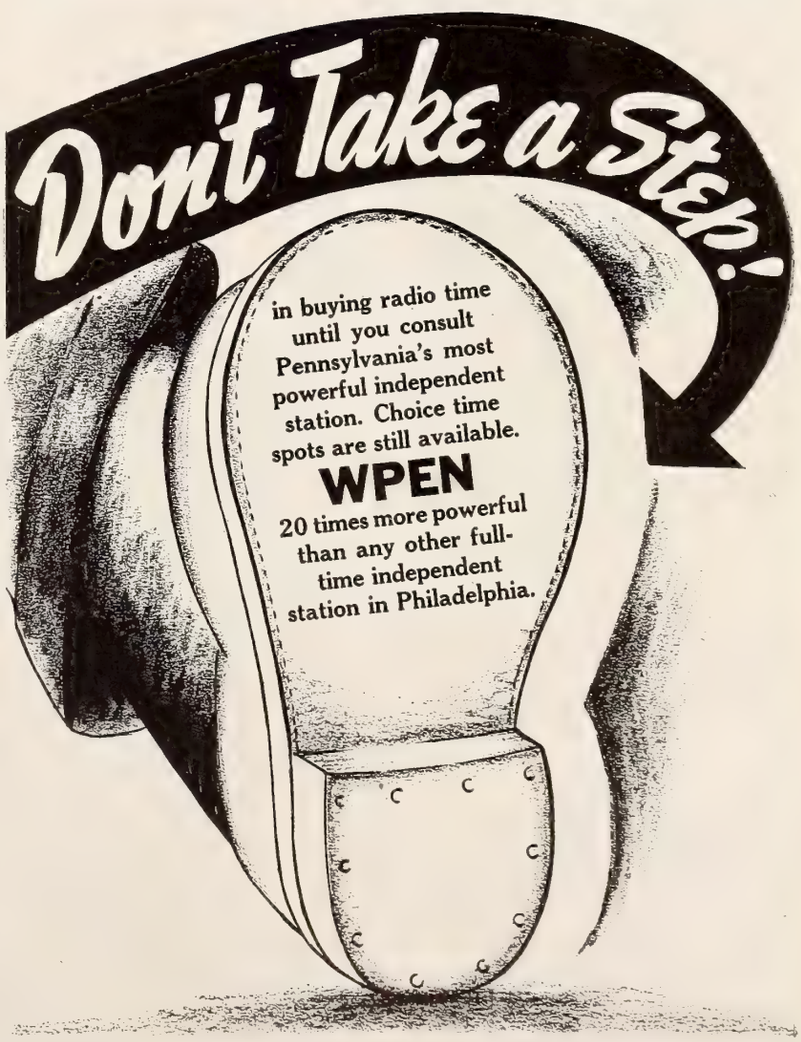
LOOKING into the threat of press and radio censorship, Rep. Shafer (R-Mich.) last Thursday introduced in the House a pair of resolutions calling upon the Secretaries of War and Navy to inform the House if any plan has been definitely formed to provide compulsory censorship of press and radio or whether censorship is being considered by the Departments or the Joint Army-Navy Board.

Earlier in the week Press Secretary Stephen T. Early, in one of the strongest denials coming recently from the White House, tore apart a press association report that President Roosevelt had approved an Army-Navy recommendation for prompt enactment of legislation imposing wartime censorship on all forms of communications, broadcasting, press and motion pictures. He declared the President had disapproved the plan.

Oil Firm Spots

NATIONAL REFINING Co., Cleveland, from Aug. 25 to Oct. 25 is conducting a campaign of one-minute transcriptions 12 times weekly on a list of 15 midwestern stations for its gas and oil products. Agency is Sherman K. Ellis & Co., New York.

THE newspaper *Diario Nuevo* of El Salvador has opened a new broadcasting station dedicated to the defense of the democracies, and will not accept advertising by totalitarian firms.



TESTING?
Reach a big chunk of Illinois . . . do your testing thru the DECATUR station,
WSOY
250 w. 1340. Full time. Sears & Ayer. Local help given.

Soon 610!
50 60 70 80 90 100 110 120 130 140 150
WSGN
The News Age-Herald Station
Birmingham

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

Reserve Your Copy of
1941 Iowa Radio Audience Survey
NOW
Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.
Write for it. No cost or obligation.
Address Dept. B
STATION WHO
DES MOINES, IOWA

IN ROCHESTER IT'S WHEC
BASIC CBS

EMPHASIZING the station's audience, KIRO, Seattle, in connection with its 50,000-watt operation, has sent to the trade a four-page black, white and yellow broadside tracing details of the campaign since it went to 50 kw. June 29. Replicas of power boost announcements and followup newspaper space, billboards and highway bulletins, taxi bumper strips, radio promotions, direct mail, and special publicity features, including a spread in the radio section of the *Seattle Post-Intelligencer* for June 29 are included, along with a large map of the nighttime primary area.

* * *

Bridge of Signs

THE famed "Bridge to Nowhere" of Port Arthur, Tex., built 10 years ago at a cost of $260,000, will become one of the nation's largest sign boards under arrangements recently made by Glenn Hewitt, manager of KPAC, Port Arthur, to make a station promotion sign of each 101-foot bridge arm.

* * *

Baseball Premiums

PONTIAC DEALERS of Southern California, Los Angeles, sponsoring a five weekly baseball broadcast on KMPC, Beverly Hills, Cal., are offering a baseball mitt, bat and ball to the writer of the best letter on "Who Will Win the World's Series and Why."

* * *

Magazine Tieup

NEWSTANDS in the listening area of WHN, New York, are displaying large red cardboard posters to promote the station's weekly mystery drama *The Avenger*, through a tieup by WHN with Street & Smith, publishers of the magazine *The Avenger*.

* * *

Chopsticks

CLAIMING the distinction of having the only Chinese announcer-m.s-newscaster in American radio, WWRL, New York, sent out a special news release with a pair of chopsticks attached to announce that C. Gus Chan had joined the station.

Merchandising & Promotion

Plugs for 50—Ghost Bridge—Sticks for Chan—News Schedules—Pennies in Glass

Covering the Food Show

WSAI, Cincinnati, again provides coverage of the 27th annual Cincinnati Food Show at the Cincinnati Zoo, Aug. 19-Sept. 1. A special WSAI booth was erected on the grounds and as much of the station's programs as possible will be released there, including descriptions of the Cincinnati Reds out-of-town baseball games. A mobile unit is to be used on the grounds for special pickups. Dewey Long, WSAI general manager, handled the station's participation in the exhibit.

* * *

List of Accounts

WBBM, Chicago, is sending all grocery wholesalers, drug wholesalers and drug chain headquarters in its primary area a monthly list of the WBBM programs that plug grocery store and drug products. Included on the list are the advertiser and product, time and day of program, sales results and type of program. Shown in a different color on the bulletins are the various offers or contests advertisers are running.

* * *

News Schedules

CAPITALIZING on the interest in newscasts, CFRN, Edmonton, Alta., has distributed to 19,000 urban and 11,000 rural homes in the Edmonton area *CFRN News Directory Cards*, listing every daily and Sunday newscast heard on the station. Each listing carries with it time and name of sponsor.

* * *

Tinkling Jar

TWO PENNIES, real ones, too, jingle daintily in a fruit jar sent to the trade by WIBW, Topeka. Jars are by Kerr, which is said to have received many thousand inquiries at 2 cents each in a campaign on WIBW.



ABOUT 500 of these bronze medals will be awarded this fall by WNAX, Yankton, S. D., to outstanding 4-H Club members in South Dakota, Nebraska and parts of Iowa, Minnesota and North Dakota. The awards were instituted last year by Charlie Worcester, WNAX farm service director. Apart from general cooperation with the 4-H movement in its area, highlighted by undertakings such as these annual awards, WNAX also pays the expenses of four prize-winning club members to the National 4-H Club Camp in Washington each year.

BROCHURES

WMAZ, Macon—Booklet giving facts and figures on WMAZ's listening area.

WROL, Knoxville—Offset printed booklet with studio views and coverage maps.

WEEI, Boston—Booklet *Let It Begin Here* describing WEEI's role in originating civilian defense programs in Massachusetts.

MBS—Third in series of brochures, *The Move Is to Mutual*, showing Blackett-Sample-Hummert clients using 21 quarter-hours on 76 MBS stations.

WWNC, Asheville—Brochure entitled "Poor Paperhanger—One Appendage Thives" in which the coverage and listener reaction to WWNC is shown with figures and coverage maps.

BETTER NUTRITION FOR DEFENSE

Woman Food Experts, Guests of WLW, Indicate Food Industry Is Making Diet Plans

PLEDGING the American food industry to full cooperation in the national defense program, a group of 10 leading women in the food field, meeting in Chicago recently under sponsorship of WLW, Cincinnati, indicated the industry is organizing to afford better balanced menus and make food information available to home makers. The food experts, guests at a WLW luncheon at the Drake Hotel, participated in a forum discussion later broadcast via transcription on Jane Sheridan's *Homemakers' Review* on WLW.

Taking its cue from the National Nutrition Conference for Defense, held in Washington May 26-28 at the request of President Roosevelt, the Chicago meeting brought the experts together to correlate for WLW listeners their best thoughts on the growing importance of nutrition in the national defense scheme.

Members of the discussion group included Rose Marie Kiefer, executive secretary, National Assn. of Retail Grocers; home economics directors, including Marjorie Childe Husted (Betty Crocker), General Mills, Jeanette Kelley, Lever Bros., Doris Tisdale, Standard Brands, Jean Allen, Kroger Grocery & Baking Co., Eleanor Ahearn, Procter & Gamble, Mary Dahnke, Kraft Cheese Co., Marie Sellers, General Foods Co., and Marie Gifford, Armour & Co. Jane Sheridan, WLW home director, was in charge of the program, which also presented Robert E. Dunville, general sales manager of the broadcast division of Crosley Corp., and Walter Callahan, WLW Chicago sales manager.

Interviewed by Miss Sheridan, the guest experts explained how their companies are intensifying efforts to closely ally themselves with the task of educating consumers in the job of planning nutritious meals.

KINY
"The Friendly Voice of the Capital"
KINY is the only Alaska station with a consistent audience over a radius of 500 miles.
Executive Offices
Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Merchandising Setup in Latin Nations Included in Crosley Rebroadcast Net

THE Crosley Latin-American network, Cadena Radio Inter-Americana, began operation in mid-June with 13 longwave and 15 shortwave stations below the border picking up and rebroadcasting programs in Spanish originated at WLWO, Crosley 75,000-watt shortwave station in Cincinnati.

A month later, July 15, the network got its first commercial program, *El Noticeiro Mundial*, a quarter-hour news summary broadcast seven days a week under the sponsorship of Bristol-Myers Co. for Ipana, Sal Hepatica and Vitalis. Currently the series is heard on several stations, but if the 26-week test proves successful, more will be added. Program was placed by Boclaro Adv. Agency, New York.

Longwave affiliates are:: XEB, Mexico City; TGW, Guatemala City; HRN, Tegucigalpa, Honduras; TIP; San Jose, Costa Rica; HP5C, Panama City; OAX4I, Lima; CMCK, Havana; YV5RB, Caracas, and YVIRF, Maracaibo, Venezuela; HJDK, Medellin, HJCB, Bogota, and HJEL, Cali, Colombia; HC2AJ, Guayaquil, Ecuador. Shortwave stations are: XEBT, Mexico City; TGWA, TGWB, TWGC, Guatemala City; two shortwave stations affiliated with HRN, Tegucigalpa; YSDN, San Salvador, El Salvador; HP5B, Panama City; OAX4J, Lima; COCO, Havana; YV5RM, Caracas; YVIRX, Maracaibo; HJDE, Medellin; HJCD, Bogota; HC2AK, Ecuador.

Others to Join

WIAC, San Juan, Puerto Rico, will join the network when it begins operations in late September, and negotiations are under way for an affiliate in Buenos Aires, according to Bernard Musnik, New York representative for WLWO and CRIA. Mr. Musnik was formerly associated with Radio Cite in Paris.

Present network covers only the territory known as the "quarter-sphere", he explained, including all Central America, the Caribbean islands, Colombia, Ecuador, Peru and Venezuela. Decision to confine CRIA to this area, he said, was based on the fact that 50% of all Latin American business comes from the quarter-sphere and because of governmental restrictions in other countries which make it difficult for North American firms to do business. In addition, Brazil was excluded because of the language situation, its population speaking Portugese, whereas all other countries use Spanish.

Two main considerations were given to the selection of affiliates, he stated. First, they must be technically equipped to pick-up and rebroadcast the WLWO programs without loss of quality. This did not present much of a difficulty, he explained, because the super-power of WLWO enables it to lay down a strong, clear signal throughout Latin America. The chief qualification was that the stations have live progressive management, willing to give CRIA advertisers the same type of merchandising which has been successfully used in this country by WLW.

Merchandising Service

"We offer advertisers not merely a rebroadcast service," he stated, "but a complete merchandising plan like that of WLW, which has already aroused considerable interest among export advertisers." He declined to release the network's rates for publication, but said three quarter-hour programs a week on the complete network could be purchased for less than $700 weekly.

WLWO program service, all in Spanish and all available for rebroadcasting by all affiiates, includes many special events, both political and sporting. Regular features include a daily summary of editorials from the Latin American press and the Sunday operas given at the Cincinnati Zoo. Coordinator of the network, in charge of its station relations, is A. Rojas Villalba, former manager of the overseas department of Gotham Adv. Co., New York.

Parker's Latin Series

PARKER PEN Co., Janesville, Wis., recently started a series of 26 weekly half-hour broadcasts in Spanish and Portuguese on NBC's international stations, WRCA and WNBI. Titled *Ritmo* v. *Danza*, the broadcasts will feature recorded popular American music, Mondays at 8:15 p.m. in Spanish and at 6:30 p.m. in Portuguese. Agency is Blacket-Sample-Hummert, Chicago.

'America Thinks'

TO INTERPRET to the people of Latin America present public opinions in the United States, WRCA, NBC's international station, is broadcasting a daily quarter-hour series *America Thinks*, the material being supplied by Maurice English of the International Division, with Mario Silveira and F. J. Lara of the Spanish section alternating as Spanish commentators. Also heard regularly on WRCA and WNBI each week is a half-hour program of music by Vincent Lopez' Orchestra, with Portuguese announcements by M. Cardoso of the international staff.



New Swan Serial

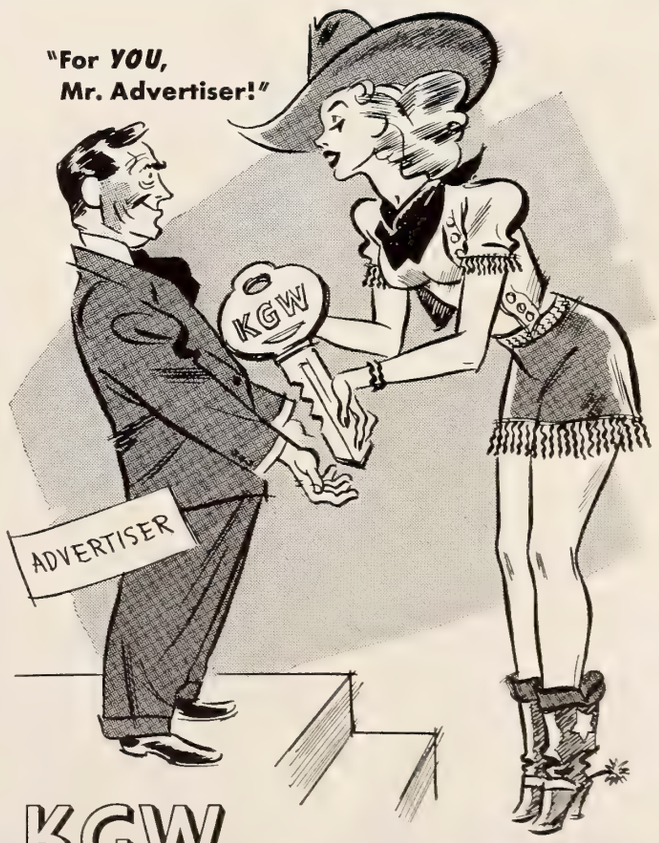
LEVER BROS. Co. (Swan soap), on Aug 25 started a new serial, *Bright Horizon* or *The Story of Michael West* on 34 CBS stations, Monday through Friday 11:30-11:45 a.m. with repeat at 2-2:15. "Michael West" is the name of a character in the *Big Sister* serial now heard for Rinso at the same time. It is understood Young & Rubicam, agency handling the new show, purchased the right to the character and title from Ruthrauff & Ryan, agency handling *Big Sister*, which will be shifted to 12:15-12:30 p.m., cancelling its repeat broadcast as of Aug. 25.

Senate Approves Plan For Census of Defense

IN A MOVE to expedite the supplementary survey activities of the Census Bureau, and at the same time clear the decks for a comprehensive census study of defense industry, the Senate has approved a bill (S-1627), introduced by Senator Bailey (D-N. C.), chairman of the Senate Commerce Committee, providing for a quinquennial census of industry and business, starting in 1943.

The five-year census studies in the manufacturing and business fields would be conducted at the same time rather than at two and five-year periods, respectively, as provided under present law. The measure was strongly backed by the Census Bureau, and has been referred to the House Committee on the Census. Favorable House action on the measure is expected shortly after the House reconvenes Sept. 15 for regular sessions.





WTSP

(St. Petersburg)

JOINS

MUTUAL

On August 4th Radio Station WTSP, serving St. Petersburg and the Tampa Bay Area of Florida, joined the MUTUAL BROADCASTING SYSTEM. Now WTSP is bringing the splendid programs of Mutual to this rich market, attracting even more listeners than before and paying bigger dividends to advertisers using this station.

W T S P

St. Petersburg TIMES Affiliate

A REGIONAL STATION

R. S. Stratton, Manager

St. Petersburg, Fla.

Represented by

Theis & Simpson Co., Inc.

New York • Chicago • Detroit
Atlanta

KLRA

LITTLE ROCK

ARKANSAS

Is the Only Columbia Outlet in ARKANSAS

•

OVER 1000 new homes are now under construction in this defense area where over $150,000,000 in defense orders are being spent.

5000 WATTS DAY & NIGHT

THE KATZ AGENCY

National Representatives

Franchise Tax

(*Continued from page 7*)

mission takes will be in the nature of recommendations to Congress for amendment of the Communications Act of 1934.

The rules committee feels there is precedent for such a tax both in Federal and State laws. The Federal Power Commission, for example, it is understood, fixes annual charges on the basis of maximum horse-power authorized by license, and for the last 20 years has made collections approximately equal to the cost of regulating power companies.

The proposed amendments drafted by the Rules Committee would levy an excise tax on gross receipts in excess of $25,000 on all persons engaged in broadcasting as well as on the gross receipts of common carriers. The definition of gross receipts would be extremely broad, embracing money received from the sale of time or programs, including commissions paid, whatever their nature. Networks would calculate their gross receipts on the same basis except that money paid as compensation to affiliates would be deducted, but included in the gross receipts of station licensees.

The $25,000 exemption for broadcast stations apparently was decided upon as constituting the average demarcation between profitable and non-profitable operation.

The rules committee plan presumably would be designed to raise sufficient money in each fiscal year to offset the amount appropriated by Congress and spent by the Commission for the prior fiscal year. Amateur and safety of life services would be excluded. The proposed statute recommended by the rules committee would specify the precise percentage of Commission overhead to be borne by each branch of communications. The funds collected would be paid into the Treasury.

Defense Costs Excluded

National defense expenditures, for the far-flung monitoring and foreign propaganda service established during the last two years, would be excluded from the funds recovered. The Commission estimates that approximately $2,150,000 would be involved in the excise tax plan with common carriers contributing approximately 51% and the broadcasting industry about 49%.

The proposed statute itself would set out that all industries affected would pay to the United States an annual excise tax based on the percentage of engaging in communications. It would set forth that the broadcasting industry should contribute 49% of the total amount; telephone industry, 25%; wire line telegraph, 8%; cable, 4%, and radio telephone-telegraph, 14%. Collections would be made by the Bureau of Internal Revenue for the District in which the company maintained operations with quarter annual installments optional. In the event of default, a 5% penalty would be imposed for the first month and 3% for succeeding months.

Station in New Mexico Plans September Debut

DESPITE difficulties in obtaining materials necessary for the construction of the new KTNM, Tucumcari, N. M., Lester Q. Krasin, general manager and half-owner of the new local, announces that operation is expected to begin in latter September. Construction permit was granted June 24 to the partnership of Mr. Krasin, a radio technician, and Otto A. Krutzner, owner of an auto body reconstruction business in Las Vegas, N. M., to operate on 1400 kc. with 250 watts.

Mr. Krasin will be chief engineer, with Stu Morrison, of Tucumcari, commercial manager. Balance of staff has not yet been selected. A Gates transmitter has been purchased and speech equipment will be composite. Antenna, to be constructed locally, will be a tubular steel-guyed tower.

Carnation Extends

CARNATION Co., Milwaukee, on Sept. 1 is increasing its sponsorship of the *Carnation Bouquet* variety program on KYW, Philadelphia, and WSYR, Syracuse, from two to three times weekly. The company also sponsors Arthur Godfrey via transcriptions twice-weekly in 35 cities, and on Sept. 1 will shift three of those stations, WGN, KHJ and WWJ, to the quarter-hour *Bouquet* program for thrice-weekly presentation. Agency is Erwin, Wasey & Co., New York.

AGENCY *Appointments*

MEYER BROS. DRUG Co., St. Louis (Sherton wine tonic), to Jimm Daugherty Inc., St. Louis. Radio and newspapers to be used.

KEVO PRODUCTS Inc., Los Angeles (health food drink), to Eugene F. Rouse & Co., that city. Currently formulating fall radio plans.

AFTA SOLVENTS Corp., New York, to Gelles Adv. Agency. Said to use radio.

ENGELS & KRUDWIG Wine Co., Sandusky, O. (E & K wines), to Sterling Beeron Inc., Toledo. Said to use radio.

HUNTER PRESSED STEEL Co., Lansdale, Pa. (steel springs), to John Falkner Arndt & Co., Philadelphia.

40 FATHOM FISH Inc., Boston, to Smith & Sweeney, New York, to handle entire line of canned seafood.

DURHAM DUPLEX RAZOR Co., Mystic, Conn., to Erwin, Wasey & Co., New York, for all products, including razors, Enders Speed shaver and blades, Marathon single and double-edge blades, Wade & Butcher cutlery, and Duplex Dog Dressers. No advertising plans made as yet.

Insurers Spots

TRAVELERS CASUALTY Insurance Co., Chicago, is sponsoring quarter-hour program six times weekly on WDZ, Tuscola; WROK, Rockford; WTAX, Springfield, and quarter-hour *Musical Clock* thrice-weekly on WBBM, Chicago. Affiliate company, Michigan Casualty Insurance Co., Detroit, is using six quarter-hour participations weekly on *Mrs. Page's Program*, WJR, Detroit, and five quarter-hour participations weekly on *Happy Joe*, CKLW, Windsor. More stations will be added in Illinois and Michigan. First United Broadcasters, Chicago, is agency.

6:00 A. M. ...and 600 Strong!

They're singing in the TVArea.

Recently, a Sunday morning sponsor invited listeners to an old-fashioned singing bee in the WNOX 600-seat studio. It was jammed by 6:00 a. m., with crowds turned away.

Yes, they're singing in the WNOX-TVArea, and they start early. They sing because they're happy: happy because normally good times in the rich and fertile Tennessee Valley are now better. Better because of TVA's vast dam-building program, stepped-up aluminum production, overtime working of mills and factories, all industry at peak capacity. Work is plentiful; payrolls are big.

And as happy WNOX listeners sing, your sales message will sing, too, when aired over this popular station of the TVArea.

5,000 W. DAY
500 W. NIGHT
★
C.P. GRANTED
10,000 WATTS
FULL TIME
★
CBS
990 Kc.
★
Affiliated With THE KNOXVILLE NEWS-SENTINEL

A SCRIPPS-HOWARD RADIO STATION

WNOX

KNOXVILLE, TENNESSEE

NATIONAL REPS.:

THE BRANHAM COMPANY

Access to Radio Plants Denied in Anti-Spy Move

A WARTIME move barring access to the premises of wire or radio communication companies, including manufacturing, of representatives of any foreign government, persons, associations or corporations, was announced last Friday by the Defense Communications Board, of which FCC Chairman James Lawrence Fly is head. A resolution adopted by DCB served notice to all such companies that on account of the "importance to national defense of the plants and facilities of the communications industry," it appeared desirable to restrict free access.

Companies were requested to take all measures necessary to insure that access to premises containing communications equipment or facilities other than those necessarily open to the general public, be restricted to employes, federal, state or local Government officers acting in their official capacity and other persons considered necessary by the management in the conduct of its business. Specific mention was made of exclusion of representatives of foreign governments or companies. Broadcasting operations are not covered in the order.

Occident Flour Spots

RUSSELL-MILLER Milling Co., Minneapolis, on Sept. 1 starts a fall campaign for Occident Flour, using an average of 10 announcements weekly on the following stations: WMAS WDEV WKNE WTAG WBEN WSYR WSLB WKOK WBRE WGBI WHBC WJAC WCED WHO WNAX WDAY WTAQ KSTP WJMS WHDF WDMJ KFIZ WMAM WKBH CJIC KFBB KGCX KGVO KGHL KFYR and KFJM. On WEBC, WMFG and WHLB, Occident Flour also will be promoted on six weekly quarter-hour newscasts in Finnish; on WFHR, once weekly on the *Man-on-the-Street* program; on WLS, thrice-weekly participations on the *Homemakers Program*; on KSTP, weekly participation in the *Household Forum*; on WDAY, the Z-Bar Network, KGHL and KFYR, with quarter-hour weekly transcriptions of the *Frank & Julia* series, used by the company for last year's campaign. Agency is N. W. Ayer & Son, New York.

Libby Tests Serial

LIBBY, McNEILL & LIBBY, Chicago (canned fruit juices), will test a quarter-hour transcribed serial, *Terry & the Pirates*, adapted from the newspaper comic strip, on WGN, Chicago, and KMBC, Kansas City, starting Sept. 29. Agency is J. Walter Thompson Co., Chicago.

Milligan Changes Post

LAWRENCE MILLIGAN, account executive of Blackett-Sample-Hummert, Chicago, has resigned to join Sherman & Marquette, Chicago, in an executive capacity. He had been with B-S-H eight years, handling the Procter & Gamble account.

TRANSCRIPTIONS for the quarter-hour weekly *Musical Mediations* program sponsored on 12 stations by Omar Flour Co., Omaha, are being cut by NBC Radio-Recording, Chicago. Hays MacFarland & Co., Chicago, handles the account.

ASCAP Situation

(*Continued from page 12*)

full network profits. Only initial negotiations by Mutual would have established a permanent formula adaptable to its operations, rather than a network formula which would have been prohibitive and disastrous to the stations involved in a Mutual operation.

"Four—The establishment of the now accepted principle that networks and stations have to negotiate separately and individually for the return of ASCAP music to the air, so that listeners would not continue to be deprived of this catalogue.

"Five—Up to this date, all functioning industry organizations were exerting their influence against a policy of negotiating a basis for the return of ASCAP music to the networks and stations."

Court Delay

Hearing on the ASCAP motion to have BMI eliminated from the suit filed jointly by BMI and Edward B. Marks Music Corp. against ASCAP in the New York Supreme Court has been postponed until Sept. 15 from the originally scheduled date of Aug. 18. The proposed ASCAP suit against BMI, NAB, CBS and their officers will of course be dropped unless some hitch should develop to prevent the consummation of the NBC contract.

ASCAP has taken no action toward working out a method of permitting the use of ASCAP music by broadcasters, restaurants, taverns, etc., in Florida, where the anti-ASCAP law, recently upheld by the United States Supreme Court, prohibits the users of music from being required to deal with a combination such as ASCAP. It is reported, however, that conversations between ASCAP officials and the attorney general of Florida have resulted in a plan whereby ASCAP music will be made available to users on a dual basis, either through the society as formerly or by individual arrangements with the publishers and writers holding the copyrights on the music desired by the user.

BMI Disc Policy

When the network negotiations are concluded, ASCAP's attorneys, it is understood, will write a letter to the Attorney General describing this proposed plan of operation and showing how it falls within the law, to which the Attorney General will reply with a letter of approval of the proposed operations.

By enabling the Florida citizens who wish to use ASCAP music to deal directly with the individual copyright owners as well as through ASCAP, the society will be conforming with the terms both of the State law and of the Federal consent decree, it was explained.

Meanwhile, BMI has announced that as of Sept. 1 it will stop the use of its music via transcriptions by stations which are not BMI subscribers. Previously, BMI had made no effort to curb this practice, partly because it gave additional performances of BMI tunes but chiefly so as not to interfere with the placement of commercial musical programs making use of BMI music. In the case of these latter programs after Sept. 1 BMI states that it will set a per-program fee which can be paid either by the station or the sponsor if the stations he schedules do not want to take out blanket BMI contracts.

WKBN Goes Fulltime

ALMOST on the eve of its 15th anniversary, which is Sept. 26, WKBN, Youngstown, was scheduled on Aug. 25 to go to fulltime operation on 570 kc., terminating its former time-sharing with WOSU, Ohio State U station at Columbus, which has been granted 5,000 watts limited time on 820 kc. Dignitaries, including Gov. Bricker of Ohio and Gov. James of Pennsylvania, along with William S. Paley, CBS president, were scheduled to extend greetings via transcriptions. WKBN will operate with its present power pending installation of a new transmitter which will enable it to operate with its assigned 5,000 watts.

Buying 'Touchdown Tips'

MORE THAN 20 advertisers in as many cities have already contracted for fall sponsorship of the second annual edition of *Touchdown Tips*, recorded football series syndicated by NBC Radio-Recording Division in 13 quarter-hour programs, to start Sept. 12 with the opening of the football season. Sam Hayes, West Coast sportscaster, predicts scores of 30 leading college games each week and points out general trends. The transcriptions are produced in NBC's Hollywood studios and sent air express to the stations taking the series, which are WEAF WFIL WWDC WEBR WRAW WDBJ KVOD WPID WTBC WPIC WAKR WLOF WMC WMBR WLAC WGAL KLRA WCOA KDYL WBRE KGHL WMBS and WSJS.

Huffington to WPID

APPOINTMENT of Walter Huffington as general manager of WPID, Petersburg, Va., and Bill Steadman as program director, has been announced by R. B. Huber, president. Huffington, for three years traffic manager of WPTF, Raleigh, and Steadman, formerly chief announcer and publicity director of WGTM, Wilson, N. C., succeed Lee Chadwick and Ben Miller, respectively, resigned.



KSD—The Post-Dispatch Station

St. LOUIS • 550 KC • NBC Red

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

TOLEDO

A Fort Industry Market

Two Decades of Service To Northwestern Ohio and Southern Michigan!

PROOF OF PERFORMANCE

Represented by

KATZ AGENCY

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO

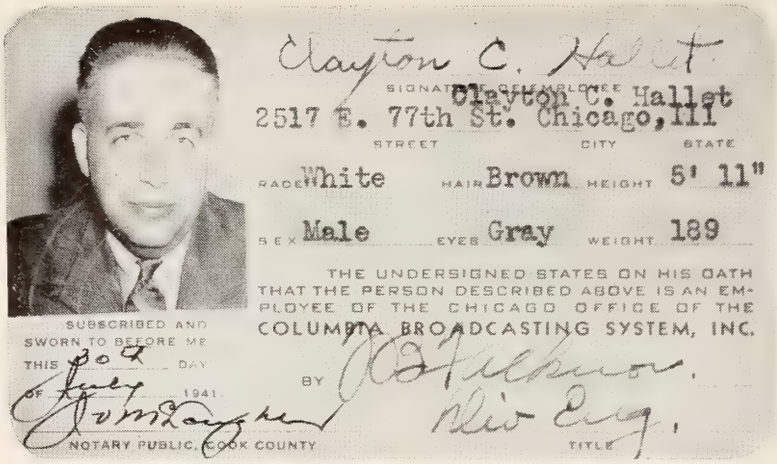
New Crosley Processes Aid Air Corps Material

WITH announcement last week of an award by the U. S. Air Corps of two additional contracts for certain aviation equipment to the Crosley Corp., Cincinnati, it was revealed that manufacturing processes developed in the Crosley laboratories will make it possible to substitute ordinary steel, in making this equipment, for aluminum and special alloy steel, at no sacrifice in weight, and will result in saving many tons of aluminum. The two additional contracts, totaling about $1,200,000, will bring to five the jobs that have been recently awarded to Crosley by the Air Corps, according to R. C. Cosgrove, Crosley vice-president and general manager.

Instead of aluminum die castings and chrome molybdenum forgings formerly required in making this aviation equipment, Crosley research engineers have shown it to be possible to substitute steel drawings and steel punchings, processed by hydrogen brazing, resulting in a slight saving in weight as compared with the material formerly used.

Glass Disc Advantages Are Claimed by Presto

PRESTO RECORDING Corp. reports its new glass base disc during the last month has been shipped to 14 foreign countries, including the tropics, and that neither high temperatures nor humidity had affected their recording characteristics or playback life. Because of this advantage, Presto states the cellulose-coated master discs have almost completely replaced wax masters formerly used by some foreign record manufacturers. Besides orders from the larger Central and South American countries, Presto reports shipments to the Philippines, India, Dutch East Indies, Portugal, Malaya, South Africa and Egypt.



IDENTIFICATION CARDS, designed by Chief Engineer Frank Falknor of WBBM Chicago, have been issued to the station's engineering staff. The cards, which must be carried by WBBM's 40 engineers at all times, are used in lieu of badges to prove identification when working on remotes. All have been fingerprinted with the FBI providing equipment.

FM in Pittsburgh

FM WILL BE heard regularly for the first time in the city of Pittsburgh as well as the State of Pennsylvania when W47P, FM adjunct of WWSW, Pittsburgh, goes on the air Aug. 28 from the Allegheny County Fair in South Park, Pittsburgh.

Video Guild to Hear See

HAROLD P. SEE, in charge of NBC's mobile television unit, will speak on the art and practice of outside pickups at the August meeting of the Television Guild, to be held Aug. 28 at the Aberdeen Hotel, New York.

WOSH are the call letters assigned to the new local in Oshkosh, Wis., authorized to Howard H. Wilson, Chicago station representative [BROADCASTING, Aug. 4].

BBC USING WOMEN
Technicians Being Trained to Take Radio Posts

AS A WARTIME experiment, British Bradcasting Corp. has started a six-week training program for women between 21 and 35 to become technicians in control rooms, recording centers and transmitters. BBC has set up its own training school for candidates, who go through two special courses of instruction before being placed on the job. Although the presently contemplated posts are more or less routine, BBC has indicated that trainees may become eligible for more advanced jobs, such as program engineers.

The first part of the six-week course covers both theoretical and practical work, with emphasis on lectures covering the organization of the BBC engineering division, the wartime system of wireless transmission, studio equipment, microphone control desks and panels, and outside pickups.

Following this "A" course, candidates work four weeks under an expert instructor in control or recording rooms, watching the actual handling of programs and gradually taking over some of the work. Upon completing the six-week instruction period successful candidates to working posts.

WOV Hearing Set

NATIONAL LABOR Relations Board office in New York has set Sept. 18 to hear the charges of American Communications Assn., CIO union, against WOV, New York. Union filed its charges of unfair labor practices last winter, following a breakdown in negotiations which culminated in a strike of technicians, announcers and office workers at WOV on Nov. 3 [BROADCASTING, Nov. 15, 1940], at which time the station management accused the strikers of sabotage.

WCBX, WCRC GET MORE FREQUENCIES

ADDITIONAL frequencies were authorized Aug. 19 to WCBX and WCRC, international shortwave stations of CBS at Brentwood, Long Island, N. Y., when the FCC granted modification of their construction permits to add the 6060 and 21520 kc. channels to both stations as well as the 6120, 6170 and 21570 kc. channels which are to be shared by WCBX, WCRC and WCAB, Philadelphia. WCBX, under construction, had originally been granted its construction permit to share on 17830 kc. with WCRC; share on 9650, 11830, 15270 kc. with WCAB and WCRC; and operate unlimited on 6120, 6170 and 21570 kc. WCRC, also being built, had been authorized to share on 6060, 21520 with WCAB; share with WCBX on 17830 kc.; and share 9650, 11830 and 15270 kc. with WCAB and WCBX.

The Commission granted special authorization to Philco Radio & Television Corp. to operate its present experimental television station W3XE for a period of 60 days from Sept. 1 on channel No. 3 (66,000-72,000 kc.) pending furnishing of additional engineering data required by the FCC to pass on Philco's pending application for a commercial television station. Action was to enable the Philadelphia area to have scheduled television program broadcasts as soon as possible.

St. Louis FM for CBS

CBS was awarded its fourth commercial FM station when the FCC last Tuesday authorized a construction permit for a new outlet in St. Louis, to operate on 45.9 mc. and serve a 13,000 square mile area. The proposed transmitter site is in the Mart Bldg., 12th and Spruce Sts., also home of KMOX, CBS owned station in St. Louis. Other CBS construction permits for FM stations are held in Hollywood, Chicago and New York. Grant brings the total FM grants by the FCC to 54.

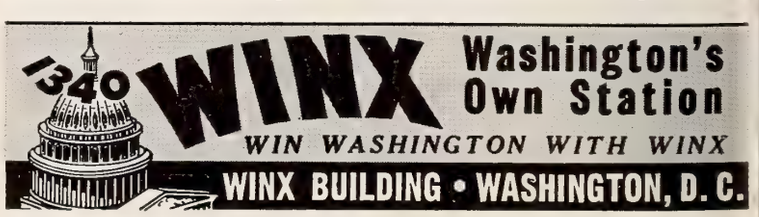
Memorial to Fessenden

ROANOKE Island, N. C., not far from Kitty Hawk, where the Wright brothers carried out their first flight experiments, is the site of a $100,000 memorial that has been dedicated to the late Reginald A. Fessenden, the radio inventor. It was on Roanoke Island that Dr. Fessenden established two-way radio communications with Hatteras about 40 years ago.

FM Receiver Plans

FM RADIOS will account for 80% of the volume of business during 1942 of Stromberg-Carlson Tel. Mfg. Co., Rochester, according to Dr. Ray H. Manson, vice-president and general manager, who stated that its 1942 line would be introduced shortly. Two FM engineering developments will be incorporated in the radios, including automatic range shifting and a simplified push-button control for both FM and standard broadcasting.





in the CONTROL ROOM

T. E. La CROIX, KFAC, Los Angeles, engineer, on Sept. 1, joins NBC Hollywood in a similar capacity. He succeeds Don Scheuch, who resigned to return to U. of California.

HENRY T. BAILEY, of Gadsden, Ala., has joined the engineering staff of WLAG, LaGrange, Ga.

ANDY ANDERSON, chief technician of KTAR, Phoenix, and a licensed pilot, has been commissioned a deputy in the Maricopa County Sheriff's air squad, a civilian defense unit.

VINCENT CHANDLER, chief engineer of WMUR, Manchester, N. H., is the father of a baby boy, born Aug. 13.

TED KALIN and Fred Brill have joined the engineering staff of WELI, New Haven, replacing John Reilly, recently appointed chief engineer of the new WSRR, Stamford, Conn. and Joseph Austen, who has joined WEIM, Fitchburg, Mass.

DENZIL PULLEY, formerly of WSIX, Nashville, and WHUB, Cookeville, Tenn., has joined the new WGAA, Cedartown, Ga., as chief engineer.

LEONARD DOESE, chief engineer of WIBU, Poynette, Wis., is the father of a boy born Aug. 12.

JOHN AUSTEN, formerly of WELI, New Haven, Conn., has joined the technical staff of WEIM, Fitchburg, Mass.

GENE GOLDRUP, chief engineer of KGMB, Honolulu, and KHBC, Hilo, recently resigned and plans to settle on the mainland.

HARRY A. TURNER has been appointed production supervisor of Universal Microphone Co., Inglewood, Cal.

ROBERT CONNOLLY has been named acting chief engineer of WHAT, Philadelphia, succeeding Lieut. Chet Geise, now stationed in the Canal Zone.

Killed in Plane Crash

W. K. (Bill) MARKS, radio operator on the trans-Atlantic bomber ferry service, was killed in a plane crash in England while returning to Canada. He was formerly with CKPC, Brantford, Ont., and CJKL, Kirkland Lake, Ont. He started as a radio amateur in Brantford and then was a radio operator with Trans-Canada Air Lines. A brother, Delmar Marks, is transmitter operator at CKGB, Timmins, Ont., and another brother, Ernest Marks, is flying bombers to Britain.

ACA Signs Two

AMERICAN Communications Assn., CIO union, reports it has signed contracts with WBAX, Wilkes-Barre, and WWDC, Washington. Agreement at WBAX covers 17 employes in all departments, the union states, providing for closed shop, no firing without ACA permission, salary increases up to $4 a week, vacations, sick leave and other standard clauses such as holidays, overtime, etc. The WWDC contract covers 12 engineers employed in the control room, the booster and at the transmitter. It provides for a general increase of 8% to 11%, with total benefits from increased overtime, vacations, holidays, etc. averaging about $300 per man per year. Agreement also calls for a preferential union shop and arbitration, according to ACA.

IBEW Gets Contracts In Michigan, Kansas City

NEGOTIATIONS have been concluded with KCKN, Kansas City, for an agreement covering the technicians and engineers employed by the station, the International Brotherhood of Electrical Workers announced last week through Lawson Wimberly, international representative. The agreement, which is the first to be negotiated by the IBEW in the Kansas City area, was signed by Ellis Atteberry, vice-president and general manager of KCKN, and Walter L. Reed, international representative for the union, on behalf of Radio Broadcast Technicians Local Union No. 1259. The local, which has organized technicians in several other stations in Kansas City, is affiliated with the ABT Unit of IBEW.

IBEW announced that Local No. 1218 of Detroit, affiliated with the ABT Unit of IBEW, had concluded agreements with WOOD-WASH, Grand Rapids, and WKZO, Kalamazoo.

Charles Travis

CHARLES TRAVIS, 58, radio engineer consultant for the Philco Corp., Philadelphia, on Aug. 15 died of a heart ailment in Germantown Hospital, Pa. An inventor of numerous radio devices, Mr. Travis also served at various times as consultant to Atwater Kent Mfg. Co., RCA Mfg. Co., and the Tacony Steel Co.

SELL CENTRAL ILLINOIS

An Above Average Market

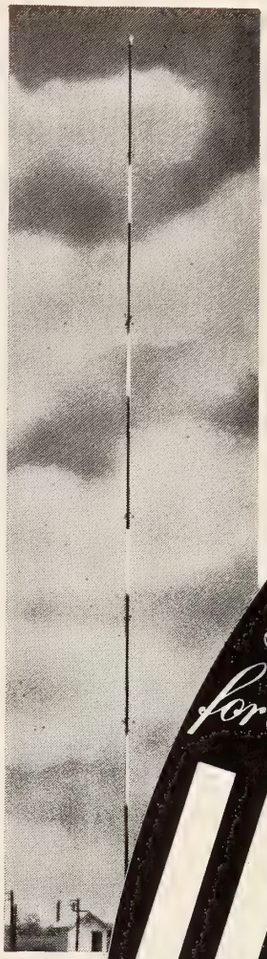
★ **BLOOMINGTON**—heart of the corn belt, has the third highest per capita income in Illinois.

★ **McCLEAN COUNTY**—ranks first in corn production in the United States, is one of the three richest agricultural counties in the country.

WJBC

BLOOMINGTON — NORMAL

Represented by **International Radio Sales**



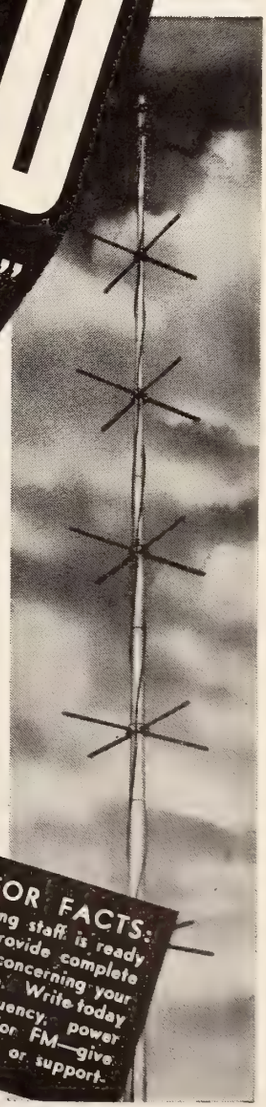
AM VERTICAL RADIATORS

For 44 years LINGO Vertical Tubular Steel Radiators have enjoyed an unequalled record of stability. Constructed of full-weight copper-bearing seamless steel tubing, Lingo "Tube" Radiators are not to be confused with other light-weight tubular or structural steel towers. This extra assurance of stability is only one of the many plus advantages that include a new peak of efficiency . . . and if you're "budget minded", that is only another reason why you should know just what Lingo can do to increase your performance standard.

The **ONE** *Name for Every Antenna Need*

LINGO

"PROVEN BY SERVICE"



FM TURNSTILE RADIATORS

Lingo has set a new pace in the FM field! This new patented Turnstile Antenna is a distinct, new improvement over all previous designs. It is now offered with a background of experience and not experiment . . . it is the result of a basically sound process of development and its excellent performance has already been proven. This FM Antenna can be provided on your building roof or supporting tower.

JOHN E. LINGO & SON
INC.
Established 1897
DEPT B-8
CAMDEN, NEW JERSEY

WRITE FOR FACTS: Our engineering staff is ready and glad to provide complete technical data concerning your particular station. Write today and state frequency, power and location. (For FM—give height of building or supporting tower.)

Shoot the Works!

TESTED AND APPROVED by wise advertisers all over, WAIR is a sure bet for any advertiser with a worthy product—like YOURS.

WAIR

Winston-Salem, North Carolina
National Representatives
International Radio Sales

INS

WJR, Detroit, and WFIL, Philadelphia, depend exclusively on INS for world news coverage.

INTERNATIONAL NEWS SERVICE

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

You Can Dominate the Omaha Great Plains Market WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC. 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co. Representatives



UTILIZING THE FULL SCOPE of television in presenting commercials on its telecasts of boxing bouts from Ebbetts Field on WNBT, New York, Adam Hat Stores has erected in NBC's television studios a full-size store front, complete with merchandise and window-shoppers. Opening with a long shot showing a man stopping to inspect the window, comparing the hats shown there with his own and then turning into the store, the camera dollies up to the window for a closeup of the featured models, which are mounted on revolving stands to give an all-around view.

Adam Hat Shows Its Faith in Television By Signing for All NBC Sports Events

A CONTRACT that may well make Adam Hats as synonymous with televised sporting events as Bulova Watches are with time signals in sound broadcasting was signed last week by Adam Hat Stores and NBC, calling for sponsorship by the hat company of all sporting events televised by NBC.

In addition to the boxing bouts staged by Chick Meehan at Ebbets Field, Brooklyn, which Adam is already sponsoring on WNBT, New York, the new contract gives the sponsor exclusive rights to track meets, tennis matches, baseball and football games and any other sports for which NBC is able to secure television rights.

The agreement covers sports telecasts from NBC's video station in Washington, now under construction and scheduled to being operations Jan. 1, 1942, and from the network's television station in Philadelphia, expected to be ready for telecasting by July 1, 1942.

Contract is in effect a testimonial to the advertising effectiveness of television, which Adam Hats entered following the beginning of commercial operation on July 1, sponsoring telecasts in New York of the local fights the company was also sponsoring via sound broadcasting on the Blue Network.

Bouts promoted by Herman Taylor in Philadelphia and by Ray C. Alvis in Washington, to which NBC has exclusive television rights, as well as the exclusive rights for both longwave and shortwave broadcasting, are already broadcast under Adam sponsorship on the Blue and will be televised for this advertiser as soon as NBC is able to provide coverage for sight as well as sound.

In a letter to NBC requesting to be "the first to go on record to give you an order for television facilities covering all the sports events on contract," Leon S. Goldberg, advertising manager of Adam Hat Stores, declared that "our preliminary experiments with commercial television have unequestionably proved our contention that this new modern medium will excel all others.

"We would like you to make every effort," he continued, "to arrange that we can pick up our *Adam Hats Sports Parade* from all points in the country. For instance, we have contracted for broadcasts in Philadelphia, Washington, Chicago, etc., and we would like to, when technically possible, bring them into the New York market for our WNBT audience."

Growth of Adam

Adam has grown from a single store in New York to a national chain of hat stores, due largely to its advertising program, which has been built around sports broadcasting, first on individual stations in New York and since 1937 on the Blue Network.

Shortwave broadcasting to Latin America, started as a goodwill gesture with the broadcast of the Louis-Godoy fight, has lately resulted in the development of an international business. Even the switch of the fights promoted by Mike Jacobs, which Adam had for several years sponsored on the Blue, to MBS for Gillette Safety Razor Co., did not alter the Adam advertising, as the company has gone along with NBC in lining up other promoters' matches for broadcasting.

SALARY INCREASES FOR FCC LAWYERS

SALARY increases for members of the FCC's inquiry section as well as for other attorneys were approved last week by the FCC subject to ratification by the Civil Service Commission.

Allen W. Sayler, supervising investigator of the inquiry section, was raised from $3,800 to $4,600 per year. He was the Commission's first witness in the newspaper divorcement inquiry which began last month.

Seymore Krieger, special counsel, who participated actively in the drafting of the network-monopoly rules, was increased from $3,800 to $4,600 but because of his temporary status, Civil Service approval is not required. Hugh B. Hutchison, attorney on the regular legal staff, was recommended for a boost from $3,800 to $4,600.

Charles E. Clift, field investigator, was recommended for an increase from $3,200 to $3,800 and Raymond Lewis, also an attorney investigator, was recommended for increase from $2,600 to $3,200.

Kleenex on CBS

INTERNATIONAL CELECUTTON PRODUCTS Co., Chicago, has purchased a five-minute weekly period on 51 CBS stations starting Sept. 19. Program will advertise Kleenex and will be heard on Fridays at 9:55-10 p.m., immediately following the *First Nighter* sponsored by Campana Sales Co., Chicago. Lord & Thomas, Chicago, is agency.



JOHN DAVID CHAIN TO SPONSOR VIDEO

JOHN DAVID Inc., New York, chain of men's wear stores, will sponsor *Men's Wear Highlights of Television* on WNBT, New York, 9-9:30 p.m. each Wednesday, beginning Sept. 24. Contract, which covers the first men's style show series of commercial television, calls for a 13-week series, with renewal options.

Programs will be variety shows produced by Reginald Hammerstein, who has left NBC's television staff to become television producer of Norman D. Waters & Assoc., New York, agency handling the series. The same agency recently contracted for a feminine style series, *Fashion Discoveries in Television*, which will start on WNBT Sept. 4 for a 13-week test series, Thursdays, 5-5:30 p.m. Both series will be merchandised with point-of-sale displays identifying merchandise as that shown in the telecasts.

The *Fashion Discoveries* series will be sponsored jointly by Bloomingdale Bros., New York, and Abraham & Strauss, Brooklyn, associated department stores which are also joint owners of Metropolitan Television Co., granted a construction permit to erect a television station in New York. Difficulty in obtaining material is holding up construction, BROADCASTING was informed, and Metropolitan executives said they were unable to predict when they might be ready to begin operation.

Schlitz Tests

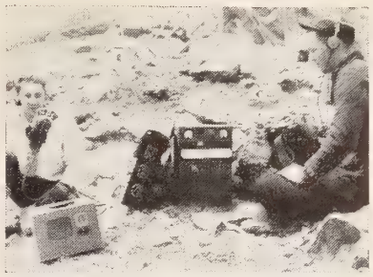
JOSEPH SCHLITZ BREWING Co., Milwaukee, is testing Monday through Friday five-minute news commentary on WMAQ, Chicago for Old Milwaukee beer. Company is also placing five-minute news programs and one-minute announcements on a number of selected stations. Commercials are transcribed in jingle form. McJunkin Adv. Co. is agency.

HENRY MORGAN, who conducts his own participating program of patter and music on WOR, New York, is now available for local cooperative sponsorship on MBS stations, Monday through Saturday, 7:15-7:30 p.m., Mutual has announced. Besides the regular quarter-hour time rate, the talent cost for Morgan on a six-weekly basis will be the local one-time quarter-hour rational rate, and on a thrice-weekly basis, the minimum requirement, for 60% of that rate.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC 160-17



HIGH IN THE ROCKIES, in fact 13,000 feet high, was the origination point for a program during the annual trek of the Boulder (Col.) Chamber of Commerce. KOA, Denver, got its outfit up to this point on the Continental Divide by packhorse. A relay point was set up 2½ miles below, with the regular lines another five miles down the mountain. Here Don Martin (left) and Engineer Verne Andrews operate the equipment.

Lilly Painters

81,000 STRONG, the Lilly Clan, resolved Aug. 20 in annual reunion assembled that WLW, their "favorite station", should be granted 650,000 watts on its clear-channel frequency. Head of the clan is Cousin Abe Lilly, former West Virginia attorney general, who drew "thunderous applause" as he exhorted on behalf of the power boost. Ed Mason, WLW farm director, and Phil Underwood, engineer and a Lilly on his own right, cut a transcription for the WLW *Everybody's Farm Hour*.

Wrigley Auditions

WM. WRIGLEY Jr. Co., Chicago (chewing gum), as supplement to its weekly CBS *Melody Ranch* featuring Gene Autry, is considering a new hillbilly quarter-hour program featuring the Canovas (Judy, Annie and Zeke), for fall release on that network. Audition program was produced and piped through in mid-August from Hollywood to Chicago executives of that firm by J. Walter Thompson Co., agency servicing the account.

Grove Morning Series

GROVE LABS., St. Louis, on Oct. 6 will start a thrice-weekly early morning quarter-hour program of western and "home-folk songs on 65 NBC-Red stations in the interest of Bromo-Quinine. Louise Massey and the Westerners will be featured, and the program will be heard Mondays, Wednesdays, and Fridays from Chicago at 7:45 (EST), with two rebroadcasts so it will reach central and mountain time zones at 7:45. It is believed the first regular network sponsored program presented that early in the morning. For stations unable to clear time, the program will be transcribed. Agency is Russel M. Seeds Co., Chicago.

IT WAS incorrectly stated in the story on Noxema Chemical Co. titled "They Had to Do Something —And Quick," in the July 21 issue of BROADCASTING that the *Quiz of Two Cities* is heard on WHAM, Rochester. The program is heard in Rochester on WHEC.

CBS Air School Given Praise by Latin Nations

EXTENSION of the CBS School of the Air of the Americas to the entire Western Hemisphere may result in all American nations becoming bilingual, according to Dr. Luis Sanchez Ponton, Mexican minister of education. Dr. Ponton's prophesy was given Sterling Fisher, CBS director of education.

Returning from the First International Conference in Mexico City of the CBS air school, Mr. Fisher announced Mexico had officially included the air study in its curriculum for all schools and plans to have all 10,000 classrooms radio equipped. Scripts and teachers' manuals for the air program will be sent to Mexico well in advance for adaptation. They will be forwarded to other Latin nations. Mr. Fisher reported the air school has been accepted "intellectually and emotionally" by the Latin countries.

Clothing Chain Spots

FOREMAN & CLARK, Los Angeles (chain clothiers), in a two-month campaign starting Sept. 1, along with other media will extensively use transcribed announcements in selected markets of the Western States. Station list is now being made up. Milton Weinberg Adv. Co., Los Angeles, has the account.

PATRICIA LOCHRIDGE, assistant in the CBS news department, has written an article on Bermuda during wartime which will appear in the september *Woman's Home Companion*.

TODAY

is the time to get up to the minute

INFORMATION

on this

MAJOR MARKET

Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.

WLAW

5000 WATTS • 680 KC.

COLUMBIA AFFILIATE

National Representatives

THE KATZ AGENCY, Inc.

WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?

Richmond is at the fingertips of WMBG's sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award. WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.

Representatives
JOS. WEED & CO.
350 Madison Avenue, New York

YOU DEPEND ON THE AIRLINES

for speed



and the airlines depend on Postal Telegraph



● Speed plus dependable service! That's why—"It Pays To Fly!" And for these same reasons, all major airlines—like many of America's greatest business firms—have found—it pays to use Postal Telegraph.

You too can enjoy this same speedy, dependable telegraph service—at low cost—at any Postal Telegraph office. Or—

Phone*

Postal Telegraph

*Charges appear on your phone bill

Studio Notes

WTAG, Worcester, following installation of an Associated Press news wire, in mid-August transferred its news staff from offices in the adjoining *Worcester Telegram & Gazette* to the station's new newsroom. Directed by James G. Little, formerly of the NBC publicity bureau in Chicago, and Kenneth MacMullen, of the *Providence Journal*, the WTAG news division will broadcast seven quarter-hour news periods daily.

PHOTO & SOUND Inc., San Francisco transcription firm, has written all Northern California radio stations and advertising agencies, offering to buy all old high-grade 16-inch pressings at 10 cents each. By high grade the company means materials classified as vinylite, the regular transcription pressing.

WCOP, Boston, marks its sixth birthday Aug. 26 when appropriate festivities to commemorate the anniversary are planned.

THE engineering department of KLZ, Denver, is acknowledging D-X letters with a new D-X card, printed in blue and red on buff. It features two photographs, one of the station's transmitter building and tower and one showing the KLZ mobile unit high on a mountain highway during a shortwave broadcast.

KTAR, Phoenix, broadcast recent graduation maneuvers from Luke Field, near Phoenix, with Andy Anderson, KTAR announcer, taking a microphone aloft in the rear cockpit of the lead ship of an 18-plane flight. Broadcast climaxed a series in which KTAR had followed the progress of the flying cadets up to the first graduation.

WMSL, Decatur, Ala., has been carrying a commercial community sing from its auditorium each Thursday night that was so successful that a dozen merchants of Athens, Ala., 15 miles distant, recently petitioned WMSL to put remote facilities in Athens for a similar broadcast. Stumped through lack of a building large enough for the large studio audience, a solution arrived when permission to use the County courthouse was obtained.

WITH the start of the fall season on Broadway, Howard Barnes, motion picture critic of the *New York Herald Tribune*, on Sept. 2 is resuming his series on WOR, New York, titled *Howard Barnes Reviews*. Heard five times weekly at 12 midnight, the program covers the entire entertainment front with special reports on the opening nights of Broadway plays.

A BROADCASTING BOOTH has been installed in the auditorium of the Royal Canadian Air Force Manning Depot, at Toronto, and weekly broadcasts are now made from there by the Canadian Broadcasting Corp. Seven thousand airmen make up the audience for the weekly CBC musical program *Playtime* and join in the singing.

KSRO, Santa Rosa, Cal., Aug. 15 dedicated its new 1,000-watt transmitter, directional antenna and new remote studios at Vallejo, Cal., with a series of special programs. The Vallejo studios are 44 miles from Santa Rosa and provide KSRO with facilities near the Mare Island Navy Yard. Wilt Gunzendorfer, general manager of the station, presided over the ceremonies which featured the appearances of various dignitaries and radio artists.

WJR, Detroit, is presenting each Sunday transcribed shows featuring Michigan selectees at various camps throughout the country. Discs were made by Larry Payne and Jerry Pettit, announcers, and Pinky MacClellan and Fran Jennings, engineers, who have already traveled 5,000 miles through seven states to make the transcriptions.



HANG ON, TOOTS screams Wayne Ackley (upper left) to Beverly Berry, as she hurtles around the merry-go-round astride a bounding steed at the second annual picnic of KRNT-KSO, Des Moines. Behind her is another revolving equestrian, Gene Loffler, as Dale Morgan daringly rides backward. Some 22,700 Iowans jammed the Riverview park in Des Moines for the Sunday frolic. Entertainment was free.

WOR, New York, will exchange programs of contemporary music once a month with a network of Brazilian stations. Series will begin Aug. 28 with Brazil presenting the first program. Dr. Julio Barata, director of the radio division of the Departmento De Imprensa E. Propaganda of Brazil, and Adolph Opfinger, program manager of MBS, completed the arrangements.

WPEN, Philadelphia in line with its policy to curb foreign-language programs, on Aug. 18 dropped the last of its evening foreign language shows. All remaining foregn language shows are scheduled for the early morning hours and it is planned that the entire program schedule will eventually be English-speaking programs only.

WIP, Philadelphia, replaced its electronic time signal note each hour with a V for Victory signal. The signal will be given 24 hours a day for the duration of the war.

WITH ANNOUNCERS and commentators at five points on the giant Shasta Dam, CBS on Aug. 17 started a series of half-hour West Coast special event broadcasts from the $264,000,000 Central Valley Project, now under construction to control and supply water for that California area. Under supervision of Fox Case, CBS Western special events director, programs are fed through special lines to Redding, Cal., and into KSFO, San Francisco, for release to the network's West Coast stations. Project is the second largest masonry structure ever made by man.

KHSL, Chico, Cal., has completed plans for the construction of a new transmitter building to house the directional equipment to be installed for its recently authorized 1,000-watt fulltime operation. Work, to start immediately, will be under the supervision of Manager M. F. Woodling.

KLZ, Denver, Aug. 10 held its sixth annual free picnic at the local Lakeside amusement park. Outing was attended by 10,000 and the only advance publicity given the affair were plugs by station artists and the distribution of the free tickets through KLZ clients.

SIX-PAGE house organ written by studio employes, was recently instigated by KMPC, Beverly Hills, Cal. Titled *KMPC News*, cartoon illustrated sheet is edited by Paul Masterson, staff announcer.

MOBILE unit of WWL, New Orleans, traveled 560 miles last week to cover anniversary ceremonies at Florence, Ala., honoring Ed A. O'Neil, president of the American Farm Bureau Federation. Woody Hattic, WWL agricultural director, was invited to attend the ceremonies and took with him the mobile unit. Mr. O'Neil, who was interviewed, was given a transcription of his anniversary speech by the station.

JOEL STOVALL, musical arranger of KMOX, St. Louis, recently made a band arrangement of the selection, "Let's Go" for Maj. Gen. C. S. Ridley, commanding officer at Fort Leonard Wood, Mo. The Sixth Division liked the arrangement so well that it was adopted as the division song, and recordings are being made of it for the various bivouacs during the coming maneuvers.

WHO, Des Moines, is originating most of its local studio programs in Crystal Studio at the Iowa State fairgrounds for an eight-day period.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

Admiration Adding

NATIONAL OIL PRODUCTS Co., Harrison, N. J. ("Admiration" shampoo), the latter part of September will add five stations to its campaign of one minute transcribed announcements now heard Monday thru Friday on WTAR, Norfolk, and WRNL, Richmond. Spots run 5 to 10 times weekly and contracts are for 20 weeks. Agency is Chas. Dallas Reach Co., Newark.

Aetna Names Kudner

AETNA LIFE INSURANCE Co. and its affiliated companies, the Aetna Casualty & Surety Co., the Automobile Insurance Co. and the Standard Fire Insurance Co., Hartford, have named Arthur Kudner, New York, as agency. Company is currently surveying markets and will probably use radio in the near future.

St. John on WEAF

WITH WORLD news becoming more important daily, WEAF, New York, has rearranged its program schedule to assure listeners at least two news periods a day, and has added Robert St. John, former Associated Press correspondent in Greece, to its new staff. St. John will take over the 6:15-6:30 p.m. Monday through Friday, spot now occupied by Don Goddard, with Goddard switched to 12:45 p.m. Thursday, Friday, Saturday, until Sept. 30, and thereafter 12 noon five times weekly and 12:45 p.m. Saturdays.



CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Immediate Opening—For operator with first class license able to copy transradio. Telegraph. Box 849, BROADCASTING.

Licensed Operator—For local Virginia station. State qualifications and acceptable starting salry. Box 829, BROADCASTING.

Radio Operator—Wanted for expanding regional station. Send qualifications, service, salary expected to Box 844, BROADCASTING.

Wanted — Salesman familiar with the Southwest territory. Application by letter only, giving references. KTHS, Hot Springs, Arkansas.

Good Announcer—Able to write copy and experienced in general studio routine for northern local station. Box 846, BROADCASTING.

Licensed Radio Engineer—Technician for long established high-powered A. M. and F. M. station in metropolitan area. State qualifications and acceptable salary. Box 850, BROADCASTING.

Chief Engineer Wanted—Northwestern college town of 25,000—excellent climate and living conditions wants college man with hour experienc as well as 3 years' experience as chief of 5 kw station, good references required. Station 5 kw Modified Western Electric CBS affiliate. Wages $1.15 per hour. Box 827, BROADCASTING.

Situations Wanted

Program Director—Ten years experience. Married. References. Box 839, BROADCASTING.

Announcer—With operator's license, desires permanent connection. Report within fifteen days. Box 845, BROADCASTING.

News Reporter—University graduate; six years newspaper background. $50 minimum. Immediately. Box 826, BROADCASTING.

Experienced Announcer—Production Man—Copy Writer—Excellent sports and news. Draft deferred. Box 834, BROADCASTING.

Engineer — Experienced remote, studio, transmitter maintenance. Satisfactory references. Prefer South Atlantic States. Box 837, BROADCASTING.

Engineer—6 years in broadcasting. Chief engineer experience. Want Eastern location; consider others. Box 832, BROADCASTING.

Experienced Announcer—Engineer—Ad-lib; write copy—handle sports. Young, draft deferred. Prefer Eastern and Middle Atlantic States. Box 833, BROADCASTING.

News Director—Twenty years' newspaper experience. Two years assisting in nationwide newscast. Now employed metropolitan newspaper. Improve content and presentation of daily news schedule. Box 831, BROADCASTING.

Situations Wanted (Continued)

Radio Technician—Experienced on operations and maintenance. Hard worker with reliable record. Want position in East or South. Box 836, BROADCASTING.

Salesman—6 years experience. Draft exempt. 29 years of age. Now employed. Desires position as Commercial Manager or Salesman. Box 835, BROADCASTING.

Announcer-Producer — College training in production and advertising plus announcing experience with New York station. Will go anywhere. References. Transcription. Box 830, BROADCASTING.

Experienced Announcer — General, newscaster, special events, M. C. Five years regionals. Knows sales, production, continuity. Employed. Reliability guaranteed. Large, small station. Photo, disc, references. Box 838, BROADCASTING.

Radiotelephone First — 25, employed 250 watter, experience kilowatt, university and technical school graduate, adaptable pleasant personality, interested locating permanently 100-200 mile radius New York City. Box 843, BROADCASTING.

Continuity Writer—Now employed, desires change. Experience includes four southern network stations. Complete recommendations from present employer. Mike. Boston-educated. Girl, 27. Single. No preference for location. Box 840, BROADCASTING.

Who Needs An Excellent Salesman Or Commercial Manager? — Available mid-September. Outstanding sales record past 7 years in poor market. Married. Draft exempt. Thoroughly experienced local and national sales, merchandising. Best of references. Give full particulars. Box 828, BROADCASTING.

Keep 'em Listening—News and Special Events expert available. Now steadily employed, but wish change because of personal reasons. Over seven years experience with every phase of radio announcing, production, news and special events. 3A draft classification. Box 842, BROADCASTING.

Engineer—Now permanently employed at 50 KW station. Desires chief engineer's job at station of 1 KW or more. Experience includes—Chief engineer 5 KW, complete station construction, maintenance and controls. Best of references. Age 33. Married—family. Box 841, BROADCASTING.

Program Director — Versatile organist, (Hammond and Pipe)—announcer (except sports)—good foreign pronunciation—cultural background—thorough knowledge World and Lang-Worth services—college education—31 years old—married—Christian—9½ years' experience—now with Independent in N. Y. area. References. State salary and details. Box 848, BROADCASTING.

For Sale

RCA ET4230 100/250 Watt Transmitter—Excellent shape. $1000. Box 847, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
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GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
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Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 16 TO AUGUST 22 INCLUSIVE

Decisions . . .

AUGUST 19

NEW, Columbia Broadcasting System Inc., St. Louis—Granted CP new FM station 45.9 mc. 13,000 sq mi.

NEW, Westinghouse Radio Station Inc., Hull, Mass.—Granted CP new developmental station on 9570 kc 700 w to furnish signal for Bureau of Standards, Washington, in connection with radio wave propagation studies.

MISCELLANEOUS—**WWVA, Wheeling, W. Va.**, granted special service authorization for 1170 kc 5 kw unl. to 2-1-42; **WHIO, Dayton, O.**, granted reinstatement CP new transmitter move transmitter, install directional N, increase 5 kw N; **WTOC, Savannah, Ga.**, granted modification CP to 5 kw N directional; **WCBX, Brentwood, L. I., N. Y.**, granted modification CP add frequencies 6060 and 21520 kc. sharing with WCRC and WCAB; 6120, 6170 and 21570 kc. sharing with WCRC; **WCRC, Brentwood, L. I., N. Y.**, granted modification CP add frequencies 6120, 6170 and 21570 kc. sharing with WCBX; 6060 and 21520 kc sharing with WCBX and WCAB; **W3XE, Philadelphia**, granted special authority to operate commercially on channel No. 3 for 60 days.

MISCELLANEOUS — **Robert V. Lee, Bradenton, Fla.**, denied petition reconsider and grant new station 1490 kc 250 w unl.; **KFPW, Fort Smith, Ark.**, granted petition reconsider and grant without hearing license renewal; **WRDW, Augusta, Ga.**, granted petition reconsider and grant without hearing CP change 1480 kc increase power install new transmitter subject to filing application modifying CP to 5 kw unl. directional N; **NEW, Utica Broadcasting Co. Inc., Utica, N. Y.**, denied petition reonsideration and grant CP new station 1450 kc 250 w unl.

AUGUST 22

NEW, Southern Cal. Broadcasting Co., Pasadena, Cal.—Granted CP 1430 kc 1 kw D

NEW, Washington Broadcasting Co., Washington, Pa.—Granted without hearing CP 1450 kc 250 w unl., hearing cancelled.

NEW, Seaboard Radio Broadcasting Corp., Philadelphia—Granted CP FM 48.1 mc commercial, 9,300 square miles, 3,900,000 population.

MISCELLANEOUS — **KONO, San Antonio**, grante modification license to unl., facilities KMAC when that station goes on new frequency (KONO now shares 1400 kc 250 w N & D with KMAC); **KPQ, Wenatchee, Wash.**, granted CP new transmitter and antenna, increase to 500 w 1 kw D, change to 560 kc; **WRNL, Richmond, Va.**, granted CP new transmitter, change directional N, increase to 5 kw; **WIBG, Glenside, Pa.**, granted CP new transmitter directional N & D, increase to 10 kw unl., move transmitter, studio; **KEVR, Seattle**, granted special service auth. 1090 kc 250 w unl.; **WIBG, Glenside, Pa.**, granted without hearing renewal application and application transfer control to Paul F Harron, Joseph Lang, John B. Kelly, Anthony J. Drexel Biddel Jr.; **WNOX, Knoxville**, granted modification CP change to 1050 kc., change antenna; **WBAX, Wilkes-Barre**, granted extension of termination date of temporary license to 11-1-41; **NEW, Peter Q. Nyce, Alexandria, Va.**, dismissed rehearing petition, against grant 6-24-41 without hearing application WWRL increase to 5 kw 1600 kc; **KOTN, Pine Bluff, Ark.**, denied rehearing in grant 7-16-41 of CP to Helena Broadcasting Co., Helena, Ark., CP new station 1490 kc 250 w unl.; **KFJM, Grand Forks, N. D.**, and **Dalton LeMasurier, Grand Forks**, granted petition to reconsider and grant without hearing application of KFJM for license renewal and modification license to 2 hours a day, together with application of LeMasurier for CP to operate station all but the two hours used by U of North Dakota; **NEW, Western Mass. Broadcasting Co., Pittsfield, Mass.**, adopted order removing application new station from hearing docket and placing file under Order 79; **NEW, WFAM Inc., Lafayette, Ind.**, denied assignment call letter WFAM.

SET FOR HEARING—**NEW, Northeastern Penna Broadcasters, Wilkes-Barre**, CP 1240 kc 250 w unl., asks WBAX facilities; **NEW, Key Broadcasters, Wilkes-Barre**, CP 1240 kc 250 w unl., asks WBAX facilities; **NEW, Central Broadcasting Co., Wilkes-Barre**, CP 1240 kc 250 w unl., all three to be heard jointly

Applications . . .

AUGUST 18

WTBO, Cumberland, Md.—CP new transmitter, directional N, change 940 kc, increase 250 w N 1 kw D, hours to unl.

KLBM, LaGrande, Ore.—Voluntary assignment license to Ben E. Stone.

NEW, Earle C. Anthony Inc., Los Angeles—CP new commercial television station on channel No. 6, A5 and special emission for FM, 2,215 sq. mi., 2,645,521 population.

AUGUST 20

WKZO, Kalamazoo, Mich.—CP increase 5 kw N directional changes.

NEW, Hoosier Broadcasting Co., Indianapolis—CP new station 810 kc 250 w D.

NEW, Brainerd-Bemidji Broadcasting Co., Brainerd, Minn.—Amend application CP new station to 1400 kc 250 w.

KYCA, Prescott, Ariz.—Transfer control to KTAR Broadcasting Co. through purchase 65 shares common stock from Albert Stetson.

KTUC, Tucson, Ariz.—CP new transmitter and antenna, move studio and transmitter.

KTRB, Modesto, Cal.—Modification CP new transmitter, direction N 1 kw unl.

AUGUST 22

NEW, Portland Broadcasting System, Portland, Me.—CP 47.1 mc 5,050 sq. miles 256,466 population, amended to 3,980 sq. miles.

NEW, Charles P. Blackley, Staunton, Va.—CP 1240 kc 250 w unl.

WCHS, Charleston, W. Va. — CP new transmitter, increase to 5 kw 10 kw D.

W8XO, Mason, O.—CP increase to 100 and 750 kw.

WJHP, Jacksonville, Fla.—CP change to 640 kc 50 kw, new transmitter, directional N & D, move transmitter to Marietta, Fla.

KLCN, Blytheville, Ark. — Modification CP new transmitter, antenna, increase power, change to 950 kc.

WNAX, Yankton, S. D.—CP reinstatement CP as modified for directional N, increase to 5 kw N & D.

NEW, Globe-Democrat Pub. Co., St. Louis—CP 44.7 mc 15,850 sq. miles 1,858,665 population, amended to 13,083 sq. miles, 1,766,569 population.

NEW, J. E. Rodman, Fresno, Cal.—CP 1340 kc 250 w unl.

Tentative Calendar . . .

KFJM, Grand Forks, N. D., license renewal, modification license 1440 kc 500 w N 1 kw D specified hours 3-5 p.m.; **NEW, Dalton LeMasurier, Grand Forks, N. D.**, CP new station 1440 kc 500 w N 1 kw D specified hours (consolidated hearing, Aug. 25).

KDRO, Sedalia, Mo., CP 800 kc 1 kw D (Aug. 25).

WIBG, Glenside, Pa., license renewal (Aug. 27).

NEW, West Allis Broadcasting Co., West Allis, Wis., CP 1480 kc 250 w D (Aug. 28).

NEW, KNOE Inc., Monroe, La., CP 1420 kc 250 w unl. (Aug. 29).

NEW, Park Cities Broadcasting Corp., Dallas, CP 710 kc 5 kw unl. directional N (Sept. 24).

KGKO, Fort Worth, modification license 570 kc 1 kw N 5 kw D directional N (Sept. 26).

NEW, Hawaiian Broadcasting System Ltd, Honolulu, CP 1340 kc 250 w unl. (further hearing, Sept. 29).

KWK, St. Louis, CP 680 kc 50 kw unl. directional (further hearing, Sept. 29).

NEW, Scripps-Howard Radio Inc., Houston, CP new station 1230 kc 250 w unl.; **NEW, Texas Star Broadcasting Co., Houston**, same; **NEW, Greater Houston Broadcasting Co., Inc., Houston**, same (consolidated hearing, Sept. 29).

KFVD, Fort Dodge, Ia., modification license 1400 kc 250 w unl.; **KFGQ, Boone, Ia.**, license renewal (consolidated hearing, Oct. 14).

NEW, Hennessey Broadcasting Co., Butte, Mont., CP new station 1490 kc 250 w unl. (Oct. 16).

NEW, Barclay Craighead, Butte, Mont., CP new station 1490 kc 250 w unl. (Oct. 16).

NEW, Jefferson Broadcasting Corp., Birmingham, Ala., CP new station, 1340 kc 250 w unl. facilities of WSGN when vacated; **NEW, George Johnston Jr., Birmingham**, same; **NEW, WBAM Inc., Birmingham**, same (consolidated hearing, Oct. 27).

THE FCC's Administrative Board, rather than the Commission itself, will administer Orders No. 72 and 73, dealing with dispensation to amateurs to operate with foreign countries and with using long-distance transmitters, under an administrative order approved Aug. 18 by the Commission.

LAPP HAS MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS—ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE



More than 20 years of service records prove that the Lapp curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of an ordinary straight-side cone, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know they've covered the insulator question adequately when they say to their tower manufacturer, "Use Lapp Insulators." Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

PHILCO TELEVISION TO START SEPT. 1

PHILADELPHIA'S first commercial television broadcasts will start Sept. 1, it was announced Aug. 20 by Philco Radio & Television Corp. Granted a 60-day commercial license by the FCC for its W3XE, Philco announced it will be on the air 15 hours a week, transmitting over 25-mile radius from its 230-foot telecasting tower at the company plant.

While prospective sponsors were not disclosed, it was stated the program schedule will include playlets, variety shows and newsreels from the W3XE studios. In addition, there will be telecasts of athletic events, parades and public meetings, relayed to the transmitter by a mobile television unit.

As a result of the commercial license, Philco engineers are stepping up power from 3,000 to 10,000 watts, operating on Channel 3 (66-72 mc.). Since opening W3XE as an experiment television station in 1932, Philco has had approximately 6,000 hours of experimental telecasts, including the transmission of football games, wrestling matches and political conventions. Philco engineers estimate there are 300 to 400 television receivers in the Philadelphia ara.

* * *

ELECTION of Larry E. Gubb, former executive vice-president, to the office of chairman of the board of Philco Corp. was announced Aug. 21 by that company. In addition, John Ballantyne, formerly treasurer, was elected vice-president in charge of operations; Thomas A. Kennally, formerly general sales manager, was named vice-president in charge of sales; W. R. Wilson, controller, was chosen to succeed Mr. Ballantyne as treasurer and James H. Carmine, former assistant sales manager, will become sales manager.

Mr. Gubb, a 1916 graduate of Cornell, has been with Philco since 1920. He was elected president of Philco Radio & Television Corp. in July, 1934, and when that corporation became a subsidiary of Philco Corp. in 1940, Mr. Gubb was named its executive vice-president.

Mr. Ballantyne, after graduating from Pennsylvania in 1921, became a partner in the accounting firm of Mathieson, Aitken & Co., Philadelphia. He withdrew in 1934 and shortly thereafter was elected treasurer of Philco Radio & Television Corp. In 1940 he became treasurer of Philco Corp.

Craven in Charge

FOR THE next fortnight Commissioner T. A. M. Craven will serve virtually as a one-man FCC, due to the absence of other members from the city. Chairman James Lawrence Fly and Commissioners Paul A. Walker and Ray C. Wakefield are attending the annual convention of the National Assn. of Railroad and Utilities Commissioners in St. Paul Aug. 26-29, with the chairman scheduled to address the session. Commissioner Norman S. Case is at his home in Rhode Island, recuperating from a recent illness. Commissioner George H. Payne has been absent from Washington for several weeks.

Network Accounts

All time EDST unless otherwise indicated.

New Business

GROVE LABS., St. Louis, on Oct. 6 will start the *Westerners* on 65 NBC-Red stations, Mon., Wed., Fri., 7:45-8 a.m. (EST), with rebroadcast at 7:45-8 a.m. (CST) and at 7:45-8 a.m. (MST). Agency: Russel M. Seeds Co., Chicago.

RALSTON PURINA Co., St. Louis (cereal) on Sept. 29 resumes *Tom Mix Ralston Straight Shooters* on 65 NBC-Blue stations, Mon. thru Fri., 5:45 p.m., rebroadcast to the Midwest at 5:45 (CST). and broadcast via transcription on Pacific Coast stations at 5:45 (PST). Agency: Gardner Adv. Co., St. Louis.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 23 starts *Frank Fay Variety Show* on 76 NBC-Red stations, Thurs., 10:30-1 p.m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy), on Oct. 8 resumes *Meet Mr. Meek* on 60 CBS stations, Wed., 7:30-8 p.m., following a six-week vacation. Agency: Wm. Esty & Co.

LEVER BROS. Co., Cambridge (Lux), on Sept. 8 resumes *Lux Radio Theatre* on 66 CBS stations, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., N. Y.

HALL BROS., Kansas City (greeting cards), on Oct. 5 resumes *Tony Wons Scrap Book* on split network of 38 NBC-Red stations, Sun., 3:15-3:30 p.m. (CST), Tues. & Thurs., 12:15-12:30 p.m. (CST). Agency: Henri, Hurst & MacDonald, Chicago.

Renewal Accounts

AMERICAN HOME PRODUCTS, Jersey City (Kolynos, Bisodol), on Sept. 28 renews for 52 weeks *The Romance of Helen Trent* on 37 CBS stations, Mon. thru Fri., 12:30-12:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

PEPSODENT Co., Chicago (toothpaste), on Sept. 23 renews for 52 weeks half-hour period on 67 NBC-Red stations, 10-10:30 p.m. *Date With Judy* currently occupies the period, *Bob Hope* will be resumed on Sept. 23. Agency: Lord & Thomas, Chicago.

CAMPANA SALES Co., Chicago (lotion) on Sept. 2 renews for 52 weeks *First Nighter* on 51 CBS stations, and on Sept. 19 shifts the program from Tues., 8:30-8:55 p.m. to Fri., 9:30-9:55 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

ANACIN Co., Jersey City (headache pills), on Aug. 25 renews *Our Gal Sunday* on 50 CBS stations, Mon. thru Fri., 12:45-1 p.m. Agency: Blackett-Sample-Hummert, N. Y.

MID-CONTINENT PETROLEUM Corp., Tulsa, after a successful 13-week test, has renewed for 52 weeks its six-weekly early morning quarter-hour newscast on KDTH, Dubuque. Agency is R. J. Potts Co., Kansas City.

Fulltime MBS Outlets

WICC, Bridgeport, Conn., now an NBC-Blue and Mutual affiliate, as well as a member of the regional Yankee and Colonial networks, on June 15, 1942, will become a fulltime MBS outlet, discontinuing its connection with the Blue Network. WNAC, Boston, and WEAN, Providence, both NBC affiliates, also switch to fulltime Mutual on that date. Joining Mutual on Oct. 1 are WCAE, Pittsburgh; WFBR, Buffalo, and WGR, Buffalo.

Network Changes

GRIFFIN MFG. Co., Brooklyn (All-White Shoe Cleaner), on Aug. 29 discontinues *Who Knows* on 4 MBS stations, Fri., 10:15-10:30 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

PRUDENTIAL INSURANCE Co. of America, New York, on Aug. 31 replaces *When a Girl Marries* on 50 CBS stations, Mon. thru Fri., 12:15-12:30 p.m. with *The Family Hour* on 59 CBS stations, Sun., 5-5:45 p.m. Agency: Benton & Bowles, N. Y.

R. B. SEMLER Inc., New York (Kreml), on Aug. 18 added 7 MBS stations to *Gabriel Heatter*, making a total of 22 MBS stations, Mon., Wed., Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

TAYTON Co., Hollywood (cosmetics), on Aug. 22 shifted *Tayton's Tattler* from 6 CBS West Coast stations, Fri., 8:30-8:45 p.m. (PST), to 8 Don Lee Pacific Coast stations, Fri., 6:15-6:30 p.m. (PST). Agency: BBDO, Hollywood.

EVERSHARP Inc., Chicago (pens, pencils), on Sept. 28 adds 11 CBS stations to *Take It or Leave It*, making a total of 71 CBS stations, Sun., 10-10:30 p.m. (EST). Agency: Biow Co., N. Y.

LEVER BROS., Cambridge, Mass. (Lifebuoy soap), on Sept. 19 switches *Hollywood Premiere* on 70 CBS stations from Fri., 9:30-10 p.m. (EDST) to Fri., 10-10:30 p.m. (EDST). Agency: Wm. Esty & Co., N.Y.

JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on Aug. 19 added 4 CBS stations to *Voice of Broadway* making a total of 68 CBS stations, Tues., 6:15-6:30 p.m. Agency: Young & Rubicam, N. Y.

Wichita Airplane Orders to Reach 500 Million

Sounds like Chamber of Commerce figures, doesn't it? Yet Wichita is already well along the way toward that figure. And new orders continue to pile in.

Looks like this would be a swell time for people with things to sell to start telling the folks in Wichita and in Kansas all about it.

KFBI is ready—with snappy programs—aggressive announcers and responsive listeners. **Are YOU?** Let's go!



The Pioneer Voice of Kansas

KFBI • WICHITA

5000 WATTS DAY • 1000 WATTS NITE

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

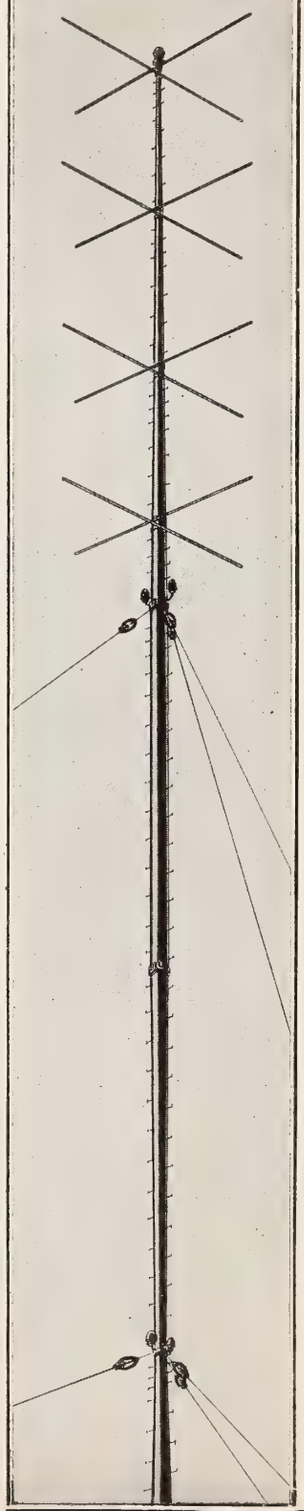
50,000 WATTS

DAY AND NIGHT

COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

MEETING MODERN NEEDS *Economically*



MONOTUBE VERTICAL RADIATORS

Plus F-M High Gain Arrays

(4 Section Turnstile with Approved Power gain of 2.14)

OFFER YOU THESE ADVANTAGES:

LONGER LIFE √ UNIFORM REACTANCE √ SIMPLE TO DISMANTLE AND MOVE √ GREATER STRENGTH WITH LESS WEIGHT √ 65 TO 100 FEET BETWEEN GUY LEVELS √ FAST DELIVERY AND ERECTION √ LOW MAINTENANCE COSTS √ THE IDEAL UNIFORM CROSS SECTION √ √

★ ★ ★

● All Monotube Radiators are constructed of a series of guyed double-tapered hollow steel tubes designed and guaranteed to withstand pressures developed during a HURRICANE with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 3.6 on the steel and 5.0 on the guy assemblies.

The articulated joint used between the sections prevents the transference of bending moments (introduced by wind) from section to section, thus placing the point of maximum stress in the center of each isolated section; the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center at the point of maximum stress and lessening the diameter and amount of material at the ends at the points of minimum stress.

Each MONOTUBE RADIATOR is individually engineered against power and frequency to properly sectionalize the guy cable assemblies against the eighth harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy-cable design makes the MONOTUBE RADIATORS the ideal units for Directional Antenna Systems.

Write for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.

The BASS CONSTRUCTION CO.

CLEVELAND, OHIO

DISTRIBUTORS AND ERECTORS

Bendix to Sponsor Treasury Program

Show Now Paid for by Texaco To Shift in October

BENDIX AVIATION Corp., South Bend, Ind., will sponsor *The Treasury Hour* for 13 weeks on 100 NBC-Blue stations, Tuesdays 8-9 p.m. (EST), starting on Sept. 30 when Fred Allen returns to the CBS spot, Wednesdays 9-10 p.m. (EST), for the Texas Co.

The Treasury Department announced last Tuesday that Secretary of the Treasury Henry Morgenthau Jr. had accepted an offer by E. R. Palmer, Bendix vice-president and treasurer, to continue the Treasury show through December.

The summertime show, featuring guest appearances by stage, screen and radio stars to promote the sale of Defense Bonds and Stamps, was donated by Texas Co. The Fred Allen show resumes for Texas on 85 CBS stations on Aug. 1.

Publicity Contract

The Treasury Department radio section, headed by Vincent F. Callahan, also has announced that Radio Feature Service Inc., headed by Earle Ferris, will service radio editors with news releases about Treasury programs, which currently include *The Treasury Hour* on CBS, *For America We Sing* on NBC-Blue, and the new *America Preferred*, to start Sept. 6 on MBS.

According to figures released Aug. 15 by C. E. Hooper Inc., *The Treasury Hour* held top ranking in radio audience for the first week in August. Led by the Treasury show with a 9.9 ranking achieved in seven weeks of broadcasting, other favored programs were Bing Crosby, 9.7, Walter Winchell, 9.7, and Rudy Vallee, 9.6.

Fulltime Grant Given For WWVA, Wheeling

APPARENTLY an outgrowth of the recent FCC order banning multiple ownership where duplicating service is involved, WWVA, Wheeling, was authorized by the FCC last Tuesday to operate with 5,000 watts fulltime until Feb. 1, 1942, while holding a construction permit for an increase in power to 50,000 watts.

While the FCC has not made public a list of stations which would be embraced in its multiple ownership-overlapping service ban, it is understood WWVA, with 50,000 watts, definitely would fall into that category by virtue of the operation of a sister station, WMMN, at Fairmont, W. Va. The Commission granted WWVA special service authorization to operate on 1170 kc. with 5,000 watts fulltime in lieu of its present assignment on 1170 kc. with 5,000 watts operating simultaneously day with WOWO, Fort Wayne, while sharing at night with that station. The construction permit for 50,000 watts with unlimited time remains intact.

THOMAS M. KERESEY, for the last 11 years vice-president of Lord & Thomas, has resigned, effective immediately.



Drawn for BROADCASTING by Sid Hix

"So That Stingy Klunk Thinks He Can Take 2% Off My Alimony Check!"

Army and Networks Hold Conferences To Prepare Coverage of War Maneuvers

PLANS for network coverage of the "war" between the U. S. Second and Third Armies, to be held in Louisiana in the latter half of September, were discussed in New York Aug. 20 by members of the Radio Branch of the War Department's Bureau of Public Relations and network special events executives at a meeting at the Roosevelt Hotel in New York.

Difficulties of obtaining live on-the-scene broadcasts during "free maneuvers", which follow no set schedule and occur in a sparsely settled region with a minimum of telephone facilities, were pointed out by the War Department delegation, which told the network men that local stations, whose representatives will accompany single Army units with recording equipment to pick up the best action available for delayed broadcasts, will have all the best of it. [For a detailed description of the radio problems, see BROADCASTING, Aug. 18.]

Radio Aides

Networks will have men attached to both Armies, to insure complete coverage of both sides. It is expected the network crews will include radio reporters who have had experience in broadcasting the European war and who can contrast the real thing with the simulated battles of the maneuvers, which will employ tanks, planes, artillery and all the equipment of warfare at the Armies' command.

To aid broadcasters, the Bureau will assign a radio man to each Army. Brooks Watson will be attached to the Second Army, with headquarters at Jonesboro, La., or Winfield, Ark.; Ross Worthington to the Third Army headquarters at Lake Charles, La.; and Jack Harris at general headquarters for the observation of the maneuvers at Leesville, La. To aid in arranging live broadcasts, a telephone company man will also be stationed at each of these headquarter points. Each Army also will have its own radio staff, as well as press staff, for the first time in the history of war games.

Since the glass discs now in common use for transcriptions are not designed to stand up under the conditions of transport that will prevail during the maneuvers, the Bureau has requested OPM for priorities and has ordered 400 aluminum discs from Presto, contingent on the OPM permission. These discs will be distributed among the station crews covering the war games when and as needed.

These maneuvers, largest peacetime war games ever held, involving some 500,000 officers and men, have evoked such interest in Central and South America, as well as in the United States, that extensive coverage by both shortwave and domestic broadcasting is planned. Already NBC and WLWO, Crosley shortwave station, have arranged for maneuver broadcasts, and other shortwave operators are expected to follow suit.

Conference was attended by Edward M. Kirby, on leave from his position as public relations director of the NAB to serve with the War Department as chief of the Radio Branch, and Messrs. Harris, Watson and Worthington of the Bureau's Radio Branch; Ken Frey and Art Feldman, NBC; Paul White, Bill Slocum and Brewster Morgan, CBS, and Tom Slater, MBS.

News Service Plans

On the previous day the Washington delegation conferred with the radio executives of the news services supplying news to broadcasting stations, UP, PA, INS and Transradio, laying plans for expediting the movement of War Department news to the broadcasters. This assignment will be supervised by Bill Bailey, formerly news editor of WLW-WSAI, Cincinnati. The Radio Branch has volunteered to act as leg man for the news services on all War Department matters and believes it can handle inquiries in minutes instead of the hours it would take a news service reporter to get to the proper individual and secure his information in person.

The Branch is also developing feature broadcast material concerning Army activities, it was said, with the recent appointment of Mrs. William Hobby, vice-president of KPRC, Houston, as coordinator of women's news cited as an example.

BETTER FACILITIES GRANTED STATIONS

POWER increases to 5,000 watts fulltime were granted three regionals by the FCC at its special meeting last Monday. Action was taken by Commissioners Fly, Craven and Walker, under the temporary "no quorum" rule.

WHIO, Dayton, was granted reinstatement of a construction permit to install a new transmitter and a directional antenna for night use and increase its night power to 5,000 watts. The station has held a construction permit, which had expired, to use 1290 kc. with 5,000 watts day and 1,000 watts night.

WTOC, Savannah, was granted modification of a construction permit to increase its night power to 5,000 watts and make changes in its directional antenna. The station now has a construction permit for 1290 kc. with 1,000 watts night and 5,000 watts day.

WRDW, Augusta, Ga. on petition to reconsider and grant without hearing its application for Class III-A facilities, received favorable action from the FCC. In granting the petition, the Commission authorized the station to shift frequency from 1490 to 1480 kc. and increase its power from 250 watts to 5,000 watts fulltime.

KFPW, Fort Smith, Ark., received favorable action on its petition to reconsider and grant without hearing its application for renewal of license. A hearing heretofore scheduled was cancelled. The station operates on 1000 kc. with 250 watts.

Camille Spots

CAMILLE Inc., Morristown, N. J., in September will run two eight-week local campaigns, one for Run-R-Stop on WHK, Cleveland, and the other for a new mascara cream on WJBK, Detroit. Run-R-Stop is a preparation to stop runs in silk stockings and will be promoted by twice-weekly five-minute spots. On WJBK, the cream will be promoted on evening spot announcements placed before or after musical programs. Agency is Hudson Adv. Agency, New York.

Iodine Spots

IODINE EDUCATIONAL Bureau, New York, to promote the use of iodine, is using one-minute transcribed announcements three times a week on WLW WLS WHO WKY KFAB WIBW KFEQ KWTO WHP WSAN WHEC WJTN WNBF KSTP KROC KYSM KCRC KFPW KOTN. Agency is Simonds & Simonds, Chicago.

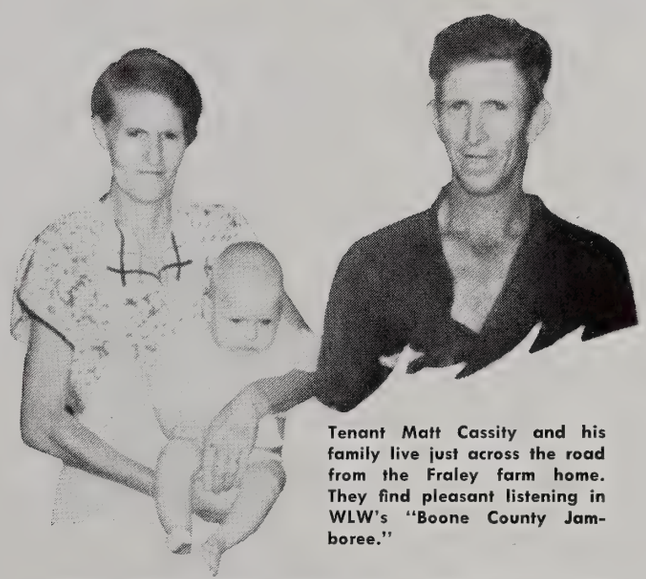
"Meet the FRALEYS and CASSITYS"



Mrs. Fraley finds WLW afternoon serial stories a constant source of entertainment. The newscasts of Peter Grant and "Earthborn" are also on the "must-listen-to" list.

Deep in Kentucky, three miles from Morehead, in an atmosphere aromatic with tradition, tobacco, and waving tasselled corn, sets the Glennis Fraley Farm. The operation of this farm is somewhat uncommon. Mr. Fraley also owns a large "serve yourself" grocery in Morehead, to which he daily commutes. So the Cassitys, tenant farmers, operate the rural business of Fraley. Under their combined efforts—and with due respect to the soil's fertility—bumper crops of tobacco and corn are being produced this year.

Both the Fraleys and the Cassitys talk much of WLW as a friendly, constant companion. They speak of the stimulating power of ideas expressed in "Everybody's Farm Hour". They nod emphatic agreement to the usefulness of WLW's complete market reports. When surprise was expressed at their intimate knowledge of WLW's programs, they said, "WLW is practically the only station we listen to."



Tenant Matt Cassity and his family live just across the road from the Fraley farm home. They find pleasant listening in WLW's "Boone County Jamboree."

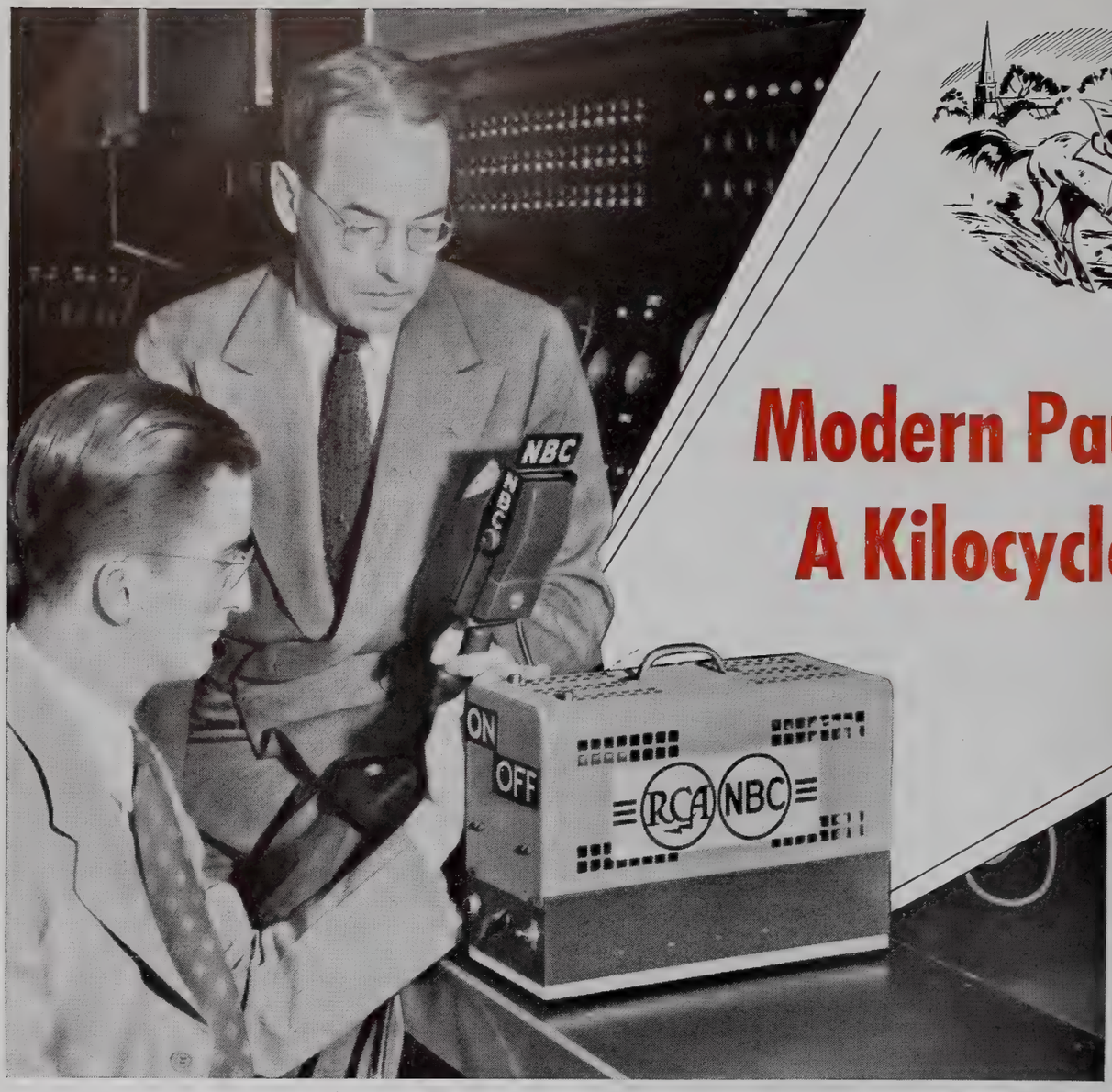
Glennis Fraley sponsors Cassity boys in FFA movement. Ed Mason and Mert Emmert, popular WLW Agricultural Staff Members are radio favorites of this genial farmer.





REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

WLW THE NATION'S *most Merchandise-able* STATION





Modern Paul Revere
A Kilocycle Rider!

Newest development of RCA Laboratories, the RCA Alert Receiver is about the size of a portable radio set and as easy to carry. It operates from an ordinary light socket, either AC or DC, and can be switched to batteries in the event of damage to power lines.

New RCA Laboratories development...
RCA Alert Receiver a notable contribution to civilian defense.
Turned on and off by broadcasting station!

An emergency warning signal is flashed through space by a radio station. Instantly and automatically, the new RCA Alert Receiver in the home leaps into action, ringing a bell or sounding a siren.

Sleepers are aroused. Listeners are summoned. And then, through its loudspeaker, this modern Paul Revere brings them air-raid instructions or other important messages with the speed of light.

Amazingly simple in design and construction, the RCA Alert Receiver can be produced at a cost approximating that of the average low-priced table model radio. Requiring very little power for operation, it can be used with surprising economy, 24 hours a day over a long period of time.

Even more simple is transmitting apparatus, which consists of a vacuum tube oscillator generating two subaudible frequencies. One turns the receiver on, the other turns it off. Installation requires no change in normal broadcast station wiring.

The RCA Alert Receiver is important to National Defense because it makes possible a local, regional or nation-wide instantaneous radio call service. With this new development, the public service of radio is once more expanded—thanks to RCA research.

RCA LABORATORIES

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Other RCA Services: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America
R.C.A. Communications, Inc. • National Broadcasting Co., Inc. • RCA Institutes, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy • $5.00 the Year
Canadian & Foreign $6.00 the Year

SEPTEMBER 1, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 9
WASHINGTON, D. C.



"BUT WHY DO I APPEAL TO YOU?"

● Well, now, Victoria—we don't know all about your "appeal", but we'll bet it's easier to evaluate than *ours!* Because with radio stations even more than with people, "appeal" is sometimes so intangible that it defies analysis, and is only made tangible by its *effects.*

For example, we (and dozens of our advertisers) know that WHO has *greater appeal* than any other radio station out here. But until now, we've never been able to prove it. The *effect* that now proves it has just been revealed by the 1941 Iowa Radio Audience Survey!

The Iowa listeners who name WHO as "listened-to-most" spend 71.2% of their listening time with WHO. Whereas the listeners who name any OTHER Iowa commercial station as "listened-to-most" give from only 54.2% on down to 29.8% of their listening time to their favorite stations. . . .

This amazing but conclusive *fact* is given on page 12 of the 1941 Survey—with actual names and figures. If you haven't studied this new Survey, you're missing some really valuable information. Shall we send you your copy?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

One of America's Great Radio Schedules!



WBAL "GOING TO TOWN" ON NEW SCHEDULE

with

Billboards

•

Newspapers

•

Retail Publications

•

Trade Publications

•

Direct Mail

•

Special Programs and Announcements

On October 1, the New WBAL will become a basic member of the NBC-Red Network.

In addition, the New WBAL will broadcast such popular programs as Lowell Thomas, Cavalcade of America, Xavier Cugat, Grand Central Station, the General Mills Hour, Burns and Allen, Hap Hazard, and others. In other cities some of these "purple" programs are on the Red Station, some on the Blue. In Baltimore, they are all concentrated on WBAL.

The New WBAL will also continue its own feature programs including "Gittin' Up Time," "Around the Breakfast Table," "Radio Roundup," "Mary Landis," "The Grab Bag Quiz," "Stories Behind the Headlines," "The Prince and Princess of Song" and such stars as Katherine Dierken, Bill Herson, Happy Johnny, Walter Linthicum, Bailey Goss, Galen Fromme, Norman Young, Alexander Gifford, and others.

With its new, full-time 50,000 watt transmitter delivering an excellent signal to an estimated effective coverage area containing more than six million people, this program schedule will make the New WBAL more than ever "One of America's Great Radio Stations" and the basic advertising medium in this rich area for the great names in local and national advertising.



National Representation • INTERNATIONAL RADIO SALES

Leadership in Library Service

Circles Are Round . . .

. . . not a very sage observation, you say; but be patient, we're leading up to something.

▼ ▼ ▼

Standard Program Library discs are circles—perfect ones. (We're creeping up to our point now—be there any paragraph.) And what makes our discs go "circling" 'round on turntables in well over 300 stations, is the fact that the Standard Program Library "en-circles" the musical requirements of radio stations . . . *completely.* (Got there, didn't we?)

▲ ▲ ▲

F'rinstance, take the way in which we've been meeting the dance band requirements of our station subscribers. Wasn't it just last month that we added Dave Rose and his Orchestra, as well as Abe Lyman and Will Osborne to our already great circle of name bands? And we circle right back to give more of the same this month.

▼ ▼ ▼

What's more, we keep right on adding new tunes by dance bands after our first releases, so's our stations will have enough selections by each orchestra to do a "name" program series. It's pretty important, that follow-through.

▲ ▲ ▲

In case you'd like to tie-in with the current "V for Victory" campaign, you will be interested to know that our Super Sound Effects disc No. 57 contains a series of V's in Morse code—three dots and a dash.

▼ ▼ ▼

Maybe—and mind you we're just suggesting this—maybe you'd like to join our circle of subscribers? If so, just write us today for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!

WELCOME TO:

KROS—Clinton, Iowa
WCRS—Greenwood, So. Carolina
WLBJ—Bowling Green, Kentucky
KFMB—San Diego, Cal.
WMBI—Chicago
WBBB—Burlington, No. Carolina
KROC—Rochester, Min.

Largest List of Active Subscribers!

. . . SO MANY FLATTERING COMMENTS . . .

KBUR

BURLINGTON BROADCASTING COMPANY
NATIONAL BANK BUILDING
BURLINGTON, IOWA

August 19, 1941

Mr. M. M. Blink
Standard Radio
360 North Michigan Ave.
Chicago, Ill.

Dear friend Milton:

KBUR has received so many flattering comments concerning our transcription service, that I felt it only fair to pass the bouquets on to you.

In my opinion, the quality of the transcriptions surpass anything which I have heard. The unusual variety and fine balance of types make programming extremely simple.

Winchell might hand you an orchid but "Josh Higgins of Finchville" gives you an old fashioned, sincere handclasp of appreciation.

Very cordially yours,

BURLINGTON BROADCASTING CO.

Joe Du Mond, Gen. Mgr.

JD:MW

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

ARE THE TRANSCRIPTIONS you offer your listeners merely taken for granted? . . . or are they so vital, so commanding in scope and musical quality that they draw expressions of appreciation from sponsors and listeners alike? . . . Standard subscribers often receive favorable comments from their audiences . . . indicating that listeners appreciate the difference between superb musical entertainment and "just music" . . . The Standard Program Library has what it takes to win and hold audiences . . . showmanship, variety, musical excellence . . . explaining why the *largest* list of active subscribers say "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as

When you think of

NEW ORLEANS

you think of:

The Gateway to Latin America



and

WWL

NEW ORLEANS

50,000 WATTS

(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

September 1, 1941

CONTENTS

Net Rules Put Off; Argument Set for Sept. 12 ____ 7
Radio Tax Out, Franchise Levy Considered ____ 7
ANPA Files Arguments In Stahlman Appeal ____ 8
NAB Seeks Safeguards in NBC-ASCAP Deal ____ 9
Higher Phone Tax Hits Radio ____ 10
Foreign Language Markets ____ 10
More Drama, News, CAB Finds ____ 11
Ownership Rule Inspires Swap ____ 12
Higgins Moves Boats Over Airwaves ____ 14
KGIR Files For WEAF Frequency ____ 16
Battle Over 1190 kc. Channel Indicated ____ 16
Salesmen Confer With Timebuyers ____ 18
Edgar A. Fellers Dies ____ 18
Army Plans Radio Meetings ____ 20
Heavy NIB Convention Attendance Seen ____ 20
Ford to Sponsor Detroit Football ____ 22
Drop In Radio Set Production Forecast ____ 26
China Presents Radio Problems ____ 30
NBC Adds 14 More Latin Stations ____ 30
NAB Urges Department Store Campaign ____ 38
Storm Destroys Towers ____ 42
Value of Monitoring Service Shown ____ 54
Propaganda Probe Looks at Films First ____ 54

DEPARTMENTS

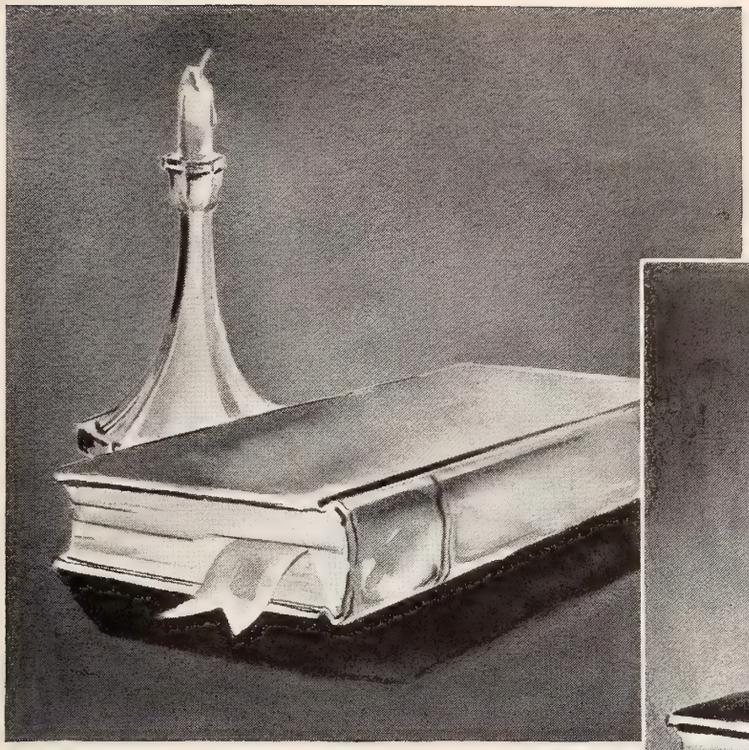
Agencies ____ 39
Agency Appointments ____ 37
Behind the Mike ____ 34
Buyers of Time ____ 22
Classified Advertisements 45
Control Room ____ 42
Editorials ____ 32
FCC Actions ____ 52
Meet the Ladies ____ 36
Merchandising ____ 46
Network Accounts ____ 47
Other Fellow's Viewpoint 24
Personal Notes ____ 33
Purely Programs ____ 43
Radio Advertisers ____ 40
Station Accounts ____ 38
Studio Notes ____ 53
We Pay Respects ____ 33
Hix Cartoon ____ 54

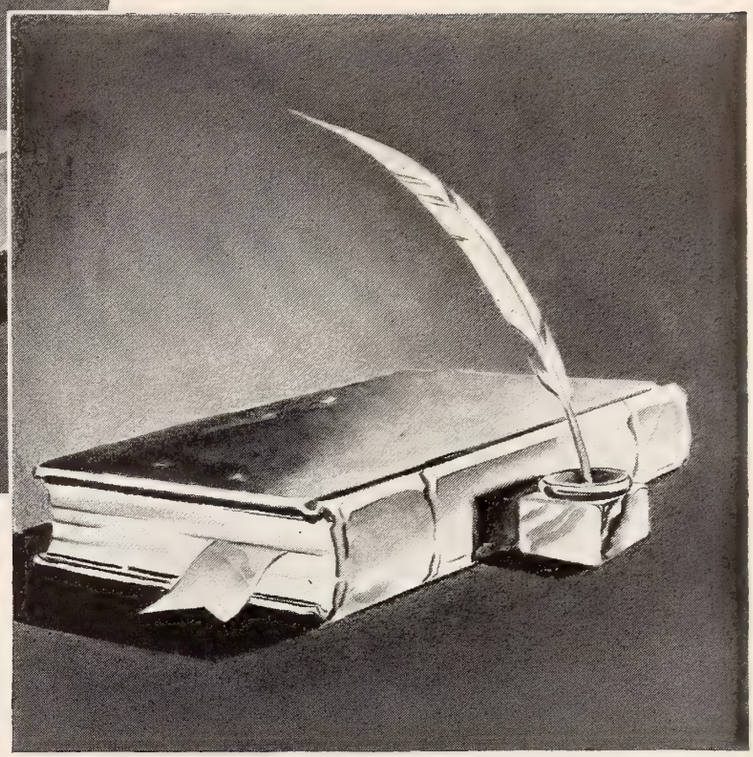


BUSINESS OPPORTUNITIES: Farm income is up over 40 points over last year. Farm overhead has risen only 6 points. Invest in KFAB now, to sell this bigger, wealthier market!

KFAB

LINCOLN, NEBR





Alike?

Their covers are alike, they look identical, but only one is a best seller

YOU CAN'T JUDGE A BOOK BY ITS COVER OR A RADIO STATION BY ITS POWER

Power is only one consideration in radio. Important, but much more so when its supplemented with a low frequency. Take 50,000 watt WSM for instance. Here's power, to be sure, but this power is enhanced and strengthened by an unusually low frequency. A clear channel on 650 kilocycles thrusts your message farther, deeper into wide areas—this means greater coverage for your dollar. Then, too, there's a talent versatility and popularity that gets and holds audiences. You can't measure that in terms of watts. Consider, and compare WSM with any radio station. You'll find WSM a best seller for you.

« « » »

WSM thrusts your message into the heart of America's fastest growing market — the South. 70% of America's rayon; 67% of the nation's crude oil; 100% of the bauxite—all are produced in this great market—where agriculture alone is a $500,000,000 industry.

W "Air Castle of the South" E
50,000 WATTS CLEAR CHANNEL

WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

MEET NORTH CAROLINA'S NO. 1 SALESMAN!

Few people seem to know it, but North Carolina is the South's No. 1 State—leads the nine other southern states by wide margins in *both* industry and agriculture. . . .

Until very recently, radio advertisers could cover this highly important market only by using a number of radio stations, each too small to do a job over the entire area. *But now Station WPTF, at Raleigh, broadcasts on 50,000 watts, at 680 K.C.* —gives you *most* of North Carolina, at one surprisingly low cost!

Low cost is only *one* of the angles from which you must judge any radio station (or salesman). The other is the sales volume it (or he) can produce for you. By *both* tests, Station WPTF is North Carolina's No. 1 Salesman. Ask your Agency to ask the Colonel!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . .IOWA. . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . .SOUTHEAST. . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . .SOUTHWEST. . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . .PACIFIC COAST. . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE



WPTF

RALEIGH, N. C.

50,000 Watts . . 680 K. C. . . N.B.C. Red

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 · NEW YORK: 247 Park Ave., Plaza 5-4131 · DETROIT: New Center Bldg., Trinity 2-8444 · SAN FRANCISCO: 111 Sutter, Sutter 4353 · LOS ANGELES: 650 S. Grand, Vandike 0569 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 9 WASHINGTON, D. C., SEPTEMBER 1, 1941 $5.00 A YEAR—15c A COPY

Net Rules Halted; Argument Set Sept. 12

Action Taken After Network Threat To Litigate

TACITLY ADMITTING a breakdown in its protracted negotiations with the major networks toward a compromise on the far-reaching chain-monopoly regulations, the FCC last Thursday averted another broadcasting crisis by indefinitely postponing the Sept. 16 effective date of the regulations and authorizing wide-open oral arguments Sept. 12 on their reasonableness.

After the FCC law department had been advised of the intention of NBC and CBS to file suits challenging the FCC's jurisdiction over contractual relationship between networks and affiliates and to enjoin enforcement of the regulations, Acting Chairman T. A. M. Craven announced the sudden action. Chairman James Lawrence Fly, in St. Paul attending the annual convention of the National Assn. of Railroad & Utilities Commissioners, approved the action.

No Effective Date

While the Commission did not specify a new effective date, it stated that the twice-postponed regulations "will not be placed in effect with respect to existing affiliation contracts, or network organization station licenses, or the maintenance of more than one network by a single organization" until disposition of the oral arguments.

Assurances that the FCC will not summarily invoke modified regulations following the oral arguments were given the industry by Acting Chairman Craven late Thursday, after several inquiries.

Comdr. Craven discussed the matter with Chairman Fly by telephone, after which he issued a statement that broadcast licensees "will be afforded opportunity to adjust their operations to accord with rules with respect to chain broadcasting, following the Commission's scheduled Sept. 12 oral arguments on the petition of MBS to amend the same". He added that "reasonable time will elapse after disposal of this and any other petition offered on that occasion before making such rules effective".

While there was no explanation of what would constitute reasonable time, it was thought this would be a minimum of two weeks, or possibly a month.

Action was taken on the basis of the petition of MBS, filed Aug. 14 after the rupture in conversations between Chairman Fly and top officials of NBC, CBS and MBS had developed Aug. 7. MBS did not request oral argument but simply sought amendment of the option time provisions, most controverted of the eight regulations. Chairman Fly previously had rejected this proposal, after which he had delivered to the networks a virtual take-it-or-leave-it ultimatum. He had proposed a time-option formula in substance setting up three five-hour segments for each broadcast day, with two hours in each bracket to be exclusively optioned to a particular network, with the balance free station time. All three networks opposed this arbitrary provision.

Because of the magnitude of the issue, it is likely that requests for postponement of the Sept. 12 oral argument date will be sought. Many of the principals would just be returning from their vacations and would not have sufficient time to prepare advance briefs or detailed arguments, it was thought.

Craven Issues Order

Comdr. Craven was the only commissioner in Washington when the action was taken. He issued the public notice on the oral arguments after consultation with acting General Counsel Thomas E. Harris, who had participated in the network-FCC conferences as alternate for General Counsel Telford Taylor.

Participants in the conferences, which began last June following hearings on the White Resolution to curb the FCC's activities, were William S. Paley and Edward Klauber, for CBS; Niles Trammell and Frank E. Mullen or William S. Hedges, for NBC; Louis G. Caldwell, counsel, and Fred Weber, general manager, for MBS.

Acting Chairman Craven authorized issuance of the following public notice sent to all stations and networks:

On Aug. 14, 1941, MBS filed with the Commission a petition requesting it to amend its regulations dealing with network option time and the term of affiliation contracts. This petition has been set for oral argument before the Commission en banc on Friday, Sept. 12, 1941 at 10 a.m. at a place hereafter to be announced.

At that time the Commission will hear oral argument by MBS, and by any other licensees and network organizations who desire to be heard with respect to the chain broadcasting regulations as promulgated, the Mutual

Radio Tax Out, Franchise Idea Studied

Senate Committee May Support Substitute Industry Levy

DESPITE announcement last Wednesday by Chairman George (D-Ga.) that the Senate Finance Committee had voted to delete from the 1941 Revenue Act, the House-approved 5-15% tax on radio's net time sales over $100,000, the shadow of some sort of franchise tax for radio and communications facilities appears increasingly evident.

In announcing the committee's action, Senator George revealed that the finance group had not given up the idea of taxing broadcast facilities and had instructed the Treasury Department and the Joint Committee on Internal Revenue to study the possibility of a franchise tax.

Delay for Research

It was indicated that the committee not only had agreed to look into the franchise tax proposition in an exploratory way, but also that the consensus was in favor of such an impost, laid out along "cost of regulation" lines recommended by FCC Chairman James Lawrence Fly at an Aug. 18 appearance at the Senate hearings [BROADCASTING, Aug. 25]. Although Chairman George indicated the idea definitely would be considered, he indicated also that there was little chance of considering it with the pending bill.

Chairman George also has appointed a special two-man subcommittee to look into the radio franchise tax proposition — Senators Prentiss Brown (D-Mich.) and Danaher (R-Conn.). It is understood Senators Brown and Danaher are considering a plan, calculated to raise about $1,000,000 annually, based on the quarter-hour rate of individual stations rather than on wattage or other considerations. This would be a franchise rather than an income tax.

It is thought the Treasury Department would not be able to complete such a study for at least a month, probably until October at the earliest, although conceivably a survey could be rushed through in time for consideration of a franchise tax by the upper house before debate on the Revenue Act has ended in the Senate. Chairman George indicated the question likely would be considered in connection with a later revenue measure.

Besides deleting the proposed radio tax, the Senate committee also eliminated the House-approved billboard space tax, which along with the radio levy drew heavy fire from agency, media and advertiser groups during Senate hearings. Industry and advertising were quick to caution, however, against any let-up in opposition, since even with the Senate knocking out the controverted levies, they still must be threshed out in House-Senate conferences after the Senate completes its action on the bill.

Labor Opposition

In view of Chairman George's announcement that the franchise tax proposition was being studied, it was thought that chances of securing approval of the radio and billboard tax deletion in conference have improved. Assurance that some sort of tax is being contemplated for radio will mollify enough radio-tax proponents to allow complete deletion of the proposal from the finished bill, it is thought.

Regarded by observers as the clincher in the case against the radio tax was the testimony of W. C. Hushing, chairman of the legislative committee of the American Federation of Labor, during the final hours of the Senate hearings on Aug. 23. Previously a united front of agency, media and advertiser organizations had voiced un-

(*Continued on page 50*)

petition, or any other modification of any of the chain broadcasting regulations which those appearing desire to propose. All persons wishing to be heard are requested to file appearances with the Secretary of the Commission on or before Sept. 10. Written briefs may be filed on or before Sept. 12.

The chain broadcasting regulations will not be placed in effect with respect to existing affiliation contracts, or network organization station licenses, or the maintenance of more than one network by a single network organization, until after the disposition of the Mutual petition and of any other which may be filed.

Whether NBC and CBS, in the light of the postponement, immediately will file suits challenging the FCC's jurisdiction was conjectural. It was thought such a move might be ill-advised, since they will not have exhausted their legal remedies before the FCC prior to setting of an actual effective date for the regulations. On the other hand, there was possibility that following the oral arguments, the Commission might be disposed to postpone indefinitely the effective date of the regulations, pending an adjudication of the question of its jurisdiction, based on the contemplated suits.

Long Newspaper Hearing

Commissioner Craven said he had designated the Sept. 12 date for oral arguments because it appeared to be the only convenient time allowing due notice to parties in interest. The newspaper-divorcement hearings will reopen Sept. 17, he pointed out, and may run several weeks.

The Commission's action alleviates immediate tension in industry circles. The networks had been notified by numerous affiliates that they would not be in a position to continue existing affiliation contracts if the rules remained as drafted, to become effective Sept. 16. In many cases, however, affiliates had advised the networks that they would be disposed to continue their relationship without contract but under a "gentleman's agreement", to remain in force until there is a final adjudication.

Similarly, pressure upon NBC to dispose of the Blue Network under the regulation banning dual network service, likewise is temporarily ameliorated. In fact, all of the eight rules are suspended indefinitely.

While the Commission did not state that oral arguments would go to the question of the reasonableness of the regulations, it made the hearing order sufficiently broad to warrant such a deduction. Not only MBS, which filed the only petition before it, but any other licensee or network organization can appear to cover the chain-broadcasting regulations as promulgated, as well as any other modification which they may propose relating to the network-contract field.

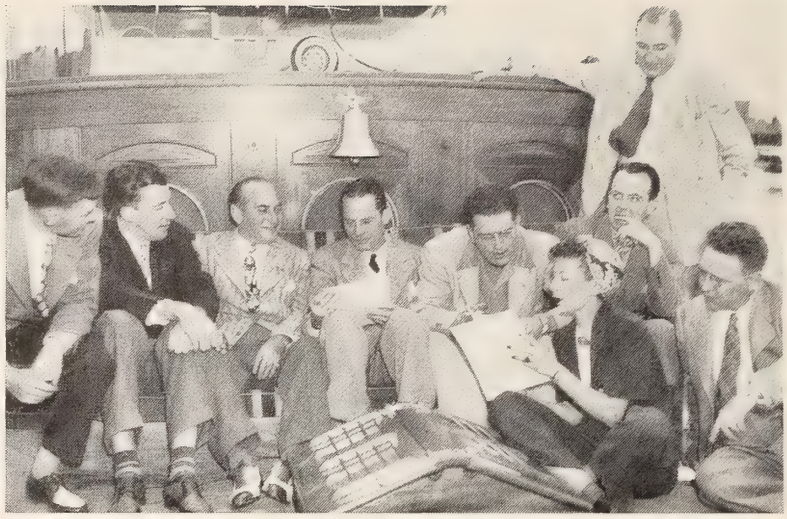
The law department also was authorized to confer with John J. Burns, chief counsel for CBS, and John T. Cahill, head counsel for NBC, in connection with the projected litigation, so that procedure could be agreed upon. MBS, through Mr. Caldwell, has not indicated any intention of filing suit. It is understood the postponement followed a conversation between Judge Burns and Mr. Harris, at which time the CBS chief counsel notified him of his intention of filing suit promptly.

New Effective Date?

It is presumed the Commission will consider the matter of a new effective date after disposition of the oral argument, because the decision of the networks on the timing of the jurisdictional suits unquestionably will have a bearing on this ultimate action.

NBC and CBS originally had planned to file their suits—probably in the New York Federal courts—between Sept. 2 and 10 because of the court rules requiring at least five days' notice [BROADCASTING, Aug. 18-25].

The postponement action obviates the necessity of intercession by Chairman Wheeler (D-Mont.) in the proceedings. He originally had used his good offices in bringing Chairman Fly and the network executives together for the conferences. Senator Wheeler left Washington last week-end for a series of speeches in the West. It was stated in his office that he probably would not return to Washington until latter September, but that he could be contacted by telephone in the event another "crisis" developed.



FINAL DETAILS of a novel program get a last-minute checkup by NBC and Wade Advertising Agency staffs aboard the 92-foot power cruiser, *Marlyn*, on the Chicago lakefront. Claimed as the first commercial broadcast from a privately-owned boat, the Aug. 17 Morris B. Sachs *Amateur Hour* was shortwaved from the boat, with Owner L. T. Roundtree playing host. Left to right are Byron Speirs, NBC engineer; James Campbell, NBC announcer; Morris B. Sachs, sponsor; Charles Lyon, m.c. of the *Amateur Hour;* Bill Jones, of the Wade agency, which produces the show; Marian Nelson, of the agency; A. D. Scott, NBC director; Larry Davidson, of the agency; and Mel Stitzel, orchestra conductor (standing). All seem to be enjoying the stunt.

More Candy Spots

ROCKWOOD & Co., Brooklyn (Choc-so-candy), in September and October is adding WGAR, KDKA and WSBT to the three stations already signed to carry thrice weekly participations on homemaking programs. Those three are WOR, KHJ and WLS. Agency is Federal Adv. Agency, New York.

WINCHELL LEADING SECTIONAL SURVEY

WALTER WINCHELL'S Sunday evening *Jergen's Journal* broadcast of news and gossip was the most popular program with southern and western listeners during May, June and July; *The Aldrich Family* was tops with eastern audiences and Bob Hope was first in the North Central region during that period, according to the Hooper Sectional Ratings Report.

The service shows quartely ratings for Red, Blue, CBS and MBS programs in the four geographic areas, under four headings, "Sets-in-Use," "Network Ratings," "Available Audience" or the percentage "at home and awake," and "Recruiting Efficiency" or the proportion of the available audience which is actually listening.

The Winchell program on the Pacific Coast at 8-8:15 p.m. Sundays had top network rating with 29.4%, and that time on the Coast also had the largest percentage of set-in-use, 39.7%, for the quarter. Highest available audience was found in the North Central area between 7 and 7:30 Monday evenings, when 86.0% were at home and awake. Highest recruiting efficiency was found in the East on Thursdays between 9 and 9:30 p.m., when Major Bowes and Bing Crosby were both on.

Parkay Net Series

KRAFT CHEESE Co., Chicago (Parkay Margarine), through Needham, Louis & Brorby, that city, on Aug. 31 started for 39 weeks, *The Great Gildersleeve*, on 28 NBC-Red stations, Sunday, 6:30-7 p.m. (EDST). Series stars Harold Peary, supported by Walter Tetley and Lurene Tuttle. Leonard Levinson writes the serial. Musical background is provided by William Randolph's orchestra. Cecil Underwood is agency producer. Jim Bannon announces, with Wilson Edwards doing cut-in commercials.

Arguments Filed In ANPA's Appeal

Hanson Submits 21 Points in Contesting FCC Subpoena

CARRYING ON procedural details in connection with the appeal of an Aug. 15 opinion of Justice James W. Morris, of the U. S. District Court for the District of Columbia, Elisha Hanson, ANPA counsel, last Tuesday filed with the district court a statement of 21 points to be relied upon in appealing Justice Morris' action in upholding the FCC position that it has the power to subpoena witnesses in connection with general hearings along lines of the newspaper-ownership inquiry.

Under the Aug. 15 opinion and through an order subsequently signed by Justice Morris, James G. Stahlman, publisher of the *Nashville Banner* and former ANPA president, would be required to answer a subpoena to testify at the newspaper-ownership investigation, now scheduled to reopen Sept. 17 [BROADCASTING, Aug. 18]. Mr. Hanson, acting as counsel for Mr. Stahlman, on Aug. 21 filed notice with the court that he would carry the case to the U. S. Court of Appeals [BROADCASTING, Aug. 25].

Long Delay Seen

Under established procedure Mr. Hanson has 40 days from the time of filing the notice of appeal with the district court to file a complete record of the case with the court of appeals. An additional 50-day extension also may be granted by the lower court. In view of this, it is not thought the court of appeals will hear the case before November.

In his statement of points for appeal Mr. Hanson followed the line of his argument before Justice Morris, maintaining that the FCC did not have the power to conduct the newspaper-ownership inquiry, and since this was illegal, it had no power to subpoena Mr. Stahlman, who is now on active duty in the Public Relations Office of the Navy as a lieutenant commander, to appear at the proceeding. The case is regarded as a far-reaching test of the investigatory and subpoena powers of an administrative agency such as the FCC.

Disc Repeat for Benny

GENERAL FOODS Corp., New York (Jell-O), resuming the weekly NBC *Jack Benny Show* on Oct. 5 will release the West Coast repeat via transcriptions on a group of Pacific Blue stations, Sunday, 8:30-9 p.m. (PST), with the early live broadcast being heard transcontinentally on Red stations, 7-7:30 p.m. (EST). Live broadcast will simultaneously be heard on the West Coast with its eastern release. Benny has long sought to get away from his West Coast repeat, and reportedly has made many efforts to eliminate it in the past. Just how many Blue stations will take the transcribed programs was not known at this writing. Agency is Young & Rubicam, New York.

NAB Seeks Safeguards in ASCAP Pact

NBC Deal Progresses; Action Possible by End of Week

ADDITIONAL protective clauses in the proposed contract forms which would result in return of ASCAP music to the NBC networks for the first time since last Jan. 1 still must be provided before the NAB executive committee will recommend to the industry that the formula for a truce in the copyright war appears satisfactory.

Following a two-day session in New York last Wednesday and Thursday, the committee suggested a series of changes in the proposed contract, designed to provide greatest possible protection for the industry and still conform with the requirements of the copyright consent decrees.

NAB President Neville Miller and possibly other members of the seven-man executive committee are to return to New York Sept. 2 to review the revised contracts and, after telephonic contact with other members of the committee, plan to issue a statement recommending the agreement, if the additional safeguards are adequately provided.

May Sign Within Week

With officials of both NBC and ASCAP expressing confidence there will be no further hitches, it was predicted that NBC President Niles Trammell and ASCAP President Gene Buck probably would sign the network form of contract prior to the end of the week. In substance, it will provide a blanket commercial license fee of 2¾% of net time sales for the network and specify 2¼% of net time sales for stations. The alternative station per-use contract will specify 8% of net time sales, with payments only on programs using ASCAP music.

It is estimated the new terms, if applied to the entire industry, would give ASCAP an annual revenue from radio of about $3,000,000, as compared with the $4,200,000 estimated figure under the terms agreed to last May by MBS and as against approximately $5,100,000 paid to ASCAP by the industry in 1940 under the old 5% contract.

Changes in the form of basic contract suggested by committee members immediately were taken up with ASCAP Thursday by Mark Woods, NBC vice-president and treasurer; Paul W. Morency, WTIC, Hartford, as a member of the executive committee, and President Miller, who was present at ASCAP's invitation, marking the first time he had counselled with ASCAP representatives since the breach of last year.

It was stated that some progress had been made and that Robert P. Myers, NBC copyright attorney, and Herman Finklestein, ASCAP counsel, worked until the small hours Thursday and again on Friday in drafting the new language.

These revisions, it is understood, will make it clear that networks or stations can shift from blanket license to per-use, or vice versa, anytime during the nine-year life of the contract. It also was agreed that the proposal would be available to stations for the entire nine-year period, without change in rate. Adequate provision likewise is being made for clearance of transcriptions at the source, just as network programs will be cleared.

Five Forms Drafted

Some five different forms of contract, covering networks and single stations, under either blanket or per-use formulas, have been drafted. The ASCAP Board on Aug. 1 announced it had approved terms of the proposed contract with NBC, following a week of almost constant negotiations. Since that time, conversations have been going forward between NBC and its affiliates, as well as NAB, in connection with precise terms.

CBS was represented at the executive committee sessions by Edward Klauber, executive vice-president, and Julius Brauner, of its law department. It is understood the network is not planning to take the initiative in reopening negotiations with ASCAP, taking the position that it had already made ASCAP an offer which as yet has not evoked a reply nor a counter-offer.

Await NAB Action

Although there has been unfavorable reaction from a substantial number of broadcasters to the ASCAP form of contract, it nevertheless was felt that once the NAB Executive Committee signifies its sympathy with the NBC terms, it will become the pattern for the industry as a whole. Those networks and stations which already have signed with ASCAP have been given "most favored nation" clause protection, and contracts automatically will be readjusted to conform with the NBC formula, admittedly the best thus far under consideration since the rupture with ASCAP last year.

The NAB committee, which met at the Hotel Roosevelt, had six of the seven executive committee members present, along with several other industry observers. In addition to NAB President Miller and Mr. Morency, the committee members were John Elmer, WCBM, Baltimore; Don S. Elias, WWNC, Asheville; James D. Shouse, WLW, Cincinnati, and John J. Gillin Jr., WOW, Omaha. William H. West Jr., WTMV, East St. Louis, Ill., was the only member absent. Also sitting in were Messrs. Klauber and Brauner of CBS; NBC vice-president Woods, Frank M. Russell and Sidney N. Strotz, and NBC attorney Myers and C. E. Arney Jr., assistant to the president of the NAB.

The fact that the contract must now be ratified by a new ASCAP board presents another possibility for an upset. The old board, which had ratified the agreement reached by negotiations between the ASCAP radio committee and NBC executives, held its last meeting Aug. 25, since when ASCAP's first election of board members by the Society's general membership has been completed.

Twelve of the 24 seats on the board were declared vacant for the election, which resulted in the re-election of seven incumbents and the replacement of five former board members by new persons. Of the six writer-members elected, Deems Taylor and Otto A. Harbach were reinstated for three-year terms, and Oley Speaks, for two years; new writer board members are Richard Rodgers and L. Wolfe Gilbert for three-year terms and Goeffrey O'Hara for one year. The six publisher members elected include newcomers, R. F. Murray for three years and A. Walter Kramer for one year, while Walter S. Fisher, J. J. Robbins and J. J. Bregman were re-elected for three years and Gustave Schirmer for two years.

New ASCAP Board

The temper of the new members is still a matter for conjecture, but it is no secret that the approval of the agreement with NBC by the old board was by no means unanimous and that if the five new members should side with the opposition faction their combined weight might be enough to change the former result and bring about a decision to stop attempting to make a deal with the broadcasters but to go ahead with the projected damage suit against NBC, CBS, NAB and BMI.

Failure of the NAB thus far to follow IRNA's example in approving the NBC-ASCAP deal has added to the conviction of one faction of ASCAP members that the broadcasters are making motions to stave off this suit but that they intend to find ways of keeping ASCAP music off the air as long as possible, probably until the end of the year and certainly until the end of the third quarter. The NBC negotiations are designed, this faction believes, to impress both ASCAP and the advertisers with the idea that progress is being made, thus keeping the sponsors from insisting for the immediate return of ASCAP music as well as blocking legal action from ASCAP.



WHEN A TORNADO wrecked two towers of KMBC, Kansas City, Aug. 25, one of the towers, 544 feet high, fell on this house, 250 feet from the tower base. The antenna broke in the center before falling. Occupants of the house narrowly avoided injury [see story on page 42].

March of Time?

ALTHOUGH Lever Bros. Co., Cambridge, has not announced what program will fill the Friday 7:30-8 p.m. period on NBC-Red which it has bought for Swan Soap starting Oct. 3, it is understood the company is interested in reviving the *March of Time*, last broadcast during the spring of 1939 on NBC under sponsorship of Time magazine. No confirmation could be obtained from NBC nor from the agency, Young & Rubicam, New York, as BROADCASTING went to press.

Big Pinkham Drive

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Sept. 1 started the largest spot campaign in its history for its vegetable compound using one-minute electrical transcriptions 5 to 18 times weekly on 184 stations throughout the country. Agency is Erwin, Wasey & Co., New York.

Higher Phone Tax To Affect Industry

Long-Distance Levy Doubled By Senate Committee

DOUBLING of the excise tax on use of long-distance telephone circuits in the 1941 Revenue Act by the Senate Finance Committee will add an appreciable item to the operating expense of broadcasters, large users of telephone facilities. In addition to approving House schedules on excise imposts on radio receiver and parts sales, raised from the former 5½% to 10%, the Senate committee raised the tax on the use of telephone facilities, such as the long-distance lines used in broadcast service, from 5% to 10%.

With many stations paying from several hundred to more than a thousand dollars monthly in telephone and line charges, the 10% levy would amount to a sizable sum for individual operators. It is estimated the annual telephone bill of stations and networks reaches from $8,000,000 to $10,000,000. Action on the bill is yet to be taken by the Senate and by House and Senate conferees.

Local Service Tax

Although the Senate committee voted to exempt leased wires, general ticker circuits and burglar alarm systems from the tax on communications, it approved a flat 10% levy on long-distance telephone calls, telegrams, radiograms and cables. It doubled the House tax of 5% on local telephone bills, and voted a 10% tax on leased wire talking circuits. The House bill provided a 5-cent tax on messages and conversations costing between 24 and 50 cents, and an additional 5-cent charge per 50 cents above the initial half-dollar toll.

Tuthill Reported Buyer Of NBC Artist Service

DANIEL S. TUTHILL, assistant manager of NBC's program and talent sales division, is reliably reported to have completed negotiations with the network for the acquisition of its talent management operations, but as BROADCASTING went to press no confirmation could be obtained from either Mr. Tuthill or NBC.

Deal includes both the popular talent division, covering work in radio, movies and personal appearances in theatres, night clubs, etc., and the concert service, covering appearances in concert and opera. NBC will continue, however, to handle its own package shows, such as *Information Please*, *Vic & Sade*, *Fibber McGee & Molly*, etc., which the network has written, cast and produced itself for sale to sponsors as complete programs.

Freed Names Fertig

FREED RADIO Corp., New York, manufacturer of Freed-Eisemann FM radio phonograph combination sets, has appointed Lawrence Fertig & Co., New York, to handle its advertising. The company has used radio to promote its FM sets, but future plans have not been made.



FOREIGN LANGUAGE MARKET

WHY should a national advertiser bother about small foreign-language markets? Their message reaches every possible potential buyer through regular advertising channels. Small markets and special campaigns are more trouble than they are worth.

These were the arguments set forth by a national advertiser in 1932 when approached by the Joseph Jacobs Jewish Market Organization. True, they had spent some money for advertising in the Jewish press, but a special radio program for the Jewish market would be superfluous. The general message served for all groups.

A Distinct Group

But Joseph Jacobs, head of the New York firm bearing his name, had some figures and arguments to counter. New York City, he pointed out, has over 2¼ million Jews who spend $1,000,000-plus daily on various products. And the Jewish market was a separate and distinct if not unique class in the foreign language group.

Many of them still lived by dietary laws which had been functioning for thousands of years. Their concern was whether certain foodstuffs were "kosher"—meaning conforming to certain age-old laws. Here was a spending potential of $1,000,000 which had to be given a specialized attention.

Take any product as an example —Maxwell House Coffee, he argued. The general advertising message might stress freshness, packaging. Though this is important to the Jewish market, it would hold little selling value. But describe that same product as "kosher" for uses on Passover and it could be turned to a best-seller on the Jewish storeshelves overnight.

The record speaks for Jacobs' arguments. Over 400,000 pounds of Maxwell House coffee are now sold during the seven-day Passover period. The list can be multiplied manyfold with cleanser, salt, shortening, salad oil, etc.

And Then Success

The Joseph Jacobs Organization had been functioning in this market for more than 20 years. During that period it had served as the advertising department for all the Jewish dailies in New York City. It decided to enter the radio field in 1932.

For years it went along with moderate success, advancing these same arguments gaining a sponsor here and there but still convinced the market had a far greater value than national advertisers recognized.

Then something happened. Radio men began to sit up and take notice. One after another national advertisers appeared in the Jewish field, all placed through the Jacobs' organization. WEVD and WMCA were carrying several Jewish programs daily for national sponsors.

After many dormant years, Joseph Jacobs came direct to the advertising agencies handling national accounts. He proposed to operate with and through them as an advisor and counsel for the Jewish market in New York. Part of the sponsor's appropriation would be turned over by the agency handling the account to the Jacobs Organization to be used for the Jewish field. The firm acted as the intermediate functionary between the manufacturer and the Jewish trade and public.

Success was immediate. In a single announcement, the Joseph Tetley Tea Co., one of the first sponsors under the new setup, drew more than 7,000 replies. Others took notice. B. T. Babbit Inc., New York, manufacturers of cleanser, became a sponsor of a Jewish program, as did Kemp Bros. Packing Co., Frankfort, Ind., for its Sun Rayed Tomato Juice; Best Foods Inc.; New York, for Hellmann's Mayonnaise; R. B. Davis, Hoboken, for Cocomalt, baking powder, and others.

All programming, production and presentation, for the Jewish field is handled by the Jacobs agency without direct supervision from the agency in charge of the account. Indeed, the success of sponsors in the Jewish field has been due to the type of program and advertising message used. They appealed to the simple life of the devout, still clinging to the customs of their forefathers. They consist of songs of the synagogue or light humorous ditties; homespun philosophies with a religious touch, hints to women around the house emphasizing the uses of products as they tend to fit into the pattern of everyday ritual life.

How different the Jewish market can be is demonstrated in the campaign about to be undertaken for Kotex. Ordinarily a taboo product on the radio, it will be shown to be practically the same type of product used 2,000 years ago and recommended in the Jewish book of customs and laws. To the religious, such an appeal is tremendous. Only a thorough knowledge of the people and the field would lead the Jacobs Organization to attempt such a campaign.

"The Jewish field is probably more complicated than any other foreign language group and certainly the most unique," Mr. Jacobs points out. "In addition to knowing the peculiarities of the people—and they are many and varied—one must be something of a sociologist. To a large measure the key to success in the Jewish field is knowing the trends of the new and older generations.

"We have learned that as the foreign-born become more Americanized, they get away from reading the Jewish press. Yet that same group never loses a taste for Yiddish programs. The potential Jewish listening audience therefore is much greater than the Jewish reading audience, in the same class. Returns from announcements show 75% and more written in English though the announcement was made in Yiddish.

"The Jewish market is one of the most important fields in the New York City area. Certainly it is the largest and therefore spends the most money of any of the foreign language groups. Our job is to aid national advertisers to tap this great reservoir through special appeal of their products."

Burma-Vita Test

BURMA-VITA Co., Minneapolis, on Sept. 29 will start a test campaign in Detroit and Cincinnati for Burma-Shave. A varied schedule of one-minute transcribed announcements featuring the Romeos, NBC trio, will be placed on practically all stations in both markets. Hays MacFarland & Co., Chicago, is agency.

STAFF members of KLZ, Denver, have organized a "Dime-a-Month" club, and from the money paid in as dues comes financing for gifts on special occasions or flowers sent to ill staff members.



STANDARD GOES TO SEA as Skipper Milt Blink (r) co-owner of Standard Radio, transcription library producers, Chicago, transfers his office to the bounding main of Lake Michigan, entertaining Howard Chernoff (at the helm), managing director of West Virginia Network, and Kay Pyle, manager of KFBI, Wichita.

More Evening Drama, Audience Programs

News, Commentary Series Also Popular

"THE 1940-41 winter radio season may be described as the culmination of several incipient tendencies, but—on the other hand—as devoid of any distinct new trends. It was withal a period of ripening. Logically, perhaps, new blossoming could not be expected at such a time, and no new blossoming did come."

That summation is quoted from "Radio Program Audiences—October 1940 to April 1941", semi-annual comprehensive report of the Cooperative Analysis of Broadcasting which, by aggregating the statistics of the CAB semi-monthly reports, gives an over-all picture of trends and developments of network commercial programs.

From the 405,000 completed telephone interviews in 33 major cities during last winter, the CAB notes as significant:

1. The continued decrease in the number of evening variety programs, which, however, continued to command the highest average audience of any type of program while dropping from first to third place in total time-on-the-air.

2. The increase of evening dramatic shows in both numbers and time-on-the-air, which did not affect the average rating as some of the newcomers rated high and some low.

3. A similar increase in evening audience participation programs with the same dispersion in ratings to keep the average steady.

4. A continuation among evening news and news commentary programs of the trend away from stage-screen gossip towards war news.

5. The continuing complete domination of daytime radio by dramatic serials, occupying almost 81% of all time-on-the-air during their part of the day.

News More Popular

In its analysis of special events broadcasts, the report shows that the 1940 World Series broadcasts on MBS had an average rating of 25.2; the football broadcasts averaged 30.1 for the season, and the four major prize-fights averaged 19.2. On the political front, President Roosevelt's last four campaign broadcasts averaged 37.3, as compared to a 21.7 rating for Willkie's four final broadcasts.

News broadcasts between 5 and 7 p.m. were more popular than in either the 7-9 p.m. or 9-midnight periods, the report states, pointing out, however, that "the lack of listening to news between 7 and 9 may well be due to fewer offerings during that period."

The report also gives extensive data regarding individual program ratings, with breakdowns by geographical areas and by income groups as well as for all listeners. Regarding the income pattern of the 1940-41 winter evening audience, the report points out that "the radio audience is not homogeneous" and that "programs present a wide range of economic, social and intellectual as well as emotional appeals." Analyzing the audiences to *Information Please* and the *Good Will Hour*, programs with obviously "different" appeals, the study shows:

	Season Average	*Income Groups Upper*	*Middle*	*Lower*
Information Please	14.3	22.5	17.0	9.8
Good Will Hour	12.2	8.5	12.0	13.7
All Evening Programs	12.4	12.1	13.8	11.9

A change in the CAB method during the last year, whereby the elapsed interval between interview-periods was shortened, makes detailed comparison between last winter and the 1939-40 season impossible. "And yet," the CAB states, "while comparative reckoning is a statistical sin and on the whole could not be recommended as fruitful of anything but error, it does seem evident to the practiced eye of those who compile

(*Continued on page 46*)

HIGHEST RATINGS

Individually, the 10 evening programs with the highest average ratings during the October-April period were:

1. **Jack Benny (39.9)**
2. **Chase & Sanborn (36.9)**
3. **Fibber McGee & Molly (32.6)**
4. **Lux Radio Theatre (32.3)**
5. **Bob Hope (29.6)**
6. **Aldrich Family (28.2)**
7. **Kate Smith (25.8)**
8. **Major Bowes (25.5)**
9. **One Man's Family (22.5)**
10. **Fitch Bandwagon (22.3)**

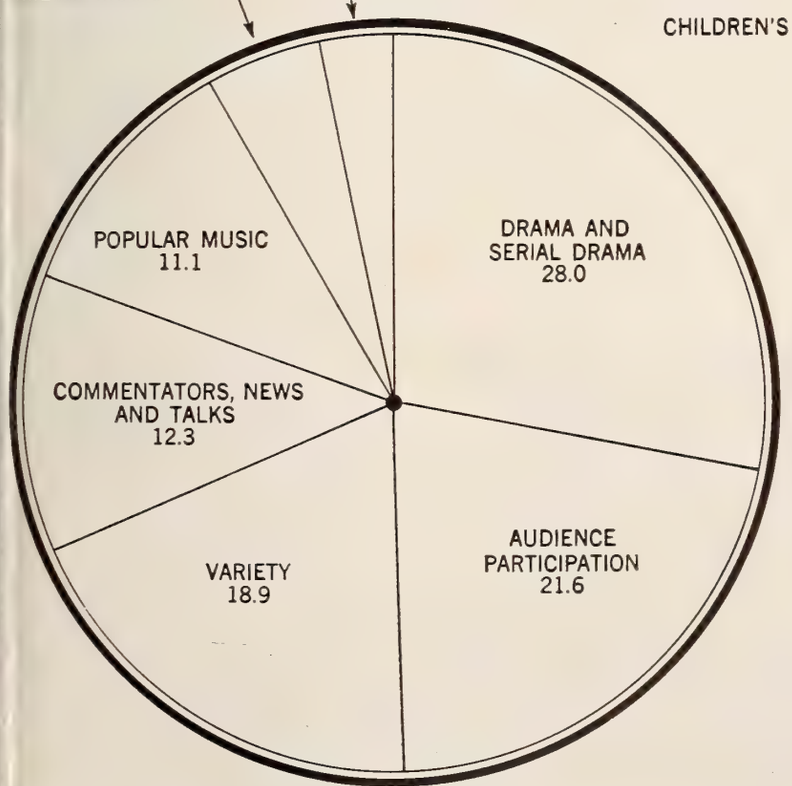
During the daytime, the following five programs had the highest individual averages:

1. **Ma Perkins (10.2)**
2. **Pepper Young's Family (9.5)**
3. **Vic and Sade (9.3)**
4. **Life Can Be Beautiful (9.2)**
5. **Woman in White (9.1)**

The Metropolitan Opera broadcasts on Saturday afternoons had an average rating of 11.5 for the season.

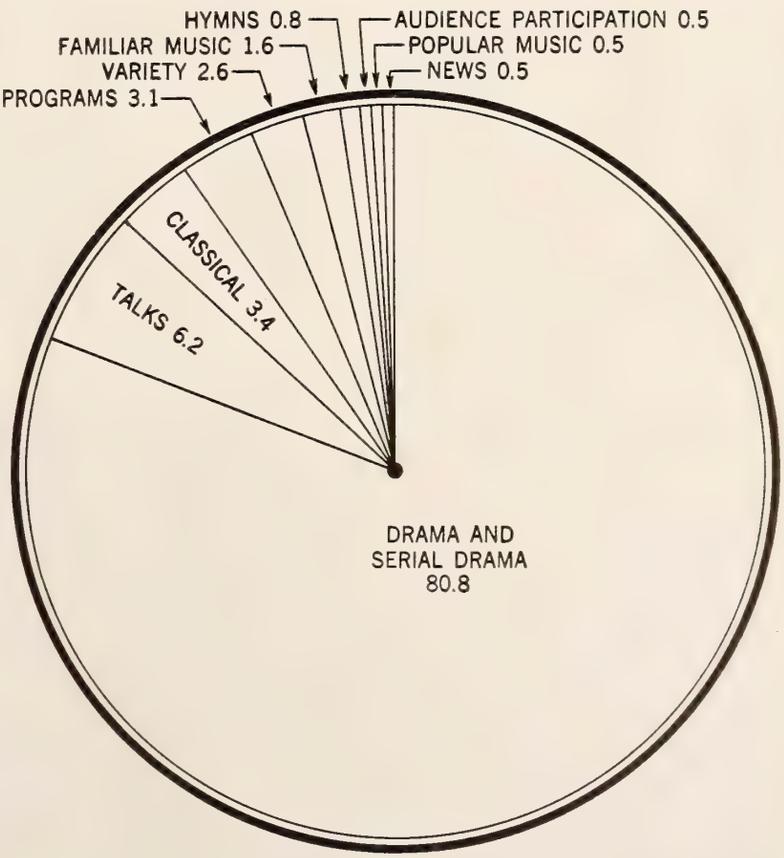
EVENING COMMERCIAL PROGRAM TYPES

October, 1940—April, 1941



DAYTIME COMMERCIAL PROGRAM TYPES

October, 1940—April, 1941



NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs broadcast five times a week have been considered as 1¼ hours per week for the number of weeks investigated, 15-minute programs three times a week ¾ hour, etc.

Ownership Rule Inspires Dozen Swaps

Drastic Decision Brings Negotiations For Exchanges Among Cities

A SIEGE of station "swaps" involving possibly a dozen outlets in primary markets, as well as a score of others in secondary areas, appears in the offing as the upshot of the FCC's proposed ban on multiple ownership of stations where substantial overlap of service results.

Since announcement of the tentative rule last Aug. 5, activity has been brisk among station owners who feel they might fall within the purview of the drastic restriction. No deals actually have been consummated, but steps are being taken for quick action should there develop reasonable assurance that the Commission can make the far-reaching order stick.

Perhaps a Fight

The contemplated rule [BROADCASTING, Aug. 11] is slated for oral argument before the Commission en banc Oct. 6, under the very general language used in the order (No. 84). Parties in interest, however, are authorized to submit briefs at least two weeks prior to the argument, or by Sept. 22. It is known that several of the parties affected will resist the Commission's move and challenge its jurisdiction to force elimination of multiple ownership under the existing law.

Despite this, several broadcasters already have conferred with FCC Chairman James Lawrence Fly, prime mover of the proposed new rule as he has been of other radical moves affecting broadcasting, regarding the Commission's reaction to station exchanges as a means of compliance. While the Chairman has not been available for direct quotation, it is learned reliably that he indicated the Commission would be disposed to act favorably upon such applications, probably to the extent of approving them without hearing.

To questions as to whether the Commission would be inclined to approve removal of second outlets from existing markets as a means of compliance, the chairman is understood to have said the Commission would be receptive, provided such moves could be achieved technically and the needed service would be provided. In this connection, however, few physical moves appeared likely, because of the generally crowded spectrum in major markets and the competitive aspect.

Virtually all of the owners contacted by BROADCASTING appeared inclined toward station exchanges as the best means of salvaging their interests and complying with the forthcoming ban. The most obvious move—sale of the second outlet—it was pointed out, generally would prove undesirable because it would become a buyer's market and, despite the six-month leeway allowed by the FCC for "orderly disposition of properties", such transactions nevertheless would take on a forced sale aspect.

Station proprietors obviously affected because of ownership of two or more stations in the same market have been burning up the long-distance lines in attempting to devise tentative exchange transactions. A station in a major market, for example, has scoured the roster to find a station of possibly equivalent status in a parallel market with which to swap. No less than a dozen instances of this nature are known to be in the preliminary negotiating stage.

NBC's Problem

NBC, by virtue of four existing multiple ownership (or operation) overlapping service situations, ordinarily would be most vitally affected. But since it is already under virtual mandate, to which it has not acceded legally, to dispose of the Blue Network, the new ban is really a secondary consideration.

NBC owns WEAF and WJZ, 50,000-watt key stations, in New York. In Chicago it has WMAQ, fulltime 50,000-watt Red outlet, and WENR, halftime 50 kilowatter. In San Francisco it has KPO, which it owns as a Red key, and KGO, 7,500-watt outlet, which is qualified for 50,000 watts, licensed to it but actually owned by the General Electric Co. In Washington NBC owns the Red outlet, WRC, with 5,000 watts, and holds the license for WMAL, 5,000-watt Blue outlet, but leases it from the *Washington Star*.

Because it is expected that the Blue ultimately will be sold, with WJZ as the key, and possibly with WENR, no serious problem on the multiple ownership overlap situation is contemplated in either New York or Chicago. In Washington it is assumed the *Star* ultimately will procure full operating status for WMAL, alleviating that situation. An application to that end already is pending. Thus, it appears, the San Francisco situation is the only problem that would seriously affect NBC on the long haul, under the new rule.

Coast Project

While NBC, following the course it already has undertaken in reserving the right to challenge the FCC's jurisdiction on the entire set of chain monopoly regulations, is expected to resist the new regulation, there is already preliminary talk of a swap on the Coast.

In Los Angeles, KECA, 5,000-watt regional, is owned by Earle C. Anthony Inc. and operates as the NBC-Blue outlet. The big Anthony station, KFI, is the 50,000-watt NBC-Red outlet. KECA and KGO, both being Blue outlets, might readily be exchanged, to bring about compliance with the Commission's overlapping service ban, it was pointed out.

On the other hand, the chain monopoly regulations, still in dispute, specify that a network may not operate more than one station in New York, Chicago and Los Angeles or San Francisco. There have been indications that this order would be relaxed to encompass both Los Angeles and San Francisco, as well as Washington. But, as things stand now, no change has been made.

A number of other "swap deals" are known to have progressed during the last fortnight. For obvious reasons, however, it was thought inadvisable to reveal the identity of the stations engaged in such conversations, particularly since there is no conclusive ruling that the Commission can make the proposed regulation stick. The basic thought is that if the Commission can enforce its chain-monopoly regulations, slated for final oral argument on Sept. 12, then it will have a relatively easy task enforcing the overlapping service ban.

The Commission has made clear that it does not intend to publish a list of stations which, in its judgment, fall within the scope of the duplicating service rule. FCC attorneys, however, unofficially have stated that a minimum of 40 such ownership situations, involving possibly 100 stations, appear to exist. The Commission simply notified all stations of the rule and the Oct. 6 oral arguments, and is leaving it to the judgment of the proprietors as to whether they should appear to present arguments against the rule and otherwise argue the question of what they think the Commission should regard as constituting objectionable overlap.

Likewise, the Commission has not interpreted the word "control" beyond saying that it is not limited to majority stock ownership but includes "actual working control in whatever manner exercised". It stated that because of the variables involved, it will not attempt to establish the exact limitations on duplicating service until it hears oral argument and revises the proposed order.

The order, as now drafted in tentative form, would result in promulgation of a new section of the Commission's regulations (Section 3.35) dealing with multiple ownership. This would prescribe that no person shall directly or indirectly own, operate or control a standard broadcast station "that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person".

Technical Problems

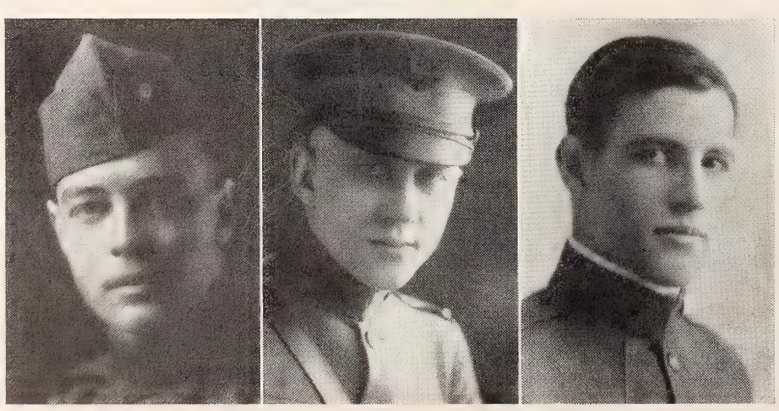
The rule specifies that it would become effective immediately for new stations. A proviso, however, would give existing entities affected six months from the effective date in which to comply, with the added provison that the Commission could extend the effective date from time to time "in order to permit the orderly disposition of properties".

A number of broadcasters reported they were somewhat bewildered by the Commission's action, because of the failure to provide sufficient data upon which to appraise the manner in which the regulation would affect the operations. The Commission's only answer to this, it is reported, has

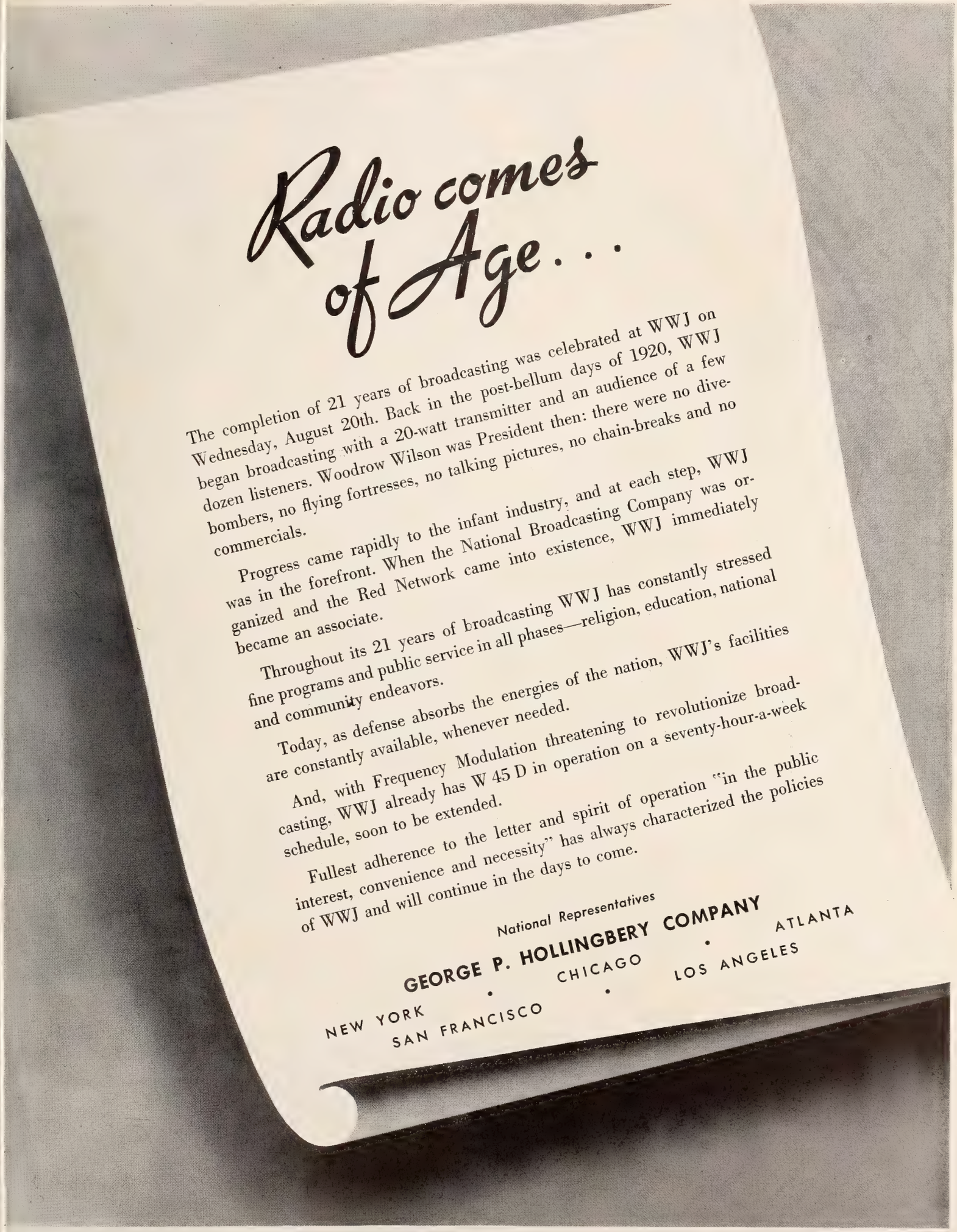
(*Continued on page 25*)

THEY WERE IN THE ARMY THEN

One of a Series



ADVERTISING AGENCY, network and station representative are represented in this panel of World War I soldiers, now prominent in the radio field. Their identities and brief sketches of their service records will be found on page 25.


Radio comes of Age . . .
The completion of 21 years of broadcasting was celebrated at WWJ on Wednesday, August 20th. Back in the post-bellum days of 1920, WWJ began broadcasting with a 20-watt transmitter and an audience of a few dozen listeners. Woodrow Wilson was President then: there were no dive-bombers, no flying fortresses, no talking pictures, no chain-breaks and no commercials.
Progress came rapidly to the infant industry, and at each step, WWJ was in the forefront. When the National Broadcasting Company was organized and the Red Network came into existence, WWJ immediately became an associate.
Throughout its 21 years of broadcasting WWJ has constantly stressed fine programs and public service in all phases—religion, education, national and community endeavors.
Today, as defense absorbs the energies of the nation, WWJ's facilities are constantly available, whenever needed.
And, with Frequency Modulation threatening to revolutionize broadcasting, WWJ already has W 45 D in operation on a seventy-hour-a-week schedule, soon to be extended.
Fullest adherence to the letter and spirit of operation "in the public interest, convenience and necessity" has always characterized the policies of WWJ and will continue in the days to come.
National Representatives
GEORGE P. HOLLINGBERY COMPANY
NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES

Higgins Moves Boats Over the Airwaves

World's Largest Motor Boat Firm Now a Heavy Buyer of Time

By GEORGE W. RAPPLEYEA

Assistant to President, Higgins Industries Inc., New Orleans

WHEN WE THINK of motor boats we think of an article well up in the luxury class; and motor boat advertising is usually confined to the national yachting journals or the exclusive magazines such as *Spur* and *Fortune*.

Three years ago we sold a motor boast cruiser to Joseph Uhalt, head of WDSU. A short time afterwards, when the station's salesman called upon us, we showed our appreciation by purchasing a small amount of time in the way of spot announcements.

Spots That Paid

The spot announcements were followed by an increase in the sale of outboard motors and marine supplies and the contract for the spot announcements was extended over a year.

Andrew J. Higgins, president of Higgins Industries, recognized the possibilities of radio advertising. If spot announcements could bring recognized results a sponsored program should contribute towards the healthy growth of the organization. Mr. Higgins suggested the *Ship-Ahoy* program; devoted to sea stories, tales of the Navy, Coast Guard, and merchant marine, yachting stories and Mississippi River yarns.

The program was on at 7 p.m. three nights a week, dedicated to the United States Power Squadrons, an organization of several thousand men interested in yachting affairs, the Navy, Coast Guard, and merchant marine.

Mr. Higgins took an unusual interest in the conduct of the program. He arranged to secure as guest speakers interesting personalities, including Coast Guard and Naval officers ranging in rank from enlisted men to admirals. At the end of three months the sales in marine supplies, outboard motors, marine engines, and motor boats showed an increase of 20% over the same three months of the preceding year.

Mr. Higgins was convinced of the possibility of radio advertising. At the end of a year the *Ship-Ahoy* program was reduced from three broadcasts a week to two, simply because business had grown to such a point that it was not possible for the office force to arrange more than two broadcasts each week. For the year 1941 the *Ship-Ahoy* program was reduced to one broadcast a week but another program was added, known as the *Pan America* program on WNOE at 7:15 p.m. Tuesday evenings.

Largest Plant in World

This program is devoted to Pan American relations and travelogues on Central and South American countries. At the present time the radio listeners are being conducted on a radio cruise to all of the other 20 American republics.

It is dedicated to the Club La America, a local organization organized for the purpose of stimulating interest in the Spanish language and incorporating a better understanding between this country and Latin America. On the program, consuls of the Latin American Republics and Central and South American professors of local universities are frequent guests on the broadcast.

On Aug. 24 the new City Park Plant of Higgins Industries Inc. was dedicated as the largest boat building plant in the world under one roof, devoted exclusively to the building of commercial and naval motor boats.

When Higgins Industries began to use radio advertising they employed 150 men. Today, three years later, Higgins Industries employs 2,000. Of course most of these men are building naval combat motor boats.

It would be ridiculous to say that the Higgins radio programs on WDSU and WNOE were entirely responsible for the phenomenal growth of the company, any more than it would be fair to say that the Signal Corp. of the U. S. Army won the first World War. But the Signal Corp did its part to help win that war and radio programs have contributed to the success of Higgins Industries.

The scripts of the Pan American radio programs and other travelogue broadcasts have been based upon material furnished by Samuel Coff of the American Express Travel Service.

Persistence Pays

It was found that persistence in radio advertising pays good dividends. Prospective customers of Higgins Industries, who are owners or operators of motor boats, have become steady listeners of the Higgins radio programs. It has been stated by advertising authorities that every written request is equal to a thousand listeners.

On one broadcast Higgins Industries announced they would give a booklet on motor boat operation, providing the listener was a bona fide motor boat owner and sent in with his request, not only his name and address but the name of his boat, its length, and the make and horsepower of its engine. From this single announcement 48 bona fide requests were received. How many people on the street would you have to stop to find one motor boat owner? There are less than 300,000 motor boat owners in all the United States.

Higgins Industries capitalizes their radio programs by featuring the day, hour, and radio stations of the broadcast in local advertising such as newspapers, magazines, and yacht club programs. A four-page stuffer is inserted in the envelopes of all out-going mail. This circular describes the radio programs, the stations, and the day and hour on which the programs appear.

In the Evening

Because it is necessary to reach the businessman the programs are always spotted in the evenings between 6 and 8 p.m. Mimeographed copies are made of the most interesting programs and these are mailed to all persons whom the company believes would be interested in the program. For example: Mimeographed copies of the scripts of the Pan American programs are mailed to all the company's sales agents in Central and South America.

When a high ranking U. S. engineer officer is a guest, mimeographed copies of the program are mailed to all the different district engineer offices in the country. When the admiral of the Coast Guard spoke on the *Ship-Ahoy* program, mimeographed copies were mailed to all yachting clubs and Coast Guard district headquarters.

This is an institutional type of advertising that reaches far beyond the range of the radio stations. The range of five hundred watt radio stations may be limited to a definite number of miles but the mimeographed copies of the radio scripts can reach half way around the world.

Andrew J. Higgins, executive head of Higgins Industries, evidently gives credit to radio advertising for he has just signed a contract with WWL for a third series of programs to be started this fall.



MR. HIGGINS

MOTOR BOATS are decidedly luxury items. But the world's largest builder of motor boats is a confirmed radio user now that two programs have confirmed the sales possibilities of radio as discovered in a brief spot series. This spot schedule, curiously was a sort of courtesy gesture to WDSU, New Orleans, after Joseph Uhalt, the manager, had bought a motor boat from Higgins. Pleased with its two current programs, Higgins is completing plans for a third series to start during the autumn.

Durante May Be Named To Replace Fanny Brice

GENERAL FOODS Corp., New York (Maxwell House coffee), for the fourth consecutive season, on Sept. 4 brings back *Coffee Time* on 97 NBC-Red stations, Thursday, 8-8:30 p.m. (EDST), with West Coast repeat, 8:30-9 p.m. Although it was not known at this writing if Hanley Stafford in his Daddy role returns to the program, Fanny Brice with her Baby Snooks skit is to again be featured as well as Frank Morgan. Meredith Willson is musical director. John Conte has been re-signed as m.c. and vocalist. Guest talent, as foils to Morgan's comedy is to be included for the first four weeks. Phil Rapp is writer of the program. Mann Holiner continues as Benton & Bowles producer of the series, with Dave Elton representing the network.

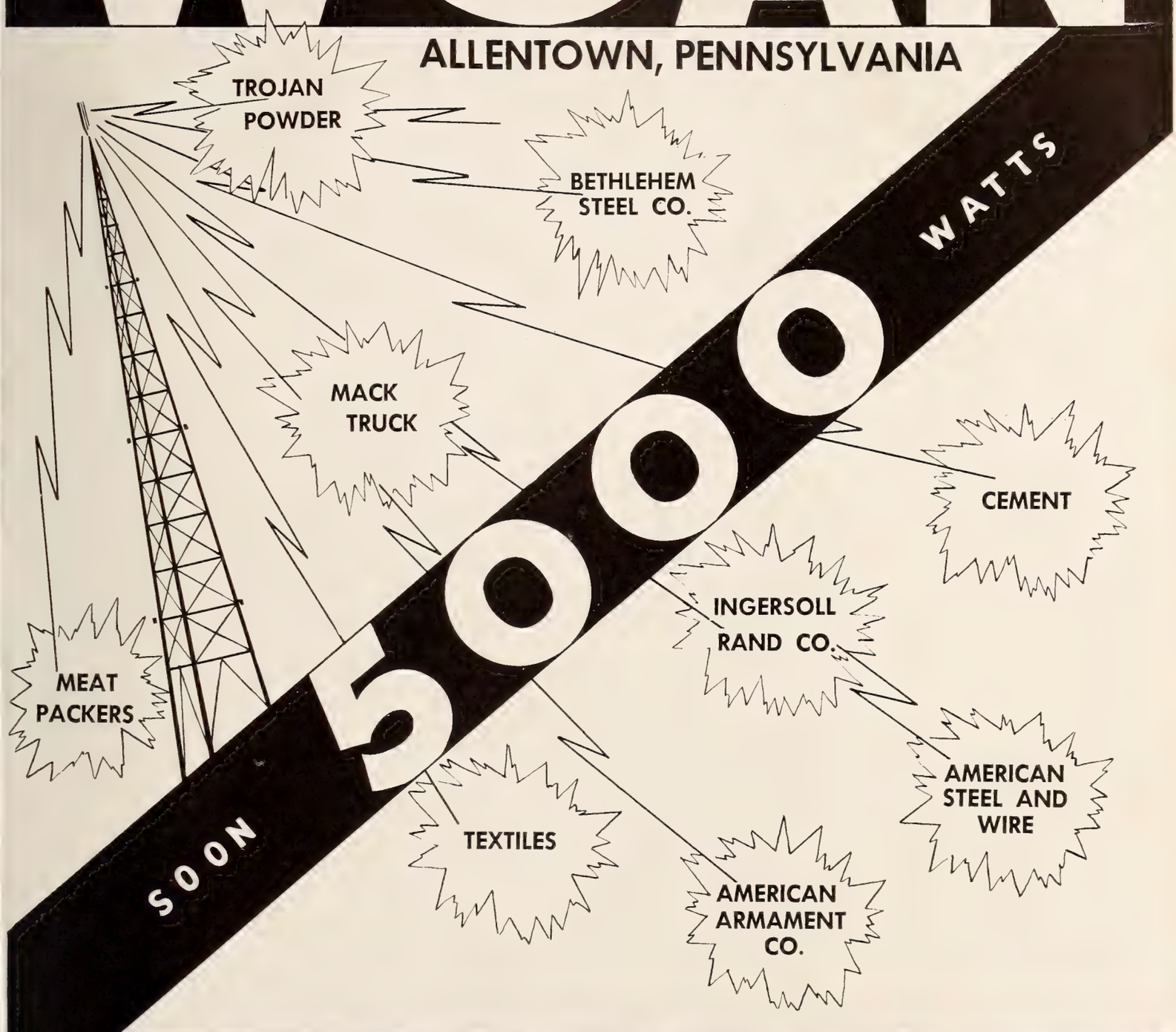
In an effort to cut production costs, firm has been negotiating with Jimmy Durante to take over Miss Brice's spot on the show for the first four broadcasts, with the possibility of him remaining as a permanent feature. Under those conditions, it is said, Miss Brice may bow out entirely, thereby creating an entirely new format for the series. Miss Brice is reported receiving $5,000 per week for her part in the show and offered to cut that to $4,000. Although Benton & Bowles announce she was returning to the program, it is understood there may be a last-minute change.

Coca Cola Grid in South

EDLY ROGERS, field representative of Press Assn., radio news subsidiary of Associated Press, and sports announcer, will start his sixth consecutive season this fall as announcer for the ten Louisiana State U football games, to be broadcast on Southern stations under sponsorship of Coca Cola Bottling Co., Atlanta.

WSAN

ALLENTOWN, PENNSYLVANIA



KEEP 'EM BUYING

ONE OF AMERICA'S MAJOR DEFENSE AREAS

KEEP 'EM BUYING

KGIR, Butte, Requests 50 kw. On WEAF 660 Clear Channel

Craney Asks FCC to Amend Rules to Permit Grant; Urges Directional for WEAF as Protection

ANOTHER significant move toward breakdown of clear channels developed last Wednesday with the filing of an application by KGIR, NBC outlet in Butte, Mont., for a 50,000-watt station on the 660 kc. clear channel now occupied by WEAF, New York, key station of NBC's Red network.

Accompanying the application filed by Ed Craney, leader without portfolio of independent stations, was a petition asking the FCC to amend, waive or make an exception to its exisiting rules covering Class I-A or unduplicated clear-channel stations to permit assignment of KGIR as the dominant station on the frequency. The petition and application were filed through the law offices of Paul D. P. Spearman, Frank Roberson and Frank U. Fletcher.

Urges WEAF Directional

The application seeks KGIR's assignment on the channel as the dominant station, but would leave to the Commission's discretion the precise manner in which this would be accomplished. KGIR asks to be shifted from 1370 to 660 kc. and to increase its operating power from 5,000 watts to 50,000 watts, without a directional antenna. It asks that WEAF be required to install a directional which will protect the 500 microvolt 50% skywave contour of KGIR when operating on the frequency. In effect, this would reduce WEAF to Class I-B or Class II status, with KGIR as the main station on the frequency.

While applications have been filed in the past for facilities of key stations of the major networks, they have not been regarded seriously for the most part. Because of the current attitude of the FCC against clear channels, as reflected in its recent action awarding WHDH, Boston, fulltime on the 830 kc. clear channel occupied by KOA, Denver, plus Mr. Craney's prominence in industry affairs, unusual significance attaches to the request. Mr. Craney is regarded as the chief radio advisor to Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, and is a close personal friend.

It is expected that NBC will resist the KGIR application to the utmost, carrying it through the highest court if necessary. The application sets out that approximately $95,000 would be expended for a 50,000-watt transmitter and a vertical radiator. A Western Electric transmitter is specified, and, it is understood, already has been purchased. The present KGIR site on the outskirts of Butte would be used, with a new 670-foot Lehigh vertical radiator installed.

KGIR Inc. is owned 50% by Mr. Craney and 50% by T. W. Symons Jr., operator of KFPY, Spokane. Messrs. Craney and Symons also own KXL, Portland, which on Sept. 8 is slated to begin operation with 10,000 watts fulltime on 750 kc., in lieu of present local facilities.

Mr. Craney also is 40% owner of KPFA, Helena, and 50% owner of KRBM, Bozeman. He sets out in his application, however, that he will dispose of his interest in the latter two stations if the 660 request is authorized.

Serving an Isolated Area

The petition cites that the "relief" requested by KGIR is an amendment to, a waiver of, or an exception to Section 3.25 of the Commission's rules and regulations "or any other action by the Commission which would permit the operation requested in the accompanying application with the desired protection from station WEAF". One method by which this could be accomplished, it is pointed out, would be to amend Section 3.25 (a), specifying 25 Class I-A channels, by eliminating the 660 kc. channel. Another would be to amend Section 3.25 (b), setting forth Class I-B or duplicated clears, by adding the 660 frequency.

In specifying reasons in support of its application, KGIR contends that Class I-A facilities are more properly designed to serve rural, isolated areas than metropolitan areas and there is much more such area around Butte than around New York City. A much greater portion of the rural area of the country can be served over Class I-A facilities from Butte than can be obtained by such a facility located on the Atlantic Seaboard, the petition cited.

Persons who will no longer be able to receive service from WEAF "when it amends its antenna so as to protect" KGIR, the petition stated, "will be able to receive the same program service from other stations which they could previously receive from WEAF."

The petition set forth that there are four clear-channel stations in New York with 50,000 watts, two others authorized to increase to 50,000 watts and an additional station which could, under the rules, be permitted to operate with 50,000 watts. Montana has no clear-channel station and none authorized to operate with more than 5,000 watts.

FCC Asked to Move

It was claimed that the net increase in the potential primary service area of station KGIR within the normal protected contour will embrace approximately 400,000 persons, through operation as proposed. Moreover, it was held KGIR will add a secondary signal to 1,420,000 square miles and 7,980,000 persons not now capable of receiving such service from KGIR.

In summary, KGIR asked the Commission to enter appropriate orders which would grant KGIR the right to operate with 50,000 watts on 660 kc. and to direct WEAF to take "whatever steps may be necessary in the redesign or relocation of its antenna, or both, so as to protect the 500 uv/m 50% skywave contour of KGIR operating as proposed". And, concludes the petition, "if the relief herein prayed for be inappropriate, then for such other and further relief as may be proper".



BOSTON TEA-PARTY with George Lasker (left), general manager of WORL, Boston, toasting Gus Stephens, general manager of the Boston Royal Crown Cola plant whose regional business increased 100% over 1940. Radio on WORL played a foremost role in upping his sales, claims Mr. Stephens.

Battle Over 1190 kc. Channel Is Seen As WIRE Applies for WOWO Facilities

PORTENTS of a battle over the 1190 kc. channel for use by a 50,000-watt station were seen last week with the filing by WIRE, Indianapolis, for the facilities now used by WOWO, Fort Wayne, Ind. Long a half-time station operating with 10,000 watts, WOWO, owned by Westinghouse under the reallocation of last March, was accorded 50,000 watts fulltime.

In the application filed with the FCC by E. C. Pulliam, president of WIRE, the proposal was made that the existing facilities of that station—5,000 watts on 1430 kc—be assigned to WOWO. Moreover, it was suggested that the Commission find a new assignment for WGL, local sister station of WOWO, operating on 1450 kc., because of lack of essential frequency clearance if the major shift became effective.

Westinghouse to Fight

Walter C. Evans, vice-president of Westinghouse Radio Stations, promptly served notice on Mr. Pulliam, after he had been advised of the application, that "we will resist to the utmost any attempt by WIRE, or you, or your associates, to appropriate the radio facilities of WOWO."

It was recalled that in 1932 Westinghouse successfully resisted applications of nearly a dozen applicants for the 1020 kc. channel then used by KYW in Chicago but which subsequently was transferred to Philadelphia under Westinghouse ownership, where it now operates as the Red outlet. Frederick H. Wood, well-known New York trial lawyer, represented Westinghouse in these proceedings.

In a letter to Westinghouse prior to the filing of the application, Mr. Pulliam advised the company the station was making application for the frequency because of urgent and wide demand from its listeners and various state institutions for statewide coverage by the Indianapolis station. A study of the broadcast spectrum, he stated, failed to yield a single available frequency to accomplish this result and that he therefore had concluded 1190 kc. presented the most meritorious proposal possible.

Mr. Pulliam pointed out that inasmuch as WOWO now uses 10,000 watts it was likely that a portion of its present plant would be rendered useless by the reduction in power to 5,000 watts as proposed and that certain changes in antenna would be required before 1430 kc. could be used by the station. He said it was not his desire to cause losses to WOWO from obsolescence of plant or other costs.

"We are willing therefore to reimburse WOWO for such reasonable losses as you may fairly experience as a result of the proposal of WIRE, all providing WIRE succeeds in obtaining the assignment it requests and WOWO does not seek unnecessarily to increase the costs to WIRE of accomplishing its present proposal.

"As we view our situation, our duty to the public interest demands that we exhaust all effort to obtain an assignment for the capital city of Indiana that will permit mass communications with all Indiana residents. Inasmuch as our proposal may injure your purely private interests, we wish to make all reasonable effort to mitigate that private injury to you."

Recalling the 1932 fight over the KYW facilities, observers thought that Westinghouse might itself seek to move WOWO to Indianapolis, if a need for that additional service appeared to exist. Moreover, there came into play the FCC's recent announced intention of banning multiple ownership, where overlap service is involved—a situation that confronts Westinghouse by virtue of its operation of WOWO and WGL in Fort Wayne. By proposing to remove one of the stations from Fort Wayne, it could meet the intent of this proposed order, it was pointed out.

The Perfect Success Story

In Three Parts and An Epilogue



Part I

(About Audience)

The value of a radio station to an advertiser lies solely in the listeners it offers. And comprehensive surveys, based on 48,000 completed telephone calls per week, clearly show that . . .

KMBC HAS MORE KANSAS CITY LISTENERS THAN ANY OTHER STATION MOST OF THE TIME—MORE FIRST-PLACE QUARTER-HOUR PERIODS, MORNING, AFTERNOON AND EVENING, THAN *ALL* OTHER STATIONS *COMBINED!*

Part II

(Speaking of Sponsors)

Most advertisers unerringly gravitate to the station with the greater number of listeners. So, this fact also is important . . .

KMBC CARRIES MORE NATIONAL SPOT BUSINESS THAN ANY OTHER KANSAS CITY STATION—MORE BUSINESS BY *HOURS* AND MORE BUSINESS IN *DOLLARS!*

Part III

(Regarding Results)

The ultimate test of a station's effectiveness is how long advertisers continue to use that station—in other words, how impressive the results obtained. Which leads to this . . .

ONLY ONE OUT OF EVERY FOUR KMBC ACCOUNTS IS NEW TO THE STATION—*THREE* OUT OF FOUR ARE *RENEWALS!*

Epilogue

KMBC, by attracting more listeners, has attracted more advertisers.
By delivering greater results, KMBC has *kept* those advertisers.
To us, that is the highest of all recommendations for KMBC . . . The Perfect Success Story!

KMBC of Kansas City

Free and Peters, Inc. CBS Basic Network

Salesmen Confer With Timebuyers

Common Problems Discussed At NAB Group's Meeting

THE COMMON problems of the buyers and sellers of radio time were discussed at an informal meeting of the Sales Managers Executive Committee of the NAB with a group of station representatives and agency timebuyers, held Aug. 27 at the Hotel Roosevelt, New York.

With the general goal of arriving at a better understanding of each other's problems and needs, they went into such topics as coverage maps, rate cards, station surveys, merchandising practices, sales presentations, and related topics.

Coverage Data

The time buyers present were asked to sound out others on the matter of information desired on coverage maps and surveys, for example. The broadcasters stated that when they prepared such studies, often at considerable expense, they frequently got a reaction of the "I can't use this type of thing" sort from time buyers.

Yet, one of the broadcasters said that when he attempted to find out in advance what the time-buyers wanted by writing to 30 leading agencies, he received 27 replies which differed widely in both the type of data and the manner of presentation requested.

Similarly, with other items discussed, the station men explained what they are up against and the agency men, in turn, gave their side of the picture. While no definite decisions were arrived at, the session was reported to have been successful in ironing out some of the bumps in the path between client, agency, representative and station, to the mutual benefit of all concerned. Further meetings, at which more definite plans may be worked out, are to be held, but no date has been set.

Full membership of the Sales Managers Executive Committee was present at the meeting, as follows: Gene Carr, WGAR, Cleveland, chairman; Robert MacKenzie, WCMI, Ashland, Ky.; E. Y. Flanigan, WSPD, Toledo; John M. Outler Jr., WSB, Atlanta; Arthur Hull Hayes, WABC, New York; Linus Travers, WAAB, Boston; George H. Frey, NBC. John Hymes, of Lord & Thomas, and William Maillefert, of Compton Adv. Inc., represented the time buyers.

Station representatives included members of the organizations which hold associate memberships in the NAB; Edward Petry of Edward Petry & Co.; Jerry Lyons of Weed & Co.; George Bolling of John Blair & Co.; Russell Woodward of Free & Peters. Also present were C. E. Arney, assistant to the president of NAB, and Frank Pellegrin, director of the NAB department of broadcast advertising.

On the day before the joint meeting, the committee held an all-day private session to discuss what they and the department of broadcast advertising, which is under their jurisdiction, can do to aid all broadcasters in making their facilities more effective for the advertiser and easier to sell.

Radio in Cells

AS PART of a rehabilitation program instituted by Warden Clinton T. Duffy, prisoners at San Quentin prison, Cal., can now listen to the radio four hours a night, seven nights a week. Workmen, paid out of the prisoners library fund, have completed installation of earphones in each cell, a microphone in the warden's home for inter-prison communication, and three loudspeakers in condemned row, currently housing 16 men.

If the State parole board okays the project, the prisoners will start a regular broadcast of their own over a nationwide network.

Local Business Survey Is Conducted by Haring

A WEEKLY index service of local business conditions in various areas has been instituted by Chester Haring, director of the market research division of the Hooper-Holmes Bureau Inc. and is being offered to sales departments, newspapers and others.

The Haring index is broken into three categories. One will be available for general use and consists of reports on business conditions for the preceding week as well as for the corresponding week of the preceding year and will include analyses by Federal Reserve District, geographic section, city sizes, etc. This release will list 273 cities geographically. The second release, primarily intended for sales departments, will be similar to the first but will be arranged by sales districts. The third service will be exclusive to only one newspaper in each city with brief discussion of general conditions with analyses by geographic sections and city sizes as well as the actual Haring index for a minimum of ten cities and a maximum of 50 cities.

BMI Research Plans

BMI has signed a one-year contract with the Bureau of Radio Research, directed by Dr. John G. Peatman of the psychology department of the College of the City of New York, to continue the daily radio log and program analysis of popular music it has been issuing since mid-June. In addition, the Bureau plans to prepare graphs of trends of music broadcast, showing the proportions of popular and classical music on the air during the day and evening, trends of popularity of particular numbers and other studies of musical preferences. Five stations became BMI subscribers last week, bringing the total of commercial BMI members to 683. Newcomers are: KPRO, Riverside, Cal.; WALB, Albany, Ga.; KGFJ, Los Angeles; WCBD, Chicago; WCRS, Greenwood, S. C.

Edgar A. Fellers 1894-1941



EDGAR A. FELLERS, vice-president of Presba, Fellers & Presba, Chicago agency, and one of the Midwest's pioneers in radio advertising, died last Tuesday following a heart attack.

One of the best-known figures in the agency-radio field, Mr. Fellers participated in the establishment of Presba, Fellers & Presba in 1935, becoming vice-president in charge of radio. He severed an 11-year connection with the Mantle Lamp Co., one of the first commercials to be used on Midwest stations, to establish the agency.

Mr. Fellers was 47. He is survived by his wife and an 18-year-old daughter, Joan. Interment was on Thursday at Memorial Park Cemetery, Chicago. Pallbearers were Howard H. Wilson and William G. Rambeau, station representatives; Oliver Morton, NBC; Marquis Smith, of the Fellers Agency; Charles Barnes and Bud Cochrane, of Chicago.

Edgar Albert Fellers was born in Dayton, O., in 1894, attended the U of Michigan and was within four months of receiving a medical degree when illness put an abrupt end to his medical ambitions. After working for the Scholl Mfg. Co., Chicago, he joined Mantle Lamp as assistant to the vice-president. Bert H. Presba, with whom he later founded the agency.

As early as 1926 Mr. Fellers wrote and produced the first programs advertising Aladdin Lamps. Over the years, he had accumulated a valuable fund of information on rural radio markets and had visited practically every farm station.

Widely known in broadcast circles both by station executives and talent, friends recall that many a hillbilly group that turned up broke found their way to Ed Fellers' office and always were tided over.

Household Finance on 30

HOUSEHOLD FINANCE Corp., Chicago, has started a quarter-hour news broadcast five times a week, weekly quarter-hour live programs and a schedule of one-minute spot announcements three to six times weekly, on a list of 30 stations. Agency is BBDO, Chicago.

Tayton Plans to Extend Jimmy Fidler Eastward Since Moving to MBS

REPORTS of Hollywood film studio pressure on Mutual-Don Lee Broadcasting System to keep Jimmy Fidler, gossip commentator, off the air, have been emphatically denied by Lewis Allen Weiss, vice-president and general manager of the latter network. Mr. Weiss declared the network has had no "beefs" on Fidler, and further stated that if he had, it would make no difference. He explained that Mutual-Don Lee network has restrictions of its own and anticipated no difficulty with the film industry.

Fidler, as commentator on the weekly *Tayton's Tattler*, sponsored by Tayton Co., Los Angeles (cosmetics), on 6 CBS Pacific Coast stations, recently broke his 52-week contract with that network because of policy differences [BROADCASTING, Aug. 25]. Sponsor switched the series to 14 Mutual-Don Lee stations, Fri., 6:15-6:30 p.m. (PST), on a 13-week contract effective Aug. 22. Mr. Weiss stated that Tayton Co. anticipates increasing coverage to include the Eastern Seaboard, revising the contract for continuous broadcasts at least 52 weeks. BBDO, Hollywood, is agency.

Placed in Record

In an Aug. 18 statement, titled "Radio Censorship Unbearable" and published in the *Congressional Record* last Monday at the request of Senator Nye (R-N.D.), Mr. Fidler announced his switch from CBS to MBS, declaring:

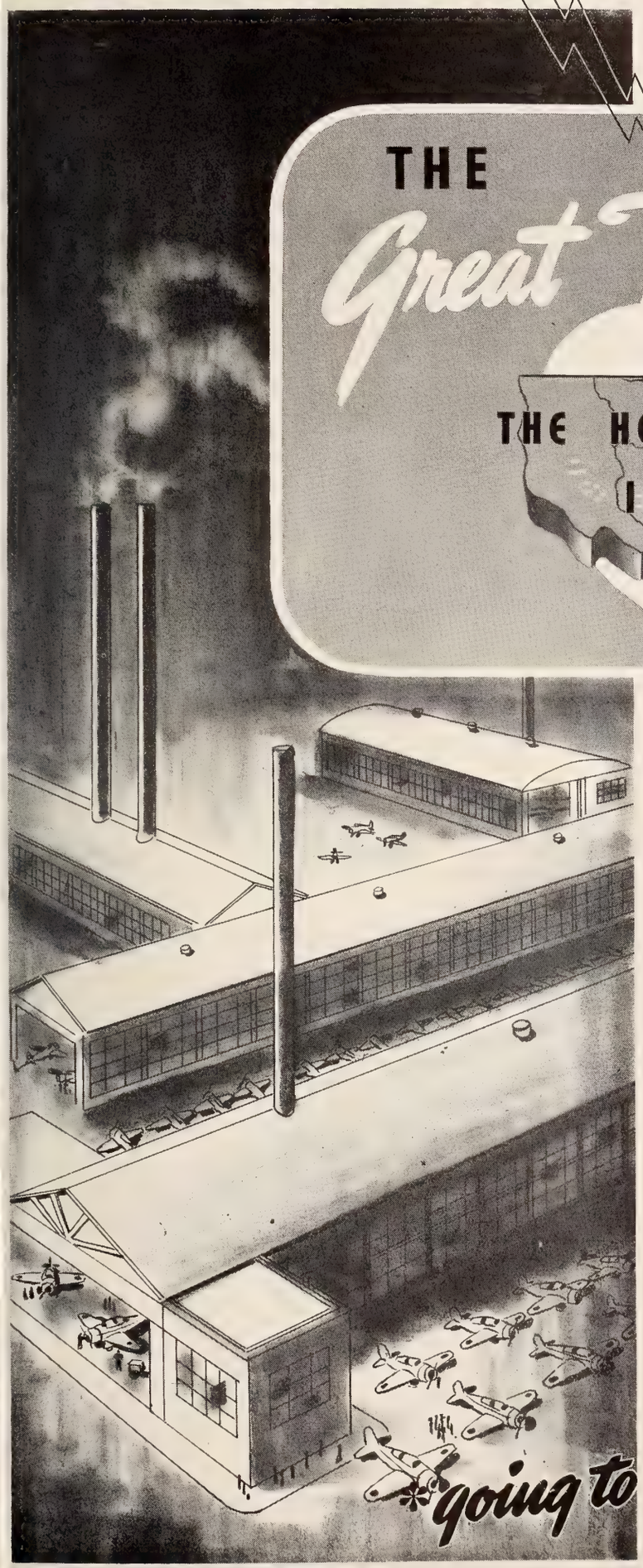
"During the six weeks of my current series over CBS their censorship policy has hampered and worried me to the point that I have felt and feel that I have been denied the right of free speech. I consider the fetters that have been imposed by Columbia officials as resulting in my carrying on a program so 'old ladyish' as to constitute a slap in the face of this right of free speech so long recognized as the inalienable privilege of a citizen of this country.

"I am sending a copy of this statement to the FCC. It seems to me members of that Commission will be interested in Columbia's attitude concerning the rights of fair comment and free speech. Broadcasting systems are not a public utility, but they certainly must owe their public a reasonable responsibility."

Allied Mills Spots

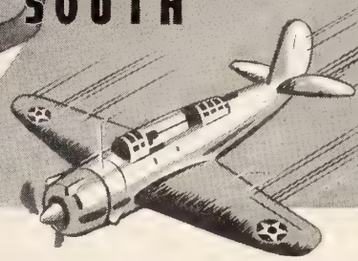
ALLIED MILLS, Chicago (Wayne Feeds), are sponsoring a 52-week schedule of one-minute transcribed spot announcements, heard three times a week on the following 12 stations: WLS WHO WSM WSB WEW WNAX WHCU WJR WOR WOWO KDKA KFAB. Sponsor has also contracted for five-weekly spot announcements and a quarter-hour program heard once a week on *Everybody's Farm Hour* on WLW, Cincinnati. Agency is Louis E. Wade Inc., Fort Wayne.

POWER WHERE POWER COUNTS MOST!



THE *Great Tennessee Valley*

THE HEART OF THE INDUSTRIAL SOUTH



One of the nation's greatest airplane factories is the $9,000,000 Vultee Aircraft Corporation in Nashville, Tennessee, where more than 7,000 craftsmen are busily engaged in constructing wings for defense.

This is but one of scores of gigantic industries located in the great Tennessee Valley . . . industries that have become permanently located here, attracted by the cheap T. V. A. power supplied by $250,000,000 worth of dams.

WLAC is matching this power for industries with a great radio power . . . covering the heart of the industrial South with a clear-cut signal of * 50,000 watts.

COVERED FULLY AND INTELLIGENTLY BY

WLAC *Nashville*

J. T. WARD, OWNER F. C. SOWELL, MANAGER

going to **50,000 WATTS** *this fall*

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

Heavy Attendance Is Indicated For NIB Chicago Convention

Fly and Craney Among Speakers on the Schedule; Defense and Sales Problem to Be Considered

ADVANCE INDICATION of a registration of 150 to 200 independent broadcasters for the extraordinary convention of National Independent Broadcasters in Chicago Sept. 22-23 was reported last week by Edwin M. Spence, managing director of the trade group, and manager of WWDC, Washington.

Intense interest in the sessions is being exhibited by broadcasters throughout the country, whether or not network affiliated, Mr. Spence and NIB President Harold A. Lafount reported. Highlight of the convention will be an address by FCC Chairman James Lawrence Fly, who wholeheartedly supported the convention call. He has been at odds with the NAB since the last NAB convention in St. Louis, at which time he labelled the NAB a "dead mackerel" that "both shines and stinks".

Ed Craney, head of the Z-Bar Network and leader among independent stations, tentatively is scheduled to address the NIB convention at a closed session, Mr. Lafount announced last Wednesday. It is presumed his subject will be copyright, since he is one of the foremost advocates of a per-use basis of payment for music, rather than a blanket license plan, already accepted by MBS and under negotiation by NBC and presumably CBS.

Defense Problems

National defense and its bearing upon broadcast operations is expected to be the salient topic. Mr. Fly not only will address the independent broadcasters on this subject but will arrange for a speaker from the military establishment to discuss intimately the relationship of broadcasting to the armed forces. The identity of this speaker has not yet been made public.

Mr. Lafount announced the call for the special convention, to headquarter at the Palmer House, early last month after conferences with a number of broadcasters. Invitations went out not only to independent network stations but a total of some 450 stations, covering network affiliates which are independently owned. Only non-commercial stations and those operated, managed or leased by the networks were excluded, he said.

Mr. Lafount has announced his intention of retiring from the NIB presidency at the Chicago convention. After a three-year tenure, he expressed the view that the presidency should rotate. Among those prominently mentioned as his successor are Mr. Craney and Ralph L. Atlass, president of WJJD-WIND, Chicago. Mr. Craney, in Washington last week, said he "is not a candidate for that or any other industry post."

In addition to the Government speakers and Mr. Craney, a general commercial session will be held, to be addressed by representatives of advertisers and advertising agencies, according to Mr. Spence. Activities on the Washington front, including the network monopoly regulations, the tax situation and the legislative outlook will be covered by Andrew D. Bennett, NIB general counsel and Washington attorney.

Rock Island Spots

CHICAGO, Rock Island & Pacific Railway Co., Fort Worth, has contracted for 26 one-minute transcribed announcements on KGKO, Fort Worth. Announcements which advertise Rocket travel are introduced by a long Rocket whistle blast used at intersection. Account was handled direct.

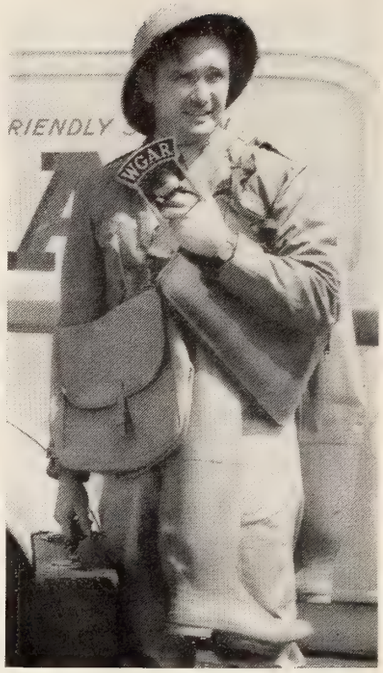
Fear of Senate Is Cited In Cancelling Hollywood Democracy Broadcast

A WORLD-WIDE democracy shortwave broadcast in which leading Hollywood film industry personalities were to have participated, has been cancelled. The pending senatorial investigation of the film and radio industries for "disseminating war propaganda" is given as reason for calling off the broadcast.

Fred Rosen, executive of shortwave station WRUL, Boston, was in Hollywood for several weeks this past month arranging details for a 60-minute program to originate Aug. 27 from Don Lee Broadcasting System studios. Charlie Chaplin, it was understood, was to m.c. the broadcast. Had the program gone through as scheduled, it would have been the greatest mass gathering of film industry personalities ever to appear on one broadcast, it was said. With the first half in English and balance in as many languages as would have been available, the program would have reached out to every corner of the world, including Nazi occupied territory.

Although details are shrouded in secrecy, it is understood participants were to give personal expressions and viewpoints on the war and democratic principles as already expressed by the United States and British governments. Although cancelled, the program idea, it was said in Hollywood, has not been entirely abandoned.

TWO BOOKS by NBC commentators have been placed on the reserve list for a November dual selection by the Book-of-the-Month Club, John Gunther's *Inside Latin America*, a Harper publication, and T. R. Ybarra's *Young Man of Caracas*, published by Ives Washburn.



THEY'LL LOOK LIKE THIS when they cover the Louisiana war maneuvers in September for WGAR, Cleveland. Here Dave Baylor wears his field outfit, consisting of two field uniforms (trousers and shirt); extra shirt; short rubber field boots; tie; drill shoes; waterproof officer's jacket; overseas cap; sun helmet; haversack; hip boots; one 37th Division insignia. The outfit, except hip boots, was purchased at an Army store in Cleveland for $28.86. WGAR will send a crew of four to the maneuvers, with Baylor in charge. Larry Shipley, assistant chief engineer, will handle technical arrangements.

Esso Marketers Start News in South America

ESSO MARKETERS, through its South American outlets and in cooperation with the staff of United Press in that country, is releasing its five-minute *Esso Reporter* broadcast to 14 stations in Chile, Argentine, Uruguay and Brazil, effective Sept. 1. UP news dispatches, translated into Spanish and Portuguese, are presented four times daily at varying times on the South American stations in the same manner in which Esso programs are presented on 18 eastern stations in the United States. Agency in charge of foreign advertising for Esso is McCann-Erickson, New York.

South American stations from which Esso Marketers have purchased time include Radio Nacional, Rio de Janeiro; Radio Record, Sao Paulo; Radio Espectador, Montevideo; Radio Agricultura, Santiago; Radio Belgrano, Buenos Aires; and the following Argentine stations of the Belgrano chain: Radio Litoral of Rosario, Radio Cordoba of Cordoba, Radio Cuyo of Mendoza, Radio Aconquija of Tucaman, Radio del Norte of Santiago del Estero, Radio General San Martin of Bahia Blanca, Radio Graffinga of San Juan, Radio Provincia of Corrientes and Radio San Rafael of Mendoza.

Army Plans Series Of Radio Meetings

Public Relations Officers to Confer on Their Problems

FOLLOWING a successful test conference for public relations officers of the First Corps Area in Boston in mid-August, the radio section of the War Department Bureau of Public Relations has indicated that it plans to hold similar conferences, probably restricted to radio, in all of the nine corps areas by mid-December.

The Boston conference, held Aug. 13, was attended by public relations officers of the First Corps Area and representatives of broadcasters and newspaper and magazine publishers. E. M. Kirby, director of the Army radio section, was speaker.

After the Maneuvers

Under tentative plans being developed by the radio section, Mr. Kirby or Bob Coleson, administrative executive of the radio section, will attend the various conferences. Although the first of the series may be held in September, it was indicated they probably would await completion of the September maneuvers in Louisiana. Some consideration also is being given to the idea of holding the conferences on a geographic basis of areas roughly equivalent to the NAB districts rather than corps areas, with the thought that may result in greater efficiency.

In addition to Mr. Kirby, who is on leave from his post as public relations director of the NAB, radio representatives at the Boston conference included Gene Stafford, WBZ, Boston; C. S. Young, WBZ general manager; Stephen J. Burke, WMUR, Manchester, N. H.; Walcott Wyllie, WHYN, Holyoke, Mass.; Henry Lundquist, WEEI, Boston; H. Harrison Flint, WOCB, Cape Cod; H. William Koster, WPRO, Providence, R. I. The conference, arranged independently by First Corps Area headquarters, was directed by Lieut. Col. W. G. Walker, assistant chief of staff, G-2, of the First Corps Area.

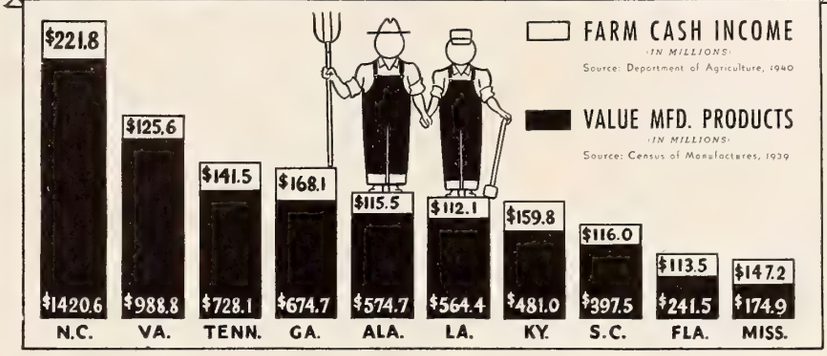
Sullivan Dropped

BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Sept. 18 will discontinue its two-year sponsorship of *Paul Sullivan Reviews the News* four times weekly on CBS for Raleigh cigarettes. Program has been heard from WHAS, Louisville, and is now on 32 CBS stations, Monday through Thursday, 6:30-6:45 p.m. According to BBDO, New York, agency in charge, the company has not yet made plans to replace the news series with another program.

ROY BRANHAM ALBAUGH, partner in the Dr. Pepper Bottling Companies of Texarkana, Tex., and Little Rock, Ark., and with bakery and storage businesses in Waco, Tex., has applied to the FCC for a new local station, 250 watts on 1230 kc., in Waco.

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE — IN INDUSTRY



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red
50,000 WATTS





FREE & PETERS, INC. National Representatives

Ford to Sponsor Michigan Football

Present Plans Cover WXYZ, Michigan Net and WJR

WHILE final details have not yet been worked out, Ford Dealers of Michigan will sponsor the U of Michigan football games over both WXYZ and its affiliated Michigan Radio Network, and WJR, Detroit.

With Tom Harmon, former Michigan all-American star, as sports editor and play-by-play commentator for WJR, and Harry Wismer, veteran gridiron broadcaster under exclusive contract to WXYZ and MRN, details remain to be worked out as to whether the sportcasters will work as a team or alternate in the handling of the games over the dual station-network setup. McCann - Erickson, handling the account, and has not yet divulged final plans.

Pro Sponsor

H. Allen Campbell, general manager of King-Trendle Broadcasting Corp., operating WXYZ and MRN, has announced they will carry all of the U of Michigan games, at home and away, as well as all of the games of the professional Detroit Lions, of the National Football League. Pfeiffer Brewing Co., Detroit, will sponsor the professional games.

Wismer will handle play-by-play for WXYZ and MRN and also may be heard on WJR, depending upon the determination made by the agency. Both WJR and King-Trendle, it is understood, are agreeable to working the announcers in tandem or for alternate games. WJR had announced [BROADCASTING, Aug. 18] that both Harmon and Wismer would handle the Michigan games.

Wismer came into popularity as a football broadcaster several years ago when he handled the Michigan U college games for MRN. For the past four seasons he has broadcast all of the U of Michigan games, as well as the Detroit Lion games over WJR.

This year's schedule calls for eight Michigan games, five at home and three away. The Lions' schedule calls for 13 games, 7 at home and 6 abroad. These, according to WXYZ, will be broadcast exclusively over that station and MRN.

Preceding the formal opening of the Lions season Sept. 12, when they meet the Packers at Green Bay, Wismer on Aug. 18 started a tri-weekly series of 15-minute broadcasts over MRN from the Lions' training camp at Cranbrook School, Bloomfield Hills, Mich.

WKZO Names F & P

FREE & PETERS has been appointed exclusive national representatives for WKZO, Kalamazoo, effective Sept. 1. On the same date the station, operating on 5,000 watts daytime and 1,000 watts at night on 590 kc., will open supplemental studios in Grand Rapids. A pending FCC application requests increase to 5,000 watts night time power.

McGill Beaned

PLANS of Byron McGill, sales promotion manager of KDKA, Pittsburgh, to take pictures of a recent baseball game in Washington, Pa., were unexpectedly stymied when the second baseman uncorked a wild heave into the stands that kayoed McGill. Awaking in a Washington hospital to find Lloyd Chapman, news editor of KDKA, peering anxiously at him, McGill told Chapman to save the evening from being a total loss by filming pictures of himself in the operating room being treated for a forehead cut and a badly bruised eye.

Joe Brown's Program

JOE L. BROWN, son of the movie star, Joe E. Brown, is heard thriceweekly on WMT, Waterloo, as guest sportscaster. He has been an executive with minor league baseball clubs since an accident to his arm ended his playing days three years ago. At present he lives in Waterloo and is president of the Waterloo baseball club. He still goes out to the park to pitch in batting practice or shag flies. Last year he was business manager for the Lubbock, Tex., team.



Mr. Brown

My-T-Fine Spots

PENICK & FORD, New York, on Sept. 2 will start its fall campaign for My-T-Fine desserts using one-minute transcribed announcements five times weekly on the average on 33 stations. Campaign will run 14-17 weeks, according to BBDO, New York, agency in charge. Stations are WMCA WNEW WHN WOR WFBR WCKY WBNS WFAA WBAP KOMA WCAU WNAC WICC WTIC WLAW WCSH WGY WGBY WTAG and eight Yankee Network stations.

Seven Southern Stations Record Gridiron Series

FOR THE THIRD year WSM, Nashville, cooperating with six other stations, will present *The Pigskin Review*, a series of 12 quarter-hour recordings made on the practice fields of colleges in the Southeastern Conference. Cooperating stations are WSB, Atlanta; WREC, Memphis; WLAP, Lexington, Ky.; WRBL, Columbus, Ga.; WSGN, Birmingham; WWL, New Orleans.

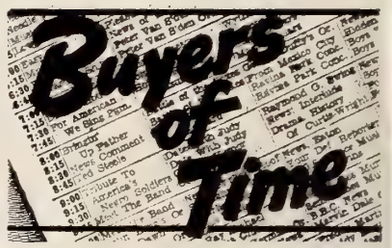
Players, coaches and sports writers are interviewed about their prospects for the season. Among sports announcers assisting are Louie Buck, Marcus Bartlett, Bill Terry, Ted Grizzard and Henry Dupre. Each station will receive a full set of 12 recordings, to be made Sept. 1 and 2 as practice begins.

Lux Returns

LEVER BROS., Cambridge, Mass. (Lux), after an eight-week summer layoff, on Sept. 8 resumes for the eighth consecutive season *Lux Radio Theatre* on 65 CBS and 30 CBC stations, Monday, 9-10 p.m. (EDST). Cecil B. DeMille continues as director and will also handle commentary, with Sanford H. Barnett as J. Walter Thompson Co. Hollywood producer of the series. George Wells and Harry Kerr are to do radio adaptations of current film plays and also write commercials for the weekly program. Louis Silver has been retained as musical director and Mel Ruick announcer, with Charles Forsyth in charge of sound effects. Opening program will have Ginger Rogers, George Murphy, Burgess Meredith and Alan Marshall heading the cast of Tom, Dick and Harry.

P & G Resumes Drama

PROCTER & GAMBLE Co., Cincinnati, on Sept. 6 will resume the half-hour dramatic program *Knickerbocker Playhouse* on approximately 45 NBC-Red stations, in the interest of Drene shampoo. Program will be heard on Saturdays, 8-8:30 p.m., with a repeat broadcast 11:30-12 p.m. Contract is for 39 weeks. Agency is H. W. Kastor & Sons, Chicago.





BERNARD J. PROCKTER

A VETERAN in broadcasting circles but comparatively new to the agency field is Bernard (Bernie) Prockter, now head of the stations relations department of The Biow Co. Inc., New York. Bernie spent 11 years with CBS in New York, starting in 1929 as assistant program director. In 1933 he became supervisor of the CBS M&O stations, in 1935 being placed in charge of the Sales Service Department. He resigned in 1941 to take the Biow post, being succeeded by Ned Midgeley, former BBD&O timebuyer and radio business manager.

Handling the Bulova Watch account is a full size job in itself but Bernie Prockter also finds time to supervise the timebuying of such other Biow accounts as Phillip Morris, Eversharp, Postal Telegraph and Tootsie Rolls.

Born in Chicago in 1908, Bernie Prockter attended Wisconsin and Chicago University from 1925 to 1929, majoring in business. He played freshman basketball in college and was a champion intramural tennis player. His fraternity is Phi Sigma Delta.

Previous to his radio jobs, while still in college, Bernie hung out his advertising shingle in 1928-29, operating his own direct mail business. He married Ruth Rosenthal in 1934 and has one son, Jules, 5. His only hobby is golf, and he shoots in the middle eighties. He is a first cousin of William S. Paley, CBS president.

Wheatena Placing

WHEATENA Corp., Rahway, N. J. (cereal), on Sept. 29 will resume its transcribed series of quarter-hour dramatizations titled *The Wheatena Playhouse*, which last year ran five times weekly on 17 stations in selected markets. First program will be a dramatization of the noval "The Rains Came", by Louis Bromfield, but the station list is not yet settled, according to the agency, Compton Adv., New York.

A BOOM IN AUTO REPAIRING

Michigan Firm Finds Program an Effective Means Of Increasing Service Business

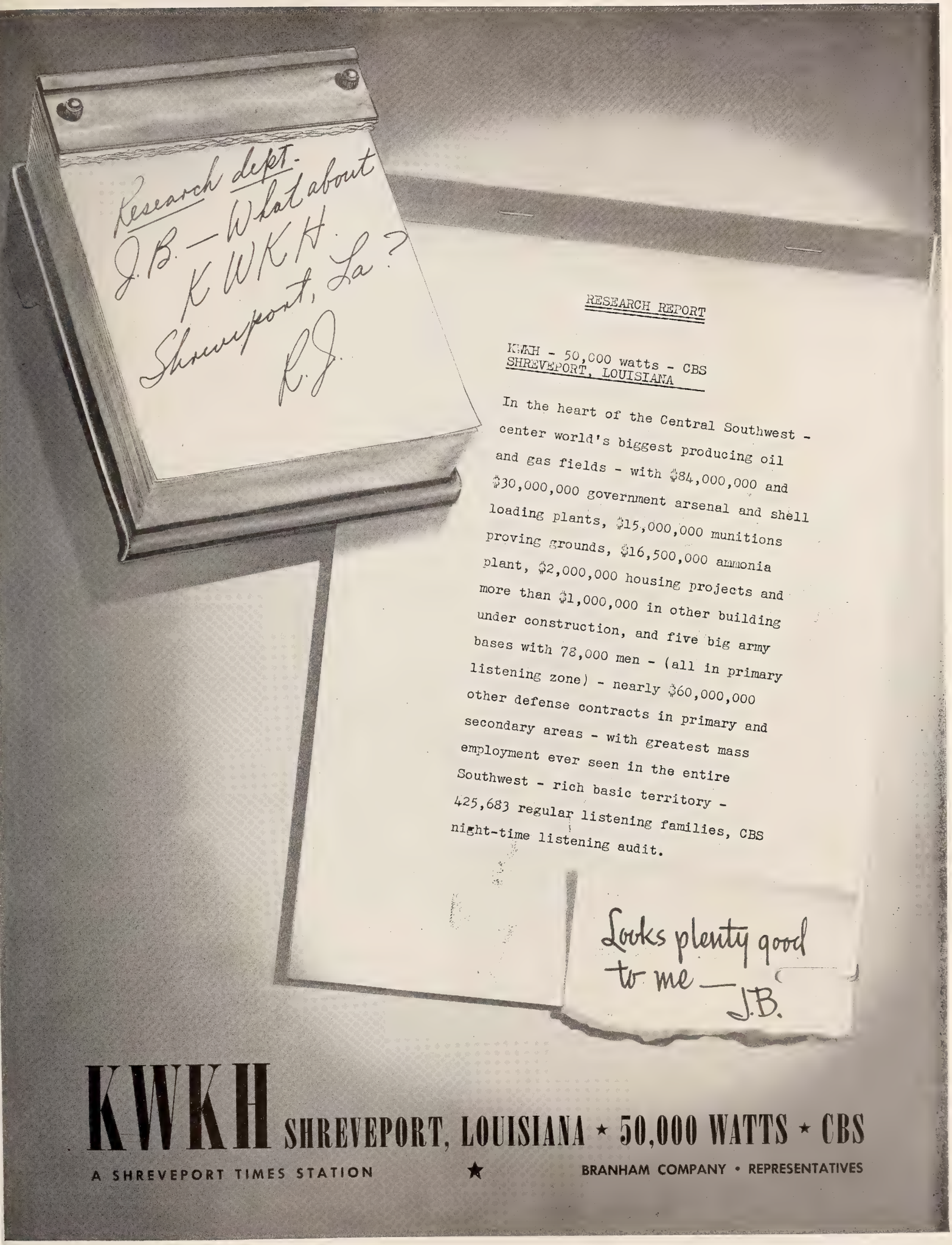
WINNINGHAM CHEVROLET Co., of Birmingham, Mich., reports labor sales on automotive repairs up 57% in the first two months on the air with a five-minute news program over WCAR, Pontiac. On April 17 the auto agency started a new program, following a brief test period, called *Win Cash With Winningham*. A cumulative unlimited cash award of $10 daily draws listeners.

At the start the announcer recited a so-called "money sentence". During the program random telephone calls are made. The first person called who can repeat the "money sentence" gets the award. If no winners turn up, the fund is added to the next day's $10. To date the highest accumulation has been $140.

Backing up the program, the agency has used newspaper space, posters and handbills and one national magazine, plus an additional five-minute program on the air. Agency owner C. C. Winningham said:

"Customer labor sales in our service department for the first three months of 1941 showed an increase of 31% compared with the same period of 1940. We started the new program April 17. The months of April and May showed an increase in customer labor sales of 57% over the like 1940 period. This gain in labor sales since the program started gave us a 42% increase in this department through the first five months of 1941."

Commercials remind car owners of service requirements they are apt to forget, and stress full facilities for repair of all cars as well as Chevrolet.

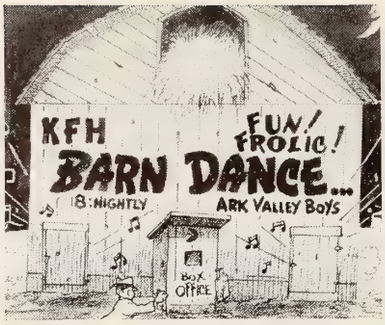

Research dept.
J.B. — What about
KWKH
Shreveport, La?
R.J.
RESEARCH REPORT
KWKH - 50,000 watts - CBS
SHREVEPORT, LOUISIANA
In the heart of the Central Southwest - center world's biggest producing oil and gas fields - with $84,000,000 and $30,000,000 government arsenal and shell loading plants, $15,000,000 munitions proving grounds, $16,500,000 ammonia plant, $2,000,000 housing projects and more than $1,000,000 in other building under construction, and five big army bases with 78,000 men - (all in primary listening zone) - nearly $60,000,000 other defense contracts in primary and secondary areas - with greatest mass employment ever seen in the entire Southwest - rich basic territory - 425,683 regular listening families, CBS night-time listening audit.
Looks plenty good to me — J.B.
KWKH SHREVEPORT, LOUISIANA ★ 50,000 WATTS ★ CBS
A SHREVEPORT TIMES STATION
★
BRANHAM COMPANY • REPRESENTATIVES

Quaker Oats Resumes

QUAKER OATS Co., Chicago, on Sept. 27 resumes sponsorship of the weekly half-hour *Man on the Farm* program on WLS, Chicago, in the interests of Ful-O-Pep Poultry Feeds. Program will emanate from the Quaker experimental farm at Libertyville, Ill., and will be transcribed and presented the following Saturday on approximately 27 unselected stations. On the same date company will also start on WLS for Ful-O-Pep Dairy Feeds, *Our City Cousins*, a farm quiz program with city persons asc ontestants. Show will be transcribed and broadcast the following week on WOR, New York. Agency is Sherman & Marquette, Chicago.

Arvey Spot Series

ARVEY Corp., Chicago (R-V Lite glass screening), on Oct. 1 will start one-minute spot announcements three to six times a week on WLS KWTO KFAB WDGY WGR WMMN KWFT KSFO KMA. More stations will be added. First United Broadcasters, Chicago, is agency.



TO COVER the dance floor when the KFH *Radio Barn Dance* moves in on the midway of the Kansas State Fair at Hutchinson, Sept. 14-19, KFH, Wichita, is building a novel Big Red Barn (along the lines of this "architect's drawing"). Nearly 4,000 square feet of floor space will be provided. This is the second year KFH has covered the fair, carrying several broadcasts daily from studios erected at the fairgrounds, about 60 miles from Wichita.

The Other Fellow's VIEWPOINT

Re: Box Top Rebellion

EDITOR, BROADCASTING:

The lady—she is right! 100%. And it is good that feeling in the back country should receive notice in national trade publication.

Only in local or regional contests have advertisers seemingly given publicity to the outcome corresponding with original announcement of the scheme.

Seriously, there must be widespread dissatisfaction with contests as they have been run, if not actual disbelief in them. You can ascribe this to advertisers' unimaginativeness.

Contesters being people, and often very discerning and talented people, they can be articulate as anti-consumers in their home communities where it counts most.

A few months ago there was a radio program advertising for program ideas. It didn't last. But there are persons whom you couldn't hire to buy the sponsor's product again, so sorely piqued were they at the agency's failure to mail a simple acknowledgment of receipt of their prepared ideas.

Conceivably it is among the nation's contesters, nettled by advertiser's failure to do what afterward would seem the friendly thing, that support, at least in principle, is given to the anti-advertising movement.

If contest promoters have been dismissing the factor of possible dissatisfaction by saying that Americans are good sports, which they are, they should carry the argument to its logical conclusion and ask themselves: Are we, too, being good sports?

When they refuse to set up adequate machinery to acknowledge all entries, give prompt notice as to who and what won, the answer is, No. Until then, contesters are going to feel that they, as individuals, were treated as merely so many pieces of mail.

HAROLD GINGRICH,
Sioux Falls, S. Dak.

Aug. 24

* * *

Houston's Stations

EDITOR, BROADCASTING:

The issue of BROADCASTING of Aug. 11 containing a list of stations which may be under common ownership or control has the following to say about Houston, Texas:

"KPRC, controlled by *Houston Post*, and KTRH, owned by *Houston Chronicle*; both newspapers said to be controlled through interlocking stockholdings by Jesse Jones, Secretary of Commerce, KXYZ owned by M. Tilford Jones, nephew of Jesse Jones."

With reference to KPRC, it is owned by the Houston Printing Corp. One of its stockholders is the Houston Post Co. None of the officers or directors of either of the above companies are stockholders of any companies in any way interested in any of the other radio stations in Houston.

May we request that you be kind enough to publish this letter, or make a statement in your magazine to this effect.

E. O. SYKES,
Attorney, for Houston Printing Corp.,
Washington.

Aug. 27.

WRNL SCORES AGAIN!
DOWN IN RICHMOND, VA.



Atlantic White Flash Gasoline has placed 10 outstanding Southern football games on WRNL because they know the outstanding radio buy in the rich Richmond Radius! WRNL *the* Sport Station here? Yes . . . ask Adam Hat "Sports Parade" . . . Gillette "Cavalcade of Sports" . . . Atlantic White Flash "Baseball Games" . . . or sponsors of our year 'round daily sports broadcasts. Or ask

EDWARD PETRY & COMPANY, INC., *National Representatives*

Sales through the air
WING
Dayton, Ohio
5,000 WATTS
Day and Night
NBC RED & BLUE
National Representatives
PAUL RAYMER CO.
buy WING-get WIZE (BONUS STATION)
DAYTON, O. SPRINGFIELD, O.

Ownership Swaps

(*Continued from page 12*)

been that any doubt should be resolved in favor of the Commission and that such interests should make an appearance at the Oct. 6 arguments.

Unfavorable reaction to suggestions of removal of second stations from existing markets has resulted largely from the view that technical clearance would be extremely difficult in desirable markets. Moreover, it was reported that a station attempting to move from one primary area to another would collide with heavy competition, lack of available network outlets and almost certain loss of money for an indefinite period.

Whether any attempt will be made prior to the Oct. 6 hearing to enjoin the Commission from proceeding, on the ground that no authority exists under the statute, appeared to be in doubt. Several attorneys indicated such a move was possible but presumably no definite plans had been completed.

Barnard to BBDO

LYNN BARNARD, formerly time buyer of Morse International, New York, and assistant to Richard Nicholls, Morse radio director, in buying the Vick Chemical Co. radio campaign for this fall, on Sept. 1 joined BBDO as assistant to Carroll Newton, business manager of the radio department. Mr. Barnard replaces Joseph Hornsby who has joined the U. S. Navy.

NOW THEY LOOK LIKE THIS

See page 12



PHOTOGRAPHS ON PAGE 12 in same (l to r) order shows: **1. Royal Alderman,** McCann-Erickson v.p. in charge of its Cleveland branch, now on leave of absence and back in active duty with the Army; a captain, he is at present with the War Dept. Bureau of Public Relations. During the last war he served two years with the 37th Division, Ohio National Guard, one year in France and Belgium where he took part in the Meuse-Argonne and Ypres-Lyes offensives. **2. Emmons C. Carlson,** advertising and sales promotion manager of the NBC Central Division, who served overseas as a second lieutenant with the Ordnance Dept., A.E.F., mostly at Chaumont, France. **3. Peirce L. Romaine,** of the New York staff of Paul H. Raymer Co., who attended Officers Training School at Camp Devens and Camp Zachary Taylor in 1918, got his lieutenancy just as the Armistice was signed.

Two Years of War

RADIO'S PART in covering the European war as well as defense activities in this country will be demonstrated on a special hour program on NBC-Blue Sept. 3, date of the second anniversary of the outbreak of the war.

PABST SALES Co., Chicago (beer) will sponsor broadcasts of all games this fall of the New York Giants professional football team on WHN, New York. Dick Fishell will handle the play-by-play and Bert Lee will give the color commentary. Agency is Lord & Thomas.

LEMASURIER HEADS REGIONAL OUTLET

A DUAL GRANT, unique in broadcast annals, was authorized by the FCC Aug. 22, with the award of a new regional station in Grand Forks, N. D. to Dalton LeMasurier, who is also operator of KDAL, Duluth. The new station will operate all but two hours a day on 1440 kc. with 500 watts night and 1,000 watts local sunset, with the present KFJM, operated by U of North Dakota, relinquishing all but the two hours daily.

The decision came following filing last February of a mutual agreement between the University and Mr. LeMasurier, who has been general manager of the college station, a commercially operated outlet. KFJM simultaneously filed for modification of license to change its hours of operation from unlimited to specified, using similar facilities.

School Relinquishes Time

The FCC granted the joint petition to reconsider and grant without hearing the application of KFJM for renewal of license and for modification of license to change operating time from unlimited to two hours a day, from 3 to 5 p.m. Simultaneously, it granted the application of Mr. LeMasurier to operate the station all but the two hours used by the university. Mr. LeMasurier will sever all connections with KFJM and the new station will in no way be connected with the university. Paul M. Segal, Washington attorney, represented both the university and Mr. LeMasurier in the transaction.



ON JANUARY 1, 1941 ST LOUIS **KWK** WENT EXCLUSIVELY MUTUAL. . . ASK YOUR RAYMER REPRESENTATIVE TO SHOW YOU EVIDENCE THAT **KWK** IS A BETTER BUY THAN EVER.

Drastic Drop in Radio Set Production Is Seen Despite Lifting of Plastic Ban

DESPITE action of the Office of Production Management last Wednesday in removing a blanket ban on the use of plastic cases for radio receivers, the priorities situation continues to point more and more certainly toward drastically reduced radio manufacture during the coming year, with a cut of as much as 70% looked for in some quarters.

Although efforts are being made by both OPM and the Office of Price Administration & Civilian Supply, headed by Leon Henderson, to clear the way to enough manufacturing materials to at least supply radio parts for maintenance and repair of existing equipment, it is admitted by both agencies that actually securing these supplies is going to be an increasingly difficult matter.

Monthly Quotas

Following conferences between OPM and Radio Manufacturers Assn. representatives last Tuesday, OPM the following day announced that radio receivers had been removed from the list of manufactures completely banned from the use of plastic materials. It is understood OPM has approved a plan under which manufacturers would be allowed to supply 75% of the orders for plastic radio cabinets during September, with allocations for succeeding months indefinite.

On the transmitter manufacturing side the picture of the future is much like that for receivers. While OPM and OPACS have given a "communications preference rating" for repair and maintenance materials to insure the continued operation of existing equipment, the materials situation is tight and growing tighter for new construction. Steel for radio towers, for instance, has been hard to get, and manufacturers avoid guaranteeing delivery by a specified time. A similar situation has developed for the other metals used in construction of the transmitter itself—nickel, copper, aluminum and others.

Indicative of the problem faced by all manufacturers of goods for civilian consumption was a series of broad rules and regulations issued last Thursday by E. R. Stettinius Jr., Director of the OPM Priorities Division. The most important provision of the new basic document — Priorities Regulation No. 1—requires all manufacturers and producers to accept defense orders, with a few specific limitations, even if acceptance of these orders will prevent or delay deliveries on non-defense orders or defense orders with lower preference ratings. The requirement applies to all manufacturers, producers, distributors and dealers, in whatever category, Mr. Stettinius explained.

Further Curtailment

Under this general framework for priorities compliance, it is thought likely the production of non-defense radio equipment may be further curtailed. Apart from a shortage of skilled labor, reported by many manufacturers, the new OPM regulations further emphasize that defense production will be stepped up, regardless of effect on civilian production, and that all available labor that can do a defense production job will be used in that type of work.

However, it is observed, the specific effect of the regulation will not be felt so sharply in radio with the present tight supply of manufacturing materials as it would be were there a greater available supply of aluminum, nickel, steel and other critical materials.

Although OPACS on Aug. 22 moved to keep the nation's 50,000,000 receivers in operation, by recommending that the highest civilian priorities rating — B-1 — be given to critical metals used in manufacturing radio tubes and electrolytic capacitators for replacement purposes, it was uncertain that the recommendation would have any practical effect. It was pointed out that great confusion exists between OPACS, which recommends certain treatment for civilian needs, and OPM, which actually authorizes the treatment. OPM takes the position that if materials needed to comply with the OPACS's recommendation are not available beyond defense needs, they just are not there, and no OPM order to make them available would do so without interfering with the all-out defense program.

On July 29 Mr. Stettinius announced a program to make available a limited supply of aluminum for the manufacture and maintenance of radio sets for civilian use [BROADCASTING, Aug. 4]. However, the OPACS's recommendation on radio tubes is the only one of its kind, covering materials of all sorts for "maintenance and repair". No such recommendation on a "maintenance and repair" basis has been made for radio sets as a whole, and conceivably a situation could occur in which replacement tubes would be available but no replacement condensers or other integral apparatus. In fact, radio sets have been specifically excepted from "maintenance and repair" recommendations.

Better Marketing

Another defense production development, Government control over installment buying, which went into effect Sept. 1, probably will have a beneficial rather than detrimental effect for radio retailers in that it may eliminate a lot of "gyp" competition and generally improve the condition of their accounts.

The communications manufacturing industry also is engaging in a program of subcontracting on Army and Navy and lend-lease defense radio equipment, under which the five major radio manufacturing companies—Bendix, General Electric, Westinghouse, Western Electric and RCA Mfg. Co.—are not only subcontracting parts but also are transferring production of complete assemblies to scores of smaller concerns in the field. The "big five" will act under this program as "prime contractors", being responsible for results.

Western Electric Co., New York, currently producing radio and telephone equipment for the armed forces, has farmed out more than $16,000,000, or 40% of its purchase orders from the Government, which total $37,000,000 to date. Of that total the largest single contract is for $17,000,000 worth of radio equipment, of which WE has sublet contracts in excess of $10,000,000, consisting of some 1,400 purchase orders on 250 different suppliers in 14 different States.

RADIO SET SHORTAGE
Dun & Bradstreet Forecasts Further Difficulty

WITH radio advertising showing a faster rate of growth than any other major media, and a news-hungry public growing more and more eager to follow latest war development, sales of radio receivers during the first half of 1941 have soared to new highs, according to a survey conducted by Dun & Bradstreet, New York. Retail sales of radio receivers, after setting an all-time record for unit volume in 1940, were running about 20% ahead of last year during the first six months of 1941, the survey indicated.

The expanding demand has outpaced production, and dealers have been finding it increasingly difficulty to secure merchandise, with manufacturers forced to allot supplies to distributors on the basis of past orders, it was observed. Delivery dates have been pushed further and further ahead, the report stated, and backlogs of unfilled orders have piled up at factories. Retail sales of receivers in 1940 totaled 11,750,000 sets, 12% above the 1939 peak of 10,538,000, reported by *Radio Today*. Dollar volume, reflecting lower unit prices, did not reach 1937 level, although it exceeded both 1938 and 1939.

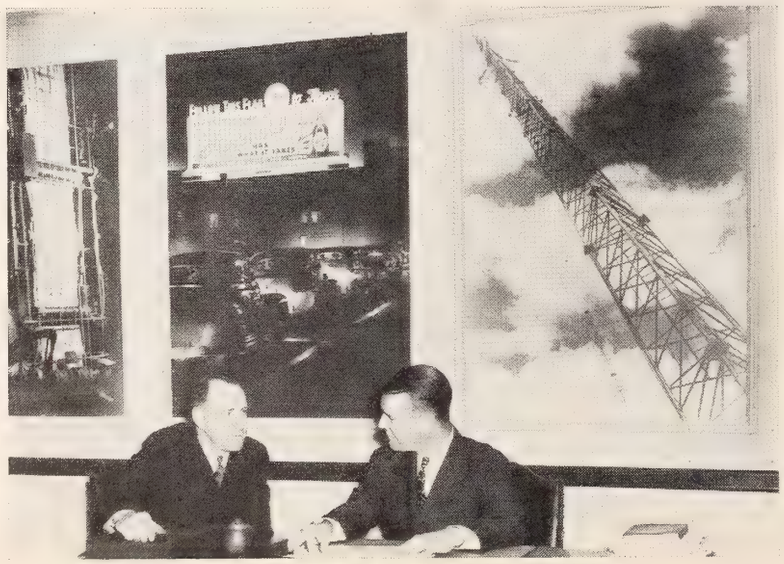
AHOY, MATES— YOU CAN DROP ANCHOR (Ky.)!

As one salt to another, you don't need Anchor (Ky.) and such-like "towns" to make a big sales splash in this here State! Just set your course for the bounding Louisville Trading Area, which alone accounts for 54% of Kentucky's retail sales! With WAVE at the tiller, it's clear *sale*-ing all the way—complete coverage, low cost, and a *listening* audience (we're the only NBC Basic Red station within 100 miles!)! May we help you chart a profitable course?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C. Basic Red

FREE & PETERS, INC. National Representatives



ALL FORMS of advertising media are symbolized by the photographic murals in the newly-decorated offices of John C. Dowd Inc., Boston advertising agency. C. H. Masse, sales representative of WBZ-WBZA, Boston-Springfield (left), confers here with Agency President John C. Dowd virtually in the shadow of a blown-up portrait of the 50 kw. WBZ antenna tower at Hull, Mass.

MEMO To Advertisers:

Southern Colorado

LISTENS to its OWN and ONLY CBS STATION



● Southern Colorado listeners get complete listening satisfaction from KVOR, their home station. The strength of its CBS program schedule and its broad, intensive, intimate service to this area keeps it the favorite of its immediate home folk.

Best selling results in Southern Colorado come from sales efforts originating within this area... on KVOR, the station closest to homes and best able to make your radio advertising pay out.

KVOR COLORADO SPRINGS

CBS NETWORK • 1000 WATTS • FULL TIME

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
WKY, OKLAHOMA CITY ★ KLZ, DENVER *(Affiliated Management)*

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

"Saturday's Child..."



... and so do Saturday Morning Programs — on NBC RED. Here's how Shinola proved it and profited.

Remember the old tune that went: "NOBODY listens to the radio on Saturday mornings"?

Hecker Products Corporation heard it back in March, 1940—and didn't believe it! They knew that people bought more food and groceries on Saturdays than on any other day of the week... and decided they'd like to talk to them *just before* they bought!

So Hecker started to advertise Shinola Shoe Dressings on Saturday mornings on NBC RED—the network most people listen to most. They chose a half-hour dramatized program, a program of *evening* calibre, "Lincoln Highway."

WORKS FOR A LIVING!"

Here's what happened...

C. A. B. RATING DOUBLED AND REDOUBLED! In little more than six months, "Lincoln Highway's" audience had doubled. Nine months later, *that* record had doubled!

SALES INCREASE 20 to 25%. ". . . For the past several months," writes J. B. Forsyth, General Manager of Hecker's Shoe Polish Division, "our different types of polish under the Shinola name have registered consistent gains of 20 to 25 per cent ahead of last year. In large part, *we attribute this to the sales response to 'Lincoln Highway'.*"

CONTRACT RENEWED. At the end of a full year, contract was signed for another full year on NBC RED.

...AND 14 NEW STATIONS ADDED. With the addition of 14 *new* stations to the network last May, Shinola's "Lincoln Highway" is now heard over 75 stations of NBC RED

—and here's WHY it happened!

1. Over 80% of U. S. radio families are "reachable" by radio during any Saturday morning half-hour. You get "evening type" audiences at daytime rates!
2. On Saturdays people have more cash to spend than any other day in the week.
3. More than 40% of *all* groceries are bought on Saturdays . . . and 69% of all Saturday's grocery sales are made *after* noon!

This particular story happens to cover Saturday mornings. But the same thing is equally true on Sunday...or Thursday...or *any* other day or night in the week—namely, *any time is good time on NBC RED!*

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

WHAT HOOPER FOUND—IN 29 CITIES

1747 homes, in 29 cities, were phoned by Hooper investigators, the week of February 23, 1941. From the responses of 312 verified listeners, and 542 verified non-listeners, Hooper found 65% greater use of Shinola among the "Lincoln Highway" audience—an increase clearly traceable to radio alone. Question was: "What brand of Shoe Polish is used in your home?" Tally: SHINOLA was mentioned by 62% of the *listeners*...and by only 37% of the *non-listeners!*

NBC *Red* NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

WJR
50,000 WATTS
DETROIT
CBS

WJR, the Goodwill Station, is Michigan's greatest advertising medium

Ask and Edw. Petry office for more information about WJR, one of the seventeen CBS 50,000 watt stations.

NBC Adds 14 More In Central America

Total of 35 Affiliates Will Join 21-Station Mexican Net

ADDITION of 14 stations, six longwave and eight shortwave, located in six Central American republics to NBC's Pan American network was announced last week by Frank E. Mullen, vice-president and general manager of NBC. Following the earlier announcement of the affiliation of a 21-station Mexican network [BROADCASTING, Aug. 25], this new extension gives a total of 35 affiliates, assuring complete shortwave coverage of all Central American countries by NBC's International Division, the network announcement states.

New Pan American stations are: Longwave, TIPG, San Jose, Costa Rica; HOK, Colon, Panama; YSS, San Salvador, El Salvador; YNPH, Managua, Nicaragua; TGW, Guatemala City; HRN, Tegucigalpa, Honduras. Shortwave, YSM, YSD, HUB, San Salvador; YNRS, Managua; TGWB, TGWC, Guatemala City; and unidentified shortwave stations in San Jose and Colon.

Arranged by Royal

These affiliations were arranged by John F. Royal, NBC vice-president in charge of international relations, who is currently on a 20,000-mile air tour of all Latin American countries. He phoned the news to Mr. Mullen from Mexico City, where he had flown to rejoin Charles W. Horn, assistant vice-president of the department, who had represented NBC in signing contracts for the Mexican network.

John W. Elwood, general manager of NBC's International Division, described the affiliation of these Latin American stations as meaning "that a vast radio audience of 28,000,000 people in Mexico and Central America, through their own stations, today can be served with the best programs of both our Red and Blue networks, including programs specifically built for this audience by our International Division."

He said that the new contracts enable the Latin American affiliates to pick up and rebroadcast sustaining programs without any charge to them and that they also make it possible for American firms doing business in Latin America to have definite outlets for the rebroadcasting of their programs.

Norwich Sales Up

NORWICH PHARMACAL Co., Norwich, N. Y., which has been sponsoring for 13 weeks the *What Burns You Up* program with Frances Scott on the Yankee Network, on Sept. 6 is renewing the program in view of increased sales of its products Unguentine and Pepto-Bismol. Basch Radio Productions, New York, produces the Saturday 6:30-7 p.m. program, and the agency is Lawrence C. Gumbinner Adv. Agency, New York.





EXCITEMENT APLENTY for Canadian Broadcasting Corp. office and equipment in Great Britain is evidenced by tales and pictures like these brought back recently by members of the CBC Overseas Unit. At top is a British Broadcasting Corp. mobile recording unit after a London raid early this summer. At left are two members of the CBC Overseas Unit, now back in Canada, as they appeared with a CBC mobile unit over there — (l to r) Bob Bowman, CBC special events chief, and Art Holmes, now an engineer at CBY, Toronto.

Frantic Preparation Needed in Orient For Broadcasts to the United States

ALTHOUGH American listeners realize pretty well the censorship difficulties encountered in Europe by correspondents of the major networks when they wish to put through a broadcast to America, little attention has been paid to the Orient and the terrific confusion broadcasting representatives have to combat over there.

Melville J. Jacoby, NBC representative in Chungking, China, in two letters to A. A. Schechter, NBC's director of news and special events, seems to have told the story pretty clearly.

That's Chungking

"Getting a broadcast off from here is really a story," Jacoby writes, taking "this morning's 4½-minute affair" for an example. "You ride for hours in rickshaws, ferry boats, etc. and there are no telephones. Getting out to another studio (the main one is out of commission) is a matter of wangling a car, then five gallons of gasoline, getting a sleeping soldier out of the car and the driver out of bed.

"Then you get to the studio out in the country and find all the engineers arguing about what GMT means to Chungking. Finally you are ready to start talking and you find some coolie has swept your papers off the desk and you have to dash out a minute before program time to find them. During the broadcast, the coolie holding the lamp over your head so you can read starts mumbling. That's Chungking. . . ."

In speaking of the air raids, Jacoby writes "telegraph lines are usually down for hours. That means no delivery—unless we are lucky to have cables routed from Manila to Chungking direct. Also during alarms (sometimes lasting 8 hours), no receiving station will accept messages. Besides this there is the usual after-bombing confusion."

48 Hours Effort

Describing an attempted broadcast, which failed to materialize, Jacoby tells of working 48 hours, running across the city and back between raiding planes, and with a completed story, dashing to the Chengtu station via rickshaw at 4 a.m. "We were scheduled to meet Chungking (XGOY) at 6 a.m. and stand by for the program which was to out at 6:45 a.m. our time. At 6 a coolie appeared at the station, at 6:10 someone else. I ranted and raved about contacting Chungking to no avail. No one seemed to know about the program. Finally I aroused the station director and he said it was too early to broadcast to America and just yawned. Then the governor's aide arrived and he said he came late because he knew I couldn't get through to the U. S. anyway.

"All this after I had carefully explained in detail just what was happening and we had staged a dress rehearsal the day before—even to checking clocks which is an unusual practice in this fair land. In the meantime Chungking and I presume, RCA had been standing by. The Chungking announcer calling us got so mad, he spluttered."

Three City Outlets Had Profit in 1940

Study of Municipal Stations Covers Operating Data

THREE of the five municipally-owned and operated radio stations in the United States reported a profit for 1940, according to a survey made by the International City Managers Assn. under the direction of David Rowlands, research assistant.

The report, which appeared in the July issue of *Public Management*, lists WRR, Dallas; WJAX, Jacksonville, and WSUN, St. Petersburg, as operating at profit. WCAM, Camden, did not submit a financial statement, while WNYC, New York, does not sell time for commercial use.

Profit in Dallas

Gross income of WRR, Dallas, which devotes half of its time to sponsored programs, was approximately $141,441 as compared with operating expenses of $97,692, it was shown. After deduction of commissions, net profit amounted to $20,000, which was used for improvement of facilities and installation of two-way radio communication systems in fire and police departments.

WJAX reported operating expenses of $77,336 against a gross income of $106,039. The surplus was used to improve the station's facilities.

Gross income of WSUN, St. Petersburg, exceeded operating expenses of $56,888 by $20,078. The station devotes one-third of its time to commercial programs and the profit was credited to the general city fund.

WNYC, the only municipally operated station in the country which does not sell time, reported an operating expense of $110,000 which was paid out of the city treasury.

The report points out there has not been a city-owned and operated AM radio station established since 1927. Of the eight cities which established stations between 1921 and 1927, three have discontinued operation—in Atlantic City, Pensacola and Fort Morgan, Col.

Macy-WBNX Swap

COOPERATING with the R. H. Macy & Co. department store, WBNX, New York, has inaugurated *All Through the Night*, a 12-2 a. m. recorded show, in which Macy supplies all the records in return for plugs of the store's record department. Program is a request show handled by Art Ford.

SOUTH CAROLINA'S No. 1 Market

FIRST IN—
- Total Population-White Population
- Wholesale & Retail Sales
- Industrial & Business Pay Rolls
- Automobile Registration

DOMINATED BY
50,000 WATTS
WFBC-GREENVILLE
NBC RED NETWORK
HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION
NATIONAL REPRESENTATIVE — WEED & CO.

AMOS 'N' ANDY LEAD
Sponsor Association 86.2%
Survey Discloses

RADIO's old favorites, *Amos 'n' Andy*, were correctly associated with their sponsor—the Campbell Soup Co.—by a larger percentage of women listeners than were able to identify 12 other programs, according to a survey conducted by Dr. Harry Deane Wolfe, director of the bureau of business research at Kent State U, Kent, O.

Over 2,400 middle income urban and rural housewives in Northeastern Ohio were interviewed in the survey. Of this number, 2,078 — 86.2% — associated *Amos 'n' Andy* correctly. Other findings of the survey indicate that more women were influenced by radio advertising than by any other advertising medium in their purchases of gelatin dessert, canned soup, dry cereals, cooking cereal, toothpaste, toothpowder, all-purpose shortening, toilet soap, flake washing machine soap, granulated washing soap, all-purpose cake soap and fine laundry flakes. Recommendation of friends weighed more heavily in the purchase of coffee and cleaning soap than advertising media.

Other programs studied and the percentages of correct identification with sponsors follows:

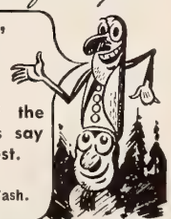
Jack Benny	85.0%
Charlie McCarthy	74.6
Jack Armstrong	61.1
Ma Perkins	56.6
Fanny Brice	56.0
Bob Hope	49.9
Eddie Cantor	37.3
Aldrich Family	25.9
Hill Top House	21.5
Grand Central Station	12.1
Meet Mr. Meek	10.8
Young Dr. Malone	6.8

Kentucky Project

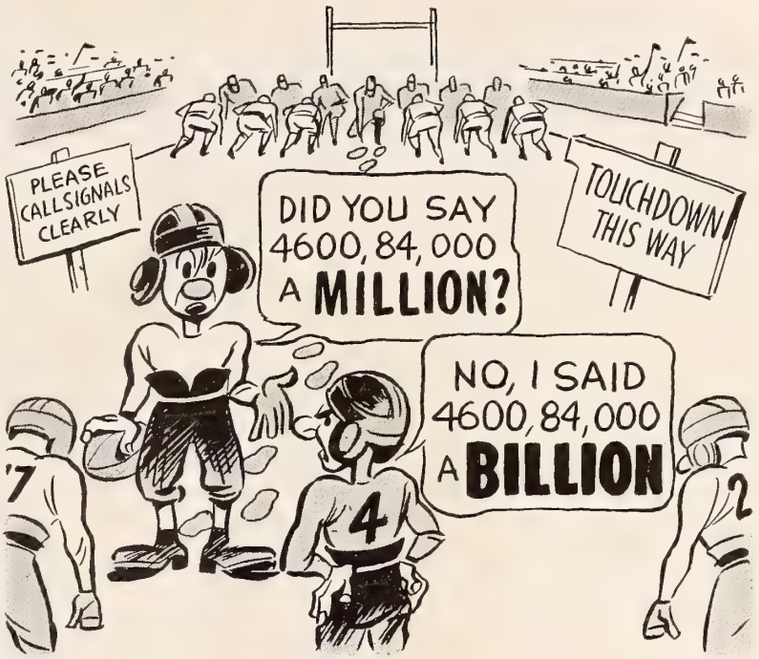
SECOND annual radio training institute of the Kentucky WPA recreation project will be held in conjunction with U of Kentucky Sept. 2-6, on the university campus. In charge will be Ben Russak, state radio specialist, and Mrs. Lolo Robinson, U of Kentucky. In addition to the training staff a dozen recreation leaders and a number of university students, selected by E. G. Sulzer, Kentucky U radio director, will be present. A limited number of other students will participate. Mr. Russak's consulting staff will consist of Mr. Sulzer; Mrs. Robinson, and William Yount, chief engineer.

KINY
"The Friendly Voice of the Capital"

"Hey Fellows!"
A recent survey shows that nine out of fifteen of the major Alaska cities say KINY is received best.
Executive Offices
Am. Bldg., Seattle, Wash.



1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES



Today, Memphis is the thirtieth (30th) largest city in the United States, with a wholesale trade volume that ranks twentieth out of ninety eight cities.

It is this wholesale sale volume that makes the Memphis Market real news . . . interesting news for any advertiser. For the wholesale sales in Memphis and the Mid-South total over one billion dollars!



With cotton selling higher than it has in a score of years, this world's largest cotton market will have plenty of people with plenty of money this fall. And they all listen to WMC, the pioneer radio station of Memphis and the Mid South.

Want to hear more?

5,000 Watts Day
1,000 Watts Night
WMC
NBC RED NETWORK
MEMPHIS, TENN.
THE Billion Dollar MARKET
★
Represented Nationally by THE BRANHAM CO.
★
Owned and Operated by
THE COMMERCIAL APPEAL
★
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—MEMPHIS
WJDX—JACKSON, MISS.
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

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Vacations Do Things!

LAST WEEK was epoch-making for radio: Nary a crisis arose!

Of course a couple of dozen hangovers remain, such as chain-monopoly regulations multiple-ownership-overlapping service ban, war, copyright, discriminatory taxes, newspaper divorcement, wash-board dramas, and sundry other trifling matters, any one of which, if invoked as originally contrived, would cut the heart and liver out of commercial broadcasting.

There wasn't a new crisis because the FCC was in recess. Only Commissioner T. A. M. Craven was in Washington, and he isn't obsessed with giant-killer instincts, being a practical sort of gentleman who is old-fashioned enough to believe private enterprise has a place in public service.

Action resumes, however, this week. The siesta will be over, and things will happen. But they *can* happen on the credit side of the ledger for a change.

Vacations do things for people. They provide the opportunity to relax and commune with their Maker. They let them reflect on the past, and perhaps do a job of clearer thinking ahead. Five of the FCC's six members have had that opportunity during the past few weeks.

Let's dissect the most pressing of the several white-hot issues which must be appraised by the FCC when it reconvenes. The chain-monopoly rules had been right up against the buzzsaw of a Sept. 16 effective date, until Comdr. Craven last Thursday scheduled oral arguments on Sept. 12, automatically bringing about a postponement. This followed a rupture early last month in negotiations between Chairman Fly and the heads of the three major networks. Until the postponement developed, a really ugly situation had existed. The Commission up to that point had stubbornly insisted that the networks knuckle down and accept the regulations, or else.

But members of the Commission have had time to reflect. They must have appreciated the seriousness of those rules when important men like CBS President William S. Paley and NBC President Niles Trammell, as well as MBS representatives, day after day during Washington's sweltering heat, conferred and counselled in an effort to work out an acceptable compromise. That after they had religiously attended and participated in protracted hearings before the Senate Interstate Commerce Committee on the White Resolution designed to prevent the FCC from running riot. The FCC must have realized that if the rules as written were permitted to stand and any substantial number of affiliates pulled the plug on the networks, the public would have done something more than a disservice. For the first time Mr. John Q. Citizen would have been brought into the picture. And the wrath of millions of listeners would have descended upon the FCC.

There is still too much heat in this situation, to mention only one of the several crusades unleashed by the FCC. And there is too much at stake. It's risky to gamble with so vital a public service, particularly in these grim days. We'd like to see a moratorium on crises in radio at least until those now on the fire are out of the way.

Strictly a Luxury

SO RADIO CAN'T sell luxuries!

If you're still an addict to that favorite chant of competing media, there's one quick cure and it can be found on page 14.

It's a story that needs repeating now and then, this power of radio to sell items strictly in the luxury class. And nobody will dispute the claim that motor boats are a luxury. At Higgins Industries Inc., New Orleans, the world's largest builders of commercial motor boats, they base all their promotion on the thesis that the product belongs in the luxury class.

That's why Higgins uses *Fortune* and *Spur* along with yachting journals when it advertises its boats. Moreover, that's the very reason Higgins uses radio. For the firm discovered accidentally that radio could sell its luxury product. Since that happy day Higgins has been using two well-programmed campaigns, and will soon launch a third.

It's boats may be a luxury for the public, but radio is no luxury for Higgins. It's a necessity.

In 1950 What?

AT THIS writing it looks as though NBC will make its peace with ASCAP. With that accomplished, it won't be long until CBS, due to competitive effect, will find it expedient to follow suit. MBS already is in line, having consummated its deal last May. And, of course, it will be up to affiliates and independents not yet signed to decide for themselves whether they will accept the ASCAP proposition.

Without arguing the merits of the NBC-ASCAP proposal, admittedly better than that procured by MBS, we believe a glance at copyright history, as well as a peer into the future, might prove edifying. The contract offered networks and stations is for nine years. These questions logically arise:

Will BMI, which made the present ASCAP deal possible and which introduced competition in the music performance field, be in existence in 1950?

Will ASCAP again be omnipotent in 1950 so that it can dictate the price to be paid, just as it did in 1932 and 1935?

Will broadcasters, in accepting the proposal currently offered, be sacrificing the principle of free competition for immediate dollars?

Will the independent composer from Podunk, who is responsible for most of the hit tunes of today (nearly all BMI) be on the air?

Will network and transcription programs be cleared at the source nine years hence?

Will broadcasters go for the blanket license theory because it's cheaper *now* and forget all about the per use formula, which entails the maintenance of music libraries and indexes?

The station owner who for the last decade has fought the copyright battle best knows the answers. We pose these queries because we can't forget the oft-repeated statement of Gene Buck, venerated ASCAP president, at the outset of the contract renewal battle that the broadcasters will in the long run pay every penny of the costs to ASCAP, with interest. If the industry doesn't watch its step now, Mr. Buck may make good that boast in 1950!

The RADIO BOOK SHELF

BASIC information about advertising is reviewed in *Effective Advertising*, by Harry Walker Hepner, Associate Professor of Psychology, College of Business Administration, Syracuse University [McGraw-Hill, New York, $4]. It is designed for use as a basic text for the first year course in advertising. Elaborately illustrated, the book contains sections covering the advertising industry; the consumer; the product; the media; the advertisement; testing and coordinating advertising. The 18-page chapter devoted to radio briefly sketches some of the advantages and disadvantages of the medium, quoting from some of the current literature on the subject. Teacher's manual and student's workbook are available.

DESIGNED as an aid in the production of radio plays and the organization of radio dramatic clubs, a manual titled *Radio Production for Recreation* has been produced for the Kentucky Recreation Project at Louisville by Ben Russak. The manual contains suggestions for organizing radio clubs, for maintaining station relationships and for adequate radio training. It includes an introduction by Elmer G. Sulzer, U of Kentucky radio director. Copies are available on a loan basis from the Script and Transcription Exchange, U. S. Office of Education, Washington.

REPRINTING a chapter from the *Journal of Consulting Psychology*, Dr. Frank Stanton, Ph.D., CBS director of research, has issued a booklet entitled *Problems of Sampling in Market Research* in which the subject of proper sampling in market research is discussed with an explanation of the methods used by the various research organizations.

We Pay Our Respects To —



JOHN HIBBETT DeWITT Jr.

RADIO is the all-consuming career of Jack DeWitt, just turned 35.

Born John Hibbett DeWitt Jr. on Feb. 20, 1906, the son of a judge of the Tennessee Court of Appeals, Jack became a wireless addict while still in short pants, even before he entered Duncan Preparatory School in Nashville. His higher education included attendance at the engineering school of both Vanderbilt and the U of Tennessee. But he seems never to have allowed formal schooling to interfere with his interest in radio.

His first venture into the commercial realm of the industry came in 1922, when as a lad of 16 he built and installed Ward-Belmont's station, WDAA, Nashville's first broadcast facility. Although engrossed in these efforts, he managed to carry on prep school work and even enter college in 1924. But a still more absorbing project presented itself in 1925 when the National Life & Accident Insurance Co. installed its 1,000-watt transmitter for WSM, Nashville. Jack was made inspector of materials during construction. When the first program took the air, he manned the controls.

Now chief engineer for WSM, it would be logical to assume that Jack just grew into the job from this beginning. However, after a year with WSM, he went back to school, this time to Tennessee U.

But once again electrical engineering, or the academic pursuit of it, lost out, for in 1929 Jack left school for good to take an assignment in the radio development department of Bell Laboratories. In 1931 he was loaned to National Life to testify in the "high power" hearings of that day, and the next year he left Bell Labs to become chief engineer of the new 50 kw. WSM.

A list of Jack DeWitt's technical accomplishments is a bewildering array for a young fellow. While at Bell Labs he developed the first crystal-controlled oscillator meeting the revised requirements of the FCC. The principle is still used. Also he took part in the development of synchronizing motors as applied to synchronized broadcasting, a principle recently adapted to FM.

As advisor in the installation of WSM's 50 kw. plant, Jack was chief advocate of the then new vertical radiator — WSM constructed the 878-foot Goliath that is claimed today as America's tallest radio tower. And the vertical radiator appears to be here to stay.

In his job as chief engineer of WSM, Jack didn't relax his natural inquisitiveness into what makes radio tick. Among his works is a patented feed-back system that allows transmitters to use AC current in their filament supply — a method used in many of the large transmitters now on the air. He also worked out a system of static measurement which has proved of great value in computing the coverage of a radio transmitter during any given season. And one of his most recent achievements is an electro-mechanical calculator which can be used in solving the high involved equations of directional antennas, employing any number of elements.

Jack's friends throughout the industry are many, and his face is familiar wherever radio men gather. He is past chairman of the engineering committee of NAB, and is now chairman of the clear channel engineering committee. In 1935 he was coordinator for the FCC allocation survey for the Southern District. He was in Havana in 1937, representing WSM during preparation of the famed Havana Treaty, which brought about broadcasting's recent reallocation. He is widely known also as a consulting engineer, handling field work for the recently organized firm of Ring & Clark.

Jack DeWitt built and installed one of the nation's first ultra-high frequency AM transmitters, which was operated experimentally by WSM until recently, when it gave way to W47NV, WSM's FM adjunct, called America's first commercial FM transmitter. This "first" was made possible because Jack and the engineers working under him actually made parts which could not have been delivered by manufacturers for months.

The antenna system for W47NV is another DeWitt innovation — it consists of folded elements, actually buckled around the top of the WSM vertical radiator. The antenna and the feed system are so constructed that both WSM and W47NV can operate normally without interfering with each other. The generating system first used in W47NV has been adapted for use in many new FM transmitters.

In April, 1929, Jack married Ann Elise Martin. They have one son, John H. III, born in 1934. Jack is a member of Phi Delta Theta fraternity and the Institute of Radio Engineers.

Maybe it's hard to believe that a man who works so intensively at radio has an outside hobby, but Jack has been something of an astronomer since he was 26, when he and his brother built an observatory which stands today as one of the best in Nashville. And when he isn't tearing apart a radio station to put it back together again, or discussing the stars with a visiting astronomer, he and Mrs. DeWitt usually can be found with a group of friends in the living room of their hilltop home, listening to Wagner or Brahms pouring out of a tremendous loudspeaker around which the house was built.

Radio is the only business with Jack De Witt. He hasn't found time for anything else—yet!

Personal NOTES

MAJ. LENOX R. LOHR, former president of the NBC and now president of the American Museum of Science & Industry, Chicago, visited KOA, Denver, enroute to a fishing spot in the Rockies.

HAROLD ESSEX, sales manager of WSJS, Winston-Salem, N. C., has been named chairman of the publicity committee for the C of C tobacco market campaign.

LIEUT. BIRNEY IMES Jr., owner of WCBI, Columbus, Miss., has been assigned to Brooks Field, San Antonio, as an artillery observer in the Air Corps.

BEN McGLASHAN and Calvin Smith, general managers of KGFJ and KFAC, Los Angeles, respectively, recently piloted civilian open cockpit training planes from Chicago to the West Coast.

JAMES F. COYLE has been appointed assistant commercial manager of WCAU, Philadelphia.

JOSEPH H. SIERER, continuity director of WTAR, Norfolk, Va., has resigned to accept a commission in the Navy. He will be attached to the public relations office of the Fifth Naval District.

GEORGE E. SMITH, vice-president of the Crosley Corp., has been retained by the U. S. Signal Corps as civilian advisor to expedite delivery of materials.

JAMES McELDOWNEY, salesman, of KLZ, Denver, has been called to active duty as a first lieutenant in the Air Corps. He is to report Aug. 31 at Lowry Field, Denver, and is the fourth member of KLZ to be called to the colors.

KEITH KIGGINS, sales manager of NBC-Blue, on Aug. 25 left for California to attend a meeting of Blue Network affiliates in Hollywood, called by Don Gilman, NBC vice-president, to discuss fall plans for the Pacific Blue Network.

MICHAEL R. HANNA, general manager of WHCU, Ithaca, and field representative for the CBS department of education, has been selected to direct and supervise a new course in radio instruction at Ithaca College this fall.

JOSEPH K. MASON, formerly in the advertising and sales promotion department of NBC, has rejoined the company in the continuity acceptance department.

A. J. MOSBY, owner and general manager of KGVO, Missoula, Mont., recently underwent a tonsilectomy.

SPENCER W. CALDWELL formerly sales manager in British Columbia for Canadian Marconi, has been named commercial manager of CKWX, Vancouver.

DORIS HILLMAN, editorial assistant in the New York office of BROADCASTING, on Sept. 13 will be married to Joseph H. Lawton, of Hopkinsville, Ky.

BILL CARPENTER and his brother Lee, both of WDNC, Durham, N. C., have been drafted.

FRANCIS KEARNEY, sales manager of WRUF, Gainesville, Fla., has been granted a leave of absence to join the Army Air Force. John H. Sheely will assume the sales manager's duties Sept. 1.

James M. West

JAMES M. WEST, 70, Texas lumber and oil millionaire and president of the *Dallas Journal* and *Austin Tribune* publishing companies, died Aug. 24 in Kansas City after a heart attack. Born at Waynesboro, Miss., in 1871, Mr. West moved to Texas as a child. He was a resident of Houston. He entered the newspaper field in December, 1939, when he purchased the *Dallas Dispatch-Journal* and later bought the *Austin Tribune*. Mr. West also was an applicant, along with two sons, J. Marion and Wesley W. West, and P. M. Stevenson for a new station in Houston, to operate with 1,000 watts on 610 kc., and also to receive transferred control of KTBC, Austin. He is survived by Mrs. West, two sons and a daughter.

BEHIND the MIKE

HOWARD WILEY, member of the production staff of NBC New York for nine years, has been transferred to NBC-Chicago, replacing A. D. (Archie) Scott, transferred to Hollywood.

TED MacMURRAY, of the NBC Chicago production staff, has resigned effective Sept. 15 to devote his time to freelance directing. He will direct the NBC-Blue *Tom Mix Straight Shooters* and NBC-Red *Lone Journey* programs.

MARSHA WHEELER, woman's commentator of WLW, Cincinnati, is to leave Sept. 6 along with members of the WLW war games staff to handle woman's angle programs during the month from the Army maneuvers in Louisiana. She will make special transcriptions to be broadcast as part of her daily *Consumer's Foundation* feature.

JAY FROHMAN, formerly of WDWS, Champaign, Ill., has joined the announcing staff of WSOY, Decatur, Ill. He replaced Marty Mueller, who has enlisted in the Army.

MARVIN YOUNG, formerly NBC Hollywood producer and now a major in the U. S. Army, attached to the chief of morale branch, has been placed in charge of all professional and amateur talent for Army camp shows.

Godwin Benediction

FOR years Earl Godwin, NBC Washington commentator, has been signing off his program with the phrase, "God bless every one of you". Numbered among his audience are high Government officials, members of Congress, and thousands of Government workers. Recently he discovered he had loyal fans 3,000 miles away. Godwin received a post card showing a picture of Westminster Abbey, postmarked London, July 20, from Capt. Bernard Brookes, who ferries bombers across the Atlantic. The card read: "This one of God's houses still stands. It surely is His will that right will conquer. The AEF boys here—American Eagle Force—all listen to your 'God bless every one of you'."

MAURICE STEINBERG, formerly staff arranger for Earl Carroll's Vanities, Hollywood, has joined WBAP-KGKO, Fort Worth, as staff music arranger.

CHARLES W. LEWIS of the U of Pennsylvania has been awarded a one-year fellowship by WLW, Cincinnati, according to Robert E. Dunville, general sales manager.

MEL VENTER, production manager of KFRC, San Francisco, fractured an arm when he fell off a step while participating in a recent Red Cross benefit show in San Mateo, Cal.

ERNIE HARWELL, sportscaster of WSB, Atlanta, and Lulu Tankersly recently announced their engagement.

TOM THOMAS, formerly of WHBL, Sheboygan, Wis., has been inducted into the Army and is now in training at Camp Wheeler, Ga.

JACK HUBBARD, continuity editor and special events announcer of KFBB, Great Falls, Mont., has resigned to join KROS, Clinton, Ia., as program director.

ROBERT McDONALD, associate news director of KMOX, St. Louis, has joined the *Amarillo News-Globe* to handle a combination radio and newspaper job on KGNC. Richard Everett, St. Louis bureau manager for Transradio News, has joined the KMOX news staff, replacing McDonald.

ELMER BAUGHMAN, announcer of WFAA-KGKO, Dallas, and Norval Schneringer, publicity director, recently married Mary Constance Hollen and Johnnie Lucile Hefner, respectively.

FRANK MAHON, sportscaster of WEW, St. Louis, and a graduate of the St. Louis U School of Law, recently passed his bar examination.

DON BRICE, formerly of KSAL, Salina, Kan., and WKBN, Youngstown, O., has temporarily rejoined the KSAL announcing staff. Mary Jeanette Bachtold, KSAL woman's commentator, is convalescing from an operation. Glenna Bradshaw, formerly of KGNO, Dodge City, Kan., is substituting.

FRANCIS KALNEY, Hungarian translator for WWRL, New York, is the editor of *The New American*, published by Greenberg Publishers, New York, as a handbook for aliens, refugees and new citizens.

LARRY ELLIOTT, CBS announcer on such programs as *The News of the World* and *The Treasury Hour*, will continue this fall to announce various CBS programs, but will also freelance.

BILL GOODWIN, Hollywood announcer, has been assigned to the weekly half-hour NBC *Burns & Allen Show*, starting Oct. 7 under sponsorship of Lever Bros.

KNOX MANNING, NBC Hollywood commentator, has been signed to narrate the Warner Bros. shorts film, "Perils of the Jungle".

MAURICE JOACHIM, known for his program *Your Unseen Friend*, on Sept. 3 returns to the air on WHN, New York, with a new program titled *Weaver of Thoughts*, to be heard Monday, Wednesday, Friday at 1 p.m.

LYDIA PERERA, CBS television actress who has been working on the *Children's Story* test programs, and Wil Marcus, who handles television publicity for CBS, were married Aug. 19 in New York.



WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Asheville's average citizen buys 112% MORE General Merchandise than the average American.

- - And WWNC's Promotion makes getting more sales even easier! Try it!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

"WE BUILD 'EM— 24 HOURS A DAY!"
AND TEXAS' BOOMING GULF COAST INDUSTRIAL AREA IS REACHED THROUGH . . .
BEAUMONT'S
KFDM
560KC 1000 WATTS
FULL TIME NBC BLUE
Represented by
HOWARD H. WILSON COMPANY

PRISCILLA LAMBETH, formerly of WMFR, High Point, N. C., has joined WSJS, Winston-Salem, as women's director.

THOMAS SNOWDEN, program director of WEED, Rocky Mount, N. C., on Aug. 17 married Martha High, of Rocky Mount.

JOE SCHAFER, Pittsburgh musician, has joined WCAE, that city, as music arranger.

TRUMAN BRADLEY, formerly Hollywood announcer recently in Chicago, has returned to 20th Century Fox for a second lead in the "Lone Star Ranger" film.

TRUE BOARDMAN, Hollywood writer-producer, has returned after New York conferences with Joan Blaine, radio actress, on a new nighttime sponsored series.

JERRY MANN, Hollywood writer-actor, is doing special writing on the weekly NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp.

NORMAN A. ROSE, formerly in the copy department of Raymond R. Morgan Co., Hollywood, has joined the CBS continuity staff in that city.

NILES WELCH, CBS New York announcer on the *American School of the Air*, is currently in Hollywood.

ED FAREY, formerly of CFAR, Flin Flon, Man., and CFCT, Victoria, B. C., has joined the announcing staff of CJRC, Winnipeg.

JACK WELLS, formerly of CFQC, Saskatoon, has joined CJRC, Winnipeg, as sports announcer. He replaced Stewart MacPherson who has returned to the British Broadcasting Corp. after 11 months with CJRC.

JOHN COLLINGWOOD READE, newscaster at CFRB, Toronto, was flown to Great Britain in a bomber to obtain first hand impressions of the war and to accompany Prime Minister King of Canada on his visits to Canadian troops stationed in Great Britain.

WENDELL NILES, Hollywood announcer, is narrating a series of U. S. Army instruction film shorts being produced by Warner Bros. He also has a role in the Columbia picture, "Harmon of Michigan", now being released.

JOHN LAING, KFI-KECA, Los Angeles, announcer, and Katrina Knafeltz, secretary to Ernest Felix, auditor and office manager of the stations, were married Aug. 21.

DON McDIARMID, music director of KGU and KGMB, Honolulu, soon will have published his song "South Sea Sadie". Recently he had another song, "Little Brown Girl", published by Irving Berlin.

GEORGE SAYLES, formerly Chicago assistant bureau manager of Transradio Press Service, has been appointed KMPC, Beverly Hills, Cal. associate news editor.

McCosker's Lyrics

TOPPING ALL SONGS played on MBS the other week was the Mills number "Give Me Your Answer", with lyrics by Alfred J. McCosker. Its success entitles the president of WOR, New York MBS outlet, to be a writing member of ASCAP as an active songwriter if he so desires.

JAMES C. BUCHANAN, associate news editor of KMOX, St. Louis, is the father of a boy born in late August.

AL BLAND, who conducts the *Morn Patrol* on WCKY, Cincinnati, has been named production manager, succeeding Bev Dean who resigned to engage in other radio work.

ANN WESTON, women's editor of KGVO, San Francisco, has left the staff to return to her home in Duluth, Minn.

BOB EMERICK, formerly announcer of KFI-KECA, Los Angeles, and Bert Symmes, formerly of KLS, Oakland, Cal., have been added to the production staff of KROW, Oakland.

RAY BUFFUM, New York and Hollywood script writer, was seriously injured Aug. 22 when his auto overturned three miles north of Tonopah, Nev.

PATRICK MAITLAND, MBS foreign correspondent who covered Warsaw and the Balkan countries before they fell under German rule, arrived in this country recently by clipper from Lisbon. Besides doing some broadcasting, Mr. Maitland plans to write a book tentatively titled "Hitler's Nine Pins", and some magazine articles, describing his war experiences.

JOHANNES STEEL, news commentator of WMCA, New York, is doing a series of newscasts in Spanish to South America on WRUL, Boston shortwave station, Fridays at 8:45 p.m.

JOHN COMNAS, formerly of WMFF, Plattsburgh, N. Y., and WCAX, Burlington, Vt., has joined the announcing staff of WORD, Spartanburg, S. C., to handle the "Red, White and Blue Network" program prepared and presented for the trainees at Camp Croft located just outside the city limits.

PAUL KNIGHT, announcer of WPEN, Philadelphia, has joined W3XE, Philco television station in Philadelphia.

ARCH FARMER, night news editor of WBBM, Chicago, has been appointed news editor. William Costello, director of farm service, in addition to his regular duties, will assist in the news and special events department with writing and editing.

HAL BOHM, announcer of WGN, Chicago, is to marry Lucille Charles of Chicago on Sept. 6.

RICHARD BUZZERD, formerly of WENY, Elmira, N. Y., has joined the announcing staff of WLVA, Lynchburg, Va.

EDWIN M. CLOUGH, formerly of Chicago, has joined KOY, Phoenix, and is currently conducting a daily quarter-hour news commentary on 3 Arizona network stations (KOY KSUN KTUC).

CARL BREWSTER, KFVD, Los Angeles, announcer-producer, has resigned to join the Army as first lieutenant and is stationed at Camp Haan, Riverside, Cal., as radio relations officer. Phil Brooks, announcer, has taken over Brewster's former duties.

IN BALTIMORE
Penny for Penny
COVERAGE
Better Than Any!
Complete . . . consistent . . . PROFITABLE coverage! The most listeners for your advertising dollar! Proof is plentiful . . . write for it!
WCBM
Baltimore's Mutual Affiliate
Beginning Oct. 1—NBC BLUE

19th YEAR OF LISTENER PREFERENCE
KSD
NBC Red Network - - - In St. Louis
Department Store Sales Show an Increase of 38%
In the Eighth Federal Reserve District (St. Louis Area) for the four weeks ending August 9th, as compared with the corresponding period last year.
Place Orders for Your Fall Schedule Now
A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

DUNCAN MacLEOD, assistant news editor of KOIN-KALE, Portland, Ore., will leave Sept. 15 to join the Army Air Force. MacLeod is a member of the 123d Observation Squadron, the last Oregon National Guard unit to be called to active service. Robert Harris has been named to succeed MacLeod.

BILL KILMER, announcer and staff organist of WSGN, Birmingham, has been named musical director.

ROBERT DWYER, formerly music arranger for Frankie Masters orchestras, has joined the music staff of WAAF, Chicago.

OTT DEVINE, dean of announcers of WSM, Nashville, and Mrs. Devine, on Aug. 25 became the parents of an 8 lb., 2 oz. daughter, Virginia Rush, born at Vanderbilt University Hospital.

Old Gold Series

BERT WHEELER and Hank Ladd, Hollywood film comics, have been signed as regular features of the weekly half-hour *Tommy Riggs & Betty Lou* program, sponsored by P. Lorillard Co., (Old Gold cigarettes), on 6 NBC-Pacific Red stations, Thursday, 8:30-9 p.m. (PST). Cast also include Tommy Riggs and Dick Wheeler. Victor Young is musical director, with Ben Gage announcer. Sam Moore writes the series. Robert Brewster is producer for J. Walter Thompson Co., the agency. Myron Dutton represents the network.

WBLJ, Dalton, Ga., operating on 1230 kc., 250 watts unlimited, on Sept. 1 became an affiliate of MBS.

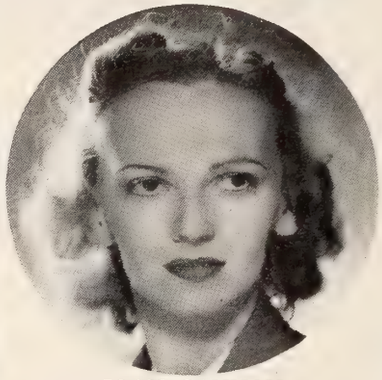
A MUST for fall schedules

THE CHARLOTTE MARKET and WSOC

CHARLOTTE, N.C. • NBC RED

NATIONAL REPRESENTATIVES
HEADLEY-REED CO.

Meet the LADIES



JOAN CANNON

DEFTLY, Joan Cannon lends a woman's guiding touch to a leading CBS radio program. Holding a responsible position with McCann-Erickson Inc., Los Angeles, this attractive, slim young woman has been producer of the weekly *Dr. Christian* series sponsored by Chesebrough Mfg. Co. Canadian born, Joan moved to Spokane, where she lived until 1936 when she decided upon Hollywood as her goal. Almost immediately she made her current agency connection. Educated at both the U of Southern California and Washington State College, Joan Cannon represents a pleasing picture of a typically modern girl. Blond, hazel-eyes, brown haired, she stands 5 ft., 6 inches, and weighs 118 pounds.

George Fischer

GEORGE FISCHER, president of J. Fischer & Brother, music publishers, and a board member of ASCAP, died Aug. 23 at his summer home on Fire Island, New York. He would have been 71 years old on Sept. 13. Although the firm publishes popular music, Mr. Fischer was interested primarily in classical and religious music, sponsoring Deems Taylor and other American composers and building up for his company the largest stock of Catholic Church music in the country.

Wilmer Walter

WILMER WALTER, 57, who played the lead in the daily radio serial *David Harum* sponsored by the B. T. Babbitt Co. heard on NBC-Red Monday through Friday, died Aug. 23 at Mount Sinai Hospital, New York, after a two-weeks illness. Before entering radio, Mr. Walter was a leading man with various stock companies. He had enacted the role of David Harum on the air more than 1,500 times in the last 5½ years.

TERRILL IS NAMED KSKY, DALLAS, HEAD

APPOINTMENT of R. J. Terrill, for the last six years manager of KGHI, Little Rock, as manager of the new KSKY, Dallas, was announced last week by A. L. Chilton, well-known Southwestern broadcaster and licensee of the new outlet. The station, to operate with 1,000 watts local sunset on 660 kc., is expected to take the air by mid-September, according to Mr. Chilton.

Mr. Terrill, a native of Dallas, started in radio on KRLD, of which Mr. Chilton was manager for several years. Chief engineer is Morris M. Ming, who left a similar post at KFRO, Longview.

Miss Dorothy M. Smith, for two years traffic manager for the Texas State Network in Fort Worth, will become office manager of KSKY. She was formerly Mr. Chilton's secretary. Studios and general offices are on the roof of the Hotel Stoneleigh.

R. G. Binyon Is Named As Manager of KWAL

R. G. BINYON, formerly of KGB, San Diego, has been named general manager of KWAL, Wallace, Ida., succeeding Clarence Berger, who has severed his connection with the station. The change came following approval by the FCC of the transfer of license from a partnership consisting of Mr. Berger and Chester Howarth to the Silver Broadcasting Co. Inc. The owners of the latter company are Drs. J. R. Binyon and H. C. Nickelsen who also hold controlling interest in KEVE, Everett, Wash., soon to take the air.

William M. Bruner, station manager and chief engineer under the partnership, has been retained in these duties. However, other staff changes and additions are to be announced shortly.

Floyd J. Neale

FLOYD J. NEALE, 54, since 1938 music commentator for MBS, was found dead in his New York apartment Aug. 25, apparently the victim of a cerebral hemmorrhage. In addition to his MBS affiliation Mr. Neale had been associated with WOR for 12 years, serving first as an announcer. At one time he was program director for the old WGBS, New York and was credited with having suggested the award for diction which the Academy of Arts & Letters once made to radio announcers. During the first World War he was in the Naval Intelligence Service, assigned to the newsreel and censorship division. Mr. Neale is survived by two sisters, Mrs. Charlotte Thwing of Pine Orchard, Conn., and Mrs. Thomas D. Knowles of Massilon, O.



KGKO
570 KC 5000 WATTS DAY CP 5000 WATTS NIGHT NBC
FORT WORTH and DALLAS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives



DISCUSSING his new contract for a series on CBS starting Oct. 5 for General Foods Corp., New York, William L. Shirer, CBS news correspondent and former Berlin correspondent, lunches with agency and CBS executives. Left to right are Bruce Powell, Columbia Artists; George Bryson, Young & Rubicam, agency in charge; Mr. Shirer; Louis N. Brockway, Y&R vice-president.

AGENCY Appointments

JOHN K. BRATER & Co., New York (asthma remedy), to Charles A. Weeks Co. Inc., New York.

CONNECTICUT REFINING Co., W. Haven, Conn. (Benzoline, Unolene), to Hammer Adv. Agency, Hartford, Conn.

BLIND-RITE Co., San Francisco, to Brisacher, Davis & Staff, San Francisco.

CALAVO GROWERS of California, Los Angeles (avocados), to J. Walter Thompson Co., San Francisco.

ADAMS CLOTHES, Philadelphia (clothing store chain), effective Sept. 1, to Harry Ditman Adv., Philadelphia. Radio will continue to figure prominently in its advertising schedule.

PACIFIC CHEMICAL Co., Los Angeles (Pronto cleaner), to Chas. H. Mayne Co., that city. Currently using newspapers only, with future radio planned.

BOOTH BOTTLING Co., Philadelphia (ginger ale), to Aitken-Kynett, Philadelphia. Expected to resume use of radio.

Quaker State Spots

QUAKER STATE OIL REFINING Co., Oil City, Pa., on Sept. 15 will start a campaign of thrice-weekly transcribed announcements for its motor oils and greases on KMOX, St. Louis, and WMAQ, Chicago. On Oct. 1, three more markets will be added, although stations are not yet selected. Agency is Kenyon & Eckhart, New York.

Standard Radio Opens New York Export Office

STANDARD RADIO has established an Export Division with headquarters at 45 W. 45th St., New York. M. M. Blink, co-owner of Standard Radio, announced that Herbert Rosen, formerly European representative of the Standard Library, who had previously maintained an office in Paris, has been named manager and that the new department will specialize in servicing Latin American stations.

Distribution to Canadian and Mexican stations, however, will continue to be handled by the regular company offices in Chicago and Hollywood. The New York office will carry a complete stock of recorded sound effects as a service to seaboard stations. The company has opened permanent southern branch in Dallas with offices in the Wilson Bldg., under direction of Herbert Denny, southern representative.

Wreck Cuts Circuits

RADIO, press and telephone circuits between San Francisco and Los Angeles were "dead" for more than a half-hour Aug. 22 as the main line cable was short-circuited at Livermore, Cal., when two autos crashed, injuring seven persons. The cars caromed into one of the main line telephone and telegraph poles near Livermore at 1:15 p.m. Communications between Los Angeles and San Francisco and intermediate points was not reestablished until 1:48 p.m.



5000 WATTS **WJBO** 1150 KC

Baton Rouge

is furnishing the MAJOR NBC-NETWORK SERVICE to THOUSANDS of SOLDIERS in the southern Louisiana maneuver area.

The Baton Rouge Broadcasting Co. Inc.

WJBO W45BR

WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?

Richmond is at the fingertips of WMBG's sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award. WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK



THE Business OF BROADCASTING

WLW, Cincinnati

Permco Products Corp., Chicago, 3 *sa* weekly, 13 weeks, thru Burton, Browne, N. Y.
United Buying Service, Chicago, 6 *sp* weekly, 52 weeks, thru United Adv. Co.'s, Chicago.
Johnson & Johnson, New Brunswick, N. J., 5 *sa* weekly, 23 weeks, thru Ferry-Hanly Co., N. Y.
C. A. Briggs Co., Cambridge, Mass., 3 *sa* weekly, 16 weeks, thru Horton-Noyes Co., Providence, R. I.
Swift & Co., Chicago, 24 *sa*, thru Stack-Goble Adv. Agency, Chicago.
Smith Brothers, Poughkeepsie, N. Y., 8 *sa* weekly, 15 weeks, thru J. D. Tarcher & Co., N. Y.
Roman Cleanser Co., Detroit, 6 *ta* weekly, 52 weeks, thru Gleason Adv. Agency, Detroit.
North American Accident Insurance Co., Newark, 3 *t*, weekly, 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Johnson & Johnson, New Brunswick, N. J., 5 *sa* weekly, 52 weeks, thru Ferry-Hanly Co., N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass., 10 *ta* weekly, 4 weeks, thru Erwin Wasey & Co., N. Y.
Florida Citrus Commission, Chicago, 3 *sa* weekly, 13 weeks, thru Arthur Kudner Inc., N. Y.
Beechnut Packing Co., Canajoharie, N. Y., 7 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Murphy Products Co., Burlington, Wis., 5 *sa*, weekly, 52 weeks, thru Critchfield & Co., Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. 5 *sa* weekly, 52 weeks, thru Sherman & Marquette, Chicago.
Block Drug Co., Jersey City, 3 *ta* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Benrus Watch Co., N. Y., 18 *sa* weekly, 52 weeks, thru J. D. Tarcher Inc., N. Y.
Marlin Firearms Co., New York, 3 *sa* weekly, 52 weeks, thru Craven & Hedrick, N. Y.
American Chicle Co., New York, 6 *sa* weekly, 52 weeks, thru Badger & Browning & Hersey, N. Y.
Phillips Packing Co., Cambridge, Md., 3 *sa*, weekly, 52 weeks, thru Aitken-Kynet Co., Phila.
Flexo Glass Mfg. Co., Chicago, 3 *sa* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
Potter Drug & Chemical Corp., Malden, Mass., 12 *ta* weekly, 52 weeks, thru Atherton & Currier, N. Y.
Mantle Lamp Co. of America, Inc., Chicago, 13 *sa*, thru Presba, Fellers & Presba, Chicago.
New Era Milling Co., Arkansas City, Kan., 3 *sa* weekly, 13 weeks, thru Ferry-Hanly Co., Kansas City.
Olson Rug Co., Chicago, 3 *sp* weekly, 13 weeks, Presba, Fellers & Presba, Chicago.
Pierce's Medicines Inc., Buffalo, 6 *sa* weekly, 31 weeks, thru H. W. Kastor & Sons, Chicago.
W. A. Sheaffer Pen Co., Ft. Madison, Ia., 92 *sa*, thru Russel M. Seeds Co., Chicago.
Quaker Oats Co., Chicago, 28 *t*, thru Sherman & Marquette, Chicago.
Father Flanagan Boys Home, Boystown, Neb., 13 *sp*, thru Bozell & Jacobs, Omaha.
Peter Paul Inc., Naugatuck, Conn., 10 *sa* weekly, 52 weeks, thru Platt-Forbes, N. Y.
B. C. Remedy Co., Durham, N. C., 5 *sa* weekly, 52 weeks, thru Harvey-Massengale Co., Atlanta.
Lever Bros. Co., Cambridge, Mass., 7 *sa* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Readers Digest Assn., Inc., Pleasantville, N. Y., 3 *sa* weekly, 8½ weeks, thru BBDO, N. Y.
McCall Corp., N. Y., 11 *ta*, thru Joseph Katz Co., N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass., 9 *ta* weekly, 52 weeks, thru Erwin Wasey & Co., N. Y.
ExLax Inc., Brooklyn, 5 *ta* weekly, 52 weeks, thru Joseph Katz Co., N. Y.
Church & Dwight Co., N. Y., 3 *sa* weekly, 52 weeks, thru Brooke, Smith, French & Dorrance, N. Y.
Nehi Corp., Cincinnati, 25 *ta* weekly, 52 weeks, thru BBDO, N. Y.
Murphy Products Co., Burlington, Wis., 3 *sp* weekly, 68 weeks, thru Critchfield & Co., Chicago.

WSAV, Savannah

Bulova Watch Co., New York, *sa* series, 13 weeks, thru Biow Co., N. Y.
Manhattan Soap Co., New York, daily *sp*, 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Coca Cola Bottling Co., Savannah, 5 *sp* weekly, direct.
Tru-Ade Inc., Los Angeles, 104 *ta*, thru Beaumont & Hohman, Los Angeles.
BC Remedy Co., Durham, N. C., 365 *ta*, thru Harvey-Massengale Co., Durham.
Roosevelt Hotel, New York, 15 *sa*, thru Kelly-Nason, N. Y.
Peter Paul Inc., Naugatuck, Conn., 78 *sp*, thru Platt-Forbes, N. Y.
Beechnut Packing Co., Canajoharie, N. Y., 105 *sa*, thru Newell-Emmett, N. Y.
Atlantic Greyhound Lines, 25 *sa*, thru Beaumont & Hohman, Cleveland.

WOR, New York

S. A. Schonbrunn & Co., New York (Savarin coffee), 6 sp weekly, thru M. H. Hackett Inc., N. Y.
Old County Trotting Assn., Westbury, L. I. (race track), 3 *sp* weekly, thru M. H. Hackett Inc., N. Y.
Carter Products, New York (proprietary), 3 *sa* weekly, thru Street & Finney, N. Y.
Atlantic Refining Co., Philadelphia (gas, oil), weekly football games, thru N. W. Ayer & Son, Philadelphia.
Grove Labs., St. Louis (Bromo Quinine), 5 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Piel Bros., Brooklyn (beer), weekly *sp*, thru Sherman K. Ellis & Co., N. Y.
Hecker Products Co., New York (Force, H-O, Cream Farina), 3 *sp* weekly, thru Maxon Inc., N. Y.

KFI, Los Angeles

Manhattan Soap Co., New York (soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Nylon Co. of California, Los Angeles (Nylon wash), 2 *sp* weekly, thru Beaumont & Hohman, Los Angeles.
American Chicle Co., Long Island, N. Y. (chewing gum), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.

WEEI, Boston

O'Cedar Corp., Chicago (polish), *sa* series, thru H. W. Kastor & Sons, Chicago.
Ward Baking Co., New York (bread), *sa* series, thru Sherman K. Ellis & Co., N. Y.
Marlin Firearms Co., New Haven (razor blades), *sa* series, thru Craven & Hedrick, N. Y.

WPTF, Raleigh

Perfection Stove Co., Cleveland, 26 *t*, thru McCann-Erickson, Cleveland.
O'Cedar Corp., Chicago, 65 *ta*, thru H. W. Kastor & Sons, Chicago.
Reader's Digest Assn., Pleasantville, N. Y., 26 *ta*, thru BBDO, N. Y.

WPAT, Paterson, N. J.

John F. Trommer Inc., Brooklyn (malt beer), 10 *ta* weekly, thru Federal Adv. Agency, N. Y.
Royal Crown Bottling Co., Newark (Royal Crown Cola), 6 *sp* weekly, direct.

WFIL, Philadelphia

Atlantic Refining Co., Philadelphia, weekly football games, thru N. W. Ayer & Son, Philadelphia.
Stephano Bros., Philadelphia (Marvel cigarettes), 2 *sa* weekly, thru Aitkin-Kynett, Philadelphia.
Carter Products, New York (proprietary), 6 *sa* weekly, thru Street & Finney, N. Y.
Admiracion Labs., Harrison, N. J. (shampoo), 11 *ta* weekly, thru Charles Dallas Reach, Newark.
Lydia Pinkham Medicine Co., Lynn, Mass. (tablets), 10 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Procter & Gamble Co., Cincinnati (soap), 3 *sa* weekly, thru Compton Adv., N. Y.
Edgar A. Murray Co., Detroit (insectides), 6 *sa* weekly, thru L. J. DuManaut Adv., Detroit.
Seven-Up Bottling Co., Philadelphia (soft drink), 50 *so* weekly, thru Philip Klein, Philadelphia.

WHO, Des Moines

Clarence Erickson, Chicago (tabernacle), 6 *t*, weekly, direct.
O'Cedar Corp., Chicago (polish), 65 *ta*, thru H. W. Kastor & Sons, Chicago.
Coleman Lamp & Stove Co., Wichita (ranges), 26 *ta* direct.
Standard Brands, New York (yeast), 40 *ta*, thru Kenyon & Eckhardt, N. Y.
Gamble Stores, Minneapolis (auto supplies, etc.), 309 *sa*, thru BEDO, Minneapolis.
Miles Labs., Chicago (Alka-Seltzer), 30 *sa*, thru Wade Adv. Agency, Chicago.
Honeymead Products Co., Cedar Rapids, Ia. (feed), 100 *sa*, direct.
Lane Bryant, New York (clothing), 9 *sa*, thru Huber Hoge & Sons, N. Y.
Omar Inc., Omaha (flour), 13 *t*, thru Hays MacFarland & Co., Chicago.
Dr. Hess æ Clark, Ashland, O. (stock remedies), 90 *t*, thru N. W. Ayer & Son, N. Y.

WTMJ, Milwaukee

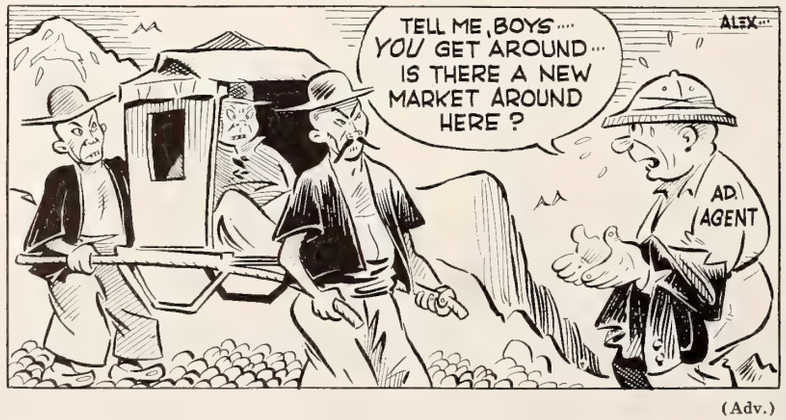
Miller Brewing Co., Milwaukee, 414 *sp*, thru H. C. Mulberger Inc., Milwaukee.
O'Cedar Corp., Chicago, 65 *sa*, thru H. W. Kastor & Sons, Chicago.
O. R. Pieper Co., Milwaukee (Gargoyle coffee), 13 *sp*, thru H. C. Mulberger Inc., Milwaukee.
Quaker Oats Co., Chicago, 90 *sa*, thru Ruthrauff & Ryan, N. Y.
Readers Digest Assn., Pleasantville, N. Y., 26 *ta*, thru BBDO, N. Y.
Simoniz Co., Chicago, 13 *sa*, thru George H. Hartman Co., Chicago.
Manhattan Soap Co., New York, 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Marlin Firearms Co., New Haven, 39 *ta*, thru Craven & Hedrick, N. Y.

KYW, Philadelphia

The Pen Man, Chicago (fountain pen sets), 3 *sp* weekly, thru United Adv. Cos., Chicago.
LaSalle Hat Co., Philadelphia (Champ men's hats), 3 *sp* weekly, thru Al Paul Lefton, Philadelphia.

WINS, New York

Gardner Nurseries, Osage, Ia., 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.



(Adv.)

Department Stores Cited by the NAB

Pellegrin Points to Need of Promoting This Business

FACING the possibility that the defense program may bring about a curtailment of advertising budgets in some advertiser fields, the NAB last week directed a message to station sales executives to focus attention on the local department store field.

In a letter prefacing a 30-page "summary table" of department store advertising during January, Frank E. Pellegrin, director of the NAB department of broadcast advertising, pointed out that stations can refute the argument that radio is not effective in this field "by continually stressing those cases where department stores are using radio successfully".

Effect of Priorities

The summary table, covering the month of January, 1941, was compiled from the NAB *Broadcast Advertising Record*, monthly analysis conducted by Paul Peter, NAB research director, and is based on reports from 225 stations submitting reports.

Also dealing with broadcasters' problems growing out of the priorities situation and diversion of consumer goods to national defense needs, the NAB department of broadcast advertising supplemented the department store compilation with a 14-page mimeographed booklet, *The Effect of Priorities on Radio Advertising*, containing comments by advertising and radio authority on what may be expected of the prevailing situation.

Describing the idea, Mr. Pellegrin commented in his letter:

"The Sales Managers Committee believes that this table can be used constructively to sell department store advertising in several ways by (1) showing it to department store executives as proof of the extensive use that is being made of radio by many firms; (2) showing the various types of radio service used; (3) listing stores by name for personal check-ups if desired; (4) inspiring your radio salesmen to 'go and do likewise'.

"It is suggested that in using this, you stress that the list is partial, and meant only to be indicative. If you want some typical success stories to use in this connection (or in other lines of business as well), they will be sent free upon request, and if you have some success stories of your own to contribute, they will be most welcome. A sample of the case history form we use will gladly be sent if you want one."

RADIO LISTENING in the New York market, measured by personal interview and by the "roster" technique, is available to "those who buy and sell time, spots and shows" through the "100% Yardstick" survey method offered by Sidney Roslow, director of The Pulse of New York, research organization.

Agencies

HAROLD J. RUDOLPH, formerly copy research director of J. Stirling Getchell, New York, and previously of Colgate-Palmolive-Peet Co., Jersey City, has joined Standard Brands, New York, as director of market research.

JULES BUNDGUS, West Coast publicity director of Benton & Bowles, and Nancy Gottfried, formerly public relations director of Ted Bates Inc., New York, will be married in Glendale, Cal., on Sept. 5.

ALICE SLINGLUFF, formerly of Schwimmer & Scott, Chicago, has joined Hays MacFarland & Co., Chicago, as assistant to radio director Evelyn Stark.

IRMA LOMBERG, formerly assistant to the advertising manager of the American Machine & Foundry Co., has been named traffic manager of Seidel Adv. Inc., Washington.

A. F. LARSON has returned to Associated Adv. Agency, Los Angeles, as account executive.

SANDY SPILLMAN, announcer of KSFO, San Francisco, has resigned to return to the U of California.

E. S. PRATT, media director of Sherman K. Ellis & Co., New York, has been elected a vice-president of the agency.

A. B. MUELLER, formerly advertising manager of The Paraffine Companies and more recently with Facts Consolidated, has been named director of market development for Pineapple Producers Cooperative Assn., San Francisco.

EDWARD S. LANNING, of MacDonald-Cook Co., South Bend, has been named copy chief.

Young Opens Office

JOHN ORR YOUNG, co-founder of Young & Rubicam, New York, who retired from the agency when its annual volume reached $13,000,000, has entered the consultant field with offices at 610 Fifth Ave., New York. Mr. Young will render advisory service in advertising and public relations with particular emphasis on post-war problems as a supplement to the client's agency.

JOHN F. WAGENER, with Fuller & Smith & Ross, New York, for 22 years, in various positions including account executive and assistant treasurer, has been appointed space buyer of the agency, succeeding C. T. Williams, who is resigning Sept. 15.

PAUL E. BROWN, formerly radio director of William A. Schautz Inc., New York, and before that a principal in the Brown-Alexander Adv. Agency, Baltimore, has joined Stewart-Jordan Adv. Co., Philadelphia and Baltimore, specializing in radio and the food field.

GEORGE BOLAS, assistant sales promotion manager of NBC-Chicago, will join the radio department of Blackett-Sample-Hummert, Chicago on Sept. 8. He will continue in a promotional capacity.

PAUL E. BROWN, former radio director of William A. Schautz Inc., New York, has joined Stewart-Jordan Adv. Co., Philadelphia, as an account executive.

NANCY ANDREWS, receptionist at Raymond R. Morgan Co., Hollywood, recently sold an original song "I've Fallen in Love Again" to Syndicate Publishing Co.

DANNY DANKER, Southern California vice-president of J. Walter Thompson Co., has returned to Hollywood from Chicago where he conferred on format of a network show featuring Judy Canova for sponsorship by Wm. Wrigley Jr. Co.

MRS. LOUISE BARRETT has joined the radio department of Blackett-Sample-Hummert, Chicago, as program assistant. Mrs. Barrett is the widow of the late R. J. Barrett, formerly timebuyer of B-S-H and later in charge of the Chicago sales office of WOR, New York.

Ballantine Ready

WITH TIME cleared and cast set, P. Ballantine & Sons, Newark (beer), through J. Walter Thompson Co., New York, on Sept. 12 starts *Three Ring Time* on 75 MBS stations, Friday, 9:30-10 p.m. (EDST). Besides Milton Berle as m.c., cast will include Charles Laughton, film star, with Shirley Ross, vocalist and Bob Crosby's orchestra. Clinton (Buddy) Twist, NBC Hollywood chief announcer, has been given the announcing assignment. Ed Rice, recently transferred from the agency's Toronto staff to the West Coast, is to collaborate with Sam Moore in writing the weekly show.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representatives: JOHN BLAIR & CO.
NBC RED NETWORK

FOR 20 CONSECUTIVE MONTHS W-G-N HAS SHOWN AN INCREASE* IN LOCAL TIME SALES

*and BIG

This is testimony in advertising dollars to the effectiveness of advertising on W-G-N. No better evidence can be offered.

W-G-N—the First station in Chicago and the First Chicago station in the Middle West

A CLEAR CHANNEL STATION
720 KC 50,000 WATTS

Radio Advertisers

MAX FACTOR & Co., Hollywood (cosmetics), directing its campaign to the Latin-American trade, is currently using one-minute announcements in Spanish twice-daily on shortwave station WLWO, Mason, O., having renewed for the third consecutive time. Ted H. Factor Agency, Los Angeles, has the account.

FORD DEALERS ADV. FUND, Los Angeles (autos), on a 52-week contract effective Aug. 17, renewed its twice-weekly quarter-hour program, *Bob Garred Reporting*, on KNX, Hollywood. Firm also sponsors a six-weekly quarter-hour newscast on KECA, Los Angeles. Agency is McCann-Erickson, Los Angeles.

O'KEEFE & MERRITT Co., Los Angeles (gas stoves), for the fifth consecutive year, has renewed under a 52-week contract its thrice-weekly quarter-hour program, *News by Pat Bishop*, on KFI, that city. Firm also uses seven spot announcements per week on KHJ, Hollywood. Richard B. Atchison Adv. Agency, Los Angeles, has the account.

AS ADDED promotion to listeners of its Maxwell House Coffee, General Foods Corp., New York, on Sept. 1 started six times weekly *Dinner Concerts* on WQNR, New York, with the same theme song by Meredith Willson—"You and I"—used on the company's NBC-Red program *Coffee Time*, which resumes Sept. 4. The program features salon-type concert music with special commercials. Agency is Benton & Bowles, New York.



ENTERTAINMENT at the annual sales convention of Meyer Bros. Drug Co., St. Louis, held in St. Louis recently, was supplied by *Hillbilly Minstrels* which the company sponsors on KWTO, Springfield, Mo. The drug firm, founded over 75 years ago but new to radio, is testing a daily quarter-hour to promote Sherton, a Vitamin B_1 tonic. "Results of the program have exceeded our fondest expectations," says Vice-President Carl F. G. Meyer Jr., "and we are considering expansion into other markets." Standing are (center row, l to r): Mr. Meyer; Jimm Daughtery, of Jimm Daughtery Inc., St. Louis agency handling the account; Hugh Aspinwall, program director of KWTO; T. F. McTigue Jr., M-B general sales manager; Clyde (Slim) Wilson, KWTO; McVeigh Gocdson, M-B advertising manager; Leslie Kennon, national accounts manager of KWTO. Minstrels are (back row): Mike Dosch, Lowell Tennis, Dale Lohman, Cliff Miles. Below are Bill Bailey and George Earle.

FOREMAN & CLARK, Los Angeles (chain clothiers), in a 30-day fall campaign which starts Sept. 2, will use a total of 318 transcribed one-minute announcements on eight San Francisco area stations. KFRC KGO KSFO KJBS KYA KQW KROW.

BENEFICIAL CASUALTY Co., Los Angeles (life insurance), recently started a weekly quarter-hour transcribed program *Captain Quiz* on KQW, San Jose, Cal. in addition to four-weekly five-minute transcribed programs, *Inside Stories*. Agency is Stodel Adv., Los Angeles.

WEST COAST SOAP Co., Oakland, Cal. (Powow cleanser), Chlorine Products Co., (Hy-Pro bleach), and Kern Food Products Co. (chili sauce, tomato juice, ketchup), Los Angeles, respectively, on Aug. 23 started participation in the weekly half-hour morning program, *Tip O' the Morning*, on KNX, Hollywood. Contracts are for 13 weeks. Other current participants are John B. Morrell Co., Ottumwa (E-Z serve loaves); Barbara Ann Baking Co., Los Angeles (bread); Red & White Stores, Wilmington, Cal. (chain grocery). Featured are Bernice Chandler and Maurie Webster in tips on food buys with menu discussion. Series is produced by program department of Heintz Pickering & Co., Los Angeles agency. Fred Becker is account executive.

TEA GARDEN PRODUCTS, San Francisco (syrup), recently started a weekly quarter-hour participation in *The Breakfast Club* Thursdays on California-Don Lee network. Agency is Erwin, Wasey & Co., San Francisco.

NELSON BROS. FURNITURE Co., Chicago, on Aug. 25 contracted for a schedule of 17 programs per week on WBBM, Chicago. Programs consist of a half-hour Sunday musical program, a quarter-hour news broadcast five times a week, a five-weekly quarter-hour of transcribed music, and a five-weekly quarter-hour *Man on the Street* broadcast. Agency is George H. Hartman Co., Chicago.

SHIRRIF'S Ltd., Toronto (marmalades), started *Fun Parade* on Sept. 2 on CFRB, Toronto, recording the half-hour show for use the following week on CFCF, Montreal; CKCO, Ottawa; CFPL, London, Ont. The recorded program may be extended to other stations throughout Canada. Account is placed by Cockfield Brown & Co., Toronto.

PERFECT CIRCLE Co., Toronto (piston rings), started Sept. 1 transcribed spot announcements six times weekly on 12 Canadian stations. Account was placed by McConnell Eastman Co., Toronto.

NOVA-KELP Ltd., Toronto (health food), on Sept. 2 started 12 weekly live spot announcements on CJCR, Winnipeg; CFRN, Edmonton, Alta., and will extend to other stations during September. Account placed by Stanfield & Blaikie, Toronto.

MACDONALD TOBACCO Co., Montreal (British Consols cigarettes), on Aug. 25 started newscasts six times weekly on CJGX, Yorkton, Sask. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

BAYWOOD PARK ESTATES, Morro Bay, Cal. (subdivision), new to radio, in a 13-week test campaign which started Aug. 19 is sponsoring a daily quarter-hour program of recorded music on KRKD, Los Angeles. Adv. Arts Agency, Los Angeles, has the account.

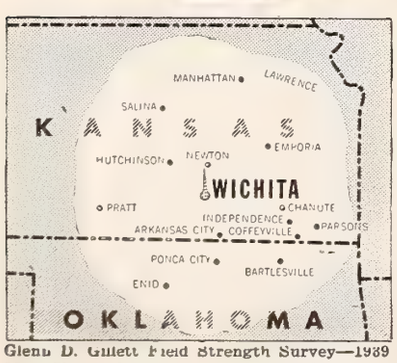
E. F. HUTTON & Co., Los Angeles (brokerage firm), new to radio, on Aug. 25 started sponsoring an early morning five-minute stock market report five times per week on KMPC, Beverly Hills, Cal. Contract is for 13 weeks. Reviews, broadcast a half-hour after market's opening, are handled by Clete Roberts, station news editor. Firm, said to be the first of its kind to use Southern California radio as a direct form of advertising, is supplementing its schedule with a newspaper appropriation covering Pacific Coast community publications from Santa Barbara to San Diego. To further bring this new service to customers' attention, 50,000 mailing pieces are being released. Barton A. Stebbins Adv., Los Angeles, handles the account.

L. B. LABORATORIES, Hollywood (hair oil), on a 26-week contract which started Aug. 17 is sponsoring the weekly half-hour transcribed program, *American Challenge*, on WJJD, Chicago. Series was produced by Brisacher, Davis & Staff, Los Angeles.

T. W. BURLESON & Son, Waxahachie, Tex., has started the transcribed *Superman* series on KGKO, Fort Worth. Juvenile clubs and contests are conducted to promote the thrice-weekly broadcasts. Rogers & Smith Adv. Agency, Dallas, placed the 52-week contract.



For some time the average family in Wichita has had $268 more income to spend than the average American family. Defense contracts have been swelling that income faster than we can keep track of 'em. 35 thousand families—245 million in defense contracts, mostly for Wichita labor PLUS regular income from wheat, cattle and oil all combined make Wichita one of the best markets in the U. S. A. And when you tell the families in this booming market over their pet station about the goods you have to sell—YOU GET ACTION! Yes sir, it don't take no book learnin' to figure out that KFH Wichita is your best bet for the highest yield on your advertising dollars. Get time availabilities on



Glenn D. Gillett Field Strength Survey—1939
Map Shows Coverage to the .1 MV/M Line

That Selling Station for Kansas

KFH
WICHITA

The Only Full Time CBS Outlet in Kansas

CBS • 5000 WATTS DAY AND NIGHT—CALL ANY EDWARD PETRY OFFICE



"He leaves his radio turned on all night, so WFDF Flint Michigan will rouse him in the morning."

KFRU
COLUMBIA
Bombshell of Missouri!
Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group during 1940.
1400 KC. ★ 250 Watts

INDUSTRIAL SHIPBUILDING & Engineering Co., Los Angeles, (welding school), new to radio, in a 13-week campaign ending Nov. 14, is sponsoring thrice-weekly participation in the quarter-hour *Rise 'n Shine* on KHJ, Hollywood. Firm also contracted for transcribed announcements to be used on a staggered 52-week schedule on KMPC, Beverly Hills, Cal. Placement is through Chas. H. Mayne Co., Los Angeles.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), in a four-week campaign ending Aug. 29 is sponsoring a five-weekly quarter-hour newscast on KDB, Santa Barbara, and KPMC, Bakersfield. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

KILPATRICK's BAKERY, Oakland, Cal., recently renewed for 157 times *The Lone Ranger*, three times weekly on KFRC, San Francisco, and KDON, Monterey, Cal. Agency is Emil Reinhardt Adv., Oakland.

HOUSE OF HOLLYWOOD, Hollywood (cosmetics), new to radio, on Aug. 20 started twice-weekly the quarter-hour program, *Council of Beauty*, on KMPC, Beverly Hills, Cal. Agency is Chas. H. Mayne Co., Los Angeles.

Coast Blue Executives Discuss Autumn Plans

OPERATION problems and business aspects as well as plans for newly-sponsored network programs to start on the West Coast in fall, were among topics discussed by NBC Pacific Blue station managers meeting in Hollywood on August 28 and 29 inclusive, when Don E. Gilman, NBC Western division vice-president presided.

Those attending were: Harrison Holliway, KECA, Los Angeles; Charles A. Storke, KTMS, Santa Barbara; Tom Sharpe, KFSD, San Diego; Al Nelson, KGO, San Francisco; Lewis Wasmer, KGA, Spokane; Arden Pangborn, KEX, Portland; Birt Fischer, KJR, Seattle; Howard Lane, McClatchy Network; Keith Kiggins, NBC Blue, New York sales manager. NBC Hollywood was represented by Lew Frost, executive assistant to Mr. Gilman; Tracy Moore, Pacific Blue sales manager; Robert McAndrews, division sales promotion manager; Hal Bock, Western division director of press relations; John Swallow, Western division program director.

NATIONAL RADIO CHECKING Service, St. Louis, announces it has 410 checkers in 305 markets to check any radio program.

Auto Firm Adds

WHILE many auto firms in the San Francisco bay area are curtailing radio advertising due to shortage of cars, Transport Motors Co. (Willys distributor), has increased its radio budget and recently added several stations to its list. A 15-minute newscast is being sponsored thrice weekly on KWG, Stockton; daily spot announcements used on KFBK, Sacramento, and KGDM, Stockton; and two 30-minute programs, *Speak Up Americans*, originating at the Telenews Theater, San Francisco, are presented on KSAN, San Francisco. KFRC, San Francisco, is used for announcements. Agency is Stack-Goble Advertising Agency, San Francisco.

Shell Cancels Program After Two Broadcasts

SHELL OIL Co., New York, after only two broadcasts abruptly cancelled the weekly half-hour program, *Shell Comes to a Party* with Art Linkletter, on 9 CBS West Coast stations, Thursday, 9:15-9:45 p.m. (PST). Although the firm is reported to have paid for network time and talent for the Aug. 21 program, no Shell commercial announcement was broadcast. CBS carried the program as a sustaining feature for that one time. Sponsor, according to reports, did not approve the series, feeling that it would not do a selling job.

Though no comment came from J. Walter Thompson Co., Hollywood agency servicing the account, nor from CBS, it is understood Shell executives expressed no dissatisfaction with production qualities of the program. Shell Oil Co. had been out of West Coast network radio for some years. With signing of the CBS contract, on a 13-week basis, there were reports that the series, which started Aug. 7, would be tested first on the West Coast for transcontinental coverage in late fall should the program prove successful.

AMERICAN Communications Assn. reports signing closed shop contracts with WBAX, Wilkes-Barre, Pa., and WWDC, Washington.

Ayer Utility Project

HALF-HOUR program *Mr. & Mrs. North*, adapted for radio from the book and Broadway play by Martin Gosch and Howard Harris, has been purchased by N. W. Ayer & Son, New York, which is understood to be working on a cooperative network campaign for the program involving local electric power and light companies throughout the country. No details are yet available on the project from the agency or from A. & S. Lyons, booking agent for the program.

CHML, Hamilton, Ont., began operating with its new RCA 1 kw. transmitter on Aug. 27.

Gulf 'Grab-Bag'

INCLUDING a *Grab-Bag* program to rotate among the 77 major Gulf outlets in the Cincinnati area, WSAI, Cincinnati, has sold a combination package to Gulf Oil Corp., Pittsburgh. Starting Aug. 20, the oil company is sponsoring three 15-minute news programs weekly, two spots seven nights weekly and the *Grab-Bag* six nights weekly. Conducted by Red Thornburgh, the *Grab-Bag* is a man-on the-street affair, in which passersby are asked to guess the contents of "grab-bags" which may include anything from a half-dollar to a package of cigarettes. Contestants may feel, smell or shake the bags—but must not look inside—before making a guess. The article in the bag is a prize, plus a pair of tickets to a local theatre.

WHY BE Modest ABOUT THE "NAKED TRUTH"?



NORFOLK is FIRST in VIRGINIA

★ NORFOLK IS Now LARGEST CITY in Virginia with a population of 214,532 as of July 1, a gain in 12 months of 50%.

★ NORFOLK IS Now LARGEST MARKET on the Atlantic Coast south of Baltimore with population as of July 1 of 532,400.

★ NORFOLK Now LEADS IN SALES of new cars with an increase of 76% for first five months of 1941 over same period in 1940. Department store sales have also increased 44%.

★ WTAR Now CONTACTS MORE LISTENERS. WTAR, NOW, and always has, contacts more listeners in the Norfolk Area than all other stations combined.

Face the "NAKED TRUTH", include on your Schedule

NOW 5000 WATTS DAY AND NIGHT

WTAR

NORFOLK VA. AMERICA'S No.1 SALES AREA

COMPLETE NBC RED and BLUE SERVICE

Owned and Operated by Norfolk Newspaper, Inc.

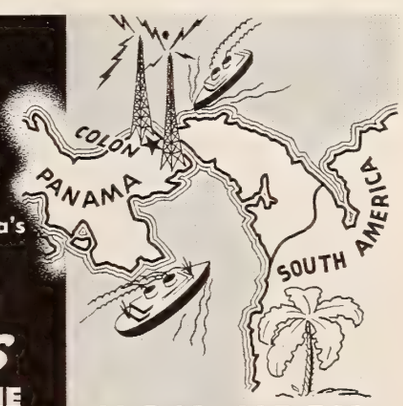
National Rep.: Edward Petry & Co.

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K

640 Kc. 6,005 Kc.

Colon, Panama

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING



Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
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221 N. La Salle St. Central 5275

Tornado Destroys KMBC's Antennas

Twister Hits Directionals; KCKN Also Loses Tower

WINDS of tornadic force last Monday night destroyed two antenna towers of KMBC, Kansas City, and another tower of KCKN, Kansas City, Kan., during a freak storm which ripped through Kansas and Missouri, causing an estimated million-dollar property damage. KMBC was off the air only a little more than eight hours, during the night.

The taller of the two KMBC structures, a 544-foot vertical radiator, buckled at the center during the 75-mile-per-hour gale, crashing through the roof of a two-story frame house located 250 feet from the base of the tower. The wife of the home-owner and two children had fled to a basement recreation room during the storm and were taken unharmed from the house through a basement window after the crash. The steel rigging of the tower crashed through upstairs rooms and came to rest below the ground floor ceilings.

The second and older KMBC tower, a 275-foot structure used as a directional unit for nighttime operation, was located on the roof of the KMBC transmitter building. It was twisted and bent by the wind, finally breaking off about 20 feet above the roof of the building and falling upon open ground.

Quick Repairs Made

The storm struck shortly before 9 p.m., and the station went off the air at 9:06 p.m. The entire KMBC technical staff was summoned to the transmitter within an hour of the crash, and by 11 p.m. engineers were preparing the transmitter for emergency operation. Using the 20-foot stub of the smaller tower as an anchor point and a 75-foot wooden pole as the other terminal, the technical staff strung up a 300-foot flat-top antenna. After tests during the night, the station went back on the air the next morning at 5:35 a.m. with 5,000 watts power.

At the time of the accident Arthur B. Church, KMBC president and general manager, was vacationing on a Pacific cruise with C. W. (Chuck) Myers, owner of KOIN, Portland. San Francisco stations carried news flashes trying to locate him on the cruise.

For six minutes the higher tower—regarded as the tallest structure in Kansas or Missouri—danced wildly, according to Roy Barron, plant manager on duty, before it crashed to the ground. Also on duty at the transmitter plant was H. H. Moler, KMBC engineer, who lives with his family in an apartment in the transmitter building. Mrs. Moler, their 9-month-old daughter and Mrs. Moler's mother were in the apartment at the time of the crash.

As soon as satisfactory telephone communication was established with the studio, an on-the-scene report of repair activities was piped to KMBC studios and transcribed for rebroadcast when the station returned to the air. The first quarter-hour description was carried at 8:45 a.m. Tuesday, with others used during the day.

On June 6, 1938, another windstorm had snapped the smaller KMBC tower, breaking it off 150 feet from its base. It was repaired, and since construction of the taller tower has been used only at night as a directional radiator.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK

in the CONTROL ROOM

DON DRENNER, operator of KGGF, Coffeyville, Kan., has joined a British coast defense radio group and sailed last week from Canada.

SARTO JAMINET, chief engineer of KGGF, Coffeyville, Kan., is the father of a baby girl, born recently.

FORREST PINKERTON, formerly of WLPM, Suffolk, Va., has joined the technical staff of WORD, Spartanburg, S. C.

CLIFF MILLER, formerly of the Phoenix police department radio division, has joined KOY, Phoenix, as transmitter engineer.

RUDY PETERS, control operator at CJRC, Winnipeg, recently married Kay Ough, of Winnipeg.

KEN CAMERON, flight lieutenant, formerly chief engineer at CJRC, Winnipeg, and Val Johannesson, CJRC traffic director, are to be married Sept. 6.

KEITH McCONNELL, former CJRC, Winnipeg, engineer, now an officer with the Royal Canadian Corps of Signals, and Judy Osborne of CJRC traffic department, have announced their engagement.

WALLACE PHILLIPS, engineer of WGN, Chicago, on Aug. 28 received his masters degree in economics and finance from Chicago U. Mr. Phillips wrote his thesis on the Financial History of Broadcasting.

CHESS McGHEE Jr., master control operator of WLVA, Lynchburg, Va., has joined the merchant marine as a radio operator. Clarence Casebier has succeeded him.

WARREN CHASE, formerly transmitter engineer of WSPA, Spartanburg, S. C., has joined the faculty of Capitol Radio Engineering Institute, Washington.

ROY BOND, formerly of KFJZ, Fort Worth, has joined the engineering staff of WBAP-KGKO, Fort Worth, replacing Gus Rountree, who joined the FCC in New Orleans as a radio inspector.

ROBERT BARKEY, 1939 winner of the Veteran Wireless Operators Assn. Marconi award, joined the engineering staff of WOR, New York, Aug. 26.

J. R. POPPELE, chief engineer of WOR, New York, has been named to membership in the Society of Motion Picture Engineers.

CARL MILNER, formerly of WSPR Springfield, Mass., has joined WDRC Hartford, replacing Fred Brill, who has gone to New Haven.

MERLE B. PETERSON, for two years with KJBS-KQW, San Francisco studios, has joined NBC, San Francisco.

ARCHIE SICHEL, engineer of WIBG, Glenside, Pa., has enlisted in the Army.

JOHN BRUBAKER, formerly of WIBW, Topeka, Kan., has joined the engineering staff of KSAL, Salina, Kan.

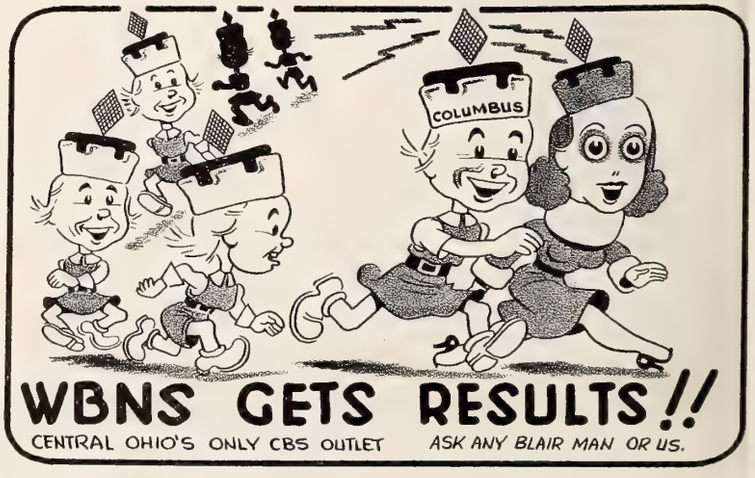
JACK McNALLY, engineer of WINS, New York, on Aug. 23 became the father of a six-pound baby girl.

Coe in Air Corps

ROBERT L. COE, veteran chief engineer of KSD, St. Louis, on Aug. 23 was granted a leave of absence to accept an appointment in the Army Air Corps. During his absence, C. R. Yarger, assistant chief engineer, will be acting technical head of the NBC-Red outlet.

WCAU Tower Razed

THE 50,000-WATT, 500-foot transmitting tower of WCAU, Philadelphia, at Newton Square, Pa, a landmark since 1932, has been razed so its 35 tons of steel can be used for defense. The transmitter became obsolete only a week previous when WCAU's transmitter location was shifted to Moorestown, N. J., and an entire new transmitter, including a 440-foot tower, was placed in operation.



Purely PROGRAMS

FIFTH COLUMN and spy activities unearthed by Leon Turrou, former G-man and active operative in the Lindbergh case, will be revealed on *Enemies Within*, weekly program starting Sept. 3 on WHN, New York, with Mr. Turrou himself telling the stories, interviewing "case history spies" impersonated by radio actors and actresses as well as actual secret agents.

* * *

Honor for Workers

EACH WEEK a typical "Worker of the Day" will be selected by officials and personnel of a Cincinnati defense firm and honored on WSAI. The feature will be part of a defense program sponsored by John Shillito Co., department store. A citation will be awarded the worker and the firm for which he works will provide program background.

* * *

American Questions

FROM CAMP LEE, Virginia, will come the opening program Sept. 7 of the *Questions for Americans* series, to be heard on a nationwide MBS hookup. The series will be built around a recent publication of the same name by Dorothy Thompson, who will take part in the program. A glee club and chorus will be featured, along with a camp string ensemble.

* * *

War Salutes

CJRC, Winnipeg, has started a half-hour Saturday program in which Manitoba provincial towns are saluted for their contributions to Canada's war effort. Three towns are selected each week. Program was developed by Lieut. Hugh (Rusty) Young, former CJRC special events director, now Press-Radio Liaison Officer for the military district.

* * *

Ad Sketch

IN CONNECTION with the Pacific Advertising Assn. consumer relations campaign, KROW, Oakland, Cal., presented a half-hour sketch on advertising. Program, simulating a real radio show, was produced in the studios of KROW and piped through loudspeakers to the club's hotel luncheon. Keith Kirby produced the sketch.

* * *

Anything

APPROPRIATELY titled *Anything Goes* is a new half-hour thrice-weekly participating program on WCBD, Chicago, of unusual and rare recordings with humorous continuity. The program produced by Script & Talent, Chicago, is sponsored locally by Midland Underwriters (insurance) and Ben Zenoff (used cars). Agency is Harold I. Collen, Chicago.

Personal Touch

WPEN, Philadelphia, breaks up its recorded shows into 15-minute stages, each featuring a name band, with the particular band leader introducing his own stage on the air by means of special recordings. Using specially prepared copy, each recording band leader records a set of four or five personal introductions as well as a closing piece, each varying a little. The recordings are made by Raymond Rosen Co., Philadelphia, distributors of Victor and Bluebird records, and by Columbia Recording Corp., New York, for their recording artists. In addition, some records will be made in the WPEN studios when artists come to the city.

* * *

Music for Camps

IN COOPERATION with United Service Organizations, NBC-Blue on Aug. 30 started a series of Saturday night 5-6 p.m. programs titled *Glenn Miller's Sunset Serenade*, especially arranged and dedicated to selective service men and their Army camps. Each week five different camps are saluted on the program, the men being asked to vote for their favorite songs for Miller to play. Each camp receives 50 popular records for its USO recreation building, and the camp choosing the same song selected by a radio audience vote also receives an RCA-Victor radio and Victrola.

* * *

Early Patriots

INCIDENTS of importance in the lives of early American patriots will be dramatized on *Heirs of Liberty*, weekly series started Aug. 28 on NBC-Red, presented in cooperation with the Dept. of Justice and the Patriot's Committee of American Revolutionary Societies.

* * *

Music by Repertoire

SERIES of musical programs planned to include the entire repertoire of a string orchestra in a manner similar to that of a subscription concert series will be presented nightly through September on WQXR, New York, 9:30-9:55 p.m.



Go On and Do It!

LISTENERS get a chance to realize secret ambitions like driving a fire engine, riding in a railroad locomotive or operating a steam shovel, on the new *Here's Your Chance* on KSFO, San Francisco. Program is presented weekly by the special events department, handled by Harlan Dunning. One of the recent programs was produced from atop one of the Golden Gate Bridge towers, 746 feet above San Francisco Bay.

Chase & Sanborn Resumed

STANDARD BRANDS, New York (coffee), through J. Walter Thompson Co., that city, after a nine-week summer layoff, on Sept. 7 resumes for the 13th consecutive season, the weekly half-hour *Chase & Sanborn Show* on 75 NBC-Red and 6 CBC stations, Sunday, 8-8:30 p.m. (EDST). Edgar Bergen with his Charlie McCarthy, along with Bud Abbott and Lou Costello, will continue to be featured. Ray Noble's orchestra replaces that of Robert Armbruster. Deanna Durbin, for the second consecutive year, will be guest vocalist on the opening program. Clinton (Buddy) Twist will announce. Maurice Holland is agency producer with Joe Bigelow heading the writing staff.

We cash clothes

Crawford Clothes makes men's suits and coats—aggressively advertises them on WMCA, New York (12¾ hours per week every week)—and turns them into cash quickly. If you want to turn your merchandise into cash, don't call for a magician, just call for a WMCA representative (OK, salesman).



5000 PAYS OFF!

No—we don't mean the pinball game. *That* takes about 60,000 for one free play. We *do* mean the 5000 watts you now get on WDBJ—at our old 1000-watt rates. Which is the same as getting 4000 watts free! And that means a payoff of many *extra* thousands of radio families in the richer-than-ever Roanoke-Southwest Virginia market (defense spending in our *primary* area tops $100,000,000!)! Add the fact that WDBJ is the *only* CBS outlet within listening range of the whole territory and *you've got a buy*! So, gosh, mister—what're you waitin' for?

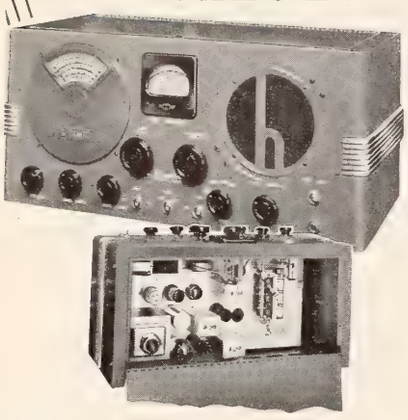
WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC. Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

A REAL Communications Receiver VALUE!

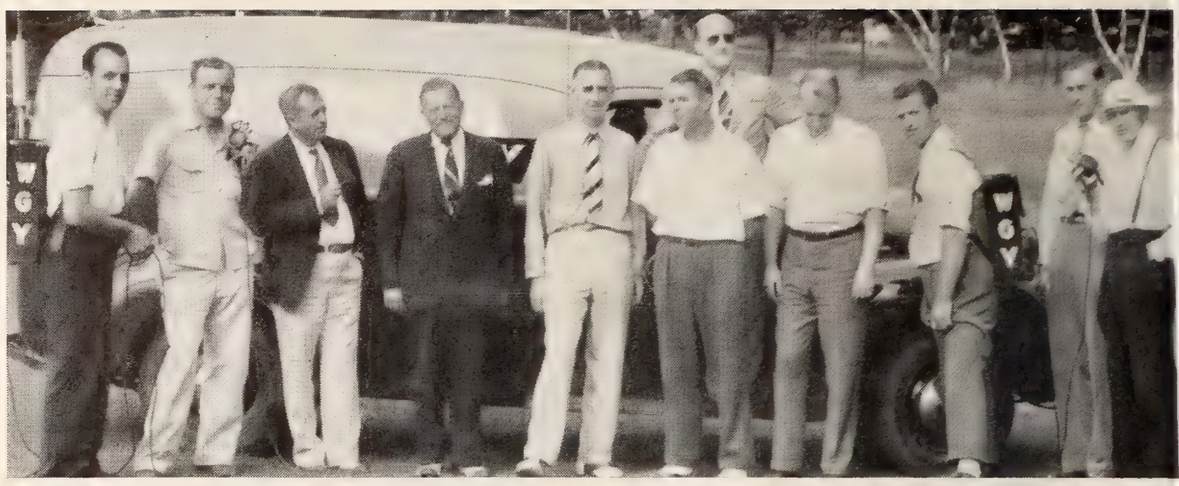


DOLLAR for dollar we believe the 1941 SKY CHAMPION represents the best value ever offered in the communications field. This 9 tube, 4 band receiver tunes from 545 kc. to 44 mc. Band one 545 kc. to 1,720 kc. Band two 1,760 mc. to 5.2 kc. Band three 5.3 mc. to 15.6 mc. Band four 15.3 mc. to 44 mc.

The 1941 SKY CHAMPION has all the essentials for good reception; automatic noise limiter, AVC switch, standby switch, inertia bandspread tuning, separate electrical bandspread, beat frequency oscillator, battery - vibrapack, D C operation socket.

See the Sky Champion at Your Hallicrafters Distributor.

the hallicrafters co.
CHICAGO, U. S. A.
USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES



SIMPLIFIED COVERAGE of golf tournaments is claimed by engineers of WGY, Schenectady, directed by Willard J. Purcell. After pack-to-mobile unit technique had been tried at the Mohawk Golf Club tournament, the engineers found they got a far better signal of consistently high volume without the mobile link, the pack transmitter contacting a receiver in the club house, using a highly directive receiving antenna. Participating were (l to r), caddie with pack transmitter; J. M. Lang, commentator; W. T. Meenam, special events; G. P. Tiffany, golfer; James Thompson, golf pro; Bob Hanna, commentator; Al Knapp, engineer; radio caddie; Roy Stigberg, engineer; Ken Powell, commentator. Willard Cody, engineer, in rear.

CBS RESTRICTS ALL TELEVISION RIGHTS

IN ITS daily telecasts, WCBW, CBS video station in New York, has been including the following announcement: "The programs of this station are intended primarily for home reception, and other use may not be made of them without the permission of CBS."

Since this indicates a policy at variance with that of NBC, which has permitted Adam Hat Stores to distribute to the 800 bars and grills with television sets in the New York area posters advertising the fight telecasts sponsored by Adam Hats on WNBT, NBC television station, BROADCASTING asked CBS for an explanation, receiving the following statement from the CBS television department:

"We feel that during the formative years of television we must reserve all rights in our programs to protect the future of television against detrimental precedents. As requests are made for permission to use our programs for other than home reception we shall consider each case individually."

New Video Movie Firm

MOTION PICTURE TELEVISION Corp., an organization to produce motion pictures for advertisers especially interested in television, has been formed in New York with temporary offices at 10 Rockefeller Plaza. President is Norman C. Nicholson, attorney with the firm of Clark & Nicholson. More definite details on the company's plans will be announced in the near future.

Army Pickups

WLW, Cincinnati, which is sending a special events crew of six into the field to cover the Army maneuvers in Louisiana, has offered pickup privileges on broadcasts of the war games to all non-network stations in Ohio, West Virginia, Kentucky, and Indiana. The rebroadcast offer to the stations was made through James D. Shouse, vice-president in charge of broadcasting, for the Crosley Corp.

KPRO to Make Debut In Riverside on Oct. 1

THE NEW KPRO, Riverside, Cal., will begin operation about Oct. 1 as a 1,000-watt fulltime outlet on 1440 kc., according to its president and manager, W. L. Gleeson. The station has installed a 1,000-watt Collins transmitter and a 366-foot Truscon self-supporting tower. It will be located 1½ miles north of downtown Riverside.

Mr. Gleeson has announced that Harry D. Black will be assistant sales manager, with L. A. Gifford, formerly of WROK, Rockford, Ill., as a member of the sales staff. Norman Dewes, formerly chief engineer of KYCA, Prescott, Ariz., has been named chief engineer and is supervising installation of the new equipment. The station has signed for World Transcription Service, INS news, and has procured BMI and SESAC music performing licenses.

KMOX FM Plans

MERLE S. JONES, general manager of KMOX, St. Louis, on Aug. 24 announced that KMOX will spend about $100,000 on its new FM adjunct, recently authorized by the FCC. The contemplated installation will include a 150-foot tower atop the Mart Bldg. in St. Louis, and the station will serve an area of 13,000 square miles and a population in excess of 1,800,000, operating on 45.9 mc. No schedule for actual construction or operation of the FM adjunct has been announced, but a decision is to be made during September, Mr. Jones indicated.

WKBN Names Raymer

WKBN, Youngstown, O., has appointed Paul H. Raymer Co. as its national representative. On Aug. 25 the station officially inaugurated fulltime operation and will shortly operate on its newly-authorized 5,000 watts. Completely new transmitter equipment is being installed.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Power Boost by Jan. 1 Now Planned by WIBG

PAUL HARRON, president of WIBG, Glenside, Pa., announced he expects the station to be on the air by Jan. 1 with its new power boost to 10,000 watts, fulltime [BROADCASTING, Aug. 25]. Construction of a new transmitter and selection of new studios in Philadelphia proper will begin shortly.

John B. Kelly, director of the national defense civilian physical training program, explained his purchase of an interest in WIBG as a "hobby". "I think there is a future in radio," said Mr. Kelly. "It is a hobby of mine and I am very much interested in it." He did not explain the interest in radio of Anthony J. Drexel Biddle, Jr., now Minister to Poland and several other European countries, with whom he jointly holds a 49% interest in WIBG.

Radio Schedules Read

AN ANALYSIS of the *Houston Chronicle* for May 22, just published by the Advertising Research Foundation as a part of its Continuing Study of Newspaper Reading, shows that "outside of the comics and humor features, which are habitually high, highest readership by both men and women was given to Local Radio Programs (men 52%, women 61%)," the ARF reports.

WAYS Opens Oct. 1

WAYS, new fulltime 1,000 watt station operating on 610 kc. at Charlotte, N. C., is expected to be on the air Oct. 1, according to Weed & Co. which has been named national representative for the new outlet. The station is owned by the Intercity Adv. Co., of which George Dowdy, department store executive and president of the North Carolina Merchants Assn. is head.

FTC Stipulation

SUNSHINE BROADCASTING Co., operating KTSA, San Antonio, has entered into a stipulation with the Federal Trade Commission under which it agrees to stop using the selling slogan: "KTSA, San Antonio, Texas, 5,000 watts, Doing a 50,000-Watt Job," the FTC announced last Monday. The FTC also announced a stipulation by Fanny Farmer Candy Shops Inc., Rochester, N.Y., to stop certain advertising representation for its line of candies, and by Supreme Publications, Chicago, to discontinue certain representations for the book, *Complete Authorized Radio Servicing Course.*

CRYSTALS by HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

SALES MANAGER—For Virginia Station. Good salary and commission. Box 862, BROADCASTING.

Wanted — Salesman familiar with the Southwest territory. Application by letter only, giving references. KTHS, Hot Springs, Arkansas.

Immediate Opening For Operator—With First Class License. Midwest station. Moderate pay. State starting salary. Box 865, BROADCASTING.

Announcer — Some experience, young, draft exempt. Midwest station. Moderate pay. State starting salary and experience. Box 866, BROADCASTING.

Announcer—For studio work in Midwest station. News experience needed. Send qualifications with transcription and draft number to Box 867, BROADCASTING.

Southern CBS Outlet—Small city. Openings for three combination announcer-operators. News, sports, experience desirable, commercials necessary. Pleasant working conditions, economical living, permanent. No drifters wanted. Send transcription, draft status, references and minimum salary requirements. Box 864, BROADCASTING.

Wanted—Experienced and capable radio time salesman by a NBC Red basic station, in a profitable western market. Must be between 30 and 40, have a proven record, and possess a good front. Opportunity for top income for a top man. Box 861, BROADCASTING.

Station Manager—One who is young, aggressive, well versed in radio and can sell. Good salary and part ownership for performance. Ideal opening for man who wants opportunity to settle down permanently. 250-watt station in middle western state. All replies treated confidentially. Box 857, BROADCASTING.

Situations Wanted

Announcer—With operator's license, desires permanent connection. Report within fifteen days. Box 852, BROADCASTING.

Modern Gag Writer—Wishes connection with sponsor. Sample gags sent for examination. Box 859, BROADCASTING.

Engineer-Experienced—First class phone license. Draft exempt. Desires change. Will go anywhere if salary reasonable. Box 856, BROADCASTING.

Situations Wanted (Continued)

Engineer — Licensed 1st class. Formerly with 5KW network station. Go anywhere. State salary. Box 845, BROADCASTING.

Announcer-Program Director—29 years old. Nine years experience. Family man. Now employed. Available immediately. Transcription available. Box 860, BROADCASTING.

Chief Engineer—10 years experience, draft deferred, references, desires change, go anywhere on contract not less than five years. Address Box 858, BROADCASTING.

Radio Executive Available — Dependable, experienced, married man. Tops on sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 851, BROADCASTING.

Graduate Engineer—25, fixed station and government engineering experience, wants broadcast work; prefer start short night shift San Francisco Bay station. Chandler Stewart, 161 Bay View, Vallejo, Calif.

Transmitter Operator—Available for permanent position after September third. Single. Age 22. First Class Telephone License. Six months experience at 100 watt NBC outlet. References. Paul Graves, State Hotel, Augusta, Maine.

Need A Young, Live-wire, Versatile Man?—At 21 am college grad and a Program Director. Experienced programming, continuity, announcing, publicity, news commentaries, plays, etc. Draft exempt. Now employed. Box 855, BROADCASTING.

Versatile Young Woman—Desires position with future in radio or advertising agency. Three years experience as traffic manager, continuity writer, program production, secretarial work. Now employed 5,000 watt station. Excellent recommendations. Box 853, BROADCASTING.

Station Executive Available—In the past eleven years—regional salesman; local station manager; network salesman and producer; at present commercial manager of 5000 watt basic regional. I feel that I am especially well equipped for sales, programming and general operational supervision. I could serve an Agency Radio Department profitably. If you have need for a sound, aggressive man with initiative—I'd like to talk with you. Age 35—Methodist Episcopal—married 6 years—draft exempt—excellent references. Box 863, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

WSGN
Soon 610!
50 60 70 80 90 100 110 120 130 140 150
The News Age-Herald Station
Birmingham
Headley-Reed Company
National Representatives

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK

CHNS
HALIFAX, NOVA SCOTIA
Is Located in the Center of the Radio Audience of the Province.

You Cannot Miss If You Use This Station As Its Audience Has Learned to Rely on It Over a Period of Fifteen Years of Uninterrupted Service.

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

Merchandising & Promotion

Baltimore Ball—Civic Awards—Egg Guessing—Air and Iodine—Sneak Preview

SOME 12,000 attended the grand finals and beauty ball held by WITH, Baltimore, in a Miss Maryland contest. The one-month promotion drive included tie-in with the American Legion convention and trolley banners all over the main streets. Sectional semi-finals were held in 10 theatres, parks and swimming pools. Movie trailers, car cards, neighborhood papers, taxi signs, posters, many other media were utilized.

* * *

KPO-KGO Letters

SALES promotion department of KPO-KGO, San Francisco, has mailed out 5,000 twelve-page letters giving complete detailed description of the new million-dollar NBC building in San Francisco, together with architects' drawings of floor plans for each of the four floors and penthouse, and a reproduction of a scale model of the new building. The mailing piece is headed off with a personal letter from General Manager Al Nelson. Letters were mailed to agencies, prospects and nearly 300 radio station managers.

* * *

Cleveland Awards

A TROPHY designated the "United Broadcasting Company Achievement Trophy" has been started by H. K. Carpenter, general manager of WHK-WCLE, Cleveland, to encourage "individual initiative and enterprise, attainment of special skills and promotion of noteworthy civic and social objectives." First honored was to be a volunteer flyer credited with outstanding performance at the Cleveland Air Circus. A board of judges makes awards. Schools, churches, clubs and other groups are eligible for the awards.

* * *

Hatching Guesses

DIRECTED to farm listeners, KMPC, Beverly Hills, Cal., during its five-weekly half-hour *Farm Journal*, is conducting an egg hatching contest. Bill Henry, director of the series, every three weeks turns over two dozen eggs to Red Wing Hatchery, Los Angeles. First farm listener guessing correct date of when they'll be hatched, gets a set of Firestone tractor tires. Second prize is a Firestone radio.

* * *

Springfield Paper

A MONTHLY paper, *The Dial*, has been started by KWTO-KGBX, Springfield, Mo., to be sent to a paid subscriber list. Free copies of the first issue were given to some 9,000 Ozark families who requested them, according to Carl Ward, promotion manager.

Low Story

EXCERPTS from the story of his capture, trial and banishment from Syria as shortwaved by Robert Low, *Liberty Magazine* correspondent in the Near East, have been recorded by NBC Radio-Recording Division, for the magazine to use as a promotion piece. Suitable for playback on home or office equipment, 500 copies were sent out last week by *Liberty* to advertisers and agencies to tie in with Low's article on his experiences which appeared in the Aug. 30 issue. Accompanying script told of his capture and escape and how he dictated his story from Ankara, Turkey, to Radio City, New York, by shortwave.

* * *

Video at Fair

WJR, Detroit, has erected two large tents at the Michigan State Fair, which opened Aug. 27 and runs for 10 days, in which television demonstrations and news flash service are offered visitors. Television pickup equipment, along with a stage for performers, is housed in one tent and video receivers in the other. INS teletypes also are kept in operation on the spot. Tent walls are covered with photos of WJR staff members and CBS headliners. The exhibit is supervised by Mark Haas, new member of the WJR publicity department.

* * *

Iodine List

IODINE EDUCATIONAL BUREAU, New York, has mailed broadsides—headed "Iodine Takes to the Air"—to feed manufacturers, indicating what the bureau is doing in radio to promote the sale of livestock and poultry feeds fortified with iodine. Mailing piece contains list of 20 stations on which spot announcements are currently running, sample copy of announcement, etc. Simonds & Simonds, Chicago, handles the account.

* * *

Sneak Preview

TAKING a page from the motion picture industry on presentation technique, KIRO, Seattle, presented a "sneak preview" of a new radio program for representatives of all Seattle advertising agencies. The show was given in a local theatre with the KIRO sales staff as hosts to the agency executives.

* * *

Cards in Beauty Shops

IN BEAUTY SHOPS around Fort Worth, Isbell Method Shops have placed display cards promoting their addition of three quarter-hours weekly to their KGKO schedule. Wood-Kane Adv. Agency, Fort Worth, has the account.

More Drama

(*Continued from page 11*)

these data that the 1940-41 season ranked favorably with its predecessor in terms of audiences and, indirectly, program quality."

In the following tables of comparative ratings for different types of programs it is interesting to note that there is no particular correlation between the popularity of a type of program and the number of network programs of that type. It is also noteworthy that the average rating for any program type may bear little relation to the rating of any particular program in that class, variety programs, for example, averaging 17.1 but ranging individually from a rating of 2.2 to one of 39.9.

Comparative Ratings of Program Types:

EVENING PROGRAMS

	Average Ratings	Range of Ratings Low	High	No. of Programs
Variety	17.1	2.2	39.9	24
Drama & Serial Drama	11.7	2.3	32.3	40
Audience Participation	11.4	3.8	25.5	28
Classical and Semi-Classical	10.5	6.5	13.8	3
Popular Music	10.0	4.1	22.3	13
Familiar Music	9.8	7.0	12.6	7
Commentators, News and Talks	6.5	2.1	20.5	14

DAYTIME PROGRAMS

Classical Programs	7.0	4.3	11.5	3
Drama & Serial Drama	5.9	1.6	10.2	59
Children's Programs	5.1	3.5	6.8	2
Audience Participation	4.7	--	--	1
Variety Programs	4.0	1.5	8.3	5
Talks	3.9	1.8	8.3	9
Hymns	3.9	2.4	5.4	2
Popular Music	3.6	3.4	3.8	2
Familiar Music	3.5	1.1	7.4	3
News Programs	1.4	1.3	1.5	2

After the Game

CAPITALIZING on Minnesota's football-mindedness, WCCO, Minneapolis, is setting up a *Grandstand Quarterbacks* feature on which Twin City businessmen, fans and former players are guests in a free-for-all discussion of gridiron topics. Heard Sundays, 11-11:30 a.m., the program is conducted by Rollie Johnson, WCCO sports announcer. On the morning after, five to eight guests will talk about games played all over the country.

NEED ADVERTISER & LISTENER PROMOTION?

Here's a promotion man who can squeeze the most out of each penny of limited promotion budgets, using brains instead of dollars.

Need Program-Production Ideas?

Here's a production man who doubles in brass; conceiving, building and promoting salable programs.

Need Experience & Background?

Here's a man with eight years experience at three good stations ranging from 500 to 50,000 watts as publicity director, continuity and news editor, announcer, actor, production-program director and promotion manager.

Need Reliability?

Here's a man, 29, married, two children. Best of references from former employers. Honor hi-school grad—3 years night—college arts course while reporter and radio editor for metropolitan paper. Thrives on hard work.

Write Box 868, BROADCASTING

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

Network Accounts

All time EDST unless otherwise indicated.

New Business

LEVER BROS. Co., Cambridge (Rinso), on Oct. 8 resumes *Big Town* on 53 CBS stations, Wed., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Sept. 1 starts *Ben Bernie's Orchestra* on 76 CBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

D. L. CLARK Co., Pittsburgh (candy bars), on Oct. 2 starts Ben Grauer and Gary Moore in *Service With a Smile* on 43 NBC-Blue stations, Thurs., 8-8:30 p.m. Agency: A. P. Hill Co., Chicago.

WEEKLY PUBLICATIONS, New York (*Newsweek*), on Sept. 11 resumes *Ahead of the Headlines* on 28 NBC-Blue stations, Thurs., 10:30-10:45 p.m. Agency: Tracy-Locke-Dawson, N. Y.

LEVER BROS., Cambridge (Lux), on Sept. 8 resumes *Lux Radio Theatre* on 65 CBS and 30 CBC stations, Mon., 9-10 p.m. (EDST). Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS, New York (coffee), on Sept. 7 resumes *Chase & Sanborn Show* on 75 NBC-Red and 6 CBC stations, Sun., 8-8:30 p.m. (EDST). Agency: J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chicago (breakfast cereal), on Sept. 29 resumes for 26 weeks the transcribed series *Orphan Annie* on 32 Don Lee stations, Mon. thru Fri., 4.45-5 p.m. (PST). Agency: Ruthrauff & Ryan, N. Y.

WM. WRIGLEY JR. Co., Toronto (Sweet Laurel gum), on Sept. 4 started *The Diary of Sweet Sixteen* on CFRB, Toronto, and CKCO, Ottawa, Thursdays 8-8:30 (EDST), as a network test program to be extended later. Agency: Tandy Adv. Agency, Toronto.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont., on Oct. 5 started *International Silver Theatre* on 33 Canadian Broadcasting Corp. stations, Sun. 6-6:30 (EST). Agency: Young & Rubicam, Toronto.

LAMONT, CORLISS & Co., Toronto (Pond's cream), on Sept. 16 starts *John & Judy* on 30 Canadian Broadcasting Corp. stations, Tues. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

STANDARD BRANDS, Montreal (Chase & Sanborn coffee), on Sept. 7 starts *Edgar Bergen & Charlie McCarthy* on 31 Canadian Broadcasting Corp. stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

Patrick Back

REP. LUTHER PATRICK (D-Ala.) before his election to Congress a commentator on WAPI and WBRC, Birmingham, is back on the air in his old role on WWDC, Washington. Early in August Rep. Patrick started a six-weekly quarter-hour commentary on the news on WWDC, under sponsorship of the local Howard Cleaners. Four years ago he conducted another sponsored program, *Apple Creek News*, on WJSV, Washington. He is introduced as plain "Luther Patrick" on the WWDC program.

S. C. JOHNSON & SON, Brantford, Ont. (wax), on Sept. 30 starts *Fibber McGee & Molly* on 30 Canadian Broadcasting Corp. stations, Tues., 9:30-10 p.m. Placed direct.

S. C. JOHNSON & SON, Brantford, Ont. (wax), on Sept. 15 starts *Voulez Vous Savoir, Madame* on CFB, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec City; Mon., Wed., Fri., 10:30-10:45 a.m. Placed direct.

TEA GARDEN PRODUCTS, San Francisco (syrup), recently started a quarter-hour weekly participation on *The Breakfast Club* on 15 California-Don Lee network stations, Thurs. 8-8:15 a.m. (PST) Agency: Erwin, Wasey & Co., San Francisco.

LEVER BROS., Toronto (Rinso), on Sept. 1 starts *Grande Soeur* on CHNC, New Carlisle, Que.; CJBR, Rimouski, Que.; CBJ, Chicoutimi, Que.; CBV, Quebec City; CBF and CKAC, Montreal, Mon. thru Fri. 11-11:15 a.m. Agency: Ruthrauf & Ryan, N. Y.

CAMPBELL SOUP Co., Camden (soups), on Sept. 16 starts Bob Burns in *The Arkansas Traveler* on 65 CBS stations, Tues., 8:30-8:55 p.m. Agency: Ruthrauff & Ryan, N. Y.

GENERAL PETROLEUM Corp., Los Angeles (Mobiloil, Mobilgas), on Sept. 17 starts for 13 weeks *Sports Broadcast* with Sam Hayes on 8 CBS West Coast stations, Wed., 6:15-6:30 p.m. (PST). Agency: Smith & Drum Inc., Los Angeles.

LAMONT, CORLISS & Co., New York (Alpine coffee), on Sept. 13 starts for 52 weeks *William Winter, News Analyst*, on 5 CBS Pacific Coast stations (KNX KARM KSFO KOIN KFPY), Sat., 7:45-8 a.m. (PST). On Sept. 30 starts for 52 weeks *Bob Garred Reporting* on same list, Tues., 5:45-5:55 p.m. (PST). Agency: Leon Livingston Adv., San Francisco.

ATLANTIC REFINING Co., Philadelphia, on Oct. 4 starts 8 football games, Saturdays, on 17 Yankee stations. Agency: N. W. Ayer & Son, Philadelphia.

Renewal Accounts

WELCH GRAPE JUICE Co., Westfield, N. Y., on Sept. 14 renews *Dear John* with Irene Rich on 34 NBC-Blue stations, Sun., 9:30-9:45 p.m. Agency: H. W. Kastor & Sons Adv. Co., Chicago

BROWN & WILLIAMSON TOBACco Corp., Louisville (Bugler Tobacco), on Sept. 24 renews *Plantation Party* on 83 NBC-Red stations, Wed., 8.30-9 p.m. Agency: Russel M. Seeds Co., Chicago.

BROWN & WILLIAMSON TOBACco Corp., Louisville (Wings King Size cigarettes), on Oct. 3 renews *Wings of Destiny* on 82 NBC-Red stations, Fri., 10-10:30 p.m. Agency: Russel M. Seeds Co., Chicago.

PACIFIC GREYHOUND BUS LINES, San Francisco, on Aug. 31 renewed for 52 weeks *Romance of the Highways* on 21 Pacific Coast Don Lee and 3 Arizona stations, Sun., 10:15-10:30 a.m. (PST). Agency: Beaumont & Hohman, San Francisco.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Sept. 29 renews *Blondie* on 77 CBS stations, Mon., 7:30-8 p.m. (EST). Agency: Wm. Esty & Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Oct. 9 renews Xavier Cugat's *Rhumba Revue* on 78 NBC-Red stations, Thurs., 7:30-8 p.m. (rebroadcast, Pacific Coast, 10-10:30 p.m. (EST). Agency: Wm. Esty & Co., N. Y

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Prince Albert Tobacco), on Oct. 11 renews *Grand Ole Opry* on 44 NBC-Red stations, Sat., 10-10:30 p.m. (EST). Agency: Wm. Esty & Co., N. Y.

WHITE LABS., New York (Feenamint), on Sept 28 renews *Double or Nothing* on 80 MBS stations and Don Lee Network, Fri., 8-8:30 p.m. (EST). Agency: Wm. Esty & Co., N. Y.

R. L. WATKINS Co., New York (Dr. Lyons Toothpaste), on Sept. 22 renews for 52 weeks *Backstage Wife* on 54 NBC-Red stations, Mon. thru Fri., 4-4:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia), on Sept. 22 renews for 52 weeks *Stella Dallas* and *Lorenzo Jones* on 52 NBC-Red stations, Mon. thru Fri., 4:15-4:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Aspirin), on Sept. 22 for 52 weeks renews *Young Widder Brown* on 52 NBC-Red stations, Mon. thru Fri., 4:45-5 p.m. Agency: Blackett-Sample-Hummert, N. Y.

SOCONY-VACUUM OIL Co., New York, on Sept. 30 renews *Yankee Network News* on 19 Yankee stations seven days weekly 8 a.m. and 11 p.m.

NARRAGANSET BREWING Co., Cranston, R. I., on Sept. 2 renews participations on 19 Yankee stations, thrice-weekly. Agency: Arthur Braitsch & Assoc., Providence.

Network Changes

P. LORILLARD Co., New York (Beechnut cigarettes), on Oct. 3 shifts *Don't Be Personal*, from 7 CBS West Coast stations, Sunday, 8:30-9 p.m. (PST), to 6 NBC-Pacific Red, Friday, 8:30-9 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

SAMUEL DALSIMER, formerly vice-president of Brown & Williamson, New York, on Sept. 1 joined Cecil & Presbrey, New York, as an account executive.

WHEELING
A Fort Industry Market

COMING UP!

50,000 WATTS

Combining one of the Nation's most effective personalized station operations with MAXIMUM POWER

Ready to go about Jan. 1

N.B.C. BASIC BLUE

BLAIR REPRESENTS US

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN

Served by the
LAKE SUPERIOR RADIO GROUP
(not a wire network)
WHDF • WJMS • WATW
Houghton, Mich. • Ironwood, Mich. • Ashland, Wisc.
Group contracts save 25% on the three stations and 15% on any two stations
National Representatives:
BOGNER and MARTIN
295 Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

INS
KLZ, Denver, and WGAR, Cleveland, depend exclusively on INS for world news coverage.
INTERNATIONAL NEWS SERVICE

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel



CHARM, Canadian style, is represented in this still life of office lovelies of CJCA, Edmonton, Alta. Ranging from left to right are Hazel Hartley, secretary, Eileen Ferrier, receptionist, Esther Nairn, traffic, Catherine Terwillegar, publicity, Alta Magoon, accountant (she is a survivor of the ill-fated *Athenia*), and Gladys MacLean, continuity.

WCAU STAFF RAIDED
Armed Forces Leave Holes in Station Personnel

NATIONAL DEFENSE continues to leave gaping holes in the staff of WCAU, Philadelphia. On Aug. 25, John G. Leitch, chief engineer, was called by the Navy for the duration. A reserve officer, he becomes lieutenant commander in charge of communications, stationed at the naval base at Cape May, N. J. The week previous, Dr. Leon Levy, president of the station, was also called up by the Navy to become lieutenant-in-charge of the radio division of the Fourth Naval District, stationed in Philadelphia [BROADCASTING, Aug. 25]. George Lewis has been named acting chief engineer.

The announcing staff at the same time lost three men to the Army. John Franklin was ordered to active service as a lieutenant at Fort Eustis, Va.; George Thomas left for Camp Croft, S. C.; and Jack Guinan awaits induction. Program Director Stan Lee Broza has secured two replacements to date in Gil Newsome, who comes in from WFMS, Youngstown, O., and Joe Bolton, a Philadelphian, who started his radio career with WCAU eight years ago.

Eddie Peyton, of the maintenance staff, was drafted this week and leaves for Camp Pine, St. Lawrence, N. Y. Earlier in the year, WCAU lost Announcer Lew Fisher, now an ensign stationed at the submarine base at New London, Conn., and Engineer Allen Muncy, a lieutenant in Hawaii.

Corn Stalk Over 23 Feet Takes Contest of WHO

AN ALL-TIME high for its tall corn contest was registered at the fifth annual WHO-Iowa State Fair sweepstakes Aug. 27, the winning stalk measuring 23 feet 2½ inches bringing cash awards and a trophy to Lawrence N. Flander, of Harper, Ia. All 44 entrants received prizes. The winning award consisted of a gold trophy donated by Col. B. J. Palmer, president of Central Broadcasting Co.

J. O. Maland, Central vice-president and WHO manager, made the awards at the fairgrounds and the event was broadcast. Among firms donating prizes were Mid-Continent Petroleum Corp., and Oliver Farm Equipment Sales Co. In all, WHO and the Fair donated $250 in prizes.

Musterole Spots

MUSTEROLE Co., Cleveland (Cold remedy), on Oct. 15 will start its annual fall campaign using announcements 5 to 10 times weekly on 84 stations, except in New York, Chicago, San Francisco and Norfolk where the company uses news programs and announcements. Agency is Erwin, Wasey & Co., New York.

Mello Spots Planned

HEYMAN PROCESS Corp., New York, chemists controlling the patents for Mello fruit drinks, to Weiss & Geller, New York. Spot radio will be used for Mello later this year.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.

WSJS ENGINEERS SEEKING NEW PACT

NEGOTIATIONS between officials of WSJS, Winston-Salem, N. C., and representatives of the Associated Broadcast Technicians of the IBEW, were suspended last week pending an investigation by the National Labor Relations Board of a charge of unfair labor practice made by the union against the station, according to an announcement by the union's headquarters in Washington.

Engineers at the station walked out last Monday evening when negotiations for a new wage scale, two weeks sick leave with pay, two weeks vacation and time-and-a-half for holidays broke down. The station was forced off the air but opened again Tuesday morning when the engineers returned to work.

The union charges that negotiations broke down when the station management declined to put into writing any clause pertaining to sick leave and refused to agree to overtime for holidays. The union said the reason the engineers returned to work was in "order not to deprive listeners of their favorite programs".

Whiting Joins WDGY

LEE WHITING, for the last four years sales manager of WTCN, Minneapolis, and previously account executive of WTSP, St. Paul, on Sept. 1 will join WDGY, Minneapolis, as commercial manager and assistant to George W. Young, WDGY owner and general manager. Thirty-six years old, his radio experience has been supplemented by three years with the advertising department of the *Minneapolis Tribune*, and he was at one time manager of the rotogravure department of the *Minneapolis Journal* and the *St. Paul Daily News*.



Mr. Whiting

McConnon Appoints

McCONNON & Co., Winona, Minn., for 50 years manufacturing food, farm and household necessities, has named Cramer-Krasselt Co., Milwaukee, as agency. C. W. Lawrie is account executive.

Where But
WSYR
SYRACUSE
can you get COMPLETE program building facilities?

NAB OUTLINES PLAN TO GET EQUIPMENT

PROCEDURE to expedite authorization to procure broadcast equipment in the face of the shortage resulting from the defense emergency was outlined last Friday by the NAB. According to the NAB statement, a broadcaster needing material and equipment to satisfy a construction permit should apply for a "project rating" to Ward Freeman, Project Rating Section, Priorities Division, Office of Production Management, 462 Indiana Ave., Washington, D. C.

Broadcasters were instructed to indicate the owner or owners of the station; principal office of the station; plant site; justification of the project; general description of the project; types and quantities of material and equipment required; date of completion; cost; per cent completed at time of application.

If the applicant has physical possession of part of the equipment, he was advised to use Form PD-1, attaching photostat copies of supporting data which would serve to indicate the necessity for the material sought, including a copy of the construction permit and other data demonstrating the need for station construction or improvements.

If priorities forms are not available locally to broadcasters, the NAB indicated they could be secured by writing NAB headquarters in Washington or the Information Division, Division of Priorities, OPM, 4th & Independence Ave., Washington, D. C.

Herring Campaign

ALLISON-BEDFORD Co., Chicago (food products), has started a test campaign of one-minute spot announcements, six times a week, on WGN, Chicago, and twice-weekly on WBBM, Chicago, for Silver Sea Appetite Herring Tid-Bits in Wine Sauce. Contracts are for 52 weeks. David Goldman Co., Chicago, has the account.



STRONGLY BACKED was Ralph Fallert (center), announcer of WCAE, Pittsburgh when after three years of talking he finally realized a life-long ambition to sing on the air. WCAE's Aunt Caroline (right), singing star of a popular morning program, invited announcer Fallert to appear as a guest vocalist on her program. And just to make sure Fallert didn't back down at the last minute Dave Olson (left), WCAE production chief, stood behind him with a shotgun, revolver and two hunting knives.

Visitors Barred

GENERAL MANAGER Franklin M. Doolittle announced last week that the engineering and communications departments of WDRC, Hartford, and FM Station W65H henceforth will be closed to the public. Regular broadcasting studios, however, will remain open to visitors. Mr. Doolittle issued the ban on visitors to the technical departments following receipt of a communication from the Defense Communications Board. The message included the text of a resolution approved by the board, requesting the industry to protect radio and wire facilities considered vital to national defense.

KFMB Takes the Air

OWNED and managed by Warren B. Worcester, formerly aircraft designer-engineer, the new 250-watt station, KFMB, San Diego, Cal., operating on 1450 kc., went on the air Aug. 19. Studios and executive offices are located at 1375 Pacific Blvd. Program director is Joe Waters, formerly announcer-producer of KSFO, San Francisco. Fred A. Heitfeld, formerly of KFSD, San Diego, is sales manager and Les Hewitt, one time of KFWB, Hollywood technical staff, is chief engineer. Chosen from the CBS Hollywood junior staff, are announcers Beecher Frank and Lowell Whiteman, with Stan Marston a member of the technical department. Studios and transmitter equipment were purchased from RCA. Homer Owen Griffith, Hollywood, is national sales representative for the station.

Hecker Plans Complete

HECKER PRODUCTS Corp., Chicago, has completed final details for *This Is Life*, thrice-weekly quarter-hour program to start Sept. 8 on 6 MBS stations, and originally titled *At Your Service* [BROADCASTING, April 18]. Program, to be heard Mondays, Wednesdays, and Fridays at 12:15, is based on the dramatizations of real life stories of unusual persons who need assistance of one kind or another. To the station that most actively merchandises the program during the month starting Sept. 27, the company will award a large inscribed silver cup. Leo Burnett Co., Chicago, is agency.

Tobacco Sports

RUM & MAPLE TOBACCO Corp., New York, on Sept. 12 starts sponsorship of Stan Lomax's Friday evening sports program on WOR, New York, and is planning to add news or sports programs on stations in Los Angeles, Philadelphia and Chicago later in September. Programs will promote the company's pipes and pipe mixtures, according to Raymond Spector Co., New York, agency in charge.

STANDARD RADIO, Chicago, has announced the following new and renewal subscribers to its program library service: KSTP KFMB KTBI KROS KPQ WMBI WFMJ WSAR WTOC WDAE WCRS WDBC WMBO WBBB WLBJ CKLN.

Record Standard Group Plans Sept. 3 Meeting

MEMBERS of the executive committee of the Recording & Reproducing Standards Committee, formed under auspices of the NAB, will meet in New York Sept. 3 to carry on development of a questionnaire to be sent to recording and transcription manufacturers, with an eye on setting up recording and reproducing standards. The committee is to report its recommendations to the full committee in New York Oct. 23.

The executive committee met in New York Aug. 20, studying answers to the NAB recording questionnaire sent to stations in May. The group will make recommendations on items for standardization at present and designate other items as needing further study. The important function of the committee is emphasized by the finding, from the NAB questionnaire, that 30.9% of all broadcast programs originate from records and transcriptions, according to the NAB. The full committee includes 58 members, with representatives from all leaders in the transcription and record manufacturing field.

Pabst Pro Grid

PABST SALES Co., Chicago, which on Sept. 3 is sponsoring broadcast of the all-star football game on WHN, New York, has signed a contract with WHN for exclusive coverage of all home and away games of the New York Giants professional football team, starting Sept. 13. No play-by-play announcer has been chosen but Bert Lee will handle color and commercials. Lord & Thomas, Chicago, is the agency. Last year WHN carried all home and away Giant contests under sponsorship of Schick Injector Razor, and the previous season broadcast of both Giant and Dodgers grid games under sponsorship of General Mills, Minneapolis, for Wheaties.



NEW OUTFITS, like this one sported by Del Camp as he rehearses for a broadcast, are worn by the entire announcing staff of WTAG, Worcester, Mass. The coats are cream-colored and trimmed with navy blue. Stars to denote years of service with WTAG are affixed to the sleeve.

Joins Pedlar & Ryan

D. E. ROBINSON, general manager of Federal Adv. Agency, New York, on Sept. 29 will join Pedlar & Ryan, New York, as director of research, succeeding Frank R. Coutant, who plans to do private research and marketing. Mr. Robinson is chairman of the New York council of the American Assn. of Advertising Agencies, a member of the technical advisory committee of the Advertising Foundation and lecturer on advertising research at Columbia U.

Leonard Elected V.-P.

LEONARD M. LEONARD, copy director of Raymond Spector Co., New York, and former MBS copy acceptance editor, has been elected vice-president of the Spector agency.

A BANK'S QUIZ SUCCESSFUL

Akron Institution Gets Good Results From Program With Its Personal Contacts

PYSCHOLOGY by radio applied by that current favorite type of program, the quiz, has been the successful formula of the Firestone Park Trust & Savings Bank of Akron writes Fred J. Botzum, manager of the customs relations department of that institution, in the current issue of the *Bulletin*, official publication of the Financial Advertisers Assn.

The program on WAKR titled *Was I Right?*, Mr. Botzum relates, tests the pyschological response of a group of six prominent local citizens invited to participate in the broadcast. The contestants, representing two civic organizations, are divided into two teams, one composed of men and the other of women, who answer questions on their reaction to certain predicaments and problems submitted by listeners.

After hearing reactions from each team and the actual reaction of the person who submitted the problem, the judge, who is head of the pyschological department of Akron U, analyzes and grades the answers on the basis of what the correct average human reaction should be.

Date at Eight

Mr. Botzum describes how the bank plays up the program with the general theme, "Date at Eight with the Firestone Bank", with stuffers in mailing pieces and checking account statements, lobby displays and extensive newspaper promotion. Definite results from radio are evidenced, especially in the personal loan and mortgage loan departments, as a result of the personalized and effective method of using radio and also from the way the various civic organization participating on the programs are brought into personal contact with the bank, Mr. Botzum says.

He sums it all up with the statement, "We are certain of one thing in connection with results, and that is that our radio show, *Was I Right?*, has done a fine job in building prestige for our bank throughout the entire Greater Akron area."

550 KC
KOY
CBS Affiliate
FIRST on the dial;
FIRST with listeners;
FIRST in results for advertisers
JOHN BLAIR & COMPANY
PHOENIX
Affiliate Station WLS Chicago

WCKY Cincinnati

with REX DAVIS
UP news
THREE TIMES DAILY

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Senate Committee Kills Radio Tax

(*Continued from page 7*)

equivocal opposition to both the radio and billboard levies on the general ground that any tax on advertising would have a deleterious effect on business and hence on tax collections, and on specific grounds that the proposals were discriminatory and punitive [BROADCASTING, Aug. 25]. AFL unions in the radio field, led by AFRA and IBEW, also took a strong position of opposition.

Emphasizing the stand of AFRA and IBEW, and countering the logic of John B. Haggerty, president of the International Allied Printing Trades Assn. (AFL) and a prime mover for the radio tax, Mr. Hushing in his Aug. 23 appearance declared unreservedly that the parent organization opposed such legislation despite its espousal by the member printing trades unions.

His testimony was regarded as a complete disavowal of the practicality of the stand of Mr. Haggerty, who the day before in a lengthy printed statement filed with the committee had not only reiterated his support for the radio tax but also had recommended that it be doubled.

Declaring that a tax that would hit the workers' pay enveopes would hurt earning power and "is the wrong way to finance the defense program", Mr. Hushing called attention to a resolution adopted by the AFL executive council opposing such "punitive or discriminatory taxation as a special levy on radio advertising broadcasts" [BROADCASTING, Aug. 18]. Pointing out that four AFL unions are directly concerned in the radio picture, he said none of the organizations favoring the tax have workers employed in the radio industry.

Recalls Buggy Days

"This is not a new question to us by any means," Mr. Hushing commented. "In the middle 1890's there was another new industry coming into existence, and in one of the Central Labor Unions on the West Coast, which was located in the largest West Coast city, there was an organization which came in with a proposal that no member of the organization, organized labor, ride in an automobile, even to a funeral, and the motion was adopted.

"This proposal here is on all fours with and is made for the same reason that that motion was passed through that central body over 45 years ago. And in the future you will probably look back on this proposal in the same manner that you do on the one which I have just mentioned.

"This proposal in this bill could well have been made against electric lights, because they put the manufacturers of oil lamps out of business, or could have been made by the candlemakers with the same force when the oil lamp came into use."

Another final-day witness, Cathrine Curtis, national director of Women Investors in America Inc., a non-profit educational organization with headquarters in New York and Washington, charged that the proposed radio tax was an attempt to use the Government taxing power to "plow under" commercial radio entertainment to provide more free time for war and Government propaganda.

She declared also that the proposed tax runs counter to the maximum revenue principle found throughout the bill in that the lump sum rates set up in the measure permit broadcasters to obtain lower rates than those specified by holding their time sales down to certain levels, she pointed out that this feature was not mentioned in the House Ways & Means Committee report on the bill.

"Why did the committee hold out this premium for restricting time sales on the air?" she asked. "Did the committee deliberately forego the opportunity of collecting the full rate of taxation specified in the bill in order to accomplish the plowing under of radio time and station and network facilities? We have become accustomed to plowing under pigs, plowing under corn, plowing under cotton, plowing under profits—even plowing under reputations—but will the public peacefully accept the plowing under of radio time?"

To Continue Fight

Following Chairman George's announcement, Mr. Haggerty declared that the printing trades unions "will continue the fight to have the Senate levy a tax on the exhorbitant profits of the radio networks and large commercial radio stations."

"It is difficult to understand," said Mr. Haggerty, "how the members of the Finance Committee can justify levying taxes on millions of wage workers earning less than $1,000 yearly, those least able to pay, and exempt from excise taxes the privileged few who operate radio networks and who are yearly deriving millions in profits which represent more than 200% and 300% per cent yearly on their investment.

"We have every reason to believe that the Treasury Department and committee experts, as well as the subcommittee appointed by Senator George will find that the radio networks after payment of rebates and discounts in addition to agency commissions have deprived 25,000 printing trades workers of their jobs and have received net profits of $40,000,000 in the period 1931-1940 inclusive, while the profits for the 1931-1935 period were less than $20,000,000. The printing trades are right and righteousness will prevail".



LEAVING FOR THE ARMY. Louis McComas Young (right), formerly chief engineer of KMOX, St. Louis, was presented with a valuable wrist watch by Manager Merle S. Jones. Young becomes a major in the Air Corps, assigned to Wright Field, Dayton.

In a supplementary statement filed with the Senate committee, IBEW pointed to the growth in newspaper and magazine circulation and in printers' union membership in the last 15 years, commenting that printing industry workers, in attempting to have Congress enact a punitive tax on radio advertising, "have selfishly disregarded these obvious facts".

Answering the Aug. 22 Haggerty statement, in a letter to Chairman George, Ellsworth C. Alvord, Washington tax attorney retained by the NAB, pointed out "certain erroneous statements which require correction". Taking issue with the Haggerty argument that the present need for revenue justifies the imposition of a special tax on radio broadcasting, at double the rates proposed by the House, Mr. Alvord declared that "the revenue needs can never be great enough to excuse an unjust, discriminatory tax".

Mr. Alvord declared that Mr. Haggerty's "specious argument" that the tax is justified because broadcasters earn large profits on the investment in or value of physical property "completely neglects the need for operating capital, the certainty of early losses, the constant hazards of the business, and the necessity for plowing back

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC
160-17

earnings in order to maintain efficient service".

Charging that Mr. Haggerty over-emphasized the entertainment aspects of radio, he declared that although broadcasting is the principal source of entertainment in America today, it comes to the public "whether or not it can afford to pay for it, the cost being borne by the advertiser". Apart from the entertainment aspect, broadcasting also is the principal source of information in America today, he declared.

Mr. Alvord also took issue with the position that radio licensees are given a monopolistic privilege by the Government, pointing out that "no broadcaster has a monopoly of the listening public, and radio has no monopoly of advertising media". Countering Mr. Haggerty's charge that agencies are interested in knocking out the radio levy principally because it would have an effect on the rebate and discount structure, Mr. Alvord pointed out that the agency receives only its 15% commission, while the frequency and volume discounts, similar to those granted by printed media, revert to the benefit of the advertiser, and not the agency.

KTAR Seeks Control Of KYCA, in Prescott

CONTROL of KYCA, Prescott, Ariz., will pass into the hands of the KTAR Broadcasting Co., licensee of KTAR, Phoenix, under a deal pending FCC approval to permit Albert Stetson, general manager and 46% stockholder of KYCA, to relinquish 65 of the 115 shares of stock he holds at present. KTAR Broadcasting Co., now 48.4% owner with 121 shares, under the agreement would acquire the 65 shares and become 74.4% stockholder, with Mr. Stetson's holdings then representing 20%. KTAR has agreed to pay $6,500 for the additional 65 shares.

KTAR, 77.3% owned by the Arizona Publishing Co., publishers of the *Phoenix Arizona Republic* and *Prescott Courier*, is of the same ownership as KVOA, Tucson, Ariz., and has a 45% interest in KYUM, Yuma, Ariz. KYCA operates on 1490 kc. with 250 watts.





THE FINGER POINTS and Karloff recoils. It's a gag resulting at a recent meeting of Louis Ruppel, CBS publicity director (right), and the notorious portrayer of horror. The picture was snapped just outside CBS shortwave studios after Boris had heard a message from his brother in London, picked up by CBS and recorded for Mr. Karloff's benefit.

WAGE-HOUR RULING CLARIFIES BONUS

THE test of a bonus which does not affect overtime payments is that the payment and amount are solely in the discretion of the employer, according to a definition announced last Saturday by General Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department. The employe must have no contract rights, expressed or implied, to any amount, or the amount of the bonus must be figured into the rate of pay, according to General Fleming.

"At the time the Fair Labor Standards Act of 1938 went into effect the Wage & Hour Division took the position that production bonuses were part of an employe's pay and should be included in the computation of overtime," he stated. "That is still the position of the Division. The Division later said that unless it could be conclusively demonstrated that any payment was a gift or a gratuity, such a payment must be added to the 'regular rate of pay' on which the time-and-a-half overtime is computed."

A statement issued by the Wage & Hour Division along with General Fleming's announcement indicated that employers need have no fear of bonuses per se, so far as wage-hour regulations apply, as long as they satisfy the employers' discretion requirement. The statement also warned against "weird 'bonus' schemes for the evasion of overtime payments".

MRS. JOHN G. PAINE, wife of the general manager of ASCAP, had eight paintings included in the Silvermine (Conn.) Guild's annual art exhibit, devoted largely to the work of Connecticut artists.



A Long Year

ALTHOUGH CLEARED for radio broadcast, the song *Goodbye Dear, I'll Be Back in a Year* has been placed on the restricted list by WIP, Philadelphia. Since it doesn't look like the boys will be back in a year, station executives feel that since the coverage area of the station takes in many Army encampments in the territory, the reaction to continued playing of the song might be bad for the draftees at camp.



DOUBLY HANDY

Opening through its own passageway directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect convenience on your arrival in New York . . . And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities . . . Doubly handy and doubly enjoyable . . . Large outside rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BERNAM G. HINES, Managing Director
MADISON AVE. AT 45th ST., NEW YORK



8 SALESMEN

When you buy time on North Central Broadcasting System you also get the services of eight full time competent salesmen. These men make possible our guarantee of distributing and displaying your merchandise in a minimum of 2500 retail stores in the North Central States.

Many national advertisers are taking advantage of our facilities—the most complete merchandising service ever offered in the history of radio. In addition to displays we will feature your product on more than a half million handbills monthly.

Write North Central Broadcasting System, Commodore Hotel, St. Paul, Minn., for the complete story.

NORTH CENTRAL BROADCASTING SYSTEM
ALL Mutual MEMBERS

★

12 Mutual Stations located in key market areas supported by loyal local listeners.

Blanket coverage of more than 4½ million people with a $2,000,000,000 annual pocket book.

Cooperative retail outlets with an annual sales volume of $1,246,416,000.

Executive offices, Commodore Hotel, St. Paul, Minn. National Representative Joseph McGillvra.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 23 TO AUGUST 29 INCLUSIVE

Decisions . . .

AUGUST 23

MISCELLANEOUS—**W8XAD, Rochester,** granted extension temp. auth. 42.6 mc 1 kw FM to 10-28-41; **WGST, Atlanta,** renewal rehearing moved to Washington 9-3-41 and ordered re-examination of issue; **WOWO, Fort Wayne,** granted extension temp. auth. to 9-21-41; **KFJM, Grand Forks, N. D.,** and **Dalton LeMasurier, Grand Forks,** hearing continued to 9-8-41 on renewal application and modification, with LeMasurier application to operate KFJM; **WIBG, Glenside, Pa.,** granted continuance hearing on renewal to 9-26-41; **WAPI, Birmingham,** granted continuance hearing to 10-9-41; **NEW, Herald Pub. Co.,** and **NEW, Dorman Schaeffer, Klamath Falls, Ore.,** continued hearing to 9-15-41; **NEW, American Legion Dept. of Hawaii, Honolulu,** denied change location of hearing; **WJPR Greenville, Miss.,** granted amendment to 1420 kc 1-5 kw, application removed from hearing docket; **KDRO, Sedalia, Mo.,** granted motion dismiss without prejudice application new station 800 kc 1 kw D; **WEEU, Reading, Pa.,** hearing continued to 10-3-41.

AUGUST 25

MISCELLANEOUS — **W41MM, Gordon Gray, Winston-Salem, N. C.,** granted temporary authority FM commercially 44.1 mc 3,000 watts 11-15-41 to 12-14-41 pending completion construction.

AUGUST 28

MISCELLANEOUS — **WGST, Atlanta,** granted continuance renewal hearing; **W53H, Hartford,** granted modification CP FM station to 1,036,400 population, 45.3 mc 6,100 sq. miles; **W47C, Chicago,** granted modification CP FM re transmitter, antenna.

AUGUST 29

MISCELLANEOUS — **WENY, Elmira, N. Y.,** granted withdrawal without prejudice application 590 kc 1 kw unl. directional; **KFNF, Shenandoah, Ia.,** granted postponement renewal hearing to 10-7-41; **NEW, Greater Houston Broadcasting Co., Huston,** hearing continued to 10-13-41; **WHB, Kansas City,** granted leave intervene hearing on Park Cities Broadcasting Corp., Dallas, application.

Applications . . .

AUGUST 26

WIBW, Topeka—CP change transmitter, increase to 5 kw 10 kw D directional N & D.

NEW, Fred C. Morgan, Harrison Eitel-jorg, Roger A. Beane d/b Hoosier Broadcasting Co., Indianapolis—CP 810 kc 250 w D.

AUGUST 27

WCNW, Brooklyn—CP new transmitter etc., amended to 1 kw 1190 kc ltd.

WNBF, Binghamton, N. Y. — CP new transmitter, directional N, increase to 5 kw, change to 1200 kc, amended to 1290 kc.

WALB, Albany, Ga.—Modification CP change antenna asking change to 1530 kc 10 kw directional N, new transmitter, contingent WCKY change to 640 kc.

WIRE, Indianapolis—CP change to 1190 kc 50 kw, new transmitter, change directional (asks WOWO facilities).

NEW, Oak Park Realty & Amusement Co., Chicago—CP 47.9 mc 5,030,510 pop 10,800 sa. miles.

KTRB, Modesto, Cal.—Modification CP 860 kc 1 kw D or unl. if directional is approved, asking new transmitter, directional N 1 kw unl.

KOKO, La Junta, Col.—CP increase to 250 w, new transmitter.

Tentative Calendar . . .

WGST, Atlanta—License renewal (Sept. 3).

KFNF, Shenandoah, Ia.—License renewal (Sept. 5).

KPAC, Port Arthur, Tex.—Modification license to 1120 kc 1 kw unl. directional N (Sept. 15).

NEW, Herald Publishing Co., Klamath Falls, Ore.; NEW, Dorman Shaeffer, Klamath Falls—CPs 1400 kc 250 w unl. (Sept. 15, consolidated).

NEW, Frequency Broadcasting Corp., Brooklyn—CP 620 kc 500 w D (Oct. 3).

WEEU, Reading, Pa.—CP 850 kc 1 kw unl. directional N (Oct. 3).

WAPI, Birmingham—CP 1070 kc 50 kw unl directional (Oct. 9).

WGNY Using 1 kw.

WGNY, Newburg, N. Y., last Monday started operation with power increased from 250 to 1,000 watts on 1220 kc. Along with increased power, the station was authorized by the FCC to switch back to its former 1220 kc. assignment. WGNY maintains studios in Newburgh and Poughkeepsie, with remote facilities in Middletown. Harold W. Cassill, executive manager of WGNY, announces appointment of Headley-Reed Co. as exclusive national representatives of the station.

New GE Plant

PLANS for the erection of an additional building on the site of its present Schenectady factory have been announced by General Electric Co. for the manufacture of industrial and radio tubes. A single story section will provide 120,000 square feet of manufacturing space while an adjoining two story section will have 15,000 square feet for office work.

ACA-WORC Contract

AMERICAN COMMUNICATIONS ASSN. has signed a one-year contract with WORC, Worcester, covering the station's seven technicians and calling for a 7% wage increase with further increases provided for should rising costs of living make them necessary, the union reports.

Oral argument to be heard on petitions to amend chain broadcasting rules (Sept. 12, 10 a.m.).

KVOA, Tucson, Ariz., seeking CP 590 kc 1 kw unl. directional; **KGGM, Albuquerque, N. M.,** seeking CP 590 kc 5 kw unl., directional N; **KVSF, Santa Fe,** seeking CP 1260 kc 1 kw unl. (Oct. 21, consolidated hearing).

W47P Makes Debut

W47P, first FM station in Pittsburgh, took the air Aug. 29 with a special broadcast from the Allegheny County Fair. The broadcast was heard simultaneously on the affiliated WWSW. The station is licensed to use the 44.7 mc. frequency with power up to 3,000 watts, covering a listening area of 8,400 square miles. It duplicates most programs heard on WWSW and originates two hours of exclusive shows daily.

DISCS FOR JUNGLEERS

NBC Supplies Artillerymen With Entertainment

TO MEET the entertainment needs of 30,000 soldiers stationed at 200 anti-aircraft positions in the Panama Canal, Lloyd C. Egner, NBC vice-president and manager of the radio recording division, has sent some 2,000 records and transcriptions for the canal military stations. Packed in smash-proof cases, the records have been shipped via Army transport and will be broadcast by PCAN and PCAC, pride of the "Jarman Jungleers".

Some 200 receivers have been sent to the jungle posts, according to Sergeant Clay Doster. The Jungleers have named Mr. Egner a Jungle-Mudder, First Class. Similar award was given Gertrude Lawrence, who made a series of records especially for the Jungleers.

NBC will stage a two-way broadcast with Panama Sept. 11, 8:30-9 p.m., on the Blue, with Sergeant Doster, NBC President Niles Trammell, Mr. Egner, Miss Lawrence and others participating.

CHIEF RIDES RANGE

from 30 to 15,000 cycles, with uniform frequency response



"And Western Electric 23C gives big build-up, too," says Chief Engineer. "Total gain 96 db. Complete audio system, factory-wired and tested.

"Here is Speech Input plenty simple to install, operate, maintain. Rush scout to get full story from Graybar Electric."



Western Electric



THREE AIRMEN lost in a plane on the night of Aug. 24 were saved from possible death when they got off the course in a Douglas A-20 bomber during a storm. Enroute from Madison, Wis., to Louisville, they sighted the WEBQ tower atop the Harrisburg National Bank. It is 204 feet high and lighted the entire way with a red neon tube. Harrisburg residents lighted the airport with their auto headlights and the plane landed safely.

D. H. Carpenter Named To Head WHEB Sales

WITH appointment of David H. Carpenter, formerly of WCMI, Ashland, Ky., as commercial manager, WHEB, Portsmouth, N. H., has completed a staff reorganization. Lana Robertson, new to radio and formerly in New England newspaper work, has been named Dover representative of WHEB.

The staff, as announced by General Manager Bert Georges, who also manages WRLC, Toccoa, Ga., includes Gordon Kinney, formerly of WJLS, Beckley, W. Va., program director; Martin Gunther, business manager; William Robinson, chief engineer; Bill Bradley, continuity and publicity; Katherhine Hussey, bookkeeper; Winslow Bettinson, news editor; Bill Waters, talent director; Ruby MacQuatters, director of women's programs; Keith Boss, announcer; Antonio Vaccaro, engineer; James Wicks, studio custodian; Elizabeth Jones, stenographer.

Markey Heads WNBH

APPOINTMENT of Raymond D. Markey as commercial manager of WNBH, New Bedford, Mass., was announced last Tuesday by Hugh R. Norman, general manager of the station. Mr. Markey entered radio in 1932 at WNBH, and later was on the commercial staff of WTHT, Hartford, Conn.

Studio Notes

WBIG, Greensboro, N. C., has started a new *Defense Roundtable* series, heard every Wednesday night, 8-8:30 p.m., with Otis N. Brown, past national commander of the Veterans of Foreign Wars, as director. Groups of business, professional and working men discuss defense questions on the program.

W65H, FM adjunct of WDRC, Hartford, Conn., has installed six red beacon warnings on its transmitter tower atop Meriden Mountain. The W65H transmitter is located at an elevation of 1,000 feet, and the tower adds about 00 additional feet in height. Meriden Mountain is the second highest mountain in the State.

DESIGNED specifically to give information of defense efforts to all forces fighting Naziism, a series of defense programs in six languages has been started on WRCA and WNBI, NBC's international stations, under the direction of Maurice English, former war-correspondent who recently joined NBC's international division. Frank Nesbitt, chief of the English section, assisted by Carl Watson and Arthur Gary, announce the series, which includes discussions on six subjects Tuesdays through Sundays.

WLW, Cincinnati, as part of its coverage of the National Air Olympics at Dayton, O., Aug. 31-Sept. 1, broadcast the presentation of the "torch of freedom" ceremonies at the Municipal Airport. The torch, symbolic of freedom, was placed on a bomber for a trans-Atlantic flight to London where a special reception has been arranged.

WJBK, Detroit, has provided hospitalization service for its entire staff with James F. Hopkins, president and manager, announcing that all of the 60-odd employes are entitled to this benefit free, all payments being made by the station.

KMOX, St. Louis, and WBBM, Chicago, collaborated in maintaining a large tent studio at the Illinois State Fair in Springfield, used by both stations to originate programs. 125,000 persons visited the exhibit and studios.

WBBM Commentator Ken Ellington made recordings of interviews with prominent visitors for WBBM broadcast. The exhibit was under direction of Jerry Hoekstra, KMOX director of public affairs, and Mrs. Lavinia Schwartz, WBBM educational director.

WCCO, Minneapolis, is carrying its *Minnesota to the Defense* drama from specially constructed studios in the Agricultural Bldg. at the Minnesota State Fair. The drama is presented for persons attending the Fair three times a day. WCCO personalities and announcers present short sketches at other times.



STAFF TOURNAMENT at WHO, Des Moines, brought 21 golfers to the links, with Stan Widney winning with a gross of 83. Bill Austin, pianist, had low net of 72 with 17 handicap. Tied for second were Hale Bondurant, sales manager; Paul Loyet, technical director, and Don Hovey, musical director. Competitors were: Standing (l to r), Kenneth Black, Maurice McMurray, Buddy Webster, Keith Booth, Max Robinson, Robert Harter, caddy, Harold Fulton, Orville Meyers, Harris White. In center row are Stan Widney, Hale Bondurant, Glen Hogan, Harold Fair, Don Hovey. Front row, Paul Loyet, Stuart Steelman, Dick Anderson, Edward Lucas.

WHEN MILTON BACON, "goodwill ambassador" of WCKY, Cincinnati, goes on vacation in September, pinch-hitters on his weekly *Cities Worth While* and *Folks Worth Knowing* will include Mayor James Garfield Stewart; Clark B. Firestone, editorial writer of the *Cincinnati Times-Star*; Alfred Segal, conductor of the *Cincinnati Post* "Cincinnatus" column.

WSOY, Decatur, Ill., cooperating with the local retail merchants recently gave a special kick-off program for Decatur Dollar Day. The program originated from a stage in downtown Central Park, with talent including musicians and vocalists and Announcer Hugh Muncy as "Mr. Dollar". The show, which is scheduled as an annual affair, was written by Easter Straker, of the WSOY continuity staff, and conducted by Berne Enterline, chief announcer, as m.c.

WCAU, Philadelphia, recently dispatched two members of the staff, script writer Joe Gottlieb and special events director Joe Connolly, to the Naval air base at Jacksonville, Fla., to obtain material on cadet life for continuance of the dramatic series, *Flying Cadets of the Navy*, which is being produced by WCAU for use on radio stations throughout the Fourth Naval District.

3BA, Ballarat, Australia, has joined Macquarie Network as the 24th station in the national chain.

NO MOVIE PLUGS

Answers WMRF to Operators Seeking Free Time

MAINTAINING a "we want to be alone" policy, the new WMRF, Lewistown, Pa., when it went on the air recently surprised several local theatre operators who had made well-laid plans for elaborate exchange tieups with WMRF, by announcing that they were only interested in the theatre programs when paid for at regular commercial rates.

Regarding these theatres who attempted to get free time or exchange time the station officials stated that since newspapers and outdoor advertising concerns do not accept movie passes as pay for advertising, there was no reason why radio should be made the "goat" as a free advertising medium. Saying that if radio were to use the theatres in any way, radio was ready to pay for it, WMRF officials further stated that they expected theatres to deal with radio accordingly, not to seek $30 of commercial radio time in return for $5 in movie passes.

The somewhat abashed Lewistown movie operators said they could not understand the "hostile" attitude of WMRF and threatened to retaliate by increasing their newspaper advertising and cutting off radio. Unimpressed the WMRF heads answered if the theatres want to expand newspaper advertising, it was their own business. Moreover, they explained, theatres never had any intention of spending radio money, depending entirely on free time.

WNBC Transmitter

THE new 5,000-watt transmitter of WNBC, New Britain-Hartford, located at Newington, has been placed in operation. It was built by Westinghouse and is located in a new fire-proof building. Richard W. Davis, manager, announces a number of new programs will be placed on the air. WNBC is now a basic NBC-Blue station.

ONE TENTH IS PLENTY HERE—

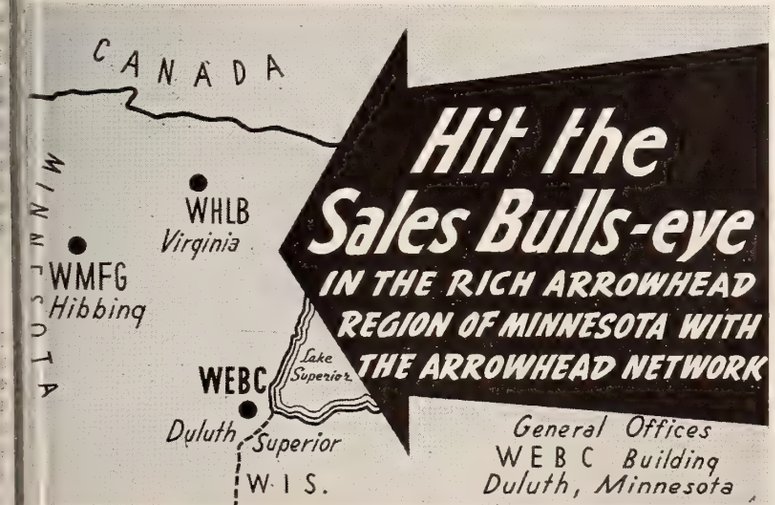
Columbia's listening area surveys for KROD show the primary listening area does not stop with the .5 MV/M contour, but definitely includes several counties in the .1 MV/M area. Write for facts about the rich market served only by

KROD

1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
Howard H. Wilson Co., *Natl. Reps.*

Only New Orleans Station With . . .
ASCAP AND *BMI* *music*
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press



Hit the Sales Bulls-eye
IN THE RICH ARROWHEAD REGION OF MINNESOTA WITH THE ARROWHEAD NETWORK
General Offices
WEBC Building
Duluth, Minnesota

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Industry Supports Fair Employment

Radio Lends Active Support To New York Movement

STATION owners, managers, program directors and commentators are lining up behind New York Gov. Herbert Lehman's Committee on Discrimination in Employment, according to Frieda S. Miller, Industrial Commissioner and chairman of the committee.

Replying to a letter sent by Commissioner Miller, prominent members of the industry, representing all sections of the State, declared they will cooperate in the campaign against undemocratic employment practices, which has as its objective equal opportunity for all, regardless of race, color, creed or national extraction.

A few weeks ago Gov. Lehman appointed the committee, of which David Sarnoff is an active member, to deal with the problem, pointing out that discriminatory hiring practices deprive the defense effort of needed workers, in addition to contradicting the democratic way of life. The committee is set up under the State Council of National Defense.

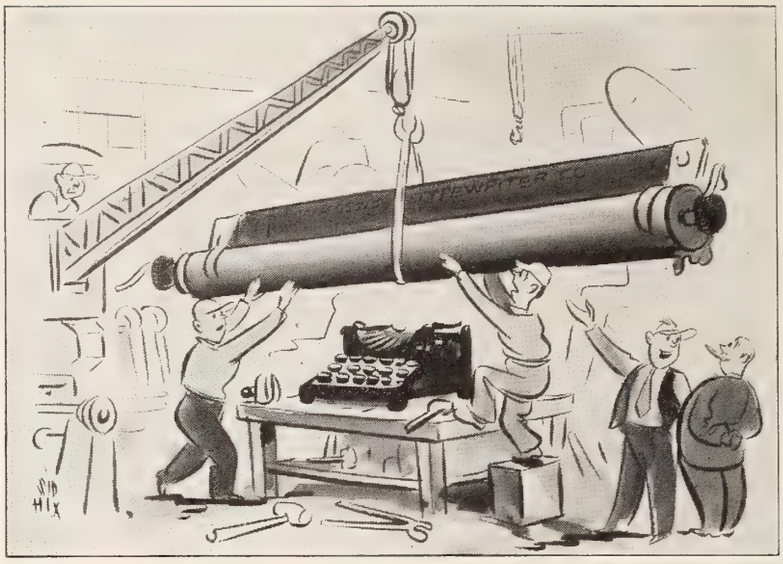
Many Endorsements

Announcing receipt of a substantial number of replies for station executives and commentators, the committee said a large number of prominent persons in radio have given their unqualified endorsement to the objectives of the campaign. Excerpts were quoted from written comments of such figures as H. V. Kaltenborn, CBS commentator; M. S. Novik, director of WNYC, New York; Raymond Gram Swing, MBS commentator; John Franklin Carter (Jay Franklin), columnist and commentator; John V. L. Hogan, president, WQXR, New York; W. C. Alcorn, general manager, WBNX, New York; Harry C. Wilder, president, WSYR, Syracuse; Frank Singiser, WOR, New York, commentator, and Harry Greenfield, manager, WEVD, New York.

Others who pledged their support were C. Robert Thompson, director, WEBR, Buffalo; George F. Bissell, WMFF, Plattsburg; Cecil D. Mastin, general manager, WNBF, Binghamton; Michael R. Hanna, WHCU, Ithaca; Frederick L. Kiesel, general manager, WMBO, Auburn; Dale L. Taylor, manager, WENY, Elmira.

Film Spots on FM

TWENTIETH CENTURY FOX, Hollywood, is sponsoring a series of transcriptions promoting songs from its new picture "Sun Valley Serenade," on K45LA, Los Angeles FM station. Transcriptions prepared by Columbia Recording Corp., Hollywood, are the first to be commercially sponsored on an FM station, according to Paul Crowley, manager of the CRC Hollywood office.



Drawn for BROADCASTING by Sid Hix

"I Guess That's Big Enough to Handle FCC Questionnaires!"

Federal Monitoring of Shortwaves Gave Tip of German Plan to Attack Russia

TIP-OFF that Germany was about to attack Russia and that Japan intended to occupy Indo-China was received by Federal officials through the Government's newest intelligence adjunct, the Foreign Broadcast Monitoring Service, the FCC revealed last Tuesday.

The newly-established propaganda monitoring agency, operating on a 24-hour, week-in-week-out basis, is now translating, transcribing, analyzing and reporting on from 600,000 to 900,000 words transmitted daily by stations all over the world, the FCC stated.

Emphasizing the importance of the new propaganda-analyzing agency, set up by the FCC in conjunction with the Defense Communications Board, the FCC explained that "the altered tone of certain foreign broadcasts" gave the first indication that the two recent territorial invasions were to take place.

Listening Posts Valuable

It was pointed out that since foreign propaganda almost invariably followed the example set in shortwave broadcasts, a valuable objective analysis of the "news" and philosophy broadcast to people both within and without the originating country can be developed by monitoring shortwave emissions.

FBMS, which received an appropriation of $600,000 for fiscal year 1942, in mid-August received a supplemenetary appropriation of $209,000 to speed up its monitoring operations and make its analyses more quickly available to Government officials. The speed-up would be achieved through a plan of decentralization under which complete on-the-spot translating and analysis staffs would be maintained at each of the four FBMS listening posts—located at Portland, Ore., covering broadcasts from the Orient; Kingsville, Tex., covering Latin America; Santurce, San Juan, P. R., covering Eastern Europe; Guilford, Md., covering the rest of Europe and all of Africa and the Near East.

Much news and intelligence not available from other sources are broadcast via shortwave in propaganda campaigns focused on territories such as Latin America, it is held. A principal function of FBMS is to get analyses to the proper Government officials so counter measures can be started before a propaganda drive has taken effect. According to the FCC, experience of the listening posts indicates that almost every political, diplomatic or military move in the present era has been launched only after an intensive propaganda campaign, and through a study of propaganda trends it is often possible to predict such moves.

Bernie for Wrigley

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Sept. 1 is filling in the CBS five-weekly period from 5:45-6 p.m., last year occupied by *Scattergood Baines*, with a variety program starring Ben Bernie, Program, produced by Bob Brown and directed by Walter Preston, will feature song and melody with Bernie as m.c. and Eddie Dunn announcing. Agency is Arthur Meyerhoff & Co., Chicago.

Rem-Rel Selecting

MARYLAND PHARMACEUTICAL Co., Baltimore, on Sept. 30 starts its fall campaign for Rem and Rel cold remedies consisting of one- to five-minute announcements thrice-weekly on a large list of stations throughout the country. Campaign runs through March, 1942, but station list is not yet settled. Agency is Joseph Katz Co., Baltimore.

PHILADELPHIA ORCHESTRA will again broadcast 26 Friday afternoon concerts exclusively on MBS during the 1941-42 season, starting Oct. 3, 2:30 p.m.

Propaganda Probe Lists Films First

Senate Group Not Likely to Reach Radio for a While

ALTHOUGH Senate subcommittee hearings to look into the alleged use of radio and movies to spread pro-war propaganda are scheduled to start Sept. 3, it is thought no broadcasting witnesses will be called to testify before late September, or possibly November.

This was indicated last Tuesday by Senator D. Worth Clark (D-Ida.), chairman of the subcommittee of the Senate Interstate Commerce Committee considering a resolution, introduced Aug. 1 by Senators Bennett Clark (D-Mo.) and Gerald P. Nye (R-N.D.), calling for a far-reaching committee investigation in these fields [BROADCASTING, Aug. 11, 25].

Movies First

According to Chairman Clark the subcommittee will hear all motion picture witnesses and conclude testimony on this phase of the proceeding before taking up the radio question. The movie contingent, to be headed by Will Hays, czar of the motion picture industry, probably will include actors, directors and probably even Hollywood columnists, in addition to the group of 15 producers originally invited to appear, it was indicated. Although radio witnesses were expected to start testifying about mid-September, it now appears probable that the entire month will be consumed on the movie phase.

Another possible development hinted by members of the committee was recess of the hearings during most of October, after conclusion of the movie-makers' testimony. This would shove radio witnesses' appearances back to November. Although no invitations have been sent to broadcasting representatives by the committee it was indicated the group would include officials of the three national networks, probably NAB President Neville Miller and several radio commentators.

More for Lewis

STARTING Sept. 1, Fulton Lewis jr., Washington news commentator of MBS, will be heard in the New York area on WHN. Sponsored locally on 21 MBS stations [BROADCASTING, Aug. 18], and carried on the network as a sustaining feature available for local sponsorship, Lewis' commentaries will be heard on WHN, Monday through Friday, 7:45-8 p.m. (EDST), on a sustaining basis. Commentator Lewis, who up to six months ago was carried on WOR for the New York area, under the new arrangement will make his five-weekly MBS broadcast from 6-6:15 p.m. (EST), follow it immediately with a duplicate broadcast for his Washington sponsor, Arcade-Sunshine Laundry, from 6:15-6:30 p.m., and then close with a second rebroadcast from 6:45-7 p.m. (EST) for WHN.

"MEET LEO HALKER and FAMILY"



Eleven Halkers wholeheartedly endorse such WLW favorites as the "Boone County Jamboree", and the newscasts of H. R. Gross.

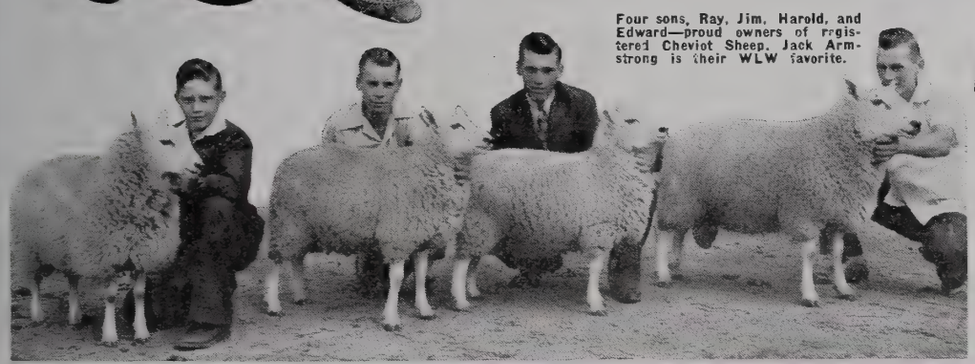


1½ pound potatoes are raised on the Halker Farm. They're shown by one of the Halker's youngest.

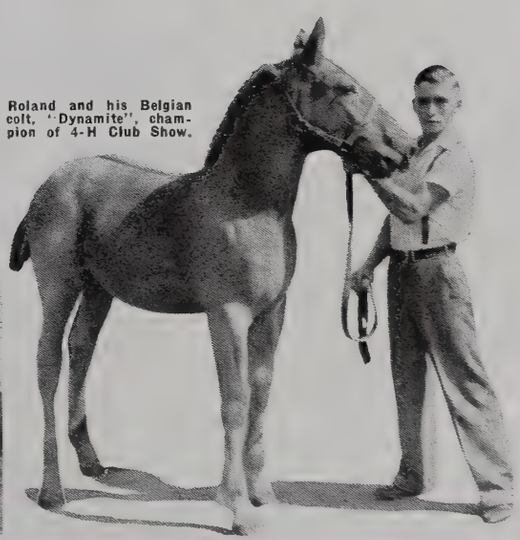
FOR twenty-seven years the Halker family has tilled the rich, fertile land in northwest Ohio. Their modern farm home is located on R.F.D. No. 1, Columbus Grove, Ohio . . . and they're loyal listeners to The Nation's Station.

The Halkers, who number eleven, are prominent Putnam County residents. They produce corn, wheat, potatoes, beets, cattle, hogs, and chickens . . . which net them a prosperous livelihood. Inevitably they find the WLW market summaries are profitable, practical guides. To use Leo Halker's own words "WLW market reports let us know when and where to ship our products." Eldest son, Gene, reinforces Dad's words. As buyer for the Putnam County Livestick Association, Gene, too, finds WLW markets accurate, helpful.

The Halker family bespeaks thousands of farm families like themselves, exemplify the two big reasons for the loyalty to WLW that spreads across the midwest like the summer sun . . . WLW entertains them, serves them, gives substantial help in making their farming operation more profitable.



Four sons, Ray, Jim, Harold, and Edward—proud owners of registered Cheviot Sheep. Jack Armstrong is their WLW favorite.



Roland and his Belgian colt, "Dynamite", champion of 4-H Club Show.



WLW

THE NATION'S most *Merchandise-able* STATION

REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

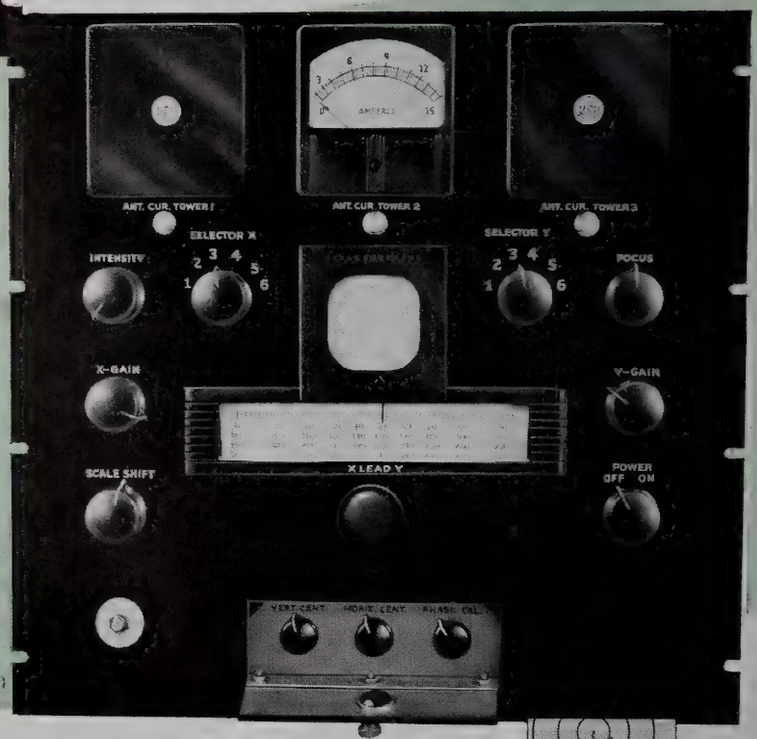
2 New RCA Measuring Instruments TO SIMPLIFY STATION OPERATION!



RCA Model 322-A
F-M MODULATION MONITOR

Precise indications of carrier-swing up to 90 kilocycles (equivalent to 120% modulation on standard 150 kc. channels) are secured directly with this new RCA Type 322-A monitor. The Neon warning indicator may be set to flash at any predetermined threshold of peak modulation.

Asymmetrical modulation—in which the carrier swings farther on one side of the resting frequency than on the other—presents no problem with the 322-A. Overswings are eliminated, because the 322-A will read *either* plus or minus swings at the touch of a switch. Wide band discriminator, low temperature-coefficient crystal control, and extremely stable amplifier design keep the 322-A highly accurate over the entire scale. Unique linear circuit creates less than 0.1% distortion in the discriminator—gives accurate overall distortion measurements in conjunction with standard RCA Model 69B Distortion Meter. The 322-A operates directly from your 110-volt line; requires only to be plugged in and connected to the R-F supply.



RCA Model 300-C
PHASE MONITOR

Here is the simplest, most accurate phase monitor for directive-array systems that has yet been developed! With the 300-C, you can read the current in up to three lines *simultaneously* . . . without switching or complicated preliminary adjustments!

Balance can be read to within ½ of 1° on the three-inch cathode-ray screen. Voltage division is *independent* of the total signal amplitude . . . and circuit-errors are balanced out by a unique *comparative* method of indication. Scale extends a full 8 inches.

Usable with any type of sampling coil, the 300-C comes equipped with sampling coil and meter of the parallel-tuned-circuit type for each element in your array. Because the sampling current is fed into a pure resistive load, coupling-variations introduce no more than negligible error. Write for complete data.

Use RCA Radio Tubes in your station for finer performance

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

In Canada: RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

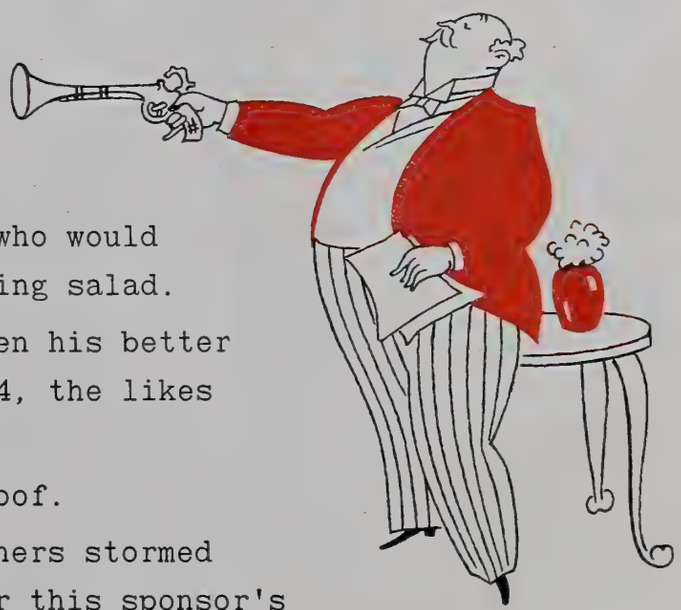
15c the Copy • $5.00 the Year
Canadian & Foreign $6.00 the Year

SEPTEMBER 8, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 10
WASHINGTON, D. C.

the meticulous murder in room four



He had the brutal features of a man who would put a common malt vinegar on a trusting salad.

"Sir," we pleaded, seeking to awaken his better nature, "here is WOR Success Story 64, the likes of which you have never seen."

Sneering, he eyed us coldly and aloof.

"After one broadcast 150 WOR listeners stormed a New York store searching loudly for this sponsor's product; 300 dealers clamored to be sent stocks of it..."

Wearily his gaze escaped us.

"But listen! It cost $30 to buy it. Even so, sales for one month were 1660% greater than those for the two months preceding it. And this WOR sponsor's sales have leaped from 20th to 1st place. Now he's first in dollar volume in his field."

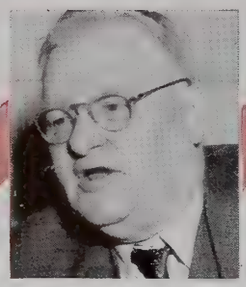
"But I'm not interested in sales, anyway," he said. The next moment we had shot him with a nickel-coated dragee through his brain. One must draw the line somewhere.

WOR

—that power-full station



DAVE SWANSON
Head of largest cooperative commission company in U. S. His weekly livestock report on WLS for five years.



JIM POOLE
Dean of livestock experts. Considered Mid-West's outstanding authority on livestock markets. A WLS veteran for 15 years.



JULIAN BENTLEY
WLS news editor and analyst for eight years. Born on farm. His experience includes newspaper and press association work.



ART PAGE
WLS Farm Program Director. Friend of Mid-West farm listeners on WLS for 11 years.



F. C. BISSON
U. S. Government grain expert. Heard daily on WLS for 14 years.



BILL MORRISSEY
Stockyards veteran of 22 years' experience. Heard with Jim Poole on WLS for 15 years.

TIMELY, DEPENDABLE RADIO FEATURES *for* MIDWEST FARM HOMES

Radio, we believe, has perhaps meant more to people in the farm home and in smaller communities than any other modern invention. It has brought even to the most remote home the identical news, entertainment, religious and educational features available to city people.

Radio, too, has brought economic advantages. Today, farm listeners are not dependent on last week's market figures; because of radio they know what the markets are paying TODAY. Farm market experts broadcasting direct from livestock and other farm market exchanges, give current prices, and interpret future trends in all the markets.

In news, too, radio furnishes a complete service—cables and teletypes bring latest happenings from all parts of the globe, to be broadcast immediately, and available to every home wherever there is a radio.

But, to be of value, the personnel handling these broadcasts must know their subject, must speak with authority. The men pictured here are such, and broadcast these features on WLS dependably, accurately, promptly. We know they—and others heard regularly on WLS—are welcome and respected visitors in Mid-West farm homes. Mid-West farm listeners have confidence in them—and in WLS . . . a confidence that extends to all programs—and to all products that are advertised on WLS.

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

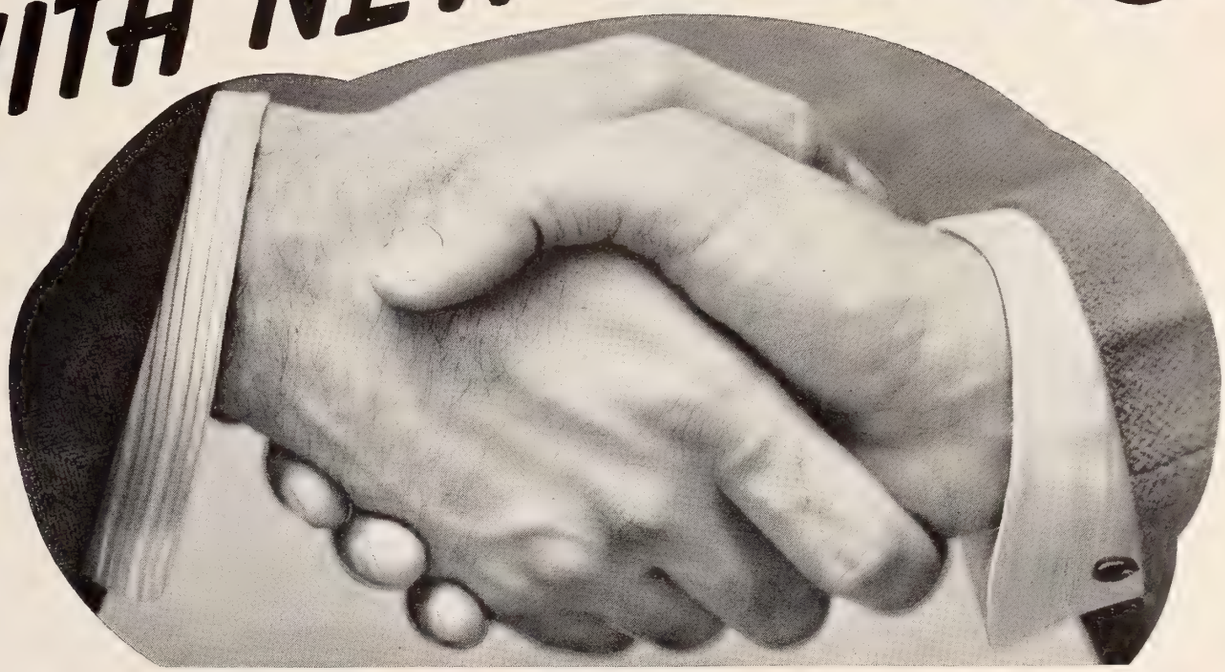
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR

SHAKE HANDS WITH NEW ENGLAND



on a Yankee Network Introduction

YOU will be sincerely welcomed . . . you will receive courteous and friendly attention . . . your sales talks will be listened to by people who are ready, willing and able to buy your product or service, if you cultivate this friendship — regularly!

With the 19 local stations of The Yankee Network, you have the persuasive contact approximating personal calls on 7,321,786 potential prospects, the largest radio audience in New England . . . a market no single station or small group of stations can possibly cover, adequately.



If you're already established in this market, The Yankee Network will keep your sales at key consistency.

If you're a newcomer, the long established acceptance of these 19 stations gives you essential, effective, two-fold dealer-consumer sales influence. Consider these factors before you complete your fall and winter radio campaigns.

WNAC Boston	WFEA Manchester
WTIC Hartford	WNBH New Bedford
WEAN Providence	WBRK Pittsfield
WTAG Worcester	WNLC New London
WICC Bridgeport New Haven	WLNH Laconia
WCSH Portland	WRDO Augusta
WLLH Lowell Lawrence	WCOU Lewiston Auburn
WSAR Fall River	WHAI Greenfield
WLBZ Bangor	WSYB Rutland
	WELI New Haven

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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...Of worth are the words of an Advertising Caliph of one of America's largest makers of Shaving Creams:

"As you may have noticed, I don't acknowledge every evidence of KOIL's 7-point plus Merchandising activities that crosses my desk. And the reason is that if I tried to do so, I'd soon run out of superlatives! Your cooperation is consistently excellent, and we certainly appreciate every bit of it."

THAT 7-POINT PLUS MERCHANDISING STATION IN OMAHA, NEBRASKA.....

KOIL

For the rural and small town audiences, use KFAB LINCOLN, NEBR

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REPR

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

September 8, 1941

CONTENTS

Material Crisis Threat To Broadcasters 7
Nets Prepare For Monopoly Hearing 7
English Continue Advertising Despite War 9
NAB Music Decision Expected 10
Atlantic Football On 83 12
WIBW Installs Duplicate Equipment 16
Auto Output Uncertain, Buying Drops 16
Mexican Logs Shows Brinkley Out 18
Increased Facilities Granted Four 18
Army Captures Station 19
War's Effect on European Radio 20
Air, Point of Sale Promotion Tie-up Praised 23
Film-Radio Propaganda Probe Delayed 25
NBC Latin Net Completed With 92 Stations 26
French Newscasts Held Popular 46
NAB Starts Technician Instructions 47
RCA Beats The Promise 48
New Attack on "Big Business" 54
FCC Newspaper Inquiry Plans 54

DEPARTMENTS

Agencies 38
Agency Appointments 39
Behind the Mike 32
Buyers of Time 39
Classified Advertisements 43
Control Room 42
Editorials 30
FCC Actions 52
Guestitorial 30
Meet the Ladies 32
Merchandising 36
Network Accounts 53
Personal Notes 31
Purely Programs 37
Radio Advertisers 34
Station Accounts 44
Studio Notes 41
We Pay Respects 31
Hix Cartoon 54

FLORIDA *Businessmen* LISTEN TO

WFLA



IT'S *Programs* THAT *Pull* THE *Listeners*



American Radio *Is* Democracy

All over America democracy is on the air. Twirl your dial. Pick your own station.

Do your tastes turn to news? Listen closely. Tokyo reporting. Official communiques from London, Berlin, Moscow, Rome, Ankara. Buenos Aires has something to say. Washington on the air. You hear the views; you sort the facts.

That's democracy!

Interested in music? Possibly you prefer Wagner to Sibelius or Gershwin to Greig. Hear the rhythm of that rhumba. Now it's a plaintive old mountain tune, an oriental chant, the swing of Benny Goodman. Music in America knows no national or racial boundaries. It's as free as the air, as varied as the weather.

That's democracy!

You live on a farm. Your tractor radio picks up the butter and egg markets, the hog report. Or maybe you listen to Ma Perkins while you churn butter.

The kids in the one-room radio-equipped schoolhouse are taught geography by a high school teacher at the county seat. You go to church, you learn things, you enjoy life on the farm today. You enjoy it by radio.

That's democracy!

Maybe you're a housewife. Listen to this recipe for devil's food cake, that better way to mend a stocking. Five minutes of advice on domestic problems. Take it or leave it. Quite likely you're interested in a talk on "preparing for the baby." But if you're not, well . . .

That's democracy!

In the evening you hear comedy, music, stories, commentaries. You listen to the best minds in the world on a world of subjects. You accept or reject with a twist of the wrist. Every segment of political thought gets its hour. Not one dictates. Everyone is equal to his neighbor in the eyes of radio.

American radio is democracy!

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising



"I'm rushed to death!"

Every day that passes, we of F&P are more and more impressed with this fact: The more time an Agency buys, the less it has to waste!

"Waste of time", we know, means different things to different men. What is one man's *waste* is another man's gain. Sometimes we may misjudge *your* ideas on the subject—but if we do, we hope you'll tell us so.

Because our job is NOT to "drop in and pass the time of day". We're NOT "messengers of good-will", nor do we feel that we've gotten somewhere by "establishing a contact". . . . Our job is to SAVE your time by (1) giving you concise, dependable information, on anything *you* may want to know about the stations we serve; and (2) by relieving you of as many radio worries and details as you will let us handle for you.

This, we know, is a slightly different attitude than you ordinarily find in this wicked world. But that's the way we *try* to work, in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . .IOWA. . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . .SOUTHEAST. . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . .SOUTHWEST. . .

KGKO . . . . FT. WORTH-DALLAS
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . .PACIFIC COAST. . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

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BROADCASTING
and
Broadcast Advertising

Vol. 21 No. 10 WASHINGTON, D. C., SEPTEMBER 8, 1941 $5.00 A YEAR—15c A COPY

Crisis in Materials Threat to Broadcasters

Low Priority Status Brings Shortages; Defense Board to Conduct Study

THE SECOND anniversary of Europe's war finds America's broadcasting industry practically on a war footing, with certain dislocations in prospect unless corrective steps are taken.

Even though the "business as usual" concept was tossed overboard months ago, recent developments confront the industry with uncertainties in nearly all phases of its operations. The most critical outlook, however, is maintenance of physical plant and equipment, with manufacturers openly predicting that many stations may be forced off the air unless parts, tubes and replacements for transmitters are made available by way of preference ratings for broadcasting.

Economic Angles

Broadcasters, of course, are concerned about the economic outlook, but so far their business has been relatively good. Yet they likewise are facing an increasingly vexatious problem growing out of steadily mounting requirements of Government defense agencies for time, which have not yet reached the critical stage. These will be taken in their stride, though saner heads already are devising plans for replacement business, particularly in the local fields, if any substantial shift of national business develops because of the war tempo.

A transmitter and tube bottleneck of appalling proportions already has developed as a result of the low priorities rating given the radio industry and the drift of trained personnel and plant facilities to other defense pursuits. Even today many types of power tubes cannot be delivered, and shortages from microphones to transmitter are in immediate prospect. The 1942 outlook may be for something less than a rationing of replacements and parts for transmitters, unless the Government takes steps to break the priorities log-jam and definitely pegs broadcasting as an essential defense pursuit.

A telegraph survey made last Thursday by BROADCASTING—its second within six months—disclosed that major equipment manufacturers are alarmed over the outlook. Inventories have all but vanished except for lower power transmitters and tubes. With no raw materials or even acceptable substitutes being allocated except for purely defense operations, equipment production schedules are drying up.

A preliminary step toward alleviation of the equipment bottleneck was taken last Thursday by the Defense Communications Board, after it had been apprised of the seriousness of the situation. It authorized appointment of a Priorities Liaison Committee, to be known as Committee No. XIII, personnel for which will be drawn from nine other industry committees functioning under DCB in purely advisory capacities.

It will be at least two weeks before this committee can be organized and functions assigned to it. DCB itself began functioning just a year ago, and already has prepared elaborate plans for the broadcasting industry's participation in any "military emergency"—confirming its status as a vital industry.

Defense Requirements

Responding to BROADCASTING'S inquiry about the production outlook, I. R. Baker, chief of transmitter equipment sales for RCA Mfg. Co., reported that in view of the increasing requirements of radio communications equipment under the defense program, RCA is reaching the point where facilities are being used to maximum capacity for defense work.

"Therefore," he reported, "we are unable to take care of replacement and renewal parts and tubes for broadcast stations. In addition to this, the lack of preference ratings for other than defense work has made it impossible to obtain critical materials. Under such conditions, it is apparent that many stations will be forced off the air unless a nominal inventory of critical material is allocated to manufacturers of radio communication equipment. We have undertaken a program of substitute materials, but in many cases the latter materials have been placed on the critical lists and hence are no longer available under existing procedures."

A. J. Eaves, general communications manager of Graybar Electric Co., distributor for Western Electric, said his company's stock of broadcasting equipment is "critically low".

"Completion of production of additional apparatus is dependent upon the availability of certain restricted raw materials. We are hopeful that priorities can be secured to enable us to continue production to meet our customers' requirements," he said.

G. W. Henyan, sales manager of General Electric Co., reported telegraphically that his company currently is in a position to make fairly prompt shipment of FM broadcast transmitters of standard ratings through 10 kw. and of most types of transmitting tubes.

"Auxiliaries, such as antennas, transmission lines, STL relay units, power generating equipment and higher power transmitters," he reported, "will probably require priority." Mr. Henyan added that GE has the plant facilities to manufacture FM commercial requirements, as they constitute a very small part of their total, but he added that his company will "probably need fairly high priority to secure necessary critical materials to meet 1942 requirements."

Priority Problems

P. S. Gates, president of Gates American Corp., Quincy, Ill., reported that the position regarding delivery of raw materials "appears to be growing worse unless blanket priority for radio broadcasting as a national defense mandatory medium is recognized by OPM." He said the recent steel priority could easily create a "critical condition in broadcast maintenance and replacements".

Reporting that his present delivery condition is still good because of foresightedness of his purchasing department, Mr. Gates added that the replacement of diminishing stock does not equal the outflow "which cannot help but catch up with us and all manufacturers of broadcast equipment until a fair priority is placed on broadcast equipment, which, in our

Networks Prepare for Hearing As FCC Order Lifts Tension

Participants Delay the Filing of Appearances As Time for Sept. 12 Oral Argument Nears

RELIEVED of the immediate need of revising contracts with affiliates because of indefinite postponement of the chain-monopoly rules, the major networks are whipping into final shape their plans to present oral arguments Friday before the FCC sitting en banc.

While there was some thought that the Sept. 12 oral argument date might be postponed, there was no indication from the three major participants — NBC, CBS and MBS—that they would seek an adjournment of the oral arguments. Last weekend not a single appearance had been filed for the oral arguments, but it was pointed out that the Commission's public notice did not require their submission until Sept. 10, with briefs to be filed on or before arguments occur Sept. 12.

Tension that had been apparrent throughout the industry since the FCC announced its proposed punitive rules last May, immediately was relieved with the action Aug. 28 indefinitely postponing the regulations and calling for the oral arguments. This developed after the collapse of conversations between network officials and FCC Chairman James Lawrence Fly [BROADCASTING, Sept. 1].

As BROADCASTING went to press, no hearing room had been designated for the arguments, to begin at 10 a.m. Friday, unless there is a sudden postponement.

Meanwhile, the acting general counsel, Thomas E. Harris, had called a conference of attorneys representing the major networks for Sept. 10, presumably to discuss in detail any plans that NBC, CBS or MBS may have in connection with a court test of the FCC's jurisdiction to issue regulations relating to contractual relations be-

(*Continued on page 50*)

opinion, is as important a defense medium as any phase of our vast defense policy.

"After all, what is more important than citizen morale which largely will be controlled by broadcasting during this emergency," Mr. Gates observed. "Recent FCC regulations place all broadcasting stations on an emergency basis upon demand. This alone is Government recognition of broadcasting's importance in national defense and certainly a just reason for a high priority for broadcast equipment."

Substitute Items

E. T. Morris, general sales manager of Westinghouse Radio Division, reported that the allocation of strategic materials to defense production "has reduced the availability of certain items and entirely shut off other basic materials normally required for production of broadcast apparatus".

He added that although this condition is now more serious than it was six months ago and as a consequence is delaying production, Westinghouse nevertheless is continuing to quote broadcast transmitters and accessory antenna items. Production is being accomplished by use of substitute materials for unavailable controlled items, he said, but deliveries are not current because even these materials are delayed in reaching the plant.

"The granting of priorities for limited quantities of supplies now unobtainable would permit more efficient use of the restricted engineering and production facilities we can still make available for the manufacture of essential broadcast equipment," Mr. Morris said. "We are not producing either speech input equipment or microphones at this time."

Charles M. Srebroff, president of Radio Engineering Laboratories Inc., specializing in FM equipment, reported that a serious situation exists because importance has not been attached to radio communication for home defense use. REL, he pointed out, for the last four years has been developing FM equipment for all services and is producing approximately 30% for national defense. The balance is for such vital services as police, fire, emergency and broadcast stations.

Contending that broadcast FM service "may be the only practical means of disseminating news in case of war," Mr. Srebroff said that for the last six months he has found it increasingly difficult to secure raw materials and parts because of low priority ratings given to these services. He stated:

"I estimate that within a short time it will be impossible to promise any definite delivery dates. Furthermore, it may become necessary to refuse orders. In my opinion, the radio industry should take prompt action to see that an understanding of radio's vital service is presented to the proper authorities in order that the manufacture, repair and maintenance of essential equipment for use by broadcasters, public utility, police, fire and emergency services will not be deterred."



OPERATION PROBLEMS and business aspects as well as plans for new sponsored shows starting in fall were among topics discussed by NBC-Pacific Blue station executives meeting with those of the network in Hollywood Aug. 28-29. Pictured are (l to r, standing) Harold Bock, NBC Western division publicity director; John Swallow, the network's West Coast program director; Clyde Scott, sales manager of KECA, Los Angeles; Louis Wasmer, president, KGA, Spokane; Birt Fisher, manager, KJR, Seattle; Lew Frost, executive assistant to Don E. Gilman, NBC Western division vice-president; Tracy Moore, Pacific Blue network sales manager; Howard Lane, manager, McClatchy Network, Sacramento, Cal.; Arden Pangborn, manager, KEX, Portland; Robert McAndrews, NBC West Coast sales promotion manager. (Seated, l to r), Charles Storke, manager, KTMS, Santa Barabara, Cal.; Tom Sharp, president, KFSD, San Diego, Cal.; Mr. Gilman; Harrison Holliway, manager, KECA; Keith Kiggins, NBC Blue network sales manager; Al Nelson, manager, KGO, San Francisco. A busy autumn season was indicated by the executives.

Tube Crisis

Aside from these quotable observations, several manufacturers admitted they either are not now or soon will not be in a position to supply power tubes in the 5 to 50 kw. classes, due to lack of materials, as well as a serious shortage of skilled labor. Glass blowers, for example, are tied up largely on Government work, as is the bulk of machinery used for this production.

The average life of a power tube, the heart of the broadcast transmitter operation, is from 6,000 to 8,000 hours. A fulltime station normally operates 6,500 hours a year. In the current rush of tube manufacture, the average life has dropped due to lack of production time as well as materials. Thus more tubes must be produced to do less work—a striking example of diminishing return.

Spare parts, antenna steel, transformers, condensers, resistors and meters—all are affected. Microphones are just about off the production line in several plants, because there is no nickel steel available, practically the entire supply being used for armor plate. Manufacturers are thinking about redesigning microphones, returning to principles of a decade back.

Moreover, it was pointed out, demand for all transmitting parts has increased by virtue of the FCC's policy, motivated by defense requirements, of granting improved facilities and higher powers to extend maximum coverage during the emergency. New stations likewise are being licensed at a swift pace.

How effective the new Priorities Liaison Committee of DCB will be, is speculative. It marks an innovation in defense procedure. After its membership of nine is drawn from the nine industry subcommittees of DCB [see 1942 BROADCASTING Yearbook], the unit will select its own chairman.

Like other DCB subordinate units, the new committee will be limited in its scope to studies for DCB itself and will function through the main coordinating committee headed by Lieut. E. K. Jett, FCC chief engineer, a strong advocate of prompt remedial action. When organized about a fortnight hence, the new committee probably will be asked to plan, study and report on particular situations involving priorities so that OPM and the new SPAB—super defense steering agency headed by Vice-President Wallace—can be advised through OCB of minimum requirements.

Preference Ratings

Membership of the committee is being drawn, one each, from the following DCB subcommittees: Domestic broadcasting, international broadcasting, amateur, aviation, cable, radio communication, state and municipal facilities, telegraph and telephone. Excluded will be the three purely government subcommittees.

Through the individual members representing industrial groups, the Priorities Committee would be enabled to advise DCB of manufacturers' requirements and of replacement needs. The immediate effort, of course, will be to secure preference ratings in emergent situations, such as broadcasting, and to insure so far as possible that adequate materials will be given essential defense activities.

In an announcement last Friday DCB said it has already planned for utilization of existing communication facilities in the coordinated interest of military, industry, and civilian activities. The need of materials for extension, interconnections, and alternate circuits constitutes an important related problem, it added.

"The board has been greatly concerned about the availability of such equipment. While it is gratified to know that a priority status has been assigned to repair and maintenance materials, it feels that it is equally, and in many cases more, important to provide a high order of priority for new materials and equipment. This is particularly true of new and supplementary facilities directly or indirectly related to national defense expansion."

Secret's Out

KEITH KIGGINS, sales manager of NBC-Blue Network, made a guest appearance on *Behind the Mike*, Blue sustaining program, last Sundav, to explain how network time is sold to clients.

More for Marlin

MARLIN FIREARMS Co., New Haven (Marlin razor blades), during the month of September is adding eight stations to its schedule of participations and live and transcribed announcements making a total of 50 stations now being used. Contracts run for 13 weeks. Additions include: WJZ KNX WBT WTIC WEEI WCAR WOW KIRO. Agency is Craven & Hedrick, New York.

Pall Mall on 47

AMERICAN CIGAR & CIGARETTE Co., New York (Pall Mall cigaretes), has recently added 22 stations to its schedule of transcribed "modern design" announcements making a total of 47 stations now being used in 13 cities. Ruthrauff & Ryan, New York, handles the account.

Refining Series

NATIONAL REFINING Co., Cleveland (White Rose gas, En-Arco motor oils), since mid-August has added a total of 40 stations to its spot schedule. Announcements are transcribed. Contracts run 9 to 10 weeks. Sherman K. Ellis Co., New York, handles the account.

Radio Levy Up to Tax Bill Conferees

Effect of New Impost On Leased Wires Considered

WITH THE Senate-House conference committee the sole hurdle remaining before final deletion of the controverted 5-15% Federal tax on radio's net time sales in the 1941 Revenue Act, the prospect of a franchise tax on radio and communications facilities continues a major topic in radio regulatory circles.

Just when studies of the franchise tax proposition, presumably on a "cost of regulation" basis, may actually get rolling is problematical. It is not thought Congress is disposed to take up recommendations during the present session.

Although the Senate last Wednesday accepted the Senate Finance Committee recommendation that the discriminatory radio and billboard tax provisions be stricken from the Senate's version of the Revenue Act, other developments emphasized that the radio industry's tax troubles are far from over.

Leased Wire Tax

The Senate version of the tax bill contained one section of interest to broadcasters—a new 10% tax on the amount paid for leased wire, teletypewriter, or talking circuit special service—on which conflicting interpretations were given to BROADCASTING by Treasury, Joint Committee, FCC and Internal Revenue officials. The concensus was that long-line facilities were exempt from the tax, "so long as the facilities are necessary to the operation of the business" of a common carrier, telephone or telegraph company, or a radio broadcasting station or network. This exemption is specifically provided in the bill, although some observers interpreted the provision to mean exemption only for such facilities as monitoring or cue lines, with broadcast lines subject to the tax. With stations and networks paying an estimated $8,000,000 annually for wireline facilities, the 10% tax would add an appreciable item of operating expense.

Demonstrating his intention to follow through on his suggestion to the Senate committee for a "cost of regulation" tax of some kind on radio and communications facilities, FCC Chairman James Lawrence Fly at his press conference last Tuesday indicated he may call industry representatives to participate in an informal roundtable discussion of the franchise tax proposition. He did not say when this meeting might be held, but indicated there was "no rush".

Rumors that the special two-man Senate subcommittee appointed by Finance Committee Chairman George (D-Ga.)—Senators Danaher (R-Conn.) and Brown (D-Mich.)—was considering definite franchise tax plans were denied last Wednesday by Senator Danaher, who explained to BROADCASTING that he had no knowledge of such reports and that certainly no satisfactory franchise tax scheme could be evolved immediately.

At the moment the franchise tax idea has been shunted aside in Congress, pending final action on the Revenue Bill. Members of the Senate Finance Committee, as well as the House Ways & Means Committee, have indicated interest in the proposition but seem to be content to turn the matter over to Treasury Department officials and the Joint Committee on Internal Revenue for study.

Inclusion of a franchise tax proposal in subsequent tax legislation is possible, Chairman George indicated, but whether it will be made a part of the coming bill effecting administrative changes in the Revenue Code is uncertain. Because of the intensive work on the 1941 Revenue Act, it is not expected to appear in Congress before October or possibly November.

House Approval Seen

Treasury officials have indicated they probably will work with the FCC on the franchise tax plan, if and when they undertake to prepare one. It is known that Treasury and Joint Committee representatives worked closely with the FCC accounting department in developing statistics for the proposed time sales tax, and presumably FCC figures would form the basis for most of the franchise tax computations.

As BROADCASTING went to press Friday, a Senate vote within a few days on the Revenue Act, minus the radio tax provision, was considered likely. If this schedule held, it was thought the measure would go to conference early the week of Sept. 8 and that final action by both houses on the conference reports would be completed by this week.

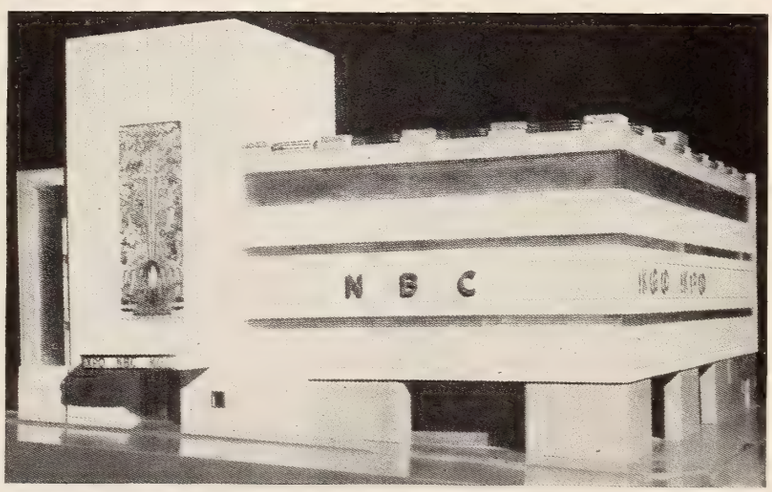
In view of the direct Senate action, it became increasingly probable that House conferees would agree to the Senate action in deleting the radio and billboard tax and would not press for their inclusion in the general tax measure. The prospect of a future levy on broadcasters and communications companies was regarded as a mollifying influence on the proponents of the radio tax in the House.

At his Tuesday press conference Chairman Fly declared the FCC had no plans for a franchise tax in concrete form, adding that he thought something like a cost-of-regulation levy will be worked out. He said he did not anticipate any great difficulty in arriving at a formula satisfactory to the industry, but admitted it would take some study. Although a franchise tax would apply to telephone, telegraph, radio communications and broadcasting, it would not be comparable to the proposed tax in the revenue bill, he claimed.

Senate Committee Report

In its report on the bill as it was brought to the Senate floor, the Senate Finance Committee, announcing its recommendation for deleting the radio tax, commented:

"The reasons in consideration of which the Ways & Means Committee recommended and the House adopted the tax on broadcasting stations and networks are recognized as having considerable force, but it is believed that the peculiar characteristics of this possible source of revenue require careful study before either the proper basis or rate of tax can be satisfactorily determined. It is the opinion of the committee also that the tax imposed by the House bill would operate with some unjustified discrimination against this particular form of advertising."



ARCHITECT'S scale model of the much-heralded NBC building in San Francisco showing the building costing over a million dollars which will house studios and technical equipment for KGO and KPO. Five stories high, it is constructed of reinforced concrete, trimmed with bands of translucent glass brick. There are no windows, the structure being air conditioned throughout. The building will provide 52,800 square feet of floor space, more than double the present quarters.

English Continue Their Advertising

Protecting Brand Names and Good-Will, Says Fergusson

PRACTICALLY all clients of Lord & Thomas Ltd., London, are advertising not to sell their goods now but to preserve the good-will of their brand names, according to W. B. B. Fergusson, managing director, in a letter to the agency's New York office.

However, Mr. Fergusson states, there is a much more important reason why advertising should continue. Advertising, he contends, is a symbol of the economic freedom for which Great Britain is fighting.

"It is generally admitted," he says, "that the capitulation of France was largely due to the collapse of French morale. If we no longer believed we had a cause to fight for and lost our determination to fight to the bitter end, then our fate would be that of France—and America might just as well keep for her own use all armaments and other supplies she is so freely sending us. As it is, the nation is unanimous to a degree never before reached in its belief that we are fighting for our lives and the political and economic freedom which makes our lives worth living."

Press Freedom

Turning to the British Government's attitude toward advertising in wartime, Mr. Fergusson believes that British officialdom subscribes to his theory and thinks that newspapers must continue to function throughout the war. But, he points out, if advertising ceased, the newspapers would have to cease, too, or else be subsidized by the Government which would, of course, mean a press entirely subservient to the Government.

"Very wisely," Mr. Fergusson says, "the authorities are permitting advertising to continue in moderation. The money for this may, in many instances, come out of excess profits. Nevertheless, it is making possible for the press to keep in being. In other words, the press is being indirectly subsidized by the Government, but in a manner which does not impair its freedom."

Vick's Big Plans

VICK CHEMICAL Co., New York, on Oct. 5 will inaugurate a new dramatic show on a coast-to-coast NBC-Red Network, Sundays 5:30-6 p.m. (EST). Details as to name of the show, format, stars and number of stations were not available as BROADCASTING went to press. The network show will be in addition to the extensive nationwide spot campaign which Vick is to launch during the last week in September. Company is also sponsoring *News for Women* with Andre Baruch, Monday, Wednesday and Friday 3-3:15 p.m. on 15 CBS stations Morse International, New York, handles the account.

NAB Group to Make Decision As Music Contract is Revised

NBC, ASCAP Accept Ideas; Formula May Serve As Pattern for Industry; Quick Action Seen

ADVISED that its suggestions for revision have been adopted by ASCAP and NBC, the NAB Executive Committee meets in New York, again Monday, Sept. 8, for its its second special session in a fortnight, to decide whether it can recommend acceptance of contracts covering return of ASCAP music to the NBC networks and its M & O stations as a pattern for the entire industry.

At a two-day meeting Aug. 27-28 the seven-man executive committee, headed by NAB President Neville Miller, advanced suggestions of changes in the contract form to provide additional safeguards for broadcasters. Since then, it was reported, the contracts have been redrafted and last Thursday, after two days in New York studying the revisions along with ASCAP and NBC officials, Mr. Miller requested the committee to reconvene the first of this week.

Double Sanction

If the committee agrees that the contracts by agreeing to rebate to NBC 2¾% of the payment they receive from handling network commercial programs and so enable NBC to sign with ASCAP and restore that music to the Red and Blue Networks.

Armed with the double sanction of the NAB and IRNA committees (IRNA having sent letters to NBC affiliates in latter August), NBC then will solicit affiliates which have not already ratified the contract in an effort to get 100% affiliate approval as rapidly as possible. NBC officials last weekend expressed an optimistic view of the situation and stated they expected to obtain unanimous consent of their affiliates without undue delay.

Despite this, there persisted opposition from affiliates and independent stations on the ground that there was no need for great haste and also that the deal is not the best obtainable. Whether this reaction is sufficiently strong to block approval, however, was doubtful.

S. A. Cisler, general manager of WGRC, Louisville, last Tuesday wrote NAB President Miller, IRNA Chairman Samuel R. Rosenbaum, and John Elmer, president of WCBM, Baltimore, and NAB Executive Committee member, protesting NAB's implied approval and urging that the trade association survey its membership "to ascertain the true feeling of the association toward a settlement with ASCAP".

Mr. Cisler said he thought the NAB and IRNA owed apologies to MBS for the remarks made at St. Louis about the MBS-ASCAP deal, declaring that the NAB "had been strangely silent about the demerits of the NBC proposal". He said the NBC deal is only ¼ of 1% better on the blanket basis than MBS' and that it perpetuates the "evils of a percentage deal on both blanket and individual station licenses".

Agencies Seek Speed

No official deadline has been set, but NBC executives are making every effort to get the contracts signed and ASCAP music back on the air by the end of daylight saving time. This date, which marks a resumption of the normal winter broadcasting schedules with practically all major commercial programs back on the air after summer lay-offs or substitutions, would be a good time to have the radio-music problem settled as well.

Not much has been printed about this angle, but it is said to be an open industry secret that advertisers and agencies have for some time been spurring the broadcasters to "hurry up and get the music situation settled, so we can get our programs settled." The sponsors and their agencies take the view that they went along with radio in its battle against a music monopoly, but that now the war is won and over with there should not be any further delay about signing a treaty of peace.

Asked why it has taken until now to get into final shape contracts whose basic terms were agreed on by NBC and ASCAP and ratified by the ASCAP board on Aug. 1, one of those most intimately concerned with the task explained that the essential cause for delay has been the magnitude of the contracts themselves, rather than any major points of issue.

Changes in the original agreement, such as those suggested by the NAB committee, he said, were readily approved by both parties, but when it came to altering the language of the contract accordingly, the trouble began.

"In effect we are drafting a contract for the entire industry," he stated, "and not one contract, but several, covering networks and individual stations, covering blanket licenses and per program arrangements, covering commercial programs and sustaining shows. A clause or a word changed in any part of the whole has to be checked through all the other parts to make sure that in closing one hole we have not opened a number of others. It's been a complicated job and complicated jobs take time."

Industry Pattern

Although technically the contracts under discussion have applied only to the NBC networks and M&O stations, the consideration of the deal by the NAB committee and the presence of Mr. Miller at recent conferences between NBC and ASCAP at the latter's invitation lend strong support to the belief that when completed these contracts will be the basis for a resumption of ASCAP music by the entire industry.

Attendance of CBS officials at the NAB executive committee sessions further strengthens this opinion and, while officially there has been no resumption of negotiations between CBS and ASCAP, it was learned that ASCAP has approached CBS with a suggestion that they get together as soon as the NBC contracts are ratified. In going to CBS, ASCAP has eliminated a potential impasse which might have been caused by a mutual reluctance to make the first move and there is a growing belief that affairs may be so arranged that ASCAP music may be returned simultaneously to NBC and CBS.

College Catalog

The network contracts with ASCAP, while dependent on the agreement of their affiliates to rebate a percentage of payment for network commercial programs to the networks, are independent of any action the affiliates may take regarding signing individual ASCAP contracts for the use of the society's music on local programs. For that reason it might be expected that the closing of station contracts might string out for some time, since the networks can obviously put no pressure on their affiliates regarding their local broadcasting practices.

The advertisers who are planning to sponsor broadcasts of football games this fall, however, are finding the music situation a major headache. In an attempt to alleviate the situation, BMI has just signed a contract with Allen Collegiate Music for exclusive performance rights to its catalog of college songs, said to be the most complete in the country and comprising more than 90 songs.

Mr. Allen also agreed to supply 25 additional collegiate numbers

(*Continued on page 51*)



NEW ORLEANS was invaded recently and WWL was on hand to cover the proceedings, marked by a mock attack on the shores of Lake Ponchartrain with boats made by Higgins Industries. Lieut. A. Louis Read (left), former WWL commercial manager, watches Gov. Sam H. Jones speak into mike held by Henry Dupre, WWL special events director.

MR. MEINECKE GETS PERSONAL

And the Folks in Lubbock Like It Since He Started Transcribing Own Messages

By CHARLES N. TUNNELL

RADIO SPOT announcements have been used by A. S. Meinecke, manager of Meinecke Bros., a retail hardware firm of Lubbock, Tex. for many months quite successfully. But now Dealer Meinecke has injected a little personal element into his spot announcements that has stepped up sales to a noticeable extent.

Like most small city retailers, Meinecke had depended upon the local station announcers to read off his song and dance about hardware specials, service features, or make other announcements. Any deviation consisted of some transcription furnished by the manufacturer of some appliance or major article of merchandise.

Their Own Discs

"We decided to get in that 'Hello Neighbor' angle," says Meinecke, "so we started making our own transcriptions . . . and now everywhere I go, friends and customers will be asking, 'Say, wasn't that you I heard over the radio the other day?'

"We now have three spots daily for six days a week—9:45 a.m., 3:45 and 6:00 p.m. We open each broadcast with a musical note and this announcement, or one very similar: 'How do you do ladies and gentlemen. This is A. S. Meinecke bringing you another transcription from the showrooms of the Meinecke Bros. Hardware Store.' We then plunge into our new merchandise arrivals, the probability of low stocks in certain lines because of the defense program, or some item that is especially timely—inviting friends and neighbors to visit our attractive store that is more than a hardware store."

Do They Listen?

Once recently to test the response to these little personal chats from the owner of this retail store, this merchant started off with his usual introduction, then started talking about some new items in the store—colorful sea-island grass woven rugs at attractive prices. He then interrupted, "But wait a minute—just to see if women are actually listening to my daily little chats about our new merchandise, I am going to give one of these new rugs absolutely free to the first 10 women who telephone in to say they have heard this program."

Within six minutes, 10 calls had come in for the rugs—within 10 minutes 31 calls had been received—and other listeners called in for fully an hour after the broadcast was over.

In making these transcriptions, Meinecke writes out his script to fit the featured items in stock; then he brushes up the script, reads it aloud until he has what he wants, and makes the recording. By giving just a little more of his personal time to his radio advertising and by putting a little personal touch to the broadcasts, he has realized greater returns.



How to Tell Farmers in Oklahoma

• Farmers in Oklahoma, as elsewhere, are normal everyday people. In their dress-up clothes you probably couldn't tell them from urbanites.

But, because farmers as a group make up the largest single segment of WKY's audience, they are entitled to, and GET, special attention and service in this station's program structure. For two decades, in fact, WKY has been the station to which farmers throughout Oklahoma have become accustomed to look for programs and services serving their special interests. To this add the fact that WKY carried 15 out of a possible 16 daytime programs ranking topmost with rural listeners in the recent C. A. B. urban-rural study, and 13 out of a possible 18 top-ranking night programs.

Reasons enough why WKY is the 3-to-1 choice of rural listeners! Reasons enough why WKY is the most effective means of telling and selling farmers in Oklahoma!

TELL 'EM AND SELL 'EM OVER WKY **OKLAHOMA CITY**

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Management)* ★ REPRESENTED BY THE KATZ AGENCY, INC.

Atlantic Football Covers 83 Stations

Professional, College And High School Games Listed

ATLANTIC REFINING Co., which again will sponsor a comprehensive series of football broadcasts this season despite Federal restrictions on gas and oil consumption in most of its distribution territory [BROADCASTING, Aug. 11], has announced its complete 1941 schedule through its agency, N. W. Ayer & Son.

Six stations have been added to the originally announced total, bringing to 83 the number of stations carrying the 144 collegiate, the 22 pro and the various high school games for which Atlantic has contracted. Games of 27 colleges, including for the first time Princeton, have been signed, along with all games of the professional Philadelphia Eagles (on WFIL) and the Pittsburgh Steelers (on WWSW).

The high school schedule includes all games of the Hazleton, Williamsport and Wilkes-Barre (Pa.), and Watertown (N. Y.) high schools, which will be carried over WAZL, WRAK, WBRE and WWNY, respectively. Five Allentown high school games will be broadcast on WSAN.

The College Schedule

The collegiate schedule and stations to carry the games follows [asterisks indicate night games]:

SEPT. 26

Syracuse vs. Temple, WAGE.
Temple vs. Kansas, WIP.

SEPT. 27

Tulane vs. Boston College, WOR WEEI WDRC WMAS WORC
Brown vs. Wesleyan, WPRO
Lehigh vs. Dickinson, WKBO
Delaware vs. Juniata, WDEL
Muhlenberg vs. Albright, WSAN WEEU
Franklin & Marshall vs. Providence, WGAL
Virginia vs. Lafayette, WEST
Carnegie Tech vs. Westminster, WWSW
Ohio State vs. Missouri, WTAM WBNS
Mississippi State vs. Florida, WJAX WDBO
Duke vs. Wake Forest, WPTF WBIG WBT WDNC

OCT. 3

*Temple vs. V. M. I., WIP
*Delaware vs. P. M. C., WDEL
*Albright vs Carnegie, WRAW WWSW

OCT. 10

*Temple vs. Georgetown, WIP
*Florida vs. Villanova, WJAX WDBO
*Albright vs. West Chester Tea., WRAW

OCT. 11

Yale vs. Pennsylvania, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYE WSPR WATR WTAG WAGE WCAU WFPG WHP WGBI WFBG
Holy Cross vs. Syracuse, WORC WFBL WNBF WGR WIBX WHEC WDRC WLAW WENY WMAS
Boston College vs. Clemson, WEEI
Brown vs. Rhode Island, WPRO
Princeton vs. Columbia, WFIL WGY WOR WBOC WFBR WJEJ WTBO
Dickinson vs. W. & J., WKBO
Ursinus vs. Delaware, WDEL
F. & M. vs. Hampden-Sydney, WGAL
Gettysburg vs. Muhlenberg, WSAN WORK
Navy vs. Lafayette, WEST
Penn State vs. Bucknell, WWSW WEEU WKOK WLEU WJAC WPIC WKST WCED WMBS
William & Mary vs. V. P. I., WRNL WLVA WSVA WETM WDBJ
So. Carolina vs. Wake Forest, WFBC
Georgia Tech vs. Notre Dame, KDKA WTAM WBNS WPTF WBIG WBT WMAZ WRDW WSAV

OCT. 17

*Villanova vs. Baylor, WFIL
*Moravian vs. F. & M., WGAL

OCT. 18

Yale vs. Army, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG WOR
Holy Cross vs. Univ. of Mississippi, WDRC WLAW WMAS WORC
Boston College vs. Manhattan, WEEI
Brown vs. Tufts, WPRO
N. Y. U. vs. Syracuse, WAGE WGY
Duke vs. Colgate, WPTF WBIG WBT WFBC WFBL WNBF WGR WIBX WHEC WDNC WENY
Temple vs. Penn State, WIP WMBS WLEU WWSW WJAC WPIC WKST WCED
Princeton vs. Pennsylvania, WCAU WFPG WHP WGBI WKOK WBOC WFBR WJEJ WTBO WFBG
Lebanon Valley vs. Albright, WEEU
Delaware vs. Dickinson, WDEL, WKBO
Gettysburg vs. Western Maryland, WORK
Lafayette vs. Muhlenberg, WEST WSAN
Carnegie Tech vs. Notre Dame, KDKA
Ohio State vs. Purdue, WTAM WBNS
Richmond vs. Wash. & Lee, WRNL WLVA WSVA WBTM WDBJ
Vanderbilt vs. Georgia Tech, WMAZ WRDW WSAV WJAX WDBO

OCT. 23

South Carolina vs. Clemson, WFBC WSPA

OCT. 24

Temple vs. Bucknell, WIP WRAW WKOK

OCT. 25

Yale vs. Dartmouth, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNEH WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG WOR
Holy Cross vs. N. Y. U., WLAW WORC
Boston College vs. Georgetown, WEEI WDRC WMAS
Lafayette vs. Brown, WEST WPRO
Syracuse vs. Rutgers, WAGE WGY WENY
Cornell vs. Colgate WHCU WFBL WNBF WGR WIBX WHEC KDKA
Vanderbilt vs. Princeton, WFIL WHP WGBI WKOK WFBG
Pennsylvania vs. Maryland, WCAU WFPG WBOC WFBR WJEJ WTBO
Albright vs. Moravian, WEEU
Muhlenberg vs. Dickinson, WSAN WKBO
F. & M. vs. Gettysburg, WGAL WORK
Penn State vs. Lehigh, WWSW WPIC WCED WMBS WJAC WKST WLEU
Ohio State vs. Northwestern, WTAM WBNS
Richmond vs. V. M. I., WRNL WLVA WSVA WBTM WDBJ
Georgia Tech vs. Auburn, WMAZ WRDW WSAV WJAX WDBO
Wake Forest vs. North Carolina, WPTF WEIG WBT

OCT. 31

N. Y. U. vs. Penn State, WWSW

NOV. 1

Yale vs. Brown, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG
Colgate vs. Holy Cross, WFBL WNBF WGR WIBX WHEC WORC WENY
Boston College vs. Temple, WIP WLAW
Wisconsin vs. Syracuse, WAGE WGY
Princeton vs. Harvard, WENS WCED WKST WEEI WDRC WTAM WPRO WMAS KDKA WJAC WLEU WPIC WOR
Duquesne vs. Villanova, WWSW WFIL
Pennsylvania vs. Navy, WCAU WFPG WHP WGBI WKOK WBOC WFBR WJEJ WTBO WFBG
F. & M. vs. Albright, WGAL WEEU
Ursinus vs. Muhlenberg, WSAN
Dickinson vs. Drexel, WKBO
Delaware vs. Mt. St. Marys, WDEL
Gettysburg vs. Lafayette, WORK WEST
Georgia Tech vs. Duke, WSPA WDEJ WBTM WSVA WJAX WDBO WRNL WLVA WMAZ WRDW WSAV WPTF WBIG WBT

NOV. 8

Cornell vs. Yale, WHCU WFBL WNBF WGR WIBX WHEC WOR WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBF WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG
Brown vs. Holy Cross, WDRC WLAW WPRO WMAS WORC
Boston College vs. Wake Forest, WEEI
Penn State vs. Syracuse, WAGE WGY KDKA WENY
Temple vs. Villanova, WIP
Princeton vs. Dartmouth, WFIL WBOC WFBR WJEJ WTBO
Pennsylvania vs. Columbia, WCAU WFPG WHP WGBI WKOK WWSW WFBG WJAC WMBS WCED WKST WLEU WPIC
Albright vs. P. M. C., WEEU
Lehigh vs. Muhlenberg, WSAN
Western Maryland vs. Dickinson, WKBO
Swarthmore vs. Delaware, WDEL
F. & M. vs. Lebanon Valley, WGAL
Bucknell vs. Gettysburg, WORK
Richmond vs. No. Carolina, WRNL WLVA WSVA WDEJ
Lafayette vs. Rutgers, WEST
Ohio State vs. Wisconsin, WTAM WBNS
Davidson vs. Duke, WPTF WBIG WBT WDNC
Furman vs. Geo. Washington, WFBC
Florida vs. Georgia, WJAX, WDEO
Georgia Tech vs. Kentucky, WMAZ WRDW WSAV

NOV. 15

Yale vs. Princeton, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG WOR WFIL WEOC WFBR WJEJ WTBO
Holy Cross vs. Manhattan, WLAW
Boston College vs. Tennessee, WEEI WDRC WPRO WMAS WORC
Syracuse vs. Colgate, WAGE WGY WGR WENY
Cornell vs. Dartmouth, WHCU WFBL WNBF WIBX WHEC
Michigan State vs. Temple, WIP
Pennsylvania vs. Army, WCAU WFPG WEEU WHP WGBI WKOK WFBG
Drexel vs. Delaware, WDEL
Muhlenberg vs. F. & M., WSAN WGAL
Dickinson vs. Susquehanna, WKBO
Gettysburg vs. Ursinus, WORK
Lafayette vs. Western Maryland, WEST
Duquesne vs. Miss. State, WWSW WJAC WLEU WPIC WKST WCED WMBS
Penn State vs. West Virginia, KDKA
Ohio State vs. Illinois, WTAM WBNS
Duke vs. No. Carolina, WPTF WBIG WBT WSPA WLVA WSVA WBTM WDBJ WRNL WDNC
Clemson vs. Wake Forest, WFEC
Alabama vs. Georgia Tech, WMAZ WRDW WSAV WJAX WDBO

NOV. 16

Villanova vs. Detroit, WIP

NOV. 20

F. & M. vs. Ursinus, WGAL
Albright vs. Bucknell, WEEU WORK
Richmond vs. William & Mary, WRNL WLVA WSVA WBTM WDBJ

NOV. 22

Holy Cross vs. Temple, WIP WDRC WLAW WMAS WORC
Boston College vs. Boston Univ., WEEI
Princeton vs. Navy, WOR WBOC KDKA WFBR WJEJ WTBO
Pennsylvania vs. Cornell, WCAU WFPG WHP WGBI WEEU WKOK WHCU WLEU WFBC WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYE WSPR WATR WTAG WWSW WJAC WPIC WIBX WGR WNBF WFBL WKST WCED WMBS WHEC WGY
Villanova vs. Auburn, WFIL
Muhlenberg vs. Upsala, WSAN
Dickinson vs. Gettysburg, WKBO WORK
Delaware vs. Washington, WDEL
Lehigh vs. Lafayette, WEST
Michigan vs. Ohio State, WTAM, WBNS
N. C. State vs. Duke, WPTF WEIG WBT WDNC
Furman vs. Clemson, WFBC WSPA
Florida vs. Georgia Tech, WMAZ WRDW WSAV WJAX WDBO

NOV. 27

Brown vs. Rutgers, WPRO.

NOV. 29

Boston College vs. Holy Cross, WEEI WDRC WLAW WPRO WMAS WORC
So. Carolina vs. Penn State, WLEU WFBC WWSW WJAC WPIC WKST WCED WMBS
Georgia Tech vs. Georgia, WMAZ WRDW WSAV WJAX WDEO
Richmond vs. V. P. I., WRNL WLVA WSVA WTBM WDBJ

DEC. 20

Florida vs. U. C. L. A., WJAX, WDBO



STRICTLY A LEMON is this jalopy as a racing car, but KFJM, Grand Forks, N. D., says it was good promotion in the local Model T Derby. Painted all colors, it served as a studio remote car and to promote the station as well as advertisers.

NBC Feeding Fees

PUBLIC service programs and talks by such dignitaries as Winston Churchill or the Pope which NBC has been feeding to any independent station wishing to carry the broadcast, will now cost the stations $50 an hour in addition to the line charges, heretofore the only expense. NBC, in announcing the fee last week as effective immediately, stated the only exception would be talks and Fireside Chats by President Roosevelt.

Kleenex CBS Series

INTERNATIONAL Cellucotton Products Co., Chicago (Kleenex), through Lord & Thomas, that city, on Sept. 19 starts sponsoring Ginny Simms, vocalist, with orchestra on CBS stations, Friday, 9:55-10 p.m. (EDST). Miss Simms, vocalist with Kay Kyser's band, on Oct. 1 makes her final appearance on his weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. Under a three-year picture contract to RKO she is leaving Kyser and his program because current commitments are too strenuous. Kyser, currently in Hollywood, goes on tour in October.



G. F. Olson
Advertising Manager

"SPOT BROADCASTING with its complete flexibility enables us to concentrate our advertising for timely gift occasions"

. . . SAYS G. F. OLSON for SHEAFFER PENS

W. A. SHEAFFER PEN CO.
FORT MADISON, IOWA, U.S.A.

W. A. SHEAFFER Chairman of the Board — C. R. SHEAFFER President

NEW YORK 16 E. 34TH STREET — CHICAGO 508 REPUBLIC BLDG — SAN FRANCISCO ARCADE 6-7 MONADNOCK BLDG — TORONTO 169-173 FLEET ST

THE WHITE DOT IDENTIFIES THE LIFETIME PEN

PLEASE REFER YOUR REPLY TO THE ATTENTION OF THE WRITER

August 20, 1941

Mr. John Blair
John Blair and Company
520 North Michigan Avenue
Chicago, Illinois

Dear Mr. Blair:

Mr. Freeman Keyes, President of the Russel M. Seeds Company, has told me of the help your organization has given him in clearing quality spots for our fall and winter broadcasting campaign. I want you to know that your co operation is very much appreciated by us.

We have been consistent users of spot radio advertising for a good many years and I can honestly say that it has proved to be one of the most effective adjuncts to our general National campaign in magazines and newspapers.

A business such as ours is naturally geared to seasons, and timely gift occasions. Spot Broadcasting, with its complete flexibility enables us to concentrate our radio advertising at the particular periods when Sheaffer pens, pencils and desk sets are most timely as gift suggestions. We even have used our spots to direct the listeners' attention to a particular Sheaffer advertisement in a newspaper or magazine just out - thus heightening the immediate power of the promotion for the retail stores.

Spots which are correctly worded, correctly timed, and correctly placed on the best stations, we regard as a most important part of our National campaign.

Thank you for the cooperation you have rendered our agency and ourselves.

Sincerely,
W. A. SHEAFFER PEN COMPANY
Advertising Manager

GFOlson:mw

SPOTS FLEXIBLE PLANNING!

SPOTS PRECISE TIMING!

SPOTS SELECTIVE PLANNING!

Good sales management requires that Sheaffer Pen advertising should deliver a special advertising impact directed at every gift occasion. That's why Spot Broadcasting is so important in Sheaffer plans. Its flexibility assures effectiveness in every market and precise timing to reach biggest audiences on selected stations . . . with budgets always adjustable to local conditions and sales potentials.

● **Have you considered how flexible Spot Radio can solve your seasonal and sectional problems? Ask a John Blair man.**

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO
NEW YORK
DETROIT
ST. LOUIS
SAN FRANCISCO
LOS ANGELES

WIBW Prepares for Any Emergency

Everything in Duplicate so Station Will Not Be Thrown Off Air

By BEN LUDY
General Manager, WIBW, Topeka

NO MATTER what happens, WIBW, in Topeka, will stay on the air. For everything at the station is in duplicate — power plants, studio equipment and transmitter equipment. The idea conforms to a recent suggestion by the Defense Communications Board that stations have alternate equipment to use in case regular equipment fails. Under the technical guidance of Karl Troeglen, WIBW chief engineer, the station has taken every conceivable step to keep operating if trouble occurs. The experience of WIBW should prove helpful to other stations.



MR. LUDY

IN ORDER that a radio station can be assured of giving continuous service under all conditions it must have complete auxiliary equipment. Equipment failures can generally be included in two groups.

1. Failure of equipment beyond the control of the station engineer.
   a. Source of power supply to studio and transmitter.
   b. Telephone lines between studio and transmitter.
2. Failure of equipment under the control of the station engineer.
   a. Studio equipment.
   b. Transmitter equipment.

The first of these will be discussed in greater detail at this time. Primary power failure is by far the most important to a radio station, so it was given first consideration by WIBW. The source of power to the transmitter plant was located 12 miles from this station and had to pass through 39 fuses. Possibility of failure was considerable.

The power to the studio, while less apt to fail, was also vitally important. Studio amplifier equipment can be operated on batteries, but such items as news printers and transcription turn tables would be rendered useless when the power failed. Studio and office lighting is also important for proper operation over a long period of time. In view of this auxiliary power equipment was installed at both the studio and transmitter plant.

Studio Auxiliary Power

This studio auxiliary power equipment supply consists of a standard Universal Motor Co. 6000M plant which is capable of delivering 5,000 watts of power. It is a 120 volt 60 cycle AC plant. The machine is equipped with a mechanical governor as well as a Burlington voltage regulator. It has a 6-volt ignition system and has mounted on its frame a 10-gallon gasoline tank. The machine operates at 1200 rpm. The entire unit is mounted on four Firestone machine mounts. The location of the machine is in the basement of our studio building. Power from this machine is supplied to the control room, two studios, lobby, and announcers' and newsroom.

Operation of Machine: Upon the failure of the main source of supply; that is, a drop of 70% of normal voltage or less, the transfer relay drops out causing the machine to start and supply power to its connected load. Interruption under these conditions is only four seconds. Should a failure be anticipated (supply is erratic over a period of time) the machine can be started without load and switched manually with no interruption in service.

When the normal supply again is restored to 90% or more of its normal value, the transfer switch is again energized and the load is restored to normal supply. At the same time that load is restored to normal, the machine is also automatically stopped. The switchback is so fast that no interruption is apparent.

The machine can be kept in service after normal power is restored if desired for any reason.

A small battery charger is necessary to keep the starting battery charged.

Gasoline consumption is about 1 gallon per hour under load. When the mechanical governor and voltage regulator are properly adjusted, the frequency of the output voltage is sufficiently constant under average load variation to be undetectable while playing electrical transcriptions.

Maintenance Routine: Checking oil, water and gasoline levels. Keep battery charged and machine clean. Machine is put into operation at weekly intervals so as to be sure it will function when needed.

Total installation cost was $850.

This transmitter plant auxiliary power equipment was built by the Universal Motor Co., Oshkosh, Wis., according to certain specifications by the WIBW engineering department. The machine consists of a Marble-Card alternator and a Waukesha Motors Co. motor. This motor is equipped with mechanical governor. A Burlington voltage regulator is used. The automatic transfer switch is built by the Automatic Switch Co., New York.

The plant is in a 20x10 room on the end of the building. A 250-gallon gas tank is buried outside of this room.

The machine is designed to deliver 30 kw. at 80% power factor, being rated at 37.5 kva. Its speed is also 1200 rpm. The output is three-phase 220 volts, 60 cycles AC.

It will be noted that these machines both operate at 1200 rpm. This reduced speed is desirable even though a somewhat larger machine is needed, since in case of prolonged service, the machine will function better and noise and vibration are considerably reduced. This machine is mounted on single strips of Keldur to dampen vibration. Firestone machine mounts are available, however, and could be used as well. A 12 volt ignition system assures easier starting.

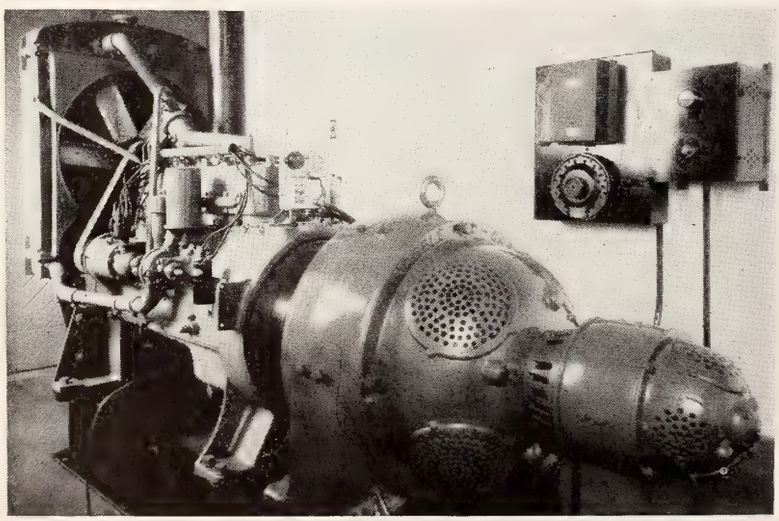
The machine is so connected that in case of failure of normal supply, the entire building load, including tower lights, is immediately transferred to the auxiliary plant. The transfer to the machine from a dead start takes 5 seconds to full power. The transfer back is instantaneous if desired.

In the event of failure of any one of the three phases of the normal supply (drop to 70% or less) a relay drops out which causes the auxiliary machine to be started. As soon as this machine has come up to proper speed and voltage another relay is operated which in turn transfers the load to the auxiliary power supply. When the normal supply again reaches 90% or more of normal value a time delay relay is energized. After a fixed delay this relay closes and the load is again switched to the normal supply. The time delay relay is used so as to avoid rapid switching from auxiliary to normal and back to auxiliary in the event the normal power should be restored a brief period and then drop out again.

Special switches are also provided so that the machine can be started and put into service manually, should the operator so desire. Under such a switch, the transfer is so fast that no break is noticed on the air. The machine can also be kept in service after normal is back if desired. A feature worth mentioning is that the coil of the transfer switch is not energized except for a few seconds while a transfer is being made. Over a period of time some saving in power is thus affected.

After proper adjustment of the

(*Continued on page 27*)



THIS TRANSMITTER AUXILIARY power plant at WIBW will go into operation in case the regular power supply fails. Another plant serves the studios in case of emergency.



5000 WATTS DAY and NIGHT

New Site • New Equipment
New Directional Antenna

"*Tailor Made*" to the Great Western New York Market

WBEN

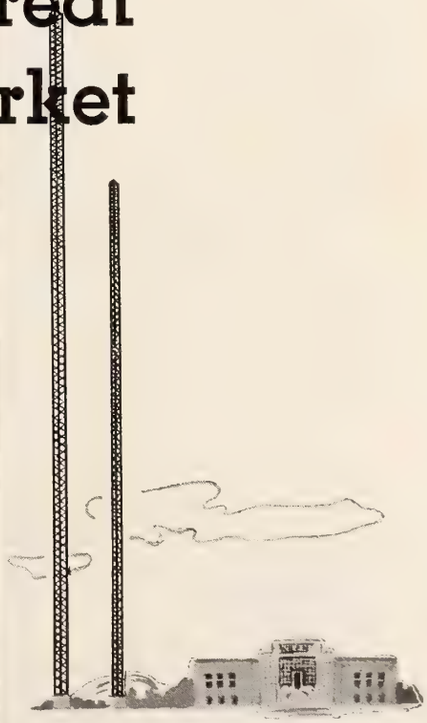
BUFFALO, N. Y.

NBC Basic Red Network

930 Kilocycles
in the center of the dial

Represented by
EDWARD PETRY & CO.
New York and Chicago

"The Preference of the Audience Is the Choice of the Advertiser"



Output Uncertain, Auto Buying Drops

Spot Adaptability May Bring Improvement During Season

By Special Correspondent

DETROIT—The major introductory season for the new automobiles is at hand. This month will see close to a dozen presentations of 1942 models, and the splurge of initial showings will be over by the first week in October.

Unique this year is the fact that promotional plans are in a state of confused flux never before seen in the agencies. Introduction dates are being changed from day to day. Aside from a few insertions in magazines whose forms close several weeks before publication, commitments for space and time are exceedingly unusual.

Out of the murky situation develops the indication that time purchasing on behalf of the new model announcements is somewhat below last year—perhaps as much as 25% off. This consists mainly of spot announcements, as before. The degree of reduction appears to be about in line with that suffered by other media.

But all is not entirely pessimistic for the automotive outlook despite car curtailment orders from Washington. At least two companies have been talking with network representatives inquiring into costs etc., of staging chain shows sometime later in the model year. And a feeling is growing in several companies that a fairly comprehensive program of promotion may be necessitated in the period ahead to move cars in a market made suspicious by reports of substitute materials, thinned out by advancing buying of 1941 models, and made skittish by substantially increased prices on the 1942's.

The automotive production picture, on which the volume of promotional money ultimately hinges, is considerably confused today.

On the one hand, OPM-OPACS set up allotments for the 1942 model year which will result in about a 50% diminution from comparative figures of the 1941 span. These vary with different companies, smaller ones absorbing the smallest cuts, as follows:

	1942 Schedule	*1941 Output*	*% cut*
Gen. Motors	952,000	2,008,957	51.6
Chrysler	496,000	1,019,281	51.8
Ford	399,600	779,250	48.7
Studebaker	92,400	133,893	30.9
Hudson	68,800	94,165	26.9
Nash	58,000	90,560	35.9
Packard	60,000	72,122	16.9
Willys	21,500	25,504	15.7
TOTALS	2,148,300	4,223,732	49.1

The degree of the cut was conditioned not only by the 1941 totals, but by average output levels of recent years.

In addition to this passenger car volume, however, truck operations were an added factor. It was expected in Washington that truck output during the 1942 model year would approximate 1,189,000 units, up 200,000 from last year. This would make the overall vehicle production around 3,337,000 units as against 5,200,000 last year—not nearly as pronounced a reduction as indicated by the passenger car figures alone.

Virtually all companies allot advertising money on the basis of unit output and sales. Consequently, the above figures may prove a likely index to the ultimate amount of promotional dollar spending. But this may not hold entirely true, as indicated in a roundtable discussion at Studebaker late in August. In response to a question from S. J. Paul of BROADCASTING'S Chicago office, Studebaker President Paul G. Hoffman said:

"Even though we could dispense with advertising and still sell all production assigned us, we will continue to make appropriations on the same basis as before, and there is at least a strong possibility that the appropriations for this model season may be increased beyond that amount."

Supply Problem

Beyond the question of Government curtailments, however, rises the problem of raw material supplies. Auto men are frankly worried over the impact of priorities on their supplies of such requirements as steel, copper, lead and others. Many of them think that shortages of such basic requirements will do more to keep down their output than the Government-evolved curtailments.

The entire picture was said by one radio man close to the industry to be shaping up as favorably to radio as anything else—perhaps more. He explained by declaring that with production plans moving on virtually a week-to-week basis, the flexibility of spot announcing had very important advantages over the comparative rigidity of newspaper and magazine schedules.

Introductions have already been made by Plymouth, Hudson, Packard and Willys, the first two of which offered cooperative arrangements for dealers seeking to use introductory radio.

Other introduction dates are roughly shaping up this way:

Until Sept. 15—DeSoto, Chrysler, Nash.

Sept. 15 to Sept. 25—Ford, Lincoln-Zephyr, Pontiac, Dodge.

Sept. 25 to Oct. 5—Buick, Olds, Cadillac, Chevrolet.

Ford Trucks to Maxon

ALL ADVERTISING of the Ford truck division, including service, parts and accessories, has been awarded to Maxon Inc., now doing Mercury and Lincoln-Zephyr accounts for the Ford Motor Co. Ford passenger car advertising and dealer accounts remain with McCann-Erickson, which has had the entire Ford account since last fall. Radio Announcer Harry Wismer, who was made account executive on the Mercury and Lincoln-Zephyr accounts for Maxon last fall, is expected to add the contact work on the Ford truck account to his duties.

Weaver Aids Francisco

S. L. WEAVER, advertising manager of American Tobacco Co., New York, is on leave of absence to join Don Francisco, director of the communications division of the Nelson Rockefeller Inter-American Committee. When Mr. Francisco shifts his headquarters to Washington from New York Sept. 15, Mr. Weaver will join him. Associate director in New York will be Russell Pierce, advertising manager of the export information bureau of the American Assn. of Advertising Agencies. Everard Meade is handling Mr. Weaver's duties, in addition to advertising on Lucky Strike cigarettes.

Big List for Series

FOR THE THIRD consecutive year, Gillette Safety Razor Co., Boston, has selected Red Barber of WOR, New York, and Bob Elson of WGN, Chicago, to describe the World Series, broadcast again this fall exclusively on MBS. Nearly 300 stations will carry the series, which also will be shortwaved around the world, with broadcasts to South America in Spanish. The schedule and dates of the games will be announced by Judge Kenesaw M. Landis, high commissioner of baseball.



A down-to-earth idea for every man and woman

"Getting the Most Out of Life Today" with Dr. William L. Stidger

Loyal followers provide a ready-made audience

In this NBC Recorded Series of 78 five-minute programs, Dr. Stidger draws from his own rich life and presents the kind of forceful, down-to-earth philosophy every man and woman can understand and enjoy. His human anecdotes of people great and small are inspirational gems that leave with the listener practical solutions of the increasingly difficult problem of "Getting the Most Out of Life Today."

Ideal for local and spot advertisers looking for a dignified program of wide appeal. Can be presented 3 times weekly for 13 or 26 weeks at unbelievably low cost.

In many instances, special music and scripts may be made available to those advertisers who prefer to present Dr. Stidger as a 15-minute feature.

Write today for presentation, rates and availability. Or, your local radio station can arrange an audition.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

(ADVERTISEMENT)

U. S. Congressmen Star on New Radio Show

"NO POLITICS" Biggest Mail-Pulling "Sustainer" Open for Sponsorship On Any Network

UNUSUAL RESULTS from 13-week spring sustaining series on CBS forecasts tremendous possibilities for commercial sponsor. Congressmen prove real "box office" as their natural showmanship, ready wit and wide range of knowledge carried them through rigid Saturday noon test-airing of this novel question and answer show.

AT LAST smart showmanship has created the "different" quiz-type show that combines all the elements necessary to provide a high audience rating and an unparalleled vehicle for the promotion of any product with national distribution.

In two months "NO POLITICS" developed into Columbia's biggest "sustaining" mail-puller without the aid of ballyhoo or large premiums. Now, it is available for sponsorship as a proven program with a nation-wide pre-developed audience.

Right now, while agencies and clients are looking for that "different" program . . . "NO POLITICS" is ready to take to the air with America's most newsworthy group of personalities as your guest stars . . . prominent Congressmen who make the front page headlines of the nation's newspapers.

Scheduled for the unseemly period of 1:30 to 2 P.M. Saturdays during a spring test-series, this novel show proved a genuine hit from the outset. The only "hook" was the $5 rewarded each person whose questions "stuck" the panel.

Headline Congressmen Participate

Thirty-nine Congressmen have given the public a wide variety of lingo ranging from the soft drawl of Georgia's Robert Ramspeck and New Mexico's Clint Anderson to the clipped Harvard diction of Massachusett's brilliant young Tom Eliot. Tennessee's Percy Priest had the public alternately laughing and crying with his hillbilly recitations and songs . . . Washington's Coffee had the listeners gasping over his freakish facility for recalling dates . . . Ohio's Brown kept the show moving at a merry pace with his humorous heckling and scintillating wit, while John Vorys (also Ohio) inserted his Yale sophistication to the delight of the amazingly large and blase upper-bracket group of "NO POLITICS" Coast-to-coast audience.



MASTER OF CEREMONIES — ERNEST K. LINDLEY, is well equipped to stand at the helm of "NO POLITICS." A Rhodes scholar, he has travelled extensively in Europe and Africa. He covered Presidential campaigns of Al Smith, Herbert Hoover and political activities of President Roosevelt since his governorship of New York. In 1937 he became Chief of the Washington Bureau of "Newsweek"—a position he still holds.



THE PANEL OF EXPERTS. Two new Congressmen are brought to the program each week, a Democrat and a Republican being retained from former panels. By this routine every state in the Union can be covered in the course of 26 broadcasts. Shown here, "off the hill" and "on the spot" are Congressmen Thomas Rolph, Calif.; Jennings Randolph, W. Va.; Thomas Eliot, Mass.; and Clarence J. Brown, Ohio.

Proven Entertainment

To quote "TIME" which devoted an entire radio column to "NO POLITICS"—*"In the wake of babies, wise guys and the public at large, four Congressmen took to the air last fortnight to flaunt their information and mis-information on a quiz show . . . made quite a hit on its first rendition . . . "*

Despite the period of airing and three changes in time in the course of a few months "NO POLITICS" held and increased its audience—became tops in mail-pulling among sustaining programs on the CBS network and achieved a not-to-be-sneezed-at "Crossley" rating. Hundreds of letters poured in from that hard-to-reach but important 'teen-age market . . . youngsters in high school, colleges and junior colleges. College professors wrote that "NO POLITICS" was "must listening" for their classes. Hard-bitten executives, radio-wise housewives, all professed delight with the show. One lady wrote that, *"It's a pleasure to meet our Congressmen in their 'mental suspenders'!"*

Congressmen Enjoyed Participation

Many participants on the panel expressed a keen desire to reach the public in a human, friendly atmosphere where politics was taboo . . . and stated that "NO POLITICS" did much to absolve the 'stuffed shirt', 'political windbag' and 'ignoramus' labels that a not-too-kind public is prone to tag on its national legislators. Also that "NO POLITICS" did much to create more friendly understanding between the public and these national legislators.

National Show—Local Impact

Left alone, without benefit of ballyhoo and promotional tie-ins, "NO POLITICS" carries a prestige and entertainment value far above the average. With local promotions timed to match the individual appearance of various Congressmen, a sponsor stands to get an impressive local impact in every community of the United States. Every state and most Congressional Districts will, in the course of a sustained period, find its Congressmen on "NO POLITICS" and the result bids fair to outrival currently effective shows with localized merchandising themes. Voters of the various states will be sure to tune in when their state is represented on "NO POLITICS" and the localized merchandising tie-ins will provide the sure-fire vehicle for increased sales in the affected areas. "NO POLITICS" will shed a brighter light of importance and prestige to the sponsor's commercial problems.

Publicity Producing Show

Front pages of newspapers are constantly focusing reader's attention to the actions of Congress and many individual Congressmen who have appeared on "NO POLITICS" and are available for future appearances are the biggest newsmakers on Capitol Hill. Local papers will be quick to publicize the appearance of Congressmen from their districts and a real tonnage of prestige-building publicity will benefit the sponsor of "NO POLITICS". Answering today's problems of maintaining a powerful public-relations program, "NO POLITICS" provides the ideal combination of sales and good-will without divorcing one from the other and without requiring dual handling and expense.

Ernest Lindley "Speaker of House"

In each program four Congressmen are put through their paces by Columnist Ernest Lindley and conducted with mock formality, closely patterned after parliamentary procedure in the House of Representatives. Lindley complete with gavel, enacts the part of the "speaker." He outlines "the order of business of the day." He "recognizes" the various "gentlemen from such and such a State." Announcer Hugh Conover is the "clerk" and his language, too, follows a parliamentary pattern.

When a question is missed, for example, "Clerk" Conover intones, "I hereby introduce a bill, H. R. 76, to appropriate $5 to be mailed to Miss So-and-So who sent it in. All in favor say aye, etc."

And the similarity to congressional conditions extends also to the acoustics. Instead of it being broadcast from an acoustically perfect studio, the show is produced in the Willard Room of the Willard Hotel, where marble pillars and high ceilings approximate the echoing sounds heard from the halls of Congress itself.

Audition Recordings Available

Every performance of "NO POLITICS" was recorded during the regular broadcasts and the platters are available to any agency or prospective sponsor for audition purposes. In any cases where inquiries are forthcoming from recognized agencies they will be protected to the fullest extent. Henry J. Kaufman, Advertising, Homer Building, Washington, D. C. appears in such situations, purely in the role of producer.

"NO POLITICS"

. . . . *but SALES!*

NOW AVAILABLE FOR IMMEDIATE SPONSORSHIP ON ANY NETWORK

★ Proven Entertainment

★ "Natural" for Publicity

★ Easily Merchandised

Agency inquiries are invited. This organization acts only as producer of "No Politics" and full "time" commissions will be allowed agency acting for sponsor.

WIRE OR WRITE AT ONCE FOR AUDITION PLATTERS

Henry J. Kaufman Advertising

Homer Bldg., Washington, D. C.

Iceland Lingo

THE FCC's new Foreign Broadcast Monitoring Service is staffed with translators capable of dissecting almost any foreign language broadcast. However, when Berlin recently started to shortwave to Iceland in Icelandic, Uncle Sam's propaganda analysts were stumped. FBMS was about to send an SOS to the State Department when one of the FBMS staff translators, Miss Doma Westman, mentioned that she talked Icelandic with her parents in their home. So now German "bombcasts" to Iceland are being thawed out as they come.

Deletion of Brinkley Outlet Shown by Mexico's New Log

XERA, Villa Acuna, Off Air Since Last March; Dozen Changes Shown in New Offical List

ALL OFFICIAL doubt as to the deletion of XERA, Villa Acuna, Mexico, outlaw station formerly operated by Dr. John R. Brinkley, was removed by the Communications Ministry of Mexico last week with the publication of its official log of broadcast stations for August.

Since the Continental reallocation of standard broadcast stations effected last March 29, XERA has been off the air, but the station was carried on the Mexican log as slated for assignment on 800 kc. with 500,000 watts power. Conversations between the FCC and the Mexican Communications Ministry, carried on through the State Department, yielded the report early this year that the Brinkley station would not again take the air. The August list, received in Washington Sept. 3, however, for the first time failed to show the call letters of the former Brinkley station.

Assignments Changes

The new list reveals about a dozen deviations from the previous official log published in June. Most important of the shifts was a switch in the assignments of high-powered stations on the 730 and 940 kc. channels. XEDP, Mexico City, previously assigned to 730 kc. with 500 watts actual power but with potential authorized power of 150,000 watts, was shifted to 940 kc. with the same power ratings. XEQ, Mexico City, formerly assigned to 940 kc. with 50,000 watts, switched to 730 kc.

Because 940 kc. is a Canadian I-A channel, according to official sources, maximum power for its use in Mexico must be restricted to 50,000 watts. Consequently, it was thought the 150,000-watt potential power rating was in error.

The new log reveals that XEJB, with 5,000 watts, at Guadalajara, Jal., has been assigned to 1010 kc. XEBG, 500-watt station at Tijuana, was deleted from 1010 kc. and was moved to 1550 kc. with 1,000 watts.

XENT, 50,000-watt station formerly licensed to Norman T. Baker, of Muscatine, Ia., remains on 1140 kc. at Nuevo Laredo, across from Laredo, Tex., with 50,000 watts. The new log shows that XEON, with 2,000 watts, at Tijuana, has been shifted from 1140 kc. to 1420 kc.

XEJS, Cananea, using 100 watts but authorized to increase to 500 watts, was deleted from 1150 kc. An increase in power for XEH, Monterrey, on 1250 kc., from 250 watts authorized to 500 watts night, 1,000 watts day in authorized output was listed. The station was shown with 100 watts at present.

On 1270 kc. XEGL, Navojoa, Sonora, was listed as a new station with 500 watts. XEBC, 100-watter at Morelia, Mich., was deleted.

Newly assigned to 1330 kc. with 1,000 watts was XECF, Los Mochis, Sin., which was shifted from 1340 kc. XEJK, 100-watter at Chihuahua on 1340 kc., also was deleted.

Assignment of XEHF, Nogales, with 1,000 watts on 1370 kc. was announced, along with deletion of XEAF, Nogales, 1,000-watter from the same frequency. XEHL, Guadalajara, 500-watter, also was assigned to 1370 kc.

XEF, Ciudad Juarez, Chih., was shifted from 1400 to 1420 kc. XEKJ, Acapulco, Gro., was assigned to 1400 kc. with 250 watts. XETU, Tampico, was newly assigned to 1460 kc. with 1,000 watts.

Boost in Facilities For Four Stations

WOWO Gets Special Grant; Awards to KMPC, WNBF

AT ITS FIRST regular meeting in several weeks, the FCC last Wednesday authorized improved facilities for four standard broadcast stations.

WOWO, Fort Wayne, was given a special service authorization to operate on 1190 kc. with 10,000 watts fulltime, for the period ending Feb. 1, 1942. The station is slated for ultimate 50,000-watt operation.

KMPC, Beverly Hills, Cal., was granted a modification of construction permit to install a new transmitter and increase its power to 10,000 watts on 710 kc., with a directional for day and night use. The station now operates on 710 kc. with 5,000 watts day and 1,000 watts night, unlimited time, but has held a construction permit for 5,000 watts at night.

WNBF Transfer

WNBF, Binghamton, N. Y., was authorized to shift its frequency from 1490 to 1290 kc. and increase its power from 250 watts unlimited time to 5,000 watts day and night. It will install a new transmitter, shift its location and use a directional antenna at night.

WIAC, San Juan, Puerto Rico, was granted a modification of construction permit, subject to installation of a directional antenna if objectionable interference is caused, to increase its night power from 1,000 watts to 5,000 watts on 580 kc. The directional was specified to avoid objectionable interference with WDBO, Orlando.

WCAU Staff Changed

STAFF CHANGES at WCAU, Philadelphia, brought about by the resignation of Harry Marble, assistant program director, necessitated the revamping of the production and program departments. Mr. Marble left Sept. 1 to join CBS in New York. Wally Sheldon was moved up to fill the vacated post. Harry McIlvain, another announcer, was also assigned to the production department. Vacancies in the announcing staff were filled by Joe Bolton, formerly of CBS in New York, and Jim Newell, of WEEI, Boston.

In the engineering department, where Technical Director John G. Leitch was called up for naval duty, Dave Gillette was named assistant to George Lewis, now acting technical director.

HOW'S SALES GOING IN STAY (Ky.)?

If your sales are *leaving* in Stay (Ky.), and some of the other little hamlets in this State, now's the time to get going where the going is good—in the great Louisville Trading Area. Normally blessed with 33% *more* effective buying income than the rest of Kentucky *combined*, this area's purse is bulging with an *extra* defense payroll topping $5,000,000 a month! . . . To tap this pocket-book power you need only WAVE, which covers the whole area at remarkably low cost! Why not send for the facts?

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

KDYL, KPRC SEEK ACCESS TO CLEARS

TWO ADDITIONAL applications for assignment on existing clear channels, seeking their breakdown, were filed with the FCC last week.

KDYL, Salt Lake City, applied for 10,000 watts on 880 kc., upon which WABC, New York, 50,000-watt key station of CBS, is the dominant outlet, in lieu of its present 5,000-watt assignment on 1320 kc. KOIN, Portland, Ore., applied for 10,000 watts on 770 kc., upon which WJZ, New York, 50,000-watt key of the NBC-Blue Network, is the dominant station.

KPRC, Houston, operating with 5,000 watts on 950 kc., has applied for 10,000 watts day and 5,000 watts night on the same frequency, in line with pending applications of WIBW, Topeka, and WCHS, Charleston, for horizontal daytime power increases to 10,000 watts on regional facilities.

Among others, there are pending before the FCC applications of WCKY, Cincinnati, for assignment on 640 kc., occupied by KFI, Los Angeles, and of KGIR, Butte, for assignment on 660 kc., the WEAF, New York, clear channel. The FCC recently authorized WHDH, Boston, to operate fulltime with 5,000 watts on the 830 kc. clear channel occupied by KOA, Denver, but an appeal is pending.

CALL LETTERS of the new WMDF, local in Greenwood, S. C., authorized to Grenco Inc. [BROADCASTING, Jan. 13] have been changed to WCRS.

THE ARMY CAPTURES A STATION

KELD, El Dorado, Taken Over by Second Army And Operated for an Entire Day

The following press telegram was received by BROADCASTING, *Sept. 2. It is presented verbatim. The special correspondent was F. E. Bolls, general manager of KELD:*

STATION KELD was "captured" by the Second Army radio relations department last Tuesday morning. The engineers were sent fishing. The announcers were sent home, and the manager stayed in his office and chewed his nails.

But the Army did a good job. Men who were formerly with large stations and networks prior to the Army, did a masterful piece of programming.

Highlight of the early part of the day was the *Household Hints* program, which was taken over by Sergt. William Duncan. He talked about garden bulbs, flowers, raising and feeding children, and the usual tips to the housewife. Lieut. Rankin Roberts, for the stock market reports, was selected as a financial expert because he had been able to manage on a second lieutenant's pay.

The maneuver was explained as a tactical exercise for the radio men, to school them in the manner of taking over and operating an "enemy" radio station.

Only incident to mar the proceedings was a woman who called up and asked if the Army, as long as it was capturing things, wouldn't come down and capture the City Hall, where she worked. Capt. Barney Oldfield, the radio relations director in charge of the operation, had to lock the studio to keep enough staff on hand to run the station.

We understand this is the first time the Army has ever taken complete charge and operated a radio station throughout the day during maneuvers.

Pepsodent Resumes

PEPSODENT Co., Chicago (toothpowder, paste), after a summer lay-off, on Sept. 23 resumes the weekly half-hour *Bob Hope Show* on 69 NBC-Red stations, Tuesday, 10-10:30 p.m. (EDST), originating the initial broadcast from that city. Following three programs are to emanate from Washington, New York and Cleveland, with the comedian and his trope resuming from Hollywood Oct. 21 for balance of the season. Besides Bob Hope, show will continue to feature Jerry Colonna, with Skinnay Ennis and orchestra. Frances Langford joins the show as permanent vocalist. Ben Gage has been signed as announcer, taking over assignment held by Bill Goodwin last season. William Lawrence continues as Lord & Thomas Hollywood producer.



EYE-FILLING ASSIGNMENT for WSOO, Sault Ste. Marie, Mich., was undertaken with apparent relish by Carl Jampel, production manager of the station, when WSOO broadcast the entire floor show from the Grand Hotel Casino on Mackinac Island, swank summer resort in the Mackinac Straits. Here he gave a word picture of the snake dance by Gail Taylor.

New York Club Resumes

RADIO EXECUTIVES CLUB of New York will resume its weekly Broadcasters Bull Session luncheons for the winter season on Oct. 1. Officers for the 1941-42 season are: John Hymes, Lord & Thomas, president; Alman Taranto, Ted Bates Inc., and Arthur Sinsheimer, Peck Adv. Agency, vice-presidents; Ed Devney, Howard Wilson Co., secretary, and Bill Wilson, William G. Rambeau Co., treasurer.



WRR DALLAS
5,000 WATTS Day and Night
KFJZ FORT WORTH

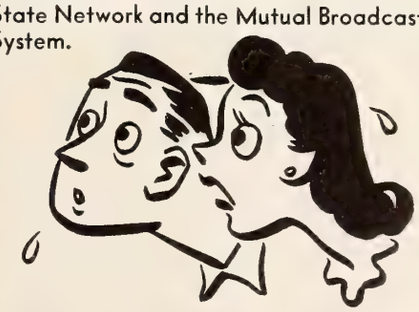
1. IF YOU WANT *BOTH* DALLAS *AND* FORT WORTH MARKETS . . .
You must bear in mind the extreme rivalry between these cities. It's a situation unique in American broadcasting—each city being fanatically loyal to its own station and its own marketing area. The solution? Simple as A B C—use ***both*** WRR, Dallas and KFJZ, Fort Worth! And here is the important thing . . .

2. COVER *BOTH* MARKETS FOR THE PRICE OF ONE!
Yes—you can use ***both*** WRR, Dallas and KFJZ, Fort Worth at the price you would expect to pay for ***one*** station of equal power in this market. Two full-time 5,000 watt stations—day and night—on two different frequencies (WRR — 1310 K.C. — KFJZ — 1270 K.C.) for the price of ***one!***

Each station delivers a powerful signal throughout this entire market including the other's local area. This is the best way for advertisers to cover these two important, rival markets.

3. USE *BOTH* STATIONS IN COMBINATION.
WRR, Dallas and KFJZ, Fort Worth are connected by permanent lines making it possible for advertisers to broadcast simultaneously on both stations or at different times —at one talent cost.

Both stations are affiliated with the Texas State Network and the Mutual Broadcasting System.



NATIONAL REPRESENTATIVES
WEED AND COMPANY
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

'Gleichgeschaltet'--Fate of Europe's Radio

Planes Bombed or Parachutists Seized Stations as First Quarry

By HERBERT ROSEN

IF NOT BOMBED out of existence, then 'gleichgeschaltet' or brought into conformity with the plans and ideology of the Nazi conqueror—that's what has happened to most of Europe's broadcasting systems and plants, including some of the finest installations in the world. Mr. Rosen, onetime representative in Berlin and Paris of various American transcription and program producers, recently arrived in this country and has re-established his Radio Press Service in New York. Here he reviews the effects of the war on European broadcasting in general and certain of the more important stations in particular.

THE WAR in Europe has had a devastating influence upon the radio field there, not only bringing to a standstill but practically destroying one of the most prosperous and thriving of the European industries. The ruthless destruction involved an enormous loss, running into the millions, and it has put an end to the creative activities of many individuals forced to see the work of their lifetime wiped out of existence.

It is well known that the setup of radio in Europe was quite different from the American. The main difference consisted in the fact that in Europe there were practically no private radio outfits. All stations are owned by the State.

In the course of the last few years before the war the radio gained fast in importance as an instrument for propaganda. In nearly all the European countries there were radio stations and Broadcasting Houses — some not quite finished at the beginning of the war—which could compete in size and beauty with the most modern radio studios here in America. But today there is not much left of all this—with the exception of Germany, of course.

Radio Trained Parachutists

In an invasion it was always the task of the advance guards, and even of the troop-protecting bombers, to put the radio stations out of commission, so that they will not be able to send out news or information. Even if a station escaped bombardment, it was usually destroyed by its own people who would rather blow it up than see it fall into the hands of the enemy. But the latter course was not always possible.

Radio played a much more important part in the German conduct of the war than is commonly supposed. The German troops tried always to get hold of radio stations before they could be destroyed by the defenders, so as to use the sender for the distribution of their faked news and to frighten the population into a panic. Specially trained parachutists had to take the station by surprise. Incidentally, these parachutists were in most cases trained radio technicians.

Confiscate Everything

The Germans used a similar technique in occupying studios in the invaded cities. Broadcasting houses were always among the first buildings to be occupied by invading troops. Here, also, trained radio experts were among the troops who took charge. The Germans went so far as to confiscate all the interesting and important material they could lay hands on and to send it to Germany. The director of one of the greatest French private transmitters told me that the Germans had cleared away all the materials from every radio station in Paris, including very fine record libraries, which contained rarities that can never be replaced.

The same happened to the different transcription and program firms in Paris, where all the sound-recording cars were confiscated. The Germans were, of course, mainly interested in finding some propaganda material which they could use for their own transmissions over the shortwave stations in foreign languages. One gained the impression that here also everything had been worked out beforehand and that everything was done according to well-organized plan.

If we look at Europe today, we will not be able to find many stations which are not completely under the German influence. In occupied France there is only Radio-Paris still working, and it gives one a queer feeling to hear the announcer there saying: "Hier die deutschen Sender mit Radio-Paris" ("This is the German broadcast of Radio-Paris"), followed by announcements, music and news bulletins in German.

Vichy Under the Heel

All other stations in the occupied zone have been silenced, but the Vichy Government is trying to organize a new radio service in the unoccupied zone, with the nine stations "graciously" granted to them by the Germans. They are only allowed to send a "unified" program which is composed in Marseille and automatically accepted by all the other stations. Their sending time has been limited to 7 a.m. to 9 p.m. and their power has been greatly reduced. Needless to say, their programs are entirely German-influenced and the stations were mouthpieces for Nazi propaganda.

Radio in Belgium has suffered greatly. The small private radio stations were either destroyed or closed when the war broke out. There were only a few officials who, upon the general exit of Belgium, were foresighted enough to take the more valuable parts of their stations, as tubes, etc., with them when they departed. The beautiful new broadcasting house of the Institut Nationale Belge de Radiodiffusion in Brussels, which had been inaugurated in April, 1939, is partly destroyed today, after the German bombardments of the city. Its Broadcasting House had not only the largest transmitter-room in the world, but also the third-largest concert hall in Europe.

When I visited the station in April, 1939 and expressed my delight over the size and beauty of the building, the director remarked:

"What's the use. The house is beautiful and we have worked over the plans and sketches for more than three years. We have travelled through the whole world and have consulted the leading technicians and experts in the radio-acoustic field and we can proudly say that it is today really the most perfect Broadcasting House in the world.

"But then there will be a small plane that will some day drop just one single bomb and everything will be gone." Unfortunately, the man was right. That is what actually happened. This is not so very strange since the all-white building was situated on a hill and bound to attract any pilot.

Nazis Use Luxembourg

Many may be astonished to hear that the powerful and commercially operated Radio Luxembourg was spared from destruction and that it is today one of the most important German radio stations. Radio Luxembourg was forced to abandon broadcasting in September, 1939 at the outbreak of hostilities, as the first battles were fought around Luxembourg's frontiers. The main studio which had been in Paris and from where "in peacetime" the broadcasts used to be carried to Luxembourg by wire, was immediately requisitioned by the French Government and used for French propaganda broadcasts.

The Luxembourg Broadcasting Co. tried, of course, to gain permission from the French and from the German Government to reopen their station, but it was never granted. So the operators got the idea of putting their station at the disposal of Geneva and operating it under the auspices of the Red Cross. The matter was nearly settled when, suddenly, in May, 1940 the Germans began their big offensive and invaded Holland, Belgium and Luxembourg.

The Luxembourg transmitter building was occupied by German parachutists at dawn—there was no resistance to be expected in so small a country—and Radio Luxembourg is today hooked up with the German transmitters.

The Germans use this station, which can be heard particularly well in England, for propaganda broadcasts to that country. For music the Nazis use American transcriptions, which they found either in Luxembourg or at Radio Normandie (such American music libraries as that of Standard Radio). A Swiss radio paper commented: "The song is the same, only the tone is new".

Dutch Won't Cooperate

Radio in Holland suffered a great deal. In that country there were five different broadcasting companies. They selected their programs mainly from a confessional viewpoint, but nevertheless their cooperation was excellent and their work successful. The Dutch programs were the most popular in Europe for nearly 20 years. But the invading Germans believed that individuality and freedom were undesirable for the Dutch, and they soon dissolved all the broadcasting companies, putting in their place one single State-owned organization.

In December, 1940 Arthur Seyss-Inquart, the Reich-Commissioner for the Lowlands, decreed that the construction, maintenance and exploitation of all radio transmitters in occupied Holland are subject to the exclusive control of the German Government. By a further decree of March, 1941 that the organization and the execution of all programs is exclusively in the hands of the German Government.

It is quite natural that the Dutch resented this "reorganization". In the past listeners would send a voluntary contribution to the broadcasting company they preferred, in yearly or monthly installments. Many million florins were collected in that manner and the Dutch senders had, even if their buildings were not colossal, very luxuriously decorated studios with valuable pictures, sculptures and antique furniture.

The Germans have now ordered

(*Continued on page 22*)

Southeast Outside Normal Time Zone

Other Regions Will Return to Standard Zone Sept. 28

CLOCKS in daylight saving time areas, except in the Southeast, will turn back to standard time Sept. 28 when the customary daylight saving season ends, it was indicated last Tuesday by Chairman Leland Olds, of the Federal Power Commission.

The Southeast, because of an existing power emergency growing out of an early-season drought and huge demands for electrical energy by aluminum plants, will be the only area in the country adhering to fast time during the fall and winter, unless individual localities desire or are called upon by the Federal Government to do so, Chairman Olds indicated.

Committee Delay

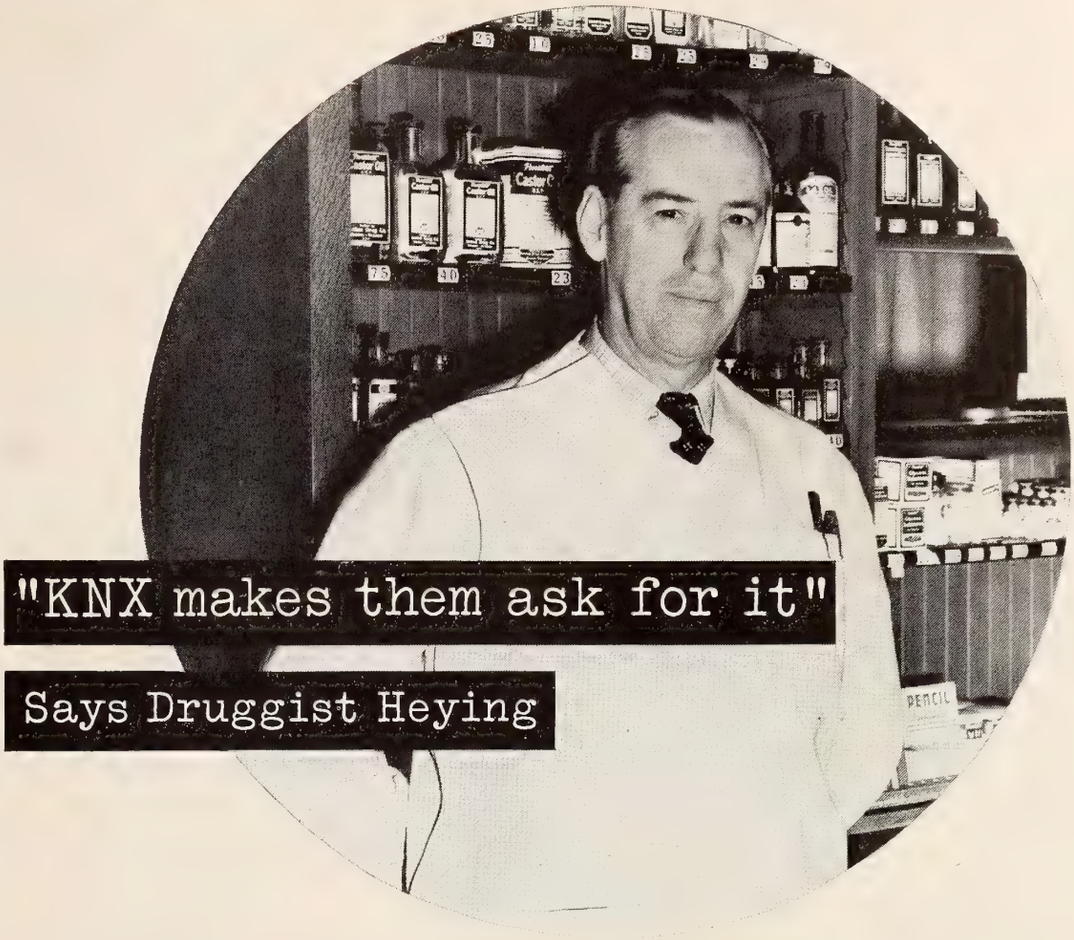
With the DST season drawing to a close, it is becoming increasingly evident that legislative proposals designed to provide wartime daylight saving time probably will get little attention from Congress until next year. At best the House Interstate & Foreign Commerce Committee will not get around to give further consideration to any DST proposal until latter September, since the House is in recess until Sept. 15. Several weeks ago the committee completed hearings on a White House-backed bill authorizing the President to blanket individual regions with daylight saving time when the need arises.

Chairman Olds stated that the FCC would not call for continuation of DST in any region "unless there is a real power emergency" in that area. He added that the situation in the Southeast would be restudied to determine whether the fast time would be necessary through December, as now contemplated.

Before the House committee concluded its hearings on the DST question, it was evident that President Roosevelt's recommendations had brought about the establishment of daylight time where needed, and that legislation probably would be unnecessary. So far as broadcasters are concerned, neither the principal pending proposal nor the regional observance of DST, following White House hints that it would be a good thing as a defense production expedient, will solve their semi-annual programming headaches. Industry spokesmen have indicated the only solution would be establishment of a system of universal daylight time.

BC's Five in New York

B.C. REMEDY Co., Durham, N. C. (B.C. Headache powders), on Sept. 1 started a 52-week schedule of participations and spot announcements on the following New York stations: WOV WABC WOR WHN and WBNY. Agency is Chas. W. Hoyt Co., New York.



O. W. Heying runs a thriving pharmacy in Anaheim, California. He has run it since 1909, but he has kept pace with modern techniques of selling.

People state their demands by brand name nowadays—and in Southern California it's KNX that does the biggest job of establishing brand preference.

Druggist Heying puts it this way: "When a product is advertised on KNX, my customers ask for it here in the store right away."

KNX
LOS ANGELES
50,000 WATTS

People on the retail sales front know the demand that KNX creates. They're face-to-face with consumer reaction to KNX's power to sell. They pick KNX as best bet in the West's richest market—because KNX reaches most people.

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

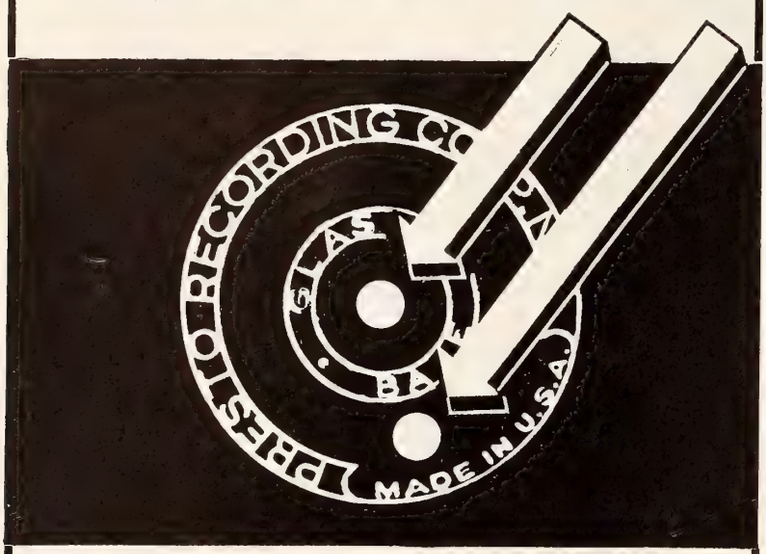
OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY RADIO SALES: New York, Chicago, Detroit, St. Louis, Charlotte, and San Francisco

ONLY

PRESTO

GIVES YOU THIS



A Glass Base Recording Disc With Two Holes

. . . A center hole protected by a brass eyelet to insure a snug, concentric fit on the turntable shaft and to prevent chipping when the disc is removed from the table. Unprotected center holes start cracks, cause "wows".

. . . A second hole for the drive pin that is vitally necessary to drive your cutting mechanism without slippage. Lack of a positive drive causes imperfect grooving, ruined recordings.

These exclusive features together with the extra thickness of the base make the Presto Glass Disc as safe to handle as an ordinary transcription.

Recording Engineers tell us that Presto glass discs give a better quality of reproduction, less surface noise because of their extra smoothness and rigidity. They are worth trying at your station. Ask your distributor for a sample shipment today.

IMPORTANT NOTICE: If you are using Presto recoated aluminum discs as well as glass discs, ask your distributor for our new thin rubber turntable mat. The thin mat compensates exactly for the difference in thickness of the discs, keeps the adjustment of your cutting mechanism and needle angle correct for both types. You will receive a thin mat without charge with your first order for Presto Glass Discs.

PRESTO RECORDING CORP.
242 WEST 55th ST., N.Y.

In Other Cities, Phone ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

'Gleichgeschaltet'

(*Continued from page 20*)

that each listener has to pay a monthly due—there is nothing "voluntary" in Germany—but it seems that they cannot get even the tenth part of what was contributed in the past.

Heroism in Poland

If we look further around Europe today, we see the same picture. In Poland only the Warsaw station is working, all the others have either been destroyed or shut down. Of the director of the Krakow radio station, Bronislaw Winiarz, the following story is told:

In September, 1939, Krakow was one of the main objectives of the German drive on Poland. Though the battle was raging for the beleaguered town, Winiarz stayed at the microphone calming the population and encouraging the troops. Even when the German soldiers had entered Krakow, he did not admit the fact at his microphone, but kept on goading the defending Poles to new assaults on the enemy. When the radio station was surrounded and the Germans started occupying the plant, he barricaded the door to the sending room, withholding the Nazis for a while. Finally they broke the door in and the microphone went silent. Bronislaw Winiarz had died in his radio station.

In Yugoslavia and in Greece there are no radio stations working at the moment, but the Germans are erecting new temporary stations. Nothing has been destroyed in countries which were invaded "peacefully", like Denmark, Bulgaria and Roumania, and their radio stations have remained intact, even if the program selection and the news bulletins, like the press in these countries, are carefully chosen to please the Nazis.

No Voice But Germany's

Principally all radio stations are "gleichgeschaltet" and there is actually—except for Great Britain—no voice in Europe but Germany's.

That is shown very clearly in longwave transmission, which exists in Europe along with short and medium waves. Before the war there were 12 stations: Droitwich (England), Zeesen (Germany), Hilversum (Holland), Karlundburg (Denmark), Lahti (Finland), Leningrad (USSR), Moscow (USSR), Motala (Sweden), Oslo (Norway), Radio Paris (France), Radio Roumania and Radio Luxembourg. Of these stations, Hilversum, Karlundburg, Luxembourg, Oslo and Radio Paris (are now in German-occupied territory and broadcast the same program as Zeesen, whereas Lahti, Motala and Radio Roumania are completely under German influence. Thus there are nine stations over which Germany broadcasts its propaganda day and night and which "cover" completely the British Droitwich and the two Russian senders.

This gives you a fair picture of the broadcasting situation in Europe today. The neutral countries, especially Switzerland, though they try their best, are not powerful enough to counteract effectively the huge German propaganda net, and they have to follow the rule laid down for them by their respective Governments: to retain their neutrality. This rules makes a program selection that is up-to-date extremely difficult.

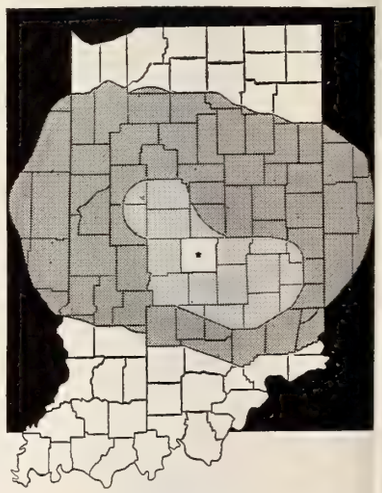
Freedom of the radio in Europe had to perish wherever the Germans appeared.

Pacquins on Coast

PACQUINS Inc., Los Angeles (hand cream), on Sept. 28 starts sponsoring the twice-weekly quarter-hour program, *Speaking of Glamour*, on 6 NBC-Pacific Blue stations (KECA KGO KFBK KWG KERN KOH), Sunday, 11:15-11:30 a.m.; Wednesday, 5-5:15 p.m. (PST). Contract is for 22 weeks. Frances Scully, commentator, besides relating true life love stories of film and radio stars, will also discuss current Hollywood fashions. Hal Gibney, NBC announcer, is to give the male's slant on fashion trends. Agency is Wm. Esty & Co., Hollywood.

LEO M. HOWARD, formerly merchandising and promotion director of KOAM, Pittsburg, Kan., has joined KFBI, Wichita, in a similar capacity. Bob Gadberry, also formerly of KOAM, has joined KFBI as sportscaster.

KILO are the call letters assigned to the new regional in Grand Forks, N. D., authorized Aug. 22 to Dalton E. LaMasurier [BROADCASTING, Sept. 1].



HERE'S
INDIANA

★ Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Large shaded area daytime 0.5 MV. Line 5000 watts — non-directional. Inside area 0.5 MV. nights 1000 watts.

Indiana's Friendly Station Serves Hoosierland

★ ★ WIBC ★ ★
INDIANAPOLIS
Mutual Broadcasting System

Represented by HOWARD H. WILSON CO.
New York, Chicago, Kansas City

Effective Point-of-Sale Merchandising Lauded as Means of Stimulating Sales

EFFECTIVENESS with which radio advertising can be supplemented and merchandised with point-of-purchase material was emphasized at a point-of-sale symposium of the 14th annual National Food Distributors Assn. at the Hotel Sherman, Chicago, Aug. 20-23. NFDA is an organization of food companies—such as Best Foods Corps., Kraft Cheese Co., Standard Brands, etc.—who, with completely stocked fleet of trucks, take orders and distribute to individual grocers in one operation.

Porter Leach, merchandising and advertising consultant of New York, chairman of the symposium, explained that "there is a great need for coordination between local and national advertising, and the NFDA is endeavoring to evolve an intelligent plan of point-of-sale merchandising to make the advertiser's local expenditures in radio more resultful and profitable. Case histories of successful radio campaigns tied-in closely with local store promotion were cited.

Citations of Success

Edward Sajous, executive secretary of the Point-of-Purchase Institute, gave an example of a retailer who checked his store display of a well-advertised domestic wine before and after a series of local spot announcements. The first week, sales rose 9%. The second week, however, when radio advertising and his point-of-purchase displays were coordinated, sales increased 52%. Another example was given of a semi-local brewery, that, during the second week of sponsorship of a local newscast, coordinated point-of-sale displays with the program, and checked a sales increase of 76%, according to Mr. Sajous.

Albert Dane, sales manager of John E. Cain Co., Boston, manufacturers of mayonnaise products, related two-week check-up of sales in New England territory in connection with participations on the Yankee network *Marjorie Mills* program, showed a 7% increase over the preceding two weeks. Two weeks later, Mr. Dane said, when the company tied in their radio program at point-of-sale, used window stickers, counter and floor displays, their sales increased 51%.

Another example cited of the effectiveness of store displays, when tied-in with radio advertising, was the NBC-Red *Fibber McGee & Molly* program sponsored by S. C. Johnson & Son, Racine. The sale of Johnson's wax in a group of test stores was checked for a three-week period—results showing a normal increase. The following three weeks, when large life-like cut-out displays of Fibber and Molly on a bicycle on which a wire basket had been attached to hold a considerable number of cans of the product were displayed in a prominent position in a hardware store, the resulting increase of sales in the store in which the test was being made amounted to 109% over the previous three weeks.

A number of other examples were cited—all aimed to indicate how radio programs lend themselves to point-of-purchase merchandising, and a number of pieces of effective point-of-purchase cut-outs were demonstrated at the symposium.

Wurlitzer Placing

RUDOLPH WURLITZER Co., Cincinnati (musical instruments) has placed five-minute transcribed programs five times weekly on WGN, Chicago, and WEBR, Buffalo; six weekly on WWJ, Detroit; five five-minutes and quarter-hour weekly on WBNS, Columbus; quarter-hour six times a week on WMCA, New York. More stations will be added according to Schwimmer & Scott, Chicago, the agency.



IN SEARCH of a new transmitter site, KGER, Long Beach, Cal. is taking field measurements on land and water throughout Southern California. Here is Chief Engineer Jay Tapp aboard a yacht off Long Beach, taking measurements.

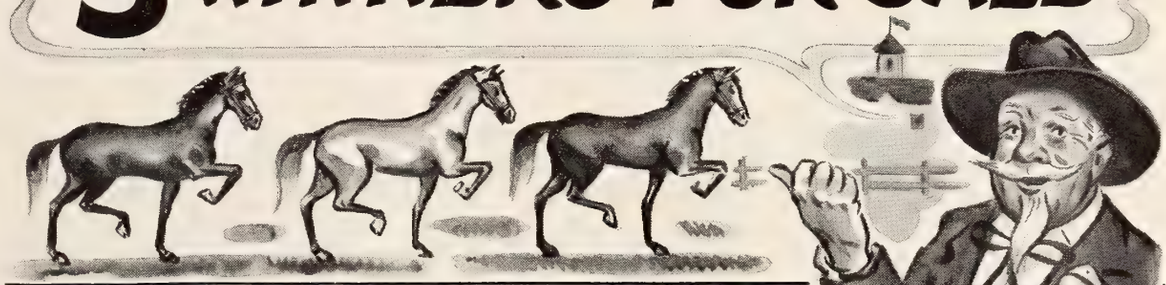
JANET McRORIE, editor of the NBC continuity acceptance department, is author of an article on "Premium Offers" in the July *Premium Practice* Magazine, reprints of which are available from the NBC promotion department.

Annual Lutheran Series To Exceed 300 Stations

THE Lutheran Laymen's League, St. Louis, has announced that its Sunday *Lutheran Hour* will resume Oct. 19 not only on 126 or more stations of MBS but also via transcriptions on 175 or more additional stations in this country and in Alaska, Hawaii, the Philippines, China and several Latin American nations. Contracts, placed by Kelly, Zahrndt & Kelly, St. Louis, are for 26 weeks, and call for 1:30-2 p.m. (EST) on eastern stations and 4-4:30 p.m. on western stations. Some stations will take the program off the line and rebroadcast it later in the day.

As in the past the program will consist of an address by Dr. Walter A. Maier, noted Lutheran educator, and choral music by the Lutheran Hour Chorus, male singers from the student body of Concord Seminary where Dr. Maier is professor of Semitic languages.

3 WINNERS FOR SALE





LATE EVENING NEWS—

Most listened to during these critical times, are news programs (as proved by a recent radio poll). Therefore, WHEC has made available a late evening news period—particularly valuable because time differences cause many important news flashes to come through during the evening hours.

Bill Despard and Ross Woodbridge, popular WHEC announcers, alternate evenings in the presentation of this program, making use of WHEC's excellent news-gathering facilities, both locally and INS.

10:45 TO 11:00 EACH WEEKDAY NIGHT



MERRY-GO-ROUND—

Like the real article a ride on Ford Cowing's Merry-Go-Round is a continuous round of fun. The purpose of this program is informal entertainment,-jokes, local items, etc. plus transcribed music (sometimes by request). "Hellos" from soldiers on leave add the patriotic touch.

Merry-Go-Round comes in attractive 15-minute packages, flexible and full of personality, with a ready to use audience thrown in.

11:15 TO 12:00 EACH WEEKDAY NIGHT



THREE MEALS A DAY—

More than just a recipe program. Charlotte Edwards does just what the title implies—plans three complete meals a day. Practicality is the watchword and the menus are skillfully coordinated to take advantage of the previous day's leftovers.

The recipes are not given on the air but are offered free with menus upon request, giving a mail and phone response that amounted during the first two weeks to almost 500 requests.

4:00 TO 4:15 P. M. MONDAYS THROUGH FRIDAYS

For Further Information Write Paul H. Raymer Co. Or Wire WHEC Collect

Representatives
PAUL H. RAYMER CO.
New York - - Chicago
Detroit - - San Francisco

WHEC

ROCHESTER N. Y.
BASIC CBS

Transmitters Delivered Eight Stations by WE

DELIVERY of eight new 5,000-watt transmitters to standard broadcast stations during the last few weeks, from the assembly line at Western Electric's specialty products shop at Kearney, N. J., was announced last week by F. R. Lack, specialty products manager. The transmitters went to WJAR, Providence; KHJ, Los Angeles; WRR, Dallas; KFJZ, Fort Worth; WGES, Chicago; KFUO, St. Louis; WIBA, Madison, Wis., and KOAC, Corvallis, Ore.

Production activity was ascribed to more numerous power increase authorizations by the FCC. Western Electric said the FCC apparently is mindful that "expansion of the nation's radio communications represents a vital adjunct of the national defense program" and that it has therefore authorized a great many smaller stations to step up to 5,000 watts or more.

Eichenberger Named

JACK EICHENBERGER, for the last 17 months assistant news editor of KGW-KEX, Portland, Ore., on Aug. 25 was named manager of public relations and research for the two NBC outlets by Managing Director Arden X. Pangborn. In addition to his new duties, Mr. Eichenberger for several months has handled public relations work for the stations.



Mr. Eichenberger

Radiotunes Appointments

ELMORE WHITE, professional manager of Radiotunes Inc., BMI subsidiary, has announced the appointment of Charles Gordon as a member of the New York staff; Jack Perrin as manager of the Chicago office and Alan Ross as manager of the Hollywood office.

Harrel Joins WBEN

CHARLES T. HARRELL, formerly of the University of Minnesota radio station, WLB, and more recently with the Library of Congress in research and radio production work, is now a member of the staff of WBEN, Buffalo, in charge of public service programs. Mr. Harrell is the originator of the NBC-Blue *Hidden History* and wrote, directed and produced *Books and the News* now being presented via transcriptions over 300 stations under the auspices of the Library of Congress. Another Harrell production is *Our Town, Its Story*, two of the first public Health defense shows sponsored by the U. S. Public Health Service now on numerous stations in Army camp areas.

HAVING dropped his application for a new 1,000-watt station on 1600 kc. in Ann Arbor, Mich., James F. Hopkins, operator of WJBK, Detroit, has reapplied to the FCC for a 1,000-watt daytime outlet on 1050 kc. in that community

License Renewal For WGST Asked

Georgia Tech Files Petition; Lucas-Jenkins Proposal

FOLLOWING continuance of the hearing scheduled Sept. 3 for an FCC inquiry into the management contract under which WGST, Atlanta, is operated, the Georgia School of Technology, license of the station, last week filed a petition for renewal of license either under the present management-contract basis or on condition that the contract be terminated and a new arrangmenet made restoring control of the station to the university.

WGST since 1930 has been operated by Sam Pickard, former Federal radio commissioner and one-time CBS vice-president, and Clarence L. Calhoun, Atlanta attorney, under a contract dated to run until 1950 whereby they pay the university 10% of the station's receipts. Negotiations between Georgia Tech representatives and the management have been under way for some time looking toward adherence to the FCC's requirement that the licensee be restored to control of the station. The station, it is stated, has been earning a net profit of $150,000 annually in recent years.

Lucas-Jenkins Offer

These negotiations, it is reported, are still in progress, but in the meantime the regents of the university have received another offer to manage the station. This came from Arthur Lucas and William Jenkins, Georgia chain theatre operators who are also identified with the ownership of WRDW, Augusta; WMOG, Brunswick; WLAG, LaGrange, and WSAV, Savannah, all in the State.

According to the proposed Lucas-Jenkins contract filed with the Commission, they would agree to operate the station under a salary of $10,000 a year, $5,000 to each, guaranteeing $30,000 a year to Georgia Tech plus 25% of the station's net income. Their contract, it is stipulated, would be cancellable if the payments to the school amount to less than $50,000 a year.

AT REQUEST of applicant, the FCC has dismissed without prejudice the application for the proposed sale of KSAM, Huntsville, Tex. to J. C. Rothwell, manager, and W. J. Harpole, commercial manager [BROADCASTING, Aug. 25].

Powered for Penetration

New transmitting equipment . . . new towers . . . 5000 watts day and night . . . unusual listener loyalty . . . a reputation for results . . . all add up to this significant sales fact . . .



WHIO IS THE DAYTON MARKET

BASIC CBS G. P. HOLLINGBERY CO., Representative

WHAT *about* WATTS?

5,000 is 5,000 say some. But, those familiar with radio engineering *know* that 5,000 at 570 kc. can match theoretical 100,000 to 480,000 watt stations at higher frequencies. In New York the low 570 frequency is occupied by WMCA with enough power (5,000 watts) to reach 12,500,000 people. That's why WMCA is New York's buy.

Propaganda Probe In Senate Delayed

Movies to Take Stand First; Radio May Await November

SENATE hearings to look into the alleged use of radio and movies to spread pro-war propaganda have been postponed to Sept. 9, according to an announcement last Monday by Senator D. Worth Clark (D-Ida.), chairman of the five-man subcommittee of the Senate Interstate Commerce Committee conducting the probe.

Originally scheduled to start Sept. 2, the hearings were postponed a week at the request of Wendell L. Willkie, 1940 Republican Presidential nominee and newly-retained counsel for motion picture interests invited to testify at the proceeding.

With a group of 15 motion picture producers, led by the film czar, Will H. Hays, invited to participate in the hearings, it is thought the movie side of the proceedings will consume at least a month. Radio witnesses, probably to include network representatives, NAB President Neville Miller and several radio commentators, will not be called until this phase of the hearing is completed.

Radio in November

The recent postponement will push the start of radio testimony into October, and with the hearing possibly to recess during that month it is thought broadcasting witnesses may not be called until some time in November [BROADCASTING, Aug. 11, 25, Sept. 1].

The Senate subcommittee is holding the hearings under a resolution, introduced Aug. 1 by Senators Bennett Clark (D-Mo.) and Gerald P. Nye (R-N. D.), calling for a far-reaching committee investigation of the alleged use of radio and movies to spread propaganda.

Additional attention was focussed on the coming proceedings when it was announced that Mr. Willkie, titular GOP head and a leading advocate of aid to Britain, had been retained as counsel by the motion picture group. Observers forecast a fast-moving duel between Mr. Willkie and Senate isolationists.

The first fireworks of the proceeding developed recently when Jimmy Fidler, Hollywood radio commentator and movie columnist, turned down a subcommittee invitation to testify, maintaining that work would not permit his leaving Hollywood. The Senate group countered by issuing a subpoena calling for his appearance at the hearings.

Besides being questioned about various statements on propaganda and hatred films made in his daily syndicated column, it is understood he also is to discuss his claim that CBS tried to censor his script on the weekly *Tayton's Tattler*, sponsored by Tayton Co., Los Angeles (cosmetics), which recently was cancelled on CBS and shifted to 14 MBS-Don Lee stations [BROADCASTING, Aug. 25, Sept. 1].

Disguise for Games

IN ADDITION to supplying regulation uniforms for their correspondents in the field, broadcasters have been asked by the War Department to camouflage their mobile operating equipment used in covering the Louisiana war maneuvers. The suggestion, advanced in a letter signed by Jack Harris, news and special events director of the Radio Section, War Department Bureau of Public Relations, was accompanied by the explanation that once broadcast crews arrive on the field of action, they will be subject to the jurisdiction of commanding generals, who will discourage the movement of mobile broadcast units into front lines unless they are well camouflaged to prevent spotting by airplanes. It was recommended that the radio cars be painted gray or drab like Army vehicles.

Lorillard News

P. LORILLARD Co., New York, which sponsors the CBS *Don't Be Personal* program on the West Coast for Beechnut cigarettes, on Sept. 15 will sponsor the Monday through Friday 7:45 p.m. news broadcasts by Fulton Lewis jr. on WHN, New York, in the interests of the same product. Lewis, in addition to his broadcasts on MBS and on WOL, Washington, for a local sponsor, started on WHN Sept. 1 [BROADCASTING, Sept. 1]. Agency for Beechnut cigarettes is Lennen & Mitchell, New York.

Wallace Aids Columnists

VICE-PRESIDENT Henry A. Wallace has agreed to assist Drew Pearson and Robert S. Allen, famed *Washington Merry-Go-Round* authors, in selecting a "Watchword for 1941 America" on their Sunday night broadcasts on NBC-Blue. Pearson and Allen, offering no cash or other prizes, are simply asking listeners to send in their suggestions for a new "watchword" for the country to use during the present crisis. Each week Vice-President Wallace will make an appearance on the program with Pearson and Allen to select and announce the best slogans.

KINY

"The Friendly Voice of the Capital"

43% of all persons questioned in a recent comprehensive survey, said KINY is received best. The remaining 57% indicate about equally divided among other three stations.

Executive Offices
Am. Bldg., Seattle, Wash.

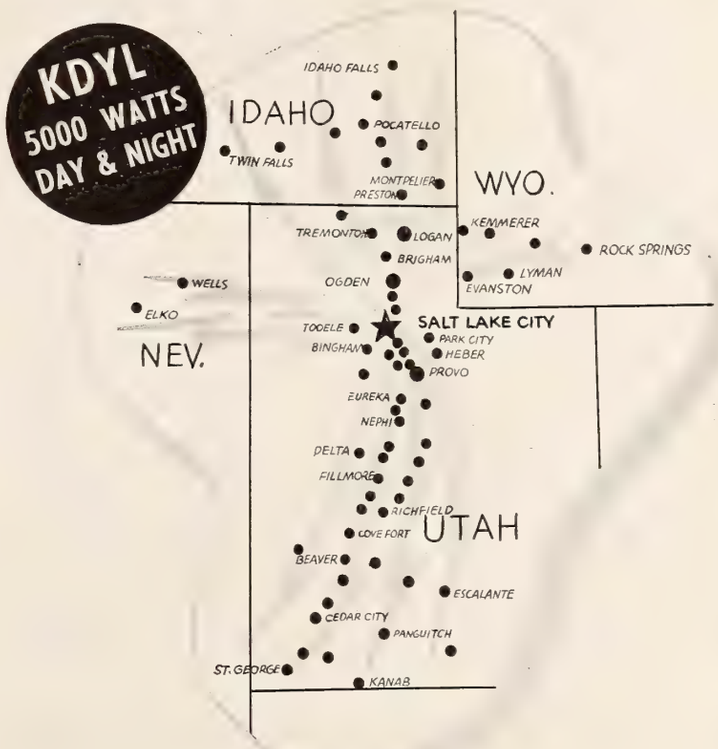


1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

SALES PATTERN
for the
INTERMOUNTAIN
MARKET



The 785,000 people in this heart of the intermountain market are largely concentrated in the fertile farming valleys and busy industrial cities along a north-south line.

KDYL's new 5000-watt *directional* broadcasting pattern fits the population setup like a glove. Ample power, directed where it does the most good!

KDYL

THE POPULAR STATION

NBC RED NETWORK

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SALT LAKE CITY

NBC's Latin American Hookup Completed With 92 Stations

Royal Returns From Tour of Nations to South; Many Affiliates Sign Gentlemen's Agreements

COMPLETION of arrangements for a 92-station Pan American Network to rebroadcast programs shortwaved from the United States by NBC's international stations WRCA and WNBI was announced last Tuesday by John F. Royal, NBC vice-president in charge of international relations, who the day before had returned from a six-week, 20,000-mile air tour of Latin America.

These new affiliates, many of which are linked into national networks in their own countries, include about 75 longwave and 15 to 20 shortwave stations, Mr. Royal said, explaining that NBC had dealt with the key station owners and had let them handle negotiations with the other broadcasters in their countries.

Gentlemen's Agreements

The network, when completed, will include at least one outlet in every country in Central and South America, he said. Some of the stations are still in the construction stage, but all have permission to build transmitters and all will be completed within eight or ten months.

Arrangements with the Latin American broadcasters are more in the nature of gentlemen's agreements than formal contracts, he explained, and contain no option time or similar restrictive clauses. They all run for one year and in effect give the stations the right to rebroadcast whatever they desire of NBC's shortwave sustaining programs while NBC is given the right to sell to American advertisers time on these affiliate stations at their regular rates, subject to their ability to clear time.

When such a sale is made, the station is to receive 70% of its card rate, 15% going to the advertising agency placing the business and another 15% going to NBC for its sales commission. For the present at least, Mr. Royal said, there are no minimum network requirements and an advertiser may buy any number of NBC's Pan American stations, from 1 to 92.

A few of the stations which NBC has signed up also are included in the CBS Latin American network, Mr. Royal said, adding that in these times of unsettled world affairs when both the United States and the European powers are competing for the goodwill of Central and South America it is more important to get United States news and entertainment into Latin America than to worry about whether the programs originate in the studios of NBC or CBS.

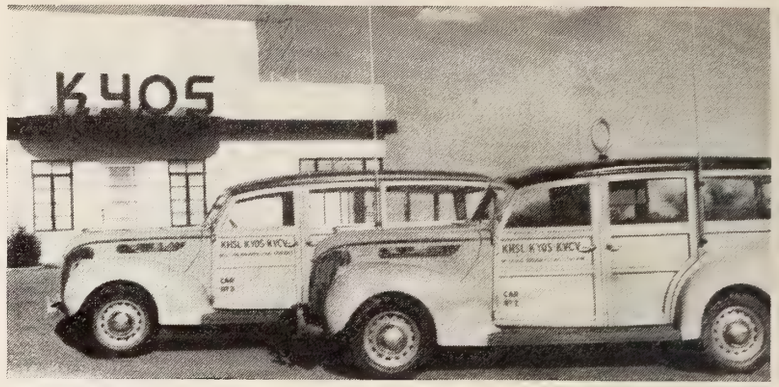
He expressed particular concern over the news situation, stating that news broadcasts from England and from the Axis countries are rebroadcast by South American stations on paid time and that these programs are also announced in paid space in the local newspapers. When a station receives its news on a paid basis, it can scarcely be expected to take news from another source and broadcast it as sustaining material, he said, declaring that the United States, either through business companies or government agencies, should do the same thing.

"We are still trying to sell our shortwaved news periods," he said, stressing the word "trying," but adding that the important thing is to get the "objective news" of the United States news agencies on the air over local Latin American stations, regardless of whether it is paid for by Government or private funds or whether it is shortwaved and rebroadcast or originated locally. There are a number of programs of UP and AP news already being broadcast on individual stations for American sponsors, he said, but he declared that such broadcasts are all too few to compete with the flood of European "propaganda news".

How They Feel

Despite this overbalance of news from abroad, Mr. Royal stated that with certain isolated exceptions the people in most of the cities he visited seemed to be inclined to favor the democracies rather than the Axis nations and that while there are still some newspapers and radio stations with completely Axis editorial policies, they seemed smaller in number and influence than before. President Roosevelt is the most popular figure in Latin America, he said, stating that 110 stations below the border picked up and rebroadcast NBC's shortwave transmission of the President's Labor Day address.

Such programs NBC will continue to offer all Latin American stations, whether or not they are affiliates of the NBC Pan American network. The network itself, will be inaugurated with a special program Oct. 12, Columbus Day. The Brazilian Network will be saluted Sept. 7 and the Mexican Network Sept. 18.



A FANCY PLANT is that of KYOS, Merced, Cal., with two of its three sound wagons parked out front. The station wagons carry the latest RCA portable recording equipment, the KYOS portable transmitter, KRME, frequency monitoring equipment, and about $3,000 worth of testing appartus. The ears are in active use daily by KYOS, KHSL, Chico, and KVCV, Redding—all McClung broadcasting stations. The back of the KYOS sign is silhouette illuminated by fluorescent lights shining against the top structure of the building.

Now They're Easy!

PRESS ASSN., the Associated Press radio subsidiary, has published a new book containing a guide to the pronunciation of tongue-twisting foreign names. Designed especially for announcers and commentators, the 58-page book is called the *PA Pronouncer*. Material was compiled by Jules Van Item, noted Dutch philologist and chief of the NBC listening post, who says his system consists of strictly phonetic spelling, doing away with all pronunciation symbols. Supplemental guides will be carried on PA as the need arises.



BLANKETS 84% OF WASHINGTON'S POPULATION

(Largest audience of any Pacific Northwest station)

Don't miss this radio buy! KIRO's new directional antenna, operating on 710 kilocycles and 50,000 watts, actually sends approximately *112,000 watts over salt water* towards the major population centers—adding thousands of new listeners. See for yourself why KIRO is the most economical buy . . . the outstanding station of the Pacific Northwest!

KIRO

50,000 WATTS • SEATTLE

Represented Nationally by FREE & PETERS, Inc.

INS

Don Martin, KOA, Denver, writes: "Happy to inform you that this week we have added three more commercial newscasts to our schedule, using INS reports exclusively."

INTERNATIONAL NEWS SERVICE

COMMENTATING RULES
Some Suggestions Offered
—By Quincy Howe—

SEPTEMBER issue of the monthly program booklet released by WQXR, New York, contains an article by Quincy Howe, WQXR news commentator, in which he lists ten "commandments for commentators." Commenting on them, Mr. Howe stated "If the list has no other result, at least it may lead somebody else to draw up something better."

Briefly the ten conmmandments are: Be yourself. Never prophesy. Name your sources. Develop a rounded and consistent point of view. Stick to one main theme in each broadcast. Converse, don't elocute or argue. Never listen to other commentators. Speak naturally. Admit your mistakes. Never draw up a list of commandments for commentators.

Perfume Series

COMPAGNIE PARISIENNE, San Antonio (Rhodius perfumes), has started its fall campaign with a list of 56 stations, to be increased to approximately 150 stations this month, according to Edwin A. Kraft, of Northwest Radio Adv. Co., Seattle. Daily five-minute periods are being used in the current campaign. The station list:

KIRO WDBO WCBD WPRO WAAF WAAT KMPC KQW WMMN WORL WKST KWJJ WSNJ WSLB WRVA WCFL KROW KFYR WCAR KSFO KSL KMA KYA KVOR KFEQ WPEN WOV KSAL KSOO WCOP WDEL WDGY WTAQ WSPR WMEX KWFT WSUN WFMD KVCV KVI WBAX KMYC WSOY WIZE WCLO WHBF WJAG WIND WCLE WCSC WBYN XEAC KINY XENT XELO XEMO.

KMPC Local Permit

AFTER six months of effort, the Los Angeles City Council has granted a permit for KMPC, Beverly Hills, Cal., to erect three new 300-foot directional towers and transmitter on a 20-acre North Hollywood tract. Present transmitter is located at Compton, Cal. Move planned will eliminate interference with KIRO, Seattle, which is overlapping on KMPC in the Southern California area.

WIBW Prepares

(*Continued from page 14*)

mechanized governor and the voltage regulator, very good voltage regulation is possible. In fact, under normal operating conditions, the auxiliary supply produces a more constant voltage than does the normal source of supply.

Maintenance routine is the same as used at the studio.

The machine under full load uses about 6 gallons of gasoline per hour.

Total cost at time of installation was $2,000.

While WIBW has never had a failure of the telephone lines connecting the studio and transmitter, some thought has been given to this possibility. In case of short interruptions a transcription turntable and set of transcriptions are provided at the transmitter as well as microphone facilities. A small office room is available for use as a studio. All-wave receivers are also located in a specially designed room at the transmitter building so that in case of CBS wire trouble other CBS stations could be rebroadcast. In the event it is desired to form a link between the studio and transmitter for a longer period of time, the high frequency relay broadcast unit is put into service.

A combination of these auxiliary facilities makes WIBW completely independent of equipment which is not under the control of the station engineer.

Sunway Test

SUNWAY FRUIT PRODUCTS, Chicago (Vitamin B complex), through its newly-appointed agency, Schwimmer & Scott, Chicago, is testing a quarter-hour thrice-weekly program on WLW, Cincinnati, and a five-minute six-weekly program on WJJD, Chicago.



AND *Growing* EVERY DAY

In the 1940 Census, Washington zoomed to 11th place . . . up 36.2%—and the A.B.C. trading zone soared to 1,017,693 . . . up 40.9%.

Since then, the tremendous defense program has brought and continues to bring NEW THOUSANDS to Washington week after week.

. . . And gov't statistics prove that Washingtonians have DOUBLE the per capita income of residents of other cities. More to spend.

"The sky is UN-limited" for Washington these days. You can't afford to pass up a market like this . . . not when you can cover it so thoroughly and economically through

WRC
980 KC. 5000 WATTS
WASHINGTON, D. C.

RED NETWORK • NATIONAL BROADCASTING CO.

Represented nationally by N.B.C. Spot Sales Offices in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Can a leop
his spots?

With leopard-like swiftness less than a year ago KXOK changed its spot on
kc. . . . swung to NBC Blue . . . increased its power to 5000 watts and ga
former coverage. The sales picture in the rich Mid-Mississippi Valley Mark
pletely overnight and constantly broadened in scope with rapid leopard-like
KXOK holds an enviable record for sales results. With these gains assured
tisers today and with certainty of greater gains in the future there's no saf
advertising investment. Here's a leopard that really changed his spots!
yours with KXOK?

KXOK

NBC BASIC BLUE STATION ★ ST. LOUIS, MO. 630 KC 5000 WAT

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO AFFILIATED WIT
OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

ard change

dial to 630
10 times its
anged com-
s until today
XXOK adver-
ace for your
not change



DAY & NIGHT
U, COLUMBIA, MO.

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Pincers—Radio Version

TO THEIR CHAGRIN, broadcasters are learning that pincer movements are being deployed in radio regulation as well as on the battlefields of Europe. For what else is that multi-sided attack, striking at purported chain monopoly, newspaper ownership, multiple ownership and even discriminatory taxes?

Oldtime defenses, designed to stave off recurrent waves of a frontal attack, are outmoded as against the pincers technique, which employs thrusts in one direction and another with spearheads ultimately converging on an objective. An entirely new defense technique, founded on mobility, has to be developed.

Broadcasting is confronted with precisely that sort of opposition. Unless it develops an effective counter-offensive, it is going to give a little ground here and a little more there until finally a substantial chunk of its prerogatives has been surrendered.

The present tax situation is typical. The broadcasting industry commendably aroused the support of all advertising media in the all-out fight against the proposed Federal tax of 5 to 15% of radio's net time sales of $100,000 annually and over. Even FCC Chairman James Lawrence Fly hove onto the scene before the Senate Finance Committee, and urged elimination of the tax as it appeared in the House bill. But he countered with a proposal for a franchise tax on a "cost-of-regulation" basis which would nick the broadcasting industry for about $1,000,000 a year instead of an estimated $5,000,000 minimum in additional taxes.

Sprung as it was, the idea for a franchise tax has developed considerable support in Congress, and perhaps some within the industry, because from the dollars standpoint it represents a substantial savings over the sales tax proposed. The opening wedge was used to promote the compromise tax plan.

Without belaboring the pros and cons of a franchise tax, it nevertheless is interesting to appraise the procedure being employed in evolving the plan. Chairman Fly indicated the other day that he was planning to call in industry representatives for a roundtable discussion of the proposition, and that he thought something in the nature of a "cost-of-regulation" levy could be worked out.

As we remember our elements of Government administration, the Constitution specifies that all tax or revenue-raising legislation originates in the House. Where then does the FCC acquire the right to start the ball rolling on any sort of revenue measure?

The tax situation is no different from the chain-monopoly inquiry or the newspaper-divorcement foray or a half-dozen other maneuvers initiated by the FCC under its present regime. All fall in the category of new legislative activity, a function specifically denied administrative agencies and exclusively reserved to Congress.

The impact of war will result in increasing restraints and pressures upon all industry, radio included. But the intiative should come from those arms of Government to whom the responsibility is delegated, and not through improper assumption of power by subordinate agencies.

Radio's Bottleneck

A CRITICAL situation exists today in standard broadcasting because of the defense situation. The flow of raw materials for the manufacture of technical broadcast equipment, from microphone to transmitter, has virtually stopped. Even more serious is the fact that tubes and parts for maintenance purposes are not being produced in sufficient quantity to meet demand. For 1942 the outlook is practically a blackout.

Priority rating is the core of this predicament. A telegraphic survey made by BROADCASTING of the equipment field yields the same story—manufacturers cannot get materials and as a consequence men and machinery are being diverted to other defense pursuits favored with essential priority ratings. When present meager stocks are used up, broadcast operation will be in for a siege of gradual deterioration unless remedial steps are taken.

Six months ago [BROADCASTING, May 5] we undertook our first manufacturers' survey. The situation then was serious. The result was an improved priority rating (from B-7 to B-3) for broadcast equipment. But that hasn't meant a thing, because practically no materials have been allotted outside the Class A ratings reserved exclusively for defense pursuits.

Almost every day there appears new evidence of the reliance placed upon broadcasting by the Government as an essential arm of defense. More and more time on the air is being used by Government agencies to further the defense program. The Defense Communications Board has evolved plans to use the entire structure for air-raid warnings, morale-building, handling of communiques and announcements in the event of military emergency. Plans are under way for power increases to assure maximum coverage both day and night. The FCC is granting construction permits for new stations regularly, and power increases with other improved facilities no longer are rarities.

Thus an anomolous situation exists. How can new stations or improved facilities requiring practically new installations be placed on the air if the equipment is not available? Looking a few months ahead, how can facilities be maintained at maximum efficiency at the time they are most essential if parts, replacements and tubes are not being produced?

DCB, functioning closely with the FCC, has done an excellent job of planning mobilization of broadcasting for M-Day. But that portion of the job is utterly futile unless it is backstopped by production lines turning out the very equipment upon which the DCB's blueprints are patterned. The manufacturing industry is at wit's end in attempting to procure the essential priorities covering material, men and machines through regular OPM channels. If the Government is interested in perfecting its radio defense plans, then it seems to be up to the DCB and the FCC, as well as the military establishment, to see to it that broadcast equipment production lines begin moving again at full pace.

Guestitorial

TO TAKE THEIR PLACE

By HARRY BANNISTER
Sales Manager
WWJ, Detroit

WITHIN the last fortnight we entered about $1,000 worth of weekly broadcasting on our books, all from two accounts. One is a newcomer to radio and the other covers an item never before advertised over WWJ. This incident is cited because in my judgment it is symptomatic of current developments on the business side of broadcasting which will affect every station, whatever its category.

We in the broadcast advertising business are today faced with conditions reminiscent of the pioneer days in that we are compelled to tap new fields and explore markets hitherto untouched, if we are to prosper or even to hold our ground in the period ahead.

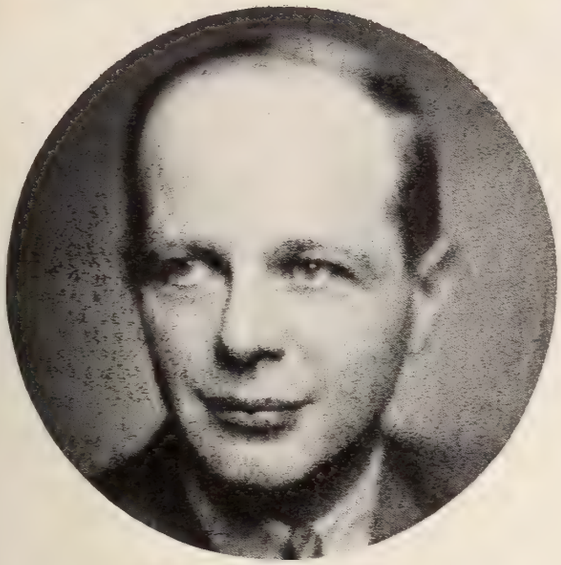
For all those interested in the volume of advertising, the problem centers around the obvious fact that the country is prosperous as never before, but the exigencies of national defense necessarily are directing all this activity into channels that do not touch or affect advertising, except by indirection. After all, there is no need of advertising tanks or dive bombers, excepting maybe that the English would like to know where some could be procured—in a hurry.

Furthermore, in order to properly mobilize our great productive facilities, manufacturers everywhere are concentrating on defense materials, with consequent curtailment or total abolishment of goods for ordinary consumer use. And many of these curtailed or abolished items have been furnishing the backbone and sinews of commercial broadcasting. So, what's to take their place?

The degree to which we seek and find a satis-

(*Continued on page 30*)

We Pay Our Respects To —



CHARLES LAWTON CAMPBELL

MENTION the name of Charles Lawton Campbell in theatrical circles, and it's a two-to-one bet that someone in the group will immediately begin talking about the time he appeared in "Solid South", best-known of Campbell's dramatic works. He authored another Broadway success, "Isabella", in which Frances Starr played the title role of Madame Melissa.

Paradoxically, his present position as vice-president in charge of radio of Ruthrauff & Ryan was achieved not through his success as a dramatist but by the more prosaic path of advertising and selling.

Despite the plaudits reaped from his playwriting labors, Campbell pursued them strictly as an avocation and never allowed them to interfere with his Monday-to-Friday work as an advertising man. In fact, when he found that his radio responsibilities could no longer be shut up in a desk drawer and forgotten from Friday afternoon to Monday morning, he cheerfully chucked his playwriting out of the window. Well, not cheerfully, perhaps, but anyhow out the window it went.

Then, having turned his back on fame to pursue his chosen career of radio, he found himself at another cross-roads and unfalteringly abandoned security to continue his work with the medium which he believed then—and still does—offers the greatest opportunity for growth and development.

C. Lawton Campbell—he long ago cut the Charles to a mere initial—was born in Montgomery, Ala., April 17, 1896. Twenty years later he left Princeton, where he had begun his dramatic career with the Triangle Club and had also contributed to the literary magazine, and headed for Manhattan. For the next six months he was a reporter on the city news staff of the *Journal of Commerce*.

Deciding that writing advertisements would (a) entail less leg work and (b) produce more income than chasing news, in January Lawton joined the Van Cleve Adv. Agency as a copywriter, chiefly for the United States Rubber Co. But this was 1917 and in April the country and Lawton entered the World War simultaneously. For the next two years he served with the 27th Division of the AEF, spending 11 months overseas, six months under fire.

After the war he returned to writing copy for U. S. Rubber, this time as a member of the company's advertising department, where he remained for seven years, during the last few as director of all footwear advertising. Then, in January, 1927, he joined the Postum Co. as advertising assistant to Ralph Starr Butler. He was employed by this company, now General Foods, for 11 years, progressing from an assistant to vice-president in charge of merchandising of Jell-O, Swans Down Cake Flour, Minute Tapioca and other products.

One of Campbell's chief functions at General Foods was supervision of the company's radio programs, most important of which was the Jack Benny series for Jell-O. Benny had been on the air a little more than two years and was only fairly well known when he started for Jell-O in the fall of 1934. Five months later, under Campbell's supervision, the Jell-O program was the top show on the air, remaining in first or second place in the popularity surveys during the four years that Campbell had charge of the program.

For General Foods, Campbell also supervised the *Kate Smith Hour* for Swans Down Cake Flour and Calumet Baking Powder, the Stoopnagle & Budd series for Minute Tapioca and the Mary Margaret McBride series for that product, first single-product daytime program ever sponsored by General Foods, to select only a few of his more outstanding series. With such an enviable list of top-ranking programs, Campbell might have been considered to occupy an almost perfect position in radio.

Yet in 1938, disregarding the arguments of his friends, he left his secure berth with General Foods to join Ruthrauff & Ryan because the agency offered him a chance to devote his full time and energies to radio, a chance to work with all kinds of programs for all types of products.

During his regime as radio chief, Ruthrauff & Ryan's radio department has become one of the largest in the country, keeping pace with the agency's radio billings, which last year totaled more than $6,000,000 for network time alone, a sum topped by only three other agencies.

"Our greatest point of pride at Ruthrauff & Ryan", Campbell explains, "is the fact that we have never specialized on any particular type of radio presentation. Our present program roster includes everything from 50-word announcements to full-hour evening programs on nationwide networks, including daytime serials, musicals, news, comedy and variety programs, quiz shows, dramatic programs and such unclassified novelties—if programs who have so ably proved their value can be termed novelties—as *Major Bowes Amateur Hour*, *Vox Pop*, *Quiz of Two Cities* and *The Court of Missing Heirs*.

"At the present time we have 17 coast-to-coast programs on the air, in addition to many local and regional shows, including five Canadian programs of which three are broadcast in French, and a myriad of spot announcements. For the past two years we have had a man assigned to keep abreast of developments in television and when this new medium began its commercial career on July 1, a Ruthrauff & Ryan client, Lever Bros., was one of the opening day's television sponsors."

"Our credo," he continued, "is that radio's potentialities for advertising are almost limitless and that it is our job to find for each product the exact type of program best adapted to put it across."

Unmarried and a resident of midtown Manhattan, "to be handy to the theatres although I seldom find time to attend one," Campbell admits to no hobbies outside of radio. "When, as on Tuesday, we have seven programs on the air in New York between 6:45 and 10 p.m., and when I have to hear them all so I can discuss them in detail with the sponsor the following morning, I don't have much time left for other activities," he states, "and to tell the truth I can't think of anything else that would be half as interesting to occupy my time."

Personal NOTES

IRVING E. ROGERS, general manager of WLAW, Lawrence, Mass., is vacationing at his summer home at Seabrook, N. H.

J. B. FUQUA, general manager of WGAC, Augusta, Ga., is conducting a Government radio operators class in Augusta.

GENE GRANT, account executive of KPO-KGO, San Francisco, was seriously injured in a recent auto accident.

BURL A. ELY, sales promotion manager of INS, has assumed the additional duties of assistant sales manager.

JEROME C. ROBINSON, brother-in-law of Bernard Prockter, radio director of Biow Co., New York, has taken his first job in radio on the sales staff of WWRL, Woodside, N. Y.

DOUG DURKIN, formerly of the sales promotion department of Brown & Bigelow, St. Paul advertising firm, has joined WLOL, Minneapolis, as sales promotion and merchandising manager.

FRANK R. SMITH Jr., president of WWSW, Pittsburgh; Walter E. Sickles, program director; and John Davis, director of WWSW's *Wayside Theatre*, have been appointed instructors in night classes in radio production of the Bureau of Retail Training of the U of Pittsburgh.

DAVE ROBERTS, formerly sales manager of KVAK, Atchison, Kan., has joined KGFW, Kearney, Neb., as district sales manager for central Nebraska.

BILL SALATHE, formerly public relations director for Braniff Airways and aviation editor of the *San Antonio Evening News*, has joined KFDA, Amarillo, Tex., as merchandising and sales promotion manager.

TODD HOGAN, commercial manager of WATW, Ashland, Wis., is the father of a boy born recently.

JOHN C. JESSUP, formerly of KPQ, Wenatchee, Wash., has joined WTAD, Quincy, Ill., as assistant sales manager.

H. L. (Bud) KEELER, former assistant advertising manager of the Pacific Coast edition of the *Wall Street Journal*, has joined the Los Angeles staff of Duncan A. Scott & Co., Pacific Coast advertising representative of BROADCASTING. Philip Bissell continues as manager of the Los Angeles office.

LOREN STONE has been promoted to assistant manager of KIRO, Seattle, with J. A. (Arch) Morton becoming sales manager handling both national and local accounts.

WALTER P. DOWNS, Montreal representative of Presto Recording Corp., has moved to new quarters in the Dominion Square Bldg., Montreal.

RICHARD H. MASON, manager of WPTF, Raleigh, has been appointed to the executive committee of the North Carolina Council for National Defense.

PAUL GERARD, formerly with WBAL, Baltimore, is now handling station relations for Press Association Inc., recently formed subsidiary of Associated Press handling radio news, and is stationed in New York.

Kenyon M. Douglass

KENYON M. DOUGLASS, 32, recent manager of KTOK, Oklahoma City, and former announcer and production manager of WBAP, Fort Worth, died Aug. 28 in Austin, Tex., after an illness of four months. Douglass began his radio career in Chicago as a singer. He went to WBAP in 1934 where he became program director and production manager. He was appointed manager of KTOK and the Oklahoma Network in 1938 and remained in that position until illness forced his resignation. He is survived by his wife, Ruby Mae Douglass; a daughter, Lynne, 4; two brothers and a sister. Funeral services were conducted Aug. 29, at Rockdale, Tex.

BEHIND the MIKE

JOHN SWALLOW, NBC West Coast program director, is in New York for a series of conferences with network executives on fall shows to originate from Hollywood.

TOM STEWART, program director of W47NV, Nashville, is father of a baby girl born Aug. 27.

MARK AUSTAD, national oratorical contest winner, and Howard Flynn, former NBC page boy and more recently chief announcer of KLO, Ogden, has joined KSL, Salt Lake City. Wally Sandack will devote all his time to special events, sports and news. Victor Bell, continuity writer, has been named assistant to Perry Driggs, sales promotion manager. Carl Grayson, announcer, recently married Rosebud Scowcroft, of Ogden. Ted Kimball has been named head of the new agricultural department. Trina Barsulk, linguist, has been engaged to coach announcers in Russian, German and French.

MADELINN CHACE, formerly director of women's activities of WSB, Atlanta, on Sept. 1 left the station employ to become the Penelope Penn radio voice of the local Rich's Department Store. She will be heard each weekday morning for Rich's on WSB.

EDDIE ALBRIGHT, KHJ, Hollywood, commentator, has been appointed education director.

ROBERT WAGONER, formerly of the UP staff, and Kelley Woolpert, of the Transradio Press Bureau, Hollywood, have joined the news department of KHJ, that city, as rewrite men.

SUSAN TAYLOR, formerly of WNAX, Yankton, S. D., is now heard on her own program *Tips by Taylor* on WLOL, Minneapolis.

RAY OVINGTON, formerly of KOMO, Seattle, has joined the announcing staff of KOIN-KALE, Portland, Ore.

BOB BINGHAM, formerly of WKBW, Buffialo, WFBL, Syracuse, WMCA, New York and WWNC, Asheville, N. C., has joined WITH, Baltimore, as program director.

FRED BARR, formerly announcer of Radio Lyons, France, where he conducted a two-hour nightly recorded program of American dance music, and more recently an announcer of WBYN, Brooklyn, has been named m.c. of the *1600 Swing Session*, Saturday night show on WWRL, Woodside, N. Y.

GERTRUDE T. PORTER, formerly promotion manager and manager of the radio script and advertising department of Associated Broadcast Adv. Co., New York, handling feature programs for WFAS, White Plains, N. Y., and WBBC, Brooklyn (now part of WBYN), has joined the Standard National Bank of New York, Woodside, N. Y., as head of business extension research and development.

AL STAAS, formerly Wisconsin circulation manager for *The Prairie Farmer*, has joined WJBC, Bloomington, Ill., as farm service director.

BENEDICT HARDMAN has been named news editor of WLOL, Minneapolis. He will continue also as news editor of the North Central Broadcasting System, editing and broadcasting the noon news over 10 of the network's stations from WLOL. Formerly Hardman was assistant news editor of KOMO-KJR, Seattle, and news editor of the Iowa Network.

ROY NEAL, announcer of WIBG, Glenside, Pa., recently married Winnifred English.

Meet the LADIES



CORINNE JORDAN

ONE OF THE few women in the nation holding such a job, Corinne Jordan is program director of KSTP, St. Paul—and still has time to handle two daily commercial shows for Montgomery Ward & Co. Miss Jordan started in radio at WBBM, Chicago, under H. Leslie Atlass, then owner and general manager, and now vice-president of CBS. In 1928, she came to the Twin Cities to become program director for the newly-formed KSTP. For six years she conducted a *Daily Messenger* program for her sponsor. They liked it so well that they started another daily show at an earlier hour, under title *Early Edition*. It took the air last April. When she started in radio it was as a singer. The only thing she regrets now is that she doesn't have the time to continue.

PAUL McALISTER, formerly of KVSF, Santa Fe., N. M., and KGGM, Albuquerque, has joined KFDA, Amarillo, as musical director and production manager.

PAT FLAHERTY, for the last five years announcer, sports commentator and program director of WOAI, San Antonio, has resigned to join KPRC, Houston.

HOWARD FLYNN, formerly of KLO, Ogden, Utah, has joined the announcing staff of KSL, Salt Lake City.

VERNE HATCHETT, of the continuity department of KXOK, St. Louis, has resigned.

VIRGINIA RICKS, who formerly teamed with Don Stark on the KMPC, Beverly Hills, Cal., program, *Voices in the Wind*, has joined KTAR, Phoenix, and will conduct a daily *Woman's Page* on that station.

JERRY SCHWARTZ, CBS Hollywood writer, is preparing "Corp. Henry Aldrich, ROTC," as a forthcoming *Aldrich Family* picture for Paramount Pictures.

TOM McKNIGHT, Hollywood producer, has been re-signed in that capacity for the weekly NBC *Sherlock Holmes* series which resumes Oct. 5 under continued sponsorship of Grove Labs., St. Louis.

HARRY ACKERMAN, Hollywood producer of Young & Rubicam on the CBS *Screen Guild Theatre*, sponsored by Gulf Oil Co., has returned from New York. He is negotiating with studios for clearances of film scripts and the star talent for the broadcast.

DAVE ELTON, NBC Hollywood producer, has been assigned by Russel M. Seeds Co. to produce the weekly NBC *Captain Flagg and Sergeant Quirt*, which starts Sept. 28 under sponsorship of Mennen Co. He will also continue to handle NBC staff assignments.

MIKE ASHMAN, announcer, formerly with stations in Hawaii, has joined KSAN, San Francisco, as night relief announcer.

BURT BARTON, producer at KSAN, San Francisco, recently became the father of a baby girl.

LENN CURLEY, announcer of KYA, San Francisco, recently became the father of a baby girl.

WALLY TOWNSEND, staff pianist of CKLW, Windsor, Ont., is the father of a boy born recently.

ROY DRUSHALL, formerly with several stations on the Pacific Coast, has joined KDYL, Salt Lake City.

BOB LEE, announcer of WTAD, Quincy, Ill., has adopted a two-year-old boy.

RALPH LEWIS, announcer of WTAD, Quincy, Ill., was inducted into the Army Aug. 27. Don Norman, formerly of KFJB, Marshalltown, Ia., has succeeded him. Verne Bessler, formerly of WEW, St. Louis, has also joined the WTAD announcing staff.

SANDY SPILLMAN has resigned from the announcing staff of KSFO, San Francisco, to attend the U of California to train for naval aviation.

STANLEY DAVIS and Marvin Fischer, Hollywood writers on NBC *Signal Carnival*, sponsored by Signal Oil Co. have resigned to join the production staff of the weekly CBS *Al Pearce & His Gang*, resuming Oct. 3 under sponsorship of R. J. Reynolds Tobacco Co.

Deadline Trouble?

Your pressings are on their way back to you the day after we receive your acetate recordings. Our customers all over the nation find that speed and careful workmanship are the order of the day (and night) at - - -



PEACH OF A STORY

THE C. H. PAYNE SUPER-MARKET . . . (local grocer) SOLD 1800 BUSHELS OF PEACHES THE PAST TWO WEEKS . . . ON HIS DAILY PROGRAM OVER WJBC . . . 10:45 to 11:00 AM

"TELL 'EM OVER WJBC *AND SELL 'EM"*

BLOOMINGTON, ILLINOIS

Represented by International Radio Sales

GLEN LAW, newscaster of KSO-KRNT, Des Moines, is the father of a son, David Winston, born Aug. 23.

GERALD PATTERSON, of the KSO-KRNT, Des Moines, auditing department, is the father of a boy, Michael Otis, born Aug. 21.

DICK COVEY, formerly of KGLO, Mason City, Ia., has joined the announcing staff of KSO-KRNT, Des Moines. He replaces Jack Thomas, resigned.

ELBERT WALKER, head of KHJ, Hollywood, transcription department, has been made traffic and program director of K45LA, FM station operated by Don Lee network. La Von Urbanski has taken over his former duties.

BOB CUNNINGHAM, formerly of WBBM, Chicago, and more recently assistant production manager of CBS, New York, has rejoined the WBBM announcing staff. Arch Farmer has been named news editor of WBBM and William Costello has been added to the news staff.

PAUL MINER, sportscaster of KVOO, Tulsa, recently married Marilyn Stuart of Tulsa.

DICK BARTLETT, formerly of KVOO, Tulsa, and KGVO, Missoula, Mont., has joined the announcing staff of KHQ and KGA, Spokane. Bill Rhodes, summer relief announcer of KGA and KHQ, has been promoted to the regular staff.

LONNIE STARR has resigned from the announcing staff of WPEN, Philadelphia, effective Sept. 26, to join WSGN, Birmingham, on Oct. 1.

PHIL FRANKENBERGER, publicity director of WPEN, Philadelphia, resigned Sept. 1 to enter the department store field in Charleston, W. Va. Ira Walsh, WPEN special events director, returns to the publicity desk.

MAURY RIDER, former chief announcer of KIRO, Seattle, has been promoted to operations supervisor, and his former post will be filled by Jack Kinzel.

ELVIRA SMITH, assistant director of the continuity department at KRGV, Weslaco, Tex., has left for Dallas to take a new position.

JOHN GREEN, CBS Hollywood writer, is the father of a boy born Aug. 30.

HOLLIS M. SEAVEY, known in radio as John Hollis, has been named program director of KOCY, Oklahoma City, replacing Louis Hartman, now in Chicago. Thomas Collins, recent Oklahoma U graduate and new to radio, has joined KOCY, as continuity writer.

LIEUT. JOHN MOORE and Ensign Stanton Prentiss, of the news room of WJSV, Washington, have been called to active service. Peggy Phelps, of the program department, replaces Robert Baker as assistant to John Heiney, sales promotion manager.

HAL NEWELL, of WEEI, Boston, has been transferred to WCAU, Philadelphia.

WOR Staff Changes

EXPANDING its production supervision, WOR, New York, has shifted Gene King and Joe Bier from the announcing to the production staff of the station. King produces WOR's travelling show, Cab Calloway's *Quizzicale*, while Bier, also farm editor of WOR, will eventually confine his announcing duties to the early morning *Farmer's Digest* show. To fill the vacancies caused by King's transfer and the resignation of Sidney Paul, two announcers have joined the station—Robert Shepard and Bruce Eliot, both with announcing experience in out-of-town stations.

KWJJ Promotions

WITH THE appointment of W. Carey Jennings, formerly of KGW-KEX, Portland, as general manager of KWJJ, Portland, promotions and additions in the general staff have occurred. Sammy Taylor and Art Morey, both KWJJ announcers, have been promoted to promotion manager and program director, respectively. Jimmy Atkinson has joined the announcing staff, and a new operator will be added soon. KWJJ also has signed for full service of Standard Radio.

Tom Slater Honored

IN RECOGNITION of his program *This Is Fort Dix* on WOR, New York, and of its work as a morale builder in the Army, Tom Slater, MBS director of sports and special features, has been awarded a special plaque by *Our Army*, a magazine devoted to Army activities.

Mr. Amplistat's Air

THE MYTHICAL Mr. Amplistat, radio cliche expert extraordinary, whose imagined dialogue with a sportscaster as written by Maurice Condon of WGAR, Cleveland, appeared in the Aug. 25 BROADCASTING, turned up recently as guest star of Mike Roy's *Rhythm at Random* program on WENR, Chicago. Mr. Roy's adaptation, in the person of J. Weedemer Whapp, was broadcast with permission of the author and BROADCASTING.

ROBERT CONSIDINE, sports columnist for "On the Line", daily feature syndicated in 83 newspapers, on Sept. 2 started a six-weekly sportscast program on WNEW, New York, immediately following John B. Kennedy's news at 7:45 p.m.

CBS Names Tucci

TERIG TUCCI, Argentine conductor and composer, has been named music director of the CBS Latin American network to headquarter in New York, effective Sept. 15. For the new network, Mr. Tucci plans to contact all publishers in Latin America to send representative scores to the CBS music library on an exchange basis, and to promote interchanges of folk-music among the governments of the 21 Western Hemisphere republics. He has been in this country for the past 15 years working with Latin American artists, and composing concert and dance music for radio and symphony orchestras.

FRANK GRAHAM, Hollywood narrator on the weekly half-hour *Romance of the Ranchos*, sponsored by Title Insurance & Trust Co. on KNX, is composer of a new rhumba titled "Jose."



ALONG the shores of Lake Ontario where the fruit grows . . . inland through the lush valleys and over the rolling hills . . . from Lake Erie to the Mohawk Valley and from Lake Ontario to the Susquehanna, the barns of WHAM's primary area's 140,518 farms are bulging with a rich harvest.

With money in their pockets these prosperous farmers make a rich market for WHAM advertised products. WHAM is *their* station. WHAM programs are their first choice. WHAM's clear channel, 50,000 watt signal reaches every corner of the 43 county area in which they live. Within WHAM's primary area are not just Monroe County's 5,084 farms, but 27.63 times that many. With WHAM you can reach the whole 43 county area for approximately one-third the cost of localized coverage. For complete, economical coverage—urban and rural—WHAM is a better buy.

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

FIRST
CHOICE
OF
NATIONAL
ADVERTISERS
WHO KNOW
MAINE'S
CENTER
OF
POPULATION
IS IN
WLBZ'S
PRIMARY
SERVICE AREA
NBC
Yankee Network
620 kc
BANGOR

Radio Advertisers

CATELLI FOOD PRODUCTS, Montreal (Creamo), on Sept. 1 started *Creamo Dollar-a-Minute* quarter-hour live show with scrambled word prize game weekly on CJOR, Vancouver; CFCN, Calgary; CJCA, Edmonton; CKCK, Regina; CFQC, Saskatoon. Same sponsor on Sept. 1 also started transcribed spot announcements three and four times weekly on various Ontario stations. Accounts were placed by E. W. Reynolds & Co., Toronto.

FISHER FLOURING MILLS Co., Seattle (Wheat Germ) has renewed its twice-weekly participations on *Home Forum* on KGO, San Francisco. Agency is Pacific National Adv. Agency, Seattle.

CALIFORNIA DAIRY COUNCIL, San Francisco, may include radio in its fall and winter advertising schedule. Agency is Albert Frank-Guenther Law, San Francisco.

SHIPSTAD & JOHNSON, Chicago, for Los Angeles premiere of Ice Follies of 1942, in a 17-day exploitation campaign ending Sept. 12 is using a total of 500 transcribed announcements featuring Ken Carpenter on 10 stations in Southern California. List includes KHJ KECA KFWB KMPC KFAC KMTR KRKD KFVD KFOX KGFJ. Ice Follies started Sept. 4 for four weeks at Los Angeles Pan-Pacific Auditorium. Allied Adv. Agencies, Los Angeles, has the account. Walter McCreary is executive in charge.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), through Ad Carpenter Adv. Agency, that city, has renewed for 52 weeks, its six-weekly quarter-hour news commentary on KECA, Los Angeles. Firm also sponsors the commentator in a similar series nine times weekly on KFI, that city. In addition transcribed versions are sponsored six times weekly on KERN, Bakersfield and KMJ, Fresno.

HOWARD TAYLOR was recently appointed general sales manager of Centrifugal Flouring Mills Co., Seattle. He succeeds William H. Burtt, retired.

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT
TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager



14TH YEAR ON KLZ, Denver, was started when Hugh M. Woods (right), president of the mercantile firm bearing his name, started a renewal contract. Mr. Woods is the station's oldest consistent advertiser. He attributes much of the success of his business to radio. Watching is Frank Durbin of KLZ.

GENERAL PETROLEUM Corp., Los Angeles (Mobiloil, Mobilgas), on Sept. 17 starts for 13 weeks sponsoring a weekly quarter-hour football program, *Sports Broadcast* with Sam Hayes, on 8 CBS West Coast stations (KNX KARM KSFO KOIN KIRO KFPY KOY KTUC). Firm is currently sponsoring the weekly program, *I Was There*, on the same list of stations, Sunday 9-9:30 p.m. (PST). Agency is Smith & Drum, Los Angeles.

NESBITT FRUIT PRODUCTS, Los Angeles (Cal. orange drink division), on Sept. 1 added KGFL, Roswell, N. M.; KEUB, Price, Utah; KOMA, Oklahoma City, to stations currently releasing the transcribed quarter-hour, *Passing Parade*, with John Nesbitt. Contracts are for 13 weeks. Series has been renewed for a similar length of time on KECA, Los Angeles, with a spot announcement schedule on WROL, Knoxville. Agency is Walter K. Neill Inc., Los Angeles.

UNITED DRUG Co., Toronto, on Nov. 1 starts a spot announcement campaign for Christmas sale on 37 Canadian stations. Account is placed by Ronalds Adv. Agency, Toronto.

NORTHROP & LYMAN Co., Toronto (Dr. Thomas' Eclectic Oil) on Oct. 6 starts a spot announcement campaign on stations throughout Canada. Account is placed by E. W. Reynolds & Co., Toronto.

S. F. LAWRASON & Co., London, England (ammonia) has started a weekly quarter-hour organ program with mystery tune contest on CFRB, Toronto, and plans to extend to other stations in Canada. Account is placed through Norris-Patterson, Toronto.

CAMPBELL SOUP Co., New Toronto, Ont. (Franco-American canned macaroni and spaghetti) has renewed *Amos 'n Andy* transcriptions on a number of Canadian stations and *Lanny Ross* five times weekly on CBS Canadian outlets, CKAC, Montreal, and CFRB, Toronto. Same sponsor has also started *The Man I Married*, daily on CFRB, Toronto. Account was placed by Ruthrauff & Ryan, New York, and Ward Wheelock Co., Philadelphia, in conjunction with Cockfield Brown & Co., Toronto.

HENRY K. WAMPOLE & Co., Perth, Ont. (medicinal) has started thrice-weekly transcribed spot announcements on a number of Canadian stations. Account was placed by J. J. Gibbons Ltd., Toronto.

ROBERT L. PHILIPPI, Union Oil Co., Los Angeles, director of public relations and advertising, has been made a member of the public relations advisory group of the National Assn. of Manufacturers.

HUDSON SALES Corp., Los Angeles, representing 22 auto distributors in the Southwest, in a 30-day or more campaign which started Sept. 2 is using from four to nine announcements daily, seven times per week, on 12 Nevada and Southern California stations. List includes KMPC KFWB KRKD KFAC KFVD KIEV KMTR KGFJ KFOX KVOE KERN KENO. Mayers Co., Los Angeles, has the account. Henry Mayers is account executive.

SEARS ROEBUCK & Co., Los Angeles (merchandise), for its 55th anniversary sale, in a ten-day campaign ending Sept. 20 will use two to six spot annonucements daily on 11 Southern California stations. List includes KNX KHJ KMPC KFAC KRKD KFVD KIEV KMTR KFOX KGFJ KFWB. Agency is the Mayers Co., Los Angeles, with Henry Mayers account executive.

EAST LAWN MEMORIAL PARK, Sacramento, Cal. (cemetery), placing direct, on Sept. 29 starts for 26 weeks, sponsoring the five-minute transcribed program *Miracles of Faith* thrice-weekly on KROY, that city. Parker Mortuary, Tucson, Ariz., on Oct. 1 starts sponsoring that program thrice-weekly on KTUC. Series on completed stories is currently sponsored by Forest Lawn Memorial Park, Glendale, Cal., on KHJ, Los Angeles; Flickinger-Digier Chapel, Bakersfield, Cal., (mortician), on KPMC, that city, and Sovern Funeral Home, Modesto, Cal. (mortician), on KTRB, that city. Fred C. Mertens & Associates, Los Angeles, is producer.

MORNING MILK Co., to advertise its new Sunnyside, Wash., evaporating plant, the only one in the State, started using five spots per day Aug. 25 on KIT, Yakima.

LOS ANGELES Soap Co., Los Angeles (White King), on Sept. 1 started sponsoring a six-weekly five-minute newscast on KMED, Medford, Ore. Contract is for 52 weeks, with placement through Raymond R. Morgan Co., Hollywood.

BLOCK DRUG Co., Jersey City (Gold Medal Haarlem Oil Capsules), on Sept. 1 started a series of chain-break announcements on WHN, New York and participations Monday through Friday on *The Farmer's Digest*, a 6 a.m. program on WOR, New York. Agency is Raymond Spector Co., New York.

Briggs Placing

C. A. BRIGGS Co., Cambridge, Mass. (H-B Cough Drops) is planning use of spot announcements in various markets. Company, through its agency, Horton-Noyes Co., Providence, R. I., has sent letters to station representatives seeking information on available spots on specific stations in desired markets.

WFMJ
Youngstown's
Favorite
Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.



CERTIFICATE OF MERIT of the American Legion was recently awarded to KARM, Fresno, Cal., "in grateful consideration of the service rendered to this community and for having aided in the promotion of patriotism, loyalty, good citizenship and the welfare of the veterans who have served under arms of the United States." Presentation was made by Annabel Rainie, radio chairman of American Legion auxiliary district No. 4, to Dick Wegener, program director, on behalf of KARM.

MAYES AND MOORE AT HEAD OF KBWD

STAFF of the new KBWD, Brownwood, Tex., which went on the air Aug. 17, has been announced by the station. Wendell Mayes, local mayor, is general manager. Mr. Mayes, in partnership with J. S. McBeath, former publisher of the *Brownwood Bulletin;* Joe N. Weatherby, local auto distributor; and B. P. Bludworth, owner of a poster service company, were authorized to build the station last fall when the FCC issued a construction permit to the Brown County Broadcasting Co. to operate with 500 watts on 1380 kc.

Commercial manager is James Moore, formerly of KGFI, Brownsville, Tex., and KFDA, Amarillo, with Robert Earl Deeley, formerly of KFPL, Dublin, Tex., and Mrs. Charles P. Henley Jr., also in the commercial department. Program director is A. D. Whisenant, formerly of KRBC, Abilene, and KGKL, San Angelo. Announcers are Tom Robinson, formerly of KPAB, Laredo, and Tom Journeay, of Abilene. Travis Flatt, formerly of KBST, Big Spring, Tex., is chief engineer, and Edgar P. Poole, from KPAB, engineer.

Studies are housed in a new structure at Hawkins and Wilson Sts. with the transmitter across the Pecan Bayou from the city. RCA transmitter and microphones are being used and KBWD has subscribed to the Standard Radio music library.

New Shortwave Programs

TO BALANCE the war, defense and other more serious features shortwaved on WRCA and WNBI, NBC's international stations, three musical programs have been added: *Fashions in Manhattan, Strictly From Dixie* with popular music, and *Rhythmic Melodies* featuring Irving Miller's orchestra. New Saturday program sent to England and Latin America on WRCA and WNBI is *Highlights From Hollywood* with news of the film center's activities.

Guestitorial

(*Continued from page 30*)

factory answer to this question will determine the degree of our success in maintaining commercial radio during the national emergency which confronts America, and will continue to confront us, until the little guy with the funny mustache is laid among the sweetpeas.

And the answer is not overly difficult to find.

It lies in the promotion of the sale of a multiciplicity of consumer goods and services which hitherto have been restricted in their appeal owing to high prices, limited markets, or just plain lack of sales promotion.

Food manufacturers such as Del Monte for instance, have in the past been content to advertise only their brand name, or else one or two sales leaders. In their lines may be dozens of specific items on which big volume could be obtained by proper promotion.

Perfumes and cosmetics in general, especially the better ones, will find immensely extended markets ahead of them, crying for exploitation. Did you ever hear LeLong Perfumery advertised on the air, Or Christmas Night? Or Carefree? All of them are high-priced perfumes, the sale of which in the past has been limited to the well-to-do.

Crosse & Blackwell make a fine line of packaged foods. Have you heard them on the air in recent years?

I could carry this on indefinitely, but I'm sure you get the idea. The point is that the country today has millions of men, working over machines or at production lines who are making from $50 to $150 weekly, and who never made that kind of money before. Most of them have never had the opportunity of enjoying the good things of life, and have looked longingly at fine merchandise, yearning to possess it.

Now, they are handling folding money, in large denominations. They'll only be able to purchase automobiles or refrigerators or furniture or clothing with increasing difficulty. And installment buying isn't going to be too easy.

But, beckoning with great lure is plenty of quality merchandise, in cash markets, on the counters of retail stores, everywhere.

And that's where all advertising men, newspapers, radio, magazines, agencies, should turn. It's an opportunity not only to keep our organizations intact, throughout the period of the emergency, but also to hold up the country's business volume—a vital necessity.

The American people will be better fed, better clothed, more luxurious, in the next year or so, than ever before. There will be more money in circulation than ever before, and fewer places in which to spend it. It's a great opportunity.

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

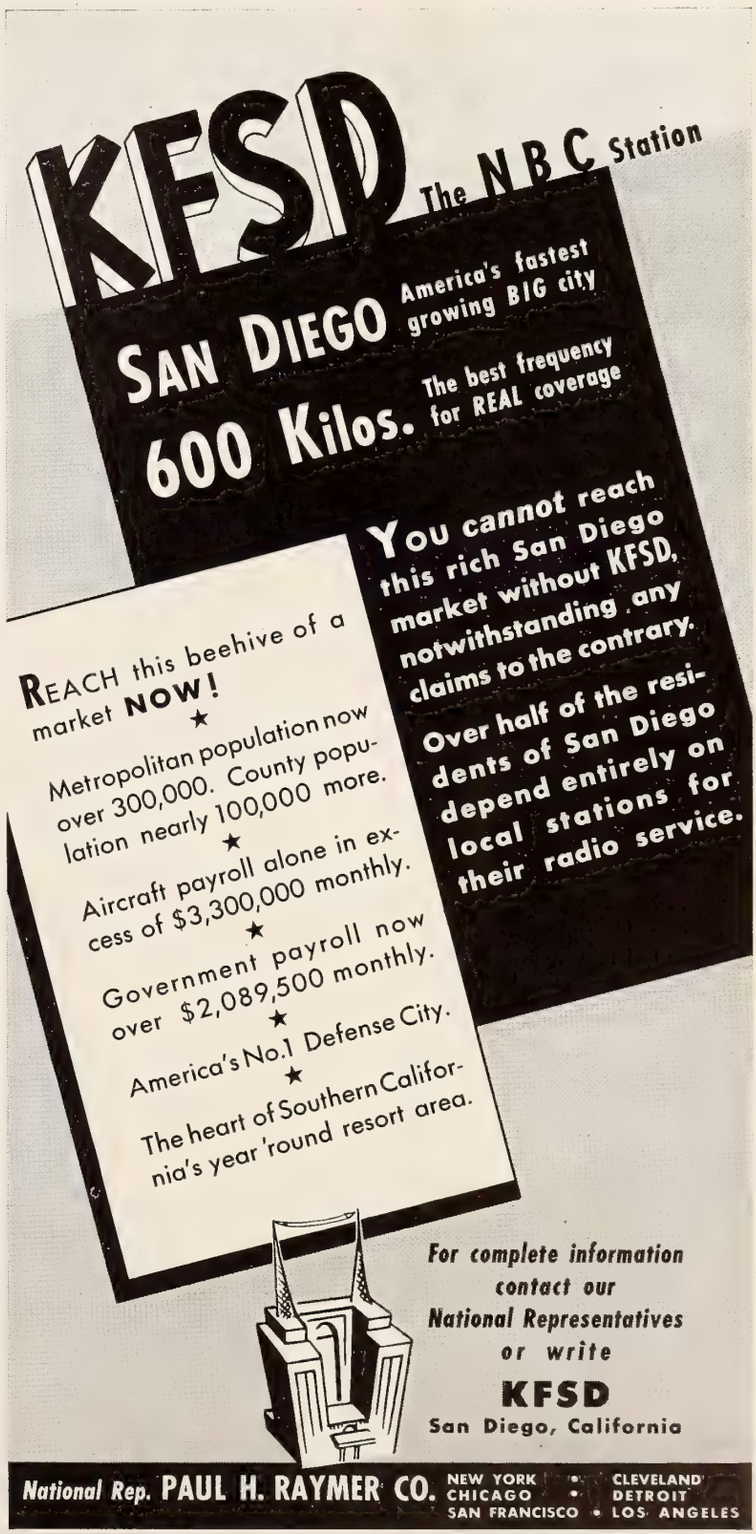
San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

Higgins to WRC-WMAL

HUGH M. HIGGINS, for the last four years executive alumni secretary of Creighton U, Omaha, Neb., has assumed his new duties as promotion manager of WRC-WMAL, Washington. A former newswriter and publicity man, Mr. Higgins is no stranger to radio having served as sportscaster for KOIL and WAAW (now KOWH) handling play-by-play football, baseball, basketball and hockey as well as conducting the nightly 15-minute *Sports Highlight* program, and appearing on the four-man panel of experts for the *Answer Please* which was heard for a year on KOIL.





"If only I had used WFDF Flint Michigan, with a kilowatt on 910!"

Reserve Your Copy of

1941 Iowa Radio Audience Survey

NOW

Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

Address Dept. B

STATION WHO

DES MOINES, IOWA

YOU CANNOT OPEN YOUR FRONT DOOR WITHOUT A LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:—

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

You Can Dominate the Omaha Great Plains Market WITH

WOW

OMAHA, NEBRASKA

On the RED Network
590 KC 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co. Representatives

Merchandising & Promotion

Movie Tieup—Sergeant vs. Captain—Personal Letters—Press Service Progress

A UNIQUE tieup between motion pictures and a radio sponsor marketing farm products started Sept. 6 when the first of the *Saddle Mountain Roundup* series went on WHO, Des Moines. The program, sponsored by the Consolidated Products Co., of Danville, Ill., for its Semi-Solid Buttermilk Feed Products, was aired at the same time as the world premiere of the picture "Saddle Mountain Roundup" in Marshalltown, Ia. The radio-premiere climaxed a two-day celebration of Saddle Mountain Roundup Days, featuring residents of Marshalltown parading in pioneer costumes and store windows decked out in the style of the "gay nineties". The first broadcast of the series was made from the stage of the Odeon Theater in Marshalltown and featured Cousin Herald Goodman, star of both the program and the movie which was made by Monogram Pictures. During the fall and winter the program and picture will play simultaneously in towns where Semi-Solid Buttermilk products dealers are located. Besides personal appearances, Cousin Herald will appear at Semi-Solid dealers. Agency is Mace Adv. Inc., Peoria, Ill.

* * *

Flagg & Quirt Again

IN AN ALL-OUT campaign to promote the premiere broadcast of *Captain Flagg & Sergeant Quirt* on Sept. 28, sponsored by Mennen Co., Newark, on NBC-Blue, Russel M. Seeds Co., Chicago, the agency, has distributed to the stations an elaborate promotional book outlining merchandising suggestions. "Ammunition" distributed by the agency includes press stories on the program, its stars, Victor McLaglen and Edmund Lowe, one and two-column mats, transcribed announcements, etc. The book suggests that stations notify service camps in their area, broadcast Marine recruiting announcements in cooperation with local recruiting office, use newspaper ads and publicity, cooperate with local Mennen distributors and dealers for window and store tie-in displays. The agency has secured official endorsement of cooperation from the U. S. Marine Corps for the program, and the promotion highlights the defense theme.

* * *

Hams and Discs

KDKA, Pittsburgh, gave recordings of winners voices and an E-Z Cut Ham to participants in a quiz program originating from the station's setup at the Allegheny County Fair. John Morrell & Co. of Ottumwa, Ia., sponsors of *The Missus Goes a-Shopping* on the station, furnished the hams while the station cut the records.

* * *

V

WBIG, Greensboro, N. C., is distributing V stickers for autos and windshields. It is printed on a background suggesting the Union Jack, with the telegraphic symbol for V.

Baseball Contest

KWK, St. Louis, is conducting the second annual baseball popularity contest, sponsored by the Falstaff Brewing Corp. to select the two most popular players in the American and National Leagues. The contest, started Aug. 25 and running to Sept. 13, is being promoted on the two Falstaff programs, play-by-play baseball and a nightly sports review. Ballot boxes have been placed at all Falstaff dealers as well as other points throughout the city. The winning players will be presented with trophies. Over a million votes were cast in last year's contest.

* * *

Danzig's Letters

AS AN EXPERIMENT, Jerry Danzig, publicity director of WOR, New York, is sending out weekly personal circular letters to several hundred radio editors of newspapers outside New York City. To supplement the station's regular publicity releases, the letters will give informal, off-the-record information about WOR. First dealt with the death of Floyd Neale, MBS music commentator, WOR's new FM transmitter, new handling of program changes, and concluded with an invitation ta "be sure and visit WOR" while in New York.

* * *

Royal Crown Up

SUCCESS of the Royal Crown Bottling Co. in upping sales 100% this year is cited in a mailing piece being sent out by WORL, Boston, as being the result of using participation in the *920 Club* program. Piece in the form of a planographed letter is addressed to WORL Manager George Lasker and is signed by G. Stephens, head of the bottling company.

* * *

UP Progress

GAIN in usage and in sponsorship of United Press Radio News Wire Features from Dec. 20, 1940, to July 31, 1941, is charted and illustrated in "Stepping Up", folder issued by UP. Each of the 10 five-minute features is pictured as sent out in individual brochure form with the percentage and type of sponsors listed beneath.

* * *

White House Books

LIST of 1,100 books found in the White House library is offered to listeners by Art Baker, Hollywood commentator, during his five-weekly, half-hour program, *Art Baker's Notebook*, on NBC-Pacific Blue stations. In addition, those compiling the five best lists of ten selected books receive the volumes of their respective choice.

* * *

Inserts in Apparel

THE STRAND SHOP, Passaic, N. J., to promote its daily 9:45 a.m. program *By Special Arrangement* on WPAT, Paterson, is placing inserts in all packages of women's apparel wrapped at the store and has placed billboards around the district calling attention to the feature.

More Victory

WPID, Petersburg, Va., has started a campaign of its own based on the V for Victory theme, using colorful window stickers displaying the WPID call letters above a large "V". Listeners are invited to write or call for free stickers for their homes, stores, or cars. Stickers have been placed in various store windows throughout the city.

* * *

Success Stories

A TABLOID success journal has been published by WTMJ, Milwaukee, with the front page bearing the title "Results, in Black on White". Reproduced are letters from "satisfied advertisers", with comment on their successful use of the station.

BROCHURES

KNX, Hollywood—Four-page, pen and ink illustrated folder titled *All Over Southern California*, which relates briefly market covered by that station, with attention called to new money created by defense work program.

UNITED PRESS—Folder entitled "For your own profit—your football prophet" offering a program of UP Sports Editor Ralph Palmer predcting football scores.

WMT, Cedar Rapids, Ia.—Four-page orange colored piece modelled after sheet music promoting station's *Magic Kitchen* program.

GEORGETOWN U—Illustrated booklet published by foreign service school tracing radio series titled *New World Diplomacy*.

WBT, Charlotte—Folder, telling how "WBT helped crack 320,000 eggs." or the sales success story of Leonard's Hatchery.

WOR, New York—Spiral bound brochure, *A Tale of 4 Cities*, on survey of all-night listening.

KDAL, Duluth—Two-color broadside announcing a shift to 610 kc. and increase to 1,000 watts.

NBC Hollywood—Accordion fold piece giving Pacific Coast market statistics and new programs.

18,000 Employed in WICHITA Aircraft Plants

A new high of 18,000 employees in Wichita's aircraft factories is expected to be reached by October 1st of this year.

Additional thousands will be added as new plant facilities now being constructed are completed. Now is the time for you to start getting your sales message across to this vast army of well-paid labor.

And there's no better way to do this than to use the "Pioneer Voice of Kansas," KFBI. START NOW!



The Pioneer Voice of Kansas

KFBI • WICHITA

5000 WATTS DAY • 1000 WATTS NITE

AFRA Donates Talent For Shortwave Program

AN OFFER by the Cincinnati local of AFRA to supply the services of its membership talent for programs broadcast to England on WLWO, Crosley international shortwave outlet, was announced last Friday by Wilfred Guenther, WLWO manager. The offer was made by James Leonard, president of the local. Tentative arrangement call for AFRA members' gratis appearances on the Great Britain broadcasts at least once a week.

Typical program will be *The American Parade*, a dramatization of the highlights of American history. Other special features of the same type are being planned. James D. Shouse, Crosley vice-president in charge of broadcasting, has offered the complete facilities of the WLW-WLWO studios, personnel and engineering control to assist in preparing and broadcasting the programs.

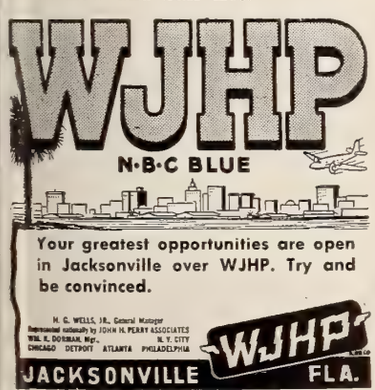
ROMANCES FOR SAVOY
Coffee Firm Again Renews
From License Bureau

CREDITED with bringing a 100% increase in turnover for many Savoy Coffee dealers, Quin Ryan's *Marriage License Romances* resumes Sept. 8 on WGN, Chicago, for 13 more weeks under sponsorship of Steele-Wedeles Co. The thrice-weekly feature returns to the air after a three-week vacation interval, and will be heard Monday, Wednesday and Friday at 1:30 p.m.

The series was launched by Steele-Wedeles Co. Feb. 17 for 26 weeks. During this period Savoy Coffee sales have shown a decided increase, according to Erwin, Wasey & Co., Chicago, agency handling the account.

More Canadian Music

DESPITE the war Canadian composers are increasing their contributions to the music library of the Canadian Broadcasting Corp., according to a report of the CBC. With an ever increasing number of programs with a war theme originating in Canada, more Canadian music is being used. Such CBC programs as *Carry On, Canada* use a tremendous amount of Canadian music—the theme song, in fact, being the work of the Canadian organist, Ernest Dainty. Frequently special compositions are being commissioned to fit special programs. Canadians whose music has been heard recently on CBC programs include Godfrey Ridout, John Weinzweig, Robert Farnon, Ernest Seitz, John W. Rushton, Reg. Hinchey, Walter Bromby, Sir Ernest MacMillan, Capt. J. Gagnier, Capt. J. Slatter, Ruth Low and Sair Lee.



Purely PROGRAMS

SUCCESSFUL local program on WTAD, Quincy, Ill., is *Pick-A-Toon*, sponsored by Consolidated Oil Co. for more than a year. An adaptation of darts, a target board is set up on a main street and passersby are invited to toss a dart at the board in an attempt to hit the jackpot number. The number changes every day, and each number on the board corresponds to a popular song played on a piano in the studio. Contestants try and name their tune and win a quart of oil. The jackpot number, which always wins a prize, may accumulate awards from day to day if it is not hit.

* * *

Local Insights

INTIMATE sidelights on local affairs form the basis of *City Editor*, new series on WSAI, Cincinnati, conducted by William Dowdell, WLW-WSAI news editor. Where the mayor gets his free cigars, why certain cops are sent to the sticks and similar tales are aired every Sunday at noon.

* * *

Poets Honored

LIVING western poets are saluted in a new series of weekly programs on KYA, San Francisco, titled *Singing West*. An outstanding verse writer is presented on each program. He is interviewed and in most instances reads some of his own works or reviews another writer's book of poems.

* * *

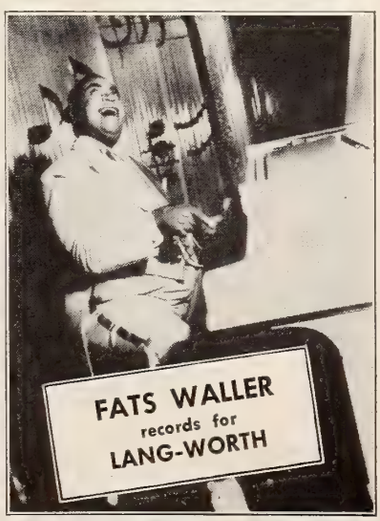
Adventurers' Adventures

TRUE ADVENTURES of members of the Explorers Club on their trips to far-off places are dramatized on *Adventure in the Unknown*, weekly half-hour series on WNYC, New York municipal station, in cooperation with the American Museum of Natural History and the Club.

* * *

Defiant People

TRUE STORIES of courageous defiance among the conquered peoples of Europe are now aired weekly on the Canadian Broadcasting Corp. network in a series of talks by Eva-Lis Wuorio.



Defense Drama

DESIGNED to portray the part the Midwest plays in National Defense, the *Midwest Mobilizes* program, a weekly feature of WBBM, Chicago, under the auspices of the Illinois State Council of Defense, dramatizes operation of defense contracts with broadcasts from factories working on defense orders.

* * *

For Traffic Safety

TRAFFIC ACCIDENTS that have occurred during the week are analyzed by Sergt. Roland J. Schumacher, head of the traffic education division of the St. Louis police department, on the *So It Can't Happen to You* program of KXOK. Sergt. Schumacher offers advice to prevent reoccurrence of such accidents and also presents members of various safety organizations.

* * *

Mr. and Mrs. Critic

WMCA, New York, has started a new series of theatre reviews, employing a man and wife as critics. The reviews, heard the same night as the play opens, are presented by Mr. and Mrs. Julius Colby, both established dramatic critics on New York papers. It is planned to extend the reviews to motion pictures later.

From Hangar Four

HANGER FOUR at Hamilton Field, Cal., having been converted into a men's recreational hall, more than 2,000 soldiers now witness *Open House*, the 25-minute sustainer on NBC-Pacific Blue stations. Helen Morgan and Frank Barton are co-m.c. Besides Topsy-Turvey, a comedy skit, acts include Gladys Simpson, dramatci soprano; Horace and Hattie, comedy team, and Ricardo's orchestra. Each broadcast is supplemented by a 30-minute pre-show.

* * *

In Shadow of Guns

BENEATH the 16-inch guns of Uncle Sam's newest 35,000-ton battleship, the *U. S. S. Washington*, at the Philadelphia Navy Yard, WFIL, Philadelphia, late in August originated the first program of its new weekly series, *A Night With the Navy*, featuring entertainment by crew members. Announcer Jack Steck is m.c. of the show.

* * *

Small Town Stuff

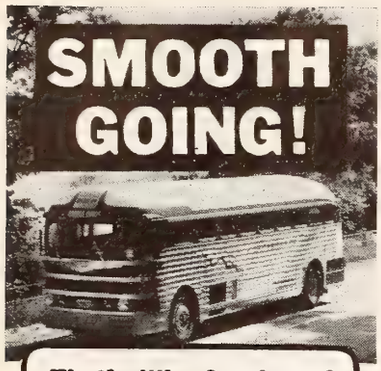
HUMOROUS story of life in a suburban town is told on *Jones & I*, half-hour weekly program on CBS, with title roles played by Sammie Hill and Scott Farnworth, also author of the series. Stuart Buchanan produces and directs the programs, which are autobiographical, incorporating much of the life of the writer.

* * *

Safety Talks

WHBL, Sheboygan, Wis., is planning to present a series of one-minute transcribed spots featuring safety talks by Sheboygan bus drivers.





That's Why Greyhound Uses Postal Telegraph



SMOOTH, speedy, friendly service! That's what Greyhound, world's greatest bus line, *gives*. And smooth, speedy friendly *telegraph* service is what Greyhound *gets*. Because Greyhound—like many of America's smartest business firms—uses Postal Telegraph exclusively.

This same superior, economical service can be yours too—at any Postal Telegraph office. Or—

Phone*

Postal Telegraph

*Charges appear on your phone bill

Agencies

JOHN ALDEN, formerly assistant advertising manager of Norwich Pharmacal Co., Norwich, N. Y., user of spot radio, has been appointed advertising manager of the company.

ANTHONY HYDE, formerly of Young & Rubicam, New York, has joined the copy staff of Lord & Thomas, New York.

J. C. BRIDGEWATER, formerly copy director of H. W. Kastor & Sons, Chicago, and previously of Blackett-Sample-Hummert and Newell-Emmett Co., New York, has been appointed manager of the copy department of the Chicago office of Sherman K. Ellis & Co., effective Sept. 15.

RAY MOUNT ROGERS, for two and a half years copy chief of Gerth-Knollin Advertising Agency, San Francisco, has been promoted to account executive and transferred to the agency's Los Angeles office.

W. A. BREWER, president of Brewer-Weeks Advertising Agency, San Francisco, a major in the Army reserve, has been called to active duty with the Civilian Defense Corps in Washington. Ken Beaver is managing the affairs of the agency during his absence.

JAMES K. SCHULLINGER, assistant to Gene Duckwall, Hollywood office manager and timebuyer of Lord & Thomas, is recovering from injuries received when he fell from an entertainment device at Ocean Park Pier, Cal. He is the son of Karl Schullinger, Lord & Thomas New York radio director of Lucky Strike shows.

FLETCHER TURNER, assistant radio director of J. M. Mathes Inc., New York, on Aug. 30 married Dorothy Lippincott of the publicity department of that agency.

AFA 10th Session

THE 10th District convention of the AFA will be held Oct. 16-18 in Tulsa, Okla. under sponsorship of The Tulsa Advertising Federation. Amos Parrish, retail consultant and fashion clinic expert, will head the list of speakers. Entertainment will be furnished by the Newspaper Publishing Corp. and KVOO and KTUL. The 10th District comprises, Oklahoma, Arkansas, Louisiana and Texas.

TOM HARGIS, formerly producer of NBC Chicago, has joined Russel M. Seeds Co., Chicago, as director and producer of transcribed *Renfro Valley* program sponsored by Brown & Williamson Tobacco Corp., Louisville.

ALLIED ADV. AGENCIES, Los Angeles, has established branch offices in the Bank of America Bldg., San Diego, Cal., with H. W. Gambrell as resident manager.

MARION KYLE, who operates an advertising agency under his own name in Los Angeles, was seriously hurt in a recent auto accident on the San Francisco peninsula.

RAY MOUNT ROGERS, for more than two years copy chief of Gerth-Knollin Adv. Agency, San Francisco, has been elevated to account executive and transferred to the firm's Los Angeles office.

BEESON-FALLER-REICHERT is the new name of the former Sterling Beeson Inc., agency in Toledo. Officers are Sterling Beeson, chairman of board; John O. Munn, president; R. J. Faller, vice-president; Arthur Reichert, vice-president; H. Reed Sturgeon, secretary-treasurer.

WILLIAM VON ZALEY, formerly of WINS, New York, and previously with Consolidated Radio Corp., has left for California to direct the radio department of Music Corp. of America's Coast office.

North Appointed

JAMES D. NORTH, Assistant to Charles G. Mortimer, Advertising Manager of General Foods Corp., New York, has been appointed associate advertising manager of the company for Jell-O and Minute Tapioca, as of Sept. 1. Succeeding Mr. North as Mr. Mortimer's assistant is John S. Allen, formerly advertising assistant on Jell-O and Minute Tapioca. Mr. North has also handled export advertising for the company and the Walter Baker account in the past five years.

Charles K. Kaufman

CHARLES K. KAUFMAN, 55, for more than 20 years with the Arthur Rosenberg Adv. Agency, New York, died Aug. 30 at Montefiore Hospital after a six-month illness. He is survived by a wife, two daughters and two brothers.

Coutant Plans to Resign To Join Statistical Firm

FRANK R. COUTANT, vice-president in charge of marketing of Pedlar & Ryan, New York, in late September will resign to become vice-president and director of service of Fact Finders Associates, New York, research affiliate of the Advertising Distributors of America.

A pioneer in the development of scientific marketing, Mr. Coutant is well known for his lectures and books on research, the latest being an analysis of 140 major markets in America in cooperation with the American Marketing Assn. and the U. S. Bureau of Census. He will be associated with Dr. R. E. Rindfusz, president of Fact Finders, to assist in broadening the scope of the company to include all types of marketing and research consultations, planning, direction and interpretation of surveys, consumer testing of old and new products, studies of effectiveness of media and advertising campaigns. Succeeding Mr. Coutant will be D. E. Robinson, formerly general manager of Federal Adv. Agency, New York.

Parsons to Federal

DON PARSONS, formerly director of promotion of the McCall Corp., New York, has been named vice-president and director of research of Federal Adv. Agency, that city, succeeding D. E. Robinson, general manager, who resigned to join Pedlar & Ryan, New York, effective Sept. 29 [BROADCASTING, Sept. 1]. Previous to joining McCall in 1932, Mr. Parsons served as general sales manager of McGraw-Hill and in a general executive capacity for Curtis Publishing Co.

Coast Branch Enlarged

NEEDHAM, LOUIS & BRORBY, with three sponsored network shows to originate from the West Coast, has tripled its Hollywood radio production office space at 1680 N. Vine St. Van Fleming, formerly producer of Brisacher, Davis & Staff, San Francisco, has been added to the staff as producer of the weekly NBC *Hap Hazard*, sponsored by S. C. Johnson & Son. Cecil Underwood, West Coast manager of the agency, produces the weekly *Great Gildersleeve*, which started Aug. 31 under sponsorship of Kraft Cheese Co. (Parkay Margarine), on 28 NBC-Red stations, Sunday, 6:30-7 p.m. (EDST). He will have a similar assignment on the weekly NBC *Fibber McGee & Molly* program, resuming Sept. 30 under continued sponsorship of S. C. Johnson & Son.



10,000 PEOPLE WILL COME TO BATON ROUGE THIS WEEK. 8,000 WILL STAY.*

*La. State U. registration last year

Students—6,774 • Staff—1,950

5,000 Watts **WJBO** 1150 Kc.

Represented Nationally by Geo. Hollingbery Co.

WAR BOOM HITS

PIEDMONT SECTION OF SOUTH CAROLINA

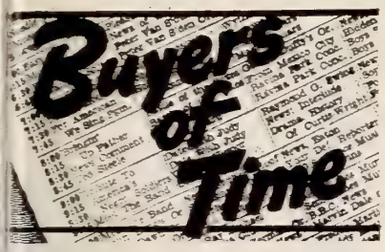
DOMINATED BY

WFBC - GREENVILLE

5000 WATTS "TEXTILE CENTER OF THE SOUTH"

OVER 150 ACTIVE ACCOUNTS

WEED & CO.





WILLIAM B. MAILLEFERT

MENTION the *Great Republic* to Bill Maillefert, timebuyer for the New York office of Compton Advertising Inc., and his face beams. For the *Great Republic* is a 28-foot sailboat, one-third owned by Bill, the rest by two of his agency cohorts. It is famous in boating circles as the auxilliary cutter that once sailed across the Atlantic piloted by a one-armed captain.

Then mention the plumbing and truck-diving business and Bill grins knowingly, for he once spent a term with the 11th Ward Bldg. & Loan Assn. in Newark as its representative in those lines.

Bill was born in 1912 at Westfield, N. J., gained his higher education at Rutgers College where he gave the old college try for the swimming team. Leaving Rutgers in 1930, pipe-smoking Maillefert, after a series of building and loan jobs, joined Compton in 1937 in the checking department, soon transferring to the media department where he handled radio under Murray Carpenter. In 1939, Bill took over the spot and assistant network timebuying jobs, answering to Dan Potter on network and Guy Richards, media director.

He buys time for Procter & Gamble's Ivory Soap, Ivory Flakes, Crisco, Naptha, Duz and Fluffo, and also Bosco Coffee and Krueger Beer. It runs about 1½ million dollars annually in spot.

Bill is married to Cathryn Joughin. Hobbies besides his sailing activities are golf and squash.

Asked about fall business, he indicated the possibility of spot time increasing with network probably remaining about the same as 1940.

FTC GRANTS PLEA TO REVISE REPORT

PERMISSION to alter the dates covering reports on commercial programs, submitted by radio stations four times yearly in complying with Federal Trade Commission requirements, has been granted to WHK-WCLE, Cleveland, by PGad B. Morehouse, director of the FTC's Radio & Periodical Division, the stations revealed last Wednesday.

The FTC ordinarily requires radio stations to submit copies of all commercials aired in a 15-day period, but under the new WHK-WCLE plan the period is shortened to two consecutive weeks, starting each week on Monday.

In submitting the suggested change, it was explained that the 15-day report periods in the past often have not coincided with the radio business week, sometimes running through one entire week and parts of two others and creating an additional burden in preparing the reports. Leslie F. Biebl and Walter Davis, originators of the WHK-WCLE plan, estimated that since most radio commercials run on a weekly basis, the simplified procedure will reduce by about 30% the man-hours required to make out the FTC reports.

Although Mr. Morehouse stated that the Radio & Periodical Division had not made any blanket change in the procedure for radio stations, he indicated to BROADCASTING that stations desiring to put the new plan into operation could obtain permission from the FTC.

La Palina Series

CONGRESS CIGAR Co., New York, for its fall campaign for La Palina cigars is sponsoring three quarter-hour weekly on WWJ, Detroit, featuring sports comments by Ty Tyson, and in October will start sponsorship of the weekly half-hour *Quiz Bowl* program on WKRC, Cincinnati. Agency is Marschalk & Pratt, New York.

OEM Labor Salute

AS A TRIBUTE to labor's part in defense efforts, the Office for Emergency Management arranged a special *Salute to Labor* program on NBC-Blue and Red Sept. 1, 1-2 p.m. In addition to a talk by President Roosevelt from Hyde Park, participants included American labor officials, Ernest Bevin, Great Britain's Minister of Labor, speaking from London, and Hollywood stars. Bernard C. Schoenfeld, chief of the OEM radio section, contributed an original play to the program, while Melvyn Douglas from Hollywood and Lowell Thomas in New York were m.c.'s.

KGA, Spokane, was silenced Aug. 26 nearly three hours when a bolt of lightning struck the antenna, demolishing a transmitter line.

AGENCY Appointments

M. M. GOTTLIEB ASSOCIATES, Allentown, Pa. (Telometer Clocks), to Julian G. Pollock Co., Philadelphia.

CORONET CHEMICAL Co., Allenwood, N. J. (Strike remedy), to Wm. N. Scheer Adv. Agency, Newark. Said to use radio.

DALLAS-FORT WORTH BREWING Co., Dallas, to Tracy-Locke-Dawson, Dallas. Radio included in plans.

ICE CREAM PRODUCTS Inc., Chicago (Fizz mix), to BBDO, Chicago. Said to use radio. Distribution is national.

WCKY OBTAINS SCRAP
Steel Shortage Is Eased by Station's Appeal

HELEN REES, promotion director of WCKY, Cincinnati, really started something when she found a serious shortage of steel scrap existed in the Ohio Valley area. Visiting Middletown, O., recently, Miss Rees interviewed steel and iron executives for her program, *Industry on the March*. From C. R. Hook, president of American Rolling Mills Co., and other industrial leaders, she learned that steel and iron plants were facing shutdowns because the supply of scrap was short.

In Middletown and Ashland, Ky., she was informed, scrap iron drives were conducted and the Armco plants there were kept going. Miss Rees proposed a similar drive in Cincinnati. She telephoned officials and steel executives in the Greater Cincinnati area. They agreed to meet and plan a campaign to collect scrap steel and iron from homes and business houses.

Meanwhile Mr. Hook phoned the Metals Conservation Division of the OPM for formal approval of the drives, and got it.

Taverns' Own 'Polka'

BMI reports that one of its songs, "Friendly Tavern Polka", has been chosen as the theme song of the national tavern industry, which will feature the number in a promotional campaign to build goodwill for taverns and will use it as a theme in whatever radio advertising the taverns use.

A NEW SONG, "A Pretty Coed Has Gone To My Head", has been written by Paul Fogarty, producer of WGN, Chicago.

CJOR joins the list of Canadian stations who point proudly to the free time and unstinted effort donated to Canada's War Effort. We're proud of Canada—sure of Victory. We work with that aim.

CJOR

Vancouver—Canada

1000 Watts 600 KC

National Representatives

J. H. McGillvra (U. S.)

H. N. Stovin (In Canada)

FAIRMONT

A Fort Industry Market

The MAILMAN FAINTED!

All we told him was that we soon would be increasing our night-time power to 5000 watts. Naturally, we added that this increased power would mean increased coverage and, ergo, increased mail returns.

His eyes rolled brow - ward, he slipped slowly to the floor and his bale of letters addressed to WMMN burst, spilling and burying him completely.

Ask the JOHN BLAIR MAN

A FORT INDUSTRY STATION

5,000 WATTS DAY
1,000 WATTS NIGHT

WMMN

FAIRMONT, W. VA.

THERE'S MORE FOR YOUR MONEY AT

CFNB

FREDERICTON—N.B.

1000 WATTS—BASIC C.B.C. OUTLET

WEED and CO.—U.S. Representatives

BOSTON

N.Y.

Polly Silenced

CONSTERNATION reigned at CBS on a recent Sunday morning, a few minutes before its broadcast from the New York Zoological Park, because a parrot, billed as guest star, knew only one tune and that an ASCAP one —the "Stein Song". Permitted a preliminary warmup, the parrot began whistling the song, one of those banned from CBS since last Jan. 1, when William Bridges, curator of publications at the Zoo, remembered ASCAP. A hurry call to CBS by Announcer John Reed King brought the order "Keep that parrot off the air," and the program went ahead with the 15 other performers doing their acts.

WEEKLY programs on MBS dealing with current events now total 84, or 16½ program hours. Newscasters account for 630 minutes of program time; recorded BBC news, 140 minutes; press association summaries, 100 minutes; foreign pickups, 80 minutes, and additional news programs, 455 minutes, including *Parade of the News* and *An Analysis of Propaganda.*

LONE STAR BEER'S BIG CAMPAIGN

Brewing Company Uses Four San Antonio Outlets
For 27 Programs, 184 Announcements Weekly

LONE STAR BREWING Co., San Antonio, on Sept. 1 started a $25,000 radio campaign in the Southwest, claimed as "the greatest radio schedule ever released in South Texas", for Lone Star Beer. The campaign includes 27 programs and 184 spot announcements weekly on four San Antonio stations—KTSA, KONO, KMAC, WOAI—and it is estimated that every 30 minutes of the broadcast day, from 7 a.m. to 12 midnight a Lone Star Beer program or spot will be aired on one of these stations.

27 a Week

KTSA is carrying 27 programs weekly under the title, *Lone Star Radio Parade.* Monday through Friday mornings the station broadcast the *Woman's Parade,* featuring Frank Stewart's Hollywood gossip and news for women. Each noon on Monday, Wednesday and Friday it carries an *Army Parade,* featuring Adolph Hofner and his orchestra and devoted to men in the Army camps and flying fields in and around San Antonio.

On the *Texas Parade,* heard Tuesday and Thursday, Hofner and the orchestra salute neighboring communities, mentioning the name of the local Lone Star Beer distributor. In addition, KTSA carries a *War Parade* and a *News Parade,* with Charles C. Shaw commenting on the news each Monday, Wednesday and Friday. On Tuesday and Thursday he answers questions phoned in by listeners on his *Stump-the-Editor* quiz. Saturday night's schedule features a full-hour *Dance Parade.*



SIGN OF THE TIMES is this lobby display outlining the $25,000 radio campaign of Lone Star Brewing Co., San Antonio, started Sept. 1 on all four San Antonio stations. The campaign includes 27 separate programs and 184 spot announcements weekly. Giving the placard a going-over are (l to r) Ward Wilcox, KTSA account executive; Thomas F. Conroy, whose San Antonio agency handles the Lone Star account; Harry Jersig, president of Lone Star; Charles Balthrope, KTSA commercial manager.

Serutan Back

SERUTAN Co., Jersey City (health food) on Sept. 8 resumes *Journal of Living,* a half-hour transcribed series featuring Victor H. Lindlahr. The program, heard on a varying time schedule on 11 stations three times weekly, has been off the air for the summer. Ruthrauff & Ryan, New York, handles the account.

Warner Film Spots

WARNER BROS., Hollywood, having increased its advertising and exploitation budget for the film, "One Foot in Heaven," will include heavy use of radio along with other media.

Honeymoon Program

NEWLYWEDS make up the studio audience of the weekly half-hour participation program, *Honeymoon Cottage Quiz* on KMPC, Beverly Hills, Cal., jointly sponsored by Ben Hur Products Co., Los Angeles (food products); Gre-Sof Co., Los Angeles (cleaning solvent); Dr. W. J. Ross Co., Los Alamitos, Cal. (pet food, Silver Foam soap); Victor Food products Co., Van Nuys, Cal. (French dressing); Natures Products Co., Los Angeles (honeycomb chips); Downtown Motor Sales Co., Los Angeles (Hudson dealers). Quiz series, copyrighted by E. J. Post Co., Los Angeles, is conducted by Owen Babbe. A contest is open to all couples married since Jan. 1, 1939.

DR. MOSE HARVEY, news analyst of WSB, Atlanta, has been awarded a Rockefeller Foundation fellowship to study postwar reconstruction in Europe for the Council of Foreign Relations. He was an assistant professor of history at Emory U.

New GE Plant

GENERAL ELECTRIC Co. has started construction of a new $1,275,000 building in Schenectady for the assembly and testing of radio equipment for the Army and Navy, according to Charles E. Wilson, GE president. The building, to be equipped at an additional cost of $1,000,000, is part of a $2,400,000 project of the Defense Plant Corp. for expansion of GE radio manufacturing facilities. The program also includes purchase and renovation of the old Weber Electric Co. plant. The buildings and equipment financed by Defense Plant Corp. will be operated by GE, but title will remain with the Government.

Six Bouts Listed

SIX MAJOR BOXING bouts, including the Joe Louis-Lou Nova fight Sept. 29 at New York's Polo Grounds, will be broadcast on MBS under sponsorship of Gillette Safety Razor Co., Boston, from Sept. 12 to Nov. 21, inclusive. Don Dunphy and Bill Corum will describe the bouts, all of which originate from Madison Square Garden, New York, except the Louis-Nova one.

WCRS, Greenwood, S. C., on Sept. 1 became a bonus outlet of the NBC-Red Southeastern Group. Owned by Grenco Inc., WCRS operates on 1450 kc., 250 watts, unlimited.

Track's Success

ALTHOUGH only on WOR, New York, for three weeks with the *Trotting With Stan Lomax* program, the Old County Trotting Assn. already has an unusual success story to tell. Prior to the broadcasts the total amount of money at the track's parimutuel averaged $95,000 per night. Average for the past three weeks has been $125,000 a night and on four recent nights the Roosevelt track achieved a new record —betting reached capacity, no more money being accepted. Agency is M. H. Hackett Co., New York.

ECONOMICAL COVERAGE

of the rich

BALTIMORE market

for instance:

for afternoon hours: 2 to 5
5 fifteen minute periods weekly
$192
Subject to dollar volume AND weekly discount

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

WFBR
National Representative: Edward Petry & Co.



Studio Notes

WLW, Cincinnati, broadcast coverage of the Indiana State Fair at Indianapolis beginning Aug. 30 with a daily *Everybody's Farm Hour* program direct from the fair grounds. Ed Mason and Merton Emmert, director and assistant director of farm programs for WLW, handled the series aided by Lowell Watts and Boss Johnston, veteran Indiana sportsman and historian. WLW is also planning coverage of the Kentucky State Fair.

WLAW, Lawrence, Mass., has added a suite of five offices to its headquarter facilities, adjoining former studio offices.

WCAE, Pittsburgh, set up a special booth at Allegheny County Fair last month. Station used the facilities at the fair to promote MBS programs, which network WCAE joins Oct. 1.

WHEB, Portsmouth, N. H., presents its program *Let's Join the Army at Camp Langdon* from the harbor defense base on Newcastle Island, N. H., each Tuesday. The show is written and produced by soldiers.

WDNC, Durham, N. C., has completed arrangements for carrying weekly programs on campus life, conducted by student leaders of Duke U and the neighboring U of North Carolina. Campus news will be featured, along with interviews, music by college bands and dramatic skits by campus dramatic groups.

WSM, Nashville, will broadcast the September Army maneuvers in Louisiana. Staffmen are being equipped for the assignment.

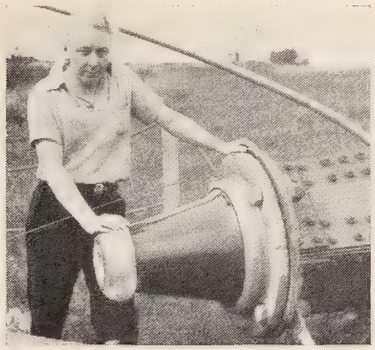
ANNUAL National Foreign Trade Convention, to be held in New York Oct. 6-8 will be given full coverage by WRCA and WNBI, NBC's international stations, with special attention to those phases of the convention dealing with efforts of the United States to aid Latin American countries in finding compensations for the loss of their European trade. Talks of Under Secretary of State Sumner Welles and Viscount Halifax, Ambassador from Great Britain, will be shortwaved in six languages to Latin America along with messages from President Roosevelt and Winston Churchill.

ONE OF THE pioneer amateur programs in the West, *Budda's Amateur Hour*, conducted by Dean Maddox weekly on KFRC, San Francisco, celebrated its seventh anniversary Aug. 23. Some 300 jammed the studios and requests for 8,300 more studio tickets had to be turned down. The program has been sponsored almost since its inception by the Marin-Dell Milk Co. of San Francisco.

Major to Return

FOLLOWING an 11-week period during which neither Major Edward Bowes nor his *Original Amateur Hour* have been heard, the Major returned to the CBS Thursday evening spot, under sponsorship of Chrysler Corp., Detroit. During the Major's hospitalization, while he recovered from an operation, the CBS program time was filled with symphonic music under the direction of Morton Gould, young American conductor-composer.

HENRY FORD, owner of the Ford Motor Co., which sponsors the CBS *Ford Sunday Evening Hour*, was awarded an illuminated scroll by Sigma Alpha Iota, professional music fraternity for women, at its recent convention, in recognition of "the outstanding symphony programs presented to the people of America which contribute greatly to our cultural defenses forming a bulwark of national morale."



STEEL FOR DEFENSE was the keynote when the 500-foot transmitter tower of WCAU, Philadelphia, at Newtown Square, Pa., was felled to be dismantled and sold to defense industries. The 35-ton steel tower became obsolete a week previous when WCAU's new 440-foot vertical radiator at Moorestown, N. J., was placed in operation. Here John G. Leitch, WCAU technical director who was called into the Navy two days later as a lieutenant-commander in charge of communications at Cape May, N. J., examines the fallen structure.

WDRC Names Taylor

APPOINTMENT of Herman D. Taylor, chief engineer of WTIC, Hartford, Conn., to the position of plant manager succeeding the late J. Clayton Randall and the advancement of Edwin R. Sanders to chief engineer in charge of development and research, was announced last Thursday by Paul W. Morency, general manager of WTIC. Taylor, who at one time was an operator on a number of merchant vessels and was with RCA, joined WTIC in October of 1924 aiding Mr. Randall in the original designing of studios and circuits for WTIC, as well as installation of new studios and transmitter in 1929 for 50,000 watt operation. Sanders, a graduate of Rennsselear Polytechnic Institute in 1931, has been with WTIC since that time.

Jesse Topete

JESSE TOPETE, 35, Los Angeles radio singer, died at the Fresno (Cal.) County General Hospital on Aug. 26 as result of a near-drowning while swimming near Coalinga two days before.

Teachers' Message

UTILIZING RADIO to convey their message, Superintendent Vierling Kersey and President John F. Dalton of the Los Angeles board of education on Sept. 8 were to address 11,000 teachers and students of 407 schools in that county during a half-hour morning broadcast released over KECA. All teachers were required to listen to the broadcast, which was the first time in the history of Los Angeles schools that such means had been taken to reach faculty members simultaneously. Facilities of KECA were turned over to the board of education as a public service.

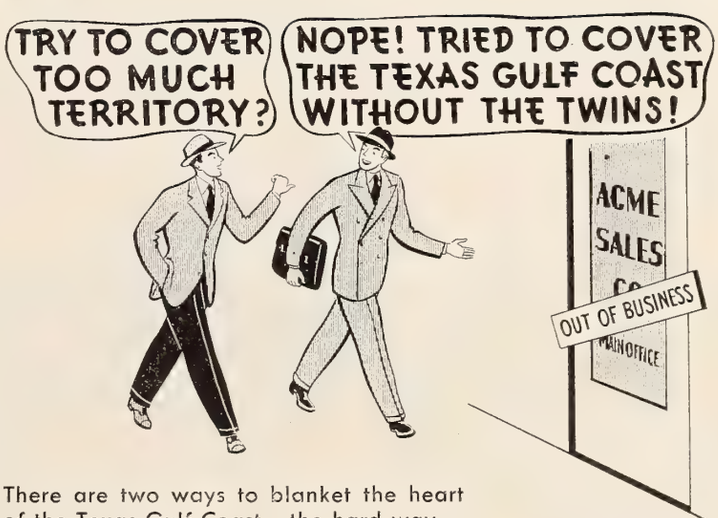
WSOC

NEW power
" transmitter
" radiator
" coverage

OLD listener loyalty
" rates
" organization
" extra services

CHARLOTTE, N. C.

Headley-Reed Co., Nat'l. Representatives



There are two ways to blanket the heart of the Texas Gulf Coast—the hard way—with an unlimited budget and many media—or the easy way—with KXYZ-KRIS. Millions are being made and spent down here this year. Will it be with you—or your competitor? Get the facts on how to cover the most territory for the least money.

National Representatives:
THE BRANHAM COMPANY

MORE FOR YOUR MONEY
- . . . through our COMBINATION RATES
- . . . and BONUS POINT ADVERTISING

KXYZ ★ KRIS
HOUSTON — NBC • Blue
CORPUS CHRISTI — NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

in the CONTROL ROOM

ARTHUR LUEDTKE, chief operator of WRUF, Gainesville, Fla., has resigned to accept a position with the FCC. Peter D. Lacy has been named to take the chief operator's job.

CLIFF MILLER, formerly of the Phoenix police radio, has joined the engineering staff of KOY, Phoenix.

CARL MILNER, formerly of the engineering staff of WSPR, Springfield, Mass., has joined WDRC, Hartford, as transmitter engineer.

EUGENE GOLDRUP, formerly chief engineer of KGMB, Honolulu and KHBC, Hilo, has joined the General Electric international station, KGEI, San Francisco, for vacation relief.

LEE GUSTAFSON, chief engineer of KGFW, Kearney, Neb., has transferred to KORN, Fremont, Neb. He is succeeded at KGFW by Jack Lewis of the engineering staff.

BILL HARMON, transmitter engineer of WORD, Spartanburg, S. C., recently became the father of a baby girl.

ROBERT PANTRELL, formerly with the CBS technical staff, has joined the engineering staff of WPID, Petersburg, Va.

MURDO MACKENZIE, NBC Hollywood field engineer, is recuperating from an appendicitis operation.

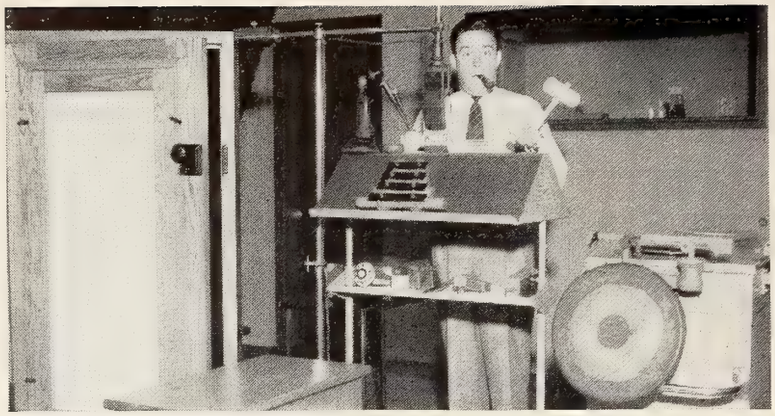
BOB SNOW, formerly of the engineering staff of WTAD, Quincy, Ill., has joined WMBD, Peoria.

ED J. LARK, formerly of KUOA, Siloam Springs, Ark., has joined WTAD, Quincy, Ill.

RUDY ISENBERG, transmitter operator of KXOK, St. Louis, has been named transmitter supervisor.

DONALD PRICE, engineer of KOIN-KALE, Portland, Ore., recently married Esther Mueller of McMinnville, Ore.

LAURENCE J. HOLT, of the transmitter staff of WJSV, Washington, is the father of a girl born Sept. 3.



ALL THE GADGETS in the house surround Clellan Card, of WCCO, Minneapolis, when he puts on his daily *Almanac of the Air* at 7 a. m., under sponsorship of Northrup, King & Co. Card fills 15 minutes with corny gags, noise, jokes and stuff. Noise predominates, judging by this collection of sound effects.

LESTER HARLOW, transmitter engineer of KIRA, Little Rock, has been called to duty in the Navy and transferred to Bowdoin College, Brunswick, Me.

GEORGE KENT, formerly of WCHS, Charleston, W. Va., has joined the engineering staff of KGHI, Little Rock, Ark.

J. M. HOLMES, new to radio, has joined the engineering staff of WGAC, Augusta, Ga.

MERWYN PLANTING, transmitter engineer of KGA, Spokane, recently married Rita Bradley of Spokane.

C. B. McKNIGHT, formerly KDYL, Salt Lake City, technician, has been appointed transmitter operator of K45LA, Hollywood FM station of Don Lee network.

Stromberg Promotes Hunt

C. J. HUNT, manager of the distributor division of Stromberg-Carlson Tel. Mfg. Co., Rochester, has been appointed manager of the company's radio division, to be assisted by S. H. Manson, recently appointed sales promotion manager, in supervising promotion of the company's products. Recently appointed as southwestern radio sales manager with headquarters in Kansas City is E. R. Hanslip, Jr.

His Brother's Place

STEWART BRAMMER, transmitter engineer of CKCL, Toronto, leaves in September to be radio operator on the trans-Atlantic bomber ferry command. When he learned his brother had been killed in a bomber ferry returning to Canada, Brammer asked to be allowed to replace him as radio operator in the ferry service. He was accepted.

GE FM Spots

GENERAL ELECTRIC Co., Bridgeport, Conn. (FM sets), is planning a campaign of transcribed announcements plugging FM sets, to get under way during October. Details will be announced later this week. Maxon Inc., New York handles the account.

Writes for Army Manual

S. STEPHENSON SMITH, educational counsellor of ASCAP, has been appointed by the National Theatre Conference to write the chapter on musical plays which will be incorporated in the *Manual for Amateur Theatricals*, in preparation by the U. S. Army for distribution to all morale officers and camp entertainment directors. Much of the material used by Mr. Smith in the chapter for the Army manual is to be taken from material assembled for his forthcoming book *The Musical Play*, to be published under ASCAP sponsorship as an outgrowth of the ASCAP Fellowship Competition for composers and authors of college musical plays.

NBC, the week of Sept. 14 is starting two sport programs to run through the football season, one starring Alice Marble and Graham McNamee reviewing Saturday's games on a half-hour evening program, and the other a half-hour Sunday noon program titled *The Second Guessers*. The latter show will feature three football coaches and three sports writers discussing the games of the day before.

IRE Nominates Graham, Van Dyck to Presidency

VIRGIL M. GRAHAM, director of the Application Engineering Department of Hygrade Sylvania Corp., and A. F. Van Dyck, manager of the RCA License Laboratory, have been nominated for the 1942 presidency of the Institute of Radio Engineers in ballots mailed to the membership for a vote to be concluded Oct. 25. Mr. Graham has been an IRE director since 1941, and Mr. Van Dyck was a director from 1930 to 1935 and from 1939 to 1941.

The single nomination for vice-president, which usually goes to a distinguished foreigner, was tendered W. A. Rush, controller of radio of the Canadian Department of Transport.

Nominated for 1942-44 directorships, three of whom are to be elected, were: A. B. Chamberlain, CBS chief engineer; I. S. Coggeshall, general cable supervisor, Western Union; W. L. Everitt, professor of engineering, Ohio State U; F. R. Lack, specialty products division, Western Electric Co.; P. C. Sandretto, superintendent, Communications Laboratory, United States Air Lines Transport Corp., Chicago; B. J. Thompson, associate director of the research and development laboratories, RCA Radiotron Division, RCA Mfg. Co.

WBNS FM Tower Ready

WBNS, Columbus, has just completed the antenna support tower for its new FM station, whose call letters, W45CM, are blazoned in six-foot neon lights on the tower. A new wing has been added to the WBNS transmitter building to house the FM transmitter, a 10-kw. No. 520DL REL model which Lester Nafzger, chief engineer of both WBNS and W45CM, ordered Aug. 29 from Radio Engineering Labs, and which is expected to begin operation Sept. 28. An FM control room, audio facilities room and a new 75-kw. Diesel driven generator plant have also been added to the transmitter house, which has been paneled throughout with knotty pine and equipped with fluorescent lighting.

CBS-AFM Hollywood Pact

CONTROVERSY between CBS Hollywood executives and Los Angeles Musicians Local 47 has been settled, effective Sept. 1. Though conceding to union demands for a minimum of 18 playing musicians and conductor, on a sustaining basis, with a 52-week guarantee, CBS is releasing six men from the "A" or higher program brackets. Each musician receives a minimum of $85 weekly. KFWB, Hollywood, is asking for reduction in number of musicians employed on the staff orchestra.

IBEW recently negotiated a master contract through the San Francisco Employers' Council for the technical operation of KJBS, San Francisco, and KROW and KLX in Oakland.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

PROGRAM PRIORITIES
WDAS Rates Sponsors by Defense Status

BORROWING from Government procedure, A. W. Dannenbaum Jr., sales manager of WDAS, Philadelphia, has set up a schedule of priorities for the daily participating *Merry-Go-Round* recorded show.

Since there is a heavy demand for participation in the two-hour program, those accounts will be given preference whose sales will not interfere with national defense. Any business which would bolster public morale will be given preference. Thus, a refrigerator dealer who had expected to advertise on the program this week will wait, while a roller skating rink will be given first preference for the available time.

GE's FM Speaker

GENERAL ELECTRIC Co., Schenectady, N. Y., has announced development of a new high-fidelity loudspeaker and amplifier for use in FM broadcast stations. The speaker, of single-unit construction, is especially adapted for monitoring and audition purposes. A special design, evolved by GE engineers at Bridgeport, Conn., is claimed to have made it possible to achieve high audio fidelity with only one speaker. The amplifier and speaker may be coupled directly to the new GE FM station monitor for monitoring programs and audio quality of an FM station, it was stated.

Promotion Manager Wants NEW Job!

Sure-fire copy (without use of superlatives) plus practical, solid, sales-producing ideas. Proven executive ability—competent public relations—able speaker—wide promotion experience . . .

★ Four Years Promotion Manager group of ten radio stations.
★ Four years Assistant Promotion Manager large Metropolitan newspaper.
★ Six years with 4-A's Advertising Agency.

At present employed but lack of opportunity impels me to seek new fields.

For further details address Box 883
BROADCASTING MAGAZINE



CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

SALES MANAGER—For Virginia Station. Good salary and commission. Box 877, BROADCASTING.

ANNOUNCER—Experienced, news, emcee. Draft exempt with executive ability seeking opportunity for advancement. From South-east. Radio Station WBIR, Knoxville, Tennessee.

Arkansas Station Needs Good Seasoned Announcer—Must handle controls. Write copy. At least three years announcing experience required. $25.00 per week and 15% commission on sales. Prefer southern or mid-south man. Box 891, BROADCASTING.

Wanted—One announcer-operator for permanent position. Must be single. Living costs here moderate and station will furnish transportation from coast. Experience not absolutely necessary but must have good voice. Write via clipper air mail stating details, salary expected, etc. Send transcription if possible. Station KTOH, Lihue, Kauai, T. H.

Situations Wanted

Operator—Desires permanent connection, married, draft exempt. References furnished on request. Box 887, BROADCASTING.

Announcer-Newscaster — General, special events. Employed. Five years affiliate experience. Transcription. Box 878, BROADCASTING.

18 Years Ship And Broadcast—Married. 35. Good maintenance. Want Southern Arizona or California. References. Not sick. Rigby, 19941 Coventry, Detroit, Mich.

First Class Licensed Control Operator — Now employed but desire position with better chance for advancement. Co-operative, conscientious worker; quality production. Box 879, BROADCASTING.

FREELANCE SPORTS ANNOUNCER — Desires permanent connection. All sports—six years experience with sports writing background. Draft exempt. Fifty dollars minimum. Guarantee listeners and satisfied sponsors. Box 884, BROADCASTING.

Producer, Program Manager, Announcer—Produced own programs. Served as program manager and departmental director. Now has doctorate. Desire change by October first. Post Office Box 247, Lima, Ohio.

Announcer-Producer-Writer — 10 years in radio. 4½ yrs. at present Mid-west 50 kw station. Would like chief announcing or program executive job in good regional station. Married-draft exempt. Interview and transcription upon request. Box 885, BROADCASTING.

Situations Wanted (Continued)

Need A Young, Live-wire, Versatile Man?—At 21 am college grad and a Program Director. Experienced programming, continuity, announcing, publicity, news commentaries, plays, etc. Draft exempt. Now employed. Box 876, BROADCASTING.

Combination Man — Announcer-Producer. With educational and network experience. If you want a real program department built by a man who can earn his way announcing, let me send my story and audition record. Box 880, BROADCASTING.

Competent Announcer-Writer — Married, draft deferred desires position with radio studio preferably in South or West Coast. Have written National network shows which were produced. An asset to any radio studio that appreciates ability and enthusiasm of job. Box 892, BROADCASTING.

Program Manager—With twelve years radio experience now available. Has network, regional and local station background. Announced major league baseball and football, pro and college, produced network shows, excellent organist, has conducted major city symphony orchestra of 75. Married. Box 890, BROADCASTING.

Commercial Manager-Salesman — Available October 1st. Good personality, mixer, proven sales ability. Seasoned by fifteen years radio, newspaper, advertising experience. Family man. Clean habits. Exceptional recommendations past and present employers. Not looking for position but GOOD connection where work and ability pay dividend. Prompt CONFIDENTIAL reply. Box 881, BROADCASTING.

Station Manager — 11 years experience; draft exempt; married; 31 years old. Prefer NEW small local or one that needs new blood. How about that 250 watter in the midwest? Let's talk it over. Your answer to this ad will bring me in for personal interview in hurry. Available immediately; now employed; best industry and character references. Box 889, BROADCASTING.

Wanted to Buy

Wanted — 10 KW transmitter. Box 886, BROADCASTING.

Complete—Used equipment for local station. Write Box 882, BROADCASTING.

Will Buy Radio Station—If price is reasonable. Strictly confidential. Box 888, BROADCASTING.

Wanted—General Radio Type 516 C RF Bridge in good condition. KARM, Fresno, California.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Purina Mills, St. Louis (feed), 132 *t*, thru Gardner Adv. Co., St. Louis.
Kerr Glass Mfg. Corp., Los Angeles (jars) 40 *sa*, thru Raymond R. Morgan Co., Los Angeles.
Wyatt Food Stores, Dallas (food), 104 *sa*, thru Haney Adv. Agency, Dallas.
San Antonio Drug Co., San Antonio (heat powder), 21 *t*, thru Pitluk Adv. Co., San Antonio.
Noxzema Chemical Co., Baltimore (skin cream) 13 sp, thru Ruthrauff & Ryan, N. Y.
Groves Labs., Chicago (chill tonic), 126 *sa*, thru J. Walter Thompson Co., Chicago.
Procter & Gamble Co., Cincinnati, (soap) 156 *t*, thru Compton Adv., N. Y.
Rigo Mfg. Co., Nashville (fly spray), 6 *t*, thru Walker Casey Co., Nashville.
Smith Bros. Mfg. Co., Kansas City, (work clothes), 72 *sa*, thru R. J. Potts & Co., Kansas City.
General Mills, Minneapolis (cereal), 260 *t*, thru Knox Reeves Adv., Minneapolis.
Simoniz Co., Chicago (auto polish), 13 *sa*, thru George H. Hartman Co., Chicago.
Nesbitt Fruit Products, Los Angeles (beverage), 26 *t*, thru Walter K. Neill Inc., Los Angeles.
O-Cedar Corp., Chicago (polish), 65 *t*, thru H. W. Kastor & Sons, Chicago.
Tom Huston Peanut Co., Columbus, Ga. (confections), 26 *t*, thru Tucker Wayne & Co., Atlanta.
Jax Beer Co., Houston (beer), 30 *sa*, thru Anfenger Adv. Agency, St. Louis.
Coleman Lamp & Stove Co., Wichita, 52 *t*, thru Ferry Hanly Adv. Co., Kansas City.

KSAL, Salina, Kan.

Carey Salt Co., Hutchinson, Kan., 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.
Wm. Wrigley Jr. Co., Chicago (Spearmint gum), 13 *t*, thru Arthur Meyerhoff Co., Chicago.
Minneapolis Brewing Co., Minneapolis (White Seal beer), 54 *ta*, thru BBDO, Minneapolis.
Standard Distributing Co., Chicago (Majestic camera), 10 *t*, thru Lane, Benson & McClure, Chicago.
Compagnie Parisienne, San Antonio (perfume), 10 *t*, thru Northwest Radio Adv. Co., Seattle.
Miller Cereal Mills, Omaha, 6 *sp* weekly, thru Allen & Reynolds, Omaha.

CKPR, Fort William, Port Arthur, Ont.

Canada Starch Co., Toronto, 39 *t*, thru Vickers & Benson, Toronto.
Quaker Oats Co., Peterboro, Ont., 5 *t* weekly, weekly *t*, thru Lord & Thomas, Toronto.
Ogilvie Milling Co., Montreal, 78 *t*, thru J. J. Gibbons Ltd., Toronto.
Tip Top Tailors, Toronto, 3 *sa* weekly, thru McConnell, Eastman & Co., Toronto.
Canadian Marconi Co., Montreal, 13 *sa*, thru Cockfield, Brown & Co., Montreal.

WHN, New York

Bulova Watch Co., New York, 50 *sa* weekly, 52 weeks, thru Biow Co., N. Y.
Hearn Dept. Stores, New York, 6 *sp* weekly, 59 weeks, direct.
Eastern Wine Corp., New York (Chateau Martin wines), 6 *sa* weekly, 56 weeks, thru H. C. Morris & Co., N. Y.

WEAF, New York

Philip Morris & Co., New York (Dunhill cigarettes), 3 *sp* weekly, 13 weeks, thru Biow Co., N. Y.
Benson & Hedges, New York (Virginia Rounds cigarettes), 5 *sp* weekly, 13 weeks, thru Maxon Inc., N. Y.

CKCL, Toronto

John Northway & Son, Toronto (department store), 3 *t* weekly, thru Frontenac Broadcasting Co., Toronto.

WBBM, Chicago

Sawyer Biscuit Co., Chicago, 5 *sa* weekly, thru Geo. H. Hartman Co., Chicago.
Carson, Pirie, Scott & Co., Chicago (dept. store), 6 *sp* weekly, 52 weeks, thru Stack-Goble Adv. Agency, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds, Walnettoes and Ten Crown Chewing Gum), 3 *sp* weekly, 52 weeks, thru Platt-Forbes, N. Y.
Allison-Bedford Co., Chicago (food products), 2 *sa* weekly, 52 weeks, thru David Goldman Co., Chicago.
Atlas Brewing Co., Chicago (beer), 6 *sa* weekly, thru Craig Dennison Agency, Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrush), 12 *sa*, weekly, thru Ferry-Hanly Co., N. Y.
Vick Chemical Co., New York (Vatranol and Vaporub), 6 *sp* weekly, 26 weeks, thru Morse International, N. Y.
Paul F. Beich Candy Co., Bloomington, Ill., 6 *ta* weekly, 13 weeks, thru Ferry-Hanly Co., Chicago.
Musterole Co., Cleveland (cold remedy), 6 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Grove Labs., St. Louis (Bromo Quinine), 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.

KOA, Denver

Quaker Oats Co., Chicago (cattle feed), weekly *t*, thru Sherman & Marquette, Chicago.
W. A. Sheaffer Pen Co., Fort Madison, Ia. (fountain pens), 2 *sa* weekly, thru Russel M. Seeds Co., Chicago.
O'Cedar Corp., Chicago (household products), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Ralston Purina Co., St. Louis (cereal, feeds), 3 *t* weekly, thru Gardner Adv. Co., St. Louis.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 10 *sa* weekly, thru Ferry-Hanly Co., N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap and ointment), 12 *ta* weekly, thru Atherton & Currier, N. Y.
The Pen Man, Chicago (fountain pens), 3 *sp* weekly, thru United Adv. Cos., Chicago.

CKGB, Timmins, Ont.

Ogilvie Flour Mills, Montreal, 3 *t* weekly thru J. J. Gibbons Ltd., Toronto.
Canada Starch Co., Toronto, 5 *t* weekly, thru Vickers & Benson, Toronto.
Canadian National Exhibition, Toronto, 5 *sp* weekly, thru Cockfield, Brown & Co., Toronto.

KHJ, Hollywood

Lydia E. Pinkham Medicine Co., Lynn, Mass. (Pinkham's compound, tablets), 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Western Family Magazine, Los Angeles, 26 *sa* weekly, placed direct.

CJRC, Winnipeg

Red Deer Valley Coal Co., Winnipeg, *t* weekly, thru Norris-Patterson, Winnipeg.

WNEW, New York

Kellogg Co., Battle Creek, Mich. (Pep), 10 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Hoffman Beverage Co., Newark, 13 *sa* weekly, 10 weeks, thru BBDO, N. Y.
Red Seal Motor Co., New York, 25 *sa* weekly, 52 weeks, thru The Brenallen Co., N. Y.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 12 *sa* weekly, 15 weeks, thru Newell-Emmett Co., N. Y.
D. Goldenberg Inc., Philadelphia (peanut chews), 26 *sa* weekly, 26 weeks, thru Clements Co., Philadelphia.
F. G. Vogt & Sons, Philadelphia (Phila. Scrapple), 3 *sp* weekly, 26 weeks, thru Clements Co., Philadelphia.
Lester Piano Mfg. Co., Philadelphia, 6 *sp* weekly, 20 weeks, thru P. R. Manfre, Philadelphia.
Phillips & Benjamin Co., Waterbury (Snomist), 3 *sp* weekly, 13 weeks, thru Chas. W. Hoyt Co., N. Y.

KQW, San Jose, Cal.

Seattle Brewing & Malting Co., Seattle (Sick's Select Beer), 7 *sa* weekly, thru Western Agency, Seattle.
Hurley Machine Co., Chicago (Thor Glad-Iron), 5 *sa* weekly, thru E. H. Brown Adv., Chicago.
Federal Outfitting Co., San Francisco (chain), 6 *sp* weekly, thru Allied Adv. Agencies, San Francisco.
Beneficial Casualty Co., Los Angeles (life insurance), 5 *t* weekly, thru Stodel Adv. Agency, Los Angeles.
Standard Distributing Co., Chicago (Regal camera), 5 *t* weekly, thru Lane, Benson, McClure, Chicago.
Johnson, Carvel & Murphy, Los Angeles (Kellogg's Ant Paste), 14 *sa* weekly, thru W. C. Jeffries Co., Los Angeles.

WOR, New York

Pinex Co., Ft. Wayne, Ind. (Pinex cough syrup), 6 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Rubsam & Horrman Brewing Co., Staten Island, N. Y. (R&H beer), 3 *sp*, 2 *sa* weekly, thru S. C. Croot Co., N. Y.
Manufacturers Trust Co., New York (banking service), weekly *sp*, thru McCann-Erickson, N. Y.
Carnation Co., Milwaukee (milk), 2 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

KFI, Los Angeles

Flamingo Sales Co., Hollywood (nail polish), 2 *sa* weekly, thru Buchanan & Co. Inc., Los Angeles.
Peter Paul Inc., San Francisco (candy), 3 *sp*, thru Brisacher, Davis & Staff, San Francisco.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 5 *sa* weekly, thru Ferry-Hanly Co., N. Y.

WGN, Chicago

Allison-Bedford Co., Chicago (food products), 6 *sa* weekly, 52 weeks, thru David Goldman Co., Chicago.

WENR, Chicago

Columbia Bedding Co., Chicago, 12 *sa*, thru Wallace-Lindeman, Grand Rapids, Mich.

FOUND 750 KC. 10,000 WATTS
KXL
LAND
OREGON'S GREATEST COVERAGE

REGULAR LICENSE IS GRANTED WWDC

DISREGARDING pending protests, the FCC last Wednesday granted WWDC, Washington's newest broadcast station, a regular license to operate on 1450 kc. with 250 watts fulltime, along with its 100-watt booster station.

Operated by the Capital Broadcasting Co., the station's facilities have been applied for by Dyke Cullum, vice-president and one of the three stockholders. Mr. Cullum also has sought dissolution of the company in the Washington courts.

Mr. Cullum has been at loggerheads with his associates, Stanley H. Horner, president, and Buick distributor in Washington, and Edwin M. Spence, secretary-treasurer and former NAB executive, virtually since the station began operation early this year. Last May he had asked the court for an accounting and appointment of a receiver.

The FCC's action, granting WWDC a regular license, was taken after perusal of the pending litigation and allegations of Mr. Cullum, it was reported. Mr. Spence is general manager of WWDC.

FTC Gets Stipulation From KWK, St. Louis

KWK, St. Louis, operated by Thomas Patrick Inc., has stipulated with the Federal Trade Commission that it will stop certain representations in advertising its broadcasts and assists in preparing for Colonial Bread, a product of Colonial Baking Co., St. Louis, according to a Sept. 5 FTC announcement. The station entered into a stipulation following similar action by Colonial Baking Co. The FTC explained that in cases where a radio station participates in preparing copy broadcast on the station for a sponsor, the station is considered in the same class, subject to complaint for misleading advertising practices, as the advertiser. Since this was the first time an advertising medium had been called upon to stipulate against certain practices, it was regarded in some quarters that the FTC has departed from established policy and may be expected to require similar action of radio stations in the future.

Radio Census Delayed

FURTHER delay in the issuance of the radio census by the U. S. Census Bureau was forecast last week by bureau officials, who now estimate it will be early next year before the figures for the whole country are available. The bureau still plans to issue State figures, broken down by counties, as press releases first, but these will not start until latter October. No order of releases by States has yet been fixed. Previously it had been announced that the State figures would start issuing in September. The Census Bureau's count of homes equipped with radios was taken as part of the decennial census of population of 1940.



From **PORTLAND, OREGON**

KXL LAND extends north including the following Counties in WASHINGTON:

Clark	Wahkiakum
Lewis	Gray's Harbor
Cowlitz	Skamania
Pacific	Thurston

and south including the following Counties in OREGON:

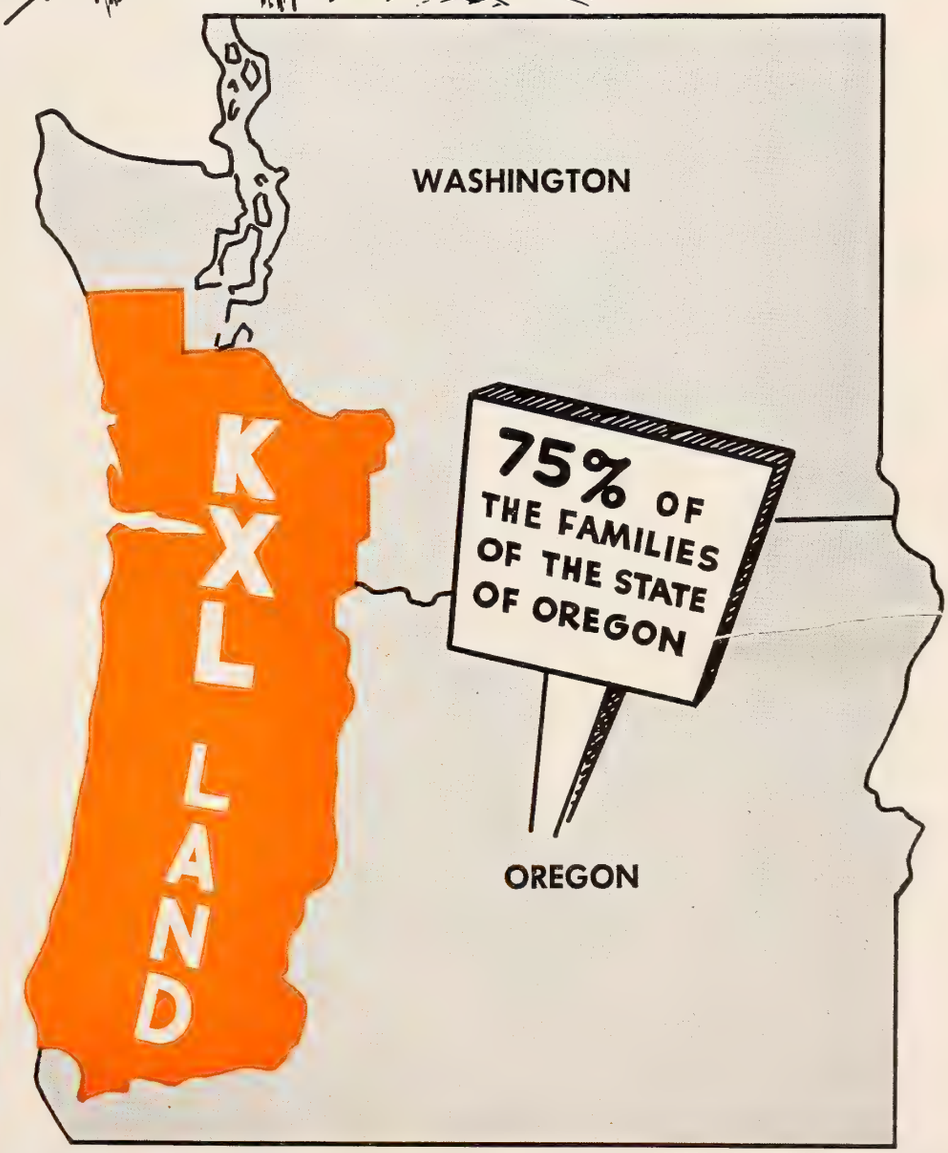
Yamhill	Coos
Marion	Multnomah
Polk	Columbia
Linn	Clatsop
Benton	Washington
Lincoln	Tillamook
Lane	Clackamas
	Douglas

Serving Over

ONE MILLION PEOPLE

Who Have A Buying Power of

$419,127,000.00



KXL

PORTLAND OREGON

750 Kc 10,000 WATTS

WRVA
50,000 WATTS
serving Richmond and Norfolk
CBS
Virginia's only 50,000 watt radio station —night and day
Ask any Paul Raymer office for more information about WRVA, one of the seventeen CBS 50,000 watt stations.

MANY HEAR NEWS IN FRENCH

CBS Reports World-Wide Interest in Programs Broadcast Twice Daily on Beam

FRENCH NEWSCASTS short-waved to Europe twice daily by CBS via its shortwave station WCBX, are heard with interest by large followings not only in France and other parts of Europe and North Africa but throughout the Western Hemsiphere, as indicated by the dozens of letters received by CBS from all parts of the Americas where French-speaking people live.

CBS engineers look with interterest at the fact that though the programs are beamed on the "European antenna," they are readily picked up throughout Canada, United States and the Carribean.

Plight of France

Most of the letters from Europe express the hopes and fears of the French people for the plight of the mother country and point out that they listen to American broadcasts as their only source of unbiased news. Listeners on this side of the Atlantic write chiefly to express thanks for the privilege of hearing news broadcasts in French. This is true of letter received from the Canadian Provinces, and from French speaking people in Louisiana.

Among the other sections in this part of the world from which these French broadcasts draw response are the French colonies of Guadelope, Martinique and St. Pierre et Miquelon. Many college students and professors in the United States have written that the French broadcasts are made compulsory listening in conjunction with language classes. One Midwestern professor wrote in to ask about the possibility of recording the WCBX French broadcasts for use in class.

From the Dominican Republic where a listening group has been set up come letters commenting on reception and other technical radio matters and noting, usually favorably, the informative, impartial nature of the news from the U. S. as contrasted to propaganda from most European shortwave senders. Some members in the group take down the WCBX news in shorthand and type several copies for distribution among their neighbors, to be compared later to "Dr. Goebbels' 'news' from Berlin".

Under French military censorship, mail from Guadelope and Martinique has fallen off but occasionally letters are smuggled out by travelers leaving for New York, and delivered in person to the CBS French newscaster, Beverly Thurman. Interestingly enough, several of these letters were signed by Vichy officials on the islands who, along with hundreds of their fellow citizens, listened to the broadcasts and wanted to see that their comments got through to their "friends of the airwaves" on CBS's New York staff.

Most interesting are the letters from France — interesting and pathetic, too. They reveal the hopes of a beaten people looking to the United States not only for impartial news of world events, but to the American people as their ultimate saviors.

Past the Censor

Travelers from France often drop into the CBS office to deliver messages the authors were afraid would not get past the censors. An entire French family recently-arrived from Lisbon came to deliver a message of friendship and encouragement from what they said were thousands of fans in unoccupied France who are now afraid to write, because of fear of the Gestapo and Vichy police. Many of the letters from unoccupied France bear the mark of the German censor.

Many French listeners seem to have a panic-stricken feeling that for some reason the American radio will cut out its French broadcast now that France is beaten and cut off from the rest of world. "We need to hear free and friendly voices. You are the hope of the world. Vive la France-Vive l'Amerique!", writes one.

An American wife of a French prisoner of war in Germany writes on her return to New York from Paris: "Conditions in France are very bad and people just cling to broadcasts like yours to help them pass one day and the next."

Interesting Letter

A letter from Rodez in unoccupied France throws an interesting light on present conditions there: "You doubtless know that we are not allowed to hear most foreign broadcasts, so that America is the *only* voice that informs us of what is going on in the different parts of the world, even in France."

These and countless others run in the same vein. And each day CBS receives many similar ones. In this way officials have some evidence that the broadcasts in French have a following in the mother country as well as throughout the continent and North Africa. Letters have been sent by French people in Switzerland, Belgium, Algeria, Morocco and Cairo. Many from the free countries and French possessions express their keen disappointment because the Vichy government failed to carry on the fight against Germany from the French Colonial Empire. They said they were looking to the United States and President Roosevelt to save them.



INDUSTRIAL HISTORY is made, and Jimmy Creasman, special events announcer of KTAR, Phoenix, lets his Arizona listeners hear the slosh of the first batch of cement to go into the foundation of Arizona's first defense plant, the $2,000,000 Goodyear Aircraft Corp. factory near Phoenix. Bending his back to the shovel is Lynn Laney, Phoenix attorney, representing the Governor of the State. The plant, to employ 1,500, will make airplane parts for industries in California and Texas.

FOR THE SOLDIERS

WLWO Plans New Series For Boys Below Border

OFFICIALS of WLW, Cincinnati, are making plans to air a number of programs weekly in English over the Crosley shortwave station, WLWO, for American soldiers and sailors stationed in South America and at bases in Central America and the Caribbean.

Crosley officials point out that at present the majority of broadcasts beamed to those areas are in Spanish or Portuguese and designed for listening in countries speaking those languages. Naturally they are of little interest to men of the American armed forces stationed in those regions and consequently they have no contact with home through radio.

One group of soldiers in the Panama area went so far as to hire an interpreter to broadcast a round-by-round summary in English over a local Panamanian station of a recent Joe Louis fight. Plans now call for broadcasts twice-weekly especially designed for soldiers and sailors south of the border.

Where But
WSYR
SYRACUSE
can you get COMPLETE tie-in campaigns?


KOMA 5000 Watts
OKLAHOMA CITY'S CBS station
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Found His Buddy

JOHN M. PRINTUP, of the sales staff of WISN, Milwaukee, was thumbing through the pages of BROADCASTING when his startled glance fell on a disturbingly familiar photo in the "They Were In The Marine Corps Then". He turned to the identifying page and found he was looking at the face of an old schoolmate, Wilbur Eickelberg, whom he hadn't seen since 1915 when the two of them attended Oak Park High School in suburban Chicago. Eickelberg is now sales manager of Don Lee network.

Ray Linton Is Appointed To Head KFBI, Wichita

PROMOTION of Ray Linton to the post of general manager of KFBI, Wichita, was announced last Wednesday by Senator H. K. Lindsley, president of the Farmers and Bankers Broadcasting Corp. Mr. Linton, former New York and Chicago representative, joined KFBI three months ago as national sales manager.



Mr. Linton

Mr. Linton has announced appointment of Ted Johnson as station director. He was formerly with KMMJ, Grand Island, Neb., as continuity director and announcer. Bob Gadberry, former sportscaster of KOAM, Pittsburg, Kan., has been named head of the sports department. Leo Howard, also formerly of KOAM, is director of publicity and merchandising.

KMPC's ASCAP Pact

BRINGING the number of Los Angeles area stations operating under an ASCAP contract to seven, KMPC, Beverly Hills, Cal., signed with the Society on a per-program basis on Sept. 2. Under agreement negotiated by Robert O. Reynolds, station manager and Richard Powers, ASCAP Western division supervisor, music is made available on payment of 10% of time sales, less agency commission where it obtains. On blanket deals contract calls for payment of 3% of time sales. Other local stations signed are KHJ KFWB KFAC KRKD KIEV KFVD.

Lanny Ross Composer

LANNY ROSS, CBS singing star, is the composer of "Keep 'Em Flying", official recruiting song of the Army Air Forces, now being distributed to 650 stations throughout the country as a recording made by Ross with the U. S. Army Band. He is also composer of "Pots & Pans", song being used in the Government's aluminum drive.

CALL LETTERS, WJPA, have been issued to the Washington Broadcasting Co., authorized to construct a new local in Washington, Pa. [BROADCASTING, Aug. 25].

NAB Starts Campaign Among Colleges To Install Technician Training Courses

COGNIZANT of an impending shortage of radio technicians because of defense requirements, the NAB through its National Defense Committee has launched a campaign urging establishment of radio technicians courses at universities.

Executives of leading schools, the NAB announced, are being contacted by district representatives of the defense committee regarding introduction of such courses this fall to provide a needed supply of competent technicians for military forces and industry. Both men and women would be enrolled.

Carolina Course

Dean Van Leer, of the Engineering School of North Carolina State, already has announced a fulltime 12-week campus course. His plans were sent the National Defense Committee through A. J. Fletcher, president of WRAL, Raleigh. Dean Van Leer also plans to conduct off-campus courses in larger North Carolina cities, whenever the minimum number of students can be recruited. A third course would be open to graduates of the Electrical Engineering School.

The NAB has sent to district representatives of the defense committee data accumulated from Army, Navy and FCC sources. NAB President Neville Miller, in a covering letter, suggested that the representatives take up the matter with colleges in their districts.

Such radio courses are among those financed by Congress through the U. S. Office of Education, he pointed out. He estimated that some 25 schools gave radio courses last year and that the Office of Education is favorably disposed toward them. "It is our belief, supported by fact," Mr. Miller said, "that the question of trained technical personnel will become more serious as time passes and that if the courses are to be given, they should be started this fall." He urged that broadcasters use their own medium to assist in recruiting students.

Designated as district representatives in the establishment of training courses are E. E. Hill, WTAG, Worcester; Harry Wilder, WSYR, Syracuse; George D. Coleman, WGBI, Scranton; Howard Chernoff, WCHS, Charleston; Red Cross, WMAZ, Macon; Howard Summerville, WWL, New Orleans; Franklin Schurz, WSBT, South Bend; Leslie C. Johnson, WHBF, Rock Island; George Burbach, KSD, St. Louis; Morgan Murphy, WEAU, Eau Claire, WMFG, Hibbing; W. C. Gillespie, KTUL, Tulsa; George Cranston, KGKO, Fort Worth; Ed Yocum, KGHL, Billings; Thomas E. Sharp, KFSD, San Diego, and Paul Connet, KGW-KEX, Portland. Representatives for district 15 Northern California, Nevada and Hawaii) and district 7 (Ohio and Kentucky) soon will be named.

KFBI Storm Coverage

DESCRIPTION of wreckage caused by a tornado at Lincolnville, Kan., was given listeners of KFBI, which sent transcription equipment to the scene. Harry Peck, special events man, interviewed victims and witnesses. The same storm wrecked the towers of KMBC, Kansas City [BROADCASTING, Sept. 1].

FM
with
Simplified
CIRCUIT DESIGN
GENERAL ELECTRIC
160-17

TODAY
is the time to
get up to the minute
INFORMATION
on this
MAJOR MARKET
Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.
WLAW
5000 WATTS • 680 KC.
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

THE LANGUAGES ARE DIFFERENT . . . BUT THE THOUGHTS ARE THE SAME

★

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

Where Sales Multiply
Air Castle of the South
W & E
50,000 WATTS
CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

50,000 WATTS - CBS
425,683 Listening Families*
KWKH
SHREVEPORT
LOUISIANA
Dominant Coverage in
the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

The Northwest's Best
Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

RCA BEATS THE PROMISES

Sarnoff Sets Off Campaign to Expedite Deliveries for National Defense



BEAT THE PROMISE is the goal of RCA in a campaign opened Sept. 2 by David Sarnoff, RCA president, who tapped the letter "B", symbol of the campaign. RCA plants participated in the ceremonies.

A "BEAT THE PROMISE" campaign designed to give national defense orders the right of way over all other business in the entire RCA organization was officially launched at noon last Tuesday when David Sarnoff, RCA president, tapped out "Beat the Promise" followed by the letter "B" in radio code with a key at his desk at Radio City.

The code signals, as well as a brief speech by Mr. Sarnoff, were sent by special wire to RCA plants at Camden and Harrison, N. J., where workers were staging rallies in honor of the drive.

Declaring that "defense has had and will continue to have the right of way in all of our plants," Mr. Sarnoff stated "this campaign signalizes to the world that RCA men and women are going to do all within their power to fulfill the obligations which we, as Americans, have assumed in connection with our country's national defense program." He repeated the pledge signed by the company's employes:

"I pledge myself to put forth my best efforts not only to fulfill the obligations which we have undertaken to meet the requirements of our national preparedness program, but, wherever possible, to beat that promise."

Training Courses

Although RCA Mfg. Co. has so far met or beaten most of its delivery dates on equipment for the armed services, the new drive marks an "all-out" effort to surpass all previous records, RCA spokesmen explained. More than 300 of the company's 19,000 workers were graduated last year from instruction courses designed for production in defense equipment and additional courses will be started this month, in collaboration with the Federal Office of Education and the engineering training for defense program, and double that number are expected to enroll when this fall's classes get under way. Classes are held at the RCA plant in Camden and at the U of Pennsylvania.

An additional 120 RCA employes were recently graduated from a course in job-training, "OPM training for defense," and 60 are now signed up for a new class, with further enrollment expected.

The main celebration of the "Beat the Promise" campaign, held at the Camden factory, opened with a concert of military music by the RCA Victor band, included songs by Barry Wood and concluded with Lucy Monroe singing "The Star Spangled Banner". The factory whistles tooted the "B" in code in accompaniment to the tapping of Mr. Sarnoff's key at the end of his remarks. Similar celebrations at the Indianapolis, Bloomington, Ind., and Hollywood RCA plants received Mr. Sarnoff's message via transcriptions, prepared and shipped to them in advance for inclusion in their rallies.

WISN Now Fulltime

WISN, Milwaukee, on Sept. 5 officially went fulltime with 5,000 watts on 1150 kc. from its new $150,000 transmission plant. On the inaugural day the station was saluted in a special half-hour CBS congratulatory program. Under the direction of General Manager G. W. Grignon, who has been with the station since its inception in 1922, the increase in power was marked by intensive local promotion which included hundreds of billboards in and around Milwaukee and page ads in the affiliated *Milwaukee Sentinel* including a special section Aug. 31. Technical phases of the construction were handled by Chief Engineer Donald A. Weller.

DALE EVANS, staff vocalist of CBS Chicago, signed a year's contract with 20th Century-Fox studios, and will start working in Hollywood Sept. 15.

OIL ADVERTISERS NAMED FOR STUDY

APPOINTMENT of a six-man subcommittee on advertising, composed of oil industry representatives, to look into advertising aspects of the Atlantic Seaboard petroleum situation was announced last Thursday by Acting Petroleum Coordinator Ralph K. Davies. Mr. Davies also appointed two other subcommittees, on fuel oil and asphalt, all of which will advise the District No. 1 Marketing Committee on their findings.

The advertising group likely will attempt to secure fuller cooperation in oil companies' efforts to educate the buying public to fuel economies, as reflected in the institutional and conservation-type radio continuity and publication copy now being used in the Atlantic Coast area.

Members of the advertising subcommittee are L. T. Kittinger, chairman, vice-president of Shell Oil Co., New York; W. L. Faust, Socony-Vacuum Oil Co., New York; J. A. Miller, Standard Oil Co. of N. J., New York; Harold L. Curtis, Shell Oil Co., New York; Eben Griffiths, Socony-Vacuum Oil Co., New York; S. M. Birch, The Texas Co., New York.

WSAU Control Passes

CONTROL of WSAU, Wausau, Wis., passed into the hands of W. E. Walker when the FCC Sept. 3 authorized the sale of five shares of common stock by M. F. Chapin to Mr. Walker for $1,500. Deal gives Mr. Walker 85 of the station's 160 issued shares, with Donald R. Burt holding the remaining 75 shares. The transaction also allowed Mr. Chapin to dispose of his entire interest in WSAU, a procedure accomplished in gradual stages so he can devote his time to the operation of WMAM, Marinette, Wis., of which he is part owner. Mr. Walker also has an interest in WMAM but devotes his time to the management of WSAU.

KHMO Dedicated

FORMAL dedication of the new KHMO, Hannibal, Mo., which went into operation Aug. 22 was held Aug. 27 attended by many local dignitaries. On hand were the *Prairie Ramblers* of WLS, Chicago, and Pappy Cheshire, entertainer of KMOX, St. Louis, as well as officials of the Lee Newspaper Syndicate, controllers of the *Hannibal Courier-Post*, operators of the station. The *Courier-Post* published a special 10-page radio edition. The KHMO staff of 14 is headed by Manager George Losey, formerly of WLS, Chicago; WDZ, Tuscola, Ill.; and WIZE, Springfield, O. Station operates 17 hours daily with 250 watts on 1340 kc.

A NEW transmitting tube specially designed for high frequency has been announced by General Electric Co. Designated GL-8009, this water-cooled tube is similar to the GL-880, but has a six-pole terminal mount and can be used as a Class B modulator, a radio frequency amplifier and an oscillator.

Sales increase over 100%



WORL ONLY RADIO STATION USED!

This 100% increase in sales is *not* a miracle! It's happening every day to advertisers using the 920 Club on WORL, America's outstanding radio program. The 920 Club, unique in format, with a powerful sales impact—gets results . . . and by results we mean sales.

Move Merchandise Off Retailer's Shelves...but fast!

$4,000 worth of pianos sold *in one week!* Doughnut sales up 147% *in one week!* Whatever your clients' product . . . high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

Buy a Participation in the 920 Club Now!

Announcements on 15 minute programs are open! Write for availabilities and 15 big success stories today!

SOUTH BOSTON 2410

39 OLD COLONY AVENUE

ROYAL CROWN
OF BOSTON, INC.

August 21, 1941

Mr. George Lasker
Radio Station WORL
610 Beacon Street
Boston, Mass.

Dear Mr. Lasker:

It will please you to know that sales of ROYAL CROWN Cola have increased over 100% this year as compared to last year!

I feel that radio has played the leading role in creating consumers' demand for ROYAL CROWN and -- inasmuch as WORL is the only radio station we are using -- there is but one answer: WORL's 920 Club Program is doing an outstanding job for ROYAL CROWN, and you can reserve time for us for many seasons to come.

Here's my sincere congratulations on such an original idea as the 920 Club and I wish you continued success.

Cordially,
"ROYAL CROWN"
G. Stephens

GS
VW

950 Kilocycles **WORL** 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS

Waste-Paper Campaign To Concentrate on Radio

OFFICIAL Government-approved campaign for the reclamation of waste paper necessary for the manufacture of boxes vital to national defense started last week in 32 cities with radio scheduled to receive three-fourths of the advertising appropriation. Cooperatively sponsored by the boxboard, roofing and book paper manufacturing industries, the campaign in New York includes 200 announcements on eight stations, while schedules in other cities are now being placed by the Olian Adv. Agency of St. Louis, with Frank Block in charge.

On a 13-week basis, the New York setup includes WBNX with six spots daily; WNEW on Stan Shaw's program; WMCA; WINS; WAAT for 31 spots weekly; WHBI; WABC on Arthur Godfrey's programs, and WOV. Spots plug local phone number of special switchboards which dispatch collectors to pick up the waste paper upon receipt of messages from housewives. The entire drive is being handled by the Conservation Committee of the Waste-Paper Consuming Industries, with Davis-Lieber, New York, in charge of national publicity.

BOB CARTER, chief announcer of WMCA, New York, in cooperation with civilian pilots in the New York area, served as coordinator of activities for the First National Defense Air Cavalcade held Sept. 7 at Manhattan Beach under the auspices of the American Flying Services Foundation.



FIRST EXCLUSIVE sponsor of Reuters (British) news service on KYW, Philadelphia, is Browning, King & Co., clothing store. At contract signing were: Front row (l to r) B. A. McDonald, KYW sales manager; Benjamin Wilks, for the sponsor; Leslie W. Joy, KYW general sales manager. Watching in rear are Gilbert Goldman, of the sponsor; H. N. Goldberg, account executive of I. A. Goldman & Co., the agency: L. D. Taylor, KYW salesman; I. A. Goldman, agency president.

Networks Prepare For Hearing

(*Continued from page 7*)

tween networks and their affiliates. This session originally had been set for Sept. 5 but was deferred by the Commission.

While no formal word came from the networks, it was indicated there is little likelihood suits challenging the FCC's jurisdiction will be filed until the Commission promulgates its proposed modified rules, following the oral argument. This was premised on the view that the networks would not be in a position to determine the nature of their legal attack if they were not aware of the language of the regulation as finally adopted. Moreover, there was the question whether their administrative remedies will have been exhausted prior to the issuance of the final regulations.

Plans of Counsel

MBS inadvertently found itself in the position of the moving party on the oral arguments, since its petition proposing amendment of the regulations was the only pleading pending when the oral arguments were ordered late last month. At no time during the protracted proceedings has MBS indicated it proposed to litigate the question of the FCC's jurisdiction. On the contrary, it has contended the FCC was within its legal rights throughout the proceedings.

It is expected that Louis G. Caldwell, chief counsel for MBS, will argue his petition in the Sept. 12 proceedings. Former Judge John J. Burns, chief counsel for CBS during the entire network monopoly proceedings dating back to 1938, and John T. Cahill, former District Attorney of New York, head counsel for NBC since early this year, are expected to argue for their respective organizations.

Whether parties in addition to the three major networks will appear for the oral arguments was open to question. The public notice for the arguments had been sent to all standard broadcast licensees and was sufficiently broad to allow regional networks, affiliated stations and independents, to participate.

The major networks apparently feel the oral arguments will provide opportunity simply to review what they already had presented to FCC Chairman Fly and his attorneys during the protracted conferences which began last June and terminated abruptly Aug. 7 when Chairman Fly rejected all proposals for a substitute time option rule and projected one of his own [BROADCASTING, Aug. 25-Sept. 1].

With assurances given the industry that the rules, once they are modified, will not be invoked summarily, it was felt ample time—probably a month—would be allowed for adjustment of network-affiliate contracts. If the networks regard the revised rules as oppressive, it is expected the original course of challenging the Commission's jurisdiction will be embarked upon, probably in the New York courts.

NOXZEMA Co., Baltimore, on Oct. 2 adds WSB, Atlanta, and WAPI, Birmingham, for sponsorship of its *Quiz of Two Cities*, placed through Ruthrauff & Ryan, New York.

Long-Term Credit Firms Expanding Use of Radio

ONE OF THE MOST active sales weeks in 1941 was reported for the last August week by Philadelphia radio officials. Moreover, the curtailment of installment buying promises instead to stimulate billings, acording to A. W. Dannenbaum Jr., sales manager of WDAS. Several installment accounts using the station have already increased their time to securing defense money in evidence in Philadelphia, he said.

Since the down payments have been increased and the length of time for payments shortened, these credit houses, Mr. Dannebaum states, are trying to compensate for the loss of the "dollar-down, dollar-a-week" business by endeavoring through radio to reach those who can afford to spend more. Many accounts are now featuring luxury items, never before featured on their broadcasts, he continued. The luxury items offered are those not under restriction or priorities.

Theo. S. Fettinger

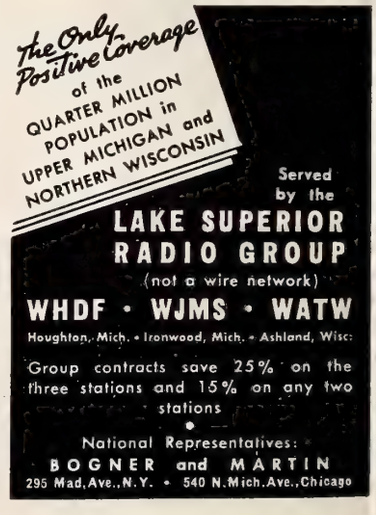
THEODORE S. FETTINGER, 77, president of United Adv. Agency, Newark, died Sept. 4 of a heart attack at his home in Newark while listening to a baseball broadcast. He had been ill since last February when he suffered a stroke. Mr. Fettinger was a native of Altoona, Pa., where he was once advertising manager of the William F. Gable Department Store, operating WFBG. He is survived by a widow and a son, E. Forrest Fettinger.

World Series Plans

FIRST game of the 1941 World Series will be played Oct. 1 in Yankee Stadium, New York, and broadcast on MBS under sponsorship of Gillette Safety Razor Co., Boston. Pre-game programs scheduled on Mutual include a series titled the *Pennant Contenders*, featuring interviews with members of the Brooklyn, St. Louis and New York ball clubs on Tuesday nights. From WGRC, Louisville, MBS also will present a weekly series titled *World Series Memories*, featuring the veteran baseball writer, A. H. Tarvin, and Sportscasters Jack Robertson and Charlie Warren.







Music Contract

(*Continued from page 10*)

published by the Thornton W. Allen Co., which is a member of ASCAP, under the terms of the consent decree, which provided that any income from such licenses be turned over to ASCAP for distribution to the membership in the usual manner.

Under his individual licensing arrangement, Mr. Allen has notified broadcasters that the 25 tunes are available on the following basis: $3 for stations with a 1940 income of $50,000, or less, $5 for stations with 1940 incomes of between $50,000 and $150,000, and $7 for stations whose 1940 incomes exceeded $150,000. It is possible that other numbers in the Allen Co. and other catalogs may be made available on a similar basis and BMI has requested broadcasters requiring the right to broadcast other college songs to communicate with BMI, which will endeavor to secure these rights for them.

Even if BMI is able to clear all college and university songs, the sponsors and broadcasters are not free from worry, however. In recent years collegiate bans, especially in the Southwest, have included swing units which go in for popular tunes as well as traditional alma maters and football songs. Furthermore, football games are not produced in station studios, with every musical number scheduled and timed in advance. In addition to the between-the-halves music, which may follow a schedule to some extent, the bands are likely to go into action at any time to fill a time-out period or after a player has broken away with the ball and scored a touchdown.

At N. W. Ayer & Son, agency in charge of advertising for the Atlantic Refining Co., which will be the largest sponsor of football broadcasts this fall, it was stated that the problem of music is currently under discussion, with every angle being considered, but that no decisions of any kind have been made.

Ward Names J-W-T

WARD BAKING Co., New York, on Sept. 5 announced the appointment of J. Walter Thompson Co., New York, to handle its advertising. Plans have not been formulated.

HOTCAN Corp., Los Angeles (self-heated canned food products), new to radio, has started using daily participation in the five-weekly 40-minute audience program, *Breakfast at Sardi's*, on KFWB, Hollywood. Contract is for 52 weeks. Agency is Dan B. Miner Co., Los Angeles.



BABES IN THE WOODS are these four from WCHS, Charleston, W. Va., who paused during the annual picnic of the station's staff to wet their whistles. They are (l to r) : Melva Chernoff, wife of Howard L. Chernoff, WCHS general manager; Carolyn Johnson, traffic manager of the station; Frances Robinson, wife of Odes Robinson, technical advisor for the West Virginia Network; Velva Williams, WCHS switchboard operator, whose photogenic physiognomy is partly concealed by a can of beer.

Mattress Schedule

SPRING-AIR Co., Holland, Mich., in a nationwide dealer promotion for Spring-Air mattresses has placed a varying schedule of one-minute spot announcements on WMAQ WGN WENR WBBM KGA KHQ WMAZ WABY KVOA KLZ WWSW WDBO WNAB WREC WJR WTAM WSPD WEEU WCBA WSGN WNAB. Also, weekday quarter-hour on WOR, New York, and KSTP, St. Paul. Radio will also be used in Kansas City, St. Joseph, Joplin, Mo.; Wichita, Topeka, Lawrence, and Kansas City, Kan.; Tulsa, Oklahoma City, Ada, Ardmore, Enid, Okla.; and Lincoln, Neb., according to Robert K. Mason, advertising manager. Company has sent out to dealers a large red-white-blue promotional piece, titled "Wake Up America Promotion", out-lining radio merchandising efforts. Wallace-Lindeman, Grand Rapids, is agency.

WNAB on Air

WNAB, Bridgeport's newest station, went on the air Sept. 8 on 1450 kc. with 250 watts. The station, owned by Harold Thomas who also owns WATR, Waterbury, has an 18-hour schedule and features Press Association news on the hour, plus the *1450 Club* patterned after WORL's *920 Club*. John Montgomery, formerly of WBRY, Waterbury, will handle the announcing on the *1450 Club*. Ken Thomas is station manager.

Pinex on 71

PINEX Co., Fort Wayne (Pinex cough remedy), on Oct. 6 will start 45 250-word spot announcements three to six times weekly on 58 U. S. and 13 Canadian stations. Russel M. Seeds Co., Chicago, is the agency.

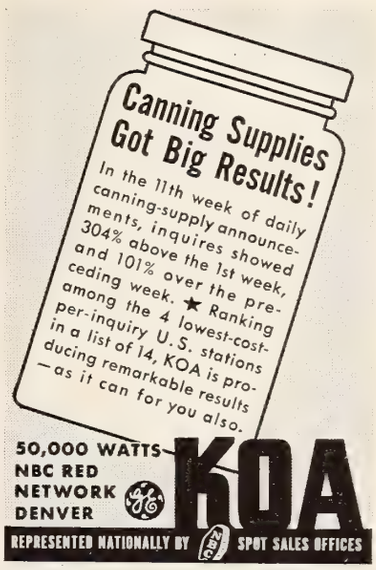
Sperry Placing

SPERRY CANDY Co., Milwaukee (Chicken Dinner, Denver Sandwich candy), on Sept. 8 is starting one-minute spot announcements on 10 midwestern stations 6 to 18 times weekly. Arthur Meyerhoff & Co., Chicago, is agency.

PHILADELPHIA musician's union turned down an offer of a music store desiring to sponsor a program using an orchestra containing half amateur and half professional musicians. The union ruled that only union musicians could be used unless standby fees were paid for the amateurs. KYW had asked a ruling on behalf of an undisclosed agency handling the account, reported to be Wurlitzer Music Co.

Son's Surprise

WHEN Myrtle Vail, writer and star of the *Myrt & Marge* serial on CBS wrote herself out of the script for several days to visit her son, George Damerel, announcer and singer of WNOX, Knoxville, she was surprised to find him waiting at the airport to interview her on WNOX, and Mayor Allen with an invitation to crown the queen of the city's Sesequicentennial pageant Aug. 29.



FOUR STAR STATION in the Tennessee Valley

Power
5,000 Watts Day
1000 Watts Night
Frequency
1150 Kilocycles
Network
NBC Red and Blue
Rates
Lower than you'd expect

WAPO
Chattanooga
National Representatives:
HEADLEY-REED CO.
New York • Chicago • Detroit • Atlanta

ON SALES MANEUVERS
The New WHEB
Portsmouth, N. H.
Presents a Major Offensive of Power and Personality
Primary Coverage, 1,188,034 Population

1000 SALT WATER WATTS on 750 Kc

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 30 TO SEPTEMBER 5, INCLUSIVE

Decisions . . .

SEPTEMBER 3

WIAC, San Juan, P. R.—Granted modification CP change transmitter license 5 kw unl.

KMPC, Beverly Hills, Cal.—Granted modification CP new transmitter, increase 10 kw directional N & D.

WNBF, Binghamton, N. Y.—Granted CP increase 5 kw unl., change 1290 kc, new transmitter.

WSAU, Waseau, Wis.—Granted consent transfer 5 shares common stock from M. F. Chapin to W. E. Walker for $1,500.

DESIGNATED FOR HEARING—**NEW, Lake Shore Broadcasting Corp., Cleveland,** CP new station 1300 kc 5 kw unl. directional (consolidated hearing with application of Cuyahoga Valley Broadcasting Co.).

MISCELLANEOUS—**NEW, Capital City Broadcasting Co. Inc., Topeka, Kan.,** CP new station placed in pending file under Order 79; **NEW, Indianapolis Broadcasting Inc., Indianapolis,** CP new FM station placed in pending file under Order 79; **NEW, Federated Publications Inc., Battle Creek, Mich.,** dismissed petition against FM grant to WJIM Inc.; **NEW, E. Anthony & Sons Inc., New Bedford, Mass.,** denied petition to remove application new FM station from pending file.

SEPTEMBER 5

MISCELLANEOUS — **WTMV, East St. Louis, Ill.,** granted motion to dismiss application CP 1540 kc 500 w N 1 kw D unl.; **KGKO, Fort Worth, Tex.,** granted motion withdraw application 570 kc 1 kw N 5 kw D directional N; **WTEL, Philadelphia,** granted continuance hearing to 11-12-41; **KFRO, Longview, Tex.,** granted continuance hearing to 11-17-41; **WMBR, Jacksonville, Fla.,** granted continuance hearing to 11-18-41.

Applications . . .

AUGUST 30

WJPR, Greenville, Miss.—Amend application to 1420 kc 1 kw N 5 kw D, install new transmitter and move.

NEW, Board of Education of the Memphis City Schools, Memphis—CP new noncommercial educational station 42.1 mc 250 w A3 emission.

WIBW, Topeka, Kan.—CP change equipment, increase 5 kw N 10 kw D directional.

KFGQ, Boone, Ia.—CP change 1180 kc, increase 250 w D, install new antenna.

KGGF, Coffeyville, Kan.—Amend application CP to use directional N and D.

NEW, Associated Broadcasters Inc., Indianapolis—CP new station 1480 kc 100 w N 250 w D.

KMYC, Marysville, Cal.—Modification license to 250 w, move studio site.

NEW, Edward E. Reeder, Seattle—Amend CP new station to 1560 kc.

SEPTEMBER 3

WEEU, Reading, Pa.—Amend application CP 5 kw, install new transmitter, changes in directional.

KPRC, Houston—Modification CP for new transmitter, increase 5 kw N 10 kw D directional N.

KGIR, Butte, Mont.—CP new transmitter, antenna, increase 50 kw, change 660 kc.

KDYL, Salt Lake City—CP transmitter, directional changes, increase 10 kw, change 880 kc.

Tentative Calendar . . .

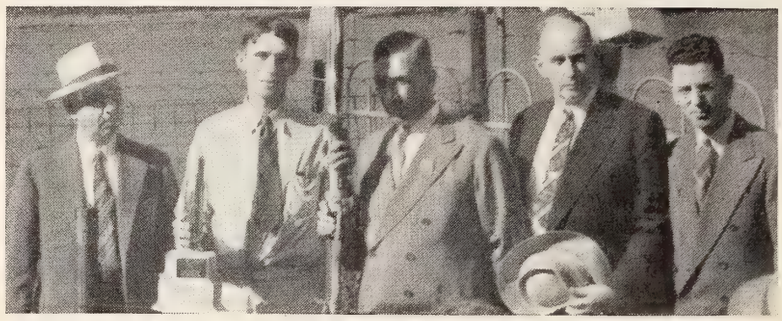
WTEL, Philadelphia, CP 1500 kc 250 w unl.; oral argument on MBS petition for FCC to amend regulations re network option time, term of affiliation contracts (Sept. 12).

KFNF, Shenandoah, Ia., license renewal (Oct. 2).

WJAX, Jacksonville, Fla., CP 930 kc 5 kw directional N unl.; **NEW, Scripps-Howard Radio Inc., Houston,** CP new station 1230 kc 250 w unl.; **NEW, Texas Star Broadcasting Co., Houston,** same; **NEW, Greater Houston Broadcasting Co. Inc., Houston,** same (Oct. 13, last three consolidated hearing).

NEW, Hawaiian Broadcasting System Ltd., Honolulu, CP 1340 kc 250 w unl.; **KWK, St. Louis,** CP 680 kc 50 kw unl. directional D & N; **WCAM, Camden, N. J.,** license renewal and modification to 1310 kc 500 w S-WCAP, facilities of WTNJ; **WCAP, Asbury Park, N J.,** license renewal and modification to 1310 kc 500 w S-WCAM, facilities of WTNJ; **WTNJ, Trenton, N. J.,** license renewal and modification 1310 kc 500 w unl. facilities of WCAM, WCAP; **WDAS, Philadelphia,** CP 1260 kc 1 kw N 5 kw D directional N (Sept. 24, last four consolidated hearing).

WOWO, Fort Wayne, Ind., CP 1190 kc 50 kw directional D & N unl.



THIS PICTURE would have run up and over the top of the page if the corn stalk in front of the group hadn't been cropped off. The stalk, 23 feet 2½ inches, won the 1941 WHO National Tall Corn Sweepstakes [BROADCASTING, Sept. 1]. At ceremonies for donation of trophy were J. O. Maland, WHO vice-president and manager; Lawrence Flander, the winner; Gov. George A. Wilson, of Iowa; Lloyd Cunningham, fair secretary; Herb Plambeck, WHO farm editor.

Hodges' Spots

JOHNNY-ON-THE-SPOT was Gil Hodges, special events director of WTAG, Worcester, while vacationing in Colorado. When a record-breaking hailstorm fell, Hodges phoned first accounts to KLZ and KMYR, Denver, and later when arriving in Denver, where he was caught in one of the city's greatest traffic tieups, he again phoned in the story in time for the evening newscasts.

Lang-Worth Pops

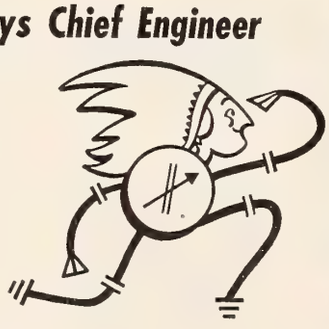
IN VIEW of the 20 name bands it now has lined up for recordings, Lang-Worth Feature Programs, New York, plans to enter the popular music publishing field, according to Ralph Wentworth, manager of the transcription company. Subscribers to the company's library service now total 270 stations, which assures Lang-Worth of ample promotion for its published popular music.

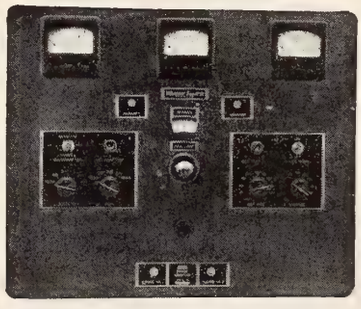
To Honor Nell Vinick

NELL VINICK, beauty advisor who conducts the thrice-weekly five-minute *Lessons in Loveliness* program on WABC, New York, on Sept. 9 starts her 15 consecutive year on the air at which time WABC will present to her a plaque for meritorious radio service. Her current series is sponsored by Drezma Inc., New York, in the interests of Drezma cosmetics.

"2A knows all the angles"

says Chief Engineer





"Medicine Men at Western Electric take all poison out of lining up antenna arrays," says the Chief. "Even when array looks like trees in the forest, 2A Phase Monitor makes engineer's job easy. Have pow-wow with men at Graybar. They can tell you whole story."

Western Electric

Aylesworth Associated In NBC Talent Bidding

M. H. AYLESWORTH, first president of NBC, was revealed last week as an associate of Daniel Tuthill, assistant manager of NBC's program and talent sales division, in the formation of a new organization to take over the talent management functions of NBC. Deal has been reported as practically consummated for several weeks, but NBC officials deny that any contracts have yet been signed.

Neither Mr. Tuthill nor Mr. Aylesworth could be reached for comment regarding their association, but it is understood that Mr. Aylesworth was instrumental in securing financial backing for the new firm and that he will not take an active part in its operations. He is currently serving as head of the radio section of the Office of the Coordinator of Inter-American Affairs.

WTCN Promotion

FRANCIS VAN KONYNENBURG, of the sales staff of WTCN, Minneapolis, has been promoted to the post of sales manager for the station, according to an announcement last week. Mr. Van Konynenburg, a graduate of the U of Wisconsin, formerly was with the *Minneapolis Tribune* and the *Madison* (Wis.) *Capital Times* prior to joining WTCN seven years ago. At one time he was connected with David Agency, St. Paul advertising agency.



Van Konynenburg

WOR Restricts Spots

BECAUSE of the interesting demand by advertisers and agencies for one-minute announcements promoting their products, WOR, New York, is shutting down on the sale of such time, effective immediately. The station has one contract running at present, but at its expiration will allow no further one-minute schedules to be broadcast during evening hours. Reason for the decision is that such contracts cut up the quarter-hour and half-hour periods and are not good from the audience standpoint.

Frizz Fall Plans

ICE CREAM PRODUCTS, Chicago, subsidiary of American Maize-Products, New York, has set its winter schedule for Frizz ice cream mix in the Chicago area with eight one-minute spot announcements weekly on WMAQ, Chicago, and weekly half-hour on WGN with Quin Ryan reading the comics. Schedule will be expanded nationally in the spring.

APPLICATION for a new 1,000-watt daytime station on 1080 kc. in Kalamazoo, Mich., has been filed with the FCC by WKAL Inc., headed by Mayor Frank E. McAllister of Kalamazoo as president, with Orrin B. Hayes, local Oldsmobile dealer, vice-president, and Marvin J. Schaberg, attorney, secretary-treasurer.

Network Accounts

All time EDST unless otherwise indicated.

New Business

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive Corn Syrup, Durham Corn Starch) on Nov. 1 starts *NHL Hockey Players* on 37 Canadian Broadcasting Corp. stations, Sat. 7:15-7:30 p.m. Agency: McConnell Eastman & Co., Toronto.

Renewal Accounts

E. I. duPONT de NEMOURS & Co., Wilmington, on Sept. 29 renews for 52 weeks *Cavalcade of America* on 55 NBC-Red stations, Mon. 7:30-8 p.m. Agency: BBDO, N. Y.

PACIFIC GREYHOUND LINES, San Francisco, on Aug. 31 renewed for 52 weeks *Romance of the Highways* with Comdr. A. W. Scott on 28 Don Lee-Mutual, Sun., 10:15-10:30 a.m. (PST). Agency: Beaumont & Hohman, San Francisco.

LEVER BROS., Cambridge, Mass. (Lifebuoy), on Sept. 19 renews for 13 weeks *Hollywood Premiere* on 71 CBS stations, Fri., 9:30-10 p.m. (EDST). Agency: William Esty & Co., N. Y.

Network Changes

WHITE LABORATORIES, New York (Feenamint), on Sept. 28 shifts *Double or Nothing* on 116 MBS stations from Fri., 8-8:30 p.m. to Sun., 6-6:30 p.m. Agency: Wm. Esty & Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream), on Oct. 4 shifts *Sports Newsreel of the Air* from 52 NBC-Blue stations Sun. 9:45-10 p.m. to 50 NBC-Red stations, Sat. 10-10:15 p.m. (EST). Agency: Sherman & Marquette, Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Velvet Pipe & Cigarette tobacco), on Sept. 24 drops *Professor Quiz* on 69 CGS stations, Thurs., 10:15-10:45 p.m. Agency, Newell-Emmett Co., N. Y.

Chicago Operettas

REPLACING the *Chicagoland Hour*, now heard on MBS Saturdays at 10 p.m. will be the operetta series heard last year titled *The Chicago Theatre of the Air*, which will start Oct. 4 on Mutual and be extended to 75 minutes. Col. Robert R. McCormick, editor and publisher of *The Chicago Tribune*, will make a "curtain" talk each week immediately following the opening theme by Henry Weber and the WGN Symphony Orchestra. William A. Bacher, WGN chief of programs and production, again will direct the series.

Only New Orleans Station With UP and AP News

WNOE

New Orleans' Greatest Radio Value

A Mutual Affiliate



150 UNDERPRIVILEGED BOYS were guests recently at a "Breakfast of Champions", co-sponsored by KROW, Oakland, General Mills and the Boys' Club. Baseball players were guests of honor. Among participants were (standing, l to r), Philip G. Lasky, KROW general manager; Verne L. Mishler, Ed Kuhlman, General Mills; John Verges, manager of ball team; Phil Riley, hotelman; Ira Blue, KROW sports announcer. Seated are Cliff Allen, Boys' Club president; Roy J. Feuchter, General Mills; Dean Maddox, KROW baseball announcer.

CONGRESSMEN COOPERATING

WAGE and Representatives Provide Listeners With Information, Free Bulletins

AN IDEA of a 23-year-old member of the staff of WAGE, Syracuse, to perform a public service for the listening audience recently resulted in an outstanding station promotion success.

When Oliver Treyz learned that Government bulletins, for which individual citizens are compelled to pay 5 to 25 cents at the Government Printing Office, are available to the public free through their Congressman, he investigated further and found out that most people were unaware of this right. He particularly learned how these bulletins could be of service to farmers, housewives, handymen and gardeners.

Quick Cooperation

As a result, Treyz approached William T. Lane, WAGE general manager, suggesting that WAGE cooperate with Congressmen from the area in urging listeners to avail themselves of this free bulletin service.

Mr. Lane gave Treyz the green light and the youth immediately wrote Edward Arthur Hall, Representative in Congress from Binghampton. Several days later Treyz was surprised to receive a long distance call from Congressman Hall in Washington. In a three-way conversation, with Mr. Lane also on the line, the Congressman offered to cooperate and urged the station to inform listeners of this gratis service. He then suggested a weekly transcription, with a disc each day from one of the five Congressmen in WAGE's area, rotating each day to give the people back home an insight into political Washington. It was then that Treyz ventured that Rep. Hall might mention the broadcasts to his constituents in his Congressional letters.

The "mention", surprisingly enough, turned out to be in 200,000 letters to people in four Southern New York counties. On Aug. 4 Rep. Hall placed a copy of his letter in the *Congressional Record*.

AFM Session to Study Recorded Music on Air

RULES for the regulation or curtailment of recorded music on the air may be promulgated by the international executive board of the American Federation of Musicians when it meets in Chicago to act on the resolutions adopted by the AFM national convention held in Seattle last June. Board meeting has been tentatively scheduled for Sept. 30 in Chicago, according to AFM headquarters, where it was said the recording matter is the only one concerning radio scheduled for discussion at this time.

Several resolutions designed to protect musicians against the allegedly unfair competition of "canned music" were adopted by the convention, following the report of Ben Selvin, vice-president of Associated Music Publishers and a former orchestra leader, who had been engaged by the union to survey the use of recorded music and its effects on the employment of live musicians.

Smooth Saleing!

We've laid the ground work; built an amazing audience; earned their confidence. We have proof that time on WAIR makes for SMOOTH SALEING!

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

for INTENSIVE COVERAGE of the SOUTH'S 7th CITY among the 100,000 or more group for per capita effective buying income

use KTBS

SHREVEPORT, LA.

1000 WATTS • NBC

The Branham Co. — Representatives

U.P.

"The World's Best Coverage of the World's Biggest News"

ILLINOIS?

For a big chunk of it, use the DECATUR station,

WSOY

250 w. 1340. Full time. Sears & Ayer. Local help given.

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

Plan New Attack On 'Big Business'

Small-Business Section Begun In Department of Justice

INDICATIONS of further possible Government moves against merchandising and advertising practices of American "big business" were seen in a recent exchange of telegrams between Assistant Attorney General Thurman Arnold, head of the Justice Department Antitrust Division, and Senator Murray (D-Mont.), chairman of the special Senate Small Business Committee.

With announcement by Mr. Arnold that a small-business section had been set up in the Antitrust Division came mutual assurance of cooperation between the Senate committee and the new Justice Department agency.

According to Mr. Arnold's Aug. 26 announcement, the new small business section of the Antitrust Division, headed by Guy Holcomb, not only will conduct antitrust investigations but also will assist small business enterprises in their relations with the Federal Government.

Conference Proposed

Senator Murray suggested last Wednesday, responding to Mr. Arnold's announcement, that the Justice Department "uncover and expose for Governmental action" the problems which he said have been resulting in the "gradual strangulation of small business". He also pledged that the special Senate committee would "cooperate with you in all your endeavors", and suggested a conference with Mr. Arnold upon his return to Washington from Butte, Mont.

"I am greatly interested in your action in establishing a small business section of the Antitrust Division," Senator Murray declared in a wire to Mr. Arnold, released last Wednesday. "Your leadership in this movement to overcome the mounting difficulties confronting the small businessmen of the nation will be invaluable. A section of the Department of Justice staffed by eminent economists and experts on small business problems will effectively uncover and expose for Governmental action the problems which have been resulting in the gradual strangulation of small business.

With an initial organizational allotment of $10,000, the Special Senate Committee to Study & Survey the Problems of American Small Business Enterprises was formed early in the present session of Congress. Little of the $10,000 fund is left, and the committee is understood to be seeking a large appropriation, rumored to be as much as a million dollars, to carry on an intensive inquiry into the plight of small business. It is understood hearings will be conducted on a wholesale scale, with advertising and merchandising practices one of the prime consideration.

Members of the committee include Senators Murray, Chairman, Stewart (D-Tenn.), Ellender ((D-La.), Mead (D-N.Y.), Maloney, (D-Conn.), Capper (R-Kan.), and Taft (R-O.).



Drawn for BROADCASTING by Sid Hix

"All Right, So It's Go-Cart! Can I Help It if There's a Gasoline Shortage!"

FCC Busy Planning Newspaper Inquiry, Seeking Completion Within Six Weeks

WITH ITS special staff working feverishly to line up as many witnesses as possible, the FCC hopes to run its newspaper-divorcement inquiry through to conclusion when hearings are resumed Sept. 17 in Washington. While no accurate estimate could be made, it was stated in official quarters that the proceedings might run a month or six weeks, with time out for regular Commission meetings and for the multiple ownership-overlapping service arguments now to begin Oct. 6.

It is expected the FCC staff first will cover individual newspaper station ownership situations, rather than group ownership interests. As evidenced when the hearings recessed Aug. 1 until Sept. 17, emphasis will be placed upon press association activity in the radio field and purported efforts by newspaper-press associations to forestall development of radio news gathering organizations. This phase of the inquiry, however, probably will not be reopened until ten days or two weeks after resumption of the second phase of the hearings.

Tentative Plans

Last week the Commission's special staff, headed by Senior Assistant General Counsel Thomas E. Harris, tentatively lined up the docket for the reopened hearings, but no final schedule was drawn. It is expected, however, that such interests as the *Kansas City Star*, which owns WDAF, and the *Des Moines Register-Tribune*, operating KSO and KRNT in Des Moines, WMT in Cedar Rapids and, through a subsidiary, WNAX in Yankton, will be covered during the first days.

Particular attention, it is understood, has been given to the far-flung Hearst empire. Hearst Radio Inc.—operating WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; WISN, Milwaukee, and KYA, San Francisco—is expected to be covered during the earlier days. There appears no intention, however, of tying operations of Hearst-owned press association, International News Service, into the station ownership phase.

The FCC investigating staff is still in the field examining station correspondence and files, to ferret out data for the inquiry. This work is being carried on under the direction of David D. Lloyd, chief of the inquiry section of the FCC's law department. Mr. Lloyd, along with Mr. Harris, conducted all of the Commission's examination of witnesses during the five days of hearing in latter July and Aug. 1.

Meanwhile, there has been no refutation of the published report [BROADCASTING, Aug. 25] that the Commission has altered its course in the newspaper-divorcement proceedings and that its objective will be legislative recommendations to Congress, rather than any effort to invoke regulations under the existing law.

Official Reaction

This change in stance, it had been reported, grew out of reactions from high Administration sources and Congress that the Commission should not attempt to enforce regulations calculated to deprive newspapers of station ownership until appropriate committees in Congress have examined the whole matter in formal legislative proceedings.

The Newspaper-Radio Committee, formed shortly after the FCC ordered the inquiry last March, has no immediate plans, it is reported, for presentation of affirmative testimony at the hearings.

A working staff in New York is preparing data refuting exhibits offered by the FCC witnesses on newspaper ownership and revenue factors. Thomas D. Thacher, former Solicitor General and chief counsel for the Newspaper-Radio Committee, Sydney M. Kaye and A. M. Herman, associate counsel, are supervising preparation of the case, along with Harold V. Hough, Fort Worth broadcaster, chairman of the committee.

Miles to Extend

MILES LABS., Elkhart, Ind. (Alka-Seltzer), which currently sponsors *Lum & Abner* four times weekly on 7 NBC-Red Pacific Coast stations, on Sept. 29 is planning to place the quarter-hour series on an NBC-Blue coast-to-coast network. To be heard Monday, Tuesday, Thursday and Friday, the program is tentatively set for 6:30-6:45 p.m. (EST), and 10:30-10:45 p.m. (CST and PST). Agency is Wade Adv. Agency, Chicago.

Kostka Resigns

WILLIAM KOSTKA, manager of the pres department of NBC, has resigned effective Sept. 26 to join the Institute of Public Relations. No successor has been named. Kostka joined the NBC press department in September 1938, becoming manager in August 1939.

Poynter With Donovan

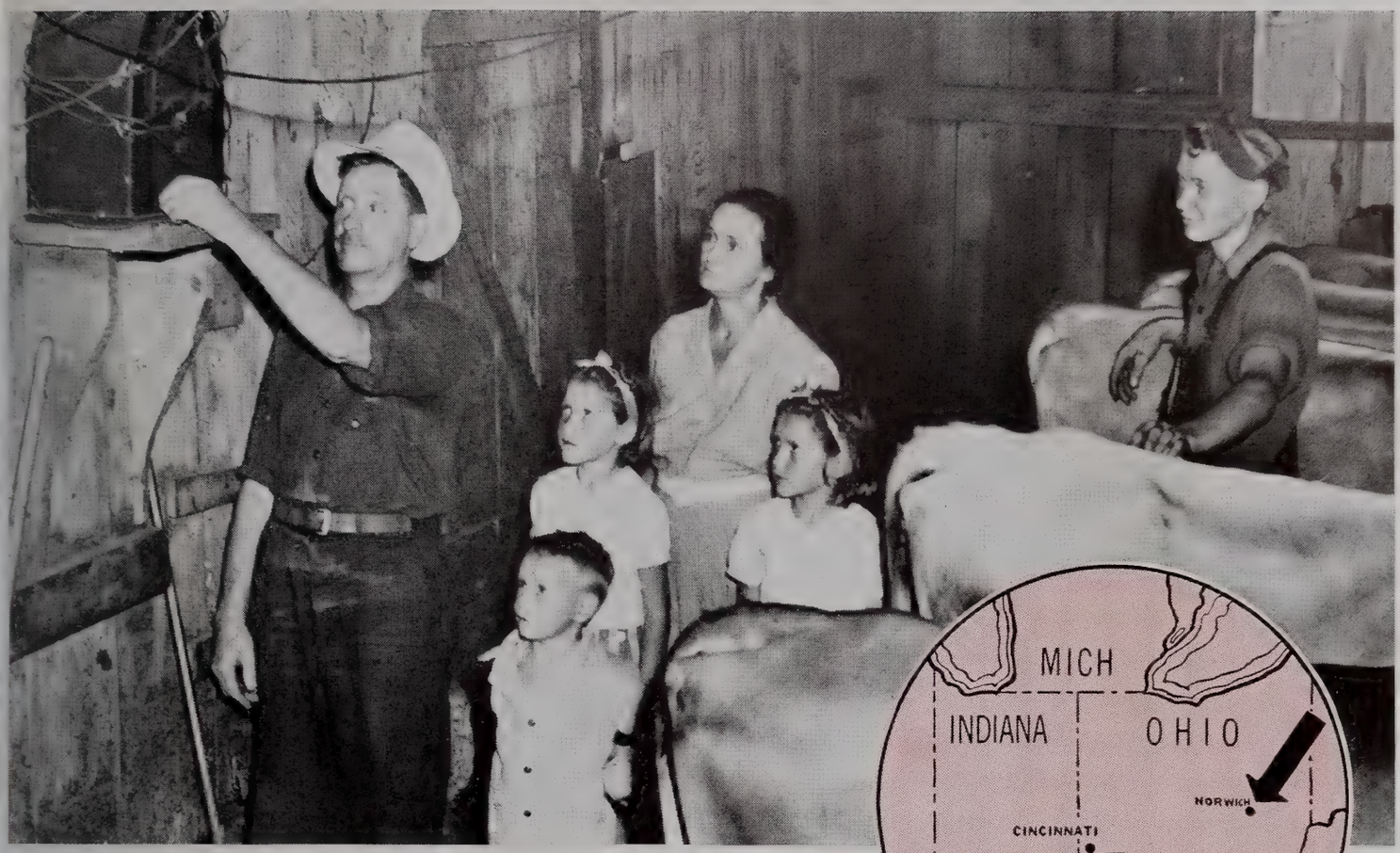
NELSON POYNTER, publisher of the *St. Petersburg Times* and owner of WTSP, who recently resigned as press director of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), has joined Col. William J. Donovan, recently appointed by President Roosevelt as Coordinator of Information. He is serving at Washington headquarters, handling press and radio matters.

WABC Doubles

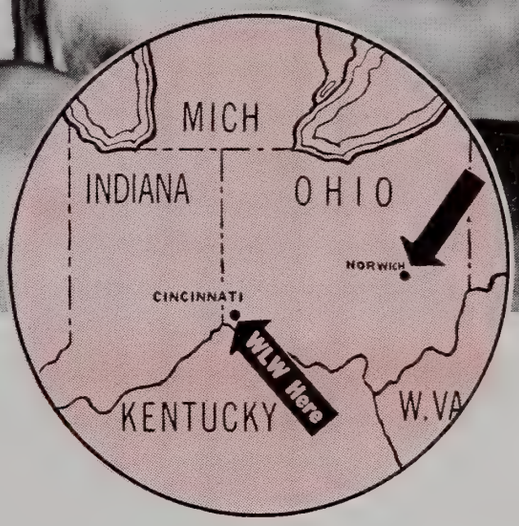
SINCE Sept. 1, 1940, WABC, New York, has doubled the number of its sponsors, and this fall is starting the best advertising season in its history, according to Arthur Hull Hayes, WABC manager. At this time last year, WABC served seven clients, with nine more signed and ready to broadcast, making a total of 16, while this September the station has 23 advertisers now on the air and nine about to start, for a total of 32.

A Senator Reports

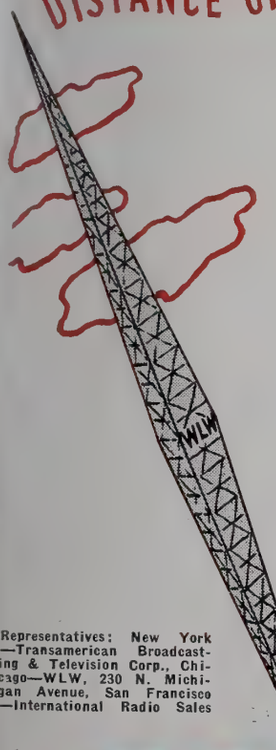
SPEAKING each Friday night either from Washington or from his home near Havre de Grace, Md., Senator Millard Tydings of Maryland last week began a series of reports to his constituency over WBAL, Baltimore. Special lines and remote equipment are installed for each broadcast.



Above: Listening in the barn



DISTANCE CANNOT SEPARATE THESE FRIENDS



THE McCORMICK FAMILY and WLW

WLW . . . a clear channel station . . . serving the MIDWEST! Programs with a distinctive sectionalized flavor are highlighted features of the Nation's Station. Developed and produced for the sole benefit of the midwest farmer, they have linked together two great families. Such programs as WLW's "Everybody's Farm," "Boone County Jamboree," news, market and weather reports are overwhelming favorites with the Burwell McCormicks, prominent Muskingum County farm family living near Norwich, Ohio.

Mr. McCormick, Chairman of the Muskingum County Farm Bureau, is, at present, cultivating 300 acres devoted to corn, wheat, alfalfa, and clover.

There are seven children in the McCormick family. In recent 4-H Club Competition, two of the McCormick youngsters were selected to represent their fellow club members as judges in the Chicago Livestock Shows.

Says Mr. McCormick: "We stay tuned to WLW because we get the programs we like best." Proof enough . . . that WLW serves midwest RURAL AMERICA!

Representatives: New York —Transamerican Broadcasting & Television Corp., Chicago—WLW, 230 N. Michigan Avenue, San Francisco —International Radio Sales

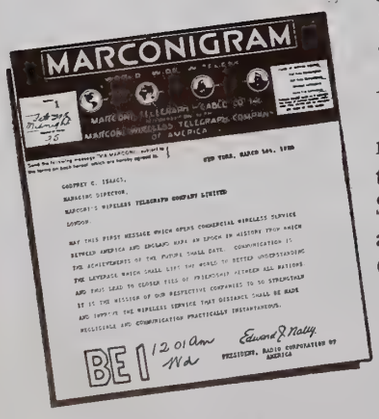
WLW

THE NATION'S *most Merchandise-able* ★ STATION ★



Research Triumph

—PROVED BY 18 MILLION FLIGHTS THROUGH SPACE!


MARCONIGRAM

MARCONI WIRELESS TELEGRAPH COMPANY OF AMERICA

NEW YORK, MARCH 1ST, 1920

GODFREY C. ISAACS,
MANAGING DIRECTOR,
MARCONI'S WIRELESS TELEGRAPH COMPANY LIMITED
LONDON

MAY THIS FIRST MESSAGE WHICH OPENS COMMERCIAL WIRELESS SERVICE BETWEEN AMERICA AND ENGLAND MARK AN EPOCH IN HISTORY FROM WHICH THE ACHIEVEMENTS OF THE FUTURE SHALL DATE. COMMUNICATION IS THE LEVERAGE WHICH SHALL LIFT THE WORLD TO BETTER UNDERSTANDING AND THAT SHALL LEAD TO CLOSER TIES OF FRIENDSHIP BETWEEN ALL NATIONS. BE IT THE MISSION OF OUR RESPECTIVE COMPANIES TO SO STRENGTHEN AND IMPROVE THE WIRELESS SERVICE THAT DISTANCE SHALL BE ANNIHILATED AND COMMUNICATION PRACTICALLY INSTANTANEOUS.

Edward J. Nally
PRESIDENT, RADIO CORPORATION OF AMERICA

In its 21 years of service to America and the world, the Radio Corporation of America has sent and received through space more than 18,000,000 radiograms since the first memorable "Marconigram" (left) was flashed across the Atlantic.

Today, radio messages sent by R.C.A. Communications conquer the barriers of time and space to provide service between 12 cities in the United States and 43 foreign lands, as well as ships at sea. The radiophoto service of R.C.A. Communications now links New York with London, Berlin, Buenos Aires, Tokyo and Moscow, making possible super-swift transit of photos and other important visual data.

Behind R.C.A. Communications' ever-expanding, ever-improving service, are RCA Laboratories and research in all fields of radio. From here have come the technical advances responsible for today's great wireless communication service. And from here will come the forward steps of tomorrow. For RCA Laboratories are dedicated to unending research in radio, so that as the years roll by, the art will be still more useful and valuable.

RCA LABORATORIES

A Service of the Radio Corporation of America

The Services of RCA: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America • RCA Laboratories
National Broadcasting Company, Inc. • R.C.A. Communications, Inc. • RCA Institutes, Inc.

PRINTED IN U.S.A.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy • $5.00 the Year
Canadian & Foreign $6.00 the Year

SEPTEMBER 15, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

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WASHINGTON, D. C.



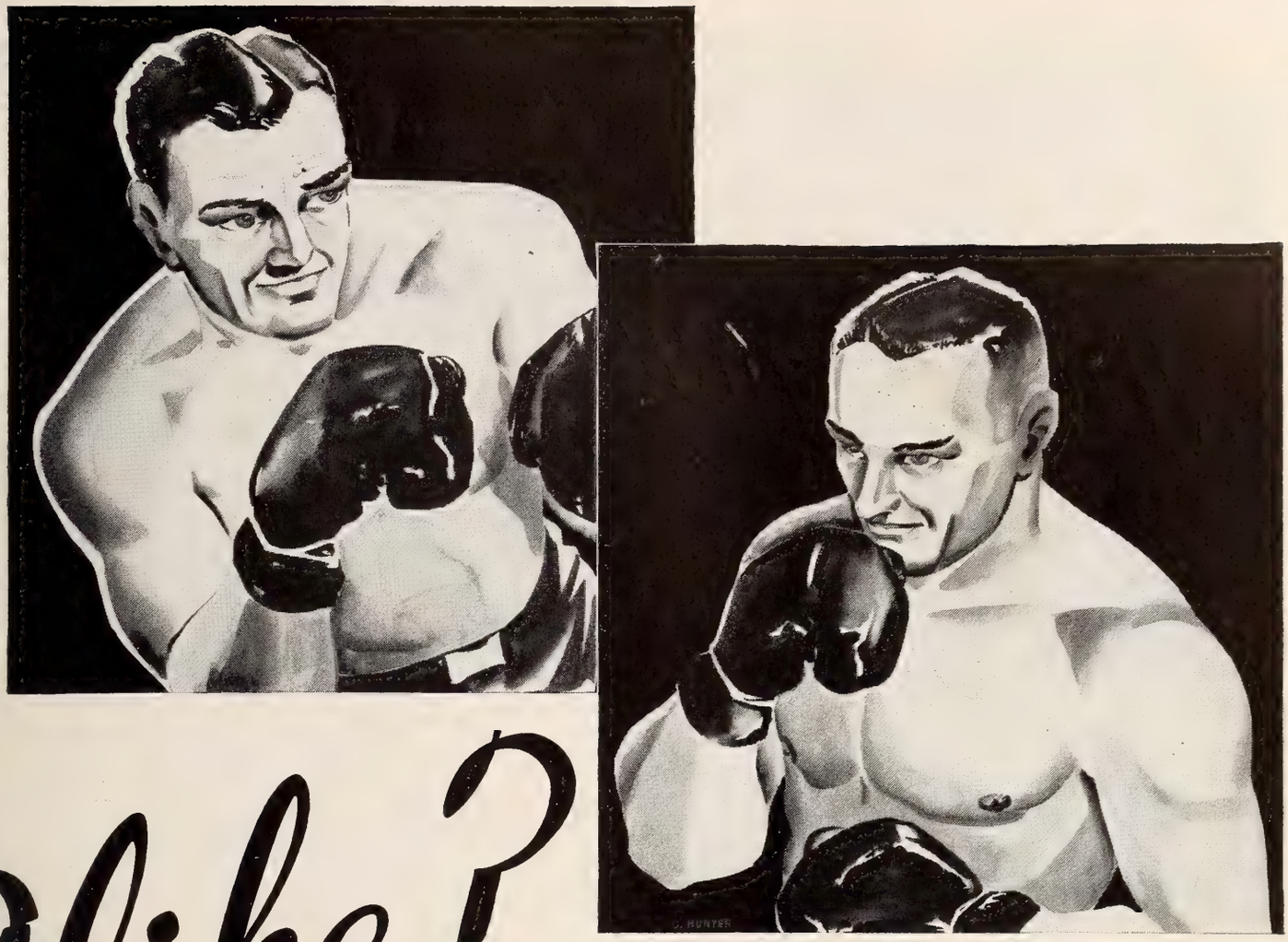
Pulling twice as much mail for advertisers as a year ago—

WAGA SOON 590

WAGA, Atlanta, goes to **590**, gets **5000** watts full time—a ten-fold boost in night-time power. This power combination means PLUS coverage—the equivalent of over 100,000 watts at our old frequency 1480. More than ever, "The Blue Ribbon Buy of the South" . . ask John Blair!

A FORT INDUSTRY STATION

WITH 5000 WATTS FULL TIME!



Alike?

Equal in size, equal in power; but one is faster; hits more often, scores more kayo's

IT TAKES MORE THAN POWER TO PUT A "PUNCH" IN RADIO ADVERTISING

Like speed adds effectiveness to a boxer's power, WSM shows add results to your advertising campaign. 50,000 watts, a clear channel on 650 kilocycles puts your message within "their" reach . . . a talent staff that has produced shows like the nationally famous "Grand Ole Opry," "Magnolia Blossoms" and "Sunday Down South," makes "them" listen and a market growing bigger, and richer every day produces the dimes, quarters, or hundred dollar bills for what ever you're selling. Proof? Just ask us for a few stories about clients who have found WSM a real heavyweight in their Sales dimension. And compare WSM with any station, anywhere.

WSM — Air Castle of the South — 50,000 Watts — Clear Channel

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENN.

WSM is in the heart of the South where 42% of the nation's lumber; 48% of the coal; 60% of the natural gas; 67% of the crude oil, and 70% of the nation's rayon is produced.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

When you think of

NEW ORLEANS

you think of:

The Gateway to Latin America



and

WWL
NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

September 15, 1941

CONTENTS

Net ASCAP Contract Faces Battle	7
Text of NAB ASCAP Statement and Dissent	7
Agreement Seen to Kill Time Tax	8
Radio Barely Mentioned in Movie Probe	8
Chain-Monopoly Rule Suspension Asked	9
NIB Invites All But M&O Stations	10
Repair Priorities to Be Expedited	12
Manufactures Submit Equipment Needs	12
Los Angeles Area Gets Another Station	14
KQW Granted 50 kw.	14
Press Investigation Resumes Wednesday	17
Discrediting Seen in FCC Probe	17
FCC May Act on Super-power	18
They're in the Navy Now	18
Tide Water Plans Coast Football	20
Film Guild Halts Free Appearances	25
Radio Contributes Large Amount of Free Time	45
New York FM Hearing Planned	50
IBEW, CBS Dicker on Wage Increase	53
Donovan Denies Govt. Will Take Over Shortwave	54

DEPARTMENTS

Agencies	42	Meet the Ladies	32
Agency Appointments	42	Merchandising	22
Behind the Mike	32	Network Accounts	53
Bookshelf	30	Personal Notes	31
Classified Advertisements	51	Purely Programs	24
Control Room	26	Radio Advertisers	38
Editorials	30	Station Accounts	36
FCC Actions	52	Studio Notes	40
Hix Cartoon	54	We Pay Respects	31



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*Persons in KOIL's 0.5 Millivolt Area

KOIL
OMAHA, NEBR.



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● A powerful voice in the booming Pittsburgh market of 4 million people.	● A new pattern of merchandising service available to every advertiser.

And that's only part of the story. For complete information as to time and program availabilities consult—

The KATZ Agency • National Representatives
500 Fifth Avenue **New York, N. Y.**

WCAE PITTSBURGH, PENNA.
5000 Watts • 1250 K. C.

ROANOKE MEANS MONEY IN YOUR POCKET!

The founding fathers of Roanoke must have had a glimpse of the future when selecting a name for their town. For Roanoke is Indian for "money"—and today Roanoke centers one of the richest agricultural and industrial sections in the South.

Serving this prosperous market virtually alone, WDBJ is the *only* station that can be heard regularly throughout the entire territory . . . Within WDBJ's *primary* daytime area live 798,570 people who account for $177,000,000 in retail sales (25.7% of the entire state!)! *In addition,* defense spending within this area is already over the $100,000,000 mark!

Big money, in either Indian or English! And if you want a share, WDBJ is the *only* station that can help you get it. For full details, ask your Agency to ask the Colonel!

WDBJ

FOR SOUTHWEST VIRGINIA

CBS Affiliate • 5000 Watts • 960 Kc.

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WISH	INDIANAPOLIS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . .IOWA. . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . .SOUTHEAST. . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . .SOUTHWEST. . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . .PACIFIC COAST. . .	
KARM	FRESNO
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KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE



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BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 11 WASHINGTON, D. C., SEPTEMBER 15, 1941 $5.00 A YEAR—15c A COPY

Network ASCAP Contract Faces Battle

'Sabotage' of BMI Brings Objection From Gillin

TENTATIVE acceptance by NBC and CBS of blanket contracts for return of ASCAP music to their networks is still a far cry from restoring peace and harmony in radio-music ranks it became apparent as reactions set in immediately following announcement by the NAB last Tuesday that its executive committee regarded the contracts as "highly satisfactory" and "eminently fair".

While both networks are shooting for a Sept. 28 date to resume performance of ASCAP music for the first time since Jan. 1, there developed allegations of "shot-gun" tactics, and of "sabotaging" of Broadcast Music Inc. as part of the transactions. Approval by the NAB executive committee of the form of contract originally negotiated by NBC, and subscribed to by CBS, after five important concessions had been procured, did not come in a harmonious atmosphere.

Gillin's Charges

John J. Gillin Jr., general manager of WOW, Omaha, NBC outlet, a member of the executive committee, strongly dissented from the committee action, and called the negotiation of a blanket contract a 'repetition of the network's action of 1935". He branded it as "tantamount to sabotaging BMI" and 'acting contrary to the best interests of the broadcasting industry" [see text of statement on this page].

NAB President Neville Miller, who has led the copyright fight and was instrumental in the formation of BMI in 1939 following ASCAP's original untenable demands, announced adoption of the resolution approving the form of contracts by the executive committee. He pointed out that operations of BMI would not be affected, and that signature of the contracts by NBC and CBS is contingent upon the agreement of affiliated stations to bear their proportion of the cost of the license [see text of Miller statement on this page].

Though Mr. Miller made no pronouncement beyond the formal notice of executive committee action, he has favored further conversations in the hope of modifying certain of the contract provisions and procuring a better deal. A majority of the executive committee, however, evidently weary of the succession of meetings on the form of contract and apparently convinced it constituted the best deal possible, voted down such a move, which had been advanced by Mr. Gillin.

Dollars vs. Principle

While it was freely admitted that the proposed contracts (five of them, covering every performance combination) constituted a far better basis than any hitherto advanced, it nevertheless was argued by Mr. Gillin that it sacrificed principle for immediate dollars. NBC, along with ASCAP, was the moving force, with CBS making an eleventh hour entry during the last fortnight when it became apparent that NBC was approaching what it regarded as an acceptable transaction.

The statement at the tag-end of the NAB announcement that the contracts are acceptable to CBS as well as to NBC, was the first admision that negotiations had been resumed between CBS and ASCAP, much less concluded. It seemed in New York circles the final guarantee that before long ASCAP tunes would again be heard on all networks. But before that can happen the networks must get the ratification of their affiliate stations in the form of promises to rebate to the networks 2¾% on all the payments made to them for broadcasting commercial network programs. NBC, which on Aug. 1 notified its affiliates that it had negotiated a contract with ASCAP and asked their approval of its terms, has still not received responses from an appreciable number of them. CBS has not yet approached its affiliates.

NIB May Consider

Officials of both NBC and CBS expressed confidence this station approval would be forthcoming without undue difficulty or delay, with Sept. 28 mentioned as the probable date for the resumption of ASCAP music on network programs. However, a number of broadcasters have already gone on record as opposing the proposed terms of settlement. This opposition is expected to make its stand at the NIB meeting in Chicago next week and it is probable that a sizable number of broadcasters whose stations are affiliated with NBC and CBS will withhold action on the contracts until this convention is over [see story on page 10].

To avoid any future governmental complications, the contracts will be submitted to U. S. Assistant Attorney General Thurman Arnold,

Text of NAB Committee Statement and Gillin Dissent . . .

APPROVAL of the formulas for return of ASCAP music to NBC and CBS by the executive committee of the NAB at a meeting in New York Sept. 9, came only after a protracted debate, with John J. Gillin Jr., general manager of WOW, Omaha, voting against the majority action. Upon his return to Omaha last Thursday, Mr. Gillin issued a dissenting statement, briefing the views at the session. The executive committee, through NAB President Neville Miller, issued a statement of approval promptly following the meeting.

Voting in favor of the resolution approving the contracts and recommending consideration by the industry were committee members John Elmer, WCBM, Baltimore; Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW, Cincinnati, and Don S. Elias, WWNC, Asheville. William H. West Jr., WTMV, E. St. Louis, was absent, and Mr. Gillin voted 'no'.

Others present at the meeting, in addition to President Miller, included Edward Klauber, CBS executive vice-president; M. R. Runyon, CBS vice-president; Julius Brauner, CBS attorney; Niles Trammell, NBC president; Mark Woods and F. M. Russell, NBC vice-presidents; Robert P. Myers, NBC attorney; Sydney M. Kaye, vice-president and general counsel of BMI; John Shepard 3d, Yankee Network president, and John A. Kennedy, WCHS, Charleston.

Committee Statement

Following is the full text of the NAB executive committee statement:

Following a meeting of the executive committee of the NAB, held today (Sept. 9) at the Roosevelt Hotel in New York, Neville Miller, president of the association, announced that the committee had adopted the following resolution:

"The executive committee of the NAB has had ample opportunity to study, through a series of meetings, the terms and conditions of the proposed ASCAP contracts. It is the consensus of the executive committee that these contracts in their present form are highly satisfactory and offer broadcasters who desire to use ASCAP music an eminently fair and equitable basis for such use; provision having been made for the various operating problems which confront the industry.

"The NAB, therefore, recommends favorable consideration of that form of contract which best suits the station's individual operating needs."

"The contract in its present form," said Mr. Miller, "achieves principles for which broadcasters have been contending for many years. It enables them to take their choice of a blanket contract for all ASCAP music, or to purchase this music for the programs on which it is played. Moreover, the contract reduces substantially the fees which our industry has hitherto been compelled to pay."

It was pointed out by Mr. Miller that the contract with ASCAP would not affect the operations of BMI, to which both NBC and CBS had pledged their continued support on a long term basis.

"The proposed contracts with ASCAP in their final form will be mailed to all stations within the next few days, and will be subject to the scrutiny and approval of the individual broadcaster", Mr. Miller said. He further stated that the terms and conditions of the proposed contracts were acceptable, he had been informed, to NBC and to CBS. Signature by the networks, it is understood, is contingent upon

(*Continued on page 52*)

head of the Anti-Trust Division of the Department of Justice, for approval before they are signed by the broadcasters or ASCAP. The suggestion that this be done is reported to have come from David Podell, on leave from the Department of Justice to serve as special ASCAP counsel in the preparation of the proposed suit against NBC, CBS, NAB and BMI, charging conspiracy to bar ASCAP music from the air. This suit, as well as all actions against the networks and their affiliates for copyright infringements since Jan. 1, will be dropped coincidentally with signing of the contracts.

Meanwhile, attorneys for NBC, CBS and ASCAP were still engaged last Friday on their seemingly endless task of getting the contracts into final form. Network executives expressed hopes, however, of getting the contracts mimeographed and mailed to their affiliates early this week, or possibly during the weekend.

In sending contracts to their affiliates, NBC and CBS will also enclose letters analyzing the advantages of the terms and forms of ratification of the network contracts, which the networks will urge the stations to sign and return immediately, regardless of what they decide to do about signing with ASCAP for the right to use its music on their local programs.

Terms Not Disclosed

Terms of the several contracts, while known in a general way, were being withheld from publication until the newly-constituted ASCAP board could pass on them at a meeting on Monday, Sept. 15. John G. Paine, ASCAP general manager, it is understood, insisted upon this procedure, because of the far-reaching changes in terms and language made during the protracted executive committee deliberations, and the subsequent refinements sought by CBS last week. There was even some question of ASCAP board approval.

Basically, the network blanket contract prescribes a sustaining fee for every station on the chain, of $200 annually, for which the network would not be reimbursed. The network commercial fee is 2¾% on revenue realized from the sale of time. Deductible items are frequency discounts, agency commissions, line charges and a 15% sales commission. It is claimed this actually amounts to about 2% of net time sales.

Affiliated stations, under this contract, are asked to reimburse the network 2¾% of their network income. The network, however, in making its payment to ASCAP, first computes 2¾% of its income after deducting frequency discounts and agency commissions. Then, in computing royalties on compensation paid affiliates, it deducts line charges and the 15% sales commission. The station, however, reimburses the network on its gross network income.

$3,000,000 for ASCAP

It is estimated that ASCAP would realize an income of approximately $3,000,000 if the form of contract acceptable to NBC and CBS is applied horizontally to the industry. This compares to approximately $5,1000,000 estimated as the 1940 ASCAP income under the old 5% blanket license plan, and some $9,000,000 that would have accrued under the graduated tax proposal proferred by ASCAP in 1939, which resulted in the open music warfare, in which ASCAP has been all but scuttled by virtue of BMI's success.

Under the blanket form of license offered individual stations, they would pay 2¼% of their net operating income. The latter figure takes into account deduction of frequency discounts, agency commissions and a 15% sales commission. It was estimated that, because of this base, the percentage figure actually is 1.91%.

On the local commercial license, which constitutes the per program proposal, there would be no minimum guarantee, in compliance with the ASCAP and BMI consent decrees entered into with the Department of Justice. The fee, however, would be on income from programs using ASCAP music, and 2% on incidental themes, background

(*Continued on page 44*)

Radio Avoids Heavy Gunning In Senate Propaganda Inquiry

Subcommittee Indicates It Will Probe Deeply Into Alleged Efforts to Wave War Banners

WITH THE radio angle obviously relegated to a secondary position, a subcommittee of the Senate Interstate Commerce Committee last Tuesday started lengthy public hearings looking into the alleged use of motion pictures and radio to spread pro-war propaganda.

Although the five-man subcommittee, dominated by isolationist and non-interventionist members of the Upper House, gave early indication that the movie industry would come in for some heavy body blows, it appeared during the first three sessions of the proceeding that radio would receive credit for its blessings as well as blame for its alleged shortcomings.

Willkie's Barrage

The Senate hearings are being held in connection with a resolution (S Res-152) introduced Aug. 1 by Senators Bennett Champ Clark (D-Mo.) and Nye (D-N. D.), authorizing a full-committee investigation of the movie-radio propaganda charges. However, it is generally agreed that the subcommittee proceeding, complete with official fanfare and columns of newspaper coverage, in effect will be as extensive and accomplish the same purpose as the proposed full-committee proceeding.

Apart from appearances by Senators Nye and Clark, citing the background for their investigation proposal, the opening stages of the proceeding, which has played to a packed house, featured a barrage of printed statements by Wendell L. Willkie, counsel for motion picture interests, in answer to verbal charges of Senators Nye and Clark and comments by subcommittee members.

Under a majority ruling announced in his opening remarks last Tuesday by Senator D. Worth Clark (D-Ida.), chairman of the subcommittee, Willkie was advised he would not be allowed to examine or cross-examine witnesses before the committee.

The only other witness was John T. Flynn, newspaper columnist, economist, one-time radio news analyst and chairman of the New York unit of the America First Committee, who appeared last Thursday.

Although witnesses for the radio industry proper are not to be called until the movie phase of the inquiry is completed, probably in October, two Hollywood movie columnists and radio commentators—Jimmie Fidler and George Fisher—were scheduled to appear before the committee Sept. 15.

Some concern arose in broadcasting circles when Senator Nye on Sept. 2 introduced an amendment to the original resolution which would permit the committee to look into monopoly aspects of the movie-radio question, as well as the charges of propaganda. According to an explanation by Senator Nye to BROADCASTING, the amendment was designed not to reopen or continue the intensive monopoly inquiries made of the industry during the last three years, but only to make the monopoly question germane to the general subject of the inquiry, with particular attention to the motion picture industry.

Although radio received only passing mention in the testimony of the first days of the hearing, NAB President Neville Miller last Wednesday released a letter to Chairman Clark taking issue with statements by Senator Clark regarding the misuse of radio facilities for propaganda purposes. Emphasizing the important defense and morale functions of radio, Mr. Miller declared in part: "The American people, and they alone, exercise a day-to-day control of broadcasting far too powerful for anyone, even the Government itself, to interfere with."

Agreement Seen To Kill Time Tax

Final Action Likely Tuesday; Will Study Franchise Levy

ALTHOUGH officially unconfirmed, it is understood House-Senate conferees on the 1941 Revenue Act last Thursday agreed to the Senate's action in deleting from the tax bill the House-approved proposal for a 5-15% Federal tax on radio's net time sales above $100,000 annually.

But with the House and Senate expected to draw the curtain on the final episode of the radio industry's latest tax adventure early the week of Sept. 15, when they approve the conference committee's report, franchise tax proposals are scheduled to put in an increasingly prominent appearance.

Ready for Final Action

Although a five-man Senate committee and a seven-man House committee have actually completed unofficial conferences on the bill and formulated their report, they will not be officially named as conferees until Monday, Sept. 15, when the House reopens after a recess. Final action is expected by both houses by Tuesday or Wednesday.

It is understood that House conferees agreed to deletion of both the radio and billboard advertising taxes with the understanding that a radio franchise tax would be considered later, presumably in the coming bill effecting administrative changes in the Revenue Code. It is not expected House hearings on this measure will start until November.

Cigar Announcements

WEBSTER - EISENLOHR, New York (Tom Moore cigars), on Sept. 15 starts a 10-week campaign of transcribed and live chain-break announcements five times a week on the following 16 stations: WFAA KRLD KRRV WDAF KFH WLOL WDSM KVOX KATE KWNO KDGE KGCV KLPM KDLR KRMC KABR. Agency is N. W. Ayer & Son, New York.

Milk Campaign

STATE OF NEW YORK Bureau of Milk Publicity, Albany, on Sept. 29 is launching a 26-week campaign of spot announcements and participations on 17 stations in New York State. List includes: WOKO WNBF WBEN WEBR WKBW WENY WABC WJZ WNEW WHAM WHEC WGY WAGE WFBL WSYR WTRY WIBX. Agency is J. M. Mathes Inc., New York.

Schumacher's Week

F. SCHUMACHER & Co., New York (Waverly Fabrics), on Sept. 22 launches an intensive one-week campaign of participations on women's programs in 25 cities to tie in with local dealer advertising. Anderson, Davis && Platte, New York, handles the account.

Suspend Rules for Duration, FCC Asked

Litigation Is Seen If New Rules Are Issued

LAST-DITCH efforts to prevail upon the FCC to suspend its punitive chain-monopoly rules during the national emergency, lest the whole broadcasting structure be dislocated, were made last Friday in oral arguments before the Commission by NBC and CBS. MBS renewed its plea for prompt enforcement of modified regulations which would permit it to expand in markets now purportedly closed to it.

In surprisingly brief arguments which followed filing of voluminous briefs, John J. Burns, chief counsel for CBS, and John T. Cahill, special counsel for NBC, made almost identical pleas for suspension. NBC, however, went farther in attacking MBS as a "switchboard network" and in branding its whole effort the "acme of commercialization," based on the "dollar sign."

MBS Opposes Suspension

Louis G. Caldwell, chief counsel for MBS, advocated action on his petition, filed last month, for a graduated option time formula but maintained MBS could live under the original rules as drafted by the Commission. He opposed the suspension proposal, contending that the very fact that an emergency exists augurs for the regulatory job being done properly and lawfully. The more networks available, the more defense programs will be broadcast, he said.

The only other appearance was made by Paul D. P. Spearman, on behalf of Yankee and Colonial Networks. He made a plea for relaxation of the time option regulations to fit the peculiarities of regional chains, pointing out that the proposed Commission rules, as well as the suggested Mutual substitute, would seriously deter operation of these New England networks and probably others. Some indication was given that the regulations might be relaxed to relieve the plight of such regional operations.

No immediate word was forthcoming from the FCC following closing of the arguments, which ran for about 2 hours and 15 minutes. With the adjournment, the five members of the Commission [Payne absent] held an impromptu meeting but no decision on procedure was reached. Late last month, when the FCC suddenly called the oral arguments on the MBS brief and indefinitely postponed the Sept. 16 effective date of the rules, it was announced that reasonable notice would be given on a new effective date. It was presumed at least two weeks and probably a month would be allowed.

How fast the FCC will act was not indicated. In some quarters, however, it was thought the Commission might promulgate revised regulations by the end of September and make them effective Oct. 15 or Nov. 1.

Ready to Litigate

It was generally believed FCC Chairman James Lawrence Fly has sufficient votes to force through regulations, irrespective of the national emergency arguments. It was equally clear that NBC and CBS were poised for litigation, challenging the FCC's overall jurisdiction to issue rules once the new rules are revised and an effective date set.

The litigation question was the subject of a conference following the oral arguments, participated in by acting General Counsel Thomas E. Harris and Seymour Krieger for the Commission, and Messrs. Cahill, Burns and Caldwell. No understanding was reached, however, aside from the open secret of NBC and CBS intentions to litigate unless the rules are suspended.

Speculation centered on possible Commission action along the lines of revised rules on option time and extension of broadcast station licenses and concurrent contracts with networks from one to two years. As against the MBS proposal for 3½ to 4 hours of option time in each of the three five-hour segments, Chairman Fly had proposed not more than two hours in each bracket to be exclusively optioned to a particular network, with the balance free station time. It was thought this might be modified to perhaps three hours, along with the doubled license tenure.

The Blue Problem

No indication that the FCC proposes to deviate from its requirement that NBC dispose of the Blue has been given, though NBC still fought that battle in its brief. Some modification of the regulation requiring networks to divest themselves of key stations in markets other than New York, Chicago, or Los Angeles-San Francisco was indicated, probably to include Washington and both of the coast cities. If this is done, however, the burden still would be on NBC and CBS to dispose of other owned stations, such as those located in markets like Minneapolis, Cleveland and Charlotte.

MBS does not question the jurisdiction or power of the Commission to issue the regulations, Mr. Caldwell said in opening the argument. As far as the "selfish interests" of MBS are concerned, Mr. Caldwell declared, the regulations as drafted would be acceptable and he felt the network already had demonstrated that it could operate without option time, although it is a convenience.

Asserting that MBS is suffering from the delay in placing the regulations in effect, he said the network is losing prospective commercial accounts at the rate of one a week to the Blue, because it could not clear time in certain cities. He admitted under questioning by Commissioner T.A.M. Craven that MBS business has shown substantial increases. He cited as one instance the *March of Time* program, which he said had been "worked up" by MBS but was sold on the Blue. This was only one of eight new accounts which have been lost to the Blue in the last 60 days, he said.

Option Proposals

Mr. Caldwell said that whatever formula is established for maximum option time, it will become the minimum. He urged that whatever option time is decided upon be in the nature of specified hours to avoid what would in reality be an option on all time. Moreover, he said that whatever formula is placed into effect on option time should be subject to annual revision by the FCC.

Mr. Caldwell said MBS recognized the business convenience involved in exclusive option time but non-exclusive options on all stations from its standpoint would be just as satisfactory. He discounted allegations that confusion would result, saying this would only develop in cities where there are not enough outlets to serve all four networks, such as Cleveland, Des Moines, Jacksonville and Providence. In this connection, he pointed out, while his petition advocated some exclusive option time, he thought the result would be the same with non-exclusive time throughout.

Mr. Caldwell emphasized the importance of not allowing "one minute more" of exclusive option time than that actually used, based on the preceding year's business placed by a particular network or a particular station. If an extra half-hour is allowed, he said, it would result in almost exclusive control over desirable hours. Because the option plan is based on actual use, he said it would progressively result in the same situation. Commissioner Craven, however, pointed out that the time option works both ways and that when business tapers off, the station would lose its options to some other network.

Answering arguments that the rules should be designed to permit NBC to build up the Blue Network so it could sell it at a "large price", Mr. Caldwell said he felt this was no concern of the Commission. Any new network like MBS wants to

(*Continued on Page 41*)

New Studebaker Series To Include 90 Stations

STUDEBAKER Corp., South Bend, Ind., plans news and sports broadcasts on about 90 stations to introduce its new models. Roche, Williams & Cunnygham, Chicago, is agency. Although it was pointed out by Paul G. Hoffman, president of Studebaker, when queried recently by BROADCASTING that Studebaker's advertising appropriation has always been determined on unit basis of per car produced [BROADCASTING, Sept. 8], manufacturers may shift from the traditional per car basis of appropriation, to institutional campaigns based on a percentage of company earnings.

Nash this year will not use any radio to introduce the new models but will use national magazines despite distribution problems. Chrysler Corp., Detroit, is reported to be considering the use of spot announcements for Dodge as are Hudson and Packard, to introduce their new models.

Elman for Colgate

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive shaving cream), through Ted Bates Inc., New York has purchased rights to Dave Elman's *Hobby Lobby*, last heard to replace *City Desk* starting Saturday, Oct. 4, on 68 CBS stations, 8:30-8:55 p.m. Addison Smith is director in charge and the music will be by Harry Salter. Each week a personality who has done most for defense work in a hobby way will be featured.

Schreter Schedule

A. SCHRETER & SONS, Baltimore (Smoothie neckties), on Sept. 29 begins a 13-week schedule of one - minute announcements on WNEW, New York; KQV, Pittsburgh; WBAL, Baltimore, and WFIL, Philadelphia. Agency is Bermingham, Castleman & Pierce, New York.

Insurer's Spots

LIBERTY MUTUAL INSURANCE Co., Boston, on Sept. 10 started a campaign of one-minute transcribed announcements on an undisclosed number of stations in New York State to dramatize the new automobile insurance liability law in the State. Agency is BBDO, New York.

Glass Series

PITTSBURGH PLATE GLASS Co., Pittsburgh (door mirrors), recently started a schedule of one-minute transcribed announcements with local dealer tie-ins on WIS WIBA WFEA WRDO WGAC KGBX WMAN. Agency is BBDO, New York.

Wine Series

EASTERN WINE Corp., New York (Chateau Martin Wines), during latter September will launch a year-round campaign of transcribed announcements on 20-25 stations in cities along the Atlantic Seaboard. Agency is H. C. Morris & Co., New York.

NIB Invites All But Nets' Own Stations

Break From NAB Is Considered; Fly Booster

ENCOURAGED by FCC Chairman James Lawrence Fly to unite independently-owned stations in a common cause, free from purported domination of the major networks, National Independent Broadcasters Inc. last week sent to some 750 station owners formal invitations for an extraordinary convention to be held Sept. 22-23 at the Palmer House, Chicago.

All stations but those owned, managed or operated by NBC and CBS were extended invitations to the convention, called to appraise the whole regulatory and business outlook for broadcasting stations.

The convention will be addressed by Chairman Fly. Among other Government officials scheduled to address the broadcasters are Victor O. Waters, special assistant to the Attorney General in charge of copyright and music activities, and Maj. Gen. Joseph M. Cummins, commanding general of the Sixth Corps area, Chicago, who will discuss radio's role in national defense.



Mr. Waters

May Break With NAB

While no formal announcement has come from NIB President Harold A. Lafount, former radio commissioner, or from Edwin M. Spence, managing director, as to the scope of the sessions, it is freely predicted that if sufficient enthusiasm is displayed, a full-scale reorganization of the trade association will be effected. While NIB has been in existence for some five years, it has functioned largely under the banner of the NAB, the top trade association.

Despite lack of official comment from NIB, the prevailing thought was that the association is headed for an open break with NAB, on the ground that the latter organization is in serious conflict with the FCC and other Governmental agencies with which broadcasters must maintain contact and amicable relations.

Impetus was given the report of a bolt from the NAB banner by Chairman Fly's active collaboration with the NIB executives in arranging the Chicago convention. The FCC chairman bitterly condemned the NAB as a result of developments at the trade association's annual convention in St. Louis last May when a serious rift developed.

He has charged NAB with domination by NBC and CBS domination and repeatedly has referred to it as a "so-called trade association". As a result of that incident, more than a dozen stations resigned from the NAB, including key station members of MBS.

Chairman Fly has not yet disclosed the topic of his keynote speech. But, if past utterances are a criterion, he can be expected to urge independent station owners to run their businesses free from restraints, inhibitions and pressures allegedly exerted by the networks.

As chairman of the Defense Communications Board as well as the FCC, he unquestionably will discuss national defense aspects as they pertain to broadcasting and reassure the industry that the Government has no intention whatever of engaging in broadcast operations per se, whatever the war developments.

General Cummins to Speak

Chairman Fly personally undertook to obtain as a speaker Maj. Gen. Cummins who will discuss in detail the relationship of broadcasting to the military establishment.

With many uncertainties still existing regarding copyright growing out of conflicting interpretations of the consent decrees entered early this year by both ASCAP and BMI under the spur of Department of Justice anti-trust action, virtually all of the second day's session will be given over to this subject. Mr. Waters, who personally directed the copyright activity of the Department and procured the consent decrees, will make his first public expression on the music performance situation since accomplishing the negotiated settlement last March.

Paine and Haverlin

In addition to Mr. Waters, John G. Paine, ASCAP general manager, and Carl Haverlin, BMI station relations director, have accepted invitations to address the convention. Leonard D. Callahan, general counsel of SESAC, and Robert S. Keller, of AMP, also have accepted invitations.

Because many affiliates as well as independently-owned stations are in a quandary over future copyright matters, particularly in the light of virtually concluded negotiations between NBC and CBS for the return of ASCAP music to their networks, NIB officials said significance attaches to the projected copyright discussion.

In effect, it was pointed out, the program calls for an all-inclusive seminar on music performance, with greatest importance attaching to Mr. Waters' interpretation of the consent decrees and how the proposed NBC-CBS contracts, as well as the MBS contract entered into last May, comply with the far-reaching terms of the consent decrees.

Also tentatively scheduled for the copyright battle is Ed Craney, Montana broadcaster who has been in the forefront of the copyright fight for the last decade. An advocate of abolition of the NAB and creation of a new trade association of independent owners, Mr. Craney tentatively has accepted an invitation to address the convention but does not know whether he will be in a position to appear. In an open letter last July [BROADCASTING, July 21-28], Mr. Craney advocated abolition of the NAB because of alleged network domination.

While national defense and copyright are expected to be the salient topics, other activities on the Washington front, including the network-monopoly regulations, newspaper ownership, the tax situation, and the legislative outlook, will be covered. Discussion will be launched in a report by Andrew W. Bennett, NIB general counsel.

New Slate Possible

Mr. Lafount, executive of the Bulova group of stations, and NIB president for the last three years, has announced that he will not seek or accept reelection. He feels the presidency should be rotated. A number of prominent broadcasters are being mentioned for the successorship.

If the apparent plan to broaden the NIB base is carried through, an entire new slate may be elected. This plan presumably also would encompass expansion of Washington headquarters activities. At present Mr. Spence, now general manager of WWDC, new Washington local, and former secretary-treasurer of the NAB, is managing Washington headquarters, along with General Counsel Bennett.

Edward A. Allen, president of WLVA, Lynchburg, is NIB vice-president, and Lloyd C. Thomas, of KGFW, Kearney, Neb., is secretary-treasurer.

Directors List

Directors listed, in addition to the officers, are Scott Howe Bowen, WIBX, Utica; Frank R. Smith Jr., WWSW, Pittsburgh; Maurice C. Coleman, WAGA, Atlanta; Jack M. Draughon, WSIX, Nashville; S. A. Cisler, WGRC, Louisville; James F. Hopkins, WJBK, Detroit; Ralph L. Atlass, WJJD, Chicago; Gregory Gentling, KROC, Rochester, Minn.; James R. Curtis, KFRO, Longview, Tex.; Frank E. Hurt, KFSD, Nampa; Ralph R. Brunton, KJBS, San Francisco, and T. W. Symons, KXL, Portland, Ore.

NIB KEYNOTER



CHAIRMAN FLY

Vick Serial Plans

VICK CHEMICAL Co's new show, scheduled to start Sunday, 5:30-6 p.m. on NBC-Red [BROADCASTING, Sept. 8], has been tentatively titled *We're Five in the Family*, a "real life story of a real American family", according to Morse International, New York, Agency in charge. The story is a comedy-drama adapted from incidents about her children from a diary kept by Claire MacMurray Howard who wrote about them in her column in the *Cleveland Plain Dealer*. Mrs. Howard and Milton Gieger will write the radio script for the new show and Richard Nichols, radio director of Morse, will direct.

Canada Dry Mystery

CANADA DRY GINGER ALE, New York, on Oct. 3 will return to network radio with a mystery-comedy series tentatively titled *Michael & Kitty* on an undisclosed number of NBC-Blue stations, Friday 9:30-9:55 p.m. (EST). Details were still being worked out by the agency, J. M. Mathes Inc., New York, as BROADCASTING went to press.

Buick Debut

GENERAL MOTORS Corp., Detroit, during the latter part of September will launch a campaign of transcribed announcements for Buick cars on an undisclosed number of stations. Details will be announced the latter part of this week or early next week. Agency is Arthur Kudner Inc., New York.

Scooters

TO AID in conservation of gasoline, WDAS, Philadelphia, has ordered two scooters for its engineering department to be used on remote broadcasts and special events. The motor scooters are similar to those used by the Philadelphia Police Department to patrol the city's subway transportation system. They will not only save gasoline but end parking troubles.

Connect in Connecticut

by using WDRC



WDRC'S PRIMARY MARKET is Connecticut's Major Market! Here you have over a million people, with a greater income than any group of similar size in the country. Today, this market presents a selling opportunity you can't afford to miss. And you won't miss, if you use WDRC.

As the Basic Columbia Station for Connecticut, WDRC gives you the winning combination of coverage, programs and rate! A Fall schedule on WDRC will prove one of your most productive investments. Write Wm. Malo, Commercial Manager, for availabilities now.



WDRC

CONNECTICUT'S PIONEER BROADCASTER



TO BREAK THE BOTTLENECK in broadcast equipment manufacture, which seriously threatens future operation of all stations, representatives of leading transmitter, tube, antenna and parts manufacturers met in Washington last Wednesday under NAB auspices. They appraised the industry's needs and began plans for drafting of a presentation by NAB to the SPAB-OPM authorities citing radio's minimum requirements as a national defense function.

Shown here, first row (l to r): W. M. Anderson, Westinghouse; H. H. Darbo, Burgess Battery Co.; E. J. Staubitz, Blaw-Knox Co.; A. J. Eaves, Graybar; G. M. Ruoff, Locke Insulator Corp.; George F. Bateson, Truscon Steel Co.; Arthur Stringer, NAB, who arranged the meeting; Neville Miller, NAB president, who presided; Marion Wade, Radio Engineering Labs.; S. Norris, Amperex.

Second Row (l to r): Paul McK. Deeley, Cornell-Dubilier; R. F. Weinig, Wincharger Corp.; Wesley Thompson, John E. Lingo & Son, Inc.; John F. Neary, Lehigh Structural Steel Co.; H. N. Willets, Western Electric.

Third Row (l to r): Russell P. Place, NAB general counsel; R. E. Onstad, Thordarson; Bryce Haynes, Audio Devices; S. G. Jones, Gates American Corp.; Ernest F. Ling, Corning Glass Works; L. H. Whitten, Graybar; I. R. Baker, RCA Mfg. Co.; H. L. Quick, Isolantite Inc.; K. D. Hamilton, Isolantite, Inc.

Last Row (l to r): E. T. Morris, Westinghouse; Sigurd Sollie, Memovox Inc.; Frank J. Martin, NEMA; Lynne C. Smeby, NAB engineeering director; G. W. Hernan, GE; Ann Page, NAB; C. E. Arney Jr., NAB assistant to the President; Gustavus Reiniger, Radio Engineering Laboratories.

Attending the sessions, but not present for the photograph were W. Eitel, Eitel-McCullough Inc.; C. E. Brigham, Federal Telegraph Co.,; Harry Ehle, International Resistance Co.; Joseph Tait, Presto; D. I. Cooke, Triplett Electrical Instrument Co.; Lawrence Horle, RMA engineering consultant.

New Defense Board to Speed Granting of Repair Priorities

A-10 Rating Now Given Broadcasting Along With Communications; Extensive Survey Planned

SEEN as a possible solution to the material supply difficulties of the radio manufacturing industry, the newly-created Supply Priorities & Allocation Board announced last Wednesday it would conduct a comprehensive study of the lease-lend, defense and civilian requirements of American producers.

Revelation of plans for the study, designed to develop an overall picture of the prevailing and future supply situation to be used as a basis for coming priority control, followed by 24 hours announcement of a new "streamlined" plan to grant temporary priority assistance for repair work in 20 "essential industries." This plan, which includes commercial broadcasting and communications, designates an A-10 priority rating for materials needed in manufacturing equipment for maintenance and repair of existing apparatus.

Improvement Seen

Announced by Donald M. Nelson, who under the SPAB reorganization succeeds E. R. Stettinius, Jr. as Director of Priorities, the new plan for the first time gives such items as radio transmitters an A priority rating, although on July 1 Leon Henderson, as director of the Office of Price Administration & Civilian Supply, designated commercial radio communications, including commercial broadcasting, as one of 26 essential industries for which preference would be granted on materials for maintenance and repair.

The comprehensive survey of supply and demand, to be supervised by Mr. Nelson, was described as one of the most important steps taken in 15 months by a defense agency. It is thought likely that the study will considerably improve the status of radio manufactures on priority schedules, since it is foreseen that such a survey, conducted by a single overall agency, would substantiate official claims for radio's importance in the defense picture and focus attention on the present situation, under which new radio manufactures are completely stifled and repair and maintenance activities are being forced to a standstill.

Almost coinciding with the SPAB inventory action was a special meeting of leading manufacturers of transmitters, tubes, antennas and parts, called under NAB auspices, for the purpose of making an industry inventory. Even with a Class A-10 rating on emergency repairs, this group concluded, industry requirements could not be met because of the welter of defense orders holding preferential A-1 ratings [see story on this page].

Last Thursday the Defense Communications Board, which last week had authorized creation of a Defense Priorities Committee, announced a sweeping change in membership and procedure, presumably to make the body more effective. Instead of a membership of nine, selected one each from the nine industry subcommittees of DCB, the committee will be made up of five Government members and alternates to be designated by DCB itself within a few days, with each of the nine industry units to designate two "priorities representatives." The latter will not be members of the committee proper, but will be non-Government people on call for consultation with the five-man priorities liaison committee.

Will Be Available

It was explained that the Government men were selected as regular members because they would be on tap to function as needed, while meetings would be more difficult if industry representatives had to travel in and out of Washington. The "priorities representatives" for the industry will have an advisory voice only in Commission action.

An official announcement of the long-range SPAB survey, approved by Vice-President Wallace, SPAB chairman and head of the Economic Defense Board, declared:

"In calling for this long-range, all-inclusive survey of the nation's total needs under the defense program, SPAB followed the view that there must be one authority to develop the official requirement figures on both levels, holding that there would be confusion otherwise, because the several parts of the requirement picture must be developed by separate agencies."

The survey would visualize action on two levels, it was explained: A detailed outlining of both civilian and military needs, including procurement schedules for Army,

(*Continued on page 47*)

Equipment Needs To Be Submitted

A-10 Rating Held Inadequate At Meeting in Washington

MEETING in Washington at the invitation of NAB President Neville Miller nearly two-score manufacturers and suppliers of commercial broadcast equipment last Wednesday surveyed the critical supply situation facing the radio industry and promptly set in motion means of procuring remedial action from the Government.

The consensus of the conference bore out revelations of the recent BROADCASTING survey, indicating an extremely tight situation for repair and maintenance equipment and a complete throttling of new manufactures in the field [BROADCASTING, Sept. 8].

Held within 24-hours after announcement of Preference Rating Order P-22, granting an A-10 priority rating to maintenance and repair supplies for commercial broadcasting equipment, excepting radio receivers, it was indicated at the meeting that the A-10 rating soon would prove thoroughly inadequate to secure the large variety of critical maintenance parts constantly needed by the industry.

NEMA's Blue Report

It was decided that a comprehensive brief of the needs of the industry immediately would be filed through the NAB with the Office of Production Management and Supply Priorities Allocation Board, newly-created top defense production agency.

Keynote of the meeting was expressed in a report by the Radio

(*Continued on page 49*)



K - I - D - O

NBC - RED AND BLUE

BOISE, IDAHO

CAPITAL OF THE STATE

KIDO HOLDS THE KEY TO THE TREASURE CHEST OF BUSINESS

THE RICH MARKET OF SOUTHERN IDAHO AND EASTERN OREGON



Advertisers find an "Extra Treasure" in KIDO's merchandising, publicity and KIDO's Sampling Girl!

ASK OUR ADVERTISERS!

FACTS

845.00 Per Capita Income

KIDO COVERS IN IDAHO

46% Total Retail Sales

52% General Merchandise Sales

51% Building Material Sales

46.8% Gasoline Sales

45% Retail Drug Sales

43.4% New Car Sales

38% Hardware Sales

32% Grocery Sales

PLUS

A Generous Slice of Eastern Oregon

JOHN BLAIR & COMPANY, NAT'L. REP.

KQW, San Jose, Given 50kw., KSFO Petition Set for Hearing

KQW Under Contract to Be San Francisco Key Of CBS, Which Would Have 38% Interest

THE NETWORK picture in San Francisco took on a new competitive aspect with the action of the FCC last Tuesday granting conditionally the application of KQW, San Jose, to increase its power from 5,000 to 50,000 watts on 740 kc., while it simultaneously set for hearing an application for the same facilities filed by KSFO, present CBS San Francisco outlet.

Located about equi-distant from San Jose and San Francisco, KQW is already under contract with CBS to become its San Francisco key station. The original application, filed with the FCC last November, provided that CBS would hold a 38% interest in KQW but with the requirement that the network could never procure control.

Financing Plan

The FCC grant specified it is conditioned upon submission within six months for approval a "plan of independent financing". It was also made subject to whatever action the Commission might take on multiple ownership overlapping service, since KQW is a sister station of KJBS, San Francisco. Plans for disposition of the latter station, however, are understood to be under way.

The FCC made no explanation of its action beyond the announcement of the KQW grant and the KSFO designation for hearing. KSFO had filed for 740 kc. with 50,000 watts and had proposed that KQW be given its present assignment on 560 kc. with 5,000 watts day and 1,000 night, fulltime. KSFO is contracted as the CBS outlet until Jan. 1, 1942. It also utilizes CBS studios built several years ago at a cost of approximately $135,000, which would be turned over to KQW under lease as part of the new transaction.

Former Commissioner E. O. Sykes, counsel for KSFO, said Friday he felt the FCC unwittingly had done an injustice to KSFO by setting its application for hearing while at the same time granting the identical application of KQW. He said he was confident this error would be rectified on his petition for reconsideration to be filed probably this week. KQW is owned by the Pacific Agricultural Foundation Inc., with Ralph R., Sherwood D. and Mott Q. Brunton as principal stockholders. C. L. McCarthy, general manager of KQW, holds a minority interest.

In addition to the proposed direct stock purchase by CBS provided for in the original application, CBS would advance to KQW approximately $200,000 to be used for installation of the 50,000-watt transmitter at a point between San Jose and San Francisco. In return, CBS would acquire a mortgage on the station property.

Precisely what requirements the FCC will impose for "independent financing" of the KQW 50,000-watt installation was not disclosed.

Unusual significance attaches to the KQW action because of a somewhat parallel arrangement contemplated in connection with WLAW, Lawrence, Mass., CBS outlet. Moreover, CBS has pending a situation involving an ownership interest in the company operating WAPI, Birmingham.

KSFO is owned by Wesley I. Dumm, California real estate operator and broadcaster. CBS originally had an arrangement whereby it proposed to lease KSFO for a long term, which was carried through the courts.

With NBC operating KPO, San Francisco, 50,000-watter as its Red Network outlet, as well as KGO, under lease from GE with 7,500 watts, as its Blue Network outlet, CBS long has been desirous of procuring a peak power station in the market.



ON THEIR HONEYMOON are Thomas C. Hennings Jr., Circuit Attorney of St. Louis and former Congressman, and the former Mrs. Josephine Halpin, woman commentator of KMOX, St. Louis. Mr. Hennings soon takes up duties as lieutenant commander in the Navy and special aide to the Governor of Puerto Rico. Mrs. Hennings returns to KMOX but will join her husband later this year in Puerto Rico.

WEAN Night Boost

WEAN, Providence, operated by Yankee Network Inc., last Tuesday was authorized by the FCC to increase its night power from 1,000 to 5,000 watts on 790 kc. KBIZ, Ottumwa, Ia., was granted increase from 100 to 250 watts fulltime on 1240 kc.

Los Angeles Area Gets Another Station As FCC Issues CP for a 10 kw. Outlet

THE Los Angeles area, which ranks with the New York metropolitan area as the most thickly populated with radio stations, last Tuesday was granted another station—the second new one authorized in the same community within the last few weeks and the highest powered new station granted in at least a half-dozen years.

The FCC on Sept. 9 granted Pacific Coast Broadcasting Co. a construction permit for a new fulltime 10,000-watt station on 1110 kc. in Pasadena, suburb of Los Angeles. Earlier, on Aug. 22, the Commission had granted a new 1,000-watt daytime station on 1430 kc. in the same city to Southern California Broadcasting Co.

The Sept. 9 grant requires a directional antenna and was made subject to whatever action the Commission may finally adopt with respect to the multiple ownership order (No. 84) in view of the fact that J. Frank Burke and his family control KFVD, Los Angeles, and Mr. Burke is also controlling stockholder in Pacific Coast Broadcasting Co.

Springfield, Mo., Grant

On the same day the Commission authorized a new local station with 250 watts on 1400 kc. in Springfield, Mo., the successful applicant being Independent Broadcasting Co., which has the following officers and stockholders: J. H. G. Cooper, president of Cooper Supply Co., Tulsa, Home Securities Co., Springfield Flying Service and other interests, president and treasurer, 50% stockholder; Frank L. Sedgwick, furniture dealer, vice-president, 6%; Irving W. Schwab, attorney, secretary, 18%; G. Pearson Ward, radio store owner, 8%; J. W. Turner, department store owner, 4%; O. E. Jennings, Mound City, Ill., 4%; Mary E. James, 4%; C. G. Martin, 4%; O. M. Griffith, 2%.

Springfield now has two radio stations—KGBX and KWTO—both regionals and both owned by the same interests, which include the local newspaper publishers.

The Pasadena Setup

In Pasadena, which now has a part-time church-owned 100 watter (KPPC), a local broadcasting station was once owned by the *Pasadena Star-News* and *Post*, which several years ago voluntarily surrendered its license to the FCC rather than dispose of the station by sale to several prospective buyers.

With two construction permits granted for Pasadena, the number of stations in and around Los Angeles will aggregate about 20.

In the Pacific Coast Broadcasting Co., Mr. Burke, a onetime newspaper publisher in Santa Ana, is president and owner of 87.5% of the common stock. All the other common stockholders hold less than 2%, and all the stockholders save Mr. Burke hold varying amounts o preferred stock. The other larges stockholdings are those of Melvy Douglas, film star, 1.66% commor 13.33% preferred; George C Fischer, retired, 1.66% commor 13.33% preferred; Mrs. Eleano Lloyd Smith, vice-president of th Ventura Land & Water Co. an owner of various realty and othe projects, 1.66% common, 13.33% preferred; Mrs. Roy L. Shoemake member of the State Board of Edu cation, 1.21% common, 11.99% pre ferred.

Other stockholders, holding les than 1% common and 6.66% or les preferred are: Royal King, ranch er; Mary Ruth Belt, wife of Los Angeles physician; Chester I Holifield, merchant; J. Maxwel Burke, attorney; F. J. Smalley Jr with KFVD; Arthur J. McFadder president, State Chamber of Com merce; Harold G. Jeffery, membe of the State Industrial Acciden Commission; John Anson Ford member of the Los Angeles Boar of County Supervisors; Be O'Brien and Albert M. Tewksbury National Youth Administration Mrs. Vivian Engstead, schoo teacher.

It is understood Mr. Burke an his family will be required to re linquish their holdings in KFVD Western Electric equipment for th station has already been ordered and studios will be located in th Huntington Hotel in Pasadena, ac cording to Sidney V. Smith, Wash ington counsel for the company.

The Aug. 22 grant in Pasadena to Southern California Broadcast ing Co., listed the following prin cipals in the company: Marshall S Neal, local merchant, president treasurer, 43.61% stockholder; Le A. Ragan, salesman of KIEV Glendale, vice-president, 5%; H. H Cooper, KIEV salesman, secretary 5%; Edwin Earl, 13.89%, and 1 other stockholders none of whon holds more than 10%.

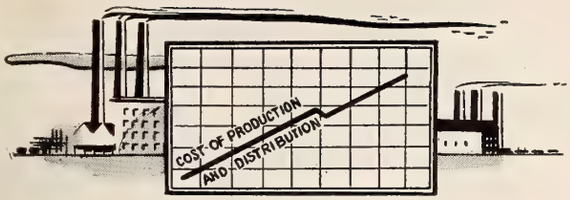
Pearson & Allen Signed For Serutan Blue Series

SERUTAN Co., Jersey City proprietary) during the latter par of September or early in October will start sponsorship of Drew Pearson and Bob Allen, news commentators and analysts, on NBC-Blue. They are now on sustaining Sunday 7:30-7:45.

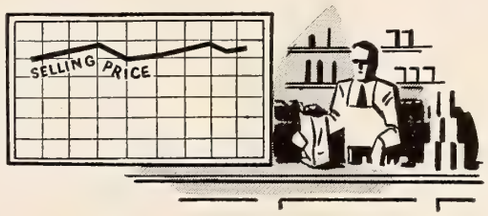
Time and stations are being cleared and will not be set for a week or more, but it is certain they will be in a spot other than the one they now occupy since Mennen's new show, *What Price Glory*, is due to move in Sept. 28. Until April 20 Pearson & Allen were sponsored by the Brazilian Government and have continued on without interruption as a sustainer Agency is Raymond Spector Co. New York.

Attend Premium Session

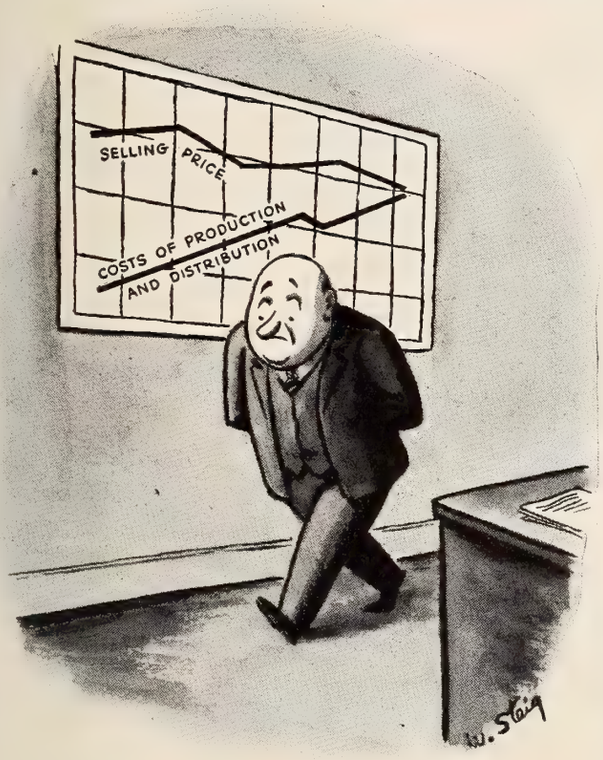
E. P. H. JAMES, sales promotion director of NBC's Blue Network, and Joseph Creamer, who occupies the same position at WOR, New York, represented radio at a round-table session of the status of premiums in today's marketing set-up, held at the convention of the Premium Advertising Assn of America, meeting at the Commodore Hotel, New York, Sept. 8-12.



WHEN AN IRRESISTIBLE FORCE...



MEETS AN IMMOVABLE OBJECT...



Someone Gets Caught in a Squeeze!

And today it's the manufacturer, facing an ever diminishing margin of profit!

Our friend the manufacturer anxiously pacing the floor is living proof that the man in the middle isn't always "Lucky Jack."

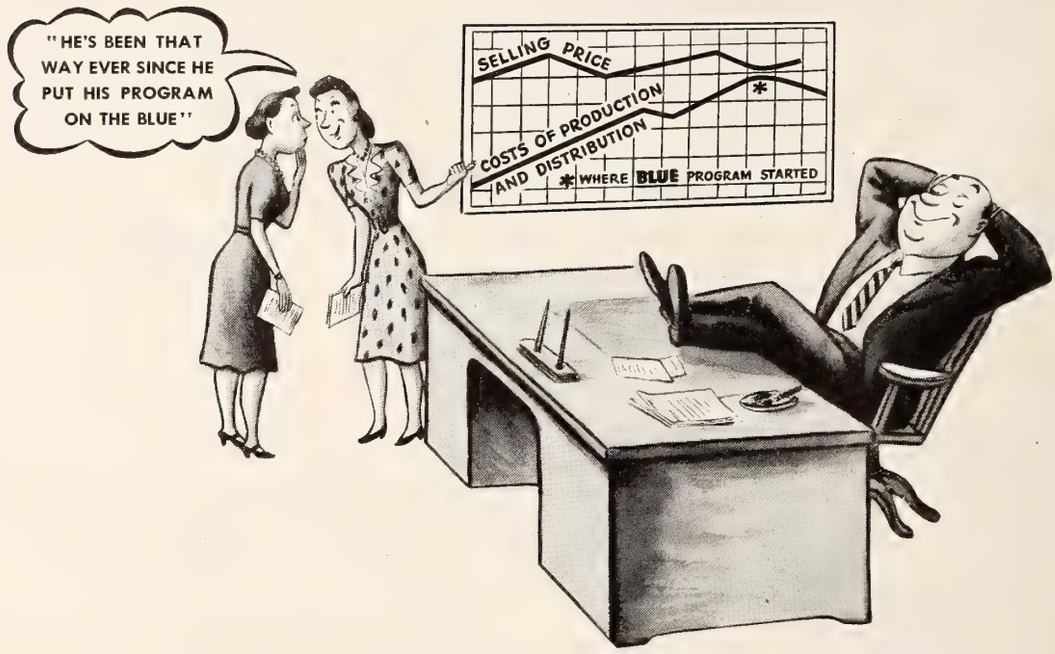
Factors out of his control have added enormously to his cost of production in the last two years. Higher taxes, higher hourly wages, and the increased cost of raw materials have combined to boost his production cost sky high.

Prices, on the other hand, have risen comparatively little. And today price ceilings—here already or on the way—conclusively bar the possibility of passing the increased cost of production on to the consumer.

But there *is* a way out. And smart business men today are taking it before their fast diminishing profit margin disappears entirely. It is presented for your edification on the following page!

Turn the page to see how *you* can get out of a squeeze like this...

Lower Your Cost of Distribution by Buying BLUE!



Enjoy sales through the air with the greatest of ease—*pay from 11% to 36% less per thousand listeners!*

With production costs and selling prices more or less out of your control, it becomes necessary to lower your distribution cost to protect your margin of profit. And you can lower your distribution cost *by getting more out of your advertising dollars.*

Chances are that you've already recognized radio as the most economical national medium. But today many radio sponsors are examining their set-up anew—measuring their coverage not merely in volume, but in *efficiency—in what it costs them per thousand listeners.*

It is precisely under such measurement that the Blue stands up best. And, depending upon such variables as number of stations, etc., *the Blue costs from eleven to thirty-six percent less per thousand listeners.* The reason becomes obvious when you consider these advantages of the Blue:

ECONOMICAL BY DESIGN—Blue Network stations are located in the Money Markets where buying power is heaviest. As the number of Blue stations rose from 64 to 110 in the last 16 months, the basic strategy of the network remained the same—*to cover markets, not just areas, to provide sales where selling is most profitable.*

ECONOMICAL WITH POWER—Some networks offer a larger number of 50 kw stations, but remember that while power is *not always effective,* it is *always expensive.* The Blue has high power stations where power is needed—elsewhere conserves its power and your budget.

ECONOMICAL IN COST PER STATION—The famous "Blue Plate" system of discounts was originated to encourage the use of the coast-to-coast Blue Network. As you expand your network you receive savings up to 20% of your total time cost, naturally leaving more money in your budget for talent.

ECONOMICAL IN TALENT—Bolstered by the finest sustaining schedule of news, sports, and public service programs on the air, Blue sponsors enjoy an audience as loyal as it is large. Blue evening commercial programs have a *CAB average of 10.* And they have achieved this amazing record with a talent expenditure of *44% less per quarter hour than their major network competition.*

• • •

If current conditions suggest the need of lowering *your* cost of distribution, let a Blue salesman show you the way out of your trouble!

NATIONAL BROADCASTING COMPANY—A Radio Corporation of America Service

NEW STATIONS! MAJOR IMPROVEMENTS! *In the past four months,* the Blue Network has added 5 new stations (2 in major markets). Four other stations (including KQV, Pittsburgh and WCBM, Baltimore) "go Blue" on October 1. In the same period, 11 Blue stations completed important improvements—8 stations increased their power. Also 28 station improvements are now *under way*—6 frequency betterments, 2 new transmitters and antennas—20 power increases (including WWVA's increase to 50,000 watts).

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease

Effort to Discredit Newspapers Seen in Investigation by FCC

Steering Committee Suggests a Fact - Finding Inquiry Should Be Conducted Objectively

AS THE FCC prepared to reopen its newspaper-radio hearings next Wednesday, the steering committee of the Newspaper-Radio Committee issued a statement titled *FCC Newspaper Investigation — What Next?* in which it reviews and recapitulates the trends and testimony of the earlier hearings and warns that "those who are aroused about it, whether they are in newspaper offices or in Congress, will have to stand up and be counted before a lot of things which seem to be happening have crystallized into orders and policies."

From its New York headquarters at 370 Lexington Ave., the committee of nine, chosen after the Waldorf-Astoria sessions last May and headed by Harold V. Hough, *Fort Worth Star-Telegram* (WBAP-KGKO), sent its statement in booklet form to newspapers throughout the country with the frank assertion that it was "for the purpose of informing the American press" and that it was "for immediate release to any newspaper which wishes to incorporate it or any part of it in any editorial expression." The release was the second to be issued by the committee, the first having been published in July [BROADCASTING, July 28].

In addition to Mr. Hough as chairman, the steering committee comprises Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; Tennant Bryan, *Richmond News-Leader* (WRNL), treasurer; Gardner Cowler Jr., *Des Moines Register & Tribune* (KSO-KRNT-WMT-WNAX); James M. Cox Jr., *Dayton News*, *Miami News* and *Atlanta Journal* (WHIO-WIOD-WSB); Guy C. Hamilton, McClatchy Newspapers of California (KFRB-KMJ-KERN-KWG-KOH); Jack Howard, Scripps-Howard Newspapers (WCPO-WMC-WMPS-WNOX); John E. Person, *Williamsport* (Pa.) *Sun* (WRAK); Nelson P. Poynter, *St. Petersburg Times* (WTSP).

Questions of Public Policy

Asserting that reopening of the hearing Sept. 17 "brings the FCC to the crossroads of fundamental decision on questions of vital import to the American press and the American public," the statement opens by posing three "questions of public policy which squarely confront members of the FCC":

1. Is the Commission going to continue what appears to be the public trial of one group of owners of broadcasting stations without any comparative, impartial inquiry into all kinds of groups of owners and prospective owners of broadcasting stations?

2. Is the Commission going to continue to act upon its apparent original presumption that it has the authority to make rules and regulations limiting or denying the ownership of stations to one group of owners, or is it going to confine its effort to an inquiry aimed at submission of impartial recommendations to Congress?

3. Is the Commission going to persist in suspension of its action on FM applications while it throws an inquisitorial dragnet over all the ramifications of the newspaper and press service machinery which carries on the vital business of disseminating news and information to the American public?

Congress an Afterthought

"Involved in the answers to these questions," it is stated, "is the constitutional right of a category of persons or corporations to exercise privileges which are denied to no other citizens or groups of the United States." The statement argues that such extraordinary power, if exercised, should be held only by Congress subject to cour review.

Nevertheless, it is contended, such power was presumed in the FCC's original order (No. 79) hailing newspaper owners before it, and no mention of possible recommendations to Congress was made until the second order (79-A), amplifying the purpose of the hearings to read "if need be, the formulation of rules and regulations or recommendations to Congress." This and Chairman Fly's similar statement were labelled as "apparent afterthoughts made more than three months after the original order."

If the purpose of the renewed hearings is fact-finding, then the committee asks that they be made objective and impartial and should include comparative consideration of all kinds and groups of station owners, not merely singling newspapers out from all other categories of ownership. "Certainly no such impartiality characterized the first hearings in July," it is stated. "The proceedings had the appearance not only of an attack, but of being a deliberate attempt to discredit newspapers and prejudice their case before the public."

Errors and Conclusions

The many errors in the exhibits presented by the FCC and the "inconsequential nature of much of the testimony" are pointed out, and the Press-Radio Committee draws the following conclusions:

1. That FCC members decided for themselves the Commission had the authority to single out newspapers for this discriminatory investigation, and therefore refused even to listen to arguments regarding jurisdiction until they had put upon the record all the testimony they desired.

2. That the FCC has combed and may continue to comb the private files of newspapers, newspaper organizations and press associations to gain such advantages as it can in prosecuting its purpose.

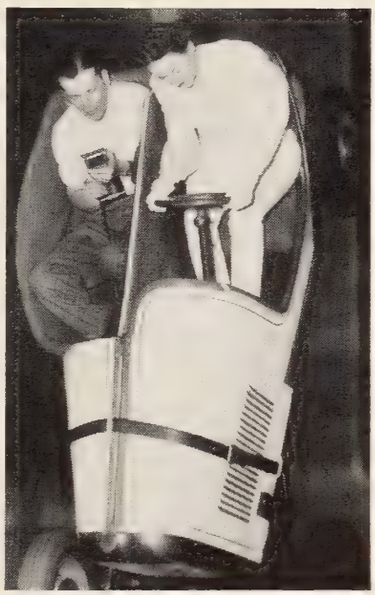
3. That the technical machinery of the Commission has been used in an attempt to develop evidence that concentration of newspaper ownership tends toward a monopoly of news dissemination not in the public interest.

4. That no other category of ownership had been compared with newspaper ownership in the preparation of exhibits which on their face called for comparative data.

5. That investigation of a few individual newspaper operations are to be given emphasis by the FCC with the intent of proving that special practices or policies are typical.

6. That the early history of press service and certain special newspaper relationships to radio stations and networks has been used as a basis for judging wholly different policies which govern those relations today.

7. That the FCC aimed to establish a case for the inherent bad influence of newspapers upon news service to radio.



ROUND AND ROUND rode Pete Lyman (left) as he gave listeners to WTCN, Minneapolis, the story of how it feels to ride with Marjorie Kemp, auto racer, who participated in events at the Minnesota State Fair Motordrome. All went well until an assisting engineer in the center of the track found he hadn't been turning fast enough and the wire began to wind about his body. By the time Miss Kemp could be stopped he was well wrapped with cable.

New Cudahy Serial

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 22 substitutes a new Monday through Friday serial, *Helpmate*, for *Bachelor's Children* in the 10:30-10:45 a.m. period on NBC-Red. The latter program will be sponsored by Colgate-Palmolive-Peet Co., Jersey City, for Colgate dental cream through Ted Bates Inc., New York. The new series, featuring Arlene Francis, is a package show produced and sold by C. B. Morse, New York. Blackett-Sample-Hummert, Chicago, is agency.

New Sperry Serial

SPERRY FLOUR Co., San Francisco, subsidiary of General Mills, on Sept. 29 is scheduled to start a dramatic serial, five times weekly on 8 CBS stations in the West, for 30 weeks. Series will originate in Chicago. Agency is Knox-Reeves, Minneapolis. The station list: KSFO KNX KARM KOIN KIRO KFPY KSL KLZ.

FCC Press Probe Resumes Sept. 17

Hearst, Cowles, Kansas City Organizations to Appear

THREE important newspaper radio organizations—Hearst Radio Inc., *Des Moines Register & Tribune* and the *Kansas City Star*—will be covered by the FCC newspaper-divorcement inquiry when hearings are resumed Sept. 17.

Only five hearing days are in prospect for the two-week period ending Sept. 27 and these three cases probably will consume all of the available time. Afterward, probably during the week beginning Sept. 29, the FCC will reopen press association radio activities, presumably with emphasis on purported efforts of AP, UP and INS to thwart development of new press organizations in the radio field six or seven years ago. A preliminary foray into this phase had been launched by the FCC when the first installment of the inquiry ended Aug. 1.

Hearst First

Called to appear Sept. 17 are the Hearst radio stations. Witnesses expected to testify, at the request of the Commission, are Maj. E. M. Stoer, general manager of the Hearst stations, and Charles L. McCabe, president of Hearst Radio Inc. William A. Porter, Washington attorney for Hearst, will represent the organization. Stations involved are WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; WISN, Milwaukee; KYA, San Francisco.

Scheduled tentatively to appear Sept. 18 is Luther L. Hill, executive vice-president of the Iowa Broadcasting Co., operating the *Des Moines Register & Tribune* stations. These stations are KSO and KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D., affiliated with IBC. Paul M. Segal is Washington counsel.

Asked to testify on behalf of WDAF, Kansas City, operated by the *Kansas City Star*, tentatively scheduled for Sept. 19, are Roy Roberts, editorial head of the newspaper, and H. Dean Fitzer general manager of WDAF. Arthur W. Scharfeld is the Washington attorney.

In each instance, correspondence and files have been requested or examined by the FCC inquiry staff. It is presumed the Commission's examination will cover such matters as competitive effect of dual newspaper station operation, exchanges of station time for newspaper display space, and purported advantages accruing to joint newspaper-station operation as against independent station operation.

The Commission is expected to recess Sept. 19 until Sept. 25, since FCC Chairman James Lawrence Fly will be in Chicago to keynote the special convention of National Independent Broadcasters on Sept. 22 and 23.

FCC May Act on Six Super-Power Pleas

National Defense Cited As Justifying Wider Station Service

ACTION by the FCC in the near future on superpower grants for a half-dozen stations as a defense emergency measure was foreseen last week with the disclosure that six major stations have pending or are in the process of filing applications for output of from 500,000 to 750,000 watts.

WOAI, San Antonio, last Tuesday filed with the Commission an application for 750,000 watts on its Class I-A channel, citing inadequate rural coverage and the defense emergency. Already pending in proper form as a result of recent revised applications are the requests of WLW for 650,000 watts, of WSM for 500,000 watts, and a petition for 500,000 watts not yet accompanied by the prescribed engineering form, filed by KSL, Salt Lake City.

The FCC has been notified by WHAS, Louisville, that it will file within a fortnight an application for 750,000 watts. Similarly, WHO, Des Moines, is working on an application for an increase to 500,000 watts. This would make a total of six stations, all in the Class I-A category, seeking what heretofore has been regarded as superpower.

Serving Remote Areas

That the Commission is disposed to modify existing regulations to permit power in excess of 50,000 watts has been indicated for several months. The Defense Communications Board, of which FCC Chairman James Lawrence Fly is head, emphasized the need for providing reliable broadcast service to remote areas in a recent announcement [BROADCASTING, Aug. 11].

It stated that while all urban areas are adequately covered for emergency defense communications certain rural sections are still without reliable broadcast service. Horizontal increases in power for regional stations from the present peak limit of 5,000 watts to 10,000 watts daytime, also are believed imminent. WIBW, Topeka, and WCHS, Charleston, already have filed petitions seeking this increase.

On behalf of WOAI, W. Theodore Pierson, Washington attorney, last Tuesday filed an application accompanied by a petition, for an increase to 750,000 watts from its present output of 50,000 watts. Whereas 500,000 watts heretofore has been regarded as the peak for clear-channel stations, WLW having used it experimentally for several years, it is understood that equipment manufacturers feel they can produce efficient transmitters having a 750,000-watt output, but not in excess of that.

WHAS, through its attorney, George B. Porter, former FCC assistant general counsel in charge of broadcasting, notified the Commission last month that an application shortly would be filed for 750,000 watts. The present WHAS 50,000-watt transmitter already has all the fittings necessary for superpower operation. WHO is understood to be working on its application through its attorney, Frank D. Scott, and the engineering firm of Jansky & Bailey, with the petition likely to be filed within the next fortnight.

Preparing Data

KSL on Aug. 20 filed a petition seeking FCC action on its original application, pending since 1936, seeking 500,000 watts. The station, is working with the engineering firm of Ring & Clark on preparation of a formal application. Engineering work on all of the pending applications or immediately proposed applications, save those of WHO and WSM, likewise is being handled by Ring & Clark.

WSM on June 3 filed a petition amending its original application, also pending since 1936, seeking 500,000 watts. On June 21 WLW submitted its petition seeking 650,000 watts during regular operating hours. WLW now is using 500,000 watts output between midnight and 6 a.m. [BROADCASTING, July 7].

In 1936 there were 13 stations which had pending applications for 500,000 watts, which precipitated the so-called superpower fight. Now in the suspense file are the applications seeking this output of WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WSB, Atlanta; WJR, Detroit, WGY, Schenectady. The status of certain of these channels, however, has changed since 1936.

The WOAI petition brings out that the station operates on 1200 kc. as a Class I-A outlet and that it has had a 500,000-watt application pending since July 2, 1936. The hearing originally was scheduled for May 16, 1938, but was later indefinitely continued, with no hearing date yet reassigned. On the basis of additional technical information, WOAI amended its application to provide for 750,000 watts.

Need for Service

Attorney Pierson cited the urgent need for improved service by WOAI, pointing to the vast number of isolated rural listeners in the sparsely settled areas of Southwestern United States. The petition recited in narrative fashion benefits that would be derived from the grant to rural residents now deprived of adequate service. The power increase would result in service to nearly a million additional rural Texans both day and night, as well as to listeners in New Mexico, Colorado, Arizona, Oklahoma, Arkansas and Louisiana. Many of these listeners have no other service available to them but intermittent reception at night.

Calling attention to the "grave national emergency with which this nation is now faced", WOAI contended that there is no more vital feature of national defense organization than communications.

"It has been proven in the European wars that no small part of the defeat or the victory experienced by any nation is attributable to the attitude, effort and courage of its civilian people," said the petition. "There is no other instrument that can be made to afford the direct, speedy and certain communication with our civilian population than that which can be supplied by radio broadcasting."

The imperfections in the existing system of broadcasting are manifest chiefly in its failure to reliably serve rural listeners, WOAI contended. "Our present system will fail to meet the demands of the present and forthcoming national emergencies to the extent that it is deficient in this respect. To leave these isolated people without service during normal times is sad enough, but to leave them without service during these far from normal times is to substantially impair our national security, strength and morale."

Among other things, WOAI cited work of the national defense agencies in perfecting air raid warnings and other controls of movements of civilian population in the event of hostilities. The Southwestern border always has been a primary consideration in defense plans, it was pointed out. WOAI now is being employed by the Third Army as an instrument in carrying out its current maneuvers with the Second Army, it was brought out.

Needs of Southwest

WOAI contended there are no social objections to its proposal and that old arguments that superpower will amount to a "dangerous avenue of control over the philosophy and attitude of our people" has no valid basis. The maximum number of people who would receive satisfactory service from WOAI would be approximately 8 million, it said. The argument that WOAI would satisfactorily serve the entire nation is "patently false", the petition added, declaring that the station is not proposing to render "nationwide" service but is merely proposing to render satisfactory service to those States which are logically within its geographical hinterlands, or in the Southwestern portion of the United States.

Economic objections likewise hold no water, WOAI, contended, in view of the sparsely settled areas that the station proposes to serve. Coverage of rural listeners is seldom a substantial factor in the determination of the rate basis of stations assigned to serve urban communities, it was contended.

Finally, WOAI held it was one of the few U. S. stations that enjoys an appreciable listening audience in Mexico, because of its prox-

(*Continued on page 43*)

Plug for Clears

PROMOTING the clear-channel campaign, WLW, Cincinnati, now uses special stationery carrying squibs on advantages of clear-channel service for all agricultural department mail. Letter tops read, "Your Clear Channel Service . . . WLW . . . the Nation's Station." Across the bottom is another plug, "Radio service from a clear-channel station is the only modern cultural force many farm families can enjoy today on a par with their 'big city' neighbors."

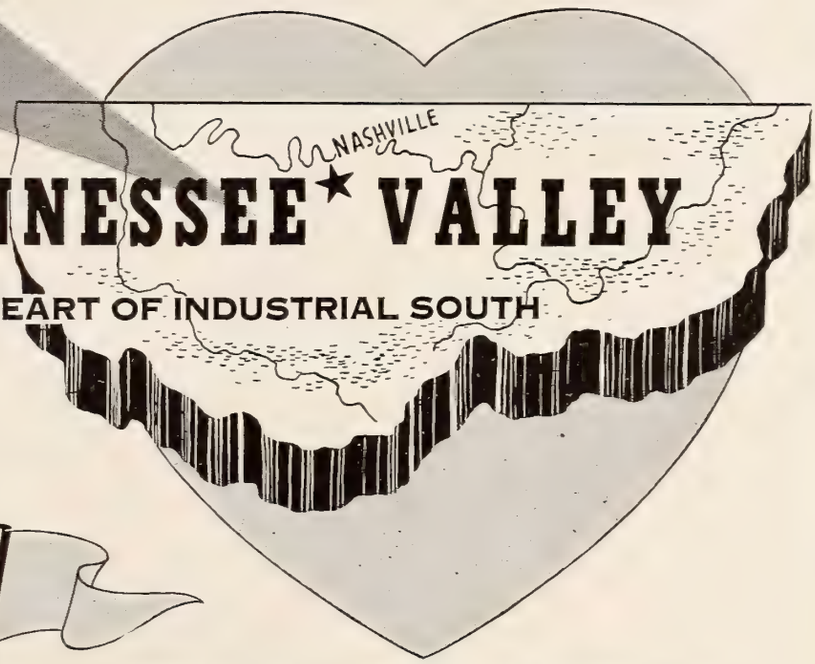
THEY WERE IN THE NAVY THEN

One of a Series



FIGHTING AT SEA was part of the lot of this group of agency and station men now identified with radio during the first World War. For identifications, service records and pictures as they are now, see page 43.

POWER —WHERE POWER COUNTS MOST!



THE GREAT TENNESSEE ★ VALLEY

THE HEART OF INDUSTRIAL SOUTH

Power--right down the middle with a "click"

WLAC's 50,000 watts, to go into effect this fall, will mean a power-full coverage of one of the nation's richest territories .... the great Tennessee Valley, the heart of the industrial south. In this area is concentrated a great portion of the southland's permanent industries, attracted by the world famous T.V.A. power economies. May we give you the complete story?

Going this fall to **50,000** *watts*

COVERED FULLY AND INTELLIGENTLY BY

WLAC *Nashville*

TOP CBS PROGRAMS

J. T. WARD, OWNER ★ F. C. SOWELL, MANAGER

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

Sponsors Signing For Pro Football

Cardinals Only Team Without Contract With a Station

ALL BUT ONE of the teams of the National Professional Football League have signed with individual stations for coverage of their games this season, and most of the stations have already signed sponsors. This was reported to BROADCASTING last weekend by the Chicago office of Elmer Layden, the League's high commissioner.

The Chicago Cardinals have no contract with any station or sponsor. Sponsors are as yet unreported for the Chicago Bears, signed by WENR, and for the Washington Redskins, under contract to WOL, but they are expected momentarily.

New York Sponsors

Pabst Brewing Co. will sponsor the New York Giants' schedule on WHN, and last Wednesday Gillette Safety Razor Co. signed with WOR to sponsor the Brooklyn Dodgers' schedule over that station. The latter contract is the fourth to be signed with WOR and MBS by the razor company, which is currently sponsoring major fights, has signed for the World Series on the network and has already engaged to cover the final pro football championship in December.

The Brooklyn Dodgers' schedule started with a night game last Tuesday, which was carried on WOR under sponsorship of its parent company, R. H. Macy & Co., department store. WOR reported that officials of Gillette were so impressed by the showing of the Dodgers that they decided to take on the remaining 12 games of the schedule. Exclusive television rights to all home games of the Dodgers at Ebbetts Field have been awarded to WNBT, NBC's video station in New York, and will be presented on a sustaining basis.

Cleveland Rams games will be sponsored on WGAR by Texaco Dealers of Ohio; Green Bay Packers on WTMJ, Milwaukee, by Wadhams Oil Co.; Detroit Lions on WXYZ and the Michigan Network by Pfeiffer Brewing Co.; Philadelphia Eagles on WFIL by Atlantic Refining Co.; Pittsburgh Steelers on WWSW by Atlantic Refining Co.

Tennessee Grid Hookup

WBIR, Knoxville's newest station has obtained exclusive broadcast rights for all of Tennessee football games. The entire schedule of three-time bowl winners will be originated by WBIR for a State network which includes WBIR, Knoxville; WSIX, Nashville; WDEF, Chattanooga; WJHL, Johnson City; WKPT, Kingsport; WOPI, Bristol; and a group of West State stations.

GULF OIL Corp., Pittsburgh, has been charged in a Federal Trade Commission complaint, released Sept. 8, with false and misleading representations for Gulfspray and Gulf Livestock Spray in radio continuity and advertising in other media.



SPORTSCASTERS of Tide Water Associated Oil Co. recently convened in San Francisco in a two-day session in preparation for the 16th consecutive season of broadcasting intercollegiate football on the Pacific Coast. The men who serve behind the microphones were given first hand information on football rule changes by Pacific Coast Conference Football Commissioner Ed Atherton and Louis Conlan, leading grid official. They are standing (l to r) Commissioner Atherton, Harold R. Deal, manager of advertising and sales promotion, Tide Water Associated Oil Co.; sportscasters, Ted Bell, Jack Shaw, Lou Gillette, Hal Wolf, Doug Montell. Standing (middle row), sportscasters John Carpenter, Mike Francovich, Bill Mock. Seated, Louis Conlan, official; sportscasters, Pat Hayes, Frank Bull, Rod Klise, Art Kirkman.

Tide Water's Coast Schedule Marks 16th Year of Football

Conference for Announcers Held by Harold Deal As Plans for Autumn Are About Complete

TIDE WATER ASSOCIATED OIL Co., San Francisco, will sponsor all collegiate football games on the Pacific Coast this year, its 16th consecutive year on the air with the grid sport. Announcement came from the office of Harold R. Deal, manager of advertising and sales promotion for Associated.

Although all contracts with the various stations and networks had not been signed when BROADCASTING went to press, it was indicated this year's list of stations will equal, if not surpass the number used in past years. NBC-Blue and Don Lee-Mutual on the Coast will be utilized, as well as a number of independents. In previous years Associated had used NBC-Red and CBS, as well as Mutual, but is shifting to the Blue this year and dropping CBS completely.

Announcers Meet

Associated held a two-day sportscasters meeting in San Francisco Sept. 4-5, which was presided over by Mr. Deal. Sportscasters were given a thorough schooling in the various systems of play to be used by college teams of the West. Jess Cravath, head football coach at the U of San Francisco, devoted a considerable portion of the first day's session to a technical analysis of style of play to be employed by each team whose games will be broadcast.

Edwin Atherton, football commissioner of the Pacific Coast Conference, discussed rule changes, assisted by Louis (Dutch) Conlan, Pacific Coast football official. Plans were worked out for a more uniform manner of broadcasting of football games so that descriptive terms employed by sportscasters throughout the West will be more readily understood by their audience.

The general style of the sportscasts will remain unchanged. Plans are under way to spotlight attention on service teams and to that end Mr. Deal announced arrangements to introduce one or two men from various Army, Navy, Marine or Air Corps camps over the air at halftime on all broadcasts.

As in previous years, sportscastcasters assigned to handle the various games will be stationed in areas from which broadcasts originate.

Those at the conference included: Ted Bell, Seattle; Rod Klise, Pat Hayes and Lou Gillette, Idaho and Eastern Washington; Hal Wolf, Doug Montell and Carroll Hansen, San Francisco area; John Carpenter, Jack Shaw, Art Kirkham and Bill Mock, Oregon area; Mike Frankovich and Frank Bull, Southern California.

The broadcast schedule opens Sept. 19 with airing of the Gonzaga-Tempe Teachers game at Spokane and will continue through to the annual East-West Shrine game at San Francisco Jan. 1.

Mantle Lamp Plans

MANTLE LAMP Co. of America, Chicago (Aladdin lamps), is preparing a series of quarter-hour transcriptions to be placed on a number of unselected stations. Transcriptions feature Smilin' Ed McConnell. Presba, Fellers & Presba, Chicago, is agency.

KRJF, MILES CITY, OPENS IN MONTANA

FEATURING transcribed salutes from KOA, Denver; KSL, Salt Lake City; KWYO, Sheridan, Wyo.; KFYR, Bismarck, N. D.; and the Z-Bar network stations in Montana, as well as a remote from KGCX, Wolf Point, Mont., the new KRJF, located in Miles City, Mont., went on the air Sept. 4. On hand for the inaugural was Peter Lyman, of WTCN, Minneapolis, as m.c., and several Minneapolis artists.

Construction permit for the new station, which now operates on 1340 kc. with 250 watts, was granted Aug. 14, 1940, to the Star Printing Co., publisher of the *Miles City Star*, controlled by Sarah M. Scanlan. General manager of KRJF is W. F. Flinn who also manages the *Star* and Don Tannehill, formerly of KFKA, Greeley, Col., and KYAN, Cheyenne, Wyo., has been named commercial manager. Mr. Tannehill's sister, Mary Virginia Tannehill, has been named program director. Chief engineer is Henry A. Poole, former Navy and Transradio operator and recently with KWAL, Wallace, Ida., and his assistant is Roy Nelson, formerly of KITE, Kansas City.

Station is RCA-equipped throughout and a combination studio-transmitter on the city limits is used where a 194-foot tower, purchased from Truscon Steel Co., has been erected.

Safeway Spots

SAFEWAY STORES Inc., Oakland, Cal. recently started a three-week campaign on 22 stations in the West on behalf of its new soft drink product, Sno-Cola. Transcribed one-minute dramas are used on varying schedules. The copy is directed to high school and college youths. The commercials are spotted in swing and popular music programs of general appeal to youth. Agency is J. Walter Thompson, San Francisco. The station list: KFSD KHJ KNX KECA KALE KOMO KFWB KGFJ KFRC KPO KGW KJR KGO KSAN KSFO KROW KOIN KRE KFBK KMJ KERN KFPY. For Supurb Soap, Safeway recently started *Judy & Jane*, 15-minute transcribed drama series, five times weekly, on WRC, Washington. Safeway also is sponsoring *Betty & Bob*, transcribed drama series, five times weekly on WRC to advertise Lucerne Milk.

Albers Mysteries

ALBERS MILLING Co., Seattle (flapjack flour), on Oct. 2 start *Whodunit*, weekly murder mystery game on 7 CBS stations in the West. The show is the property of Lord & Thomas, San Francisco, which last spring placed it on KFRC, San Francisco for Roos Bros., clothing chain. The CBS deal was closed by Art Kemp, Pacific Coast sales manager of CBS, and Charles Morin, San Francisco sales manager. The programs will be produced from Hollywood Thursdays, 7:30-8 p.m. Agency is Lord & Thomas. The station list: KSFO KNX KARM KOIN KIRO KFPY KSL.

Strange Case of the Nation's 17th Market



CONSIDER the strange case of WGBI. It does the complete job in a market that's a real desert island so far as outside stations are concerned. The Pocono Mountains and a few other natural obstacles take all the zip out of outside signals before they can get into the WGBI market.

That's a mighty interesting (and profitable) fact for advertisers. But it's even more interesting when you consider that this "island" market is the 17th largest in the United States with a population of 652,000. A Dr. Starch and Staff survey revealed that 98% of the daytime listeners and 96% of the nighttime listeners in WGBI's home County keep their dials glued to WGBI.

Scranton **WGBI** *Pennsylvania*

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SCRANTON BROADCASTING, INC • *Frank Megargee*, President

ARE SALES SPOTTY IN SPECK (Ky.)?

WAVE feels no rancor toward Speck (Ky.), but *gosh!* fellers, you just can't expect big business from such small villages! Especially when 55.6% of Kentucky's income tax payers are concentrated in the Louisville Trading Area, which buys far more of everything than the rest of the State *combined!* Reaching every corner of this moneyed market, WAVE gets results at lowest cost, delivers *listeners* because we're the only NBC Basic Red Network outlet within 100 miles! Want *all* the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C. Basic Red

FREE & PETERS, INC.
National Representatives

THE VOICE OF MISSISSIPPI
WJDX
JACKSON
N R C RED

OIL CAPITAL OF MISSISSIPPI

Another of those we serve—Yazoo City—location of famous Tinsley oil field.

Population—7,258
Sales Establishments—146
Total Sales—$5,216,000.
Distance from Jackson—43 miles

Invest your advertising dollars with WJDX — Dominant Radio Station in Mississippi's growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Merchandising & Promotion

Kansas Audience—Birthday for Bessie—Atlas of Wholesalers—Stars—FM Signs

IN A 56-PAGE plastic-bound brochure, containing color charts and graphic representations of statistical material, WIBW, Topeka, has published *The 1941 Kansas Radio Audience*, fifth in a series of annual studies of radio listening in Kansas conducted by Dr. H. B. Summers, of Kansas State College. In the 1941 survey, similar to those conducted annually in Iowa and Kansas, Dr. Summers was assisted by Dr. F. L. Whan, chairman of the Department of Speech & Radio at the U of Wichita.

For the 1941 personal-interview survey information was secured from representatives of 2,666 families living in Kansas cities, 1,780 living in villages of less than 2,500 population, and 2,557 living on farms. The scientific sampling survey covered economic facts about Kansas families, station preference, listening hours, program preferences, and trends in listening habits.

* * *

Newsroom to Theatres

THROUGH cooperation of Fanchon & Marco, KXOK, St. Louis, feeds four five-minute newscasts daily to four local movie theatres, direct from KXOK studios. The news, presented by Warren Champlin, KXOK announcer, is promoted through screen credit, a billboard in front of each theatre, and a display case for promotional material in each lobby. A UP news ticker operating throughout the day, also has been installed as an exhibit in the lobby of the Fox Theatre as part of the promotion.

* * *

Bessie's Big Day

THE FIRST anniversary of Bessie Beatty as a women's commentator will be celebrated Sept. 23 by WOR, New York, with a party for *Bessie Beatty* listeners. On that day the Monday-thru-Friday program will originate in the WOR-Mutual playhouse, where over 700 guests are expected. Noted radio personalities as well as all of her nine sponsors will join in the birthday greetings.

* * *

Salem Air

WESX, Salem, Mass., is distributing tin cans labelled "450,000 cash customers daily breathe this sales laden air." Wrapped in an orange wrapper and sent in a similarly colored box, the label says, "mix a generous quantity of the enclosed air with a portion of your advertising budget."

* * *

Atlas of Wholesalers

AVAILABLE to any national advertiser or agency, KMA, Shenandoah, Ia., has published a copyrighted *Atlas of Wholesale Grocers* in its coverage area. In addition to the grocery directory, the brochure includes success stories, market analyses and other descriptions of the area.

* * *

Signs of Bands

IN ALL SUPPER CLUBS and other spots from which WOR, New York, picks up remote dance band music, the station has placed prominently large signs reading: "Here and wherever you go, you'll find big name dance bands on WOR-Mutual."

Stars at Food Show

NBC network stars will headline the Omaha Food Show in Omaha, Neb., Sept. 22-27 when an even dozen of the entertainers will make an appearance through the auspices of WOW. Appearing will be Tom Wallace, Mary Anne Mercer, Whitney Ford, the Tom, Dick and Harry trio, Lou Trendler, Don McNeill, Eddie Peabody, Evelyn Lynne, Garry Moore, Nancy Martin and Curley Bradley. Arrangements were made by John Gillin Jr., manager of WOW.

* * *

Folios for Stars

PROVIDING radio editors with a complete folio of facts and gossip about new programs and their stars, ready for use as news stories, biographical sketches or simply paragraphs in a column, CBS publicity department has sent the editors folders of stories and pictures on Orson Welles and his new *Mercury Theatre* series for Lady Esther cosmetics and on Bob Burns and his *Arkansas Traveler* series for Campbell Soups.



FIRST USER of billboards for FM is the claim of W65H, Hartford, for its promotion displays around Connecticut. William F. Malo is commercial manager.

* * *

More Corn

AN ADDITIONAL $100 has been contributed by WHO, Des Moines, Ia., to the prize fund of the Corn Belt plowing match, to be held Sept. 20 near Albia, Ia., bringing the total amount to $600, according to Herb Plambeck, WHO farm news editor and director of the contest. In addition WHO is offering a trophy to the winner in the junior class among the plowmen.

* * *

Diamonds for 300's

DIAMOND rings, valued at $100, are presented to bowlers rolling 300 games as a feature of the *Ten Pin Toppers* program each Sunday on WSYR, Syracuse. Program which runs for the duration of the bowling season also gives latest bowling scores and news.

* * *

Flowers for Madam

LISTENERS of KROD, El Paso, are asked each week to nominate their choice for the outstanding woman of the week in El Paso. Competent judges then make the final selection, the winner being saluted on the *Woman of the Week* program and being presented with a corsage.

Girls Sing for GE

A CHANCE to win a fellowship worth $4,000 to sing on a coast-to-coast network and win $1,000 in cash has been offered talented college girls by General Electric Co., through Phil Spitalny and his all-girl orchestra on the *Hour of Charm* program beginning Sunday, Sept. 28 at 10 p.m. (EST) on NBC-Red. The best feminine vocalist from each of the 10 leading state universities will be heard in 10 successive weeks on the *Hour of Charm*. Each will be given a two-minute featured spot in which to demonstrate her singing ability to the nation. The three girls adjudged best will be brought back for additional appearances.

* * *

WBAL-Red Ceremonies

SPECIAL ceremonies attending WBAL's affiliation with NBC-Red Oct. 1 will feature two-way talks between Baltimore and NBC's correspondents in London, Berlin and Moscow. The broadcast will originate at the Baltimore Advertising Club where A. A. Schechter, director of the news and special events division of NBC, will call in Fred Bate from London, Charles Lanius from Berlin and Robert Magadorf from the Russian capital. Cooperating further in the ceremonies, NBC has sent WBAL a photographic exhibit of 75 Red network stars for display. The pictures are 12x20 mat prints, the work of Ray Lee Jackson, NBC's portrait photographer. All are framed and ready to be hung as a regular art exhibit.

* * *

Pennies for Soap

PROMOTING Sweetheart Soap's daily five-minute newscast, WROK, Rockford, Ill. distributes to women shoppers in the downtown business district cards calling attention to the sponsor's current one-cent sale. To each card is attached a penny, with the message: "This penny entitles you to one cake of Sweetheart Soap with the purchase of three bars at the regular price," along with mention of the WROK program.

BROCHURES

WNEW, New York — Descriptive folder of Stan Shaw's *Milkman's Matinee* all night show which is offered to tap the vast listening audience of night workers on defense projects.

WDRC, Hartford—Eight brochure titled "Connect in Connecticut" citing the advantages of using the station as an advertising medium to reach the Connecticut market.

WOWO-WGL, Fort Wayne, Ind.—Folder titled, "Letters to a Lady," citing the mail response to Jane Weston, station home economics specialist.

WOR, New York—Seven page book with two color cover summarizing its joke show, *Can You Top This*, and lauding its audience appeal.

WFBL, Syracuse—24-page booklet containing photos of all participants in early morning show.

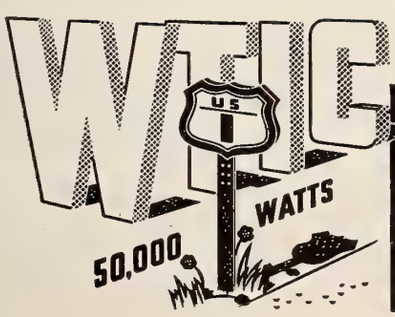


"One year to grow rice, ten years to grow trees, one hundred years to grow men."

(AN OLD CHINESE PROVERB)

For more than *three* hundred years, men with skilled hands and keen intellects have been a tradition and a living fact in Southern New England. This, no doubt, explains why the manufacture of vast quantities of vital precision articles for national defense has been entrusted to this section, giving impetus to additional spending in this always lucrative market.

During the past sixteen years, the friendly, persuasive voice of WTIC has carried conviction into thousands of homes in this wealthy and responsive area. This same voice can gain acceptance here for *your* product as it has for many others.



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

Purely PROGRAMS

EVERYTHING from a pin to a load of hay big enough to make a mattress will be the object of search by contestants on *Go Get It*, to start Sept. 10 on WOR, New York. Each contestant will be given one "go-get-it" assignment to execute in an hour. If he returns successfully before the program is over, he receives a cash prize and is interviewed over the air by Joe Bolton and Neil O'Malley. A grand prize is given for the best story and the most ingenuity in completing the assignment. An added feature will be a headline interview with a national "go-getter"—an explorer, a scientist—anyone who has had to go get something.

* * *

Classified

CLASSIFIED advertising directories provide program material for a new series on WHAT, Philadelphia, giving information on business opportunities, used car sales, real estate sales and rentals, and job openings.

Dr. Problem

PROBLEMS of general interest concerning marriage, vocational guidance, moody children, etc. will be solved by the *Problem Doctor*, a thrice-weekly quarter-hour program starting Sept. 22 on WGN, Chicago. Program will be sponsored by Rubin's, women's department store. Schwimmer & Scott is agency.

* * *

Town Crier

HEARD five days weekly, the new *Of Public Interest* feature on KFRU, Columbia, Mo., features news from Army camps, plugs for programs of general interest and unusual news reports not included in the regular newscasts.

Military Formula

SPECIALLY DESIGNED for members of the U. S. armed services located at defense bases outside the country, the program *News From Home* is shortwaved daily on WRCA and WNBI, NBC's international stations, featuring a Washington round-up of news, local news from major cities and a six-minute sports resume.

* * *

Nancy Co-ed

WBLK, Clarksburg, W. Va., has started a program of college news. Nancy Garrett, U of West Virginia senior, travels from the school at Morgantown every second week to review the activities of college students in the vicinity.

Stars on the Spot

WMCA, New York, has started a new kind of quiz show, *45 Questions From Broadway*, as a Sunday afternoon feature. Questions, submitted by listeners and answered by four Broadway stars each week, deal exclusively with New York's theatrical district and its history. Ted Cott is m.c. of the series which is conducted under the auspices of Bundles for Britain and awards special "V" Victory pins to quiz winners. Those sending in questions used on the program will receive copies of "20 Best Plays of the Modern American Theatre".

* * *

Selectee's Own

SELECTEES at Camp Polk, Leesville, La., on Sept. 10 started their own weekly program, *America Attention*, on WWL, New Orleans. The quarter-hour variety show is to be written and produced entirely by selectees at the camp, with nothing but purely technical advice from station personnel. The remote broadcast, heard Wednesdays, 8:30-8:45 p.m., features the camp's swing, military and hillbilly bands, and other talent.

* * *

Jobs to Get

DESIGNED to give expert advice and instruction to job-seekers, WWDC, Washington, has started the new *You Can Get That Job* series in cooperation with the WPA. The program is conducted by Dr. Mitchell Dreese, an authority on unemployment problems. Personnel managers of important Washington business organizations appear as guests, adding personal experiences and their advice to Dr. Dreese's counsel.

* * *

Fashion Buys

A FASHION DRAMA, titled *Glamour For Every Purse* started Sept. 10 has become a regular feature on WBYN, Brooklyn. Conducted by Rosabelle Miller, former buyer of fashions for R. H. Macy, New York, the program utilizes a standard dramatic pattern to bring to listeners the latest in fashion news, the most interesting of fashion personalities and "best buys".

* * *

Hollywood Quiz

MANAGEMENT of the New Pantheon Theatre, Toledo, O., has purchased a daily quarter-hour on WTOL. Program, titled *Movie Man*, has the announcer move through the theatre asking questions about movies.



A $10,000,000.00 Beauty!

With 85 per cent of the nation's Angora goats browsing on Texas ranches, practically the entire mohair industry of the state is centered in the South Texas area — where WOAI is the most powerful advertising influence!

Mohair is big business down here. Two clips each year — spring and fall—"ring the cash register" to the tune of more than $10,000,000.00 on thousands of ranches and in scores of thriving cities and towns throughout the territory.

Year after year it is WOAI's privilege to give advertisers the readiest and most economical access to the diversified wealth of the Central and South Texas market.

WOAI San Antonio

50,000 WATTS

CLEAR CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AFFILIATE NBC MEMBER TQN



WATER FOR YANKEE
Mountain FM Site Goes Deep For Its Supply

THE QUEST for water for the transmitter of W39B, Yankee Network FM station located on the top of Mt. Washington, N. H., ended a fortnight ago, climaxing three months of arduous drilling.

Originally water was transported up the 4,000-foot mountain by tank trucks, forced to travel over more than three miles of steep and winding roads. Later high pressure pipes were used to force the water up the 4,000 feet. Drilling on the present well began early last June and for three months, 10 hours a day, 72 days, the work of boring a 15-inch shaft went on. With drilling limited by the rock formations, especially layers of solid granite, to only 20 feet daily at the most, the task seemed hopeless.

Finally on Sept. 2 after drilling a 1,100-foot well that pierced down through the mountain's core to 6,300 feet below sea level, a rush of ice cold water surged up the shaft to within 200 feet of the top. An analysis of the water showed its temperature to be 32 and one-tenth degrees—one-tenth of a degree colder and there would have been no water, only ice and 12 weeks of drilling would have been in vain.

Appliance Campaign

GAS APPLIANCE SOCIETY of California, San Francisco (gas appliances), on Oct. 1 will start a one-month campaign on 18 Northern and Central California stations to advertise "C.P." gas ranges. The radio campaign in California will tie in with the national advertising campaign for Certified Performance ranges. Participations on home economics and woman's programs will be used, ranging in frequency from four to six times weekly. Agency is Jean Scott Frickelton Adv., San Francisco. The station list: KPO KGO KSFO KFRC KJBS KLX KROW KQW KSRO KHSL KYOS KIEM KDON KTRB KFBK KWG KMJ KARM.

NEW YORK local of AFRA will hold its annual meeting at the Hotel Astor on Oct. 16, at which time the local will elect its board members for the coming year. Nominations are made by petition, which must contain the signatures of 20 AFRA members in good standing.

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago

San Francisco

Film Guild Halts Free Appearances

Lux Program Cited for Giving Pay Directly to Charity

FREE APPEARANCES of guest stars on sponsored radio programs must now be passed upon by the newly-created Guild Authority, composed of Screen Actors Guild directorate members. Action was taken to prohibit further violations of the rule forbidding members to appear gratis on established commercial broadcasts. Practice employed by some programs of arbitrarily donating the actor's fee to a charity was specifically attacked in a letter to the Guild membership. Weekly CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux soap), was cited on the latter count.

Letter states that while David O. Selznick, who made arrangements for players to appear on the Lux shows and turn their compensation over to China Relief Fund had acted in good faith, Rule 6 had nevertheless been violated for following reasons: "This is not a new, non-commercial charity show to which actors were asked to donate their time and talent. It was an established commercial show and the practice dislocated an established actor's income.

Lack of Control

"Under the arrangement actors had no control over the money they earned on the show. By agreeing to appear they agreed that the money should be turned over to the charity. This adversely affected the actor's right to earn his living in the regular commercial channels of entertainment, to donate what money he felt he could afford to give to charities and to contribute his time and talent to other non-commercial charity programs."

However, in revising Rule 6 so that it now reads, "It is a violation of the rule for a screen actor to give a performance for a regularly, commercially sponsored program, which nominally pays the actors, but actually turns the money over to a charity," Guild stated that its attitude in no way indicated a lack of sympathy to the China Relief Fund appeal. Rather it was an effort to keep a few actors from contributing a disproportionate amount to the charity by signing away what they could ordinarily anticipate as a part of their regular income.

So that current plans for the Lux show might continue to run smoothly, Guild has granted waivers to those actors who had already made commitments with Selznick, although all future commitments must be in accordance with the ruling.

RADIO ARTISTS of Hollywood has sold complete rights of the transcribed series *Klondike* to Ralph L. Power Agency, Los Angeles. Radio Artists, headed by M. J. Mara as president, will cease production.

WGN

FOR THE FIRST 8 MONTHS OF 1941

LOCAL TIME SALES ON WGN INCREASED 25.2% OVER THE SAME PERIOD LAST YEAR!

Here is evidence that radio time buyers are increasingly aware of WGN's ability to do an outstanding advertising job

AND AUGUST 1941 MARKS WGN's 20TH CONSECUTIVE MONTH OF GAIN!

WGN

A CLEAR CHANNEL STATION

720 Kilocycles 50,000 Watts

• *To Serve Well* •

The Broadcasting Engineer

CREI

is the

HELPFUL PARTNER



of more than

5000

Professional Radiomen

CREI Spare-Time Technical Training is Preparing Alert Radiomen for Better-Paying Positions by Increasing Their Efficiency and Individual Worth to Broadcasting—

Admirable—and a credit to the broadcasting industry — are the high-calibre men who do not merely relax into the routine of their jobs, but devote their own spare time and money to become better engineers. More than 5000 professional radiomen throughout the industry are enrolled for CREI home-study courses in Practical Radio Engineering. They are preparing for advancement by increasing their technical ability. CREI has proved to be a "helpful partner" . . . . by enabling such men to successfully step into the better-paying positions of greater responsibility.

The success of CREI men who have spent their spare time in preparation for promotion should prove an incentive to others to investigate thoroughly the opportunities that this advanced training makes possible. CREI is interested in any serious-minded radioman who realizes the value of a planned program of technical training . . . and we point with pride and as proof to the more than 5000 professional radiomen who are now enjoying the benefits of CREI training in Practical Radio Engineering.

Alert engineers are encouraging their employees to secure CREI training. Your recommendation of our home study courses to your associates may result in increased efficiency of your engineering staff. We will be glad to send our free booklet and complete details to you, or to any other man whom you think would be interested.

"Serving the Radio Industry since 1927"

CAPITOL RADIO
Engineering Institute

E. H. RIETZKE, *President*
Dept. B-9
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

in the CONTROL ROOM

HARRY POLL, formerly with the local Radio Supply Co., has joined the engineering staff of KSL, Salt Lake City, as control room operator. Mel Wright, control operator has been advanced to control room supervisor and Joe Shaw, former KSL guide, has been made a control operator.

ROBERT E. LEE, formerly engineer-in-charge of the radio communications of the South American Gulf Oil Co., and previously radio adviser to the Ministry of War of Colombia, South America, has joined the CBS general engineering department to work in the shortwave division.

CHARLES W. BAKER, formerly of WBTH, Williamson, W. Va., and Melvin E. Ward, formerly of WJEJ, Hagerstown, Md., have joined the engineering staff of WSVA, Harrisonburg, Va.

RULOF FOWLER, remote engineer, has resigned from WICC, Bridgeport, Conn., to join the CBS maintenance department.

W. HENRY McCLINSTOCK, formerly chief engineer of KIUL, Garden City, Kan., has joined KYUM, Yuma, Ariz.

DAVID FOOTE has been named chief engineer of WOLF, Syracuse, succeeding Laurence A. Reilly, now with WSPR, Springfield.

SAM FELSINGER has been named assistant control operator of WCNW, Brooklyn.

Recording Firm Active

A GENERAL UPSWING in new billings during the last two weeks in August has been reported by the Columbia Recording Corp.'s Transcription Division through William A. Schudt Jr., manager. The New York office reported the recording of a 26-week series of 15-minute programs for *Wheatena Playhouse* [BROADCASTING, Sept. 1], in addition to spot announcements for six other clients. The Chicago office completed the *Scattergood Baines* series for Wrigley, together with a series of announcements for four other clients. The Hollywood offices reported an increased activity in Air Trailer transcriptions for the various motion picture companies. In addition the three offices recorded many name bands during the period for the Lang-Worth Transcription Service.

Technicians Needed

CIVIL SERVICE COMMISSION has announced openings for radio mechanic-technicians paying $1,440 to $2,300 per annum. Applications must be filed by Nov. 6, 1941. Qualifications needed include either paid experience in technical radio work or any study of radio at a school of radio, engineering or technology or completion of an approved defense training course in any branch of radio. Further information is available from the U. S. Civil Service Commission, Washington, and its district offices or at any first or second class post office.

AMERICAN Federation of Radio Artists plans to publish a booklet containing all the union's national rulings and regulations, standards and conditions for the employment of radio artists on programs.

Rides Own Gain

A MICROPHONE was moved into the control room of WPAT, Paterson, N. J., and announcer Stever Ellis queried A. Bernard Clapper about his duties. The engineer rode his own voice and answered questions. The interview was part of Ellis' *Man Off the Street* program, on which the announcer has passers-by come into the WPAT studios.

Would Sell WMSD

SALE of WMSD, Muscle Shoals City, Ala., for $24,000 is sought in an application of the Muscle Shoals Broadcasting Corp., licensee of the station, seeking permission for Estelle P. Chapman to sell 999 shares of the station's 1,000 shares of stock to Joseph Carl Russell and Joseph Wiggs Hart, Nashville architects, and Frank Mitchell Farris Jr., Nashville attorney, previously with the New York Trust Co. Mrs. Chapman with her husband, Everett L. Chapman, Detroit physician, hold 80% of the station's stock in addition to another 20% owned by Horace L. Lohnes, Washington attorney, which Mr. Lohnes turned over to Mrs. Chapman several weeks ago for this pending deal. The Chapmans once before, in 1938, had applied to sell their interest in WMSD, but later withdrew the application early in 1939. WMSD operates with 250 watts on 1450 kc.

ARTHUR W. PAGE, vice-president of AT&T, has a book titled *The Bell Telephone System* which will be published Oct. 1 by Harper & Bros.

SIX OUTLETS JOIN NBC-BLUE NETWORK

SIX NEW STATIONS are being added to NBC-Blue according to William S. Hedges, NBC vice-president in charge of station relations. KCMO, Kansas City; WCHV, Charlottesville, Va.; WMUR, Manchester, N. H., are already available to advertisers on the Blue while the new WAYS, Charlotte, will join Oct. 1, as will WMRC, Greenville, S. C. WJHL, Johnson City, Tenn., will be available Oct. 15.

KCMO (5 kw. day, 1 kw. night on 1480 kc.) had no former network affiliation. The NBC station rate is $200 per evening hour. Cut-in announcement rates are $17 nighttime; $8 daytime and $12 Sunday afternoon.

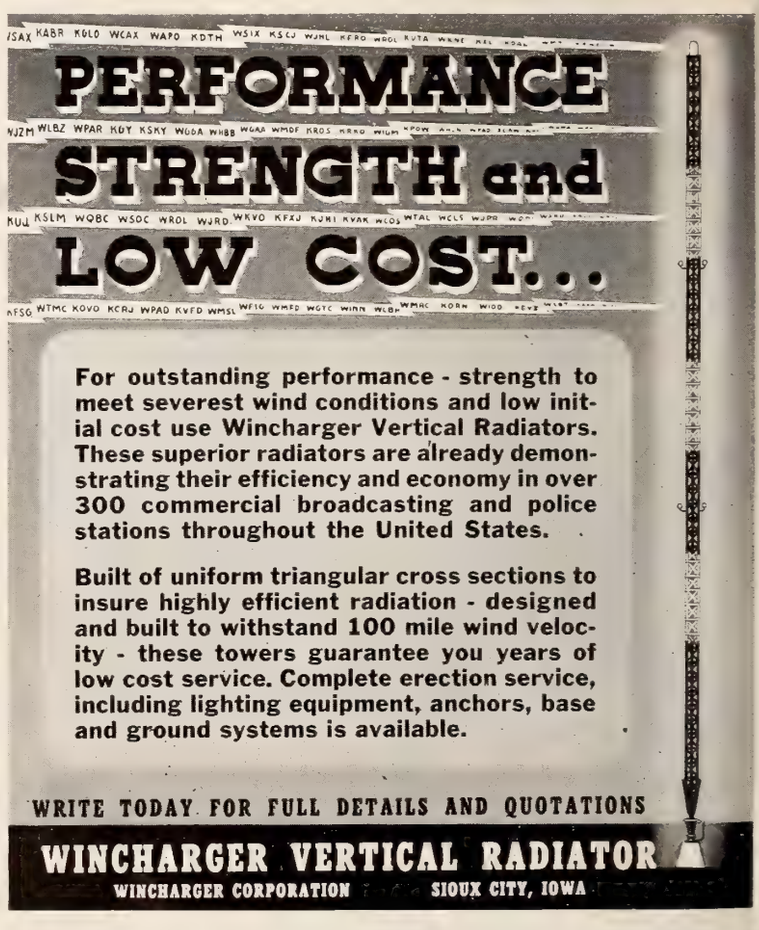
WAYS (1 kw. on 610 kc.) will not be individually available but will be included in the Blue Southeastern as a package for which the network rate will be $550 per evening hour. Cut-in announcement charges are $10 nighttime; $5 daytime and $7 Sunday afternoon. It had no former affiliation.

WMUR (5 kw. day, 1 kw. night on 610 kc.) formerly on the Red, joins the Blue as a basic supplmentary outlet.

WCHV (250 watts on 1450 kc.) had no former affiliation. Network rate is $40 per evening hour with cut-in rates $3.50 nighttime; $2 daytime and $2.50 Sunday afternoon.

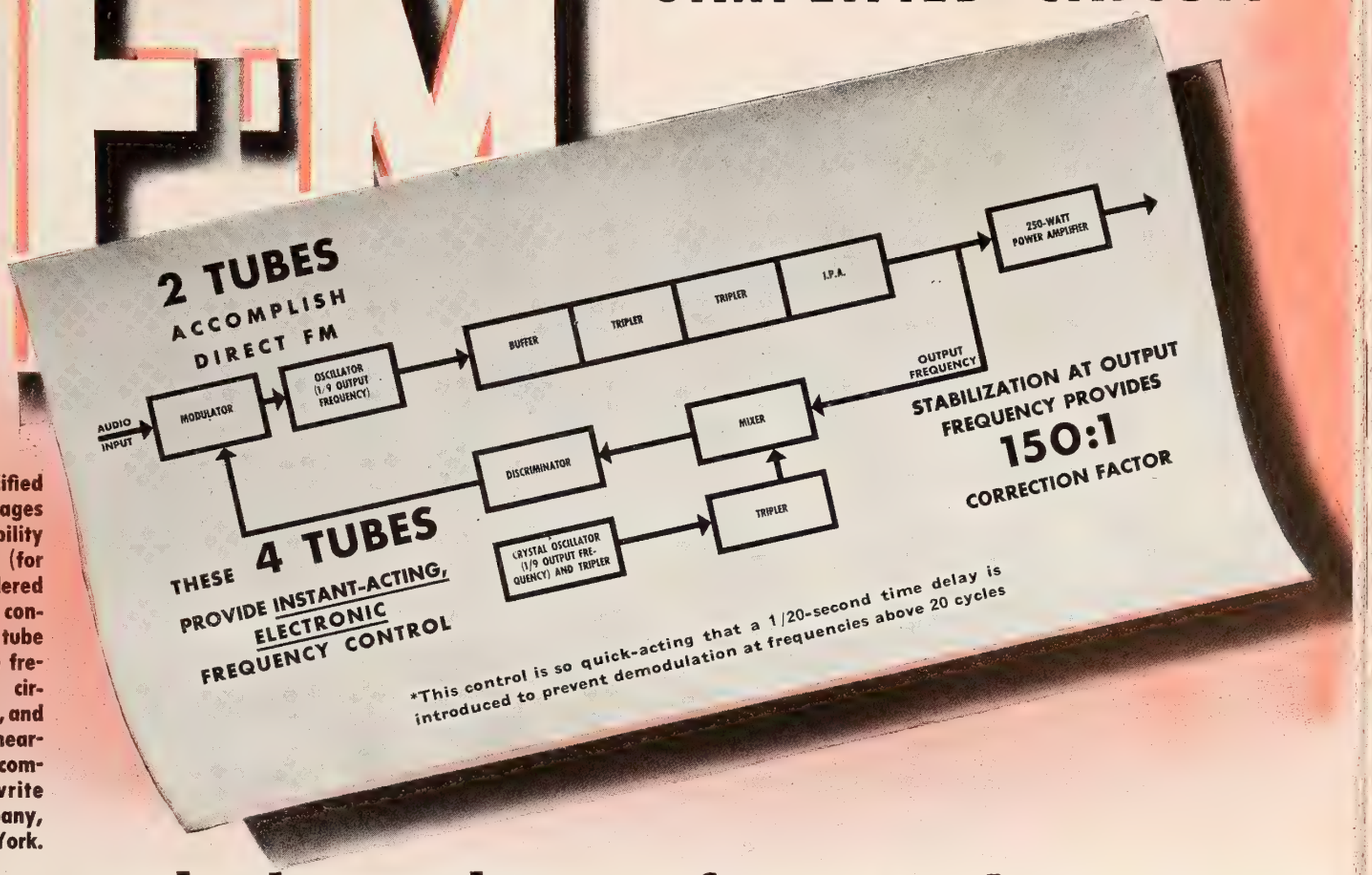
WJHL (1 kw. on 910 kc.) will be available only as a "package" outlet. The network rate will be $550 per evening hour. Cut-in rates are $7 nighttime; $4 daytime and $5 Sunday afternoon. No former network affiliation.

WMRC (250 watts on 1490 kc.) is a former MBS outlet.



FEWER PARTS -- FEWER TUBES

F-M when you choose G.E.'s SIMPLIFIED CIRCUIT



Inherent in this simplified circuit are the advantages of complete accessibility without disassembly (for every tube and soldered joint), low power consumption plus low tube replacement cost. The frequency stabilization circuit is simple, positive, and fast in action. Your nearby G-E man has the complete story. Or write General Electric Company, Schenectady, New York.

Engineers, look at this performance!

	GUARANTEED PERFORMANCE CHARACTERISTICS	MEASUREMENTS ON TYPICAL PRODUCTION TRANSMITTERS
FREQUENCY STABILITY	±1000 cycles over a normal room temperature.	For weeks Station W2XOY, General Electric's FM proving ground, has operated 10 hours a day within ±200 cycles. Stability was measured *every hour,* using G.E.'s primary laboratory standard.
FM CARRIER NOISE LEVEL	Down 70 db at 100% modulation.	Production transmitters average 72 db down at 100% modulation.
HARMONIC DISTORTION	At 100% modulation less than 1½% for modulating frequencies between 30 and 7500 cycles.	Actual performance based on units built to date indicates, at 100% modulation, less than 1% harmonic distortion for modulating frequencies between 30 and 16,000 cycles; less than 0.75% at 50% modulation; and less than 0.5% at 25% modulation.
AUDIO-FREQUENCY RESPONSE	The a-f characteristic from 30 to 16,000 cycles is within ±1 db, with or without pre-emphasis.	Without pre-emphasis, about −0.3 db from 30 to 16,000 cycles; with pre-emphasis, about −0.8 db.

The performance values on the right are not to be construed as G-E guarantees. They represent typical measurements made on stock transmitters and, as such, reflect General Electric's conservative guarantee policy.

GENERAL ELECTRIC

160-15-6914



A GREAT PA

More power to the aviation cadet and his plane, that unbeatable combination which is making ours the world's greatest air power . . . that great pair which so vividly symbolizes America's defense!

• DEFENSE has become more than a punch-word in a speech. More than big black type in a headline.

Today, aggressor nations know America can speak in more ways than vocally. For today, America's defense speaks for itself.

It is heard in the rumble of racing production lines. In motors roaring across the sky. In the swelling thunder of marching feet. It is seen in the grin of the youth in khaki, in the firm set jaw of the man *behind* the man behind the gun.

It has been the privilege of the Great Stations of the Great Lakes to serve in the program of national defense. Today, this pair of radio stations renews a pledge. *May it be our destiny to continue to serve . . . to help guard two prized possessions, our nation and our freedom.*

WJR
THE GOODWILL STATION
Detroit

★

WGAR
THE FRIENDLY STATION
Cleveland

THE GREAT STATIONS OF THE GREAT LAKES

BASIC STATIONS . . . COLUMBIA BROADCASTING SYSTEM . . . G. A. RICHARDS, PRES

★ LET'S GO! U.S.A. ★
KEEP 'EM FLYING!
UNCLE SAM NEEDS PILOTS
BE A U.S. ARMY
FLYING CADET

R



Official photographs, U. S. Army Air Corps

..EDWARD PETRY & COMPANY, INC., NATIONAL REPRESENTATIVE

BROADCASTING
and
Broadcast Advertising

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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $5.00 per year—15c a copy • Copyright, 1941, by Broadcasting Publications, Inc.

What Price Defense?

A SLIDE-RULE genius figures that if all the time used by the Government over the American broadcasting structure were laid end to end, dollar-wise, it would amount to about $3,000,000 a month, or $36,000,000 a year.

And the pace quickens.

But whether it's $3,000,000 a month, or $30,000 every Thursday, isn't important at the moment. Nothing approaching an accurate figure could be produced without the most detailed kind of survey, calculating to the split seconds the contributions of time by sponsors, stations and networks—spots for the Treasury in the bond drive, or an Air Corps "Keep 'em Flying" punch-line, or an interpolation of seven minutes for OEM in the Firestone program, to cite just a few examples.

It's Uncle Sam's hour of need, and radio along with its contemporary media, the newspapers, magazines and billboards, is pitching in on the defense job. Broadcasters can look with satisfaction upon the results of the defense bond campaign, largely waged on the air, and the series of over-the-top successes in recruiting for the military and civilian personnel drives. Yet there's no gloating even over that.

The important question is whether radio *can* continue to perform the job next year and the next. It can be done only if the Government, on its part, sees to it that the physical equipment is available to "keep 'em spouting." And then there's the question of all that broken glass being thrown in the path of the industry in a regulatory way, not only by the FCC but by marauding lobbyists in the halls of Congress.

All-out for defense works both ways. Last week we reported the results of a survey of radio equipment manufacturers indicating not merely a bottleneck but an almost complete stoppage of transmitter and tube manufacture as well as replacement parts for 1942. Follow-up action came rather quickly from the manufacturers. They met first in New York at the call of the National Electrical Manufacturers Assn., which embraces in its membership about 95% of transmitter-tube production. Then they met again in Washington under the NAB banner.

The Defense Communications Board followed through to the extent of authorizing appointment of a Defense Priorities Committee. However well intentioned, that means little. In the tube field alone, for example, national defense requirements for next year indicate orders of $66,000,000. That is just about six times the normal transmitter tube production of $10,000,000. Plant facilities and personnel aren't available for that load. And industry needs, even for an industry like broadcasting, can be accommodated only after the red-ticket expedite orders of Uncle Sam are handled.

So at this writing the outlook is zero for tubes and transmitters; the capacity simply isn't there.

That's serious enough to worry every broadcaster. It's just as serious as the paper shortage threatening newspapers and magazines. But it doesn't stop there. The FCC continues to snort and piddle about overlapping service, newspaper-ownership, time-options of networks, and even franchise taxes which are obviously outside its domain. In Congress, a strangely constituted subcommittee has begun to give the movie industry the once-over, not too lightly, based on outlandish propaganda allegations, with radio and its commentators and its ownership next on the schedule for the same sort of headline-hunting.

It's high time for some nudging in the proper places, to wake up these dreamers, boot out the phonies and forget the regulatory trivia. Radio is doing its job while it has the tools. But it shouldn't have to tote any heavier load than any other industry.

Copy Danger-Line

THE OTHER DAY there emanated from the Federal Trade Commission one of its routine announcements regarding a stipulation entered in a local advertising case. But it was anything except routine, for it marked an innovation that may have farreaching effect upon the preparation of advertising copy for all media, including radio.

The announcement stated simply that a Midwest broadcasting station had stipulated with the Commission that it henceforth will stop specified representations in copy used by a local bakery, copy which the station helped prepare. Previously, the bakery had entered a similar stipulation with the FTC.

It constituted the first time the Commission had required an *advertising medium* to stipulate that it would cease and desist from making advertising claims on behalf of an advertiser. That was only because the station continuity or sales department, or both, had participated in the preparation of the copy.

It isn't an unusual practice for station salesmen or writers to assist in preparing copy for local accounts. In local newspaper selling in smaller communities, it is the rule rather than the exception. In many communities retail accounts do not have adequate local agencies or staff advertising personnel to prepare copy and therefore rely upon the medium.

Without discussing the merits of the particular case cited by the FTC, it is evident that stations must exercise caution in assisting in the preparation of advertising copy for clients. Actually, in such instances the medium performs the function of the advertising agency, and even though there is no direct pecuniary return, it must assume the responsibility of the agent.

The RADIO BOOK SHELF

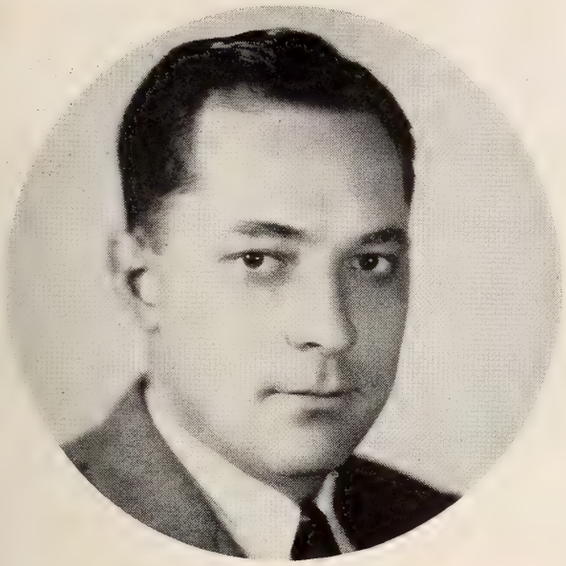
MAGNETIC RECORDING, frequently used in Europe, is the subject of a technical paper by S. J. Begun, of Brush Development Co., Cleveland, in the August *Proceedings of the Institute of Radio Engineers*. Its outstanding feature is described as its repeated use without deterioration and its possible use for delayed programs and spot announcements. The paper deals with its three essential characteristics—the obliterating, the recording and the reproducing.

A STUDY of the effect that radio will ultimately have upon education has been made through a survey of groups that gather to listen in the United States and England to programs of an educational nature. In a compilation titled *Radio's Listening Group—The United States & Britain*, Frank Ernest Hill, of the American Assn. for Adult Education and W. E. Williams, British Institute of Adult Education [Columbia U Press, N. Y., $2.75] show how these groups operate and behave, the numbers of them that exist, their program preferences and the methods of presenting programs. All educators and broadcasters concerned with the problem of education in radio will find much practical information in this book.

PROCEEDINGS of the fourth annual meeting of the School Broadcast Conference have been compiled in two volumes by George Jennings, program director of the Radio Council of the Chicago Public Schools. Volume I covers the general session—the selection of suitable programs for school age children, the transition from stage to radio, comparison of American and Canadian broadcasting and the reports on the evaluation and utilization of educational broadcasts. Volume II consists of the scripts of programs that have been produced. The proceedings may be obtained for $2 from George Jennings, 228 South LaSalle St., Chicago.

A TEXTBOOK to provide background material for the students and school teachers in the U. S., Canada and Latin America who tune in the *School of the Air* as a regular part of their classroom work is to be released by McGraw-Hill Book Co., in mid-September. To be called *Lands of New World Neighbors*, the book was written by Hans Christian Adamson, assistant to the president of the American Museum of Natural History, and will be used in conjunction with the broadcasts on *New Horizons*, the Wednesday geography and science series of the CBS *School of the Air*.

We Pay Our Respects To —



DEWEY HAROLD LONG

"MR.", SAID 12-year-old Dewey Long, humble, yet with a curious self-certainty, "give me a job as waterboy. I'll keep the white men filled with water so they can work fast; and keep the colored men from getting so full of water they can't work".

The foreman at the army construction camp looked at the kid, tired, but determined. "You're tackling a tough job when you take that on. But you've sold yourself. Here's two buckets and two dippers. Now keep them separate and keep moving".

That was back in 1917. And it was Dewey Harold Long's first selling job. Almost ever since then he has been selling. Sometimes the product . . . sometimes himself . . . sometimes potato chips . . . sometimes railroad trips . . . sometimes cakes . . . and most recently and most successfully, radio time.

The present head of WSAI was born Sept. 24, 1905 in the little town of Trenton, Ga.

When he started grade school, the family moved to Chattanooga, and there he received most of his formal education, attending Central High School.

Dewey early discovered that he could make more money selling than he could working hard. Before he was out of high school, he obtained a job as bellhop in the Grand Hotel, Chattanooga, averaging better than $50 a week during vacation. When school time returned, Dewey did not; that is, not to school.

One night he had a brawl with a porter. Fired! Asked to return two days later, Long decided more adventure lay in a hobo trip which he and two friends were going to make to Cincinnati. The railroad dicks caught two of the friends, and only Dewey Long was free—because he utilized his long legs.

He had a cousin who lived in Cincinnati who owned the Tangerine Bottling Company. Dewey obtained a job and worked there for about eight months. While there he learned to drive an auto.

Then Long went back to Chattanooga. His first job there was with C. E. Abernathy. At night he went to school. He had stumbled on the obstacle of too little education too often not to realize that to succeed he would have to learn more. So he went back to commercial college. After a while, impatient as always, he decided he would go to school day and night. As a result, he finished a complete two years course in four months.

After graduating Dewey got a job with the Southern Railway as secretary to the chief clerk.

After four years with the railway, he went to Florida to make his fortune in a hurry, but came back without it.

In 1925 he went to Spartansburg where he met Katherine Attaway. They were married in 1927.

After traveling eight States for a bakery, Dewey thought he could make more money in a different type of business, and in 1928 went to San Antonio as partner in a sandwich business. Things didn't work out, so he hitchhiked back to Spartansburg.

While he was making and selling potato chips, his wife, Katherine, had been singing as a professional at a local radio station. She told him about a job that was open as a salesman. So he started at WSPA, Spartansburg, selling time.

Learning that Greenville, S. C., was building a new station, WFBC, he got a job as sales manager. He stayed there until 1933 when in December he obtained a job as salesman for WBT, Charlotte. N. C. During his stay there, he compiled several records. He had the largest dollar volume of contracts ever compiled by a radio salesman in the South.

In 1935 Dewey became sales manager of WBT and shortly thereafter, assistant general manager. He was also made southeastern representative for Radio Sales, sales subsidiary of CBS.

Early in 1938, Dewey went to WAPI in Birmingham where he handled all national business for WAPI and also acted as southeastern representative for Radio Sales. In August, 1938, James D. Shouse, vice-president in charge of broadcasting, Crosley Corp., and Robert Dunville, general sales manager of WLW, were looking for a man to head WSAI. Long was their man.

Long instituted several changes. He brought in several new department heads and enlarged the station's facilities. Manpower, program ideas, helps to the sponsor, exploitation of station in the market, and boosts for the sponsor's sales—all these were added in generous quantities.

Dewey Long has such a complete understanding of the radio business that he can boil it down to a few thoughts. "There are", Dewey says, "just a few factors in the radio business. As I see them, they are (1) the market; (2) the station; (3) the sponsor and his problems, and (4) programs. If we have succeeded at WSAI, it is because we know that if we can produce the programs which pull the listeners, and help the sponsor with his problems, we know that in our market, our station will prove in a dollars and cents way the correctness of our approach".

Personal NOTES

RALPH R. BRUNTON, president of KQW, San Jose-San Francisco, and vice-president of KJBS, San Francisco, and Helen Gay, of San Francisco, eloped July 18. They were married at Visalia, Cal.

EARLE J. GLADE, executive vice-president of KSL, Salt Lake City, and president of the Salt Lake Chamber of Commerce, last week was appointed by Gov. Maw to the board of regents of the University of Utah. He has taught journalism and radio at that institution.

HUB JACKSON, formerly of Texas State Network and now manager of KTHS, Hot Springs, Ark., is the father of a boy born Sept. 7.

JACK ROTH, sales manager of KFRU, Columbia, Mo., is to marry Peggy Keusch in October.

CHARLES LLOYD has been named acting manager of KLX, Oakland, Cal. replacing Preston Allen, who recently was called to active service as an officer in the Navy.

PIERRE BOUCHERON, general manager of Farnsworth Television & Radio Corp., Fort Wayne, Ind., is on leave of absence having been called to the service as a lieutenant commander in the Naval Reserve.

LARRY LOVETT, assistant to Harold R. Deal, advertising and promotion manager of Tide Water Associated Oil Co., San Francisco, has been called to active duty in the Navy.

ART KEMP, CBS Pacific Coast sales manager, was to leave San Francisco Sept. 15 on a business trip to the East.

WALTER T. HIGGINS of the accounting staff of Hearst Radio Inc. in New York is the father of a girl, born Aug. 31.

JOHN FISTERE, formerly promotion writer of *Life* magazine, has joined the CBS sales promotion department as head of the copy division. A former newspaperman and editor of the *Architectural Forum*, Fistere before joining *Life* had been a member of the editorial staff of *Fortune* and associate editor of *The Ladies Home Journal*.

SAM KOPLOWITZ, formerly foreign language agency executive, has been named commercial manager of WCNW, Brooklyn.

C. L. THOMAS, manager of KFRU, Columbia, Mo., has been named to the industrial commission of the Columbia Chamber of Commerce.

ROBERT H. HARRINGTON, formerly of WDZ, Tuscola, Ill., has been appointed sales manager of WSVA, Harrisonburg, Va.

CHARLES VANDA, CBS Western division program director, went to New York for conferences with network and agency executives on fall plans. Tom McKnight handled *Hollywood Premiere* in his absence.

CHARLES THOMSON, with the advertising department of the *New York Sun* for eight years, has joined the sales staff of WMCA, New York. Thomson previously was with the *American Weekly* for five years and before that with the Street Railway Adv. Co. for 14 years.

LEWIS H. TITTERTON, manager of NBC's script division, and Mrs. Titterton, known in advertising circles as Ruth Jordan, copywriter for William Esty & Co., on Sept. 7 became the parents of a son, Charles Frederick.

M. MAIN MORRIS, formerly of General Outdoor Adv. Co., Kansas City, has joined the sales staff of KLZ, Denver.

GILBERT McCLELLAND, editor of NBC Central Division press department, has been appointed assistant to Emmons C. Carlson, Central Division sales promotion and advertising manager. A graduate of Wabash College, Mr. McClelland has been on the NBC Chicago press staff for six years and succeeds George Bolas who has joined the radio department of Blackett-Sample-Hummert, Chicago.

HERBERT FOOTE, WBBM, Chicago staff organist, and Phil Stewart, announcer on that station, are composers of a new song "The Night That You Were Mine".

W. H. (Bill) Sloat

W. H. (Bill) SLOAT, author and leading character in *Bill & Mary*, popular drama which originated on KVOO, Tulsa, in 1930 and is now also carried on WCBS, Springfield, Ill., and KWTO, Springfield, Mo., died Sept. 3 of a heart ailment. During its 11-year tenure the program has been sponsored by Morgan Paint Co., Long & Sons, Cook Paint & Varnish Co., and Hinds. Mrs. Leona Anderson who portrays the role of "Mary" has announced she will not continue the series.

HERB POLESIE, formerly with Hollywood film studios, and prior to that a J. Walter Thompson Co. producer, has been appointed radio director of Barton A. Stebbins Adv., Los Angeles.

BEHIND the MIKE

BILL GOODWIN, Hollywood announcer, is handling commercials on the weekly half-hour *Three Ring Time*, which started Sept. 12 under sponsorship of P. Ballantine & Sons (beer), on 75 MBS stations, Friday, 9:30-10 p.m. (EDST). Clinton (Buddy) Twist was erroneously announced as having that assignment. Ray Singer, New York gag writer, has been added to the program production staff.

WILLIAM KINGSTONE EMERY, head of guest relations of KPO-KGO, San Francisco, and Lucy Ellen Crofoot were married recently in Berkeley, Cal.

WALLY GADE, formerly on the production staff of KJBS, San Francisco, has been transferred to KQW, San Jose, Cal.

ART FADDEN, staff pianist of KJBS, San Francisco, recently wrote a song, "Sailor Boy, Ahoy!", to be used in a Broadway musical.

WINKIE WILEMAN, formerly of KGGM, Albuquerque, has rejoined the announcing staff of KFDA, Amarillo, Tex., after an absence of 11 months.

HAL TUNIS, announcer and publicity director of WFPG, Atlantic City, has been named program director and chief announcer.

CHESTER R. LONG, continuity director of WIRE, Indianapolis, on Aug. 15 married Joan Adele Anderson of Indianapolis.

CHRIS FORD, formerly Chicago freelance radio actor and writer, has joined WIRE, Indianapolis.

BILL HOLMES, formerly NBC San Francisco writer-producer, and more recently a Hollywood freelancer, has been appointed news editor and commentator of KPRO, Riverside, Cal., which starts operation about Oct. 1.

HARRY RUSH RAVER, 62-year-old blind conductor of the weekly quarter-hour *Busy Blind* program on KFWB, Hollywood, was severely beaten and robbed of $39 in his home Sept. 4. He is reported to be in a critical condition.

SAM BALTER, Hollywood commentator, has started a six-weekly quarter-hour sportscast on Don Lee network stations, originating from KHJ, that city.

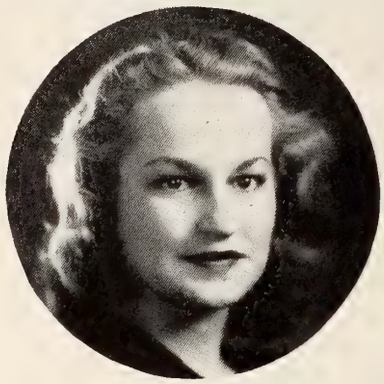
BOB EMERICK, formerly freelance announcer in Hollywood, has joined KJBS, San Francisco.

PORTER RANDALL, formerly of KGKO, Fort Worth, has joined the announcing staff of KFJZ, Fort Worth.

STUART NOVINS has joined the announcing staff of WEEI, Boston, succeeding Hal Newell, who has been transferred to WCAU, Phladelphia.

ARMOND LAPOINTE, prominent in New England dramatic circles, has joined WHEB, Portsmouth, N. H.

Meet the LADIES



ALICE MEREDITH

THEY SAY "beauty and brains never go together." Take another look at the picture of Alice Meredith, petite blond director of woman's programs on KFRU, Columbia, Mo. Just 5 feet tall and only 100 pounds, this Stephens College graduate is a bundle of energy who in a short time has become a favorite of KFRU listeners. She makes four daily appearances on the KFRU schedule and each is sponsored—*Musical Clock*, *Telephone Quiz*, *Chatter-Time* and a telephone request program on a Monday-through-Friday schedule, topped off with a Saturday morning musical and quiz program with local school children. After graduation from Stephens, Miss Meredith was employed by the college as radio instructor. In May, 1940, she resigned to join KFRU to handle all programs with feminine appeal.

MARSHALL ADAMS, formerly a Powers model, and fashion writer for the *Washington Post*, has joined WINX, Washington, as women's editor.

MARK AUSTAD, announcer of KSL, Salt Lake City, on Aug. 20 married Lola Gene Brown.

DICK JOHNSON, formerly of KOY, Phoenix, has been named program manager of WSVA, Harrisonburg, Va. R. D. Coleman of the WSVA talent staff, has been appointed traffic manager. Charles Ballou has been named chief announcer of WSVA. Vernon Tate, formerly of WFBC, Greenville, S. C., has joined the announcing staff of WSVA.

BERT CHILD, formerly program director of WBBC, Brooklyn, has been named program director of WCNW, Brooklyn. Paul Gould has been named chief announcer of WCNW.

WARREN MacALLEN, formerly on the news staff of the *New York Daily News* and in newspaper work 24 years, has joined the publicity department of CBS.

MORRIS HASTINGS, former radio editor and assistant music, drama and motion picture editor of the *Boston Evening Transcript*, has been named music editor of CBS replacing Ilya Laskoff who has joined Mark Warnow's orchestra as violinist.

THOMAS KELLY, formerly with the Standard News Assn., has joined CBS as staff writer.

ERNEST COURTNEY has been transferred from CKGB, Timmins, Ont., to CKVD, Val d'Or, Que., as program director. He is replaced at CKGB by Ron Allister. Bruno Cyr has joined the program department of CKVD.

ROLAND DROLET and Bill Reid have joined the announcing staff at CJKL, Kirkland Lake, Ont.

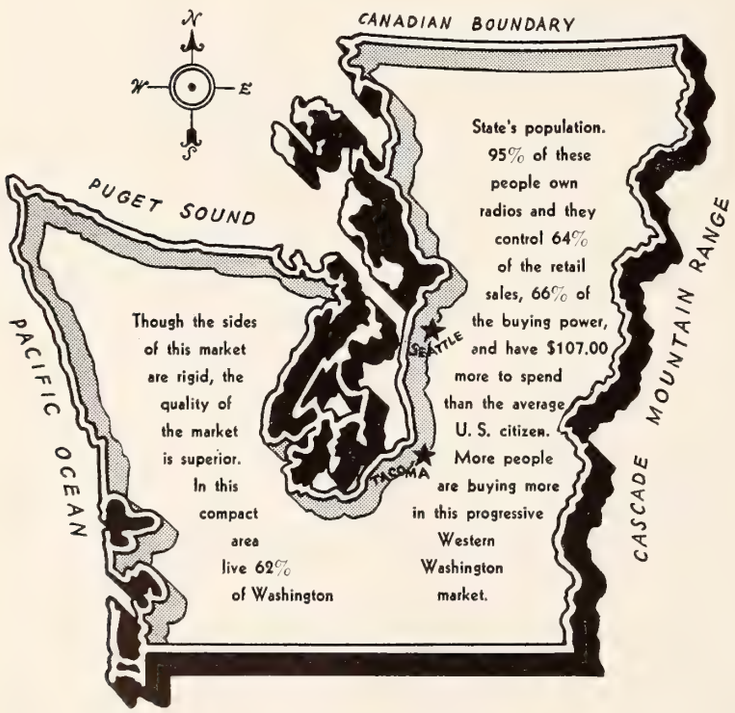
KATHRYN CRAVENS, woman news commentator, has been engaged by WNEW, New York, to present her *News Through a Woman's Eyes* from 9:45 to 10 a.m., Mondays through Saturdays. Program was formerly on CBS under the sponsorship of Pontiac Motor Co.

HAL KANTER, NBC writer and author of *Private Hal Kanter of Lowry Field*, now heard on KOA, Denver, married Doris Prouder in New York Sept. 5. Kanter still has several months service with the Army Air Forces before returnng to civil life.

FRANK BULL, Los Angeles sportscaster and executive of Smith & Bull Adv., has been signed to broadcast 1941-42 football games in that area under sponsorship of Associated Oil Co.

STUART HANNON, formerly of KOIN, Portland, and KFPY, Spokane, has joined the news staff of KROW, Oakland, succeeding John Potter, resigned.

THE WESTERN WASHINGTON MARKET BOX SERVED BY KOMO



This market is served adequately by KOMO — now 5000 watts full time.

As the sides of a box are rigid, so are the limits of this market. These limits are North, Canada; East, Cascade Mountains; West, Pacific Ocean, and South, the Portland market.

KOMO-NBC RED Network
Seattle, Washington

Represented Nationally by
Edward Petry & Company



HARRY KERR, J. Walter Thompson Co., Hollywood writer on the CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux), has been assigned the added duty of producing the weekly NBC *Tommy Riggs & Betty Lou* program, sponsored by P. Lorillard & Co. (Old Gold cigarettes). John Whedon writes the latter show.

JOE PARKER, NBC Hollywood producer, and Vida (Buddy) Hunter, of that city, are to be married Oct. 14.

GRAHAM STAFFORD, 19, and member of CBS Hollywood junior staff, has enlisted in the Royal Canadian Air Force. He is the son of Hanley Stafford, who portrays Daddy to Baby Snooks (Fanny Brice), on the weekly NBC-Red *Coffee Time*.

WILLIAM PARKER, who has covered news assignments in Europe, Asia and the Orient, is commentator on the five-weekly quarter-hour program, *Foreign Correspondent*, sponsored by Thrifty Drug Co., Los Angeles (drug chain), on KECA, that city.

MADELEINE CHARLEBOIS, well-known in Ottawa dramatic circles and the Little Theatre movement, has been appointed bilingual announcer by the Canadian Broadcasting Corp.

DAVE COOPER, former campus band leader at the U of Missouri, has been named farm program director of KFRU, Columbia, Mo. Jack McGee has joined the KFRU announcing staff.

PETER TEMPLE, announcer of WLOL, Minneapolis, has announced his engagement to Betty La Blant. They are to be married Sept. 20.

EDWARD BROWN, former CBS announcer at San Francisco and Los Angeles and at the present time sports commentator at the Camden, N. J., Convention Hall, and Alice Lindsay, were married in Richmond, Va., Sept. 3.



TUTOR of Denver's police radio announcers is Austin Williams of the KLZ mike staff. Williams organized a ten-week course designed to correct common errors in speech and improve diction. In addition he gave individual instructions to the radio patrolmen. Williams here, is giving individual attention to an attentive police dispatcher.

TOM STEENSLAND, announcer of KSCJ, Sioux City, Ia., resigned Sept. 1 to enter the U of South Dakota. Dorothy Hill, KSCJ music librarian, has resigned to live in Hollywood, Cal.

ROY DURSHALL and Hal Moon have been added to the announcing staff of KDYL, Salt Lake City, Utah, replacing Doug Gourlay and Bill Baldwin, respectively.

WALT LOCHMAN, sportscaster of KMBC, Kansas City, is the father of a baby boy, William Charles, born Sept. 5.

ED DEGRAY, auditor of WBT, Charlotte, was married recently to Helen Anton, of New York.

Wonderful Chance

DAVE DRISCOLL, director of special features of WOR, New York, will make radio —and rodeo—history during WOR's coverage of the annual World Championship Rodeo to be held in Madison Square Garden early in October, IF he can find the man to carry out his bright idea. Plan is for an announcer with a microphone to describe his emotions as he comes rushing out of a stall atop a wild broncho. Dave reluctantly disqualified himself because of weight limitations and Al Josephy, Driscoll's first assistant, declares that he gets asthma from horse dander, so the post is wide open.

Two New in Canada

LICENSES for two more Canadian stations have been granted by the Radio Branch, Department of Transport. The *Peterborough* (Ont.) *Examiner*, daily newspaper, has been granted 1,000 watts on 1230 kc. with call letters CHEX. J. H. Yuill, businessman of Medicine Hat, Alta., has been granted a license for a 100-watt station on 1490 kc. No call letters have been assigned.

NORTHAM WARREN Corp., New York, and its subsidiary, Peggy Sage Inc., Stamford, Conn., have stipulated with the Federal Trade Commission to stop certain representations for Cutex and Peggy Sage fingernail polishes, according to an Aug. 28 FTC announcement.

WHMA EMPLOYES SUE FOR OVERTIME

EMPLOYES of WHMA, Anniston, Ala., on Aug. 30 filed suit to collect $11,500 in alleged unpaid overtime, liquidating damages and attorneys' fees from Harry M. Ayers, doing business as Anniston Broadcasting Co., according to the *Birmingham News*. The suit was brought, under Section 16 (b) of the Fair Labor Standards Act, by Harold F. Russey, John F. Cram and Vernon Story, seeking relief for "themselves and other employes similarly situated", the news report stated.

The amount sought includes $4,000 in the form of wage restitutions, a similar amount as liquidating damages and $3,500 for legal fees. The time for which overtime payments are claimed, under the wage-hour law, was said to total 3,982 hours.

In Washington the Wage & Hour Division of the Labor Department indicated it was not directly involved in the case and would not participate in prosecution of the suit, unless called upon to sit in as amicus curiae.

Robert L. Harmon

ROBERT L. HARMON, 59, since 1930 president, treasurer and a director of Evans, Nye & Harmon, New York advertising firm, died Sept. 7 after a heart attack while walking in the garden of his home. Mr. Harmon spent five years as a credit reporter with R. G. Dun & Co. and other periods in executive functions with various manufacturing companies. From 1920 to 1930 he was president of the Industries Publicity Corp. of New York.

ON JANUARY 1, 1941 ST LOUIS **KWK** WENT

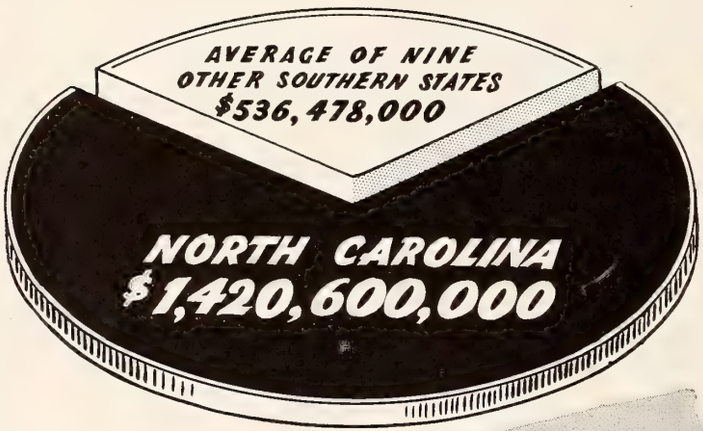
EXCLUSIVELY MUTUAL. • • ASK YOUR RAYMER

REPRESENTATIVE TO SHOW YOU EVIDENCE

THAT **KWK** IS A BETTER BUY THAN EVER.

NORTH CAROLINA IS THE SOUTH'S NO.1 INDUSTRIAL STATE!

VALUE OF MANUFACTURED PRODUCTS
Source: Census of Manufactures, 1939



WPTF in Raleigh is NORTH CAROLINA'S NO.1 SALESMAN!

680 KC NBC Red 50,000 Watts



FREE & PETERS, Inc., National Representatives



RESUMPTION of Saturday evening *Knickerbocker Playhouse* on NBC-Red, Sept. 6 by Procter & Gamble Co., Cincinnati (Drene shampoo), met with the smiling approval of (l to r), H. Kahn, vice-president of the agency, H. W. Kastor & Sons, Chicago; William L. Weddell, NBC-Red salesman; J. H. West of the P&G radio program dept.; J. L. Crooks, P&G brand manager for Drene; Betty Winkler (Mrs. Robert G. Jennings), star of the first broadcast; Arthur Kastor, president of the agency; Robert G. Jennings, agency radio director; W. J. Anderson, P&G Chicago district manager. The occasion was a party given after the first broadcast at the M&M Club in the Merchandise Mart, Chicago.

Wellington Is Appointed To U. S. Post by BBC

ONE of the senior officials of the British Broadcasting Corp., Lindsay Wellington, has been appointed North American director with headquarters at 620 Fifth Ave., New York, the BBC announced last Monday. Mr. Wellington has already arrived to assume his duties, which include collaboration with North American broadcasting authorities on radio matters affecting the two countries. His duties also embrace exchange of program material and the maintenance of BBC's relations with the Canadian Broadcasting Corp.

Mr. Wellington has been with BBC since 1924, handling both administrative and program details. He was assigned shortly after the outbreak of the war to the newly formed Ministry of Information as director of its Broadcasting Division. He made a trip to this country last spring to study the broadcasting situation.

WPTZ are the call letters assigned to Philco's new television station in Philadelphia, formerly experimental station W3XE.

POPULAR PROGRAM DONATED BY KMBC

ONE of Saturday afternoon's most popular shows, *The Brush Creek Follies*, aired over approximately 100 CBS stations from 1:30 to 2:30 p.m. (EDST), will be turned over to the Treasury's Defense Savings Program beginning Sept. 13. The contribution was made by Arthur B. Church, president, and Karl Koerper, vice-president and managing director of KMBC, Kansas City, where the show originates.

The Treasury announced last week the release of foreign language transcribed announcements to 213 stations. Produced in four different tongues—Italian, Spanish, Polish and German—the series was translated by Joseph Lang, general manager, and Thurston S. Holmes, program director of WHOM, Jersey City. Continuity of the announcements follows the "bugle call" format. Production was supervised by Charles J. Gilchrest, assistant chief of the Treasury radio section.

FOREMAN Co. has been appointed exclusive national representatives of WLAK, Fla., NBC-Red outlet.

50 GOOD PROGRAM IDEAS—$1!

Good solid comm. successes. Practical ideas for every station or agency, large or small. New, live angles on sports, news, army shows, interviews, features, etc., etc., etc.

"SHORT STORY GEMS"

Original series 5' scripts, dramatized by network writer with blackout twist that makes audience and sponsor yell for more!

13 shows—$15 6 shows—$9 (Sample script $2)

ALSO: A few remaining copies of "100 QUIZ PGMS. FOR $1." (1100 questions & answers)

Guaranteed 100% *GOOD* OR YOUR MONEY BACK!

LEO BOULETTE
Morris Plan Bank Bldg., Springfield, Ohio

Roper Survey Shows How Listeners Buy; Effective Audience For Programs Shown

LISTENING to commercial broadcasts creates customers for the products advertised on those broadcasts. And the more people listen, the more they buy.

These are two major conclusions of a study of the influence of radio listening on buying habits, based on a nationwide study conducted in January, 1940, by Elmo Roper, who also conducts the *Fortune* Surveys of Public Opinion. The survey covers every one of the 40 sponsored programs on CBS at that time.

In an attempt to determine not merely that radio sells goods, but the effective audience—the number of actual listeners reached with a sales message often enough to sell goods—and the net sales impact—customers actually created by the program—or specific programs, Roper investigators interviewed 10,000 adults in all parts of the country, not only radio owners, but "just people, with and without telephones, radios, refrigerators, children—and culture," representing the entire adult U. S. market.

Two Groups of Queries

These investigators asked two sets of questions to discover what brand of product in each category (toothpastes, cigarettes, gasolines, etc.) the person interviewed used, and to which of the 40 programs he or she listened and how often. The results, as well as the technique, are described in detail in a 40-page book published last week by CBS under the title *Roper Counts Customers.*

Taking a month as an arbitrary unit, CBS reports that all 40 programs were found to have monthly audiences—that is, the number of persons who heard the program at least once during the month—sizably larger that the standard CAB or Hooper audience ratings. The average frequency of listening was found to be 2.8 times per month for once-a-week programs, 5.3 times per month for three-times-a-week programs, 8.2 times a month for five-times-a-week programs and 9.2 times a month for six-times-a-week programs.

Comparing the users of each advertised product among those who heard its program with the users among the non-listeners to that program, they found that "in every single case, without exception, the number of product-users was higher among listeners than among non-listeners to each CBS program," the book reports. "Higher, on the average, by 53%."

Further analyzing the answers by frequency of listening, CBS states that those who listened to weekly programs once or twice a month showed a 43% increase in users, whereas those who listened three or four times a month showed a 57% increase, proving that "the more impressions, the more customers. The more they listen, the more they buy." However, the book points out, even the occasional listeners who listen to the program less than once-a-month, are influenced by radio advertising, using the advertised products 31% more than those who do not listen at all.

Men vs. Women

Breaking down the total audience, the study shows that among men, 49.9% listen three to four times monthly, 25.8% once or twice and 24.3% less than once a month. For women the percentages are: 54.4% listen three-four times, 22.1% once or twice and 23.5% less than once a month. The total listeners to the average program was 37,867,000 persons.

CBS also points out among the study's results that: "A single program created 4,400,000 extra users for a single product, lifting the level of use 60% higher than its use among non-listeners. All 40 programs created 37,000,000 more users and buyers for all the products which they advertised. None of these sales results can be attributed to any other source than the radio programs themselves."

As to listeners, CBS also reports that "40 CBS programs reached 91.1% of all U. S. adults—in four weeks. A single program, in a month, reached 55% of them—a monthly audience of 50,336,000 men and women. It reached them an average of three times each, for a total of 151,000,000 separate advertising impressions."

Plans for Co-Op Serial

THE COMEDY serial *Mr. & Mrs. North* which was recently purchased by N. W. Ayer & Son, New York, for cooperative sponsorship by the consolidated electric industries [BROADCASTING, Sept. 1], may be heard Tuesdays 9:30-10 p.m. on CBS, a spot now under consideration. Details are being worked out by the agency and CBS and will not be announced until later this week.



"SHE ALWAYS USES WGY AS A SHOPPING GUIDE."

NO—we don't have any statistics on the number of women who actually carry portable radios when shopping. But the idea has intriguing possibilities.

We *do* know that thousands of homemakers listen regularly to the WGY "Market Basket" and "Musical Matinee" for shopping advice. We know that the WGY audience has a buying power of more than 2½ billion dollars; that WGY is the favorite station in its area; and that you can help your sales curve in the Great Northeast* by buying GY.

We invite you to try WGY and check your sales. Write to us now at One River Road, Schenectady for information on our women's participation programs and our Fall time and talent availabilities. Or ask at any NBC Spot Sales Office.

*Eastern and central New York and western New England.

WGY-49

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices
NEW YORK · CHICAGO · BOSTON · WASHINGTON
CLEVELAND · DENVER · SAN FRANCISCO · HOLLYWOOD

Special Events
SPORTS
GILLETTE FIGHTS
WORLD SERIES
FOOTBALL
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHAS, Louisville

BC Remedy Co., Durham, N. C. (proprietary), 8 *ta* weekly, thru Harvey Massengale Co., Durham.
Peter Paul Inc., Naugatuck, Conn. (Mounds), 5 *sp* weekly, thru Platt-Forbes, N. Y.
Hulman & Co., Terre Haute (baking powder), 3 *sa* weekly, thru Pollyea Adv., Terre Haute.
Standard Brands, New York (yeast), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Lever Bros. Co., Cambridge, Mass. (Swan), 80 *ta*, thru Young & Rubicam, N. Y.
Readers Digest Assn., Pleasantville, N. Y., 26 *ta*, thru BBDO, N. Y.
Lehn & Fink Products Co., New York (Hinds), 14 *ta* weekly, 6 weeks, thru Wm. Esty & Co., N. Y.
Beechnut Packing Co., Canajoharie, N. Y., 2 *ta* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek), 15 *sa* weekly, 32 weeks, thru Ferry-Hanly Co., N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia. (pens, pencils), 2 *ta* weekly, thru Russel M. Seeds Co., Chicago.

KMOX, St. Louis

Simoniz Co., Chicago, *sa* weekly, thru George H. Hartman Co., Chicago.
Wm. Wrigley Jr. Co., Chicago, 5 *t* weekly, thru J. Walter Thompson Co., Chicago.
Johnson & Johnson, New Brunswick, N. J., 6 *sa* weekly, thru Ferry-Hanly Co., N. Y.
O'Cedar Corp., Chicago, 6 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Michigan Fruit Sponsors Inc., Detroit, 2 *sa* weekly, thru Chapman Adv. Agency, Detroit.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 2 sa weekly, thru Russel M. Seeds Co., Chicago.
Weil Clothing Co., St. Louis, 6 *ta* weekly, thru Wesley K. Nash, St. Louis.
Wilson & Co., Chicago 3 *t* weekly, thru U. S. Adv. Corp., Chicago.

KSO-KRNT, Des Moines

National Refining Co., Cleveland, 26 *ta*, thru Sherman K. Ellis & Co., N. Y.
Wm. Wrigley Jr. Co., Chicago, 13 *t*, thru Arthur Meyerhoff Co., Chicago.
Turner Hybrid Seed Corn Co., Grand Junction, Ia., daily *sp*, thru Son de Regger & Brown, Des Moines.
Seiberling Tire & Rubber Co., Akron, 2 *sp* weekly, thru Meldrum & Fewsmith, Cleveland.
Butler Mfg. Co., Kansas City, daily *sa*, thru Ferry-Hanly Co., Kansas City.
Omar Mills, Omaha, *sp* weekly, thru Hays MacFarland & Co., Chicago.

KGKO, Fort Worth-Dallas

Galveston-Houston Breweries, Houston, 260 *t*, thru Ruthrauff & Ryan, Houston.
T. W. Burleson & Son, Waxahachie, Tex. (honey), 156 *t*, thru Rogers & Smith Adv. Agency, Dallas.
Carter Products, New York (proprietary), 260 *t*, thru Spot Broadcasting, N. Y.
Bond Stores, New York (clothes), 312 *sp*, thru Neff-Rogow, N. Y.
Campbell Cereal Co., Northfield, Minn., 156 *t*, thru Campbell-Mithun, Minneapolis.
Jax Beer Co., Houston, Texas, 30 *sa*, thru Anfenger Adv. Agency, St. Louis.

CKCL, Toronto

Canadian Marconi Co., Montreal (radios), 5 ta weekly, thru Cockfield Brown & Co., Montreal.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 12 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Grove Labs., St. Louis (Bromo-Quinine), 12 *ta* weekly, thru Russel M. Seeds Co., Chicago.
Philadelphia & Reading Coal Co., Philadelphia, 5 *ta* weekly, thru McKee & Albright, Phila.

WCAU, Philadelphia

Vick Chemical Co., Greensboro, N. C., 6 *sp* weekly, 26 weeks, thru Morse International, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 1 *sp* and 15 *sa* weekly, for 26 weeks, thru Joseph Katz Co., Baltimore.
Atlantic Refining Co., Philadelphia, football, thru N. W. Ayer & Son, Philadelphia.
Lamont, Corliss & Co., New York (Danya lotion), 56 *sa*, thru J. Walter Thompson Co., N. Y.
Chris Hansen's Labs., Toronto (Junket), 24 *sa*, thru A. McKim Ltd., Toronto.
Pinex Co., Fort Wayne, Ind. (cold remedy), 148 *sa*, thru Russel M. Seeds Co., Chicago.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 15 *sa*, thru Russel M. Seeds Co., Chicago.
Bell Telephone Co. of Pa., Philadelphia, 8 *sa*, direct.
Megowan Educator Food Co., Lowell, Mass. (biscuits), 26 *sa*, thru John W. Queen, Boston.
Kellogg Co., Battle Creek, Mich. (cereals), 40 *sa*, thru Kenyon & Eckhardt, N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum, soups), 180 *sa*, thru Newell-Emmett, N. Y.

WOWO-WGL, Fort Wayne

Dekalb Agricultural Assn., DeKalb, Wis. (seed corn), 54 *sa*, thru Western Adv. Agency, Racine.
Beechnut Packing Co., Canajoharie, N. Y., 105 *sa*, thru Newell-Emmett, N. Y.
Oyster Shell Products Corp., New Rochelle, N. Y. (chicken feed), 52 *sa*, thru Cecil & Presbrey, N. Y.
National Schools of Los Angeles, 13 *sp*, thru Huber Hoge & Sons, N. Y.
National Refining Co., Cleveland, 108 *ta*, thru Sherman K. Ellis & Co., N. Y.
Manhattan Soap Co., New York (Sweetheart), 108 *ta*, thru Franklin Bruck Adv. Corp., N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 105 *ta*, thru Erwin, Wasey & Co., N. Y.
Little Crow Milling Co., Warsaw, Ind. (flour), 65 *sp*, thru Rogers & Smith, Chicago.

WPAT, Paterson, N. J.

Eastern Wine Corp., New York, 100 *sa* weekly, 52 weeks, thru H. C. Morris Inc., N. Y.
Royce Chemical Co., Carlton Hill, N. J. (Royox cleaning fluid), 12 *sa* weekly, 52 weeks, direct.
William Wrigley Jr. Co., Chicago (Spearmint gum), 13 *sp*, Arthur Meyerhoff & Co., Chicago.
Waste Materials Conservation Headquarters, New York, 200 *sa*, Olian Adv. Co., St. Louis.

WINS, New York

Gardner Nurseries, Osage, Ia., 6 *t*, weekly, thru Northwest Radio Adv. Co., Seattle.
Fels & Co., Philadelphia (Naptha soap and flakes), 36 *sa* weekly, 13 weeks, thru S. E. Roberts, Philadelphia.

WJZ, New York

Jacob Ruppert Brewery, New York (Knickerbocker beer), 2 *sp* weekly, 10 weeks, thru Ruthrauff & Ryan, N. Y.

WLS, Chicago

Lever Bros. Co., Cambridge (Spry), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Arvey Corp., Chicago (R-V Lite transparent screening), 3 *sa*, thru First United Broadcasters, Chicago.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Sawyer Biscuit Co., Chicago (Baker Boy crackers), 3 *ta* weekly, thru George H. Hartman Co., Chicago.
Pinex Co., Ft. Wayne (cough remedy), 15 *sa* weekly, thru Russel M. Seeds Co., Chicago.
General Store of the Air (sundry items), 6 *sp* weekly, thru United Adv. Cos., Chicago.
DeKalb Agricultural Assn., DeKalb, Ill. (Hybrid seed corn), 6 *sp* weekly, thru Western Adv. Agency, Racine, Wis.
Foster-Milburn Co., Buffalo (Doan's Kidney Pills), 2 *sa* weekly, thru Spot Broadcasting, N. Y.
Oelwein Chemical Co., Oelwein, Ia. (Occo mineral compound), 3 *sa* weekly, thru Cary-Ainsworth, Des Moines.
Morton Salt Co., Chicago, 3 *sp* weekly, thru Klau Van Pietersen-Dunlap Assoc., Milwaukee.
Lane Bryant Co., New York (clothing), 6 *sa* weekly, thru Huber Hoge & Sons, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrush), 12 *sa* thru Ferry-Hanly Co., N. Y.
Omar Inc., Omaha (flour), *t* weekly, thru Hays MacFarland & Co., Chicago.
G. E. Conkey Co., Cleveland (poultry feeds), 2 *sa* and *sp* weekly, thru Rogers & Smith, Chicago.

WAPI, Birmingham

Standard Brands, New York (yeast), 10 *sa* weekly, 5 weeks, thru Kenyon & Eckhardt, N. Y.
H. C. Cole Milling Co., Chester, Ill., 15 *ta* weekly, 30 weeks, thru J. Walter Thompson Co., Chicago.
Procter & Gamble Co., Cincinnati, 2 *ta* weekly, 8 weeks, thru Compton Adv., N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 2 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek), 3 *sa* weekly, 17 weeks, thru Ferry-Hanly Co., N. Y.
Chattanooga Medicine Co., Chattanooga (proprietary), 6 *sp* weekly, thru Nelson Chesman Co., Chattanooga.

KGNF, North Platte, Neb.

Northwestern Yeast Co., Chicago, 3 *t* weekly, thru Hays MacFarland Co., Chicago.
Wm. Wrigley Jr. Co., Chicago, 5 *t* weekly, thru Arthur Meyerhoff & Co., Chicago.
Miles Labs., Chicago (Alka-Seltzer), 4 *t* weekly, thru Wade Adv. Co., Chicago.
Cornhusker Hybrid Co., Waterloo, Neb. (seed corn), 78 *sa*, thru Buchanan-Thomas, Omaha.

WHBL, Sheboygan, Wis.

Histex Co., Chicago (proprietary), 6 *sa* weekly, thru United Adv. Cos., Chicago.
Universal Camera Corp., New York, 6 *sa* weekly, thru United Adv. Cos., Chicago.

WIBG, Glenside, Pa.

Kay Preparations, Philadelphia (Formula 301, beauty preparation), 6 *sa* weekly, for 13 weeks, placed direct.



CBS Coast Sales Show 9-Month Gain

Billings Well Above 1940 and Other Contracts Pend

WITH FOUR additional firms having contracted for regional network time during the past few weeks, CBS West Coast billings for the first nine months of 1941 will be substantially in advance of 1940, Donald W. Thornburgh, the network's Pacific Coast vice-president revealed in releasing names of the new sponsors.

He further reports that several other advertisers are negotiating for Pacific Coast regional time on that network, and others will renew current contracts for late fall and winter.

News Contracts

Nestle's Milk Products, San Francisco (Alpine coffee), through Leon Livingston Adv. Agency, that city, on Sept. 13 started *William Winter, News Analyst*, on 4 CBS Pacific Coast stations (KNX KARM KSFO KOIN), Saturday, 7:45-8 a.m. (PST). In addition that firm on Sept. 30 starts *Bob Garred Reporting* on the same list of stations, Tuesday, 5:45-5:55 p.m. (PST). Both contracts are for 13 weeks.

Peter Paul Inc., Naugatuck, Conn. (candy bars, gum), through Brisacher, Davis & Staff, San Francisco, underwrites Bob Garred on those stations, plus KIRO, Monday, Wednesday, Friday, 4:45-4:55 p.m. (PST). McFadden Publications, New York (*Liberty* magazine), through Erwin, Wasey & Co., that city, on a 52-week contract which started Aug. 13, sponsors *Bob Garred Reporting* on the same five CBS Pacific Coast stations, Monday, Wednesday, Friday, 7:30-7:45 a.m. Bathasweet Corp., New York (Bathasweet), is sponsoring that program Tuesday and Thursday, utilizing similar time on those stations. H. M. Kiesewetter Adv. Agency, New York, has the account. Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), in addition to those stations, also sponsors the news commentator on KROY KSL KLZ, Saturday, 7:30-7:45 a.m. Placement is through Hillman-Shane Adv. Agency, Los Angeles.

Albers Bros. Milling Co., Seattle, through Lord & Thomas, San Francisco, starting Oct. 2 will sponsor the weekly half-hour mystery, *Who-dunit*, on 7 CBS West Coast stations (KNX KSFO KARM KOIN KIRO KFPY KSL), Thursday, 7:30-8 p.m. It is understood Albers Bros. will drop sponsorship of H. V. Kaltenborn on NBC-Pacific Red stations to concentrate on the new evening program which was successfully tested last year on KFRC, San Francisco, by Roos Bros., that city (men's clothiers). Albers Bros. contract is for 39 weeks.

General Petroleum Co., Los Angeles (Mobilgas), on a 13-week

ontract which started Sept. 13 s sponsoring *Sports Broadcast* with Sam Hayes, commentator, on . CBS Western stations (KNX KSFO KARM KOIN KIRO KFPY KOY KTUC), Wednesday, 6:15-6:30 p.m. Agency is Smith & Drum, Los Angeles. Hayes did a similar 13-week program last season for western marketers of Mobilgas, and broadcasts were so successful that the firm devotes the major part of its advertising budget to radio. Hayes sportscasts are supplementary to General Petroleum's sponsorship of the weekly program, *I Was There*, on 8 CBS West Coast stations, Sunday, 9-9:30 p.m.

Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), through J. D. Tarcher & Co., New York, on Nov. 3 starts sponsoring *Knox Manning, News*, on 6 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KFPY), Monday, Wednesday, Saturday, 8:55-9 p.m. Contract is for 17 weeks.

Los Angeles Soap Co., Los Angeles (White King), sponsors *Knox Manning, News* on 16 CBS Western stations, Monday through Friday, 2-2:15 p.m. Agency is Raymond R. Morgan Co., Hollywood. Manning is also narrator on the weekly five-minute program, *Find the Woman*, sponsored by Colonial Dames Inc., Los Angeles (cosmetics), on 8 CBS West Coast stations, Sunday, 7:25-7:30 p.m. Agency is Glasser-Gailey & Co., Los Angeles.



WHITE HOUSE recollections, drawn from the times she lived there when her father was President, and current events of today will be related on KFWB, Hollywood, by Eleanor Wilson McAdoo under 52-week sponsorship of Budget Finance Co., Los Angeles. With Mrs. McAdoo, as she signs the contract for the five-weekly quarter-hour series, are (l to r) Bob Kaufman, KFWB account executive, and Charles Offer, Budget Finance vice-president.

Air School Adding

AIRPORT GROUND SCHOOLS, Hollywood (flying cadet training), in late August started a thrice-weekly quarter-hour musical recording on KJBS, San Francisco, with a similar program on KFMB, San Diego. Firm also sponsors a daily quarter-hour recorded musical on KIEV, Glendale, with three per week on WFMD, Frederick, Md. A 15 and 30-minute weekly recorded musical is sponsored on KRKD, Los Angeles. In addition six and eight live announcements per day are used on KGER and KFOX, Long Beach, with three transcribed spots weekly on KGKO, Fort Worth. Recorded music and spot announcements are alternatively sponsored on KOMA, Oklahoma City. Other stations will be added to the list as representatives are established in various other locales. Ideas Associated, Glendale, Cal., is the agency. John B. Panushka is account executive.

JOHN NESBITT, Hollywood commentator, will do the narration on "Millions for Defense", a national defense short film.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each market's volume

More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention for PROBLEM SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN
Served by the
LAKE SUPERIOR RADIO GROUP
(not a wire network)
WHDF · WJMS · WATW
Houghton, Mich. - Ironwood, Mich. - Ashland, Wisc.
Group contracts save 25% on the three stations and 15% on any two stations
National Representatives:
BOGNER and MARTIN
295 Mad. Ave., N.Y. · 540 N. Mich. Ave., Chicago

WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?

Richmond is at the fingertips of WMBG's sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award. WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.

OPPORTUNITY
FOR AGENCY MEN:

One of the pre-requisites for successful campaigns is the use of dominant media in active markets. These are the very things that more and more time-buyers are finding in one of the Central Southwest's richest areas. KTBS is a *dominant medium* and Shreveport a truly *active market*. Here in the heart of one of the nation's basic production areas—rich with oil and gas, defense industries and agriculture . . . people are making money and spending it. *You'll* discover qualities that make Shreveport one of the important markets.

KTBS 1000 WATTS—NBC
Serving the Pivot Area of the Central Southwest
Represented by The Branham Company

Radio Advertisers

HILLS BROS. Co., New York (gingerbread mix), on Sept. 2 started a 52-week schedule of participations on *Mary Margaret McBride*, on WEAF, New York. Company has been participating on *Marjorie Mills*, on the Yankee Network for the past year and has recently renewed for another 52-week period. Agency is Biow Co., New York.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., has started an announcement campaign on 34 Canadian stations. Account was placed by Ardiel Adv. Agency, Oakville.

NOXZEMA CHEMICAL Co., Baltimore (creams), on Sept. 13 after a five-week hiatus resumed *Battle of Boroughs* on WABC, New York, Sat. 9:45-10:15 p.m. Agency is Ruthrauff & Ryan, New York.

P. LORILLARD Co., New York (Old Gold Cigarettes), extensive user of radio, on Sept. 15 starts participations on *Arthur Godfrey*, Monday through Saturday 6:35-7 a.m. on WABC, New York. J. Walter Thompson Co., New York, handles the account.

PARAFFINE COMPANIES Inc., San Francisco (Pabco Paint) recently transcribed a series of spots at Photo & Sound, San Francisco, to be made available to Pabco dealers in the 11 Western States on a 50-50 basis. The spots call attention to a 10-day paint sale late in September. Brisacher, Davis & Staff, San Francisco, is agency.



WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Woollcott in England

ALEXANDER WOOLLCOTT, radio's "Town Crier", will report on conditions in England in a series of programs on CBS, to start sometime in October. Due to the uncertainties of the Atlantic passage, no definite date can yet be given for the first broadcast. His reports, to be shortwaved directly to this country and to be carried by BBC, will be in the same chatty vein as his *Town Crier* program.

LOG CABIN BREAD Co., Los Angeles, in a four-month campaign starting Sept. 15 will use an average of 25 transcribed announcements per week on six stations in that area. List includes KECA KFAC KFI KHJ KFWB KMPC. Announcements were produced by Dan B. Miner Co., Los Angeles, under direction of John Guedel.

LOS ANGELES SOAP Co., Los Angeles (Scotch soap), on Sept. 8 added KSUN, Bisbee, to its six-weekly quarter-hour newscast on two Arizona network stations (KTUC KOY). Series originates from the latter station. Agency is Raymond R. Morgan Co., Hollywood.

JOHN T. TROLL Co., Los Angeles (Vitamin B-1 candy mints), through Lockwood-Shackelford Adv. Agency, that city, on Sept. 1 started a 26-week local campaign and is using 14 spot announcements per week on KRKD, with a weekly spot on KHJ. Schedule also includes six daily time signal announcements on KIEV as well as a late afternoon newscast, five times per week on KECA. Firm in addition uses 42 spot announcements weekly on FM station, K45LA, Hollywood, and plans expansion to include other California stations as distribution outlets are established.

GOLDEN STATE Co., San Francisco (Golden V Vitamin milk), recently started a new 13-week campaign, using transcribed announcements with a musical opening on three San Francisco stations—KPO KFRC and KSFO—and five participations weekly on Ann Holden's *Home Forum* program on KGO. According to Robert M. Watson, San Francisco manager of Ruthrauff & Ryan, the campaign may be extended to other cities in California.

PEP BOYS of California, Los Angeles (auto accessories), through Milton Weinberg Adv. Co., that city, is currently sponsoring an early morning hour, *Mac the Mechanic*, on KFWB, Hollywood. Contract is for 52 weeks, having started Sept. 8. With Bill Baldwin as m.c., the six-weekly program includes news, music and gags. Firm also currently uses from 12 to 15 transcribed announcements weekly on each of the following Southern California stations. KGB KVOE KFOX KFXM KIEV.

KEMP BROS. PACKING Co., Frankfort, Ind. (Sun-Rayed tomato juice), has placed the *Folk Singer* program on WEVD, New York, along with a ten-week New York Jewish newspaper campaign. The series is directed by Joseph Jacobs Jewish Market Org. for the agency, Caldwell-Baker Co., Indianapolis.

Program Formats In Fall Discussed

Packaged Shows Are Expected To Receive More Attention

FORMATS of forthcoming fall shows were given serious consideration by New York network and agency executives who were in Hollywood during September for the line-up of new radio programs.

Packaged shows can expect to receive a greater appropriation of both money and consideration from NBC, according to Clarence Menser, the network's national production director. He stated that too often the scales are overbalanced by amount spent for time, with talent and production relegated to the background in spite of room for improvement, thus creating a setting too rich for what goes into it.

He went on to say that NBC plans to devote more of its efforts to the packaging of shows and a continued support of them once they are launched on the air. Mr. Menser was on the West Coast for the initial broadcast of the network's sustaining feature, *These Four Men*, inaugurated Sept. 7.

Family Shows

Warning on problematical success of family shows which follow too closely for formula evolved for the NBC *Henry Adrich* series, sponsored by General Foods Corp. (Jell-O puddings), was issued by John U. Reber, New York vice-president in charge of radio for J. Walter Thompson Co., who was in Hollywood for start of the weekly MBS *Three Ring Time* under sponsorship of P. Ballantine & Sons (beer) on Sept. 12.

Although the family theme has been successfully handled in this particular series, the same pattern cannot easily be made to fit other story plots, Mr. Reber explained. He concluded his observations with the fact that slapstick, careless comedy has ceased to have audience appeal, and that the public is more appreciative of good comedy, expertly produced.

Griffin Jingles

GRIFFIN MFG. Co., Brooklyn (shoe polishes) during the week of Sept. 8 added 14 stations in the New York, Chicago, Washington and Detroit markets bringing to 65 the total carrying the one-minute transcribed jingles, *Time to Shine*. The discs, played 11-33 times weekly between 7 and 9 a.m. will be heard in addition on WABC WJZ WMCA WNEW WHN WJSV WRC WOL WBBM WGN WCFL WJR WXYZ CKLW. Bermingham, Castleman & Pierce, New York, handles the account.



KTUL
5000 watts • CBS
TULSA, the Oil Capital
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives



THIS GENTLEMAN in a dame's hat used to play for the Chicago Bears and before that was an All-American. The saucy getup is used when Dick Nesbitt serves as woman's commentator on WKRC, Cincinnati, during the absence of Ruth Lyons on vacation. Normally he is WKRC sports commentator.

George Weston Series Successful in Canada

GEORGE WESTON Ltd., Toronto (biscuits), on Oct. 5 starts thrice-weekly the transcription series *Imperial Leader* based on the life of Winston Churchill, on CJIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CFRB, Toronto; CFRC, Kingston, Ont.; CHML, Hamilton, Ont.; CKPC, Brantford, Ont.; CFPL, London, Ont.; CFCO, Chatham, Ont.; CKLW, Windsor, Ont.; CFOS, Owen Sound, Ont.; CKCO, Ottawa; CFCF, Montreal; CHSJ, St. John, N. B.; CJCB, Sydney, N. S.; CHNS, Halifax; CFNB, Fredericton, N. B.; CFCY, Charlottetown, P. E. I. The program will be extended to Western Canada in November. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

Canadian stations are giving announcements and special programs as a wartime service to raise funds for the Alexandra Orphanage in London, England. The Canadian-born biscuit magnate, Garfield Weston, now a member of Parliament in England, has been placed in charge of the campaign, in addition to other war jobs he has been given in England. According to Frank Dennis, of Richardson-Macdonald Adv. Service, Toronto, handling the Weston account, announcements on Canadian stations in the past six weeks have resulted in raising $10,000 for the fund.

WKBN
YOUNGSTOWN · OHIO
Columbia Network
NOW ON
FULL TIME!
570 KC
Coming Soon
5000 WATTS
NATIONAL REPRESENTATIVE PAUL H. RAYMER COMPANY

ONE MAN... ONE INSTRUMENT

for THOUSANDS of Musical IDEAS That SELL!



Distinctive themes & signatures . . . brilliant fill-in music . . . colorful musical programs—ALL are yours with the Hammond Novachord.

Any pianist can play the Novachord . . . can draw upon the Novachord's thrilling array of beautiful instrumental effects.

The Novachord will provide new variety and "style" for any program . . . whether local "fill-in" or coast-to-coast network . . . whether the requirement is a fanfare, a signature, a melodic transition, or rich, colorful music to carry the full weight of entertainment.

Easy to play . . . conveniently movable . . . this remarkably versatile instrument presents an ideal, economical solution to your program production problems. For any radio station—large or small—the Novachord is a most practical and profitable investment.

Ask your Hammond dealer for a demonstration of the Novachord's amazing possibilities. Find his name in the classified telephone directory, or write for full information to the Hammond Instrument Co., 2989 N. Western Ave., Chicago.

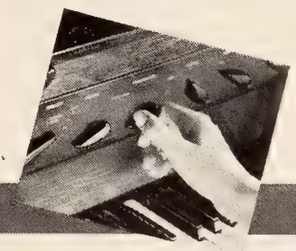
The Novachord brings to your fingertips instrumental effects as of:

Piano, Violin, Flute, Trombone, Cello, English Horn, Bassoon, Guitar, Harmonium, Harpsichord, Brass Ensemble, Sleigh Bells, Trumpet, Celeste, Oboe, Saxophone, French Horn, Piccolo, Banjo, Clavichord, Vibraphone, Cornet, Hawaiian Guitar, Music Box, String Ensemble, Chimes

and Many More

The NEW idea in music — by the makers of the HAMMOND ORGAN

Used by all major networks and by independent stations everywhere



See . . . Hear . . . Play THE HAMMOND Novachord

As you touch the piano-like keyboard and turn the Tone Selectors you *color* your music with beautiful instrumental effects. Anyone familiar with the piano keyboard can play the Novachord.

HAMMOND ORGAN STUDIOS • in New York: The Hammond Bldg. 50 West 57th Street . . . in Los Angeles: 3328 Wilshire Boulevard



It's as easy as this!

At New York's Grand Central Terminal just toss your bag to a porter and say "Hotel Roosevelt" . . . He'll escort you through our private passageway, direct to the Roosevelt lobby . . . Time-saving convenience and complete comfort . . . Satisfying meals . . . Attractive rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT

BERNAM G. HINES, *Managing Director*

MADISON AVENUE AT 45th ST., NEW YORK

Studio Notes

WSYR, Syracuse, originated over 100 programs from the New York State Fair during its nine-day run. Regular features as well as several special programs came from the Fair Grounds.

WTAG, Worcester, Mass., received special permission during recent New England war games involving the Sixth Army Corps to broadcast an actual staff conference of public relations officers. The station was also authorized to cover operations of a tank unit in the field. Both shows originated from Fort Devens, Mass.

KFI-KECA, Los Angeles, has appointed Earle Ferris Associates, Hollywood, to handle publicity. Bernie Smith continues as farm and public relations director.

WRAK, Williamsport, Pa., was recipient of an American Flag from the Garrett Cochrane Post of the American Legion on behalf of the station's service in the cause of patriotism during the present crisis. Presentation was made Labor Day preceding President Roosevelt's nationwide address.

KSAN, San Francisco, has started a series of broadcasts under auspices of the San Francisco Public Health Department titled *The Tuberculosis Battle*. Each Saturday evening outstanding authorities on public health and tuberculosis speak in easy-to-understand language.

FOUR direct line broadcasts from the California State Fair, which closed Sept. 7, were carried daily by station KMYC, Marysville, which is 50 miles from Sacramento, site of the fair. It was the first time an individual station, outside of Sacramento, had broadcast from the fairgrounds.



IRONING-OUT PRODUCTION KINKS and merchandising ideas for the new *Captain Flagg & Sergeant Quirt*, to be heard weekly on 90 NBC-Blue stations, starting Sept. 28, under sponsorship of Mennen Co. (shaving products), are: (l to r) John P. Medbury, writer of the series, to feature Edmund Lowe and Victor McLaglen; H. J. Richardson Jr., New York manager of Russel M. Seeds Co., agency servicing the account; John Swallow and Robert McAndrews, NBC Western division program director and sales promotion manager, respectively. The show will be heard Sundays, 7:30-8 p.m.

ROBERT N. BROWN, program director of WBBM, Chicago, has announced the following additions to the talent staff: Les Paull and Rusty Gill, guitarists, both formerly of Fred Waring's orchestra; Al Nielson, formerly of Dave Rose's orchestra, and Bill Moss, piano duo; Bill Alexander's orchestra, and a vocalist, Elizabeth Hall; the Prairie Sweethearts, formerly of the *National Barn Dance;* and Christine, "The Little Swiss Miss".

STATION managers, account executives, department heads, artists, announcers and office personnel from the San Francisco Bay area—more than 60 in all—were guests of the California State Fair at Sacramento Aug. 30.

GASOLINE driven standby generating plant of KIRO, Seattle, answered its first emergency call Aug. 26 and generated power for 25 minutes when electric storms caused a total power failure in two submarine cables leading to the transmitter. KIRO lost only 30 seconds when Jack McMullen, engineer on duty, switched the standby plant into operation. The plant was installed last spring when KIRO increased its power to 50,000 watts.

WSUN, St. Petersburg, Fla., has started a series of defense programs, the first originating from the Maritime Commission training school. Subsequent programs will originate from Army and Navy bases in the station's area. Program is designed to acquaint persons residing in St. Petersburg with defense activities in their neighborhood.

WBAP-KGKO, Fort Worth, has been presented with a Texas State Police certificate of merit. The award was made on the basis of the station's *Suburban Editor* series which consists of items from 100 Texas newspapers and is heard bi-weekly. The certificate was given the station "for individual contributions to the cause of traffic safety".

WAIT, Chicago, cooperating with a local safety drive, will broadcast actual traffic court proceedings thrice weekly from the Municipal courtroom in Evanston. Traffic violators will be heard as they appear before the judge who plans to question them in such a manner as to instruct the listening public as well as the offenders.

SIX FULL CLASSES will be offered during the fall term of the Free Naturalization School conducted by WHOM, Jersey City. Founded last spring by Joseph Lang, general manager of the station, in an effort to aid in the Americanization program which the Government is encouraging, the school is including American history, the U. S. Constitution and a consideration of the duties of American citizens in this term's curriculum.

WBIG, Greensboro, N. C., for the eighth consecutive season will open Reidsville tobacco market when the tobacco market officially opens Sept. 16 at Reidsville, N. C. The program will consist of broadcasts by planters, auctioneers, warehousemen, tobacco manufacturers and national advertising agency officials. Other markets using the facilities of WBIG are Durham, Martinsville, Danville, South Boston, Burlington, Madison and Winston-Salem.

WBZ-WBZA, Boston-Springfield, on Sept. 4 broadcast the dedication ceremonies for "Treasury House", originally constructed in Washington by Esso Marketers to promote the sale of Defense Bonds and Stamps and now on a tour of the country. The Boston edition of "Treasury House", from which various special programs will originate, is located on Boston Common. The all-glass studio will operate daily from 10 a.m. to 10 p.m. for six weeks. WBZ-WBZA will carry two broadcasts daily from the structure at 12 noon and 6 p.m.

KSTP, St. Paul, has issued a new rate card, No. 31, effective Oct. 1.



A NEW $12,000,000 SYNTHETIC RUBBER AND CHEMICAL PLANT IS BEING CONSTRUCTED IN BATON ROUGE. A $3,000,000 BUNA RUBBER PLANT, RECENTLY COMPLETED, IS NOW IN ACTIVE OPERATION.

5,000 Watts **WJBO** 1150 Kc.

Represented Nationally by George P. Hollingbery Co.

IN PHILADELPHIA

WFIL *win friends influence listeners*

SELL THROUGH **WFIL**

Rule Suspension

(*Continued from Page 9*)

grow, he declared. It is just as accurate to say that the networks build the stations as it is that stations build the networks.

Burns Urges Changes

After filing his brief with the Commission, Judge Burns urged suspension of the rules for the duration of the national emergency and also advocated a joint effort by the FCC and the industry to induce Congress to modernize the radio law, specifying the areas of regulatory power. He reiterated his repeated contentions that the Commission is without power to make the regulations and held they were unlawful and destructive of the existing method of network operation.

While contending that the Mutual petition contained suggestions which were an improvement on the Commission's regulations, he said the proposed modifications were likewise unlawful in that they would have the unfortunate tendency of putting the industry "in a straightjacket" and would be eliminating the incentive for growth.

Predicting that the rules would have an effect upon broadcasting exactly opposite from that which the Commission asserts to be its objective, Judge Burns said that even MBS, as the most articulate proponent of the regulations, recognizes that there are restraints that are lawful. He said he thought it was significant that MBS, even with the restraints, has continually bettered itself.

Under the regulations, Judge Burns said that in a "declining economy" CBS would be seriously threatened. He pointed out that the investment trust industry and the SEC were able to go to Congress and get a reasonable definite limitation of the allowable areas of managerial discretion on the one hand and of commercial discretion on the other. If this is possible in fields of enterprise with reference to which there have been many proven abuses, with a resultant public clamor for restriction and regulation, "it seems more than appropriate for an industry that has served the public for such a long time without serious complaint," he argued.

KOIN, Portland, Ore., is an applicant for 25,000 watts with directional antenna on 660 kc., on which WEAF, New York, is the dominant station and for which channel KGIR, Butte, has also applied, seeking 50,000 watts. The Sept. 8 BROADCASTING inadvertently erred in reporting KOIN as an applicant for 10,000 watts on 770 kc.

Making his maiden appearance before the FCC, Mr. Cahill restated NBC's challenge of the Commission's power to issue regulations. The MBS petition, he said, likewise was beyond the jurisdiction of the Commission.

Mr. Cahill, former U. S. attorney in New York, charged that MBS seeks to gain from the Commission a position in the industry "which MBS itself has been unable to gain". He contended that it would not be able to acquire that position until its "very substantial and wealthy stockholders are willing to risk their capital in providing better programs.

Joining in the request that the Commission suspend the regulations for the duration of the emergency, Mr. Cahill also advocated that the Commission unite with the industry in seeking revision of the statute by Congress. He said it was a most inopportune time for the regulations.

In the NBC brief, it was contended the rules were not only unconstitutional and void but would destroy the nationwide broadcasting service enjoyed by the American people.

The FCC order, insofar as it deals with operation of two stations or the best station in a particular locality by a network organization, "will compel NBC to dispose of stations without regard to this vital factor of network operation and would necessarily have a destructive effect." It argued the Commission had no such jurisdiction under the law.

Blue Sale Opposed

Adoption of the proposal that MBS reduce option time to a specified formula, or adoption of any other such proposal "freezing the dynamics of broadcasting" would be unreasonable, said the brief. It was claimed that a non-exclusive option is little better than no option at all.

NBC claimed the order forcing it to dispose of the Blue Network was not within the Commission's jurisdiction. It pointed out that it maintained separate sales organizations for the Red and the Blue and that they are actually competitive entities. The only thing NBC could offer to a prospective purchaser, it was said, would be WJZ, Blue key in New York, and the half-time WENR, Chicago, owned by NBC itself.

Mr. Spearman, on behalf of Yankee and Colonial, pointed out that under the MBS proposal there would only be 1½ hours out of each five-hour time option segment available for other than major network business. Moreover, since no options would apply to the hours between 11 p.m. and 8 a.m., such an important public service feature as the *Yankee Network News Service* broadcast from 11:15 to 11:30 might be blocked out. Similarly, the elaborate Yankee Network weather service, an established feature, likewise might be affected.

Mr. Spearman said the time option provisions, if invoked, would further limit such operations and make even more difficult the task of selling time on regional chains. There must be adequate time under option, he said, for regional networks to survive and supply the essential service not otherwise provided by national networks. He disagreed with Chairman Fly that time could be cleared "in 20 minutes" over a network of 18 or 20 stations by use of the telephone.

Caldwell's Rebuttal

The only attorney to seek rebuttal, Mr. Caldwell said he regretted that the major networks had not commented extensively on the MBS proposal. Since he said there was nothing to indicate that the time options were objectionable to NBC and CBS, he must assume that the proposals did not meet with "serious objection". He said he felt some adjustment should be made on behalf of regional stations, along the lines of the Spearman argument.

Mr. Caldwell said there was also the complaint that MBS "pays too much to its affiliated stations" but pointed out that his network does not make the money, as a cooperative venture, but pays it to the stations. He said the three major stockholders of MBS spent $1,500,000 last year for sustaining programs.

Mr. Caldwell said the networks do not donate defense time, the affiliated stations giving it away. Chairman Fly interposed that most of the defense programs are on "non-saleable time anyway" and that "even the President's speeches do not normally come on commercial hours".

Mr. Caldwell said that if the Blue Network were separately represented, it probably would plead for the same things sought by MBS. If there is a "declining economy", he said, it means there will be less business for everyone, but the same amount of money would be available for network broadcasting, based on competitive initiative.

Pertussin Spots

SEECK & KADE, New York (Pertussin), on Oct. 1 starts a campaign of 100-word announcements, five to six times weekly on 22 stations in 21 markets, in addition to three 15-minute participations weekly on *Make Believe Ballroom*, on WNEW, New York. Agency is Erwin, Wasey & Co., New York.

WSGN
Soon Goes
610
Birmingham, Ala.

Reserve Your Copy of
1941 Iowa Radio Audience Survey
NOW
Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.
Write for it. No cost or obligation.
Address Dept. B
STATION WHO
DES MOINES, IOWA

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

THERE'S GOLD—
and YOU Can Find It!
You can dig deep into the rich market of West Texas, Southern New Mexico and Southeastern Arizona by telling your story over KROD. Write for all the facts about the BONUS market KROD offers you.
KROD
1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
Howard H. Wilson Co., *Natl. Reps.*

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

The boss said you wouldn't read this ad because it's too tight, - but when you've got a B I G story to tell in a little space you've got to crowd! Anyway, WWNC is the sellingest station for miles around, - it's the only station that serves ALL of Western North Carolina, - & that's a mighty good market. Food Sales, Auto Sales, General Merchandise Sales here are far above the national average. Can't tell a complete story here, but if you'll write us we will send some eye-opening data right away. Take a dare and write now!

WWNC

570 Kc. CBS Affiliate

ASHEVILLE, N.C.

Agencies

DUANE JONES, vice-president of Maxon Inc., New York, flew to Los Angeles last week to attend the funeral of his father, Marshall Ney Jones, Kansas pioneer and onetime Colorado gold prospector, who died last Tuesday at the age of 76.

STANLEY RESOR and Henry Stevens, president and vice-president respectively, of J. Walter Thompson Co., have returned to New York from a West Coast trip.

TOM TORRISON, formerly with Beaumont & Hohman, San Francisco, recently joined Sidney Garfinkel Adv. Agency as account executive.

DON LOGAN, publicity director of KROW, Oakland, Cal. and previous to that radio editor of the *Oakland Post-Enquirer*, on Sept. 15 joins the radio department of the San Francisco office of Erwin, Wasey & Co.

HELEN McGRATH, timebuyer of J. Walter Thompson Co., San Francisco, suffered a broken ankle recently when she was thrown from a horse.

MARION KYLE, head of the Los Angeles agency bearing his name, is still in a critical condition as result of injuries received in a San Francisco auto accident on Aug. 22. Gene Grant, NBC account executive, is recovering from injuries received in the same accident.

JAMES L. SAPHIER AGENCY, Hollywood radio talent service, has added Al Levy to the staff as an associate. Firm has moved to larger offices at 6331 Hollywood Blvd. Telephone is Hillside 9226.

EDWARD McCALLUM, commercial manager of KUTA, Salt Lake City, has resigned to become partner in the firm of J. Ed Snyder & Associates, that city. Name has been changed to Snyder-McCallum Adv.



CONTRACT CLASP was registered for the camera as Ohio Oil Co., Findlay, O., closed deal for sponsorship of nine Western Conference football games to exploit Marathon oil and gas via WOWO, Fort Wayne. Here Paul Grose, head of Ohio Oil's advertising department (second from left), and Hilliard Gates, WOWO sportscaster who will do the series, shake on the deal as Paul Mills, WOWO account executive (left), and Jack O'Mara, station promotion manager, look on. Extensive promotion campaign includes dealer displays in 2,000 Marathon filling stations in Indiana, Ohio and Michigan, weekly letters to dealers, newspapers and taxi-poster displays, window displays and publicity in the college papers.

Miles Duo Nationwide

MILES LABS. Inc., Elkhart, Ind. (Alka-Seltzer), on Oct. 6 will bring *Lum 'n Abner* to a coast-to-coast audience on NBC-Blue Monday, Tuesday, Thursday and Friday, 6:30-6:45. The stations list was still being worked out as BROADCASTING went to press. The comedians are now heard on a six-station NBC-Red Pacific Coast hookup for the same product, and will continue on that Coast network 10:30-10:45 EST when the program goes national. Reason for not including a Wednesday broadcast is the fact that the company sponsors the *Quiz Kids* at that time. Wade Adv. Agency, Chicago, handles the account.

CLARKE SALMON, former managing editor of the *New Orleans Item*, has been made a partner and elected vice-president of Bauerlein Inc., New Orleans. Among his duties will be directing of public relations.

S. K. WILSON, formerly of the creative staff of Newell-Emmett, New York, and creative director of Erwin, Wasey & Co., of England, has been named director of the copy department of Cecil & Presbrey, New York.

TIPTOP CREATIONS, Hollywood, has filed incorporation papers with the California Secretary of State at Sacramento to serve as radio, film and theatrical talent agency. Listed as directors, are Eleanor Penner, Edgar Milne and Theodore J. Elias, all of Los Angeles.

Sales through the air

WING

Dayton, Ohio

5,000 WATTS

Day and Night

NBC RED & BLUE

National Representatives

PAUL RAYMER CO.

buy WING-get WIZE (BONUS STATION)

DAYTON, O. SPRINGFIELD, O.

AGENCY Appointments

JOHN DAVID Inc., New York (retail clothing chain), to Gussow-Kahn & Co., that city. Using radio.

RODWAY SALES Corp., New York (distributor for Huntley & Palmers biscuits), to Erwin Wasey & Co., New York. No radio contemplated.

SHULL & PHILLIPS, Los Angeles (distributors of U. S. tires), to W. Austin Campbell Co., that city. Currently sponsoring two quarter-hour newscasts daily, seven times weekly on KIEV, Glendale, Cal. Other Los Angeles area stations to be used in fall.

LORBY HATCHERIES. Springfield, O., to Leo Boulette Agency, Springfield, for radio only.

SPRINGFIELD PRODUCTS Co., Springfield, O. (hardware) to Leo Boulette Agency, Springfield.

BINKLEY BROS., Springfield, O. (dental supplies) to Leo Boulette Agency, Springfield.

McCONNON & Co., Winona, Minn., to Cramer-Crasselt, Milwaukee.

OMEGA CHEMICAL Co., Jersey City, to Cecil & Presbrey, N. Y.

HUDSON PRODUCTS Inc. (Polident, Dentu-Grip); WERNET DENTAL MFG. Co. (Dr. Wernet's Powder, Dentu-Cream, plate brush); POLORIS Co. (poultices and tablets); PYCOPE Inc. (tooth powder and brushes); OMEGA CHEMICAL Co. (Omega oil), all subsidiaries of BLOCK DRUG Co., Jersey City, to Cecil & Presbrey, N. Y. Plans not yet formulated.

FORD MOTOR Co., Dearborn, Mich. (Ford trucks, Ford service and parts & all Ford by-products), to Maxon Inc., Detroit.

Agency Changes Name

DAVIS & PEARSON, Los Angeles agency, located at 306 N. Vermont Ave., has changed its name to Davis, Harrison & Simmonds. M. D. Harrison and T. S. Simmonds who joined the agency as partners, were formerly Chicago advertising men. Agency was recently appointed to service the account of Lime Cola Co., Montgomery, Ala. Don L. Davis, agency executive, takes an indefinite leave of absence, effective Oct. 1 to become general sales and advertising manager of that beverage company.

WJR, Detroit, occupied two tents at the Michigan State Fair recently. Television transmitting apparatus was set up in one tent while receivers were located in the other. INS teletype machines were also exhibited with regular newscasts over the PA system. An estimated 40,000 persons visited the tents.

MEASURE FOR PATRIOTISM

★

The dimensions of freedom are not measurable. A single voice speaking for democracy in a foreign tongue over the air from this station, reaches far into the sympathetic hearts of many listeners.

Multiply this by the eight foreign tongues regularly spoken over this station and you will then better understand how vast is their pride in steadfastly upholding America's ideals of democracy.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES

FULL TIME OPERATION

29 WEST 57TH ST., NEW YORK

Telephone Plaza 3-4204

JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

NOW THEY LOOK LIKE THIS

See page 18



PHOTOGRAPHS ON PAGE 18 in the same order (l to r) show: **1. Weston Hill,** copy director of H. W. Kastor & Sons Adv. Co., Chicago, who enlisted at the outbreak in 1917, was stationed on the *USS Nicholson* which captured the famous U-58 and engaged in a gun battle with the U-62 commanded by Count von Luckner; after a year on that ship he was appointed to Annapolis and commissioned. **2. W. Wright Esch,** owner-director of WMFJ, Daytona Beach, Fla., who was in the Army in the Mexican border expedition of 1916 before joining the Navy in 1917; he served as instructor in radio at Great Lakes, Harvard and New London, then at Plymouth, England, before being assigned to a tour of duty in Scandinavia after minesweeping duty in the North Sea. **3. Leo B. Tyson,** now with the NBC western division program and talent sales department, and formerly manager of KMPC, Beverly Hills, who enlisted at Richmond in April, 1917, served at the Norfolk base and then was sent to Annapolis; after being commissioned an ensign in 1918, he was assigned to the Atlantic Fleet and as a lieutenant given command of a destroyer. He stayed in the service until 1922. While on the battleship *Minnesota*, he was decorated for rescuing a fellow officer.

Super Power Pleas

(*Continued from page 17*)

imity to the border. Rendition of high-quality programs to listeners south of the border has contributed substantially to goodwill and furtherance of the good-neighbor policy of this Government, it was pointed out, and no other station in this country is so well equipped to accomplish this object.

The power increase would permit WOAI to render satisfactory service 90% of the time to rural listeners in Mexico residing north of Mexico City. Rural listeners in Southern Mexico and Central America would be able to satisfactorily receive WOAI for 50% or more of the time, it was pointed out.

The Commission was asked in the petition to reconsider and "forthwith grant" the application for 750,000 watts. It also asked that Sections 3.22 and 3.25 of the rules and regulations, limiting power to 50,000 watts, be "excepted to, amended or modified, in order to permit the authorization herein requested".

Closed by Anthem

WEEKLY CBS *Lux Radio Theatre*, resuming Sept. 8 under sponsorship of Lever Bros. (Lux Soap), is the first West Coast network program to conclude its hour broadcast with audience singing "The Star Spangled Banner." Patriotic gesture, suggested by James C. Petrillo, AFM president, follows signoff of the show.





10:15—10:45 P. M., C. D. S. T.

Monday Thru Friday

Here is a great sales vehicle — 30 minutes of sparkling recorded music and refreshing entertainment featuring one of NBC's most affable announcers, Michael Roy — an ideal participation program that insures maximum results with a minimum expenditure.

The title, "Rhythm at Random" was chosen from an avalanche of 12,000 names suggested by radio listeners when the program first went on the air.

This outstanding feature has a fine large audience and the cost of participation is most reasonable.

"Rhythm at Random" with Michael Roy and Station WENR with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana and Michigan will bring you greater sales and profits at low cost in America's second largest market — Chicago.

Phone or write for detailed information with the assurance YOU GET MORE FOR LESS ON

WENR *Chicago*

Represented Nationally by the NBC Spot Offices in

CHICAGO NEW YORK BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Network ASCAP Contract Dispute

(*Continued from page 8*)

music and sports events using ASCAP music. The statisticians figured that the 8% and 2% figures actually amounted to about 6.8% and 1.7% when the liberal net income base is applied.

Moreover, the contracts do not specify payment on funds derived from political broadcasts, except that in computing sustaining fees, the income must be considered for purposes of classification.

The local sustaining contract—one of the five separate forms offered—is 1% of the station card rate for the unit of time sold on "per program" contracts. The frequency discount, agency commission and 15% sales commission deductions would apply.

Under the blanket license form, stations with $150,000 or more net operating income would pay 12 times their highest half-hour rate per year as the sustaining fee. Those in the bracket between $50,000 and $150,000 would pay 12 times the highest quarter-hour rate. And those under $50,000 would pay $1 per month. Under this, they could play as much sustaining music as they liked, but for commercial purposes, they would have to take either the blanket or the per use license.

Log Problem

The contracts provide for clearance at the source both for network originations and for transcriptions. This latter constituted another of the eleventh-hour concessions. Also included are provisions for release from infringement actions and anti-trust suits upon acceptance of the contracts.

Considerable controversy has surrounded the requirements for maintenance of logs by stations selecting the per program method. The contracts require that if such a form of payment is selected, then stations must log every number performed, whether commercial or sustaining.

It is argued that this requirement will discourage acceptance of "per program" contracts because of the bookkeeping detail involved, and in effect force general acceptance of blanket licenses. In one quarter it was said this would "make it so tough we would have to accept the blanket basis".

Another provision that precipitated protracted discussions, but remains in the contracts, gives ASCAP the right to cancel on 30 days notice if actions against ASCAP are instituted in any States that are viewed as inimical to its interests. Called the "threat clause", it was said by some broadcasters that this in effect would mean the industry would have to fight ASCAP's battles against hotels, theatres or other users if it desired to retain ASCAP's repertoire.

Among a number of affiliates the view was freely expressed there were "lots of things not right in the contracts", and that many affiliates would be disposed to move cautiously before sanctioning the deal.

Other provisions are designed to protect broadcasters against diminution of ASCAP's catalog so that the fees can be readjusted; safeguard against restricting rights to arrangements and provide for calculating of reasonable values on exchanges of time for studio accomodations so that royalties will be paid.

No Regional Contract

Thus far no contract form has been evolved for regional networks. John Shepard 3d, president of Yankee and Colonial networks, has broached this question to ASCAP, which has assured him a "fair deal" would be accorded.

Because the affiliated stations pay nothing direct to ASCAP on network programs, NBC and CBS will determine whether they will sign the contracts already accepted in principle after solicitation of their affiliates, many of which already have signified approval, it is reported. It is presumed that if a substantial majority go along, they will complete the transaction as speedily as possible, and take their chances on the remaining dissenters.

It was estimated that NBC and CBS each would pay for their music to both BMI and ASCAP about $250,000 more annually than they did under the former ASCAP deal alone. In 1940, prior to the ASCAP break, NBC is said to have paid about $400,000 for its music rights. Under the new contract, it would amount to about $500,000 to ASCAP and about $160,000 to BMI. CBS, it was estimated, would pay about $400,000 to ASCAP and $140,000 to BMI.

All five contracts proffered would run until Dec. 31, 1949. If ASCAP on one year's notice prior to expiration, does not seek increased fees, the contracts automatically would be renewable on the same terms for another nine years. If ASCAP asks for increased fees broadcasters would have the right to cancel or ask for arbitration. Stations would be accorded any combination of sustaining and commercial contracts they wished but once they accepted a commercial contract, they would be bound for the nine-year period. They would be permitted, however, to shift from per program to blanket or vice versa during the entire period.

Shepard's Complaint

The day prior to the executive session, Mr. Shepard had called on ASCAP in an effort to negotiate separate contracts for regional networks at the local station rate of 2¼% instead of the national network rate of 2¾ per cent. To his arguments that the differential between the network and individual station rates would constitute discrimination against regional networks and so would be a direct violation of the Government consent decree accepted by ASCAP, ASCAP officials replied that the point was a matter for legal interpretation of the wording both of the contracts and of the consent decree which would be referred to the Society's attorneys before any action was taken.

If a lower rate were to be established for regional than for national networks, it could conceiv-



DEMONSTRATING his belief that the offspring should be broken into the family career at an early age Don Lewis, newscaster of WWL New Orleans, initiates his six-month-old daughter, Linda. Lewis says it's just his way of insuring she never will suffer mike fright

Why is WMBD Specified for NATIONAL SCHEDULES ...for Example

THE HEART OF ILLINOIS

By GENERAL MILLS

Early in 1941 GENERAL MILLS specified WMBD as a VITAL, INDISPENSABLE outlet for a new program, "Treasure Island", advertising CHEERI-OATS. The product was new, the program was new. GENERAL MILLS knew that WMBD's "Peoriarea" is covered effectively by *only* WMBD. WMBD was already carrying their program, "By Kathleen Norris" for Bisquick and Wheaties.



Here's Why . . .

A special, but impartial coincidental survey showed that 32.4% (the highest percentage in this survey) of the tuned-in audience was listening to a WMBD *sustaining* program—during the period which GENERAL MILLS was considering. Only 18.3% (the second highest percentage) was listening to a competing program on a 50,000 watt station, previously considered entirely adequate for covering "Peoriarea." Percentages for competing newscasts and similar popular features ranged from 9.5% down. Want to check this against YOUR National schedule? We'll gladly send details.

FREE & PETERS, INC. Exclusive National Representatives

5000 WATTS DAY 1000 WATTS NIGHT

TEST SPOT OF THE NATION

WMBD

MEMBER CBS NETWORK

WMBD PEORIA, ILLINOIS

POWER! LUS ERSONALITY! LUS OPULATION LUS

1000 SALT WATER WATTS ON A CLEAR CHANNEL

That's

WHEB 750 kc

PORTSMOUTH, N. H.

Primary Coverage 1,188,034

bly involve both the broadcasters nd ASCAP in a new set of comlications, since both NBC and CBS perate regional networks in varius parts of the country. To take single example, certain adversers with programs on NBC's ed network use the NBC-Blue Pafic network for repeat broadcasts y transcription, not permitted on he Red, thus avoiding the necesty of a rebroadcast of their proams. With a differential rate, ould these Pacific Coast repeats ntail the national network ASCAP ee of 2¾ or the regional fee of ¼ percent?

In Good Feeling

When ASCAP approached CBS ith a proposal that it also acept the terms of the NBC agreeent it marked the first meeting etween executives of the two oranizations since Mr. Klauber alked out of ASCAP's offices in larch 1939, following the presenation of the conditions of ASCAP's roposed radio licenses which, when ejected by the broadcasting inlustry, led to the withdrawal of ASCAP music from the networks nd most stations at the end of ast year.

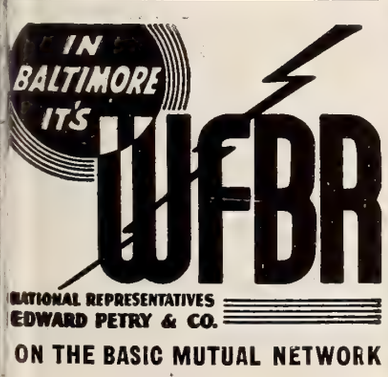
Once negotiations were resumed, owever, past bitterness was disarded on both sides and the sugestions for changes in the NBC ontract proposed by CBS were iscussed and settled with unusual apidity. Attorneys for CBS and ASCAP immediately began revising the contract forms to include hanges agreed upon and by last Tuesday the NAB was able to anounce that the contracts were aceptable to both CBS and NBC.

J. B. Ford on 4

J. B. FORD SALES Co., Wyandotte, Mich. (Wyandotte), on Sept. 3 launched a three-week campaign of transcribed announcements four to six times weekly on WWJ and WXYZ, Detroit, and KYW and WFIL, Philadelphia. N. W. Ayer & Son, New York, handles the account.

Ex-Lax to Place

EX-LAX Inc., Brooklyn (proprietary), during the latter part of September will launch an extensive fall campaign. Plans are being worked out by the agency, Joseph Katz Co., New York.



Heavy Industry Contribution To Defense Is Shown by NAB

Stations Carry 200,000 Announcements a Month, 600,000 Program Minutes, Survey Reveals

THE average broadcast station contributed 760 program minutes and 277 announcements to the cause of national defense during July, according to an analysis made at the request of BROADCASTING by the NAB. In a letter to BROADCASTING, Neville Miller, NAB president, reviews some of the industry's defense contributions, and mentions statements of policy adopted by the industry in its effort to promote defense.

Excerpts from Mr. Miller's letter, covering radio's contribution, follow:

With permanent Government departments continuing their customary requests and national defense agencies asking more and more time on the stations of the country, it is impossible to make an entirely accurate estimate of the time which radio has been and is contributing. In an attempt to take some broad general measurements, we recently made a test survey of representative radio broadcasting stations throughout the country. An analysis of the replies to our questionnaire discloses that during the month of July, 1941, the "average" station made the following contribution to the agencies directly involved in the national defense effort:

	Number of Announcements	*Program Minutes*
Man power	116	120
Financing	114	205
Morale	47	435
Totals	277	760

Since more than 800 radio stations are actively cooperating in this effort, it may be conservatively estimated that the broadcasting stations of the country are giving some 200,000 announcements and approximately 600,000 program minutes monthly directly to the cause of national defense.

In addition, the average station presented in behalf of government agencies other than those primarily engaged in defense work, ten announcements and 90 program minutes for the month of July. For the industry this means a total of 8,000 announcements and 7,200 program minutes.

Pacific Theatres Charge Conspiracy by ASCAP

CHARGING violation of the Sherman Anti-Trust Law and conspiracy, as well as challenging rights of ASCAP to place a seat tax on theatres for performing rights to music, the Pacific Coast Conference of Independent Theatre Owners, has filed a $235,000 damage and injunction suit, plus $50,000 attorney fees, in the Los Angeles Federal Court.

Defendants are accused of using threats, intimidation and coercion to require theatre owners to operate under a song licensing agreements.

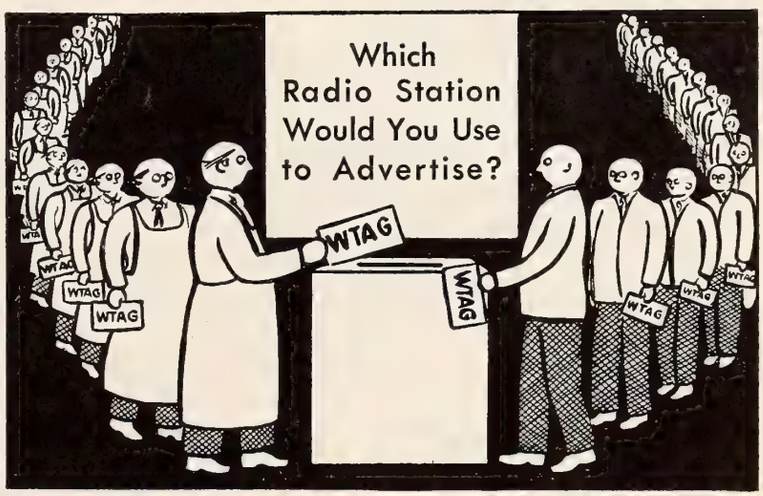


'Time' Returns Oct. 9 With NBC-Blue Series

TIME Inc., New York, is bringing the *March of Time* back on the air for the first time in more than two years, to build circulation for *Time* magazine. Using its original format, the series will be broadcast on the NBC-Blue Network, Thursdays, 8-8:30 p.m., starting Oct. 9. Contract, running for 52 weeks, was placed through Young & Rubicam, New York. It is considered likely that the publisher will follow his previous practice of withdrawing his own sponsorship during the summer and selling the program to another sponsor for that period.

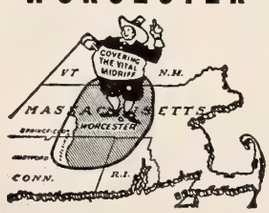
Advent of this program necessitates a general rearrangement of the Blue's Thursday evening schedule. *Service With a Smile*, sponsored by D. L. Clark Co., moves from 8-8:30 p.m. to 8:30-9 p.m.; William Hillman and Raymond Clapper will do thier news summaries for Trimount Clothes at 9-9:15 instead of the present 9:15-9:30; *America's Town Meeting of the Air* goes on from 9:15 to 10:15, a quarter-hour earlier than in former years; and the *Newsweek* broadcast, *Ahead of the Headlines*, moves from 10:30-10:45 to 10:15-10:30.

DALE EVANS, Chicago radio singer, has been signed by 20th Century Fox Studios to a term film contract.



The Retail Grocer and the Druggist Cast a Vote

WTAG
WORCESTER



The grocers and druggists, of Central New England, independent and chain, know where to trace sales results from radio advertising. Hooper-Holmes asked nine general classifications of retailers, which station they would use to advertise. Three to one, they replied WTAG.

Five hundred different industries prosper in Central New England. Current retail business is UNusual, particularly for the advertiser who values his appropriation in terms of WTAG listener preference and coverage.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

The Greatest Buy in HARTFORD
5000 WATTS
at a new
LOW RATE
JACK LACEY'S
Music Kitchen
10:15 to 12 noon
JACK LACEY'S
Streamlined Matinee
1:30 to 3:30 P.M.
5-10 MINUTE PERIODS WEEKLY
$90
Subject to regular frequency discounts.
NBC BASIC BLUE
WNBC
General Offices
54 Pratt St., Hartford, Conn.
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY
NEW YORK-CHICAGO ATLANTA-DETROIT

Stokowski Signed For NBC Concerts

To Conduct Eight Programs; Toscanini Seeks Rest

LEOPOLD STOKOWSKI, for 24 years head of the Philadelphia Orchestra, has been engaged by NBC to conduct the NBC Symphony Orchestra in eight of this season's weekly concerts, which will be broadcast on the Blue Network each Tuesday evening from 9:30 to 10:30 p.m. for 28 consecutive weeks, beginning Oct. 7. Series will also be shortwaved to the world on NBC's international stations WRCA and WNBI. In previous years the concerts were broadcast on Saturday evenings.

In announcing the engagement of Stokowski, Niles Trammell, NBC president, stated: "Arturo Toscanini having completed his contract with NBC, which covered four consecutive seasons, expressed the wish not to undertake at present any further commitments, as he feels the need for rest. However, we hope that Maestro Toscanini may decide at a later date to conduct the NBC Symphony Orchestra in a number of concerts. In addition to Stokowski, other outstanding guest conductors have been engaged to conduct the orchestra during the coming season. Their names will be announced at a later date."

Stokowski will direct the orchestra in four concerts this fall, Nov. 4, 11, 18 and 25, and will also conduct the four closing concerts of the series on March 24 and 31 and April 7 and 14. In his appearance with the NBC Symphony Stokowski will lay emphasis on American music, planning to include at least one new American work on each of his programs.

Studied Radio

With the advent of radio, Stokowski began an extensive study of the scientific aspects of broadcasting so as to be able to cooperate more intelligently with radio engineers and physicists. He has experimented and written widely on acoustical and other technical problems involved in recording, reproducing and broadcasting music. Commenting on his new undertaking, he said: "I am deeply happy at the thought of conducting the NBC Symphony Orchestra in Radio City because I cannot imagine anything more ideal than to serve a great nation like ours through the inspirational and universal language of music."



EASY TO LOOK AT is Frances Scully, Hollywood commentator, agree these executives when she signed a 22-week contract with Pacquin Inc (hand cream), which starts Sept. 28. Her twice weekly quarter hou called *Speaking of Glamour*, is heard on 6 NBC-Pacific Blue station Seated at her left is Myron Elges, network account executive. Standin (l to r) are Ben Rooks, Pacific Coast manager of Pacquin Inc.; Richar Marvin, New York radio director of William Esty & Co.; Tracy Moore Pacific Coast Blue sales manager, and William Moore, western repre sentative of the agency.

Philharmonic on CBS

FOR THE 12th consecutive yea beginning Oct. 13, CBS will carr the concerts of the New York Phil harmonic Symphony Society no celebrating its centennial season from Carnegie Hall, Sunday 3 4:30 p.m. Eight of the world' most distinguished conductors, in cluding Leopold Stokowski, Joh Barbarolli, Bruno Walter, Artu Rodzinski, Dimitri Mitropoulos Fritz Busch, Serge Koussevitzky and Eugene Goossens will b heard. Deems Taylor will again be intermission commentator fo the broadcasts; Warren Sweeney announcer and James Fassett, pro ducer.

Bond Returns

BOND CLOTHING STORES, New York, (chain), on Sept. 8 after a 10-week summer hiatus resumed its 15-minute live programs of various types 5-6 times weekly on 20 stations. Company is now carrying a full schedule of such programs on 48 stations throughout the country. Agency is Neff-Rogow, New York.

IRENE RICH, star of the weekly NBC *Dear John* serial, on Sept. 7 started her ninth consecutive year under sponsorship of Welch Grape Juice Co.

NOW! ON THE AIR
WITH
5000 WATTS DAY & NIGHT
WALA
MOBILE, ALABAMA
Now! More Coverage in the Gulf Coast's Biggest Defense Area
NBC Red Network
Representative: John H. Perry Associates

FOR THE "World's Best Coverage of the World's Biggest News"
UNITED PRESS

WAR BOOM HITS Piedmont Section of SOUTH CAROLINA
DOMINATED BY
5000 WATTS
WFBC
GREENVILLE
"TEXTILE CENTER OF THE SOUTH"
OVER 150 ACTIVE ACCOUNTS
WEED & CO.

Speedup For Repair Priorities

(*Continued from page 12*)

avy and Air Force items, and ch goods as are to go abroad un- r the lease-lend and defense aid rograms; and a break-down of th military production schedules d statements of civilian require- ents into schedules of the raw aterials, labor and machinery eeded for their production.

Observers in radio and other in- ustries have long held that a prin- pal factor in the difficulty of anufacturers in securing mate- als commensurate with their im- ortance as defense producers, di- ct or indirect, arose from lack of greement among the several de- nse agencies concerned in the pri- ity situation. Creation of SPAB, ong with announcement of the urvey, was hailed as a long for- ard step because it would in ef- ct establish a single agency for verall control at the top, with the urvey presumably forming the ase for its future actions.

Confusion Avoided

As OPM Priorities Director, Mr. elson also revealed last week a mplified and speedy plan for anting priorities ratings, which re made mandatory for civilian nd defense orders alike under the inson Act. Besides declaring all anufactures blanketed under the inson Act, Mr. Nelson insured the alidity of interim priorities orders sued under the signature of Mr. tettinius, former Director of Pri- rities.

Heretofore confusion has arisen rom a hodge-podge system under hich mandatory preference rat- gs were assigned only for Army nd Navy contracts, with ratings sued for civilian contracts only pon the voluntary cooperation of ersons concerned.

Preference Rating Order P-22, stablishing the A-10 rating for epair and maintenance parts for adio and communication manufac- ures, excepting home receiving ets, replaces an Aug. 8 main- enance and repair order, which ever was actually issued because f administrative difficulties in handling paper work involved. The new plan, immediately available to manufacturers, provides machinery under which priority status for repair work in 20 industrial classifications can be obtained.

Interim Step

The revised scheme permits qualified producers or suppliers to apply a preference rating of A-10 —contrasting sharply with the non-defense B ratings formerly accorded radio manufactures—to deliveries of required repair parts by endorsing a special statement on purchase orders, certifying that the material being ordered is for repair work under the terms of Order P-22. Deliveries for "emergency inventory," i.e., the minimum inventory of material required to provide for repairs to meet an actual or imminent break-down of a producer's property or equipment, also may be secured under the order.

"The order is designed primarily to protect industry against sudden break-downs and is regarded as an interim measure," the announcement stated. "The entire inventory problem is to be studied further with a view to providing broader priority assistance. It is felt, however, that the present plan will keep the essential industries covered running on their normal basis and will prevent serious interruption to defense production by giving producers a simple method for obtaining vital repair parts."

Magazine Test

POPULAR SCIENCE PUBLISHING Co., New York (*Popular Science* magazine), on Oct. 1 launches a two-month test campaign of transcribed one-minute announcements on eight stations. If test is successful the campaign will be expanded. Agency is Joseph Katz Co., New York.

WIL, St. Louis, has appointed the William G. Rambeau Co. as national representatives.

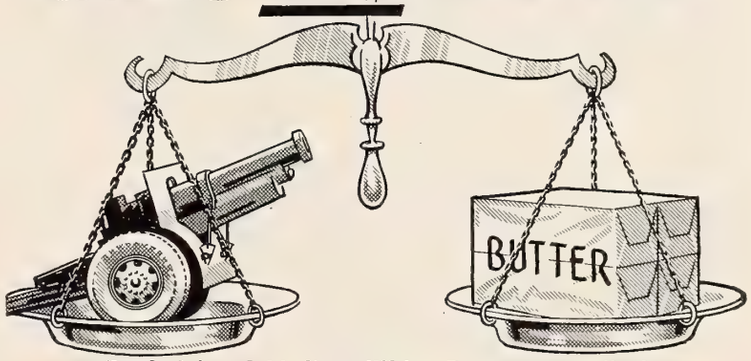
WCBD Ready to Shift To Its New Call, WAIT

FORMAL debut of the call letters WAIT, representing the old WCBD, is scheduled for Sept. 16 in Chicago, with the station now operating fulltime with 5,000 watts on 820 kc. to which it was recently assigned by the FCC. The change in call letters is being made in conformity with the FCC's requirement, though WAIT is not yet ready to occupy its new studio quarters at 360 N. Michigan Ave., according to Gene T. Dyer, president.

The staff has already been augmented, Mr. Dyer reported, with Herbert P. Sherman coming over from WIND-WJJD as commercial manager and the Walker Co. appointed as national representatives. New shows include the Evanston traffic court and Northwestern U School of Traffic; Bill Anson, in *Dancin' With Anson;* Eddie and Fanny Cavanaugh, presenting stage and screen stars from special studios in the Chicago Theatre; Dr. Joe Rudolph, WAIT program manager, conducting *Meetings of the 820 Club;* Jerry Dee, interviewing "ensigns in the making" daily from Northwestern's downtown campus; a municipal airport interview series, and AP reports by Howard Roberts.

KINY
"The Friendly Voice of the Capital"
"Hey Fellows!"
Recent survey shows the following Alaska cities reporting KINY reception best in Alaska: Juneau, Wrangell, Petersburg, Sitka, Douglas, Skagway, Haines, Hoonah, Cordova, Valdez and Seward.
Executive Offices Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

"Guns and Butter"


Rock Island-Moline (Ill.)—Davenport, (Ia.)
The Perfectly Balanced Market
Served by Radio Station . . . . . WHBF
INDUSTRY
The Nation's Greatest Arsenal and the World's Farm Implement Capitol! No wonder business is booming in WHBF's ½ MV market. Annual per capita sales were $322 in 1939—much higher now! Annual industrial payroll is nearly a BILLION DOLLARS to nearly a MILLION WORKERS!
AGRICULTURE
52 of the richest agricultural counties in the nation are within WHBF's ½ MV area! Here, the buying power of prosperous Ill.-Ia. farmers rings cash registers with record sales. What a balance with the industrial enterprise of the TRI-CITIES—A DOUBLE MARKET!
5000 watt Coverage at 1000 watt Rates!
Now 5000 watts in power — WHBF is still available at former 1000 watt time rates. Cash in on this splendid market at remarkably low cost! Write for detailed information NOW.
GROW with WHBF and MUTUAL!
WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

Covering Florida's
LARGEST Market
with the
LEAST Expense



Florida Population Centers
1940 Census
Hillsboro-Pinellas Counties___272,000
Tampa St. Petersburg
Dade County, Miami_____267,739
Duval County, Jacksonville__210,143

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-
Tampa Sales Territory
A REGIONAL STATION
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

WLW Rebroadcast

WLW, Cincinnati, announced last Monday that at least 25 midwestern stations are expected to rebroadcast programs originated by WLW at the Army maneuvers in Louisiana, starting tentatively Sept. 15. Regular programs, to be heard nightly at 6 p.m. (EST), will be transcribed on the spot by the special maneuvers crew sent to the war games. Other broadcasts will be heard intermittently on WLW.

BIG CREW OF WSM LEAVES FOR GAMES

MEMBERS of the WSM staff which will cover the Army maneuvers in Louisiana left Nashville last Wednesday for the maneuver area.

The WSM staff was accompanied by three complete mobile units, one carrying FM transmission equipment to insure staticless reception between advanced broadcasting units and recording equipment which will be set up in less active centers.

Included in the WSM crew which will cover the largest maneuvers in the Army's history are: General Manager Harry Stone; Chief Engineer Jack DeWitt; Program Director Jack Stapp; Engineers George Reynolds, Aaron Shelton and Bill Critchlow; Announcers Jud Collins and Louie Buck; Technical Assistant Nickey Witt and Promotion Manager Albert Gibson. Six members of the crew will remain on duty constantly while the other four will alternate.

NBC TALENT DEAL NEARLY COMPLETE

FINAL details for transfer of the artist management divisions of NBC to a new corporation which will be headed by Daniel Tuthill, NBC talent management executive for many years, are now being worked out and the deal is expected to be completed within the week, according to NBC executives. It is understood M. H. Aylesworth, former NBC president who is Mr. Tuthill's attorney in the transactions, has ironed out financial difficulties.

Resignation of George Engles, formerly NBC vice-president and head of the NBC Concert Service and president of Civic Concert Service, NBC subsidiaries, raises another question mark as to how many of the artists now under contract to NBC will go along with the new corporation. Mr. Engles has made no announcement of future plans, but informed sources in the concert field are of the opinion that he will establish an independent artists bureau, which would undoubtedly offer severe competition to the Tuthill agency in securing contracts with concert artists now represented by NBC.

Official NBC attitude, however, is that most artists will go along with the Tuthill organization, which will take over most of the NBC personnel, so that artists will continue to be handled by the same individuals as before.

Mr. Engles, whose resignation was effective Sept. 5, joined NBC in 1928 having previously conducted his own artist bureau.

Colgate Changes

COLGATE - PALMOLIVE - PEET Co., Jersey City on Sept. 22 will discontinue *Ellen Randolph* on NBC-Red weekdays at 10:15-10:30 a.m. for Super Suds, but in that period will advertise Colgate dental cream with *Bachelor's Children,* currently sponsored on the Red by Cudahy Packing Co., Chicago (Old Dutch Cleansers). *The Story of Bess Johnson,* weekday serial on NBC-Red at 10-10:15 a.m., will shift from the promotion of Klek handled by Ted Bates Inc., New York to Super Suds, directed by Sherman & Marquette, Chicago. Ted Bates Inc. is agency for the dental cream.

Networks Prepare Coverage of 'War'

Special Crews Will Provid News From Southern Front

EXTENSIVE radio coverage o America's greatest Army maneu vers has been arranged by the thre major networks. NBC, CBS, an MBS will send special crews to fo low the progress of the "war" Sept. 15-29.

Each network will carry a serie of daily programs covering th various phases of the battle. NB has assigned David Garroway o its Chicago office to the Secon Army and Bob Stanton, who ha covered many other peacetime ma neuvers, to the Third Army. Fo ten minutes each day, Beginnin Sept. 15 at 4:45 p.m. (EDST) they will give their reports on th Blue network, each from his ow headquarters, Stanton from Lak Charles, La., and Garroway fro Winnifield, La. Sunday report Sept. 21 and 28, will be heard dur ing the network's regular new roundup from 7-7:30 p.m. (EDST)

NBC-Red will have two report weekly, on Tuesday and Thursday on its regular Alka-Seltzer *New of the World,* 7:15-7:30 p.m. Ke Fry, central division special event director, will be in charge of NBC' coverage of the "war".

Plans for CBS

For CBS, William L. Shirer, for mer CBS Berlin correspondent Maj. George Fielding Eliot, Joh Charles Daly, Eric Sevareid an Burgess Meredith will give differ ent viewpoints. Daly and Sevarei will do the on-the-spot reporting and five broadcasts weekly fro the combat areas, Monday throug Friday, 4:30-4:45 p.m. Each wil be attached to a different Army.

MBS from Sept. 15-27 will hav a daily program, Monday throug Saturday, 6:30-6:45 p.m. On Mon day, Wednesday and Friday mem bers of the WNOE, New Orleans staff, who will do the complete cov erage of the games for MBS, wil give descriptions of daily progres from general manuever headquar ters in Leesville, La. On the othe three week-days MBS will featur recordings made by a special crev which will travel with the armie to get feature angles during th war games. Tom Slater, coordina tor of sports and special events fo Mutual, will be in charge of th MBS coverage.

WSOC
covers a market that handled a $225,000,000 wholesale business in 1940 . . .
. . . and a market whose retail sales increased 50% between the 1935 and 1939 Census of Business ——
CHARLOTTE, N. C.
National Representatives
Headley-Reed Company

MORE COVERAGE per DOLLAR in the TRI-CITY MARKET
WTRY
1000W TROY, N. Y. 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representatives:
JOHN BLAIR & CO.
NBC RED NETWORK

TAFF IS COMPLETE FOR ORSON WELLES

DY ESTHER Co., Chicago osmetics), through Pedlar & an, New York, on Sept. 15 starts new series of weekly variety- ama programs titled *Mercury eatre*, on 63 CBS stations, Mon- y, 10-10:30 p.m. (EDST). Studio dience program is to feature son Welles and marks his return radio after one year of motion ture producing and acting.

Bernard Herrmann is musical nductor for the series. Welles, as tor-writer-director, will be as- ted in production by Clare Olm- ead, onetime Hollywood radio ecutive of Young & Rubicam. Bill wrence, Lord & Thomas producer the NBC *Bob Hope Show*, spon- red by Pepsodent Co., and resum- g Sept. 23, resigned that post to come manager of the newly- tablished West Coast offices of dlar & Ryan, located at 1680 N. ne St., Hollywood.

In addition to executive duties, awrence will also act in an advis- y production capacity on the low, sharing responsibilities with G. (Ted) Sisson, New York ency producer, temporarily on e West Coast. A. E. McElfresh, ency vice-president, and execu- ve on the Lady Esther account, is Hollywood for initial broadcast the series.

DGAR H. KOBAK, son of Edgar obak, NBC vice-president, has been ducted into the Army and is sta- oned at Fort Dix, N. J.

Lewis in Defense Post

W. B. LEWIS, CBS vice-president in charge of programs, has accepted an important radio assignment in Mayor Fiorello H. Laguardia's Office of Civilian Defense. He was to assume his new responsibilities Sept. 15. Edward Klauber, CBS executive vice-president, announced that CBS had gladly extended Lewis an indefinite leave. While he is away, Douglas Coulter, assistant director of broadcasts, will be acting head of the program division.

AFRA Plans Contract

AMERICAN FEDERATION of Radio Artists plans to establish a standard contract form for individual employment on network commercial programs, the union announced. Stating that such a form is not included in the Code of Fair Practice and that agents have occasionally inserted in contracts "provisions which are inimical to the best interests of AFRA members," the announcement said that to avoid such abuses the standard contract is to be introduced.

Insurer in Connecticut

FEDERAL LIFE & CASUALTY Co., Newark (insurance), on Sept. 15 is starting a 13-week campaign of announcements and news periods on the following Connecticut stations: WDRC WICC WSRR WELI WATR WNLC WNBC. Huber Hoge & Sons, New York, handles the account.

Equipment Needs

(Continued from page 12)

Apparatus & Electronic Tube Section of the National Electrical Manufacturers Assn., drawn in New York the day before, and presented to the conference by S. Norris, of Amperex, NEMA subcommittee chairman, and Frank Martin, of the NEMA staff. The report, termed "anything but cheerful news", stated.

It is our considered opinion that manufacturers are approaching the point where they can no longer give assurance that they can supply to the broadcasting industry replacement tubes that may be needed to maintain service. As of today, the situation on certain types must soon be unavailable except on the highest priority ratings, because of the present and immediate future demand for manufacturing facilities, skilled labor and materials.

Discussion with various Government departments regarding 1942 tube requirements would indicate the possibility that national defense needs for transmitting tubes will exceed the productive capacity of the industry. [One informal estimate was that Government demands for power tubes aggregated $66,000,000, while the industry had a productive capacity of only about $10,000,000 worth].

Some time ago it seemed that a priority rating in the nature of A-10 would be sufficient to render the broadcasters adequate service. The present quantity of transmitting tubes being produced or contemplated to which high priority ratings have been or will be assigned indicates that an A-10 rating on these products would not be adequate. Everything that has been said with regard to transmitting tubes applies with equal force to transmitting apparatus and replacement parts.

The situation has now come to a point where it is very evident that a high priority rating would be, in our opinion, the best solution to the problem, since this would permit the manufacturers to ship broadcaster requirements in conjunction with defense schedules.

Stringer Sparks Session

At conclusion of the meeting, at which Arthur Stringer, of the NAB Washington headquarters staff, acted as secretary, it was indicated that conversations will be continued with Government agencies to secure a better preference rating for essential radio manufactures.

The NAB last Friday also announced a change in its recommended procedure for commercial broadcast stations seeking preference in securing necessary equipment [BROADCASTING, Sept. 8]. The procedure, set forth in Order P-22, is to be followed to procure tubes, parts and apparatus necessary to a station's continued operation, i.e., for repairs and emergency inventory, the NAB explained.

Wesson Placing

WESSON OIL & SNOWDRIFT Sales Co., New Orleans, on Sept. 8 started participations on *Women of Tomorrow* on WJZ, New York, and on *Marjorie Mills* on the Yankee Network. Company has been using announcements and participations on WLS, Chicago, and KYW, Philadelphia, and has been sponsoring *Hawthorne House* on the Coast. Agency is Kenyon & Eckhardt, New York.



"Carramba! You do not hef to describe eendividually effery wan of zose 818,340 peeples in ze half millivolt of WFDF Fleent Meechigan!"

Oh! IT'S MAIL YOU WANT

WE GET IT

(1-announcement brought 583-mail replies.)

Primary and Secondary Population 2,950,849

(Ground Radials in Salt Water)

the new

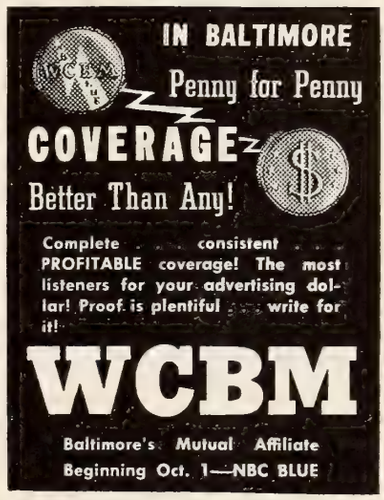
WHEB

PORTSMOUTH, N. H.

A Clear Channel Station

750 Kilocycles — 1000 Watts

BERT GEORGES—Managing Director







LEHIGH
VERTICAL RADIATORS
GIVE OUTSTANDING PERFORMANCE
RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

FCC Sets Hearing On New York FM

Applications for Last Three Channels to Be Considered

DISPOSAL of the three remaining Class B channels for FM stations in New York will be considered by the FCC, which Sept. 9 set for consolidated hearing eight applications for the coveted frequencies to determine which, if any, should be given construction permits. The frequencies involved are 47.9, 48.3 and 48.7 mc., the other 8 of the 11 Class B frequencies allotted to the New York area having already been issued.

The applicants for FM stations concerned with the hearing are the News Syndicate Co., publisher of the *New York Daily News;* FM Radio Broadcasting Co.; Knickerbocker Broadcasting Co. (WMCA); WBNX Broadcasting Co. (WBNX); Debs Memorial Radio Fund Inc. (WEVD); Greater New York Broadcasting Co. (WEVD); Wodaam Corp. (WNEW); Mercer Broadcasting Co. (WAAT).

Only 17 Available

As only 35 channels are set aside for FM broadcasting—six Class A, 22 Class B and seven Class C—and as it is not feasible for stations in the same locality to operate on adjacent frequencies therefor necessitating the allotting of every other frequency, the number of channels for New York is limited to 17—three Class A, 11 Class B and three Class C. Even this allotment of channels proved insufficient and the Commission last June 17 [BROADCASTING, June 23] sought to clarify a pending congestion of applications by setting up a distinct service area in North Jersey.

The eight Class B channels thus far authorized are 45.1 mc. to W51NY, National Broadcasting Co. (WEAF-WJZ); 45.5 mc. to W55NY, William G. H. Finch; 45.9 mc. to W59NY, Interstate Broadcasting Co. (WQXR); 46.3 mc. to W63NY, Marcus Loew Booking Agency (WHN); 46.7 mc. to W67NY, Columbia Broadcasting System (WABC); 47.1 mc. to W71NY, Bamberger Broadcasting Service (WOR); 47.5 to W75NY, Metropolitan Television Inc.; 44.7 mc. to W47NY, Muzak Corp. All are to cover an area of approximately 8,500 square miles.

In addition a Class C frequency —43.1 mc.—have been assigned to W31NY, Edwin H. Armstrong, and W35NY, City of New York Municipal Broadcasting Co. (WNYC), holds a construction permit for a new non-commercial FM station on the 43.5 mc. channel.



SPECIAL PROMOTION for W59C, FM adjunct to WGN, Chicago wa presented by the advertising department of the affiliated *Chicago Tribu* on Sept. 5 to more than 500 radio manufacturers, distributors, and deale in the Chicago area. The demonstration was held in the Chicago Tower and music and talk were transmitted from WGN studio next do alternately on FM and AM, with static producing machines introduce to show the staticless quality of FM. Posters in the background sho a future fullpage *Tribune* ad, a cartoon of "Big Sister WGN introducin Little Sister W59C", and an outline of future *Tribune* promotion.

Video Promotion

AS PART of a program to acquai Chicagoans with television as medium and box office attraction. Bal ban & Katz Corp., Chicago theat chain and operator of television st tion W9XBK, started daily tel vision demonstrations Sept. 8 on th mezzanine of the B&K Chicago Th ater. Six telegenic hostesses will invi persons to be televised, and six r ceivers have been installed in ind vidual booths. The promotion is u der the direction of William C. Edd B&K Television Director.

MURRAY ARNOLD, program d rector of WIP, Philadelphia, is th author of a book of sophisticate poems, called *Gone With the Sinne* which will be released Oct. 15 by Do rance & Co., Philadelphia.

RCA MFG. Co., Camden, N. J., has prepared a series of 18 transcribed spot announcements plugging the 1942 RCA Victrola phonograph-radio instruments, for local dealer use in connection with the cooperative advertising campaign designed to augment a heavy advertising schedule in a number of national magazines.

ARIZONA'S FIRST STATION
First on the dial
First with listeners
First in results for advertisers
KOY
CBS
PHOENIX
550 KC
Mail response means sales response—and KOY pulled over 90,000 letters in 1940!
JOHN BLAIR & COMPANY
AFFILIATE STATION WLS CHICAGO

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Farm Event Pickups

JTSTANDING agricultur- shows during the fall will be re- rted by NBC-Blue during the *tional Farm & Home Hour*, ard Monday through Saturday, :30-1:15 p.m. Beginning with e Southeastern World's Fair in lanta, Sept. 29 and ending with farm broadcast from the U of orida on Dec. 17, NBC will take microphones to all sections of e nation.

Cleveland Football

TEXACO Dealers of Northern Ohio will sponsor 11 games of the Cleveland Rams pro football team on WGAR, Cleveland. Cleveland Railway Co. will sponsor eight games of local colleges. Bob Kelley, WGAR sports editor, is handling play-by-play. Besides the games, Texaco will sponsor Kelley in a nightly five-minute sports review. Fleetwing gasoline is sponsoring two shows weekly featuring local grid coaches.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face listings, double. BOLD FACE CAPS, triple.** Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

nnouncer — Independent Texas station. State experience, specialties, availability, salary desired. Send picture. Box 914, BROADCASTING.

perator — First class radio telephone license, announcing experience. State full particulars first letter. KTNM, Tucumcari, New Mexico.

anted — Experienced announcer-copywriter, capable of some ad lib work. Write, wire or phone KGNF, North Platte, Nebr.

nnouncer—Who can write copy. Draft exempt, state age, experience, salary expected, when available and attach photograph. Audition record helpful. WAKR, Akron, Ohio.

ntinuity Writer-Announcer Wanted — Regional CBS outlet station, North Central state. Excellent opportunity. When answering give full experience, draft status, salary expected, etc. Box 916, BROADCASTING.

wo Announcers—Wanted by regional station middle Atlantic state. One junior one capable of handling sports and special events. Send full particulars to Box 918, BROADCASTING.

ews Processor-Announcer Wanted—Full time regional CBS outlet station, North Central state. Excellent opportunity. When answering give full experience, draft status, salary expected, etc. Box 917, BROADCASTING.

rkansas Station Needs Good Seasoned Announcer—Must handle controls. Write copy. At least three years announcing experience required. $25.00 per week and 15% commission on sales. Prefer southern or mid-south man. Box 903, BROADCASTING.

Situations Wanted

ttention Station Managers—Experienced news, sports, and special events man, presently employed large Chicago regional network station, desires change of locality. Married, family. College degree. Personal application if desired. Box 911, BROADCASTING.

roadcast Engineer—Available for responsible position with progressive station anywhere. Box 907, BROADCASTING.

xperienced, Versatile Newscaster — Successful sponsorship record. Desires advancement. Degree. Deferred. $30. Box 906, BROADCASTING.

ports—Special events announcer. 5 years experience. Player knowledge all sports. Basketball specialty. Wide ad-lib experience. Box 912, BROADCASTING.

EN YEARS—Announcing, program planning, production, continuity, and sales department. Additional experience: sales promotion, agency copy writing. Thirty-one years old. Box 905, BROADCASTING.

Situations Wanted (Continued)

Commercial Manager—Nine years radio experience. Excellent copywriter, announcer, producer and ace salesman. East preferred. Now employed. Best references. Box 913, BROADCASTING.

Radio Executive Available — Dependable, experienced, married man. Tops on sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 901, BROADCASTING.

Announcer—All around. Commercial, news, special events, comedy emcee, some sports. Production, writing ability. Experienced affiliated, independent stations. Employed. Knowledge sales, merchandising. Photo, recording, references. Box 908, BROADCASTING.

Young Woman—Traffic manager (23) two years experience in local and network management. Can double in talent and general radio work. Now employed. Pleasing appearance and personality. Excellent background and education. Seeks change, preferably West. Box 910, BROADCASTING.

Station Executive Available—Young, experienced, married, draft exempt, newspaper experience. Present general manager of local metropolitan station. Billings doubled; publicity galore; citations for public service and programs. Seek change to larger outlet in New York Metropolitan area. Box 909, BROADCASTING.

Program Manager—With twelve years radio experience now available. Has network, regional and local station background. Announced major league baseball and football, pro and college, produced network shows, excellent organist, has conducted major city symphony orchestra of 75. Married. Box 902, BROADCASTING.

A Thoroughly Experienced Broadcasting Man—13 years in the industry, formerly executive of major network, has had entire station management large radio station, complete contacts with all national advertisers and advertising agencies. Sales and production records outstanding. Available immediately and at reasonable terms. Box 915, BROADCASTING.

Wanted to Buy

Used Broadcast And Supplementary Equipment—Bought, sold, exchanged. What do do you need, and/or want to sell? HOLLISTER CRYSTAL COMPANY, Hotel Lassen, Wichita, Kansas.

For Sale

Western Electric — 250-watt transmitter, excellent condition. Less than year old. Station WGNY, Newburgh, New York.

Presto Recording Equipment — Excellent condition. Bargain. For inspection or information—write or call M. D. Lockwood, 4 Cogswell Ave., Cambridge, Mass.

Eastern Station Manager
Now Employed

I can make your station more profitable! If you have been losing money, or if your profits are negligible, I believe I can substantially increase your net.

My record as a business-getter over the past six years bears this out . . . and more.

Married, draft exempt, present earning $5,000. Interested now in joining a station that will offer increased earnings in return for capabilities that can be measured by increased profits.

Address Box 904, BROADCASTING



PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 6 TO SEPTEMBER 12 INCLUSIVE

Decisions . . .

SEPTEMBER 9

NEW, Independent Broadcasting Co., Springfield, Mo.—Granted CP new station 1400 kc 250 w unl.

NEW, Pacific Coast Broadcasting Co., Pasadena, Cal.—Granted CP new station 1110 kc 10 kw unl. directional N & D, subject to any future action on multiple ownership.

WAKR, Akron, O.—Granted special service authorization 5 kw D for remainder of license period.

KENO, Las Vegas, Nev.—Granted consent to assignment of construction permit to Nevada Broadcasting Co.

KBIZ, Ottumwa, Ia.—Granted modification license to 250 w unl.

KQW, San Jose, Cal.—Granted CP 50 kw N & D, install new transmitter, independent financing plan to be submitted to FCC within six months as condition of grant, also subject to future action on multiple ownership.

WEAN, Providence—Granted increase 5 kw N, directional changes.

DESIGNATED FOR HEARING—**KSFO, San Francisco,** CP change 740 kc increase 50 kw; **News Syndicate Co. Inc., FM Radio Broadcasting Co. Inc., Knickerbocker Broadcasting Co., WBNX Broadcasting Co., Debs Memorial Radio Fund Inc., Greater New York Broadcasting Co., Wodaam Corp., Mercer Broadcasting Co.,** all applications to be considered for the three remaining Class B channels in the New York service area; **NEW, The Sun Company of San Bernardino, Cal.,** application new FM station placed in pending file under Order 79; **Frequency Broadcasting Corp., Brooklyn,** set aside previous Commission actions.

SEPTEMBER 10

MISCELLEANOUS — **KPAC, Port Arthur, Tex.,** denied reconsideration and grant increase 1 kw unl.; **WBT, Charlotte; KFAB, Lincoln, Neb.; WBBM, Chicago; WJAG, Norfolk, Neb.,** postponed joint hearing scheduled tentatively for Oct. 7 until such time as Commission may consider applications.

SEPTEMBER 11

MISCELLANEOS — **WPAY, Portsmouth, O.**—Granted 30 day extension for filing proposed findings of fact and conclusion re renewal and transfer control; **WICA, Ashtabula, O., WWSW, Pittsburgh,** granted extension hearing to 10-28-41; **KPAC, Port Arthur, Tex.,** motion to postpone hearing date indefinitely; **KGLU, Safford, Ariz.,** granted continuance to 10-16-41; **KGBX, Springfield, Mo.,** granted petition intervene hearing KVOA, KGGM, KVSF; **KGO, San Francisco, KOA, Denver, WMAL, Washington,** granted continuance hearings to 10-18-41.

Applications . . .

SEPTEMBER 6

NEW, The Torrington Broadcasting Co. Inc., Torrington, Conn.—CP new station 1490 kc 250 w unl.

WMSD, Muscle Shoals City, Ala.—Transfer control from Estelle P. Chapman to Jack Wiggs Hart, Joseph Carl Russell and Frank Mitchell Farris Jr. through sale 999 shares stock.

KOIN, Portland, Ore.—CP equipment changes, change 660 kc, increase 25 kw.

SEPTEMBER 10

WINN, Louisville, Ky.—Modification license increase 250 w unl.

WIRE, Indianapolis—CP change 1190 kc increase 50 kw, install new transmitter, facilities of WOWO.

SEPTEMBER 12

NEW, Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—CP new station 1050 kc 1 kw unl.

WOC, Davenport, Ia.—Modification CP increase 5 kw, change transmitter.

NEW, William L. Klein, Oak Park, Ill.—CP new station 1490 kc 250 w unl.

KWBW, Hutchinson, Kan.—CP increase 250 w.

KVRS, Rock Spring, Wyo.—Authority transfer control to Marjorie Lannen McCracken, 9996 shares common stock.

KDYL, Salt Lake City, Utah—CP change 880 kc increase 10 kw change equipment.

KOVO, Provo, Utah—Voluntary assignment license to KOVO Broadcasting Co. amended re corporate structure.

Tentative Calendar . . .

NEW, Herald Publishing Co., Klamath Falls, Ore., CP new station 1400 kc 250 w unl; **NEW, Dorman Schaeffer, Klamath Falls,** same (consolidated hearing, Sept. 17).

KGLU, Safford, Ariz., license renewal; **WARM, Scranton, Pa.,** license cover CP new station; **NEW, Anthracite Broadcasting Co. Inc., Scranton,** CP new station 1400 kc 250 w unl.; **NEW, George Grant Brooks Jr., Scranton,** same (last three consolidated hearing, Sept. 16).

Investigation to determine rules and policy re newspaper ownership in FM and standard broadcast stations (Sept. 17).

KGO, San Francisco, license renewal; **KOA, Denver,** license renewal; **WMAL, Washington,** license renewal (Sept. 19).

Knowles Spots

E. L. KNOWLES Inc., Springfield, Mass. (Rubine), recently renewed its schedule of one-minute transcribed and live spot announcements, five times weekly on WGY, Schenectady, and added WBZ, Boston, and KDKA, Pittsburgh, to carry the same announcements. Contracts are for 13 weeks, Agency is Charles W. Hoyt Inc., New York.

'We' Signs Dowling

EDDIE DOWLING, actor-producer who won a Pulitzer Prize and three successive annual New York Drama Critics Circle awards, has been signed by General Foods Corp. as regular master of ceremonies succeeding Burgess Meredith, for *We, The People* on CBS, Tuesday 9-9:30, starting Sept. 16. Young & Rubicam, New York, handles the account.

Sterns Tips

L. & H. STERN Inc., Brooklyn (pipes), on Sept. 12 started sponsorship of *Touchdown Tips*, a five-minute transcription with Sam Hays, sports commentator, Fridays, on WENR, Chicago and WBZ-WBZA, Boston-Springfield. Al Paul Lefton Co., New York, handles the account.

OIL FIRMS DEFEND THEIR ADVERTISING

PRESUMBALY because of extraordinary activity of staffs in connection with the oil shortage scare along the Eastern seaboard, many of the large oil companies have been unable to fulfill the request of Assistant Attorney General Thurman Arnold for data on their advertising practices.

It was learned by BROADCASTING last Thursday that only 5 of 23 companies have filed complete reports, in compliance with Mr. Arnold's request for comprehensive data covering cost, mediums, advertising copy and radio scripts used by individual companies for the 18 months ending July 1 [BROADCASTING, July 28].

Recognizing the emergency nature of the gas shortage and the resulting burden on oil companies' research, merchandising and advertising personnel, the Justice Department at the moment is disposed to allow the respondent companies, many of whom are big users of radio, as much additional time as may be needed for filing the advertising reports.

Candy Test

PAUL F. BEICH CANDY Co., Bloomington, Ill. (Whiz candy bar), is testing a total of 29 one-minute transcribed spot announcements a week in Chicago on WGN, WENR and WIND. Other markets will be added if the test is successful. Arthur Meyerhoff & Co. Chicago is agency.



PERFORMANCE CHARACTERISTICS OF **LAPP**
RADIO INSULATORS ARE DEPENDABLE FACTORS

Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipment includes that for 60-cycle electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of units at radio frequency—heat run, radio frequency flashover, corona determination and capacitance. A 1,500,000 lb. hydraulic press is used—for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify **LAPP** FOR SECURITY IN ANTENNA STRUCTURE INSULATORS



446-FOOT TOWER of KWT Springfield, Mo., narrowly escap damage when an airplane crash to the ground 75 feet from the ba Pilot Stanley Hampton, smili amid the wreckage, was giving student acrobatic instruction wh a wing pulled off the plane. Han ton and the student parachuted safety, as the plane spun in, ba ly missing the KWTO radiator.

ASCAP Approval

(*Continued from page 7*)

the agreement of affiliated statio to bear their proportion of the c of the license.

Mr. Gillin's statement follows full text:

Since 1932 the broadcasting i dustry, which includes the natio networks, has gone on record r peatedly at annual conventions c manding a license contract coveri copyrighted music whereby the st tion would pay only when mu was used. It has uniformly c nounced a blanket license with pa ment of a percentage of incon whether or not ASCAP music used.

At the 1939 special convention Chicago, where the organization BMI was authorized, the indust unanimously and without a disse ing vote demanded that payme be made only when ASCAP mu was used, and both NBC and C were in the forefront advocati such demand. The making of blanket contract with ASCAP the networks with payment of percent of income instead of a cense either on a per-piece or a pe program basis is a repetition of t networks' action in 1935, and tantamount to sabotaging BMI a again acting contrary to the be interests of the broadcasting i dustry.

It confirms my original beli that the network advocacy of t organization of BMI was solely f the purpose of reducing the doll amount of the demands then bei made by ASCAP and not for t purpose of creating a permane protection for the broadcasting i dustry against the exorbitant d mands of a monopoly. The prese action shows that the networks co sider BMI merely as a stop-ga The ultimate result as admitted the proponents of the endorseme of the submitted ASCAP contra will be gradual diminishing of t purposes, objects and benefits the organization of BMI.

Network Accounts

All time EDST unless otherwise indicated.

New Business

SMITH BROS., Poughkeepsie, N. Y. (cough drops), on Nov. 3 starts for 7 weeks *Knox Manning & the News*, on 6 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KFPY), Mon., Wed., Sat., 8:55-9 p.m. (PST). Agency: J. D. Tarcher & Co., N. Y.

PERRY FLOUR Co., San Francisco (flour), on Sept. 29 starts serial on CBS Western stations, Mon., thru Fri., 8:30-45 a.m. (PST). Agency: Knox Reeves, Minneapolis.

ALBERS MILLING Co., Seattle (Albers Flapjack Flour) on Oct. 2 starts *Whodunit* on 7 CBS Pacific Coast stations, Thurs. 7:30-8 p.m. (PST). Agency: Lord & Thomas, San Francisco.

NESTLES MILK PRODUCTS, New York (Alpine Coffee) on Sept. 13 started *William Winter*, news analyst, on 6 CBS-Pacific stations, Sat. 7:45-8 a.m. (PST) and *Bob Garred*, newscaster, Tues., 5:45-55 p.m. (PST). Agency: Leon Livingston, San Francisco.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Avalon cigarettes), on Sept. 2 started for 52 weeks *News With Stearns*, on 32 Don Lee stations, Tues., Thurs., Sat., 6-6:15 p.m. (PST). Agency: Russel M. Seeds Co., Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shaving cream), on Oct. 4 replaces *City Desk* with *Hobby Lobby* on 68 CBS stations, Sat. 8:30-8:55 p.m. (EST). Agency: Ted Bates Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Toronto (toothpaste), on Sept. 6 started *Guy Lombardo* on 33 Canadian Broadcasting Corp. stations, Sat. 8-8:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet soap), on Oct. 2 starts *Musical Beauty Box* on 33 Canadian Broadcasting Corp. stations, Thurs. 8-8:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cue and Palmolive shave cream), on Oct. 4 starts *Share the Wealth* on 33 Canadian Broadcasting Corp. stations, Sat. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

VICK CHEMICAL Co., New York, on Oct. 5 starts *We're Five in the Family* on 69 NBC-Red stations, Sun. 5:30-6 p.m. (EST). Agency: Morse International, N. Y.

CANADA DRY GINGER ALE, New York (beverages), on Oct. 3 starts *Michael & Kitty* on an unnamed number of NBC-Blue stations, Fri., 9:30-9:55 p.m. (EST). Agency: J. M. Mathes Inc., N. Y.

IBEW, CBS DICKER ON WAGE INCREASE

NEGOTIATIONS between Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers and CBS on wage increases for engineers, held intermittently for the last two weeks in Chicago, were reported deadlocked by union officials last Friday while CBS, on the other hand, stated that negotiations were still going on.

Principals in the conferences were Russ Rennaker, national business manager and Frank E. Sosebee, New York representative of ABTU, and CBS Vice-Presidents H. Leslie Atlass, Chicago, and Mefford R. Runyon, New York, who returned to New York after the Thursday afternoon conference.

Negotiations, which cover 240 CBS engineers, including those employed in managed and owned stations, center around not only wage increases but reduction of hours and traveling expenses—three contract clauses open annually for discussion to be settled by an Oct. 1 deadline, according to a five-year CBS-ABTU contract signed in 1937.

During the conferences, a CBS counter proposal to classify the M&O stations into groups for engineer wage scale was rejected by the technicians.

Renewal Accounts

GENERAL FOODS Corp., New York (Sanka Coffee), on Sept. 16 renews *We, the People*, on 83 CBS stations, Tues. 9-9:30 p.m. with a rebroadcast at 12 midnight. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston Salem, N. C. (Prince Albert tobacco), on Oct. 11 renews for 52 weeks *The Grand Ole Opry*, on 44 NBC-Red stations, Sat., 10:30-11 p.m. Agency: William Esty & Co., N. Y.

SEASIDE OIL Co., Santa Barbara, on Oct. 5 renews for 13 weeks *Seaside Spelling Beeliner* on 6 CBS Western stations (KNX KARM KSFO KROY KOY KTUC), Sunday, 4:30-4:55 p.m. (PST). Agency: McCarty Co., Los Angeles.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts, peanut oil), on Sept. 25 renews for 52 weeks *What's on Your Mind?* on 10 CBS West Coast stations, Mon., 8-8:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

INTERSTATE BAKERIES Corp., Los Angeles (bread), on Sept. 1 renewed for 52 weeks *The Lone Ranger* on 8 Don Lee stations, Mon., Wed., Fri., 7:30-8 p.m. (PST). Agency: Scholts Adv. Service, Los Angeles.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), on Oct. 4 renews *National Barn Dance* for 52 weeks on 81 NBC-Red stations, Sat., 9-10 p.m. Agency: Wade Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), on Oct. 1 renews *Quiz Kids* on 51 NBC-Blue stations, Wed., 8-8:30 p.m., repeat to West Coast via transcription, 11-11:30 p.m. Agency: Wade Adv. Agency, Chicago.

Spearmint in East

WM. WRIGLEY Jr. Co. Chicago, has added eastern stations to the list carrying one-minute transcribed spot announcements for Spearmint gum. Announcements totals several hundred in each city and have been placed in Buffalo on WGR, WKBW, WBEN, WBNY; in Philadelphia on WDAS, WFIL, WHAT, WIP, WPEN, WTEL, WIBG; in Baltimore on WCAO, WCBM, WFBR, WITH and in Washington on WINX, WMAL, WOL, WWDC. Contracts are for 52 weeks, placed by Vanderbie & Rubens, Chicago.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., on Oct. 3 shifts *Penthouse Party* on 96 CBS stations Fri. 10-10:30 p.m. to NBC-Blue Fri. 9:30-10 p.m. Agency. William Esty & Co., N. Y.

GENERAL FOODS Corp., New York, on Sept. 29 shifts rebroadcast time of *Joyce Jordan, Girl Interne* on 72 CBS stations, Mon. thru Fri. from 6:30-6:45 p.m. to 6-6:15 p.m. Agency: Young & Rubicam, N. Y.

JOHN H. WOODBURY Co., Cincinnati (soap), on Sept. 28 adds 26 stations to the *Parker Family*, on NBC-Blue, Sun. 9.15-9:30 p.m., bringing the total to 99. Agency: Lennen & Mitchell, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream), on Oct. 4 shifts Bill Stern's *Sports Newsreel of the Air* from NBC-Blue, Sun., 9:45-10 p.m. to NBC-Red, Sat., 10-10:15 p.m., and increases number of stations from 51 to 67. Agency: Sherman & Marquette, Chicago.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 22 substitutes *Helpmate for Bachelor's Children* on 35 NBC-Red stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Blackett - Sample - Hummert, Chicago.

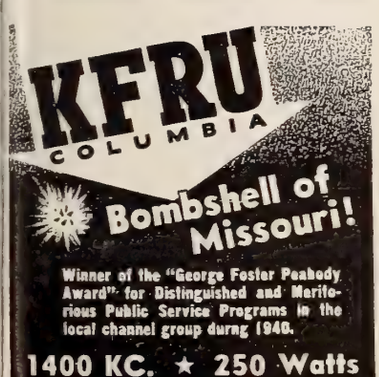
ANDREW JERGENS Co., Cincinnati (lotion), on Sept. 28 adds 26 stations to *Walter Winchell*, on NBC-Blue, Sun., 9-9:15 p.m. bringing the total to 96. Agency: Lennen & Mitchell, N. Y.

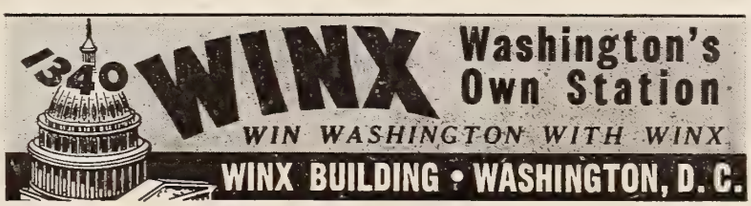
KRAFT CHEESE Co., Chicago (Parkay margarine), during September is adding 10 NBC-Blue stations to carry via transcription *The Great Gildersleeve*, on NBC-Red Sunday, 6:30-7 p.m. Agency: Needham, Louis & Brorby, Chicago.

RICHARD HUDNUT, New York (cosmetics), on Sept. 15 switches *Hollywood Showcase* on 7 CBS Pacific Coast stations from Tues., 8:30-9 p.m. (PST), to Mon., 9:30-10 p.m. (PST). Agency: Benton & Bowles, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), on Sept. 19 shifts *Hollywood Premiere* on 70 CBS stations, from Fri., 9:30-10 p.m. to 10-10:30 p.m. Agency: William Esty & Co., N. Y.

P. BALLANTINE & SONS, Newark (beer), has added four stations (WHKC WTAG WCSH WTIC) for recorded playbacks of *Three Ring Time* on 75 MBS stations, Friday, 9:30-10 p.m. Agency: J. Walter Thompson Co., N. Y.







INS

Don Marrin, KOA, Denver, writes: "Happy to inform you that this week we have added three more commercial newscasts to our schedule, using INS reports exclusively."

INTERNATIONAL NEWS SERVICE

RADIO ADVERTISERS
Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by—

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Representatives
WEED & COMPANY

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

Donovan Denies Government Will Direct Shortwave Outlets

Coordinator Will Request International Operators To Increase Scope of Broadcast Service

ATTEMPTING to set at rest verbal and published rumors that his organization immediately will take over operation of shortwave transmitters to counteract Axis radio propaganda, Col. William J. Donovan, coordinator of information, told heads of companies operating shortwave stations, at a meeting in Washington last Wednesday, that he has no desire to go into the radio business and is, in fact, very anxious to stay out of it.

Col. Donovan's statement followed the same lines as an interview given BROADCASTING shortly after he took office in late July [BROADCASTING Aug. 4]. At that time it was stated that no sweeping change in the existing overall operation of international stations by existing licensees was contemplated.

Wednesday's meeting was called to discuss the results of a survey made by the Donovan office with a view toward increasing American shortwave coverage to Europe, Asia, and especially Latin America. An overall proposal which encompassed increase in power, additional beams to selected countries, a system for interchange of programs among the various transmitters and the elimination of duplicate service was presented to the shortwave operators.

Increased Cost

Officials of the Donovan office admitted that this involved a "tremendous increase" in costs to the companies operating shortwave transmitters. However, these officials said, the general outlines of the plan were received favorably by the broadcasters, but judgment on details of operation was reserved.

It was pointed out at the meeting that broadcasters have already expanded their shortwave service because of the requirements of the national emergency, along lines suggested by the Government, and that the burden of additional expense caused by the Donovan proposal, might prove too great. It was reportedly inferred at the meeting that if this proved to be the case some form of Government subsidy might be provided, but there would be closer supervision by the Government approaching an operations aspect.

Another point apparently causing concern among some of the operators is what might happen if their efforts fall short of Government expectations, providing they are able to meet the increased financial burden out of their own funds.

On the other hand, the Donovan office feels, it was stated by officials, that the privately operated American shortwave stations can effectively compete with Axis propaganda purveyed by Government operated stations. "Our problem," one official said "is to devise ways and means of meeting this progaganda from Axis operated stations within the framework of our own democracy which protects private enterprise. We feel this can be done and the Donovan organization is merely acting in the role of transmitting the needs and requests of our various Government agencies to the shortwave operators. In the past, some Government agencies have made conflicting requests to the broadcasters and one of our jobs is to prevent this."

Those attending the meeting, besides Col. Donovan, were Stanley Richardson, industry coordinator on shortwave broadcasting; Niles Trammell, president of NBC; John Elwood, NBC shortwave director; C. B. Jolliffe, former FCC chief engineer and chief engineer of RCA frequency bureau; William S. Paley, president of CBS; Edmund Chester, CBS shortwave director; James D. Shouse, vice-president in charge of broadcasting, Crosley Corp.; Wilfred Guenther, manager of the Crosley shortwave station, WLWO; Walter Evans, vice-president in charge of broadcasting, Westinghouse; F. P. Nelson, manager of Westinghouse shortwave stations, and Robert S. Pear, General Electric.

La Palina Football

CONGRESS CIGAR Co., Newark (La Palina cigars), has signed to sponsor eight football games on WBBM, Chicago. Advance schedule which starts Oct. 4 includes six home games of Northwestern U, with two dates as yet unscheduled. John Harrington assisted by Bob Cunningham will handle the broadcasts. Marschalk & Pratt, New York, is agency.

OEM and Firestone

SEVEN minutes of the *Voice of Firestone* program sponsored on NBC-Red Monday evening by Firestone Tire & Rubber Co., Akron, have been donated for defense purposes by arrangement of the Office of Emergency Management with the sponsor. The *OEM Defense Report* will interpolate the program, being devoted to interviews with defense officials and special dramatizations prepared by the OEM Radio Section. William S. Knudsen, OEM director general, was to open the new series Sept. 15.

Subsidiary for Talent Is Organized by WBS

WORLD BROADCASTING System, transcription production firm, has organized a subsidiary, World Talent Bureau Inc., to act as artists' representative in the various fields of entertainment. Douglas N. Taussig, theatrical agent of New York and Hollywood, who was formerly a vice-president of Fox Film Corp. and who served on the board of directors of the Roxy Theatre in New York, is head of the new bureau.



Mr. Taussig

One of the prime functions, WBS has announced, will be the presentation and introduction of potential stars to motion picture studios both in New York and in Hollywood. Sample recordings, made in the WBS studios in New York, Chicago and Hollywood, together with photographs and biographical material, will be supplied to movie companies, theatrical producers and advertising agencies. Bureau offices are located at 711 Fifth Ave., New York, also WBS headquarters.

PRESS DEPARTMENT of WMCA, New York, has added a night shift under the direction of Herman Schoenfeld, transferred from the daytime staff.



Drawn for BROADCASTING by Sid Hix

"Young Man, You'll Have to Explain This to the FCC Newspaper Investigation!"

CBS Completes Plan For Capital War New

CBS has completed its plans fo covering news from Washingto when, as and if United States e ters the war. Recognizing the in mensely increased importance the nation's capital as a source news during time of war, Pa White, CBS director of publ affairs, revealed last week that has made plans to expand both th space and the personnel of the ne work's Washington news staff.

"CBS is ready for M-Day," h stated. He denied, however, rumo that CBS is planning to transfe its news headquarters from Ne York to Washington in event war. This would not be practica he explained, because the cable and the shortwave receiving sta tions which bring the news fro Europe to the United States ar concentrated in New York, and h further pointed out that during th last war, while newspaper bureau in Washington were considerabl expanded, the news distributin agencies continued to maintai their headquarters in New York.

B & W Barn Dance

BROWN & WILLIAMSON Toba co Corp., Louisville (Target Toba co) on Sept. 13 will begin sponso ship of the *Renfro Valley Bar Dance* on a split network of 1 NBC-Blue stations. Originating i a barn in Renfro Valley, Ky., th program will be heard from 8:30 t 9:00 Saturday nights for 52 week with John Lair, authority on fol songs and developer of hillbilly ta ent, as m.c., and Tom Hargis a producer. Program raises the tota network time sponsored by the com pany on NBC to 2½ hours weekl Agency is Russel M. Seeds Co Chicago.

More for Thor

HURLEY MACHINE Co., Chicag (Thor washing machines), is add ing stations to the list currentl carrying one-minute live announce ments six times weekly. Additiona markets include Boston, Provi dence, Hartford, New York, Troy Buffalo, Philadelphia, Harrisburg Baltimore, Norfolk, Charlotte Nashville, Memphis, Oklahom City, New Orleans, Houston, Sa Antonio. Stations will be selecte on the West Coast in Seattle, Ta coma, Portland, Los Angeles. E. H Brown Adv. Agency, Chicago, han dles the account.

Kroger Adding

KROGER GROCERY & BAKIN Co., Cincinnati, has added thre more stations for *Hearts in Har mony*, daytime dramatic-musica serial. Stations are KARK, Littl Rock; KFPW, Fort Smith, Ark. WHAS, Louisville. Agency i Ralph H. Jones Co., Cincinnati.

Latin Media News

A NEW bi-monthly publication, *Lati American Media*, devoted to compara tive information on Latin America newspapers, magazines, radio station and other types of media necessary t export advertising, will be publishe beginning Nov. 1. Articles on expor sales promotion and merchandisin problems will be a part of each issue Editorial offices are at 224-16 Daven port Ave., Long Island City, N. Y.

BUSINESS MEN APPLAUD NEW WBAL SCHEDULE

Retailers and wholesalers in the Central Atlantic States are all set to cash in on the increased sales that will result from the Red Network shift to WBAL on October 1, according to the leading retailers and wholesalers interviewed by the WBAL Merchandising Department.

Most all business men interviewed stated they were making plans to tie-up with the advertisers using WBAL in every way possible so that maximum results would be obtained. The wholesalers expect to arouse their sales force to great enthusiasm over "One of America's great radio schedules."

J. O. ROBINSON

President of the Henry B. Gilpin Company Wholesale Druggists of Baltimore, Norfolk and Washington

"After glancing over your schedule, I can unhesitatingly predict that the popular dial setting in the homes of Baltimore and vicinity will be 1090!

"The fact that we handle most of the products that will be advertised over your station is an encouraging omen to us for it presents an unusual opportunity for us to promote these products into a profitable volume of business."

JOHN E. JAEGER

President of the Independent Retail Grocers and Meat Dealers of Baltimore

"It is good news to hear that WBAL has such an outstanding radio schedule. Many products which are being advertised on these programs are sold at our stores.

"To me this looks like a very helpful thing to the retailer, to the wholesaler and to yourselves. Congratulations."

IRVING C. CHARKATZ

Secretary of the Oriole Grocery Service, Inc.

"Your new schedule makes good reading, but more important it will make good listening. And it is this 'listening' pull that interests us.

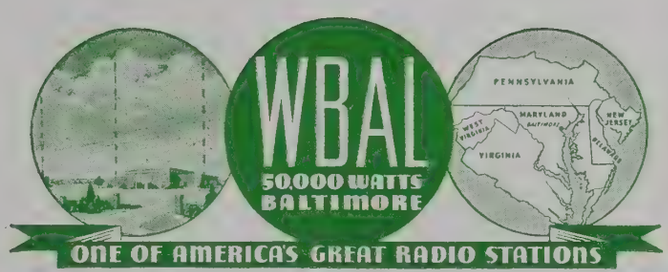
"Most of the food products scheduled for your Fall season are in our line. With a greater listening audience we can expect greater activity for the products advertised over the new WBAL."

M. G. PIERPONT

President of the Loewy Drug Co., Inc.

"It is the writer's frank opinion that a high powered schedule on a high powered station makes an unbeatable combination for the bid for the greatest listening audience.

"WBAL has it and we have the merchandise that is advertised on these programs. So here is another combination—WBAL and ourselves—that bids well for real profitable business."



National Representation • INTERNATIONAL RADIO SALES

JOHN A. CROZIER

Manager of the Calvert Drug Company, Wholesale Druggists

"The one thing that impressed me upon studying your schedule of programs for after October first is that you will get the lion's share of the listening audience in the new WBAL area.

"This is not only a feather in your cap, but it gives me an optimistic outlook for Fall business as most of the products advertised over your station are in our line."

SAMUEL LAZARUS

President of Max Lazarus & Sons, Wholesale Grocers

"There never was a time when good entertainment would draw a public following more so than at present. The New WBAL's schedule has the right "box office" appeal, in the vernacular of the theatre.

"The New WBAL public following should be tremendous and should reflect public approval in our 'box office,' the retail food counters in Baltimore and vicinity."

S. R. WATERS

Manager of Bentley, Shriver & Co., Inc. Importers, Wholesale Grocers

"In these uncertain times the public demands diversion and entertainment to forget their troubles and to bolster their morale.

"The New WBAL schedule with its well balanced programs of comedy, drama and music presented by the country's foremost entertainers is exactly what is needed."

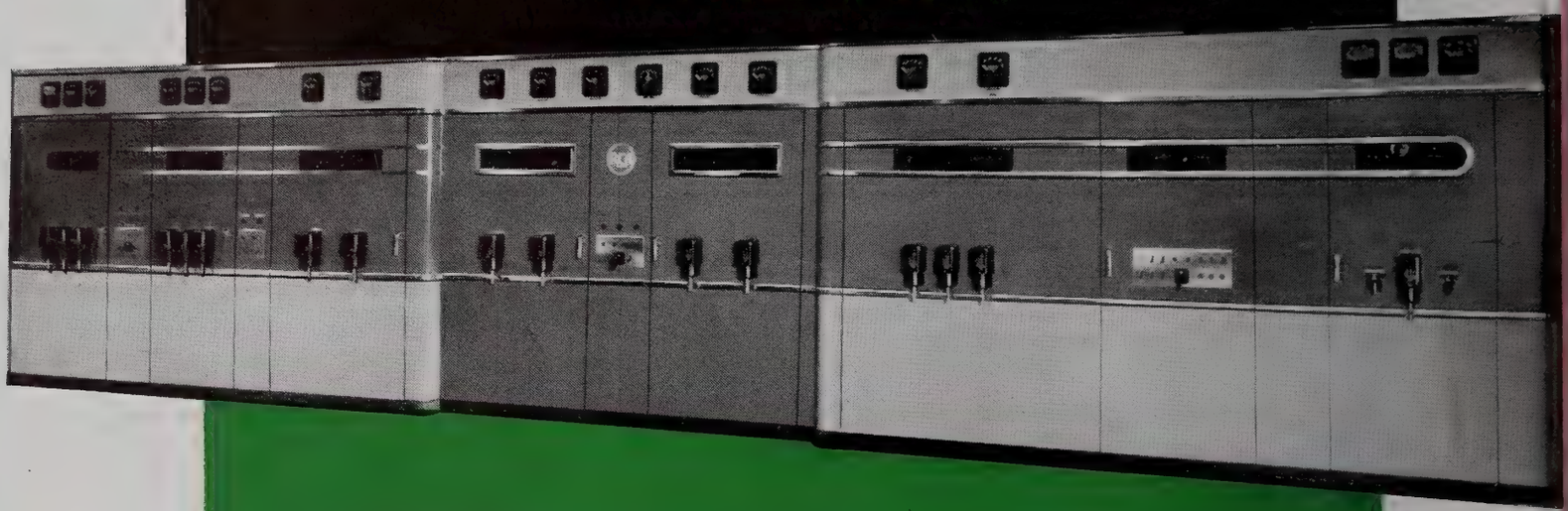
JAMES BAILY

President of James Baily & Son, Wholesale Druggists

"Thanks for the opportunity of looking over the new WBAL schedule. Now I have some real ammunition with which to stimulate my sales force for the coming season.

"There is no question that you will capture the listening audience in this area and with that audience hearing about the products we handle, our business should respond with a profitable vote of approval."

LOW INSTALLATION COSTS
LOW OPERATING COSTS
with this
50 KILOWATT BROADCAST TRANSMITTER
RCA TYPE 50-E



HIGH-FIDELITY quality output, that pleases advertisers and audiences alike, *can* be combined with impressive savings in a 50 kw. transmitter! Here's how advanced RCA engineering does it:

HIGH-LEVEL CLASS "B" MODULATION in the 50-E gives you the double economy of low power-consumption and extremely long tube life. At average modulation, the transmitter draws approximately 115 kw. from your power line—less than $2.50 an hour at New York City current rates. And high-level modulation means better audio quality, too . . . the 50-E is virtually free from cross-modulation distortion; flat within ±1 db. from 30 to 10,000 cycles.

AIR-COOLED TUBES THROUGHOUT cut down both installation and operating costs. No water-pumps. No water-coolers. No water-problems, pipes or tanks! *And* no monthly water-bills . . .

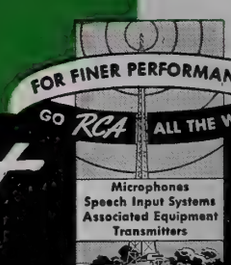
BUILT-IN WIRE-DUCT still further reduces your installation costs by eliminating floor-trenches between units. *UNIFIED FRONT PANEL* construction presents a more pleasing appearance combined with cleaner mechanical design and mounting of equipment. VERTICAL CHASSIS CONSTRUCTION, without horizontal shelves, makes all parts easily accessible.

Only 281 square feet of floor space is ample for the 50-E (less external blower and transformer equipment). Complicated and cumbersome mechanical controls are eliminated by the use of electrical tuning on the RF power amplifier and exciter stages—adjustments are made by push-buttons on the front panel . . . Ask your nearest district office sales representative to tell you the complete story.

Use RCA Radio Tubes in your station for finer performance

RCA

Broadcast Equipment



RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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Canadian & Foreign $6.00 the Year

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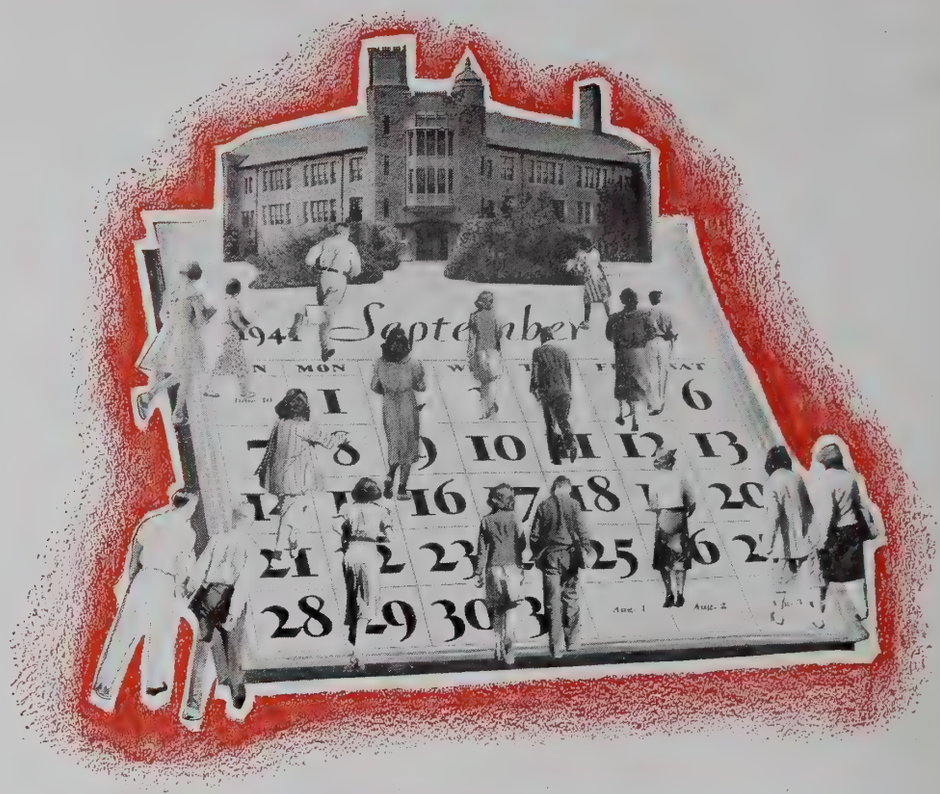
STAN LOMAX SELLS GOODS

STAN LOMAX'S SPORTS SHOW NOW HAS A PERIOD OPEN TO SELL GOODS FOR *YOU!*

★ Stan Lomax's Sports Review on WOR is now the most popular evening sports show in New York, according to the WOR Continuing Study of Radio Listening.

★ *Write, wire or phone WOR, 1440 Broadway, New York (PEnnsylvania 6-8600) for sales success facts and other proof on the Lomax show.*

SORRY, JUST SOLD TO STUDEBAKER!



Radio Is for Education, Too

THE well-known three R's of school days have become *four*: reading, 'riting, 'rithmetic and *Radio!* The most isolated schoolroom today is reached, by radio, with innumerable experiences of educational and cultural value. WLS "School Time" offers these experiences, supplying to the teacher and student a wealth of material supplementary to their texts.

This WLS "School Time" program is our contribution to progressive Mid-West schools. Used by some 400 classrooms when it was started in February, 1936, "School Time" last year was part of the regular curriculum in 24,529 classrooms in 5,338 schools. Broadcast five days a week, now starting its seventh school year, WLS "School Time" last year was *listened to* by an estimated 870,000 students.

WLS is proud to have a part in shaping these young lives; we take seriously our obligation to these future citizens. The success of our interest in educational activities is reflected in the general respect and approval of leading educators throughout the nation.

"School Time" is only one part of the WLS Educational Service—it is *another* service that makes WLS the popular station of the Mid-West.

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR



YOU CAN'T DRIVE A SPIKE...

WITH A *TACK HAMMER*

The same principle applies to radio promotions. New England is so populous, so prosperous that it needs a strong impact to drive-in your sales spikes.

No one station, or small group of stations can give this impact on the whole market. It takes the united force of The Colonial Network's 19 hometown stations to deliver telling, sales-clinching blows.

Year-in and year-out, The Colonial Network has been economically producing results for leading national advertisers.

The Colonial Network has a story of coverage, acceptance and pulling power. It makes informative and profitable reading about economical promotion.

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WEAN	Providence
WICC	Bridgeport, New Haven
WLLH	Lowell, Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland
WELI	New Haven

The Colonial Network

1 BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

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Peter, Peter, pumpkin eater



. . . Peter'll find lots of pumpkins in Nebraska this fall.

But most important out here is livestock. Hogs, cattle, sheep, chickens, butter and eggs account for 75 per cent of Nebraska's farm income.

This year livestock prices have mounted—in some cases to *more than double last year's market!*

Yes, farmers have *money*. They have it and they're *spending* it!

They'll spend it with *you*, if you use KFAB. You *need* KFAB, to cover the farm areas of Nebraska and her neighbors.

KFAB

FOR THE CITY LISTENERS, USE THAT 7-POINT-PLUS MERCHANDISING STATION IN OMAHA **KOIL**

LINCOLN, NEBR.

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO, INC., NAT'L REP'R.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

September 22, 1941

CONTENTS

Strikes Threaten Industry	7
Attorney General Asked to Watch ASCAP Deals	8
Music Issue Stirs NIB Convention	9
Slow Hearing Instigates Fly Rumor	10
La Guardia Order Stirs Government Groups	12
Newspaper Probe Turns into Burlesque	16
Department Store Built by Radio	21
Running Story on Newspaper Hearings	22
Terrell Appointment Extended	27
GM Advertising Continues as Usual	29
NAB Seeking Higher Priorities Rating	33
Radio Tells Defense Story	34
Censorship Proposals Considered	52
How the Army Took KELD	55
Associated Oil Grid Schedule	56
Fidler and Fisher Before Senate Inquiry	58
Networks, Stations Cover Maneuvers	59
Franchise Tax Plan Discussed	59
Latest Log of Canadian Stations	65
WDRC Schools Announcers	67
Latin News Series for Philco	70

DEPARTMENTS

Agencies	48	Merchandising	44
Agency Appointments	43	Network Accounts	69
Behind the Mike	40	Personal Notes	39
Buyers of Time	49	Purely Programs	45
Classified Advertisements	51	Radio Advertisers	47
Control Room	50	Station Accounts	46
Editorials	38	Studio Notes	42
FCC Actions	68	They Say	38
Meet the Ladies	43	We Pay Respects	39

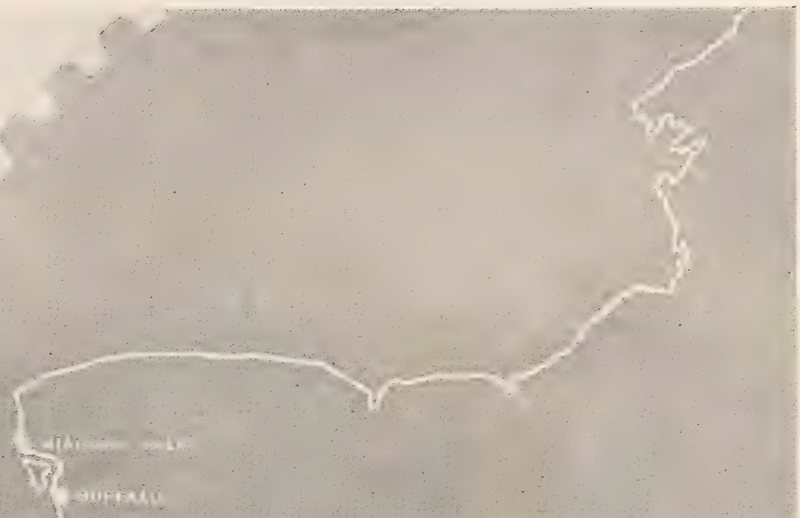
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is perfectly geared to the Western New York Market

Now!

5 KW Operation Day and Night, Just Authorized by the Federal Communications Commission

Complete new transmitter and antenna installation give concentrated coverage of Buffalo and the 400,000 families living in one of the major centers of inland industrial and agricultural production in the nation—

PLUS the NBC Red Network and outstanding local programs, news reports and public service features—

EQUALS audience acceptance that is not even approached by any other Buffalo station.

"The Preference of the Audience Is the Choice of the Advertiser"



930 KILOCYCLES IN THE CENTER OF THE DIAL

NBC Basic Red Network **WBEN** ***Buffalo, New York***

EDWARD PETRY & CO • NEW YORK and CHICAGO



"Pale skin have red face!"

One of the things we've always liked about *good* agencies is the way they protect their clients from crazy ideas or embarrassing situations—even when the idea or situation originates in the client's own office!

So, admiring this function, it's only natural that we should adopt it. And not only for advertisers, but also for *agencies*—since even agency men, being human, occasionally get rather silly ideas too!

For instance, you'll never hear us complaining (or bragging) about having to jump on a train to go help straighten out something that has gotten crossed-up, somewhere. Or failing to take the responsibility for the success of your radio efforts, on any station or at any *time* we recommend. Also — we're perfectly willing to be the "whipping boy" in any of those myriad situations where something has not clicked perfectly and where a whipping boy is needed to restore harmony. And so forth.

Not that we're courting trouble—but we certainly *are* willing to take a beating for a good cause. Got a good cause handy?

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WDAY . . . . . FARGO
WKZO . GRAND RAPIDS-KALAMAZOO
WISH . . . . . INDIANAPOLIS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KGKO . . . . . FT. WORTH-DALLAS
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
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BROADCASTING
and
Broadcast Advertising

l. 21, No. 12 WASHINGTON, D. C., SEPTEMBER 22, 1941 $5.00 A YEAR—15c A COPY

Labor Troubles Prove Threat to Industry

ccord With AFM; Threat by CBS Technicians

ABOR TROUBLES and rike threats bobbed up in oadcasting last week as the merican Federation of Musi- ans and the International rotherhood of Electrical orkers redoubled efforts to act higher quotas of men d improved wages, respec- vely, from segments of the dustry.

A general strike of musi- ans employed at 173 stations filiated with MBS was erted last Friday when an greement was reached with GRC, Louisville, on reten- on of additional musicians. BC-Red, however, was without mote dance band pickups be- use of a somewhat similar con- oversy with AFM over refusal WSMB, New Orleans, to capitu- te to union demands.

Des Moines Threat

A situation that might affect BS and NBC-Blue was brewing Des Moines, where KRNT, CBS tlet, and KSO, NBC-Blue and BS outlet, both owned by the owles interests, were faced with ultimatum that they expend 15,000 a year for musicians.

Meanwhile, a stalemate in nego- ations between the Associated roadcast Technicians Union of EW with CBS executives, cover- g 240 technicians at the network's ey stations and M&O outlets save MOX, was reported last Friday llowing two weeks of intermittent nversations. While there was ose talk of a strike, the ABTU ntract carries an arbitration lause, and it was thought more han likely that if no agreement s reached by Oct. 1 this clause ould be invoked, with the matter aken to arbitration. Precise details ere not available from either side.

Just before BROADCASTING went o press Friday evening, an anony- nous phone call was received at ts New York bureau. The speaker imply declared: "There may be picket line around CBS by morn- ng," and then hung up. Efforts to verify the report were without avail.

William S. Paley, CBS president, and Mefford R. Runyon, vice-president in charge of stations, last Thursday met with Russ Rennaker, national business manager, and Frank E. Sosebee, ABTU New York representative, and Mr. Runyon met again with them on Friday, with no agreement reached. Conversations during the preceding week in Chicago with H. Leslie Atlass, CBS Central Division vice-president and its labor negotiator, likewise had proved futile.

May Meet Again

ABTU sought to invoke provisions of the 1937 contract permitting annual discussions prior to Oct. 1. Basically, it is understood ABTU requested a 10% increase over the existing average scale ranging from $49 to $75 per week and CBS had countered with an offer of 4%, which reportedly would have brought the scale up to that averaged by NBC technicians. Hour and work conditions also are involved.

While no date was set for another meeting between ABTU and CBS executives, it was thought further conversations might be held prior to the Oct. 1 deadline. As things stood last Friday, however, the union men indicated they would seek arbitration or take steps toward a strike vote of the membership. Technicians at seven M&O stations are involved, with KMOX, St. Louis, operating under the joint agreement in that city and therefore outside the controversy. The 1937 contract with ABTU provides for increases annually according to seniority, and does not expirt until 1942.

The sudden surge in labor activity, after a period of relative tranquility, remained unexplained. James C. Petrillo, AFM president, himself ordered the plug pulled on MBS dance band remotes on Sept. 12. NBC cancelled its Red dance remotes to forestall similar action. Almost simultaneously, the ultimatum had been delivered to the Cowles stations in Des Moines, with the accent on dollars rather than men, according to broadcasters affected. The AFM demands had repercussions throughout the industry because of past crises precipitated as a result of Petrillo's tactics.

Capital Observing

In Washington some question arose as to whether the Department of Justice, which last February announced its intention of launching grand jury proceedings against Petrillo because of the "made work" issue, would reopen its proceedings. Since the announcement by Assistant Attorney General Thurman Arnold that he proposed to move against the music czar, nothing more has happened on the Government front.

The outbreak of union troubles in radio appeared to coincide with union demands and strike threats affecting other industries. The Washington viewpoint was that union leaders, apparently of a mind that now is the time to crack industry, were putting on a coordinated campaign. This arose from the theory that, in view of the war emergency, opportunities for suc-

(*Continued on page 66*)

Fight Looms Over ASCAP Contract

Delay in Acceptance by Affiliate Stations Now Forecast

A LONG DRAWN-OUT fight over acceptance of revised ASCAP contracts for return of its music to NBC and CBS and their affiliated stations was foreshadowed last weekend, with many affiliated stations asserting they would take their time in appraising the proposition.

Although the NAB executive committee, by majority vote, had sanctioned the network form of contract Sept. 9, copies of the final documents have not been transmitted to stations. This was to have been done last week, in the hope of returning ASCAP music to NBC and CBS networks by Sept. 28, with the change in time. However, all hope for this vanished by week end.

While ASCAP and network representatives said attorneys still were working on revised language of the five separate contract forms, forces opposing acceptance charged the delay was intentional. They founded this on the belief that the NIB convention, meeting in Chicago Sept. 22-23, had as one of its main topics the ASCAP negotiations and that if the precise language of the contracts was not available, the discussion would be impeded.

Lafount Cites Difficulties

Meanwhile, NIB President Harold A. Lafount last Tuesday asked Attorney General Francis Biddle to give "very careful consideration" to the contracts, to ascertain whether they conform with the consent decree entered into last March by ASCAP. Observing that ASCAP had stated the contract form would be submitted to the Department for prior study, Mr. Lafount said the per-program requirements were so complicated that stations would be forced to accept a blanket form of contract, tending to reestablish the "wrongful practice sought to be corrected by the consent decree."

Date when the contracts would be mailed was in doubt. Although the ASCAP board met in special session last Monday to approve the NBC contracts, on Friday NBC had not yet mailed out copies to its affiliated stations. And although the ASCAP board had expressed its willingness to examine the CBS contracts as soon as they were ready, CBS had not by Friday called such a meeting.

Each day through the week, network executives expressed the hope that by the following day the contracts would be set. But as the week ended, network attorneys were still poring over the contract forms and attempting to get them into final shape. The explanation of NBC's legal department was that in comparing its own draft of the contract forms with the draft prepared by ASCAP, it was finding many minor variations.

Before the contracts are sent to the stations these differences must be ironed out in five contract forms.

At CBS it was stated that its lawyers were still drafting the final form of its contracts. What the differences would be between the

CBS and NBC forms when finally completed, no one could say, but spokesmen for both networks and for ASCAP agreed any differences would be to allow for the differences in methods of operation of NBC and CBS.

These delays put an end to any hopes for ASCAP tunes on the networks by next Sunday. After the contracts are completely drawn up to the approval of the networks and ASCAP, they must be ratified by the affiliate stations before they can be signed and put into effect. When they are mailed out, with each contract will go a form of acceptance for the station owner to sign, indicating his agreement to rebate to the network 2¾% of its payments to him for commercial network programs, as his part of the network's payment to ASCAP. Securing such agreements from the affiliates, even at best, can scarcely be accomplished this week, especially as many of these broadcasters will be in Chicago during the early part of the week attending the NIB convention.

This meeting, open to all broadcasters except the networks and their M and O stations, will probably decide the fate of the efforts of the networks to effect peace with ASCAP one way or the other.

Although the ASCAP board approved the NBC deal, the ASCAP ranks are no more unified than those of the broadcasters concerning the contract terms, and the approval came only after a stormy session, according to reports. The deduction in income to ASCAP, from the approximately $8,000,000 a year if the broadcasters had accepted the licenses proffered by ASCAP to the $3,000,000 a year which the present contracts will produce, has created dissatisfaction among both composers and publishers.

There is also the old guard who have steadily opposed any compromise with the broadcasters. They fought last winters' decision to accept the Government consent decree and still want to fight it out in the courts.

Movie Firms Anxious

Most complete approval, accordinging to reports, came from the publishers controlled by the motion picture companies, who want to get the tunes from their pictures plugged on the air to advertise the films and build box office returns. They are only secondarily interested in income from ASCAP or from the sale of sheet music. On the other side of the fence is the independent publisher of popular songs whose revenue from ASCAP is a sizable part of his total income.

The BMI-Marks suit against ASCAP, seeking to establish the ownership to performing rights by either publisher or composer, is also said to have been a major topic of discussion at the ASCAP board meeting.

Last Tuesday Justice Aaron Steuer of the New York Supreme Court heard arguments from attorneys for ASCAP and BMI on ASCAP's motion that BMI be eliminated as a plaintiff since, as a licensee, it has no right to bring such action. BMI counsel contended that the assignment by Marks to BMI of performing rights in marks compositions makes BMI a proper plaintiff. John Schulman, counsel for the Songwriters Protective Asn., appeared on behalf of the individual songwriter defendents in the suit. The court reserved decision.

Per-Program Formula Too Complicated Lafount Declares in Letter to Biddle

CHARGING that the per-program payment license agreement which ASCAP is offering the industry is "unnecessarily complicated" and would make it "economically impossible for most broadcast stations to accept", Harold A. Lafount, president of National Independent Broadcasters, last Tuesday requested Attorney General Francis Biddle to give "very careful consideration" to these requirements, in the light of the ASCAP consent decree entered into last March.

Citing articles appearing in the press [BROADCASTING, Sept. 15] that ASCAP had concluded licensing agreements with NBC and CBS, Mr. Lafount said that it had been repeatedly stated these agreements would be submitted to the Department for approval prior to the time they were offered stations.

Forcing a Formula

The purpose of the detailed logging provisions covering per-program payment, he charged, "is to force stations to accept the agreement with a payment of a percentage of their gross income, thereby tending to re-establish the wrongful practice sought to be corrected by the consent decree."

Following is the text of Mr. Lafount's letter:

According to articles appearing in the press, ASCAP has concluded licensing agreements with the two major national networks, NBC and CBS, requiring the payment of a percentage of gross ncome and at the same time has prepared licensing agreements for the remainder of the broadcasting industry both on the old method involved in the Government's consent decree and also on what purports to be the per-program method in compliance with the consent decree. The agreements have not yet been submitted to stations, but the press states that the substance of the agreements is being submitted to the Department of Justice for approval.

As president of NIB, an association representing independently owned and operated broadcast stations throughout the United States, I would like to refer to the provisions contained in the last paragraph of Section II (3) of the consent decree entered in the U. S. District Court for the Southern District of New York, which provides in part as follows:

* * * defendant shall act in good faith so that there shall be a relationship between such per program basis and such other basis, justifiable by applicable business factors, including availability, so that there will be no frustration of the purpose of this sub-paragraph to afford radio broadcasters alternative bases of license compensation.

A 'Wrongful Practice'

From all the information which we have been able to obtain, it would appear that the per-program payment license agreement which ASCAP proposes to submit to the Department of Justice for approval contains such unnecessarily complicated and extensive requirements on the submission of detailed data to ASCAP as to make it economically impossible for most broadcasting stations to accept this form of contract. The obvious purpose of such complicated and detailed reports is to force stations to accept the agreement with a payment of a percentage of their gross income, thereby tending to re-establish the wrongful practice sought to be corrected by the consent decree.

In view of the repeated statements in the press that these license agreements are to be submitted to the Department for approval prior to the time that they are offered to stations, I would like to request that very careful consideration be given to the requirements of the per-program license agreement in its relation to the license agreement on the old method of a payment of a percentage on gross income. An over-burdensome provision in the program form of license will completely frustrate the purposes of the consent decree.

SUN SPOTS MAR TRANSMISSIONS

Brooklyn Ball Game Cut Off WOR With the Score Tied, Bringing Wrath From Fans

SUN SPOTS and other atmospheric disturbances played havoc with radio and communications lines last Thursday, blotting out or disrupting service for more than 24 hours. Affecting longwave transmission only to a minor degree, the high voltage currents in the atmosphere cut off shortwave transmission almost completely and caused partial disruption to longline wire service. In general, communications in the east-west directions were much harder hit than those in a north-south tie-up, according to communications engineers.

Starting early Thursday morning, shortwave reception in New York became increasingly unintelligible so that by 10 a.m. both NBC and CBS listening posts stopped trying to catch broadcasts from abroad and had closed up for the day. By Friday morning listening was only 75% normal. Yet, due to some atmospheric trick, the 6:45 news roundup on CBS brought in Berlin and London clearly but could not get any signal from Moscow. Similarly the 7 p.m. roundup on NBC got London but was blanked out from Moscow, Vichy and Ankara. Other than these broadcasts no shortwave programs got through during the day.

Inaugural Spoiled

NBC's special inaugural broadcast for its new Mexican network on Thursday evening was completely ruined. NBC reported that Mexican reception of the parts of the ceremony originating in New York was botchy and unintelligible, with a similar condition existing for the Mexican transmission to the United States.

AT&T reported that reception on its radiophone circuits to Europe was so disturbed by noon Thursday that service was switched to the longwave circuit by way of Houlton, Me. Reception from South America was spotty, while the lines on the Pacific Coast and land lines in general were clear.

RCA Communications experienced the same circumstances. Shortwave was shifted to the longwave on Thursday evening. Western Union reported a minimum interruption in service, though regular circuits were disturbed, because it has machinery to take care of just such an eventuality.

Standard broadcasting was practically undisturbed, though MBS reported some disturbance in the Minnesota-Dakota regions. Confusion and anger broke out in Brooklyn when the broadcast of the crucial game with Pittsburgh on WOR, was suddenly cut off the air with the score tied. Thousands of calls flooded the station which explained to the incredulous fans that the Morse circuits to Pittsburgh had been cut off by disturbing atmospheric conditions. When the broadcast was resumed 15 minutes later, Brooklyn was four runs behind.

Stokeley Buys

STOKELY BROS. & Co., Indianapolis (Van Camp's beans), currently engaged in its most complete advertising campaign in the products' 80 year history, recently started a radio campaign on four California stations, using transcribed singing spot announcements. In addition, 137 newspapers in California and Nevada are being used, as well as three regional magazines and two national magazines. The station list: KSFO and KFRC, San Francisco, and KHJ and KNX, Los Angeles. Agency is Calkins & Holden, New York.

Ruppel Still at CBS

DENYING persistent rumors that he would join a new Chicago morning newspaper in an executive capacity, Louis Ruppel, CBS public ity director, last Friday declared "I am still in the radio business." The new paper is reported financed by Marshall Field III, and publication is expected to start about Nov. 1. Before joining CBS in 1939 Mr. Ruppel for four years was managing editor of the *Chicago Times*.

More Noxzema Quizzes

NOXZEMA CHEMICAL Co., Baltimore, will broadcast its *Quiz of Two Cities* in 24 cities with the addition of WSB, Atlanta, and WAPI, Birmingham, on Oct. 2; KYW, Philadelphia, and KDKA, Pittsburgh, Oct. 12, and WOKO for Albany and Troy, Oct. 16. The half-hour weekly programs are quiz shows between teams of contestants from rival cities. Ruthrauff & Ryan, New York, is the agency.

New Yeast Spot

STANDARD BRANDS, New York (Fleischmann's Yeast), on Oct. 6 will launch a 13-week campaign of one-minute transcribed announcements on 10 Ohio stations. Agency is Kenyon & Eckhardt, New York.

Music Issues Stir NIB on Convention Eve

Discussion Heard Of Separation From NAB

WITH FEELING high over the new ASCAP contract negotiated by the networks, along with the reval of AFM Czar Jimmy Petrillo's tactics in forcing hiring of more staff musicians, delegates to the special convention of National Independent Broadcasters in Chicago Monday and Tuesday looked for unprecedented industry indignation over the trend in music costs.

Last weekend there was no authoritative estimate of the size of the convention—first of its kind ever called—but it was evident that many network affiliates would be there and that the attendance might reach 150. Sentiment is strong for reorganization of NIB as a full-fledged trade association, and there was considerable talk of break-away from the NAB.

Fly's Status

Active participation of FCC Chairman James Lawrence Fly in the NIB sessions, transcending his appearance as keynote speaker, has given rise to some speculation in industry circles. He has made no bones about his dislike of the NAB and of the major networks, both before and since the turbulent NAB convention in St. Louis last May. He is known to favor formation of a trade association under new leadership and divorced from NBC and CBS.

Further impetus to the move for NAB break-away was given with the announcement last Wednesday that Ed Craney, head of KGIR, Butte, and the Z-Bar Network in Montana, would be present and would address the convention. He has advocated creation of a new trade association which, in his judgment, would be "persona grata" with Washington's officialdom and which would be made up only of independently-owned stations, whether or not they are affiliated with the networks.

With the completion of the new form of ASCAP contract which is slated to serve as the pattern for the entire industry, much interest will attach to music performance, with the convention's second day to be given over to the subject.

Key speaker will be Victor O. Waters, special assistant to the Attorney General in charge of both copyright and music anti-trust activities. His analysis of the music situation is expected to be a highlight, particularly since question has arisen as to whether the ASCAP terms, and more particularly the rigid logging requirements, actually preclude a per-use form of contract.

Because Mr. Waters also has been active in proposed anti-trust proceedings against the American Federation of Musicians, on the "made work" issue, the latest Petrillo action in pulling the plug on both NBC-Red and MBS dance band remotes and in threatening walkouts also may be covered. The Department of Justice, after an announcement last year that it would bring grand jury proceedings against AFM, has done nothing more openly on the matter.

Whether there will be an active move in the direction of making NIB an all-inclusive trade association, with a headquarters staff in Washington, will depend upon the trend of convention proceedings. NIB executives, including President Harold A. Lafount, disclaim any intention of fostering such a movement.

Time for Discussion

Moreover, Mr. Lafount pointed out that the convention was called at the insistence of many independent broadcasters and that aside from the scheduled addresses and discussions covering current industry matters the agenda does not deal with reorganization as such. There will be ample time, however, for discussion of any matters not scheduled, he pointed out.

Mr. Lafount has stated repeatedly he will not seek reelection to NIB, on the theory that the office should be rotated. The names of several possible successors already have been advanced.

Support has developed for Mr. Craney's election, though he likewise has stated repeatedly that he isc not a candidate for any office.

Chairman Fly, in his address, is expected to cover the whole regulatory picture, with some emphasis on national defense. As chairman of the Defense Communications Board, he is expected to comment on the outlook on priorities, and to assure the industry of the availability of sufficient technical equipment to keep broadcasting functioning as a vital defense service all during the emergency.

Batavia Honesty

WBTA, Batavia, N. Y., last week gave the Wage & Hour Division of the Labor Department cause for a sigh of gratification over an employer's sense of fair play. When Frank A. Corti took over as the new manager of WBTA some weeks ago, he noted in examining the books that since it had started operating in February, 1941, a score of the WBTA employes had not been credited with the full amount of overtime pay due them. Promptly he took the matter up with wage-hour field representatives, and last week the station agreed to pay about $500 in overtime restitution to its employes, cleaning its slate for further operation.

Also on the subject of national defense will be an address by Major Gen. Joseph F. Cummins, commanding general of the Sixth Corps Area in Chicago. He will tell the part radio must play in home defense work.

Other Speakers

In addition to Mr. Waters' address on copyright, as well as the expected discussion precipitated by Mr. Craney, speakers representing other copyright licensing groups will be on hand. Addresses are scheduled by John G. Paine, general manager of ASCAP, covering the new form of contracts; Carl Haverlin, station relations director of BMI; Leonard D. Callahan, general counsel of SESAC, and Robert S. Keller, representing Muzak-AMP. Many broadcasters, it is reported, are withholding their response to the major networks on their sanctioning of the ASCAP contract form until they hear the discussion at the NIB convention.

Several of the transcription companies and representatives of manufacturers also plan to attend the convention, according to advices reaching Washington headquarters of NIB. A number of broadcasters now serving on the NAB board, as well as past executives of the main trade association, also plan to be present. In addition, several of the radio relations officers of Government agencies in Washington, including Edward M. Kirby, chief of the Radio Branch of the Army and public relations director of the NAB on leave, will attend.



NBC WOMEN ready for service attained an average of 97.6%, highest of any class yet instructed by the American Women's Voluntary Services. Sally Warren, of the NBC press department, appeared in full warden's regalia to receive her diploma from Niles Trammell, NBC president. Instructor is May Singhi Breen. In front row are (l to r) Irene McCarthy, Doris Steen, Ellen Egan, Myra Bimberg, May Singhi Breen, Mr. Trammell, Miss Warren, Frances Barbour, Ruth Barrett, Margaret Anderson, Natalie Murray. In back row are Helen Rodabaugh, Cornelia Horn, Madge Boynton, Isabella Hurst, Emma Tittle, Margaret Burgemeister, Virginia Kelly, Evelyn Sesit.

Achievements of BMI Reviewed in Brochure

A FOUR-PAGE red, white and blue folder will be distributed by BMI at the NIB convention this week. Titled "Report to 701 Broadcasters", the brochure compares September, 1940, when BMI had eight phonograph records and 50 transcribed tunes available, was sending 40 selections weekly, had 10,000 titles in its library and two hit tunes out of 35, with this September, when BMI has 14,000 records and 13,000 transcribed tunes available (BMI and tax free), is sending 150 selections weekly to stations, has 500,000 titles in its library and 32 of the 35 hit tunes.

Pointing out that BMI is devoted to "a complete music service for broadcasters" and that each BMI licensee has received printed music, transcriptions and commercial records with a value in excess of $2,100, the text states that "BMI is tailored to fit the needs of the broadcaster and the operations day after day and month after month keep the fit." Final page is given over to a list of the 300 BMI publishers.

Lorr Labs. Plans

LORR LABS, Paterson, N. J. (Duragloss nail polish), on Sept. 30 will begin a 52-week schedule of participations on *Make Believe Ballroom*, on WNEW, New York. At the same time the agency, H. M. Kieswetter Adv. Agency, New York, indicated it is considering plans for a campaign of participations and announcements on several stations, to be announced in about 10 days.

Jelke Discs on 23

JOHN F. JELKE Co., Chicago (Good Luck margarine) recently began sponsorship of a 15-minute transcribed series, *Happy Meeting Time*, on 23 stations in major markets. Discs, heard thrice-weekly, feature songs of Zora Layman and Frank Luther with Harry Von Zell giving the commercials. Agency is Young & Rubicam, New York.

Denton Tests Radio

DENTON SLEEPING GARMENT MILLS, Centreville, Mich., on Sept. 25 launches a campaign of one-minute transcribed announcements on an undisclosed number of stations. The Reeves Adv. Co., Cincinnati, handles the account.

Slow Pace in FCC Crackdown Stirs Rumors on Fly's Status

Possible Changes in Commission Are Deduced by Some Observers as Vacancy Remains Unfilled

SUDDEN letdown in the hard-driving regulatory pace of FCC Chairman James Lawrence Fly has given rise to rumor in official Washington that he has lost favor in Administration circles, portending significant changes in the FCC organization.

While there was no authoritative word from any official quarter, something more than gossip has trickled from usually authoritative sources indicating that changes are in the offing. The President has delayed appointment of a successor to Frederick I. Thompson, whose term expired June 30, and it is thought that when the new appointment is made, the President might also designate a new chairman, either in the person of the new appointee or through two new appointments, with Chairman Fly possibly transferred to another post.

Further Delay Seen

Why the President has delayed so long in filling the Thompson vacancy has never been explained. But the most plausible suggestion was that he desired to ascertain whether the Commission might reconcile its differences under Chairman Fly and if that failed, then the desirability of a reorganization would be enhanced. Unofficially, it has been commented that the President is not disposed to make a new appointment or even to touch the FCC situation until November.

It is known that a number of candidates for the Thompson post have been considered. But there has been no move toward sounding out sentiment on the Senate Interstate Commerce Committee on any of them. That is the usual procedure on new appointments. Moreover, it is apparent that the Administration would like to avert a recurrence of the Senate Interstate Commerce Committee fishing expedition which developed in June, 1940, during hearings on confirmation of the late Col. Thad H. Brown for the reappointment.

The Administration is well aware of complaints against Chairman Fly and the FCC majority from many quarters, growing out of the chain-monopoly inquiry, the newspaper-divorcement issue, and now that pertaining to a ban on multiple ownership of stations where overlapping service is involved. In recent weeks, however, the internal situation has quieted somewhat.

There is also possibility that the President will be disposed to favor a full-scale reorganization of the FCC, as he did more than two years ago, when he urged a three-man Commission with separate autonomous divisions for broadcasting and common carrier regulation. Two bills proposing a reorganized Commission of seven members, but with two three-man autonomous divisions, now are pending in House and Senate.

Durr Mentioned

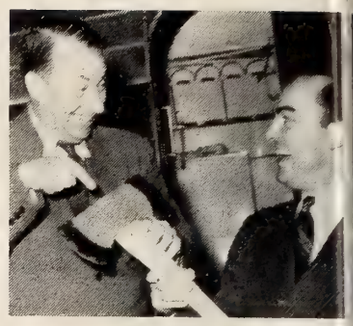
The name still most prominently mentioned for the Thompson successorship—and possibly for the chairmanship if the existing organization is maintained—is that of Clifford Durr, assistant general counsel of the Reconstruction Finance Corp. A native of Alabama, Mr. Durr is 42 and is highly regarded in New Deal legal circles. He is the brother-in-law of Supreme Court Associate Justice Hugo Black.

At least a half-dozen other names are mentioned, including those of Major Gen. Joseph O. Mauborgne, who retires Sept. 30 as Chief Signal Officer of the Army; T. J. Slowie, secretary of the FCC; G. W. Johnstone, former radio director of the Democratic National Committee, and Edward Roddan, assistant publicity director of the Democratic Committee.

A number of broadcasters who have talked with Commission executives, especially the chairman, have left with the impression that the Commission will seek a solution based on some definite mileage separation or market coverage demarcation as between stations owned by the same interests. The inequities involved in any hard and fast rule with respect to overlapping coverage by stations serving two entirely different markets, even though their service contours include much common coverage, have been pointed out in these informal conversations and apparently have made some impression.

CBC Supplementaries

TEN NEW supplementary stations are now available for use with CBC network facilities, CBC has notified NBC. Supplementary to the Maritime Region are CJLS, Yarmouth, N. S., and CKNB, Campbellton, N. B., at station cost of $25 and line cost of $7 for each station. Quebec Region supplementaries are CKCH, Hull ($35 and $7), and CHGB, Ste. Anne de la Pocatiere ($25 and $5.50). Ontario Region supplementaries are CFPL, London ($45 and $2.50), CFCO, Chatham ($25 and $2.50), CJIC, Sault Ste. Marie ($25 and $7), CKCA, Kenora ($25 and $2.50), all Ontario, and CKRN, Rouyn, P. Q. ($30 and $7). CKLN, Nelson, B. C., is supplementary to the British Columbia Region at $25 and $7.



AXE FOR GRAHAM McName donated as his midnight plane rived in Seattle for a broadc on the lumber industry, part of *Defense for America* series. I senter of axe is Dick Keplin news and special events directo KOMO-KJR, Seattle, which or nated the program.

Monopoly, Newspaper Outlets, Multiple Stations Mark Time

FCC Slows Pace in Press Probe, Digests Briefs in Monopoly Hearing; Overlap Ban Uncertain

THREE IMPENDING regulatory developments projected by the FCC are being watched closely by the entire broadcasting industry, with a change of pace on the part of the licensing authority in evidence. The network monopoly regulations, the newspaper-divorcement inquiry and the rule banning multiple ownership of stations where duplicating service is involved, constitute the regulatory trinity.

The newspaper divorcement inquiry resumed last Wednesday following a recess of six weeks (see running story on page 22). The Commission appears to be adhering to its original line of investigation —subpoenaing witnesses in an effort to prove that joint operation of newspapers and stations results in unfair competition and does not inure to the public good.

Monopoly Study

But it now seems evident that whatever the determination, weeks or months hence, will be in the nature of legislative recommendations, if any, to Congress, rather than the originally planned course of imposition of restrictive regulations, if deemed feasible.

On the chain-monopoly front, the Commission is digesting briefs and arguments presented Sept. 12 wherein NBC and CBS asked for suspension of the regulations for duration of the emergency, while MBS made a fervent plea for prompt and immediate enforcement of regulations governing network-affiliate relations and imposing a definite formula on option time available to networks.

The outlook is for revision of the regulations in the not too distant future, after which all signs point to prompt litigation by the older networks, challenging the FCC's jurisdiction and seeking to block enforcement of the regulations.

The proposed multiple ownership-overlap service ban regulation is scheduled for argument Oct. 6. In issuing its tentative rule Aug. 5, the Commission did not define the scope of the proposed ban, stating it would decide the matter after hearing the parties affected. Thus, the magnitude of the impending ban is not known and won't be until the Commission decides to state precisely what it means by objectionable overlap or what constitutes multiple ownership or operation.

Because of this, indications are that stations which might be affected will stay away from the Oct. 6 oral arguments in droves. One attorney, representing possibly a dozen companies which might c ceivably be affected by the propo regulation, said he could be fo on a local golf course on the of the arguments.

The consensus appears to be t the Commission, under the l is required to hold hearings on dividual applications, following suance of its rule, if any. Thus, blanket injunction would have immediate bearing, it is thoug Moreover, the rule itself speci that it shall not become effect for six months following the d set for enforcement of the or and that on petition reasona time thereafter would be allo for orderly disposition of pr erties.

Swaps Under Way

Despite all this, brisk negoti tions are going forward for stat swaps, and in some instances sa to conform with the ban if a when it becomes effective. So fa known, none of these deals has b consummated, but rather the o ers are awaiting the setting o deadline before completing tr sactions. In one or two instan where swaps can be made that pear advantageous to stati whether or not the rule beco effective, contracts may be clo shortly.

It is known that the FCC, p ticularly Chairman Fly, has acted commitments from seve dual ownership licensees that t dispose of one of their stati as a condition precedent to rec ing approval of other pending plications. It also has been in cated that the Commission will try to accomplish its objective ov night, but will give ample time orderly procedure.

DST in Canada

IRRESPECTIVE of action ta in the United States, Canadian works will continue on dayli time for the coming winter seas daylight time being compulsory government order in the large dustrial cities and areas as a conservation measure. Canad networks last year continued operate the year round on dayli time.



"THERE'S SOMEONE IN THE HOUSE!"

● Women's ears are no keener than men's, but gosh!—what a difference in the reaction to a strange noise, or to the baby's cry!

All over Iowa there are thousands of homes to which the 50,000-watt voice of WHO "comes in" no stronger than the voice of some other station. But harken to this fact about the relative amount of *listening* these various voices get!

The Iowa listeners who name WHO as "listened-to-most" spend 71.2% of their listening time with WHO. Whereas the listeners who name any OTHER Iowa commercial station as "listened-to-most", give from only 54.2% on down to 29.8% of their listening time to their favorite stations. . . .

This startling fact is one of the findings in the new 1941 Iowa Radio Audience Survey, and is backed by a highly authoritative investigation. But if you're feeling argumentative, you don't have to accept it—you can establish the same general truth by asking your Iowa representative, or by a form letter to your Iowa dealers, or by any other Iowa sources you wish. One and all, almost without exception, they'll tell you that WHO is far and away the TOPS in Iowa.

That being the case . . . well—you draw your own conclusions!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Federal Radio Groups Stirred By LaGuardia Clearance Order

Informs Them W. B. Lewis Will Be Consultant; Reports Covering All Radio Activity Asked

RADIO BRANCHES of all Federal agencies in Washington collectively "hit the ceiling" last week, following receipt of a communication from Mayor F. H. LaGuardia, Director of Civilian Defense, inferring that his organization would take over coordinating and clearance of all Government radio programs. First hinted last July [BROADCASTING, Aug. 4], the move came, ostensibly with Presidential approval, in a letter to all Federal departments.

Mayor LaGuardia, charged with maintenance of the nation's morale in the defense emergency, wrote all Government agencies that effective last Sept. 15 William B. Lewis, vice-president of CBS in charge of programs, will serve as expert consultant to the Civilian Defense Director. He explained Mr. Lewis had been borrowed to carry out a project "which has the President's approval". He identified this project as "a system of coordination and clearance for Government radio programs".



MR. LEWIS

Two Purposes

Defining this project, Mr. LaGuardia said it would serve two purposes:

"1. To provide the radio companies with a single representative whom they would contact in connection with Government radio programs.

"2. To obtain a better balance of the Government programs on the air."

Each department head then was asked to have prepared a statement on what radio programs, if any, are being prepared by the department, on what networks they are being presented and similar pertinent information. This, the letter stated, would enable Mr. Lewis to familiarize himself with what the Government is saying about itself on the air.

Promptly upon receipt of the communication, sent in mid-September, the various Government radio agencies got active. Mr. Lewis is understood to have discussed the project with several of them. Thus far, there has been no final determination and the matter is regarded as purely exploratory at this stage.

It was felt in responsible circles there is little likelihood of any of the major Governmental departments voluntarily turning over to Mayor LaGuardia their normal broadcast functions. For example, the Agriculture Department has produced and presented farm programs over networks and individual stations for more than a decade. Similarly, the Army has established an elaborate radio branch, working in close harmony with networks and independent stations, in a highly specialized sphere. The Navy has done the same and the Interior Department carries on extensive educational extension work via radio.

It was thought that when the LaGuardia project was boiled down, it might encompass clearing house activity for only those new agencies identified with national defense and set up during the emergency. These would include, possibly, OPM, OEM, Mr. LaGuardia's own civilian defense operation, and other temporary activities expected to continue only for the duration of the emergency.

Perhaps a Compromise

Mr. LaGuardia, it appeared, was seeking to create for domestic broadcasting a status comparable to that being worked out by Col. William J. Donovan, the President's coordinator of information, in the external communications field. This first became evident last July, when Col. Donovan outlined in a general way the scope of plans covering international broadcasting, to counteract Axis propaganda.

It was made clear then that Col. Donovan did not propose to undertake the task of civilian morale and that this fell within the purview of the LaGuardia organization.

Whether the full-scale clearing house project outlined by Mayor LaGuardia eventually will go through presumably will depend upon final Presidential action. There was some compromise talk of creating an advisory committee which would not handle the physical job of program placement, but simply would counsel with both Government and the broadcasting industry on orderly procedures.

CNYT

IN VIEW of the confused time situation, with a mixture of standard time and daylight saving time localities existing after Sept. 28, which marks the end of the normal DST season, CBS has announced that after that date, "until unless the White House calls for national DST" all CBS releases will give program times as Current New York Time. NBC and MBS, however, will label their program times as usual, Eastern Standard Time.

Chrysler News

CHRYSLER Corp., Detroit (Chrysler cars), on Sept. 30 will start on MBS a twice-weekly quarter-hour commentary from Washington by James Crowley, formerly Washington correspondent of *Time* magazine, who will give a resume of the bi-weekly White House press conferences. Program will be broadcast on the days of the conferences, Tuesdays and Fridays, at 7:15-7:30 p.m. The company will carry the program for 26 weeks on four MBS stations, WGN, Chicago; CKLW, Windsor, Ont.; WCAE, Pittsburgh, and WIP, Philadelphia, but the commentary is available for sponsorship by individual Chrysler dealers all over the country on a local basis. On Sept. 23 and 26, the program will be fed sustaining to 100 MBS stations as a live audition for local Chrysler dealers, and it is expected it may be sponsored locally in a possible 60 cities. Lee Anderson Co., Detroit, is agency.

Ford Resumes Concerts

FORD MOTOR Co., Dearborn, Mich., on Sept. 28 resumes the *Ford Sunday Evening Hour* for its eighth consecutive season on 58 CBS stations, Sunday, 9-10 p.m. Format of the program will be as before, with guest conductors and soloists featured on each broadcast. W. J. Cameron will again be intermission commentator. Among the conductors scheduled to appear through December are Sir Thomas Beecham, Wilfred Pelletier, Jose Iturbi, George Szell, Eugene Ormandy and Reginald Stewart. McCann-Erickson, New York, handles the account.

Quaker's Dried Soups

QUAKER OATS Co., Chicago, is introducing a new food product, dehydrated Mother's Soups, packaged in powdered form. Radio is being tested with 100-word announcements six times a week for 13 weeks on a station in a selected midwestern market, undisclosed by the agency, Campbell-Ewald Co. of Chicago. The results of further tests will determine the basis of the campaign as well as the media to be used, the agency stated.

Olson Rug Spots

OLSON RUG Co., Chicago (rugs), on Sept. 15 started a fall campaign of quarter-hour programs three to six times a week placed in 12 metropolitan markets in the East and Midwest. Complete station schedule has not been set. Presba, Fellers & Presba, Chicago, is agency.

Stahlman's Appea In Appellate Cour

Months of Delay May Occur Refusal to Be at Hearing

WITH the FCC to all appearanc planning to continue its newsp per-ownership inquiry witho benefit of testimony by a group subpoenaed witnesses, Elisha Ha son, ANPA counsel, last Thursd filed with the Court of Appeals f the District of Columbia the re ord of an Aug. 15 Federal Di trict Court opinion directing Jam G. Stahlman to appear at the hea ings in response to an FCC su poena.

Filing of the 64-page photostat copy of the court record brings t case directly to the Court of A peals, following previous notice Mr. Hanson that he would appe the decision.

Procedural Delays

Under established procedure M Hanson has an additional 40 da to file his brief in connection wi the appeal, and 20 more days a allowed the FCC to file an answe ing brief. This would establish Nov. 19 deadline for filing brie in the case, and in view of repor that the Court of Appeals is di posed to advance the Stahlman ca over others for an early hearin it is thought an appeal opinion ma be had by late November or D cember.

FCC Chairman James Lawren Fly, at his press conference la Monday, indicated the FCC wou not sit and wait while the cour decided on its powers to subpoer witnesses and hold general hea ings of the nature of the newspa per-ownership inquiry. He state that final decision on the Stahlma case might take as long as si months, with the newspaper hea ing continuing and concludin meanwhile.

Aug. 15 Opinion

Under the Aug. 15 opinion an through an order subsequentl signed by Justice James W. Mo ris, of the U. S. District Cou for the District of Columbia, M Stahlman, publisher of the *Nash ville Banner* and former ANP president, would have been r quired to answer a subpoena t testify at the newspaper-owner ship investigation. Mr. Hanson o Aug. 21 filed notice with the Dis trict Court that he would carr the case to the Court of Appeal [BROADCASTING, Aug. 18, 25, Sep 1].

Mr. Stahlman, who is now o active duty in the Public Relation Office of the Navy as a lieutenan commander, was one of four sub poenaed witnesses who refused t appear, on advice of Mr. Hanso who contended that the newspaper ownership inquiry was illegal an that therefore the subpoenas wer "nullities" in the eyes of the law



ASK THE LOCAL MAN WHO SPONSORS ONE

In Philadelphia as in every other market it's the big local advertiser who is the shrewdest judge of an advertising medium's effectiveness. With a finger on the consumer's pulse, he knows the surest, most economical way to tell his story.

That's why Philadelphia's biggest local advertisers consistently, year in and year out, use WCAU programs to reach the people who buy. The Horn and Hardart Baking Company, the Household Finance Corporation and the American Stores Company, for example are three big firms doing business in Philadelphia who together represent 33 years of local sponsorship on WCAU.

PROGRAMS ON WCAU REACH PEOPLE.
ASK THE LOCAL MAN WHO SPONSORS ONE.

★ *The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey*

WCAU
50,000 watts in all directions

Philadelphia • WCAU Building, 1622 Chestnut St. . . . New York City • CBS Building, 485 Madison Ave. . . . Chicago, Ill. • Virgil Reiter, 400 N. Michigan Ave. . . . Boston, Mass. • Bertha Bannon, 538 Little Bldg. . . . Pacific Coast • Paul H. Raymer Co.

"BONUS" LISTENERS—AND BUYERS

the 8,894,000 people who tuned-in the average of all 40 CBS programs only "occasionally"

What of the people who listen to a program less often than once a month? Does Radio sell goods to them too? If so, how effectively?

We haven't counted these people in the sales-impact measurements of this report. Not because they aren't important but because, for reasons already explained, one month was chosen as a conservative unit of audience measurement.

But Roper's figures also include full data on the less-than-once-a-month listeners. Let's check back—let's find out, if we can, how they "heft up," first as an audience, then as buyers.

At once we find the audience of "occasional" listeners—the less-than-once-a-month listeners—is a sizeable group. It is approximately as large as the entire group of once-and-twice a month listeners. Putting it another way, it bulks one-third as large as the monthly audience upon which all the preceding data in this report are based. It represents 8,894,000 listeners to the average CBS program!

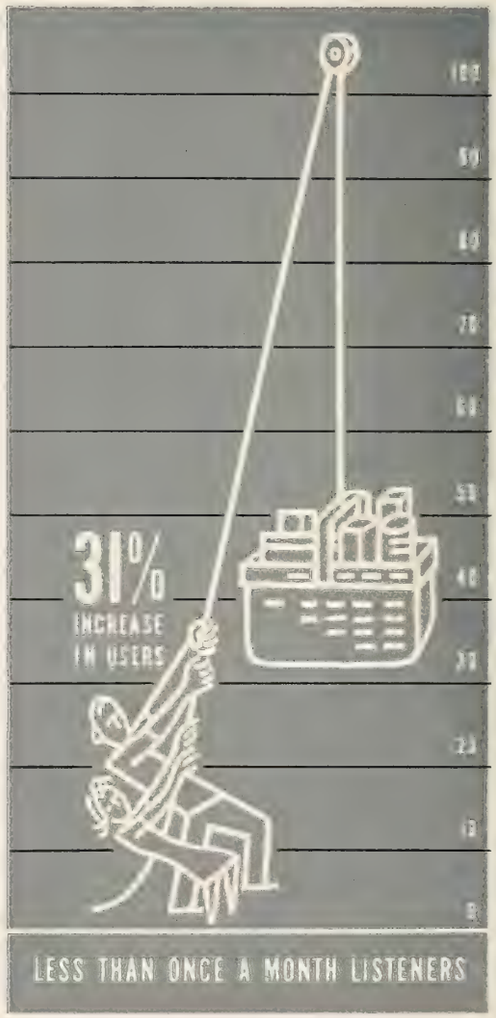
These listeners are an "extra" audience—an audience which we have thus far ignored in this report. But they exist. They listen to radio programs—yours included.

They are "bonus listeners." Are they also "bonus buyers?"

Is this audience of "occasional" listeners reached by radio "often enough to sell goods!"

Roper's figures answer that question too.

You have the answer in the simple chart below. It shows a 31% increase in users of all products advertised on 40 programs—even



Page 25 from "ROPER COUNTS CUSTOMERS"

A STUDY OF CONSUMER RESPONSE TO 40 CBS SPONSORED PROGRAMS

Based on Personal Interviews from coast to coast, conducted by Elmo Roper, in:

7 METROPOLITAN MARKETS OF OVER 1,000,000
14 CITIES OF 250,000 TO 1,000,000
20 CITIES OF 25,000 TO 250,000
32 CITIES AND TOWNS UNDER 25,000
40 RURAL COMMUNITIES FROM COAST TO COAST

Copies of "Roper Counts Customers" are now available to sales and advertising executives upon request. (No miscellaneous distribution of the book is being made.)

One of the findings from this study is shown at the left (page 25 of the printed report) and is important in itself. Even more challenging are the separate findings for each of forty programs covered in Roper's far-flung, scientific field work. For the study as a whole, 'phone or write to

THE COLUMBIA BROADCASTING SYSTEM • NEW YORK CITY

Newspaper Probe Turns Into a Burlesque

Relics of a Past Era Are Dragged In; FCC Exhibits Reek With Inaccuracy

BELIEF that the FCC's inquiry into newspaper ownership of broadcast stations is reaching proportions of a travesty was freely expressed both within and outside the Commission following resumption of hearings last Wednesday and Thursday. Still more incompetent exhibits covering isolated cases were produced by the Commission's special investigating staff and promptly challenged by industry counsel.

The second installment of the inquiry wound up last Thursday on a very sour note, with Commissioners T. A. M. Craven, Norman S. Case and George H. Payne questioning the propriety of procedure and of certain exhibits relating to WDAF's operation by the *Kansas City Star*.

Ought to Rehearse

Commission counsel repeatedly had been criticized by FCC Chairman Fly for the manner in which evidence had been presented, and during the Wednesday proceedings the hearing took on the aspect of a school of law as Chairman Fly admonished David D. Lloyd, investigator-attorney, to follow prescribed legal methods in introducing exhibits and examining witnesses.

Covering the Hearst Radio Inc. operations, as well as the *Kansas City Star* situation during the two-day proceedings, Commission attorneys used letters, memoranda and other data plucked from station files, going back as far as a decade in an effort to prove purported unfair competition, editorial control of radio operations, special rate considerations and other practices which long have been outmoded in newspaper-station operation. It was freely stated not only by the FCC minority but by other observers that the Commission evidently was attempting to build its case against newspaper ownership on considerations that are virtually non-existent today.

With the conclusion of the Hearst and Kansas City cases, during which eight witnesses were heard and 121 exhibits were introduced, the Commission recessed until Wednesday, Sept. 24, when it proposes to sit three days. Tentatively, the schedule calls for hearings on Wednesdays, Thursdays and Fridays until the inquiry is concluded. Chairman Fly, who left last weekend to address the NIB convention in Chicago Sept. 22, asked all parties to file with the Commission by Sept. 25 memoranda covering the general scope of testimony to be offered, names of witnesses, and an estimate of the time needed for such appearances.

Preponderant opinion was that since the inquiry began July 23, most of the exhibits produced by the FCC's investigating staff reek with unfairness. It was thought no weight could be given such evidence, though many exhibits were incorporated in the record subject to motions to strike made by Chairman Fly.

Financial exhibits designed to show the advantages inuring to newspaper-owned stations, offered during the first days of the proceedings, have been challenged as entirely out of kilter because of obvious errors all down the line. Thus far, however, these have not been corrected.

Cognizant of what the Commission's majority did in the chain-monopoly inquiry—selecting isolated instances to justify its conclusions—counsel for the Newspaper-Radio Committee and other participants were wary of the tactics being employed in building the record.

A-day-and-a-half of the two days was devoted to the Hearst Radio operations. While the inquiry went far afield into matters which even members of the Commission felt had no bearing on the newspaper-ownership issue, absence of any reference to Elliott Roosevelt, second son of the President, who for several years headed Hearst Radio Inc., was viewed as significant. The younger Roosevelt first had been vice-president of Hearst Radio in charge of sales activities, subsequently became its president, and was instrumental in the sale of several of the Hearst stations. His name was mentioned only once, when E. M. Stoer, general manager of Hearst Radio Inc., in identifying himself, stated he had succeeded Mr. Roosevelt as Hearst Radio head.

Battle of Lawyers

When the hearing resumes Sept. 24, the Commission will take up the so-called Des Moines situation, involving the *Des Moines Register & Tribune*, which operates KSO and KRNT in Des Moines, WMT in Cedar Rapids, and has a subsidiary relationship with WNAX in Yankton.

Luther L. Hill, executive vice-president of Iowa Broadcasting Co., and brother of Senator Lister Hill (D-Ala.), majority whip, has been subpoenaed as a witness. Also subpoenaed was Joe Maland, vice-president and general manager of WHO, Des Moines, competitor of IBC. It was indicated, however, that Mr. Maland, who had conferred with Commission counsel, would not be called as a witness. The reason was not given.

Tactics of the FCC attorneys repeatedly were challenged by counsel for the Newspaper-Radio Committee and for the individual participants. Thomas E. Harris, senior assistant general counsel, handled the WDAF case and repeatedly tangled with Arthur W. Scharfeld and Philip G. Loucks, WDAF counsel, as well as with Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committee. When questions as to salaries paid by WDAF to members of its staff were raised, even Commissioner Payne, who voted with the majority on the newspaper-divorcement issue, questioned their revelancy.

Running account of FCC Newspaper - Radio hearings Sept. 17 and 18 will be found starting on page 22.

Aside from the antiquated exhibits covering early dealings of the newspaper organizations with their station properties, the Commission got little solace in its examination of principal witnesses. Roy A. Roberts, managing editor of the *Kansas City Star*, and one of the best-known figures in American journalism, advocated even a greater percentage of newspaper ownership of stations on the ground that it would result in improved public service.

Healthy, Says Gough

Emile J. Gough, former Hearst official and a pioneer in newspaper operation of stations, despite his departure from the field, maintained that newspaper ownership was healthy and desirable.

In addition to Mr. Gough, subpoenaed as a Commission witness, others called by the Commission to testify on Hearst activities were Maj. Stoer, Harold C. Burke, president and general manager of WBAL, Baltimore, who was revealed as a sort of master salesman for Hearst newspapers as well as radio in one exhibit; and Charles B. McCabe, president of Hearst Radio and publisher of the *New York Mirror*. William A. Porter, Washington attorney, appeared as Hearst counsel and frequently challenged Mr. Lloyd's inquisitorial tactics.

In addition to Mr. Roberts, H. Dean Fitzer, manager of WDAF, was called for that station. Also testifying on the Kansas City situation were Donald D. Davis, president of WHB, Kansas City, who declared the *Kansas City Star* had been "very nice" about WHB program listings, and John Southmayd, FCC lawyer-investigator who covered the Kansas City situation. It was the last-named testimony that precipitated the furor in the closing minutes of the sessions, and brought about renewed allegations of "stacked" exhibits.

Wage & Hour Division Appeals Belo Decision

GEN. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department, announced last Wednesday that the Solicitor General had filed in the U. S. Supreme Court for a writ of certiorari to review a June 27 decision of the Circuit Court of Appeals upholding the position of the A. H. Belo Corp., owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the *Dallas Morning News*, that an employer who guaranteed his employes a certain weekly salary might fix by agreement with them the rate to be used in computing overtime compensation [BROADCASTING, July 7].

The Wage & Hour Division contended that the Fair Labor Standards Act required that overtime compensation be computed on the basis of a rate obtained for each week by dividing the amount of the guaranteed weekly salary by the number of hours worked that week. The Belo position was upheld in both a Federal District Court in Dallas and the Court of Appeals.

Robert Dunville Named Crosley Vice-President

ELECTION of Robert E. Dunville as general sales manager of WLW and WSAI, as vice-president of the Crosley Corp. operating the stations, was announced last week by James D. Shouse, Crosley vice-president in charge of all broadcasting activities. The election took place Sept. 18 at a Crosley board meeting.



Mr. Dunville

Mr. Dunville, who will be 35 on Nov. 24, has been with the Crosley Corp. since 1937. He was sales executive at KMOX, St. Louis, when Mr. Shouse was its general manager. A 1926 graduate of the U of Missouri's School of Journalism, Mr. Dunville immediately went into sales work. First he became advertising manager for a St. Louis auto company and several years later joined the KMOX sales staff.

New Cereal Promoted

GENERAL FOODS Inc., New York, will have a series of one-minute announcements for Grape-Nuts Wheatmeal during the *Kate Smith Variety Hour* which resumes on Oct. 3 on 87 CBS stations Friday 8-8:55 p.m. (EST). Announcements will go on all stations except those in the South. Agency is Young & Rubicam, New York.

Sal Hepatica in East

BRISTOL-MYERS Co., New York (Sal Hepatica), large user of radio, on Sept. 29 is starting a schedule of 100-word spot announcements, 12 times weekly, on WBZ-WBZA, Boston-Springfield, and KYW, Philadelphia, to run through December. Young & Rubicam, New York, handles the account.

Sales increase over 100%



WORL ONLY RADIO STATION USED!

This 100% increase in sales is *not* a miracle! It's happening every day to advertisers using the 920 Club on WORL, America's outstanding radio program. The 920 Club, unique in format, with a powerful sales impact—gets results . . . and by results we mean sales.

Move Merchandise Off Retailer's Shelves . . . but fast!

$4,000 worth of pianos sold *in one week!* Doughnut sales up 147% *in one week!* Whatever your clients' product . . . high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

Buy a Participation in the 920 Club Now!

Announcements on 15 minute programs are open! Write for availabilities and 15 big success stories today!

SOUTH BOSTON 2410

39 OLD COLONY AVENUE

ROYAL CROWN
OF BOSTON, INC.

August 21, 1941

Mr. George Lasker
Radio Station WORL
610 Beacon Street
Boston, Mass.

Dear Mr. Lasker:

It will please you to know that sales of ROYAL CROWN Cola have increased over 100% this year as compared to last year!

I feel that radio has played the leading role in creating consumers' demand for ROYAL CROWN and -- inasmuch as WORL is the only radio station we are using -- there is but one answer: WORL's 920 Club Program is doing an outstanding job for ROYAL CROWN, and you can reserve time for us for many seasons to come.

Here's my sincere congratulations on such an original idea as the 920 Club and I wish you continued success.

Cordially,
"ROYAL CROWN"
G. Stephens

GS
VW

950 Kilocycles **WORL** 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS

Larger Audiences For Grid Season Seen by Atlantic

Announcers Are Schooled in Technique of Coverage

ANNOUNCERS who will handle the 220 games of play-by-play and commercials on the Atlantic Refining Co. football radio schedule [BROADCASTING, Sept. 12] assembled in Philadelphia Sept. 16 and 17 for discussion and instruction under the aegis of N. W. Ayer & Son, Atlantic agency. Thirty-eight mike handlers from New England to Florida, and as far west as Ohio, were on hand when the session held in the Ayer Bldg. was opened with a talk by Joseph R. Rollins, Atlantic advertising manager.

Predicting that both the actual attendance and the radio listening audiences for football would be larger this fall than ever before, Mr. Rollins said:

"The working tempo of the average American has been stepped up steadily, and will continue to increase as the defense program expands. That means more recreation will be needed, and more people will find relaxation in the enjoyment of football and other sports.

Millions Will Listen

"Because of this situation, you announcers have a real responsibility in the essential job of supporting public morale during the emergency. Millions who cannot actually attend the games are going to be listening in, and it is up to you to provide the best possible kind of play-by-play accounts, so as to make our broadcasts just as interesting a form of recreation for the listeners as we can."

Mr. Rollins was followed by Wallace Orr, of N. W. Ayer & Son, who explained to the announcers that emphasis on commercials would be lighter this year than in the past.

"Atlantic will devote a great deal of the time which otherwise would have been used for product commercials to the service of the Government and various patriotic causes," Mr. Orr said. "It is anticipated that some of the time will be used to encourage enlistments in the Army, Navy and Marines, while other periods will be used to advertise Government defense bonds and defense stamps.

No Interference

"While the content of the commercials is likely to be quite different, the commercial policy which has been used in the past will again be followed. All of the commercial material, whether it is for the products or for the Government or one of the patriotic appeals, will be placed so as not to interfere with any of the actual play. This policy has been successful in the past in building real friends and fans for the Atlantic broadcasts, and we expect it to prove its wisdom again this year."

The two-day session was the sixth of such meetings held annually since Atlantic first started to sponsor football broadcasting in 1936. The program for the first day included an examination on new rules and signals, given by Charles Gault, well-known football official, and a "skull session" on broadcast techniques conducted by Les Quailey, in charge of play-by-play announcing for Ayer.

Following the Monday morning meeting the announcers adjourned to the Bala Golf Club for luncheon and the annual Announcers' Golf Tournament, which was won by Tom Manning, WTAM, Cleveland, with a low net score of 83. Monday night Philadelphia fans were given a preview of prospects for the 1941 grid season through a series of interviews with various announcers over WFIL.

The Tuesday morning meeting covered program promotion, with special attention to the Dunkel Forecasts which are supplied to Atlantic patrons as a part of regular service during the football season. The present status of the petroleum industry was described by John D. Gill, vice-president of Atlantic, and the theory of commercial copy was treated by James Hanna of the Ayer organization.

Speaker at the Tuesday luncheon was the veteran announcer and sports commentator for Universal Newsreels, Bill Slater, who will handle the Penn schedule for Atlantic this year.

The afternoon session was devoted to a study of identification boards, play-by-play charts and broadcast routine under the tutelage of Messrs. Quailey and Peterson, former Pennsylvania star and big league ball player who also is a member of the sports staff of N. W. Ayer & Son.

The Atlantic schedule, which got under way Sept. 7 with broadcast of the Cleveland-Pittsburgh pro game at Akron, will include 155 college games, 20 professional games, and 45 high school games, the latter scheduled where local enthusiasm for high school football exceeds interest in college schedules. The facilities of 83 stations will be used, with the more important games to be aired over special Atlantic football networks up to 25 stations. The broadcasts will run through Dec. 20, when the curtain will be rung down by the broadcast of the Florida-UCLA game.

Following is a list of the Atlantic announcers, with the games they will handle and the stations from which the broadcasts will originate:

Announcer	*Games*	*Key stations*
Jerry Burns	Florida	WJA
	Georgia Tech.	WM
Lee Kirby	Duke	WI
J. Wesley	Holy Cross	WE
Joe Fay	Brown	WPI
Jim Britt	Yale	WN
Byrum Saam	Phila. Eagles	WF
Earl Harper	Holy Cross	WE
J. B. Clark	Duke	WE
Bill Sutherland	Carnegie	KD
Herman Reitzes	Delaware	WD
Taylor Grant, and Claude Haring	Villanova Temple	WF W
John Van Sant	Muhlenberg	WS
Harry Bevis	Frank. & Mar.	WG
Gorman Walsh	Delaware	WD
Chuck Thompson	Albright	WE
Bill Corley	Ohio State	WB
Joe Tucker	Pitts. Steelers	WW
Jack Barry	Syracuse	WA
	Penn State	KD
Tom Manning	Ohio State	WT
Chuck Whittier	W.-Barre H. S.	WB
Red Moss	Dickinson	WK
Vic Diehm	Hazleton H. S.	WA
Bill Dyer	Richmond U.	WR
Jack Case	Watert'n H. S.	WW
George Perkins	Cornell	WF
Dee Finch	Syracuse	WA
Hugh Carlyle	Richmond U.	WR
Tom McMahon	Cornell	WH
	Syracuse	WA
Red Barber	Princeton	WO
Bill Slater	Pennsylvania	WC
Woody Wolf	Duquesne	WW
Jimmie Thompson	So. Carolina	WF
Hal Miller	Gettysburg	WO
Ted Pierce	Lafayette	WE
Bill Bell	W'msport H. S.	WR
Bob Hall	Phila. Eagles	WF



THESE ARE THE MIKEMEN who will handle the 220 games in the fall football schedule of Atlantic Refining Co. shown with officials of the company and N. W. Ayer & Son, Atlantic's agency. Announcers and teams whose games they will broadcast are:

Front row, seated (l to r): Jerry Burns, Florida and Georgia Tech; Lee Kirby, Duke; J. Wesley, Holy Cross.

Second row, seated: Joe Fay, Brown; Jim Britt, Yale; Byrum Saam, Philadelphia Eagles; Joseph R. Rollins, advertising manager, Atlantic Refining Co.; Wallace Orr, N. W. Ayer & Son; Earl Harper, Holy Cross; J. B. Clark, Duke; Bill Sutherland, Carnegie; Les Quailey, N. W. Ayer & Son.

Third row, standing: Charles Gault, football official; Herman Reitzes, Delaware; Taylor Grant, Villanova and Temple; John Van Sant, Muhlenberg; Jim Peterson, N. W. Ayer & Son; Harry Bevis, Franklin & Marshall; Gorman Walsh, Delaware; Chuck Thom son, Albright; Bill Corley, Ohio State; Claude Harin Villanova and Temple.

Fourth row, standing: Joe Tucker, Pittsburgh Ste ers; Jack Barry, Syracuse and Penn State; Tom Ma ning, Ohio State; Chuck Whittier, Wilkes-Barre H. Red Moss, Dickinson; Vic Diehm, Hazleton, H. S.; B Dyer, Richmond U.; Jack Case, Watertown H. George Perkins, Cornell; Dee Finch, Syracuse; Hu Carlyle, Richmond U.; Tom McMahon, Cornell a Syracuse.

Announcers signed but who are not in the pictu include Red Barber, Princeton; Bill Slater, Penns vania; Woody Wolf, Duquesne; Jimmy Thompso South Carolina; Hal Miller, Gettysburg; Ted Pier Lafayette; Bill Bell, Williamsport H. S.; Bob Ha Philadelphia Eagles.

For story and schedule of Tidewater Associated Oil Co. sponsorship of West Coast grid games, see page 56.

Pic Spots

STREET & SMITH Publications, New York (*Pic* magazine), on Sept. 17 began a campaign of one-minute live announcements on WNEW, WOV, WHN and WMCA, New York. Announcements run 2-18 times weekly on alternate weeks for 26 weeks. Company will also launch a campaign shortly for a new publication, *Pioneer Picture Stories*, on the same stations with the addition of WINS. Victor Van der Linde Inc., New York, handles the account.



In the Top Spot with Oklahoma Farmers

• It is never an accident when animals win ribbons in the judging ring.

They begin their journey to the top at birth with a superior heritage. Then, every step of the way, intelligent, conscientious care is necessary.

Neither is it an accident that WKY is the Blue Ribbon station in Oklahoma both with farmers and urban folk.

WKY was born with a family background rich in experience and accomplishment in the field of public service, blood brother of The Daily Oklahoman, The Times and The Farmer-Stockman.

For 21 years, alert and conscientious management has groomed a listenership among Oklahoma farmers and townsfolk far beyond that of any other station. By their own vote, WKY is the 3 to 1 choice of Oklahoma farmers. By a like margin, WKY is the top choice of Oklahoma City daytime listeners.

The decisively top position which WKY occupies with Oklahoma listeners makes it decisively the top spot for advertisers in Oklahoma.

THE TOP SPOT FOR ADVERTISERS IN OKLAHOMA

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Management)* ★ REPRESENTED BY THE KATZ AGENCY, INC.



PHILADELPHIA • 560 WFIL

WFIL SCORES ALL-AMERICAN WIN OVER ALL OTHER STATIONS!

Here's real news for every radio advertiser. Atlantic Refining contracts released by N. W. Ayer award WFIL largest commercially sponsored football schedule in the entire country. WHY?

. . . BECAUSE both Atlantic and Ayer recognize that WFIL produces the largest listening Army at lowest cost and offers the most effective and comprehensive merchandising plan of any station.

NATIONAL REPRESENTATIVE — EDWARD PETRY & CO., INC.

NBC BLUE - KEY STATION QUAKER NETWORK

A Department Store Built by Radio

High in the Sky, Burt's Defies All Traditions in Rapid Growth

By K. K. HACKATHORN
Sales Manager, WHK-WCLE, Cleveland

SELDOM is a department store honored on a nationwide hookup of 170 stations. And seldom is a department store nurtured to prosperity and enormous expansion on the sixth floor of a gigantic office building. But that's what happened Sept. 21 when MBS carried a program honoring Burt's on its fifth anniversary. A joint scroll was presented L. O. Klivans, head of the store, by Vernon Pribble, manager of WTAM; John F. Patt, vice-president and general manager of WGAR; and H. K. Carpenter, of WHK-WCLE in honor of the anniversary.

STEP INTO THE department store that radio built—it's Burt's Inc., up on the sixth floor of the Terminal Tower in Cleveland. And like its counterpart, the proverbial House That Jack Built, Burt's was constructed through a series of progressive ideas — mostly radio ideas. This department store was weaned on radio, continued to thrive on radio, and at the age of ten is approaching full-fledged maturity.

Here's how it all happened: After five years of radio advertising, in 1935, Lewis O. Klivans, president and general manager of Burt's, decided there were many possibilities for expansion of his modest jewelry store, then located on Euclid Ave., Cleveland's main artery. His jewelry store, though small, had great potentialities. It was one of the most progressive shops in the city, maintaining popular prices and high service standards.

Without a Miracle

But expansion in the expensive location was impossible. So Klivans did something which was regarded as foolhardy. He left busy Euclid Ave. for the present Terminal Tower location—a comparatively remote site, strictly an office building location. At first Burt's occupied 4,000 square feet on the sixth floor of the building. But the store clicked immediately, and began to expand to its present 78,000 square feet of floor space—nearly the entire sixth floor of Cleveland's Terminal Tower, and also a four-story building nearby which holds Burt's modern furniture store. This, more than anything else, demonstrates the remarkable pulling power of radio. The medium brought thousands of customers up six floors to get merchandise.

The growth of Burt's unlike that of Jack's beanstalk, wasn't due to unforeseen miracles. Instead, it came as a direct result of skillfully planned radio promotion. Klivans' advent in radio advertising came when he started using participation spots. That was in 1931. Soon he was sponsoring a daily 15-minute program; this grew to two 20-minute daily programs. As the radio time increased the store grew; and as the store grew, more radio time was used. It proved a most prosperous cycle.

In September, 1936 Burt's began sponsoring its now-famous *Sunday Amateur Show*. In Mr. Klivans' words: "I fully appreciate what Major Bowes and others who arrange amateur shows go through. I rented the leading legitimate theatre for the home of the broadcast, where it is staged just the same as any high-class theatrical production. This involved reserved seats, uniformed ushers, a staff of 40, and other production details which help us to turn out a show of near - professional caliber." Burt's outgrew this theatre, and now use a larger one which seats over 3,000 people. Nearly 2,000 persons call at the store every week to get tickets to these shows.



FIFTH ANNIVERSARY plans being prepared by L. O. Klivans, president and general manager (seated), and Mendel Jones, public relations director of Burt's Inc.

And Records, Too!

During the past few years network shows have had a difficult time competing with this local show, which has quite a remarkable record. Look at these figures: About 5,000 amateurs have appeared on the show since it began. At least 500,000 people comprise the total visible audience of past amateur shows. The radio audience has been estimated at over 10,000,000.

Nor did the amateur show stand alone. Last winter Burt's sponsored six morning shows, five evening shows, a musical program of polkas, and several nationality programs. These nationality programs brought an unexpected turn to Burt's expansion. For in addition to the usual type of customer response, Burt's received many requests from listeners for records of the music played on these nationality shows. The demand was met, and today, as a direct result, Burt's is the world's largest distributor of nationality records for the Victor Record Co.

The life story of L. O. Klivans doesn't read like an Horatio Alger success tale, but is the story of an average American boy who made good in the business world. The energetic president and general manager of Burt's is a native of Toledo. He was born there in 1897 and moved to Youngstown in 1909 where he attended the public schools and was graduated from high school. He immediately went into the retail clothing and jewelry business with his brother. In 1921 he moved to Akron and four years later to Cleveland where he established Burt's, which has since become known as one of the most progressive retail establishments in the midwest.

$500,000 in Time

The rest of the story is well-known to Cleveland's shoppers and radio listeners, for today Klivans is the largest individual user of local radio time in the city—possibly in the country. The exact amount varies, but the total program time has been as high as 16 hours a week, including 21 programs of every known variety, and not counting spot announcements. Shrewd and always resourceful, Klivans has spent more than $500,000 on radio time—most of it in the last five years on station WCLE. But it's been a most worthwhile investment, for fully one-half of Burt's dollar volume comes from radio advertising.

The radio success of Burt's is is largely due to Klivans' ability to adapt his shows to the times, always keeping a step ahead of current radio trends. "When the air becomes saturated with programs of any type, it's time for me to change to another type of show," says Klivans. "A few years ago, for example, I was trying to determine what would constitute an ideal radio program. I analyzed newspapers and magazines and came to the conclusion that human interest stores had the power to command wide audience attention.

"That was just before the *Voice of Experience* became so popular. I figured that in order to present human interest in the proper manner and to hold listener interest, the story must be true and the person who broadcast it must be dependable and must know how to handle every situation. It finally went on the air and was known as the *Guide to Happiness*. Hundreds of problems poured in, containing the most remarkable stories. What a world of wisdom—what remarkable advice the *Guide to Happiness* gave to our listeners! Soon other programs of this type were begun, so I decided to change."

Mrs. Klivans Helps

The road to success wasn't traveled by Klivans alone. Mrs. Klivans has aided in many ways. She appears on each of the amateur programs, where she delivers a short, home-like message, directed especially for the women in the audience. She talks on styles and other subjects of interest to wives. mothers, and girl friends. She advises them to strive for attractive and striking appearance. In addition, Mrs. Klivans is present at all amateurs' auditions, "to help make them feel at home," she explains.

Burt's original m.c., whose official title is now Public Relations Executive, is Mendel Jones. For the past two years he has arranged a Cleveland Industries Day for each amateur program. One of Cleveland's major industries is featured on the program each week, and employees associated with the featured industry are extended special invitations to attend the program. This policy is backed by Jones' belief that "institutional advertising is one of our best bets."

The part played by Al Berardi and his 12-piece band has been more than a mere musical one. For Berardi has also been chief ad-libber and stooge.

As evidence of the direct results of his wide audience range, Klivans tells of a Santa Claus announcement one Christmas season which brought 15,000 people into the store the following day. An audience survey later revealed that nearly all homes tune in on the Sunday afternoon amateur show — especially in Cleveland's suburbs and the small communities within 50 miles of Cleveland.

Today, Klivans—"L. O." as he is affectionately known to his employes—looks back fondly on his experiences as a radio sponsor. "There are many trials and tribulations which go along with sponsoring radio shows. But under the laws of nature," according to Klivans, "there is a compensation for everything. I get a big kick out of my experiences, and have been rewarded with both the pleasure my radio sponsorship affords me, and the more tangible financial returns which it has brought."

Running Account of Press-Radio Hearings Before FCC

Hearst Interests First To Be Called

Opening the proceedings, FCC Chairman Fly requested that counsel for all parties file with the FCC memoranda on future appearances, covering the general scope of testimony to be offered, names of witnesses and an estimate of the time needed for each appearance. He indicated that these memoranda should be filed not later than Thursday, Sept. 25.

As the hearings reopened, the first day was marked by the repeated instruction on matters of procedure given by Chairman Fly to David D. Lloyd, FCC attorney handling the examination of witnesses called by the Commission. Time after time during the day, particularly in the morning session, Chairman Fly counseled Mr. Lloyd on the proper method of introducing evidence and establishing its pertinence.

First witness called to the stand was Emile J. Gough, former Hearst publisher and general manager of Hearst Radio Inc. and now associated with SESAC. Before he took the stand Hearst Radio counsel, William A. Porter, explained that although appearance at the hearing was not opposed, he reserved the right to contest any rules that might be promulgated in the light of testimony adduced at the hearings.

Mr. Gough's chief attention was focused on a series of exhibits, largely a collection of letters and memoranda between Mr. Gough and other Hearst newspaper and radio officials, which apparently were offered by Mr. Lloyd to establish a general outline of the Hearst policy pertaining to its publishing and broadcasting functions. Apart from identifying the various communications, Mr. Gough was questioned only sparingly.

According to his testimony, Mr. Gough's first connection with radio came in 1927, when as editor of the *San Francisco Call* he was assigned by William Randolph Hearst to the project of interesting the Hearst organziation in operating radio broadcasting as an adjunct to newspaper publishing. He indicated that until 1932, when Hearst Radio Inc. was formed, he was responsible in his radio functions to J. V. Connolly, then vice-president and general manager of King Features Syndicate. After formation of Hearst Radio Inc. he was responsible to George Hearst, he stated. He remained with that organization until December, 1937.

Use of Radio for Newspaper Exploitation

In one of these early letters from Mr. Connolly to Mr. Gough, it was pointed out by Mr. Lloyd that Mr. Hearst himself had indicated a firm conviction that his newspapers should use radio for exploitation. Mr. Connolly observed in the letter, introduced into the record, that "those Hearst newspapers that own or are affiliated with radio stations have been able to protect themselves against the deflection of advertising appropriations from their newspapers into radio broadcasting companies, and also you have shown the radio editors how not to give a news report over the air that would make it unnecessary for the listeners to buy a newspaper." Questioned by Mr. Lloyd, Mr. Gough agreed that this statement amounted to a rough summary of the Hearst policy of using radio to intensify interest in the newspaper itself.

Relation of Station And Newspaper Policies

Resuming the stand at the afternoon session Wednesday, Mr. Gough was asked by Mr. Lloyd whether the Hearst stations had ever been asked to foster Hearst editorial policies. Mr. Gough recalled one such instance and identified an exhibit covering a memorandum sent to all station managers on April 13, 1936, urging all Hearst stations to read an editorial on the anniversary of Thomas Jefferson's birth. He described it as "beautifully written" and one that was in harmony with Americanism.

When FCC Counsel Lloyd confronted Mr. Gough with a telegram dated April 6, 1937, ordering WBAL, Baltimore, to broadcast two stories dealing with the World War, Mr. Gough explained that these covered both sides of a controversial issue. Hearst Counsel Porter interposed it was important to note that the time was 1937 and that it had no bearing on public opinion and the war situation of today. Mr. Lloyd observed he did not care about the subject matter but was simply pursuing the question of newspaper station ownership.

Another series of exhibits, plucked from the files of various Hearst stations, purporting to show that editorials and news stories were read over Hearst-owned stations at the request of the management, were identified for the record. In several instances, the officials of the newspapers or the stations contacted could not be identified by Mr. Gough or by Hearst Counsel Porter, and the exhibits simply were admitted subject to motions to strike.

There was considerable discussion over an order issued to editors of all Hearst radio stations by Mr. Hearst in 1937, ordering that a denial of rumors that the *Chicago Herald & Examiner* would be consolidated with another paper, be used in newscasts. Mr. Porter, in cross-examination, brought out that rumors of the transaction had been circulated and Mr. Gough testified he thought the subject was of sufficient public interest to warrant a place in a newscast.

Commenting on several succeeding exhibits, letters and memoranda exhibiting a headquarters interest in the use being made of radio by Hearst publications, Mr. Gough explained that although there were occasional surveys into this matter, the headquarters organization was interested not so much in promotion per se as in securing the best cooperation between the Hearst radio and newspaper interests.

One problem in this connection was the publication of radio station program schedules and paid advertisements, he stated, with the converse situation involving the use of radio time by the newspapers.

Attitude on Reports Of Press Associations

Attention was drawn by Mr. Lloyd to the policy of news services toward broadcasting their news reports when he offered several exhibits, letters dating from 1933 to 1935, outlining the stand of INS and the Hearst organization. A 1933 policy interpretation by Mr. Connolly, as president of INS and Universal News Service, declared that INS news could not be used on commercial programs, although "it will be left to editors to decide how much news should be told to induce listeners to buy papers", so long as broadcast news is handled so it would not harm INS subscribers in the service area of the station.

Another letter offered by Mr. Lloyd, written in 1935 by Mr. Gough to H. M. Bitner, publisher of Hearst's *Pittsburgh Sun-Telegraph*, indicated that the Hearst view, while it did not countenance use of INS news on commercial broadcasts, nevertheless did not hold it inconsistent to sell INS and Universal News Service to both newspaper and broadcasting stations and see its AP-member newspapers vote to restrict the broadcasting of Associated Press news.

In this stand, Mr. Gough's letter pointed out, INS and Universal present a fundamentally different setup from that of AP, which is owned by all its members. INS and Universal gather their own news and market it on an available-to-all basis, it was explained, while AP service goes only to AP members.

Tells of Newspaper Contributions to Radio

Another exhibit, identified by Mr. Gough, was in the nature of a memorandum he had written on a meeting of newspaper-owned radio stations in New York in April, 1937, at which time the Wearin Bill, to prohibit newspaper ownership of stations, was pending. Even before Mr. Hearst acquired his original chain of some ten radio

New NBC Study of Radio Effectiveness Reveals How Public Listens, Then Buys

ANNOUNCING that it will shortly release a new Red Network brochure, "Heads—They Won", documenting the selling job which *Mr. District Attorney* has done for Vitalis, NBC points out that this is the fifth in a series of studies, begun some two years ago, conducted by C. E. Hooper for NBC to demonstrate the "selling effectiveness of network radio programs."

The technique involves three steps, NBC states: segregating listeners from non-listeners by use of coincidental telephone interviews, verifying program listening by call-back, and determining the brand of product used.

They Listen, Then Buy

Conclusions, demonstrated in the first study in September 1939 and reaffirmed by the later ones, show that "when they listen they buy and the more they listen the more they buy," Vitalis, for instance, being shown to be used by 255% more listening families than non-listening families, with frequent listeners better customers than occasional listeners. Previous studies include: pilot study conducted September 1939 (unpublished); Jergens study conducted February 1940 (With Lotions of Listeners); J. B. Williams study conducted December 1940 (True or False, a quiz on a quiz on a quiz program); Shinola study conducted February 1941 (The Fetish That Crawled Under His Rock).

For these products, says NBC, the average use in homes of listeners was 2½ to 1 better than in non-listeners' homes, the advertiser's margin of advantage among listeners ranging from 65% to 273%, and without exception, frequent listeners were found to be greater users of the sponsors' products than less frequent listeners, infrequent users greater users than non-listeners.

Series, which NBC describes as "the most scientific and convincing demonstration of advertising effectiveness that today is emanating from any advertising medium," reaches by individual case studies the same conclusions as those reached by CBS in a mass study of all its evening programs, conducted by Elmo Roper and published recently by CBS under the title "Roper Counts Customers [BROADCASTING, Sept. 15].

Now!

KFYR

5000 watts

Both Day and Night

More than ever the Regional Station
with the Clear Channel Coverage

550 KILOCYCLES **KFYR** NBC AFFILIATE

Meyer Broadcasting Company
Bismarck, N. Dakota

ASK ANY JOHN BLAIR MAN

stations, Hearst newspapers made trade deals with stations in their markets, Mr. Gough testified. He said he had always fostered such tie-ups from the promotional standpoint.

Cross-examined by Louis G. Caldwell, counsel for WGN, owned by the *Chicago Tribune*, the former Hearst official said it was true that in radio's early days practically everyone who went into the field was in some other business, such as newspaper publishing, auto distribution, insurance, seed nurseries, iron foundries and sundry other fields. It was not until around 1928 or 1929 that it became evident radio could stand on its own feet and not function as a subsidiary of some other line.

Mr. Gough conceded that if it had not been for the early pioneer work of the newspapers in radio, there might not have been any industry on the scale on which it operates today. Newspapers, he said, had made substantial contributions to radio by introduction of advertising standards, policies and practices for the medium. He declared he did not know of any greater contribution to radio development than that of newspapers.

Newspaper-owned stations were the first to develop news broadcasting, Mr. Gough asserted in reply to Mr. Caldwell's questioning. Moreover, he said that most of the news personnel of stations and networks have been drawn from the journalism field.

Competition of radio with newspapers has not resulted in any substantial drop in newspaper circulation. People still read the newspapers for the detailed and interpretative news, he said.

Stoer Explains Accounting Methods

Maj. E. M. Stoer, general manager of Hearst Radio Inc., since 1938 and the successor to Elliott Roosevelt, second son of the President, in that capacity, was called by the FCC as its second Hearst witness. He explained that from July, 1927 to July, 1938, he had been chief accountant and business manager of Hearst Radio Inc., and then assumed the general management. Maj. Stoer explained that WINS, WISN and KYA are directly owned by Hearst Radio Inc.; WBAL is owned through a subsidiary, while WCAE is owned by a separate corporation which since Jan. 1, 1941 has been a subsidiary of the Pitt Publishing Co.

Explaining the manner in which the Hearst organization functioned' Maj. Stoer said he was responsible to the board of directors of Hearst Radio Inc. Station managers have complete authority to operate, but each station has its own chief accountant, who reports direct to the general manager of Hearst Radio on financial matters.

Asked about advertising and promotional practices as between Hearst-owned newspapers and stations, Maj. Stoer said the newspapers, for time on the air, pay the lowest station card rate and the stations the lowest department store display rate per line. He said there was actually a cash transaction involved and that at the end of each month, whatever balance is involved is paid in cash.

A series of exhibits covering interchange of space for time between stations were identified by Maj. Stoer, covering virtually all of the stations. When Mr. Lloyd placed in the record an exhibit covering premiums in the way of display advertising offered by KYA, San Francisco, for contracts covering one, three or five programs per week, Maj. Stoer said this plan had come to his knowledge only the day before when he had been shown it by the FCC legal staff.

He said he had promptly checked with Harold Meyer, manager of the San Francisco station, and found that certain phases of the merchandising plan had not been invoked. They covered insertion of space in the *San Francisco Examiner*, and *Call*, local shopping news and market news publications, free announcements and bold-faced program listings in the Hearst newspapers and related merchandising services.

HOME OF BBC WEATHERS BLITZ



LONDON'S Broadcasting House has been hit a few times by bombs, and nearby areas have been badly shattered, but on the whole the structure is intact and is still the headquarters of British broadcasting, reported Raymond Clapper, Scripps-Howard columnist and NBC commentator, on his return by Clipper last week. This sketch by Jack Frost appears in the new book, *Eternal London*, published by Coward McCann, New York.

Proposed Affiliation In San Francisco

Maj. Stoer said he had ascertained that the merchandising plan had been invoked only about three weeks ago. He declared that KYA paid for the space used in newspapers on the same minimum rate basis provided in other advertising interchange arrangements.

Quoting from a letter from KYA Manager Meyer to Maj. Stoer, suggesting that efforts be made to swing a major network for the station, Mr. Lloyd asked the witness whether it was his view that the networks prefer to deal with newspaper-owned stations. He said he had not found that to be so, pointing out that only two of the Hearst stations have major network affiliations. Mr. Lloyd then read from the Meyer letter the assertion that "networks lean over backwards to affiliate with newspaper-owned or managed stations". Maj. Stoer insisted this did not represent his view.

Regarding the practice of reading of editorials or news stories on Hearst stations, selected from Hearst newspapers, Maj. Stoer said this practice had been discontinued on Aug. 20, 1941 on WINS, New York, and that it had been discontinued sometime previously on the other stations. He said it was his judgment that reading of editorials was not considered good program practice.

Asked by Mr. Lloyd whether any of the networks had tried to "sway the editorial policies of Hearst newspapers", the witness responded he was not acquainted with any such efforts. Mr. Lloyd read into the record a letter dated Jan. 8 from Maj. Stoer to W. R. Hearst Jr., publisher of the *New York Journal-American*, wherein the Hearst Radio official stated that both NBC and CBS had asked him whether anything could be done regarding the "editorial attitude of the Hearst newspapers in New York on the ASCAP-BMI situation". "It was their contention," read the Stoer letter, "that the editorials in all the other papers were more or less non-partisan but both the *Mirror* and *Journal* were violently pro-ASCAP. They pointed particularly to the issue of Friday, Jan. 3."

Tells of Instructions Given to Editor

Finally, Maj. Stoer said he had talked with Mr. McCabe, publisher of the *Mirror*, who advised him that while the Nick Kenny column (radio column) would probably continue in its present strain, he had given instructions to the editor that the editorials were to be unbiased. He asked whether anything could be done about this in the *Journal*.

There was then introduced in the record the junior Hearst's reply, dated Jan. 10. Young Hearst said he was afraid both CBS and NBC are "supersensitive". In the first place, he said, his paper had run no editorial comment on the ASCAP fight, but that pictures of the principals on both sides had been run and letters solicited from readers for their opinions, with an equal number printed on both sides.

In the closing minutes of the Wednesday session Mr. Lloyd introduced in evidence a series of letters passing between Mr. Stoer, Mr. Brookes and Clarence R. Lindner, publisher of the *San Francisco Examiner*, from Aug. 31, 1939, to Feb. 17, 1940, in connection with Communist and CIO broadcasts on two Hearst stations, KYA and WINS. The letters indicated some of the troubles experienced by KYA with this type of broadcast, with Hearst officials attempting to evolve a suitable policy in these matters.

Tells of Difficulty On Controversial Issues

The reason for introducing these exhibits was unexplained by Mr. Lloyd, although observers recalled that it served to refocus attention on the KYA situation, which some time ago drew FCC investigation. The letters stated that the Hearst name, because of newspaper stories and radio programs, was becoming associated with leftist propaganda in the public mind in the San Francisco area, and that Hearst executives were attempting to get

(*Continued on page 60*)



joins MUTUAL Oct. 1st

and that's to everyone's Mutual Advantage!

——For Example:——

WCAE gives MUTUAL	MUTUAL gives WCAE
● The largest and most loyal following of listeners in Pittsburgh.	● A brand new program interest—new shows, new stars, new network features.
● Center position—1250 on the dial—in the Pittsburgh band.	● Flexibility in arranging good radio times for non-network advertisers.
● A powerful voice in the booming Pittsburgh market of 4 million people.	● A new pattern of merchandising service available to every advertiser.

And that's only part of the story. For complete information as to time and program availabilities consult—

The KATZ Agency • National Representatives
500 Fifth Avenue **New York, N. Y.**

WCAE PITTSBURGH, PENNA.
5000 Watts • 1250 K. C.

DOES YOUR BOSS / SPONSOR / AGENCY / AUDIENCE / NETWORK DEMAND BETTER PRODUCTION ? / LISTENER—ACCEPTANCE ? / SOMETHING DIFFERENT ? / GOOD MUSICAL SHOWS ? / THE IMPOSSIBLE ?

SOLVE YOUR MUSIC PROBLEMS WITH YOUR....

SESAC MUSIC GUIDE

SESAC
"Delivers the Goods"

On pages 4 to 8 of this Guide are listed over 200 different classifications of music, obtainable from the SESAC affiliates enumerated on pages 9 to 23.

During the past decade SESAC has grown from a small group of publishers to one of the largest music performing rights organizations in the United States. SESAC now controls more than 125 catalogs, and the majority are American publishers.

Concrete evidence of the wisdom of our established policy of cooperation is the fact that SESAC *now has long term licenses with nearly 800 commercial radio stations in the United States, a greater number than any other organization has ever had in radio history.*

SESAC is justly proud of the thousands of America's standard favorites, such as Edward MacDowell's TO A WILD ROSE — Rudolf Friml's TWILIGHT — Victor Herbert's BADINAGE — H. H. A. Beach's AH LOVE BUT A DAY — Bruno Huhn's INVICTUS, and many additional compositions by these and outstanding American composers, found in the various SESAC

CLASSIFIED MUSIC LIST

Type of Music:	Publishers Key Numbers:
AMERICAN PATRIOTIC	4 - 7 - 9 - 12 - 16 - 32 - 33 - 34 - 35 - 39 - 40 - 41 -
BAND	2 - 9 - 12 - 17 - 29 - 32 - 33 - 35 - 39 - 40 - 41 - 45 -
DANCE	4 - 7 - 9 - 12 - 16 - 18 - 33 - 38 - 39 -
FOOTBALL MARCHES	See College Songs and Marches
NURSERY RHYMES	See Children's
SOUTH AMERICAN	2 - 11 - 12 - 15 - 18 - 20

And Over 200 Other Types of Music

Typical Excerpts From Sketches of 127 Publishers

SESAC PUBLISHERS

4. AMERICAN MUSIC, INC.
The world's largest publishers of hillbilly, western, and cowboy music. The songs of the famous SONS OF THE PIONEERS (Bob Nolan and

6. AUGSBURG PUBLISHING HOUSE
One of SESAC's great religious catalogs. Official publishers of Lutheran music and owned by the Lutheran church. In addition to the

58. THE ARTHUR P. SCHMIDT COMPANY
One of the finest and largest music publishers in the United States. Founded in 1876, this company was the first to develop American

60. EDWARD SCHUBERTH & CO., INC.
This company is the first publisher of Victor Herbert's famous "Badinage" and many Herbert

Do You Know That* SESAC *Has —
—127 affiliates, the majority of whom are American publishers
—again furnished the Number-One-Song of the Year—INTERMEZZO
—the world's largest selection of original hillbilly, cowboy and western songs
—over 100 hymn books for all denominations
—the world's largest selection of religious music
—college songs and marches of the Universities of Wisconsin, Ohio, Minnesota, Michigan, Illinois, Chicago, Idaho, North Dakota, South Dakota, Drake, etc.

APPROVED AND ACCEPTED BY THE ENTIRE BROADCASTING INDUSTRY

You Should Have This Guide— Write for It

SESAC

THE BEST MUSIC IN AMERICA

113 WEST 42nd STREET NEW YORK CITY

Gillette Will Shortwave Two Big Sports Events To Foreign Countries

GILLETTE SAFETY RAZOR Co., Boston, has completed arrangements for extensive South American coverage of the Louis-Nova heavyweight championship bout on Sept. 29 and the World Series Starting Oct. 1. Company is sponsoring both events on MBS.

Shortwaving the series to South America will be WGEO, General Electric shortwave station in Schenectady, and WRUL, Boston. The former station will carry the broadcasts in English while the latter will have a Spanish-speaking announcer stationed in its studio to interpret the play-by-play reports. In addition, Rene Canizares, one of Cuba's outstanding sports announcers, will describe the play direct from the ball park via RCAC for CMQ, Havana. WGEA, GE's other shortwave station, will carry the broadcasts to Europe.

The Louis-Nova bout will be carried by WGEO in Spanish, with Julio Garzon, managing editor of a Spanish-American newspaper, *La Prensa*, doing the blow-by-blow direct from ringside. Stations LR1, Buenos Aires, and HCJB, Quito, Ecuador, will pick up the shortwave report and rebroadcast it, under sponsorship of Gillette. The company will permit other South American stations to rebroadcast the WGEO transmission. WRUL will also carry the Series to South America while WGEA will beam its broadcasts of the bout to Europe. Both of these descriptions will be the Dunphy-Corum blow-by-blow direct from ringside. Agency is Maxon Inc., New York.

Gillette Bid Rejected

OFFER of $60,000 by Gillette Safety Razor Co., Boston, for a two-year exclusive contract to broadcast annual Pasadena (Cal.) Rose Bowl football game on New Year's Day was turned down by the Pacific Coast Conference, which reportedly wanted double that amount. Annual games have been broadcast as a sustaining feature over NBC, CBS, Mutual-Don Lee network and also released locally by various Southern California stations.

World Series in Spanish

IN CONNECTION with its sponsorship of the World Series games on MBS, Gillette Safety Razor Co. has again signed with Circuito CMQ, Cuban network keyed from CMQ, Havana, for play-by-play accounts in Spanish to be handled by Rene Canizares, sports editor of the network who sails from Havana Sept. 24 to prepare for the job. RCAC circuits from New York to CMQ will again be set up and the Spanish play-by-play will also be reproduced on the magnetic scoreboard of *Havana El Mundo* in Central Park there. It is understood permission has been granted to some Central American stations to rebroadcast CMQ.

Columbia Film Album

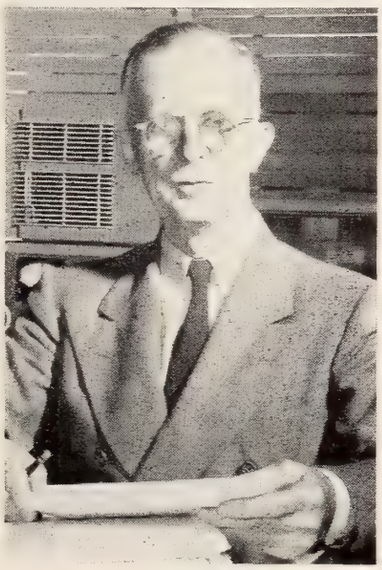
COLUMBIA RECORDING Corp. has issued a new album of hymns, selected as those most requested by listeners to the General Electric Co. *Hour of Charm*, Sunday evening series on NBC-Red, which closes each broadcast with a hymn. The eight selections in the album were recorded for CRC by Phil Spitalny's All-Girl Orchestra, featured on the broadcasts.

ANOTHER YEAR FOR TERRELL

President's Order Permits Him to Stay on Job As Head of FCC's Field Division

THE "Grand Old Man" of Federal radio regulation will be serving the Government for at least another year. For President Roosevelt has exempted William D. Terrell, chief of the FCC's Field Division, from automatic retirement, because of age, for one year as of last month.

Behind the cold legal wording of the Executive Order which prolonged Mr. Terrell's Government career of 30 years, lies the saga of radio in the United States. For, when he entered the Department of Commerce in 1911 as "Wireless Ship Inspector," radio, as we know it, was the often laughed at dream of such men as Marconi and De-



MR. TERRELL

Forest. Since then, this onetime Postal Telegraph Co. "brass pounder" has seen those dreams of radio's pioneers come true and surpassed.

In 1911, as "Wireless Ship Inspector," his staff consisted of himself and the late R. Y. Cadmus. Mr. Terrell covered the East Coast and Mr. Cadmus the West. Now the Field Division of the FCC consists of 778 employes, 208 in the regular field force and 570 in the national defense unit, the latter's job being to monitor illegal and subversive broadcast operations. There are offices in all principal cities, many with elaborate monitoring stations.

Mr. Terrell, often mentioned as a logical FCC commissioner but never a vigorous aspirant, began his career in the little Postal Telegraph office in his home town of Golansville, Va., where he was born in 1871.

Successively, he was Postal's office manager at Alexandria, Va., operator in the Washington office, then traffic chief and wire chief for the telegraph company until 1900 when he joined the American Can Co. as chief of its leased wire service. After a year in this position, he rejoined Postal in Washington as wire chief, once more leaving in 1903 to take a position in the Treasury Department from where he joined the Department of Commerce in 1911.

Mr. Terrell remained with the Commerce Department, being absorbed into its radio division as the "ship wireless" grew in those early days.

In 1926, the Federal Radio Commission was created to handle the administrative functions connected with radio regulation, but the Commerce Department continued its supervisory activities and inspections. This lasted until 1932 when the Radio Division was taken over by the Radio Commission, Mr. Terrell continuing in charge. In 1934 when the FCC was created, Mr. Terrell was made head of the Field Division, his present post.

Still loyal to the Old Dominion, Mr. Terrell lives with his wife and three children in Arlington, Va., just across the Potomac from Washington. The year 1941 is a big one for Mr. Terrell, since Aug. 10 marked his 70th birthday and Nov. 6 will be his 40th wedding anniversary.

Cypress Testing

CYPRESS ABBEY Co., San Francisco (Abbey Brand fertilizer and snail poison), subsidiary of the Cypress Lawn Nursery and Cypress Lawn Cemetery Association, recently started a test campaign for its products, both new on the market. It is currently using spot announcements seven times weekly on KQW, San Jose, Cal. and 3 times weekly on KJBS, San Francisco. According to Yoemans & Foote, San Francisco agency handling the account, at the conclusion of the test campaign the list of stations will be increased, and eventually the products will be advertised nationally on radio. The sponsors, in addition to radio, is using copy in national magazines.

Damrosch Returns

FOURTEENTH consecutive season of the NBC *Music Appreciation Hour* under the direction of Dr. Walter Damrosch will open Oct. 17 on NBC-Blue Network, 2-3 p.m. (EST). The concerts, following a long-established plan, will be divided into four series. Series A and B, which will be broadcast at 2 p.m. on alternate weeks are intended mainly for younger listeners in the fourth to eighth grade. Series C and D, likewise to be heard on alternate weeks at 2:30 p.m., are intended for junior and senior high school students. As in the past, printed materials to accompany the lessons will be offered by NBC to schools and general public at minimum cost.

Cosgrove to Defense Post

R. C. COSGROVE, vice president and general manager of the manufacturing division of Crosley Corp., has been appointed a member of the mechanical household refrigerator subcommittee of the Electrical Defense Industry Advisory Committee, cooperating with the Office of Production Management and Office of Price Administration. The subcommittee will advise OPM and other defense agencies with respect to problems of the mechanical refrigeration industry growing out of the defense program.



In the rich, productive Baltimore area WCAO consistently reaches and influences the cream of your sales potentials.

Studio Tickets Given Servicemen in New York

NEW YORK broadcasters, through the New York Defense Recreation Committee, are making it possible for over 8,000 service men a week to attend radio shows originating in New York City. The committee is cooperating with the networks and local stations to provide over a 1,000 tickets a day.

In arranging for tickets for network shows originating in New York, the Committee has secured the cooperation of Ruthrauff & Ryan, Arthur Kudner Inc., Biow Co., Buchanan Co., BBDO, Benton & Bowles and Lord & Thomas. Eight New York stations, WJZ, WMCA, WINS, WNEW, WOR, WBYN, WHN and WNYC, working with NYDRC, are carrying daily announcements informing the service men of the committee and its functions.

CHML, Hamilton, Ont., announces the appointment of Joseph Hershey McGillvra as representative in the United States.

Half-Dozen Clears Would Be Duplicated In Applications Filed by 13 Stations

APPLICATIONS seeking duplicated operation on a half-dozen clear channels have been filed by 13 broadcast stations and now are awaiting FCC hearing or action, according to an analysis by BROADCASTING.

A majority of the FCC membership appears to favor duplication on clear channels, as exemplified in the recent decision in the so-called KOA-WHDH case now being litigated. This, it is generally assumed, motivated filing of the requests.

Three of the applications are for assignment on 640 kc., now occupied by KFI, Los Angeles, as the 50,000-watt dominant station. Three others are for 660 kc., the Class 1-A assignment held by WEAF, NBC key station in New York. Similarly, there are three applications for assignment on 850 kc., the KOA, Denver, clear channel on which WHDH, Boston, already has procured a fulltime grant with 5,000 watts but which now is pending in the U. S. Court of Appeals for the District of Columbia. The remaining three channels have only one applicant each.

Several Seek 640

Applying for 640 kc. are WCKY, Cincinnati, seeking its present power of 50,000 watts and using a directional. This application, however, was made contingent upon granting of pending applications of WCLE, Cleveland, and WHKC, Columbus, for frequency shifts which would provide the necessary frequency tolerance in the Cincinnati area. WOKO, Albany, N. Y., has applied for 640 kc. with 5,000 watts using a directional, while WJHP, Jacksonville, has pending an application for 50,000 watts on the frequency, using a directiona

Supplementing the application o KGIR, Butte, for a Class 1-A as signment on WEAF's clear chan nel of 660, with 50,000 watts, i that of KOIN, Portland, Ore., file last week. The Portland statio seeks 25,000 watts with unlimite time, using a directional, wherea the KGIR application is non-direc tional [BROADCASTING, Sept. 1]. A third application for assignment o 660 kc. with 1,000 watts fulltime i that of KVNU, Logan, Utah, an another is that of KOWH, Omaha now 500 watts daytime on 660 seeking 10,000 fulltime.

KMBC, Kansas City, has pend ing an application for 770 kc., th clear channel occupied by WJZ New York, key of NBC-Blue. I seeks 50,000 watts on the channe with a directional antenna.

WNYC, New York, municipally owned station is seeking fulltim on 830 kc., the clear channel occu pied by WCCO, Minneapolis, CBS owned outlet. It seeks only 1 kw. and asks for an increase in hour of operation from daytime to 6 a.m to 11 p.m., (EST). A hearing al ready has been held on this applica tion and it awaits FCC decision New York Mayor F. H. LaGuardia is the prime mover.

Applications pending for assignment on 850 kc., contingent on the final determination of the KOA-WHDH issue, are those of WRUF Gainesville, Fla.; WJW, Akron, O. and WEEU, Reading, Pa. Each seeks 5,000 watts fulltime, with a directional antenna.

KDYL, Salt Lake City, has pending an application for 10,000 watts fulltime on 880 kc., the clear channel occupied by WABC, New York, key station of CBS. It specifies a directional at night.

WJJD, Chicago, now assigned to 1160 kc., the clear channel occupied by KSL, Salt Lake City, with 20,000 watts limited time, has pending an application for fulltime on the frequency with the same power, but with a directional for night use.

Post for Fineshriber

WILLIAM H. FINESHRIBER, director of the CBS music department, has been appointed director of shortwave programs for CBS, effective Sept. 22. Reporting to Edmund Chester, director of shortwave broadcasting and Latin American relations, Mr. Fineshriber will prepare programs for the CBS Latin American Network of stations in Central and South America, which will rebroadcast the programs shortwaved to them by CBS. Elizabeth Anne Tucker continues in charge of all CBS shortwave programs which are not designed for rebroadcast.

CBC Gives Employe Bonus

CANADIAN BROADCASTING Corp. employes will be granted a cost-living-bonus effective Oct. 1, according to an announcement by Dr. A. Frigon, CBC assistant general manager. Decision to give the bonus was made at a meeting of the CBC board of governors Sept. 15. The bonus will be paid to all employes and manual workers earning less than $2,100 a years, between 400 and 500 being affected. The bonus will remain in effect until April 1, when it will be reviewed.

National Polls—18 of Them—Proved Listener Preference for Programs Heard on KSD and the RED Network

KSD

In St. Louis

The Nation's Ideal Try-Out Area And the Station to Put It Over

Location favors St. Louis as the nation's logical try-out area. It is neither east, west, north or south, and under the growing stimulation of defense efforts. With star-program "firsts" on KSD, selected in 18 national polls, this station assures sponsors the desired listener preference for a conclusive try-out campaign. Inquiries invited.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Advertising of GM Continues as Usual

To Keep Name Before Public, Media Men Are Informed

C. H. GRANT, vice-president of General Motors in charge of sales, outlined to representatives of radio and other media forthcoming policy relative to advertising, at a preview of the company's defense work and new cars at nearby Milford, Mich.

Grant said the company undertook a "scientific" program of advertising ten years ago. A stated amount was set aside for advertising, whether or not the factories were operating, as a means of keeping the company name before the public. Over and above this allotment, was an unspecified amount to be spent per car sale, he said.

As Usual

"There will be no quick huddles in General Motors this year," he declared, "in which drastic action is taken in regard to an advertising appropriation. There is no anticipation of doing anything except what we have always done in the last ten years. That fixed amount will be spent and, on top of it, we will spend the amount per car that the volume brings forth, which means reasonably good-sized advertising appropriations with no sudden ideas that might be quite startling."

"On top of that," he added, "we have conserved our cooperative advertising and have fairly good reserves, so that we may be able, if we feel we need to, to piece out our advertising from those reserves if it seems to be the proper thing to do. That will, of course, depend upon how the cars move."

At the preview were representatives of all Detroit radio stations and many of those outstate, as well as correspondents of the radio wire services.

September Ratings

THE *Chase & Sanborn Program*, with Edgar Bergen and Charlie McCarthy, is shown as the highest ranking evening network program by the Hooper report for September. Check was conducted on the night of Charlie's return to the air after his summer vacation and marks the first time he has led the field since October, 1940, Hooper reports, adding that the return of name programs has been accompanied, as in previous years, by a rise in total listening. Hooper ratings for the top ten September evening programs are: Charlie McCarthy, 19.4; Walter Winchell, 18.3; Radio Theatre, 17.1; Aldrich Family, 16.3; Time to Smile, 14.6; Coffee Time, 13.9; Kay Kayser, 12.6; Mr. District Attorney, 12.3; One Man's Family, 11.6; Kraft Music Hall, 11.5.

SO WELL-RECEIVED was the song, "Cliftonia", written by Milton Kaye, WPAT, Paterson, N. J. program director, for a series sponsored on the station by the Clifton (N. J.) Chamber of Commerce that the C of C has adopted it as the city's official song.

Ruppert Heads WING Sales

RICHARD A. RUPPERT, recently of Crosley stations in Cincinnati, has been named commercial manager of WING, Dayton. For 2½ years he had been WSAI sales promotion manager and recently had been named assistant promotion director for all Crosley stations and the Crosley Latin American network, Cadena Radio Inter-Americana. He has been in radio five years and before that in general advertising work.



Mr. Ruppert

BOX FOR PRISONER

NBC Official and Red Cross Aid New Zealander

A PACKAGE of chocolates, cigarettes and other essentials is en route to a New Zealand lieutenant in a German prison camp with the compliments of John W. Elwood, manager of NBC's International Division, and the Red Cross. The good deed has been performed in answer to a letter received bearing a war prisoner's stamp on the flap of the envelope. It read:

"I am a Maori (New Zealand) officer, captured, unfortunately during the Greek campaign, April 29, and have now been in Germany over a month. Being so far from home it will probably be Christmas before I receive any parcels from there. Although of course we're being treated quite well, parcels are nevertheless very welcome. The English officers who were taken in France over a year ago have told me that the USA is the best place to have parcels sent from, as the supply of "adopters" in neighboring countries is exhausted and parcels from England are rationed. As I don't know anyone there I was wondering if you could possibly arrange for parcels of chocolate, food and cigarettes to be sent me via the Red Cross.

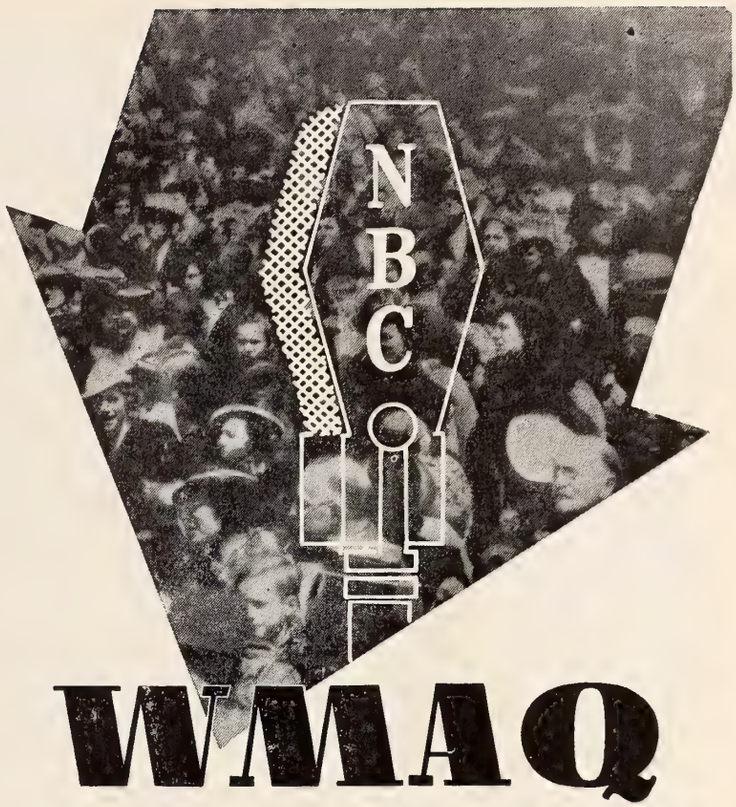
"You may of course be wondering why I have the audacity to write to you. As I was, prior to the outbreak of war an announcer on the staff of the National Broadcasting Service, on Station 2YA, I immediately thought of asking you if you could possibly arrange things for me.

"Your very appreciatively, H. K. Ngata, Lt.

NBC did not let a fellow broadcaster down.

R & H Beer Expands

RUBSAM & HORRMANN BREWING Co., Staten Island (R & H beer), which had been running a test campaign of participations twice weekly on *Ramona & the Tune Twisters*, on WOR, New York, last week bought the entire show, three times weekly. Decision was reached after eight announcements had brought the sponsor over 10,000 requests for the beer coaster set and bottle opener offered free to listeners. Samuel C. Croot Co., New York, handles the account.



The Chicago Station Most People Listen to Most

Why?

Because it carries MORE of the MOST POPULAR PROGRAMS on the air than does any other Chicago station.

It's the station with the programs that gets the listeners — so follow the leaders and place your campaign on the 50,000 watt Chicago key station of the famous NBC Red Network.

WMAQ Chicago

SUPERIOR 8300

Represented Nationally by the NBC Spot Offices in

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

The Emergency—

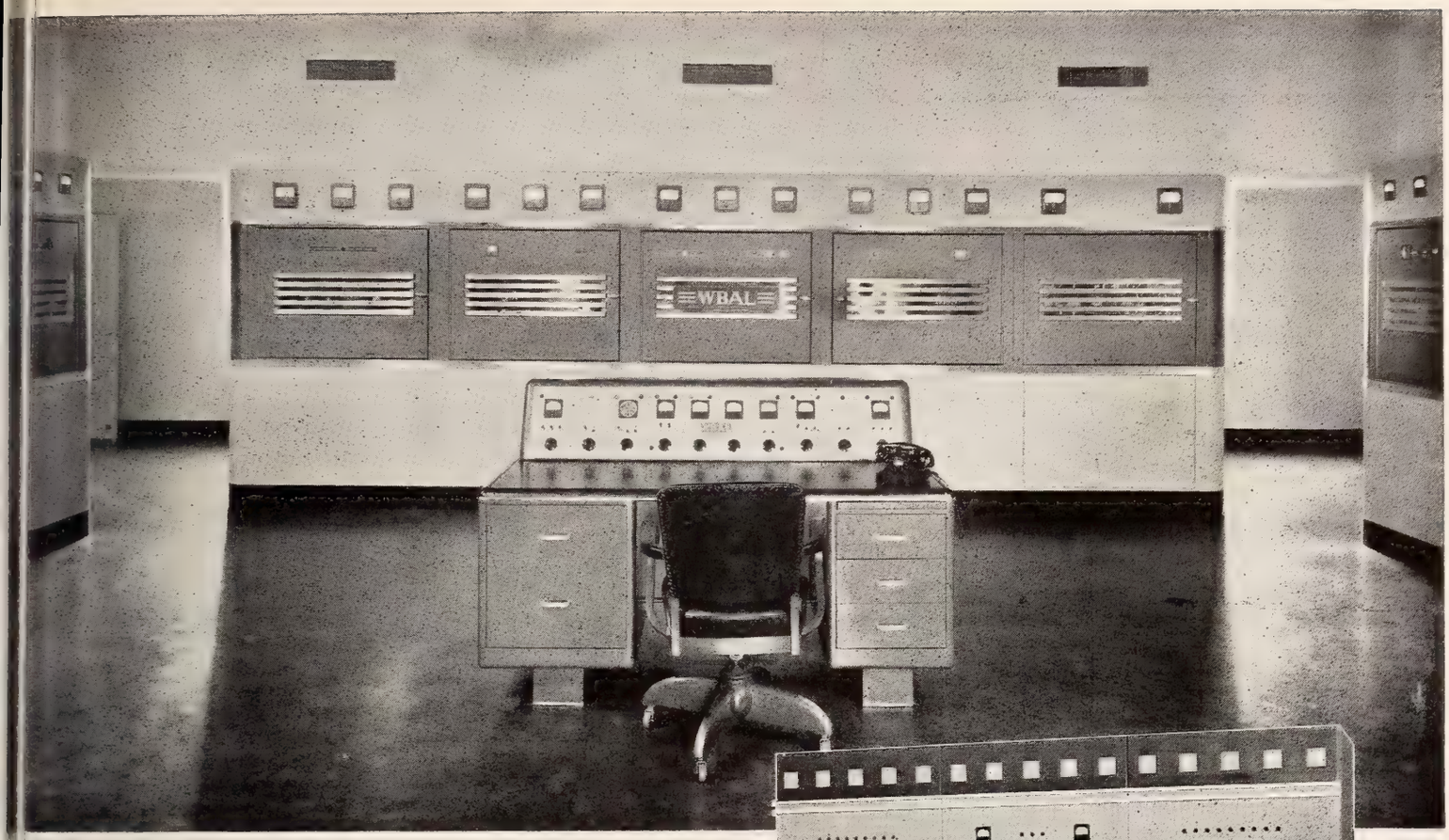
and beyond

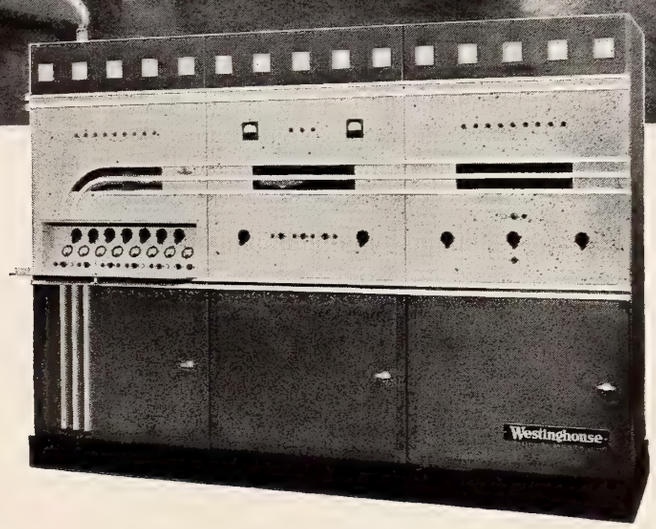
We join the nation's broadcasting stations in pledging our full co-operation to the U. S. government in the present emergency. Our manufacturing facilities have already been drafted for service. Along with it goes our station operating experience which has contributed so largely to the advanced design of our 50-HG Broadcast Transmitter.

As a means of disseminating vital information, radio today is more important than ever before. High-powered, more efficient broadcast equipment improves these facilities—and we are gratified that we already have put into service an important number of our advanced 50-HG sets—and that we are still in a



Westinghouse





position to make prompt delivery of such equipment.

Because defense production is an intensified laboratory of radio developments, out of it may come some of the most important improvements in commercial equipment of the future.

Our experience in manufacturing commercial as well as military radio equipment plus our experience in the operation of commercial broadcasting stations since the earliest days of radio puts us in a position to know the peacetime value of new developments—and to apply them effectively in meeting the requirements of commercial broadcasting.

Westinghouse Electric & Manufacturing Co.

Top—Westinghouse 50-HG transmitter in station WBAL, Baltimore, Maryland.

Above—The 5-HV for 5000-watt operation provides the same advantage as the 50-HG.

J-08038

BROADCAST EQUIPMENT

3 REASONS

THE three most important characteristics of a radio antenna are COVERAGE, STRENGTH, APPEARANCE. In all three the highest rating goes to BLAW-KNOX Vertical Radiators. Their wide coverage makes them more profitable, their greater structural strength cuts maintenance cost, their clean lines lend distinction to a station. We'll gladly explain more fully why these three superiorities are your three best reasons for using BLAW-KNOX Vertical Radiators. Write or wire.

Blaw-Knox Division of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS



Los Angeles, Milwaukee And Philadelphia Given New Television Outlets

COMMERCIAL television facilities in Philadelphia, Los Angeles and Milwaukee were authorized last Tuesday when FCC issued construction permits to Philco Radio & Television Corp., Earle C. Anthony Inc. and The Journal Co., publisher of the *Milwaukee Journal*.

The Philadelphia grant to Philco was for Channel No. 3 (66,000 to 72,000 kc.). The new station replaces Philco's former experimental station, W3XE, which has been operating commercially under a special authorization using the call letters, WPTZ, pending the granting of the new commercial television facilities.

Earle C. Anthony Inc. licensee of KFI and KECA, Los Angeles, who also was issued a construction permit for a Class C FM station at the same meeting (see page 52), received the Los Angeles video construction permit. Channel No. 6 (96,000 to 102,000 kc.) was assigned. Completion date was set for Jan. 15, 1942.

The new Milwaukee station was authorized to The Journal Co., licensee of standard broadcast station WTMJ and its FM adjunct, W55M. The grant was for use of Channel No. 3 and was subject to certain engineering requirements with completion date set for Oct. 27, 1941.

Noted Concert Numbers Orchestrated by BMI

BMI ARRANGING department has made special orchestrations of the best known movements of famous symphonies and concertos, scoring them to be played by musical units of 6 to 100. This makes available to broadcasters much music they had passed up as calling for larger musical aggregations than they had, as music is crosscued so the parts originally scored for instruments not present in smaller units are picked up by others.

BMI has announced completion of contracts for performing rights of music published by nine publishing firms: Avalon Music Publishing Co., Dr. Ralph Bernatzky, Beverly Music Co., Al Bourne, Garrick Music Publishers, Horoscopes in Song, J. & J. Kammen Music Co., Latin-American Music Publishing Co. and Trinity Publications.

New SESAC Guide

SESAC, New York, has issued a 28-page music guide listing some 200 different types of music and the SESAC-affiliated publishers from whom this music is available. Explaining in a foreword its method of serving the radio industry, SESAC states that the wisdom of its policy is proved by the fact that it "now has long-term licenses with nearly 800 commercial stations in the United States, a greater number than any other organization has ever had in radio history." Booklet also contains reproductions of letters from broadcasters congratulating SESAC on its tenth anniversary this year.

CALL LETTERS for recent new station grants have been assigned to KTTS, Independent Broadcasting Co., Springfield, Mo.; KPAS, Pacific Coast Broadcasting Co., Pasadena, Cal.; KWKW, Southern California Broadcasting Co., Pasadena.



SKYWARD went the second tower for the new KGW, Portland, directional antenna as the derrick eased the first piece of the 625-foot structure into place. The tower, which will shield KTAR, Phoenix, will accommodate KGW's power increase to 5,000 watts at night. Harry Singleton, KGW chief engineer, has announced the new antenna will be ready by Oct. 30.

BMI SENDS CHECKS FOR THREE MONTHS

BMI last week sent checks to its composers and affiliated publishers in payment for performances on BMI stations during the three-month period ended June 30, 1941. More than 1,000 composers and nearly 300 publishers received checks, ranging from $1 to $4,000. Payment was based on a rate of 2c a performance for BMI composers and of 4c a performance for publishers who compensate their own composers. These rates are twice those originally established by BMI and agreed to by writers and publishers.

In checking the performances for the quarter to arrive at the amount of payment due each writer and publisher, BMI tabulated more than 3,000,000 performances. This means that the stations which are BMI subscribers performed, in addition to public domain music and to ASCAP music for those who have both BMI and ASCAP licenses, an average of about 1,000,000 BMI tunes each month.

The most popular BMI tunes for the quarter, as measured by the number of times each was broadcast (network broadcasts counted as one for each station carrying the program), were: "My Sister & I," with 49,603 station performances: "Do I Worry?", 47,405; "Walkin' By the River," 46,843; "Wise Old Owl," 44,782; "Things I Love," 39,704; "Because of You," 35,859; "It All Comes Back to Me Now," 33,269; "Oh Look at Me Now," 30,493; "Just a Little Bit South of North Carolina," 29,547; "You Walk By," 29,501; "No. 10 Lullaby Lane," 29,457; "Hut Sut Song," 29,259.

Sydney M. Kaye, executive vice-president of BMI, said the phonograph record business this year, based almost entirely on BMI hits, "is not only double the business in 1940, when it was based entirely on ASCAP hits, but is the highest business in the record of that industry. If the public likes the music enough to go out and buy it in greater quantity than ever before, it is not annoyed at having to listen to it."

New Rating Asked In Appeal to SPAB

NAB Submits Requirements of Broadcasting Industry

IMPROVED priority rating for the broadcasting industry, covering material requirements for maintenance of equipment as well as new construction, was asked Sept. 16 in a letter brief filed with Donald M. Nelson, executive director of the new Supply Priorities & Allocation Board. The brief was prepared by the NAB.

Material requirements for the industry in 1940 were presented in detail by the NAB. On the basis of these data the SPAB was asked to provide a better classification than the A-10 rating announced the week before [BROADCASTING, Sept. 15].

Grand total for all material in 1940 was only 4788 tons, the broadcast survey revealed. Of this, 297 tons were required for repair and 4,491 tons for new construction.

It was felt the comparatively trivial needs of the industry, in view of its enormous impact upon the American public as well as foreign nations, would provide an impressive argument for SPAB consideration.

The industry's material needs were discussed in detail Sept. 10 by representatives of manufacturers, who met in Washington at the invitation of NAB President Neville Miller. [BROADCASTING, Sept. 15].

Approaching Critical Stage

While there have been few reported instances of any silencing of stations because of material shortages, the situation is said to be approaching the critical stage where minor lack of materials would prove crippling to individual operations.

Indicative of the surprisingly small amount of metal required is found in the fact that one year's supply of vacuum tubes consumes a total of only 25 tons of material, of which copper and glass are by far the largest items.

Among more important materials required for a year by the industry are (in tons): Aluminum 26.3; copper 422.2; brass and bronze 63.8; regular steel 3,752.9; silicon steel 74.4; iron 189.3; nickel, tungsten and chromium alloy steels 3.79; alnico metal 5; permalloy steel 7.5; fernico .088; zinc 100; lead 28; nickel .398; nickel silver .398; tungsten 1.189; glass 6.788; nichrome wire 1.8; tin 3.7; steatite 26.3; insulating material 11.1; plastics 5.11; compounds 18.5; paints and finishes 25.36; cadmium 1.91; cobalt .74; molybdenum .94; magnesium .37; monel 7.69; beryllium-copper .367; carbon or graphite .936.

Besides these, minor amounts are required of strontium, barium, quartz, invar, lava, mycalex, mercury, barium-strontium carbonates, silver solder, tantalum, mica, alumina and gold.

Remote Since 1928

REMOTE WIRES from radio stations to night clubs and dance arenas are usually plugged in and out within a month or less as the stations follow the top dance bands from one night spot to another. Recently, however, a WOR engineer thumbing through his lists found one wire which had been in constant service 13 years. The lists showed that the line was plugged in to the Hotel Astor on June 25, 1928, and that the man who did the work was the young WOR engineer, John B. Gambling, now WOR veteran announcer.

New York Local Seeking To Restrict Recording

PROTESTING the competition of recorded music with live musicians in the broadcasting field and recommending that steps be taken to control the situation in the interests of union musicians, the New York local (802) of the American Federation of Musicians has instructed its attorneys to prepare a brief which the local's officers will present to the AFM international executive committee at its next meeting. Committee will meet in Chicago in the near future, with the date tentatively set for Sept. 30.

Recommendations will be in line with those advanced at the AFM national convention last June, where a number of resolutions aimed at the curtailment of complete elimination of recorded broadcasts were adopted by the delegates and referred to the executive committee for action.

It is believed unlikely the AFM will take legal action to control the broadcasting of records, following failure of the National Assn. of Performing Artists and RCA to establish their rights to such control. AFM could, of course, forbid its members to make any recordings at all, either transcriptions or phonograph records, but it is considered more probable that union executives will seek a compromise plan.

KTRN Power

KTRN, Tacoma, Wash., which received its construction permit last May 7 from the FCC with the stipulation that the permitee specify either 500 or 1,000 watt operation on 1430 kc., last Tuesday was granted a modification of its construction permit to use the 1,000 watt power day and night with a directional antenna. Licensee is Michael J. Mingo, former newspaper editor and executive, who was authorized to construct in Tacoma simultaneously with issuance of a construction permit to KTBI, Tacoma, in one of the Commission dual "survival of the fittest" grants [BROADCASTING, May 12].

A NUMBER of the many and varied uses of radio in military and civil defense will be demonstrated during the Civilian and National Defense Expositon to be held in the Grand Central Palace, New York, Sept. 20 to Oct. 18. Both the Army and Navy are planning exhibits of their equipment.

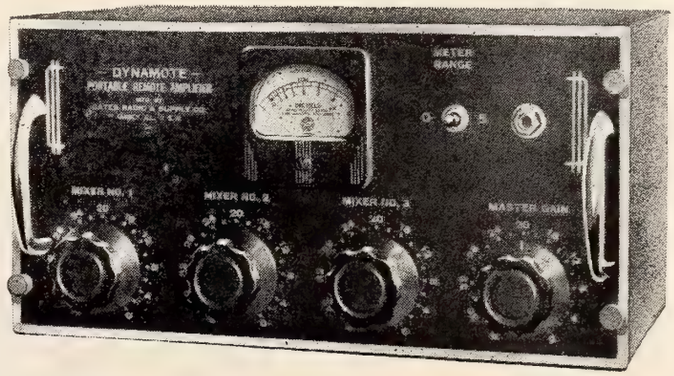
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PORTABLE REMOTE AMPLIFIER

for every "out of studio" pick-up!



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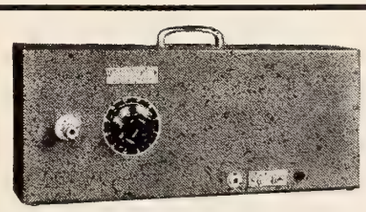
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GATES RADIO AND SUPPLY CO.
QUINCY, ILLINOIS, U.S.A.
"The Proven Line"

How Radio Tells the Defense Story

Industry Cooperating With Government In Program

SINCE President Roosevelt solemnly warned on May 16, 1940, that the nation was in international danger and called for united support to rearm and make this country the arsenal of democracy, millions have heard by radio how the national emergency is being met. And the number of defense programs has grown steadily since, reaching a high mark this summer when the Treasury sponsored an elaborate one-hour program once-a-week to increase the sale of defense bonds.

Oldest of the weekly defense programs is *Defense for America*, a half-hour broadcast heard over NBC-Red with the cooperation of the National Association of Manufacturers which has just completed a half-year of reporting on production of basic defense industries and has been indefinitely continued by NBC and NAM with the cooperation of the Army, Navy and Air Corps.

With a minimum of dramatics and theatrical fanfare, *Defense for America* has gone inside closely-guarded factories and plants each Saturday night to tell how American industry was accomplishing the impossible. Other media—the newspapers, magazines, motion and still picture services—had failed in that none of them had informed its audience so completely about industry's role in defense.

Radio's description of tank construction is an example. The broadcast was the fourth of the series and it came one year after the first tank had rolled off the assembly line of the American Car & Foundry Co. Plant at Berwick, Pa., one of the locales for the program. Delivery of the first tank had been accompanied by the usual publicity—stories in newspapers, pictures and statements by government and industrial leaders.

But until radio invaded the plant, none who had heard of American Car's making light tanks had realized that this plant had made vast changes in its operations—that into every small tank went 8,000 pounds of armor plate that was being manufactured on the ground, not only for local use but for other companies making tanks.

Employe Loyalty

A nationally known weekly magazine had taken pictures showing American flags hanging from the rafters of the plant, but it remained for radio to explain the true significance of this. The story was told by Ralph McAfee, 250-pound foundry plant worker, who told the radio audience that 48 flags were bought by the workers and hung in the shop because "we decided we wanted to show our colors and that we fellows here in the foundry were backing Uncle Sam 100%."

Another example of radio's value as the best means to tell how defense was going ahead was during the broadcast about the cotton and woolen textile industry. The program originated at a cotton plantation in Georgia, continued at a cotton textile mill nearby and at a woolen mill in Massachusetts.

It was while the situation in the Far East was becoming more acute and while industrial and Government leaders were warning that possible shortages of vital defense materials was possible, among these, silk, necessary for a score of defense purposes including parachutes.

When the script writers were studying the cotton textile industry they found the Callaway Mills of LaGrange, Ga. had developed a cotton cording that was being used in parachute harnesses. The process was a secret; its importance in view of the possible silk shortage was immense. This was emphasized in the broadcast from the mill and elaborated upon by Capt. Bill



NOT ONE BUT TWO contracts are being signed by Walter Wade president of Wade Adv. Agency Chicago, on behalf of Miles Labs., Elkhart (Alka-Seltzer and One-A-Day vitamins). Mr. Wade is applying the ink to a contract which puts *Lum 'n' Abner* on 51 NBC-Blue stations four times a week starting Sept. 29. E. R. Boroff, sales manager of NBC-Blue Central Division, holds a 52-week renewal contract for the weekly half-hour *Quiz Kids*. The big smile in the background belongs to Bob McKee, NBC-Blue salesman on the account. Programs now sponsored by Miles on NBC total 3¾ hours a week.

PITCHIN' YOUR TENT IN ASHCAMP (Ky.)?

If you're on the march for bigger business, Ashcamp (Ky.) ain't exactly the best place to pitch your sales tent! What *you* want is the Louisville Trading Area —Kentucky's super-deluxe camp-site! 1,331,000 people! 55.6% of the state's income tax payers! 33% *more* effective buying income than the rest of Kentucky *combined!* And it costs so little to cover the *whole* Area with WAVE (the *only* NBC Basic Red Network outlet within 100 miles!), you'll be wanting to camp here a long, long time! Send for *all* the dope—today!

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES



Ryder, West Point graduate in charge of parachute troop training at the Army's school at Fort Benning, Ga.

Authentic Background

The series was envisioned by NAM, whose 8,000 members, large and small, are located in every part of the country. The plan was that every broadcast would originate in a plant representative of a basic defense industry to tell how defense production was being accomplished.

Graham McNamee was to be the only name performer and music was to be supplied by bands and orchestras made up of employes of the company from which the program was originated.

The noises were to be real factory sounds and the "actors" were to be real factory workers.

NBC-Red cleared time from 7 to 7:30 p.m. (NYT) every Saturday night and the series opened last Washington's Birthday at Cleveland with a report on the machine tool industry. Now upwards of 90 stations, including WNBI and WRCA, shortwave stations that send the broadcasts weekly to South America and Europe, are carrying the programs.

Strictly observing the rule of no professionals and no studio artificial sound effects, the broadcasts have originated in all parts of the country and at factories making such vital war materials as tanks, automotive equipment, shells, aluminum, steel, rubber, small arms, airplanes, mosquito boats, submarines, heavy electrical equipment and a half-dozen other basic defense products.

One broadcast described the York Pooling Plan, whereby the medium-sized town of York, Pa., catalogued all its available machine tools and skilled men so that none was idle when the defense drive began in earnest.

Good Mail Response

Another program told how the manufacturers of printing equipment had switched from their normal peacetime operations to the making of gun fire control instruments, anti-aircraft and tank guns and machine tools for factories without the facilities to manufacture their own tools.

Mail response to the series has been heavy since the first broadcast. It has come from school teachers, CCC camp educational directors, workers and representatives of management who have appeared on the broadcasts, ministers, housewives, mothers, daughters, brothers and sisters of men and women who have explained their role in defense.

The Fulton Lewis jr. *Your Defense Reporter* series, heard Tuesdays from 10:15 to 10:30 (NYT) over 136 MBS stations, was an outgrowth of the NBC series. That series, now ending its first quarter-year, is also broadcast with cooperation of the NAM. The Washington radio commentator travels each week to a plant engaged in making a defense material that is currently in the news. An example was the program on destroyers from the Bath Iron Works at Bath, Me., which occurred while news of the battle of the Atlantic was currently "hot."

Your Defense Reporter has covered industries not normally recognized in the defense drive and the lesser known small companies that are manufacturing material of vital importance. An example was a broadcast from Marion, Ind., where a dozen or more small companies are working on defense orders. The program originated from the Delta Electric Co., whose 500-odd employes are working day and night and seven days a week on making non-destructable lights for submarines and naval craft and other little known but highly important defense products.

Juveniles

MORE proof that the radio is a young man's industry! WLAG, LaGrange, Ga., claims it has one of the youngest staffs in the country. Average age of all personnel is 20½ years. Edwin Mullinax, general manager, is the graybeard at 24. Youngest is John Boggess, program director, 19.

Douglas Oil Spots

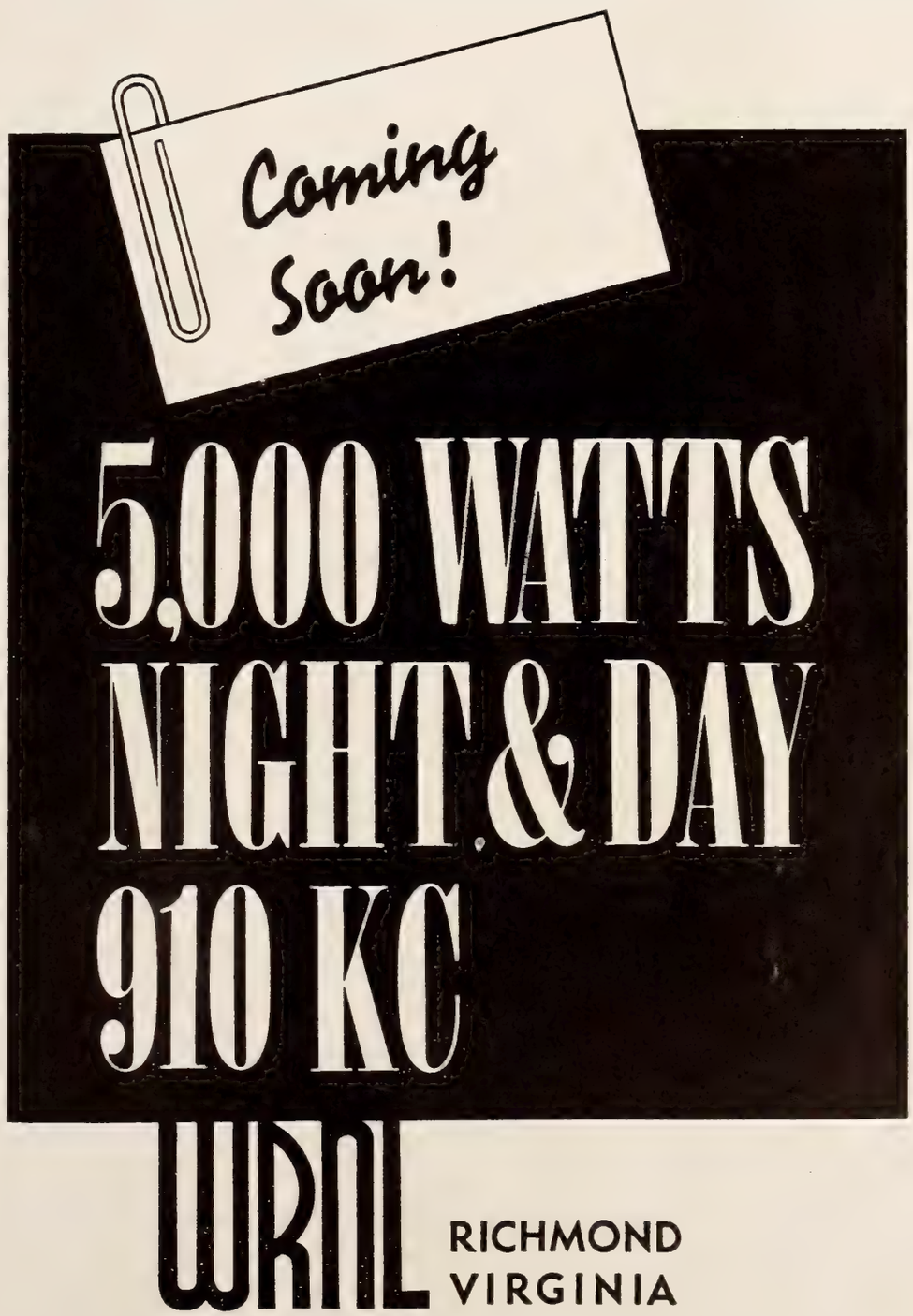
DOUGLAS OIL & REFINING Co., Los Angeles, supplementing its West Coast spot announcement campaign, on Sept. 11 started a six-weekly quarter-hour newscast on KRKD, that city. Contract is for 13 weeks. Spot announcements are being used on KIRO KJR KMO KELA KIT KVOS KPQ KNX KHJ KMPC KFAC KFXM KXO KTKC KWLK KEVE. Agency is H. W. Kastor & Sons, Chicago.

Cook Book Discs

CONSOLIDATED BOOK PUBLISHERS, Chicago (cook booklets), the week of Sept. 22 starts sponsorship of *The Meal of Your Life* a transcribed half-hour series on 100 stations throughout the country. Guests of honor are asked about outstanding meals and the incidents are dramatized. Among guests for the first program are Elsa Maxwell, Gertrude Lawrence and Sheila Barrett. Contracts are for 13 weeks with possible extensions. Discs were cut by WBS. Agency is Kermit-Raymond, that city.

Receiver Sues ASCAP

HARRY M. PROPPER, recently appointed receiver in the United States for AKM, Austrian affiliate of ASCAP, last week filed a $150,000 suit against ASCAP in the new York Supreme Court, seeking to collect for former AKM members now in this country royalties allegedly due them for American performances of their works.



5 WCKY



HOURLY SCENE IN THE WCKY NEWS ROOM

WCKY IS DOING THE NEWS JO

L. B.

CBS... FIFTY G

EWSCASTERS!

GORDON GRAY

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IN THE GREAT CINCINNATI MARKET...

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Pandora's Box

BROADCASTERS won a brilliant and wholly just victory in scuttling the discriminatory 5-15% advertising tax in the now revised version of the Defense Revenue Bill. But even before that vital goal was achieved, talk erupted in favor of a substitute "franchise" tax, as a sort of halfway measure. Peculiarly, we think, it had support in some industry quarters.

In our judgment a franchise tax, to defray the cost of regulation or for any other purpose, is just as vicious as a tax on advertising. It is a discriminatory tax. It would be an admission that a license to operate a broadcast station or a telegraph company or a point-to-point station constitutes a gift from the Government for which the licensee should pay.

Such a franchise tax would not give the licensee a vested or property right, as some are led to believe. Certainly the trend of regulation has been in exactly the opposite direction. That sort of reasoning, we believe, is poppycock, unless and until Congress itself writes such a provision in the law.

Railroads pay no special franchise taxes for their rights of way, or for support of the ICC. Airlines use the public domain airways, but they pay no special excise for the privilege. Nor do boats plying the sea-lanes. Then why radio?

It requires more than a license to operate a station in the public interest, or to make a reasonable profit. That would presuppose any Tom, Dick or Harry, with a license from the FCC would have his fortune made, irrespective of initiative, enterprise, background or experience. The some 300 stations in red-ink attest the reverse.

Moreover, a franchise tax would strike at every licensee, irrespective of whether his operation makes money. It would not adhere to the precept of taxation according to the ability to pay.

Taxes today are the highest in history. The war bill will increase levies next year and the next. Procedures are established for taxation, and radio, along with the nation's whole economic fabric, pays according to income. Even now a new and higher tax bill is in the making, what with another six-billion-dollar defense appropriation coming up.

The broadcasting industry should not be singled out for any sort of special or franchise tax. There isn't any justifiable basis for making it a sort of fiscal guinea pig. And a franchise tax, we feel, would open a Pandora's box to plague commercial radio forever.

Radio's Goal

THIS WEEK, National Independent Broadcasters holds an extraordinary convention in Chicago. Talk of a rump movement to break away from the NAB and "network domination" is rampant. And there are plenty of issues—copyright, the chain-monopoly report, national defense, priorities, and now a revival of the Music Czar Petrillo's "made work" and reprisal tactics in pulling the plug on network dance-band remotes and possibly studio bands.

No one will gainsay the right of NIB, or any group, to hold a special convention anytime and anywhere, if broadcasters want to foregather for discussion of industry problems. Similarly, there may be justification for unfavorable reactions to activities of the NAB along certain lines. Certainly there was ample evidence of that in some quarters at the lamented Debacle of St. Louis last May.

But we think it would be a calamity to split the industry into opposing camps, neither of which might be strong enough to do an effective job in the most critical period in this and every other industry's history. Broadcasters should never lose sight of the "divide and rule" strategem. They must determine for themselves whether outside influences, which on the long pull are far from friendly to commercial radio, are inciting such a schism.

There is nothing sinister or wrong about independent broadcasters getting together for their own self-preservation and betterment. That's what trade associations are for. Radio must have a strong, united trade association, whatever its name. The NAB has been and today is the industry's rallying post. If the industry's body politic feels it requires alteration in structure, scope or personnel, there is a time and place for it. It is *their* trade association. It can be called NAB, NIB or the League for the Preservation of Low Kilocycles and High Watts. Its objective would be unchanged.

Before any rash moves are made, there should be some clear-thinking and cool-headed study. There must be leadership, sound and strong. And there must be the enthusiastic support of a substantial industry majority. There must be the *independent judgment* of the industry's majority, unaffected by outside influences.

Anything short of that might be industry suicide.

They Say...

IT WAS James L. Fly, chairman of the FCC, who assumed that Congress had delegated power to intimidate and coerce the radio networks, and if Congress really has such power over what is broadcast over the radio it is natural for the man who is chairman of the all-important committee in the Senate to want to exercise that power first hand . . . The same thing is about to happen to certain newspapers owning broadcasting stations. Unless they toe the mark in the use of their radio stations, the licenses may be taken from them. The FCC under Mr. Fly has already done what Mr. Wheeler is doing to the movies, namely, to find out what the attitude of the newspapers is toward radio news and other matters that heretofore have been considered immune from interference under the Bill of Rights of the Constitution. Presumably unless some of these newspapers which own broadcasting stations curry favor with Mr. Fly or Mr. Wheeler they will find themselves losing their franchises.—DAVID LAWRENCE, columnist, Sept. 15.

A STUDY of those three media of public expressions (pictures, radio and press) reveals a curious fact: First to appreciate the deep determination of the American people and to respond to it has been the motion picture industry . . . second has been the radio, an industry wise beyond its years in its understanding of popular feeling; third, but rapidly catching up with the other two, the press, and we can leave it to the press itself to explain why it elected to be the laggard . . . While providing as much time for the dissenters as they can use, radio is doing its part in the defense program every day in every other way. Merely producing the programs the people want to hear, says radio.—Lowell Mellett, director of the Office of Government Reports, in the September *Atlantic Monthly*.

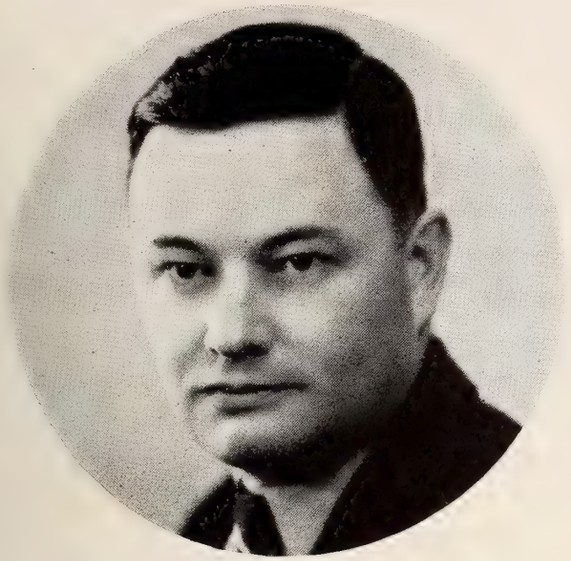
Thirty Years in Radio

THIRTY years ago radio regulation began. When William D. Terrell, at the ripe age of 40, was named "wireless ship inspector" there was none so bold or foolish, even in the wildest flight of imagination, to predict the development of radio to its present state. Then "Bill" Terrell, known to every oldtimer in the craft, had a staff of exactly one. He was chief "wireless cop," and inspected, supervised and directed all such activity. Licensing hadn't even been thought of, and it was nearly a decade before the first "wireless" station, precursor of the broadcast station, took the air.

Today Bill Terrell, at 70, is still radio's chief traffic cop. He is chief of the Field Division of the FCC, which has a huge force—208 in regular inspection work and 570 in the recently created national defense unit. The other day President Roosevelt promulgated an Executive Order exempting Mr. Terrell from automatic retirement for another year—because Mr. Terrell isn't ready yet to operate less than the full broadcast day.

In the twilight of his fulsome career—practically all of it devoted to radio regulation—Mr. Terrell can look back upon a generation well-spent in the public interest and welfare. All in radio, from the grizzled veterans of the brass-pounding era to the youngsters riding the gains, felicitate Mr. Terrell on his 30th radio anniversary.

We Pay Our Respects To —



GEORGE CLARKE CHANDLER

LIKE others who have gone into broadcasting, George Clarke Chandler was a radio service man and set builder in the early days of broadcasting. Today he is owner of CJOR, Vancouver, a major station in Canada's third largest city. Active in Canadian broadcasting affairs, he is president of the Western Assn. of Broadcasters and vice-chairman of the board and chairman of the technical committee of the Canadian Association of Broadcasters.

George Chandler was just 20 years old when he acquired the nucleus of today's CJOR. He had started in the new field of radio set building as soon as he was through with school, and while engaged in completing one service job heard that CFXC, a 50-watt station in nearby New Westminster, was for sale. He went straight to the owners of the small station. While more mature business men cogitated on acquiring CFXC, young George took an option and within 24 hours had closed the deal. He was now owner of a broadcasting station as well as a radio service shop. That was in the spring of 1926.

Young George had been living in Vancouver for nearly two years when he bought the station. He decided that Vancouver offered more opportunities for a broadcasting station of 50 watts than did the town of New Westminster. The Canadian Government offered no objections, and he was permitted to move the transmitter to the outskirts of Vancouver and to change the call letters to CJOR. Had the officials at Ottawa known that a 20-year-old owned the station, George thinks they may not have been so helpful.

A technician, George Chandler made the most of the equipment he had bought, and set out to make CJOR an important voice in the radio spectrum which he shared for the Vancouver area with six other stations, even to sharing time with some of them. In 1928 he was granted permission to use a frequency fulltime and given a power increase to 100 watts. Three years later the station went to 500 watts, and since 1933 has occupied its present frequency. Another power increase came last year when the station went to 1,000 watts.

George Chandler was born at Caledonia, Ont., March 18, 1906. His family moved to the new West shortly after his birth, and he spent his early years on the prairies of Saskatchewan and Alberta, moving ever westward till in 1924 he landed in Vancouver, where he has lived ever since to become one of its leading citizens.

His major contribution to the Canadian broadcasting industry is his early insight into the necessity of a united effort by Canadian broadcasters. He has been an advocate of industrial cooperation practically since the day he bought the 50-watt station, has found time to do a great many chores for the industry. He took the first big step in 1931 when he travelled to Toronto to attend the meeting of the infant CAB, a costly trip for a young man who had to build a 500-watt transmitter in a highly competitive market at the beginning of the depression. He became a director of the CAB at that meeting, went back to Vancouver, could not by mail persuade enough of the stations to keep the CAB going as the depression set in on the industry. When in 1934 the CAB was re-born under Harry Sedgwick, CFRB, Toronto, George Chandler again came out of the West to be elected a director of the new CAB.

Meanwhile, in western Canada the stations had not been idle. They had formed a Western Association of Broadcasters, and George Chandler became an active member, a director for a number of years and later president. It was a service he undertook for the western stations in connection with the reallocation of frequencies and station locations for the Havana Treaty which brought him in contact with the Canadian Government as the technician of Canadian broadcasters. When the CAB had to present the case of all Canadian broadcasters to Ottawa in connection with Havana Treaty assignments, George Chandler was called on to do the job. His bulging brief case full of charts, reports, curves and technical data, became a common sight as he commuted by plane between Vancouver and Toronto and Ottawa during the latter part of 1940 and early part of 1941. As chairman of the CAB technical committee he smoothed out many of the reallocation difficulties for Canadian broadcasters with Ottawa officials before they went to Washington for the international sessions.

Aside from the profitable operation of CJOR, George Chandler's main interests in broadcasting in recent years have been in the technical and economic fields of the industry.

In 1939 he married Marie Ellingboe of Minneapolis and their honeymoon took them on a grand circle tour of Canada and the United States, including numerous calls on broadcasting stations. In his spare time George Chandler is an ardent amateur photographer, plays golf, attends meetings of the Vancouver Kiwanis Club and the Vancouver Board of Trade. During the hunting season he takes leave to shoot big game in the mountains of British Columbia.

Personal NOTES

WILLIAM VON ZEHLE, formerly in talent sales division of WINS, New York, has been appointed West Coast radio department manager of Music Corp. of America and is headquartered at 9370 Burton Way, Beverly Hills, Cal. He succeeds Walter Johnson who recently resigned to become representative of Motion Picture Relief Fund on the CBS *Screen Guild Theatre*.

CAPT. ELLIOTT ROOSEVELT, son of the President and former president of Texas State Network, who joined the Army Air Corps last spring as a specialist reserve, serving first at Wright Field, Dayton, then going with the president on his voyage to meet Prime Minister Churchill and thence proceeding to London, on Sept. 13 reported at Kelly Field, Tex., for a course in navigation.

M. E. (Bob) ROBERTS, formerly manager of KYA and KTAB (now KSFO), San Francisco, is presenting a two-hour nightly transcribed dance program on KQW, San Jose, Cal. Program has participating sponsors. Roberts is also in the advertising business on the San Francisco peninsula.

DON BASSETT, formerly radio director of James Fisher Co., Toronto, has joined Radio Centre Ltd., Toronto, transcription firm, as general manager. Previously he had served four years with Northern Broadcasting & Publishing Co., at stations in Northern Ontario and as Toronto representative of this group of stations. He started his radio career with CJCS, Stratford, Ont. Radio Centre has moved to 74 Wellington St., West.

FRANK DURBIN, salesman of KLZ, Denver, is in the Cheyenne, Wyo., Veterans Hospital for an operation.

RON FRASER, has joined CJLS, Yarmouth, N. S., as publicity and promotional director.

FRED G. HARM, of the sales staff of WJJD, Chicago for five years, has been appointed station sales manager by Ralph H. Atlass, president. Mr. Harm, 30, has been in radio for ten years, and was at one time advertising manager of the Kremola Co., Chicago.

CHARLES LLOYD, acting manager of KLX, Oakland, Cal., and Mrs. Lloyd suffered painful injuries recently when their auto was side-swiped by another car.

JACK COWDEN, sales promotion manager of KSFO, San Francisco, recently was transferred to CBS station relations department in New York. Isobelle Goldthwaite succeeded him at KSFO.

JOSEPH McCUAN, formerly with KYOS, Merced, Cal., and previous to that with Hearst radio stations in the East, recently was added to the KYA, San Francisco, sales staff as account executive.

DR. JAMES ROWLAND ANGELL, public service counsellor of NBC, will be chairman of the opening session of the Chicago School Broadcast Conference to be held Dec. 3-5.

TOMMY STONE, son of Peggy Stone, station relations director of International Radio Sales, enters Clemson College as a freshman this fall.

ARTHUR WEILL, assistant comptroller of WHN, New York, recently married Ruth Phillips of Brooklyn.

HAZEL RYAN, treasurer and assistant manager of KRKD, Los Angeles, has taken an extended leave to spend the winter in New York, and as representative of the station will contact agencies for national business. Pearl Vorhees, for several years station bookkeeper is taking over many duties formerly handled by Miss Ryan.

PAUL H. RAYMER, head of Paul H. Raymer Co., station representatives, has returned to his Chicago headquarters following a semi-annual visit to West Coast branch offices. Accompanying him was Pierce Romaine, New York executive of that firm.

J. L. VAN VOLKENBURG, assistant vice-president of CBS, Chicago, has been appointed chairman of the advertising committee of the Chicago Community Chest Drive.

W. B. QUARTON, commercial manager of WMT, Cedar Rapids, Ia., and Mrs. Quarton recently adopted a 10-month-old girl. Don Inman, Waterloo studio manager of WMT, also has adopted a girl.

ROBERT MacKENZIE has resigned as manager of WCMI, Ashland, Ky., to accept a new unannounced position. Warren Davis, WCMI business manager, is acting manager.

VAUGHN A. KIMBALL, advertising manager of KGNO, Dodge City, Kan., recently married Audrey LeCrone.

F. E. FITZSIMONDS, manager of KFYR, Bismarck, N. D., on Aug. 24 married Nell Stearns.

JOHN CALDWELL, formerly advertising manager of the *Poultry Supply Dealer*, a subsidiary of the *Prairie Farmer*, has joined the sales staff of WMBD, Peoria.

R. CROTTY, commercial manager at CKGB, Timmins, Ont., for the last three years, has joined the sales staff of CKWX, Vancouver.

Balthrope Heads ABC

CHARLES BALTHROPE, formerly commercial manager of KTSA, San Antonio, has been named manager of KABC, same city. Mr. Balthrope's appointment was announced by R. Early Willson, president of KABC. Capt. Elliott Roosevelt, son of the President and at present on duty with the Army Air Forces, is treasurer of the station.



"KSO broadcasts sell not only volume-goods, but also higher-priced items like stokers."—A. M. Nordtvedt, Mgr., Montgomery Ward, Des Moines.

WARDS RENEW FOR 5TH YEAR

Department stores buy radio time from figures. Not just coverage figures, but cash-register figures.

So Montgomery Ward's FIFTH renewal of its daily quarter-hour on KSO, proves KSO's ability to move merchandise at a profit, and adds another chapter to the Success Story of KSO and KRNT—Success in serving listeners AND advertisers.

Except for network affiliation, KSO and KRNT are near-twins. Both have 5000 watts, day and night.* Both have strong trade-recognition. Both have fine records of sales accomplishment.

With Iowa farm income at a new high . . . with defense activity increasing Des Moines payrolls 20% or more . . . it's well to have KSO and/or KRNT on the job to increase your sales to more than a million people in Iowa's No. 1 market—Des Moines and its extensive trading area.

*Effective October, 1941.

KSO NBC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Represented by The Katz Agency

BEHIND the MIKE

STAN DAVIS and Marvin Fisher, Hollywood writers on the weekly NBC *Signal Carnival*, sponsored by Signal Oil Co., Los Angeles, have resigned that assignment. They will join with Hal Fimber and Arthur Hargraves Kribs as writers of the CBS *Al Pearce & His Gang*, resuming Oct. 3 under sponsorship of R. J. Reynolds Tobacco Co. Carl Hersinger and Henry Taylor have taken over the *Signal Carnival* assignment.

HARRY CARAY, formerly of WCLS, Joliet, Ill., has joined WKZO, Kalamazoo, Mich., as sports director. Mrs. Golda Roe also has joined WKZO as traffic manager and Mrs. M. Vennard as secretary.

NAIPH J. ABODAHER, acting program director of WKZO, Kalamazoo, Mich., and Hal Forward, WKZO engineer, have sold a collaborated Western short story, "The Last Chip" to a leading weekly pulp magazine under the pen name Hal Jerome.

HALL TOZIER, formerly of WSAU, Wausau, has joined the announcing staff of WTMJ, Milwaukee.

RUTH CRANE, formerly of WLW-WSAI, Cincinnati, has joined WCMI, Ashland, Ky., as woman's commentator. Paul Thiel, formerly of WCPO, Cincinnati, and Pat Marvin, of KFXJ, Grand Junction, Col., have joined the WCMI announcing staff.

PAUL LEMAY, conductor of the Duluth and Portland symphony orchestras, has been signed to a six-week contract which started Sept. 11, to direct the weekly *Standard Symphony Hour*, sponsored by Standard Oil Co., on 32 Pacific Coast Don Lee stations.

BOB STEPHENSON, NBC Hollywood producer and prior to that on the CBS Chicago staff, has joined Lord & Thomas, in the former city, to take over production of the NBC *Bob Hope Show*, resuming Sept. 23 under sponsorship of Pepsodent Co. He replaces Bill Lawrence, who resigned that post to manage the newly established Hollywood production offices of Pedlar & Ryan.

BILL BALDWIN, formerly KDYL, Salt Lake City, announcer, has joined KFWB, Hollywood, in a similar capacity, and in addition conducts the daily one-hour program, *Mac the Mechanic*, sponsored by Pep Boys of California.

MYNONAH BAILEY, formerly of KID, Idaho Falls, has joined KUTA, Salt Lake City, and under name of June Lee is conducting a daily quarter-hour woman's program.

RANDY ENGLISH, formerly of WHEB, Portsmouth, N. H., has joined the announcing staff of WTRY, Troy, N. Y.

GALEN AND ELNORA GILBERT, not connected with radio during the last year, have joined the commercial staff of KUOA, Siloam Spring, Ark.

JOHN HICKS, formerly of KABC, San Antonio, and KNOW, Austin, has joined the announcing staff of KGKO, Fort Worth.

TOM NOBLE, news writer of WBBM, Chicago, is the father of a son born Sept. 16.

NORMAN WEISER, associate editor of *Radio Daily*, has completed a book, *Writers' Radio Theatre, 1940*, which will be published by Harper & Bros., New York, on Oct. 15.

Furlough

LEON LEEK, an NBC announcer, before he was drafted a year ago, recently came down to the studios while on furlough to renew old acquaintances and show the boys his staff sergeant's stripes. As Leek opened the door Ray Diaz, night supervisor didn't give him a chance to say a word. "Just the guy I'm looking for," he said. "You do the remote from the Hotel Astor with Bob Chester's orchestra from 12 to 12:30". Whether Leek thought Diaz was his general or colonel, history does not record, but he hurried to the Astor and did the job without asking why.

FELIX MILLS, Hollywood musical director, has been signed for the fourth consecutive year on the weekly CBS *Silver Theatre*, resuming Oct. 5 under sponsorship of International Silver Co. (Sterling and Rogers Bros. silver). Mills is also musical conductor of the weekly CBS *Hollywood Premiere*, sponsored by Lever Bros.

EARL WENNERGREN of CBS Hollywood publicity staff has returned to his duties after a two-month absence recuperating from typhoid.

KEN NILES, Hollywood announcer, has been assigned to the weekly CBS *Arkansas Traveler*, which started Sept. 16 under sponsorship of Campbell Soup Co. Program features Bob Burns, with Thomas Freebairn-Smith, of Ruthrauff & Ryan, producing.

CLIF HOWELL, program director of KSFO, San Francisco, resigned Sept. 2 and will join the CBS production staff in Hollywood Sept. 27. His successor has not yet been named.

ED WILSON, formerly of NBC, Chicago, has joined the announcing staff of WLS, Chicago.

CAPT. MICHAEL FIELDING, traveler and foreign affairs expert, will replace Irving Pflaum on *Decensoring the News*, quarter-hour six-weekly news commentary on WIND, Chicago. Mr. Pflaum, foreign editor of the *Chicago Times*, has joined the National Defense Commission in Washington in a publicity capacity.

CHEER BRENTSON, formerly of the cast of *Kitty Kane, Ma Perkins, Avalon Time* and other Chicago productions and now married to Robert Reddington, hotel executive in Duluth, has returned to radio as director of women's programs of WEBC, Duluth.

SAMS VIRTS, a student of Dodge City Junior College, has joined KGNO, Dodge City, Kan., as parttime announcer.

R. C. HILL, announcer of KGNO, Dodge City, Kan., on Sept. 6 married Evelyn Baker.

WOODROW MAGNUSON, production manager of WHBF, Rock Island, Ill., has been named program director, succeeding Ivan Streed. Dale Phares, formerly of WEOA, Evansville, Ind., has joined the announcing staff of WHBF.

FELIX ADAMS has joined the announcing staff of WCBI, Columbus, Miss.

FORREST COOKE, announcer of WHBF, Rock Island, Ill., has been promoted to traffic manager.

WILL DOUGLAS, announcer of WKBN, Youngstown, O., has been inducted into the Air Corps and is stationed at Kelly Field, San Antonio.

KEN POWELL, announcer of WGY, Schenectady, recently won second prize in the local chamber of commerce fishing contest, landing a 9-pound, 8-ounce Northern Pike.

ROGER GOODRICH, formerly of WEBR, Buffalo, has joined the announcing staff of WGY, Schenectady, succeeding Wilber Morrison, drafted.

LORING KNECHT has joined the announcing staff of KFYR, Bismarck, N. D.

ROBERT NYE, son of Senator Gerald Nye (R-N.D.) has joined the staff of WOL, Washington, as assistant to Walter Compton, conductor of *Double or Nothing* on MBS and WOL newscaster.

JIM WILLIAMS, formerly of WKPA, New Kensington, Pa., and Tom Lake, formerly of WJHP, Jacksonville, Fla., have joined the announcing staff of WBML, Macon, Ga.

WILLIAM DOSTER has joined the merchandising department of WBML, Macon, Ga.

BAUKHAGE, NBC Washington commentator, recently visited Canada, where he appeared on CBC for a fifteen-minute description of conditions in the United States.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

RICHARD HIPPLEHEUSER, script writer at WJSV, Washington, for the CBS *Report of the Nation*, has sold an article on subcontracting problems to the *Saturday Evening Post*. Charles Parker, WJSV stockroom director, joins the Army Oct. 13 .

LUCIEN DELATUSH, of NBC Hollywood guest relations staff, has been promoted to the recording department, replacing James Lyman, resigned.

DOROTHY JEAN HUDDLESTON, formerly of KTFI, Twin Falls, Ida., has joined KTAR, Phoenix, Ariz., as program department secretary.

D. C. DUCKETT, formerly of the Chicago bureau of Transradio Press, has joined KMOX, St. Louis, replacing Dick Everetts who has been promoted to associate news editor, succeeding Bob McDonald, now at KGNC, Amarillo, and the *Amarillo New Globe*.

LYLE K. LITTLE, formerly newscaster and special events announcer of WFOR, Hattiesburg, Miss., has joined the announcing staff of WJDX, Jackson, Miss.

BETTY SARGENT, in Switzerland as CBS correspondent during the last six years, arrived Sept. 15 in New York via clipper.

AL LEITCH, former city editor of the *Atlanta Constitution* and conductor of a news program on WGST, Atlanta, and Ernest McIver, of the *Fredericksburg* (Va.) *Free Lance-Star*, have joined the news staff of WJSV, Washington.

NEIL MacDONALD, Los Angeles newspaper and publicity man, has joined the Hollywood staff of Tom Fizdale Inc., as assistant to Virginia Lindsey, West Coast manager.

BETTY KASPER, of the musical staff of WJJD, Chicago, was married Sept. 15 to Robert Smith, Chicago executive of Southern Music Co.

ED HUMPHREY, announcer of WJJD, Chicago, became the father of a baby boy Aug. 28.

WAYNE NELSON, formerly of KDAL, Duluth, has joined the announcing staff of WJJD, Chicago.

TED BURWELL, new to radio, has joined the announcing staff of WGBR, Goldsboro, N. C.

HARVEY HELM, Hollywood writer, has been added to the script staff of the weekly NBC *Burns & Allen* Show, which starts Oct. 7 under sponsorship of Lever Bros. (Swan soap). Other writers include team of Galen & Fowler, Sam Perrin and George Balzer.

ELINOR HENRY, formerly of KCKN, Kansas City, has joined the continuity staff of KXOK, St. Louis.

JIM REED, formerly program director of WFBC, Greensville, S. C., has joined WPTF, Raleigh, N. C., as head of the sports department. Tommy Williams, formerly program director of WCBT, Roanoke Rapids, N. C., has joined the WPTF announcing staff.

BETTY SOUTH, formerly of WJBC, Bloomington, Ill., is the latest addition to the continuity department of WMBD, Peoria.

DANNY DeNUFRIO has joined the music department of WMBD, Peoria.

SIEG SMITH, formerly of WGR-WKBW, Buffalo, has joined WIS, Columbia, S. C., as sports department head. He has been signed to broadcast U of South Carolina football games under sponsorship of Coca Cola.

ELIZABETH BEMIS, woman news commentator of WLW, Cincinnati, on Sept. 22 is to be married to Louis K. DeBus Jr., Cincinnati business man.

W. VALENTINE of the announcing staff of CKSO, Sudbury, Ont., has joined CJRC, Winnipeg.

FAHEY FLYNN, WBBM, Chicago, announcer, is in the Passavant Hospital, suffering from a throat infection.

Alan B. Plaunt

ALAN B. PLAUNT 38, member of the board of governors of the Canadian Broadcasting Corp. from 1936 to 1940, died in Ottawa Sept. 12 following a long illness. He resigned from the CBC board in Oct. 1940, because he no longer "had confidence in the internal organization and executive direction of the CBC". He came into radio through the formation in 1930 of the Canadian Radio League which had for its aims setting up a national broadcasting system free of advertising as recommended by the Aird Royal Commission on Broadcasting. The league was in a large measure responsible for the formation in 1933 of the Canadian Radio Broadcasting Commission, and many of its recommendations went into the 1936 act which brought the formation of the CBC as successor to the CRBC. Mr. Plaunt was born and educated in Ottawa, graduated from the U of Toronto in 1927, and received his M.A. at Oxford in 1929.

Carl F. Arnold

CARL FRANKLIN ARNOLD, 45, assistant counsel for the Maritime Commission and onetime assistant general counsel of the FCC, died Sept. 13 in Washington after a brief illness. Mr. Arnold, who was the brother of Thurman W. Arnold, assistant attorney general in charge of the anti-trust division of the Department of Justice, served with the FCC as assistant general counsel in charge of the common carriers division from April, 1935 to August, 1937. Prior to his affiliation with the Maritime Commission, he was dean of the Law School at Wyoming U.

Spadea, Koehler Shift

JOSEPH SPADEA, formerly Detroit manager of Edward Petry & Co., and Allen R. Koehler, formerly with WTMJ, Milwaukee, have joined the Joseph Hershey McGillvra station representative organization as account executives. Both will handle Midwest accounts and will headquarter in Chicago. Prior to joining the Petry organization Mr. Spadea was Detroit manager for Scott Howe Bowen while Mr. Koehler was at one time classified advertising manager of the *Chicago Tribune*.

Harry Raver

HARRY RAVER, 62, blind conductor of the weekly *Busy Blind* program on KFWB, Hollywood, died at General Hospital on Sept. 14 from injuries received when a burglar broke into his home and beat him.

JIMMIE POWERS, sports editor and columnist of the *New York Daily News*, starting Sept. 13 took over the role as sportscaster on *Around the Ring*, on MBS Tuesday, Thursday and Saturday 7:24-30 p.m., succeeding Tom Slater, MBS sports and special features coordinator.

JOE NOVENSON, announcer of WFIL, Philadelphia, has resigned to join the Fred Waring orchestra in New York as a singer.

CARL OWEN, formerly chief announcer of WXYZ, Detroit, has joined WCAU, Philadelphia, to fill the vacancy left by Wally Sheldon, who moved up as assistant program director when Harry Marble left to join CBS in New York.

WHEN YOU SEE *this* . . .



Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Compare WTAM on the cost per family basis. Divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there. Go a step further. Compare WTAM on the cost per listener basis. Take any Survey and look at the number of actual listeners each station has, all day, all night, all week. WTAM not only can reach over a quarter of a million families in its Primary Coverage Area but actually does reach more than any station or combination of stations in the area. That's why smart buyers buy 82.2% more national spot time on WTAM than on the next station. WTAM is their first choice . . . morning, noon and night.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

WSGN
Will Go
610
Next Week

WFMJ
Youngstown's
Favorite
Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.


"WE BUILD 'EM—
24 HOURS A DAY!"
AND TEXAS' BOOMING GULF COAST INDUSTRIAL AREA IS REACHED THROUGH
BEAUMONT'S
KFDM
560KC 1000 WATTS
FULL TIME NBC BLUE
Represented by
HOWARD H. WILSON COMPANY

LEADERSHIP
Audited surveys show CJOR's undisputed leadership in audience coverage of Canada's rich Pacific Coast.
CJOR
Vancouver—B. C.
1000 Watts
National Representatives
J. H. McGillvra (U. S.)
H. N. Stovin (Canada)

Studio Notes

RECENTLY issued new rate card of WMCA, New York, lists no increase in rates despite the fact that the station has increased to 5,000 watts full-time. Nighttime hour rates are $650 for a one-time shot with $1,560 for three times and $2,340 on a six-time basis. Day rates are $325, $780 and $1,170 per hour for one, three and six time shots respectively. Hourly rates for the 11 p.m. to 9 p.m. period are $260, $624 and $936 for one, three and six time use.

WWRL, New York, each Friday at 10:15-10:45 p.m. presents *The Studio Players*, a program staged entirely by college students and young people who want to break into radio. The program invites all young amateurs who are interested to call or write the station for a chance to go on the program either as actor, writer or soundmen. Attached to the head of letter explaining the program was a bar of guest-size Lux soap with the caption, "Of Course, they're not the Lux Radio Theatre but . . .".

WBBM, Chicago, now starts its broadcasting day at 6 a.m. instead of 6:15 a.m. (CDST). Change occurred Sept. 15, and new schedule added daily quarter-hour to the *Farm Service Program* which has added a large roster of hillbilly talent.

WRJN, Racine, Wis., has opened a new branch in Kenosha, Wis. Manager is Al Gale, who also manages station's studios at Burlington, Wis. Broadcast of home games of Kenosha Cardinals pro football team has been sold to Coca Cola Bottling Co., Kenosha.

KXOK, St. Louis, in order to keep listeners informed of the outcome of the special Civil Service election, has assigned a special events crew to the Board of Election Commissioners office to broadcast returns as they are tabulated.

WNLC, New London, Conn., celebrated its fifth birthday Sept. 13. The station's first day of active broadcasting was on Sept. 13, 1936. Of the original staff only three remain. They are Manager Gerald L. Morey, Treasurer Edwin J. Morey and Program Director Len W. Stevens.

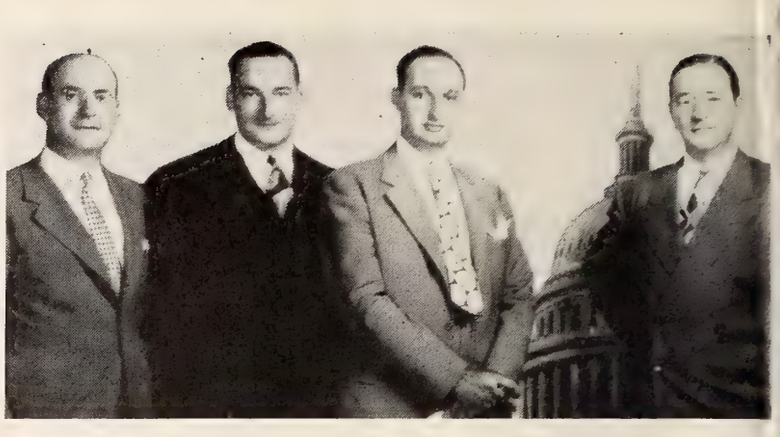
WSB, Atlanta, is now remaining on the air until 2 a.m. daily.

WHBL, Sheboygan, Wis., was off the air two minutes Sept. 4 when an electrical storm blacked out half the city, including the WHBL studios. Using emergency equipment in the transmitter building, Announcer Bill Brook brought a stack of recordings to the transmitter, which was outside the blackout zone, and conducted an informal program until service could be restored.

KFYR, Bismarck, N. D., headed by General Manager F. E. Fitzsimonds, will be in charge of the entertainment for the State Corn Show Oct. 8. Plans are to bring NBC talent to Bismarck for the occasion. Program Director Wayne Griffin will be in charge of the committee to select the Corn Show Queen.

WCAE, Pittsburgh, to give full consideration to program ideas submitted by members of its staff, has instituted a special "program" board to review all ideas. Board consists of four permanent members—Manager Leonard Kapner, Sales Manager Willard Schroeder, Program Director R. Clifton Daniel and Merchandising Manager James Murray — with two temporary representatives from the staff, chosen from time to time.

KYCA, Prescott, Ariz., recently celebrated its first anniversary and marked the occasion by setting up window display in the heart of the downtown district.



ANALYZING PRIORITIES problems confronting the radio parts industry will be the duties of this priorities committee appointed by the Sales Managers' Club of Chicago. They are (l to r) S. N. Shure, president of Shure Bros., Chicago; J. J. Kahn, president, Standard Transformer Corp., Chicago; Kenneth G. Prince, retained as counsel, who will prepare a brief for the industry; W. J. Halligan, president of Hallicrafters, Inc.

No Soap

LEVER BROS. Co., Cambridge (Lifebuoy), will establish an unusual precedent when CBS *Hollywood Premiere* vacations for four weeks in December during the Christmas holiday season. Series is to resume Jan. 2. Executives of Wm. Esty & Co., agency servicing the account, pointed out that because of the holiday season, soap sales are at its lowest in December and by mutual agreement cast will take its vacation then.

WPAT, Paterson, N. J., will broadcast the games of the Peterson Panthers, American Assn. professional football team, this fall, with Steve Ellis giving the play-by-play reports while Ralph Silver Jr. assists with statistical data to be given at intervals during the game.

WFMJ, Youngstown, O., on Sept. 7 held its first annual inter-company golf tournament at Mahoning Country Club. Low gross honors were won by Len Nasman with an 84, and blind bogey prizes went to Jim Sirmons, Bob Wylie, R. Bruce and Bob Harnack.

WJOB, Hammond, Ind., reports its new R. H. Harrell 200-foot radiator atop the Millikan Bldg. in final stages of construction, and its new studios, with Collins speech input equipment and a 150-seat audience studio, being prepared for occupancy about Oct. 1.

WTMJ, Milwaukee, during the American Legion national convention in that city broadcast the *Sport Flash* program of Russ Winnie, sponsored by Wadhams Oil Co., from the sponsor's downtown Red Horse Lounge, where it will be viewed by visiting veterans.

KFRU, Columbia, Mo., has completed arrangements to carry play-by-play broadcasts of both the home and away games of the Missouri U football team this season. Harold Douglas, KFRU sportscaster, and Dave Cooper will announce.

IN ADDITION to WJR, WXYZ and the Michigan State network, WSPD, Toledo, will carry all U of Michigan football games, starting Sept. 27, sponsored by the Ford Dealers of Michigan and Northwestern Ohio.

TAKING ADVANTAGE of more late listeners due to operation of night shifts at many Canadian plants, CHML, Hamilton, Ont., now keeps open until 1:30 a.m.

WHIO, Dayton, O., carried a description of the National Air Olympics, Aug. 31 and Sept. 1. The station also described the take-off of a Lockheed-Hudson bomber for England carrying a silver shaft with figures of the American eagle and a figurine of liberty with messages from Mayor Brennan of Dayton and Gov. Bricker of Ohio to the Lord Mayor of London.

KGKO, Fort Worth, on Sept. 9 started two 24-hour Associated Press news wires, one handling state news exclusively, which will furnish news for Ken McClure's three morning newscasts and an afternoon and evening news period handled by Robert Wear, KGKO news editor.

WHBF, Rock Island, Ill., on Sept. 15 added an Associated Press wire to its United Press and local *Rock Island Argus* news services. The station averages 12 newscasts daily, exclusive of MBS news commentaries, it was stated.

WFIL, Philadelphia, has increased its broadcasting day by an hour, extending its operations to 2 a.m. nightly to provide for a new series of programs sponsored by the Seven Up Bottling Co., Philadelphia. The new series is in addition to the Seven Up schedule of 24 station breaks weekly. Agency is Philip Klein, Philadelphia.

WE Repeats Lewis

WESTERN ELECTRIC Co., New York, to enable its employes to hear a special recorded broadcast of a program featuring Fulton Lewis Jr., which had originated the week previous in the Kearney, N. J. plant of the company, bought a 15-minute period, 9-9:15 p.m. on WHN, New York on Sept. 19. Originally heard over MBS Sept. 9, 10:15 p.m., the program, *Your Defense Reporter* was to have been heard later the same evening via transcription over WOR, but a baseball broadcast interferred. Fulton Lewis Jr.'s regular news commentaries are carried on MBS but through special arrangement he is heard in the New York area on WHN.

'Family' Cited

FOR THE SECOND successive year, *One Man's Family*, sponsored by Standard Brands for Tender Leaf Tea, on NBC-Red, Sunday 8:30-9 p.m. has received the American Legion Auxiliary award as the "sponsored program which has best served the American Family". The citation was made Sept. 17 at the Auxiliary's national convention in Milwaukee.

Coast Bank Chain Likes Big Events

SUCCESSFUL in its sponsorship of special events throughout California in recent months, Bank of America, National Trust & Savings Assn., San Francisco, the West's largest banking system, will continue this type of promotion for the remainder of the year, according to Fred Yates, advertising manager.

Bank of America started sponsorship of civic celebrations, county and state fairs and like events [BROADCASTING, Aug. 25] several months ago and has made a policy of using only institutional copy. The bank on each occasion presents the broadcast of a special event as a service to the particular community from which the broadcast originates. In the average half-hour broadcast the bank's institutional copy doesn't exceed 60 seconds. On each broadcast the local branch manager of a Bank of America is presented to the radio audience for a greeting. Mr. Yates stated that the bank is experimenting this year on this type of broadcasting and to date the radio research has been entirely satisfactory. The banking system likewise is using spot announcements on 10 stations throughout the state.

The bank sponsored the opening ceremonies of the annual Grape & Wine Festival at Lodi, Cal. over KWG and KFBK on Sept. 12. On Sept. 19 it will sponsor events at the Sebastopol Apple Festival on KSRO and on the same date will present a feature of the Yolo County Fair from Woodland, on KFBK. It is negotiating for broadcasts from the Walnut Creek Walnut Festival and a celebration at Santa Ana later in the fall. Charles R. Stuart Adv. Agency, San Francisco, handles the account.

INS Signs More

INTERNATIONAL News Service reports the signing of contracts with WMBS, Uniontown, Pa.; WKZO, Kalamazoo; WSAR, Fall River; KDYL, Salt Lake City; WAYS, Charlotte; WCAR, Pontiac, Mich.; WPAT, Paterson, N. J.; KMAC, San Antonio; KVEC, San Luis Obispo, Cal.; WCFI, Pawtucket, R. I.; WHIP, Hammond, Ind. Contracts have also been signed for prospective new stations not yet authorized at Miami, Birmingham, Torrington, Conn., and Alice, Tex.

Meet the LADIES



HAZEL COWLES

HAZEL COWLES of WHAM, Rochester, N. Y., traded the academic career of a school teacher for the merry-go-round life of radio and she's mighty glad of it. After being graduated from the U of Rochester, taking graduate work in French at Middlebury College, English at the U of Wisconsin and then teaching for three years, Mrs. Cowles judged the grass to be greener in radio. In 1928 she joined the artist's staff of WHAM as an actress and writer. In 1936 she became "Women's Editor" and started her own program *Women Only* which includes news of fashions, home making, cooking, travel, interior decorating, the theatre and the many other subjects that command high attention in the women's world. Mrs. Cowles' real pride and joy is her little girl, Shirley, who already shows remarkable talent for music. Friend hubby doesn't mind being used as taster for the testing of new recipes but does object to having the house used as a testing area for new schemes in interior decorating.

WFIL Seeks Dismissal

WFIL, Philadelphia, on Sept. 16, filed a motion in the U. S. District Court in Philadelphia to dismiss the action brought against the station last month by Yankee, Inc., magazine publishing company of Boston. The suit, charging copyright infringement, libel and unfair competition, sought a restraining order to enjoin WFIL from continuing to broadcast its sustaining *Swap Shop* program.

Avalon News

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon), recently started *Last Minute News* by Phil Stearns three nights weekly on 31 Don Lee-Mutual network stations in the West. Agency is Russel M. Seeds Co., Chicago. The station list: KXRO KELA KRKO KWLK KGY KOL KMO KIT KGA KWIL KORE KFJI KOOS KALE KRNR KPMC KHSL KXO KIEM KHJ KMYC KYOS KDON KVCV KFXM KGB KFRC KVEC KVOE KDB KTKC.

Gulf Guild Returns

GULF OIL Corp., Pittsburgh, on Sept. 28 will start *Screen Guild Theatre* for the fourth year on CBS, Sunday, 7:30-8 p.m. Roger Pryor, Hollywood actor and orchestra leader, will again be m.c. Format will continue as in the past, with contracts for stars having been signed. Actors donate their services, and the Gulf Oil Corp. in turn contributes $10,000 each week to the Guild relief fund. So far the program has contributed more than $800,000. *Screen Guild Theatre* will replace *World News Tonight* which has been on since April. Agency is Young & Rubicam, New York.

AGENCY Appointments

S. S. WHITE DENTAL MFG. Co., Philadelphia (toothpaste), to Clements Co., Philadelphia, to handle consumer advertising on Oraline toothpaste, tooth powder and mouthwash. Dental supplies advertising will be placed direct as heretfore.

GLOBE INVESTMENT Co., Los Angeles, to Milton Weinberg Adv. Co., that city. Currently sponsoring on a 52-week basis a six-weekly quarter hour newscast on KFWB, Hollywood.

NORTH AMERICA WINES Corp., New York (San Martin Wines), to Nascon & Bourne, New York. Radio to be used in the New York area.

H. FENDRICH, Evansville, Ind. (cigars) to Russel M. Seeds Co., Chicago.

BRAND & PURITZ, Kansas City (women's coats) to Lambkin Service, Kansas City.

BEAUTY COUNSELORS Inc., Detroit (distributors of specialized cosmetics) to Campbell-Ewald Co., Chicago.

HOTEL GIBSON, Cincinnati, to Keelor & Stites Co., Cincinnati. To use radio.

KTSM Gets Boost

KTSM, El Paso, last Tuesday was granted a modification of license by the FCC to increase its power from 500 watts unlimited time to 500 watts night, 1,000 watts day, on 1380 kc.

1000 WATTS FULLTIME

910 KC. NBC

The only single advertising medium giving thorough coverage to the rich industrial and agricultural* Appalachian area.

**40,000,000 pounds of burley tobacco annually.*

WJHL

Johnson City, Tenn.

International Radio Sales

W. H. Lancaster, Manager

ECONOMICAL COVERAGE

of the rich

BALTIMORE market

for instance:

for afternoon hours: 2 to 5

5 fifteen minute periods weekly

$192

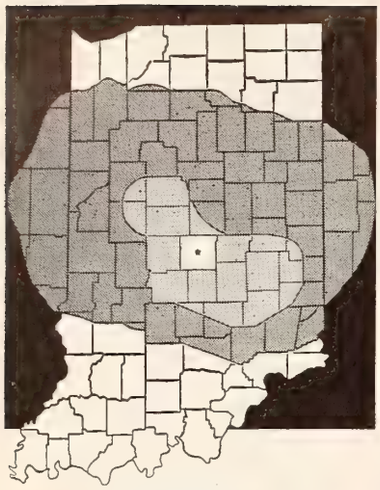
Subject to dollar volume AND weekly discount

DAWN OF A NEW DAY

GOING MUTUAL OCT. 1

WFBR

National Representative: Edward Petry & Co.



HERE'S
INDIANA

★ Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Large shaded area daytime 0.5 MV. Line 5000 watts — non-directional. Inside area 0.5 MV. nights 1000 watts.

Indiana's Friendly Station Serves Hoosierland

★ ★ WIBC ★ ★
INDIANAPOLIS
Mutual Broadcasting System

Represented by HOWARD H. WILSON CO.
New York, Chicago, Kansas City

SPEND LESS
. . . GET MORE
on WCOP

Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

GOING FULL TIME SOON!

WCOP
★ BOSTON'S ★
STAR RADIO SALESMAN

Merchandising & Promotion

Aid for Defense—They're Tested—Shelf Tags—Scoreboard in Square—Sole for Shoe

MANY sponsors cooperated with the National Defense Program in observing Retailers for Defense Week, which ended Sept. 20. Program material was mailed 863 stations by the Treasury Defense Savings Staff. Defense authorities participated in a number of broadcasts. Brown & Williamson Tobacco Corp. distributed 30,000 posters to be placed in stores.

Among participating sponsors were Adam Hat Stores, American Oil Co., Anacin Co., Bayer Co., Bristol-Myers, Brown & Williamson, Carnation Milk Co., Colgate-Palmolive-Peet, E. I. DuPont de Nemours & Co., Emerson Drug Co., Eversharp Co., General Electric Co., General Mills, Gillette Safety Razor Co., Gunther Beer Co., Edna Wallace Hopper, Andrew Jergens Co., Kraft Cheese Corp., Lever Bros., Lewis-Howe Medicine Co., Philip Morris & Co., Miles Labs., Modern Food Process Co., Pacific Coast Borax Co., Phillips Co., Procter & Gamble Co., Quaker Oats Co., RCA, Standard Brands, Texas Co., Williamson Candy Co., Wm. Wrigley Jr. Co.

* * *

Only Tested Products

PRODUCT-TESTING service is a feature of the new *Listen, Lady!*, conducted by Betty Gray, woman's program director of WBML, Macon, Ga. Built around a consumer approval league, made up of more than one hundred listener-members, the program reports on the testers' experience with the advertised products.

* * *

KTSA Tags

PRICE TAGS for grocery shelves have been distributed by KTSA, San Antonio, to grocers in the city. Printed in the color of the particular store, the tags show a mike with the call letters of KTSA with a bottom line printed K for keep; T for talking; S for San; A for Antonio.

* * *

Scoreboard

WSAN, Allentown, Pa., erected an electrically operated scoreboard, 12 foot square, at Coffield Stadium here for the football games of the Allentown High School to aid the fans in following the home games. The scoreboard will be moved into the Little Palestra for basketball games.

* * *

Sports Cup

TO PROMOTE sports interest, CJLS, Yarmouth, N. S., has donated a large silver trophy to Yarmouth's cupless baseball league. Announcements were used on the station stressing the fact that teams in the league were competing for the cup.

* * *

Philly Insoles

CORK FOOTPADS with the advice, "Don't take a step in buying radio time until you consult WPEN, the station that sells," are being distributed to the industry by WPEN, Philadelphia.

In the Neighborhood

KFRC, San Francisco, has effected a promotional deal with Neighborhood Newspapers Inc., publishers of 12 district weekly newspapers, whereby each promotes the other. Each Saturday morning the newspapers are given a quarter-hour period on which they present interviews with outstanding personalities and generally promote their papers and the districts they serve. In return KFRC receives editorial space in all 12 papers.

* * *

Weekly Column

WNOX, Knoxville, Tenn., is releasing a column in mat form to weekly and semi-weekly newspapers in its area containing news about programs heard on the station. The column is being sent 15 newspapers at present on a "use if you can" agreement.

* * *

S Day

PART of Defense Stamp Day celebration of Canton, O., held last Tuesday, was a coast-to-coast broadcast on MBS through WHBC which featured a half-hour resume of the day's parade and celebration.

* * *

War Analysis

KXOK, St. Louis, news bureau has prepared a review and analysis of the two years of war. Copies of the script, in loose leaf form, are being sent to listeners.

BROCHURES

WSFA, Montgomery, Ala. — Offset folder series on success stories and testimonials of WSFA accounts.

CBS Hollywood — Pink-and-black folder, "It Takes Both to Sell a Whole Market".

WRAL, Raleigh, N. C.—Offset folder with staff pictures and coverage data.

WDRC, Hartford—Folder titled "Food for Thought" with market facts.



TO THE STATION that most actively merchandises the new program, *This Is Life*, thrice-weekly quarter-hour on six MBS stations, the sponsor, Hecker Products Corp., New York (flour), will award this trophy at the end of a one-month contest on Sept. 27. The agency, Leo Burnett Co., Chicago, sent letters to the stations outlining suggested promotional activities including courtesy announcements, merchandising bulletins, trade calls, studio window displays, letters to sponsor's salesmen, etc.

The agency also sent a teaser to radio editors enclosing a ten-cent locket marked "Josephine", with the notation that the locket came from a dying soldier who requested that it be returned but that said Josephine could not be found, and an addendum explaining that the incident, while not true, characterized the type of case the new program as "A Help Column of the Air" would attempt to solve. Classified and display ads requesting authentic material for the program were placed in the *Chicago Tribune*, *Chicago Times*, *New York Times*, and other metropolitan dailies.

CENTER OF NIGHT LIFE in St. Louis

JEFFERSON HOTEL

The Club Continental offers famous bands and brilliant floor shows. Theaters, shops and offices are all close to the New Hotel Jefferson. ☆



New Hotel Jefferson
800 MODERN ROOMS FROM $3.00
THE ARISTOCRAT OF ST. LOUIS

Purely PROGRAMS

INVITATIONS to appear on Clifton Utley's weekday news commentary, sponsored on NBC-Blue by Skelly Oil Co., Kansas City, have been extended by the company to outstanding newscasters from every station carrying the early morning program. Two local newscasters a week will appear with Utley from NBC Chicago, discussing national defense, war sentiments and other current problems as seen from their locality.

Foster May, of WOW, Omaha, made the first guest appearance Sept. 17. Others scheduled include: Bob Eastman, WKY, Oklahoma City, Okla.; Gene McDonnell, KSOO, Sioux Falls, Ia.; Fred Schilplin, general manager of KFAM, Saint Cloud, Minn.; Ralph Childs, KMA, Shenandoah, Ia.; Floyd M. Sullivan, KGBX, Springfield, Mo; Jack Dunkirk, WDAY, Fargo, N. D.; Ben Leighton, WEBC, Duluth, Minn.; Julian Bentley, WLS, Chicago; and Orrin Melton, KYSM, Mankato, Minn.

* * *

News for Schools

AN ANALYSIS of current news presented in language suitable to sixth grade pupils is contained in the new thrice-weekly *Schoolcast* series on KYA, San Francisco. Boards of education in Northern California schools are cooperating with the *San Francisco Examiner* in the presentation. All radio-equipped classrooms have been invited to tune in the series, conducted by Dwight Newton, librarian of the *Examiner*. Broadcasts include background of the news of the day, history of the particular locale where news is centered on that date, founder of the city prominently mentioned and so on.

* * *

Rearing the Child

THE JUDGE's viewpoint—what he feels when confronted with a youngster charged with juvenile delinquency—is given on *The Child in a Democracy which* started recently on WNYC, New York. Justice Jacob Panken, of the New York Domestic Relations Court gives an analysis of parent-child relationships, discusses the child and the school, the development of a moral sense and other problems confronting parents of growing children.

* * *

In the Stands

PRIOR to his broadcasts of St. Louis baseball games, Johnnie Neblett, KWK sportscaster, conducts a ten-minute sports quiz among the baseball fans in Sportsman Park. Cash and merchandise are awarded as prizes.

Names in Bowl

LISTENERS, spelling their names from letters read on the air, provide talent for *That's Me* which has just been sold by WLAG, La Grange, Ga. A goldfish bowl containing all the letters of the alphabet is used by the announcer conducting the feature. Twenty-five letters are drawn from the bowl during each broadcast and the listeners are invited to write out their names and then cross out letters read on the air. As soon as the entire name is crossed out the listeners must call the sponsor in order to be eligible for a prize. A limit of two winners is set on each program. Letters count only one time in each name. That is, if the name is "Miller" and an "L" is drawn one "l" may be crossed out.

* * *

New Type of Forum

ECONOMIC ISSUES currently important will be discussed by noted speakers on a new hour-long radio forum, *Wake Up, America*, which will start on NBC-Blue Sunday, Sept. 28, 2-2:30 p.m. (EST). Citizens of specified towns will be invited to telephone questions-to-be-answered to their local NBC stations each week during the first half-hour. The first 10 queries received will be phoned or teletyped to the point of program origin and the speakers will attempt to answer them during the second half-hour.

* * *

Dear Mr. President

ANSWERS to many national questions will be sought in the *Dear Mr. President*, weekly quarter-hour series of WINX, Washington. Otis Wingo, conductor of the program, submits questions of listeners on moving questions of the moment to the White House and broadcasts the answers.

* * *

Our Town

RECONSTRUCTION of the various phases of community life will be accomplished by a new interview program of KOAC, Corvallis, Ore. Two local high school students will conduct the series, *This, Our Community*, asking questions of city officials from mayors to building inspectors.

Every Other Week

TO GIVE both sides an equal allotment of time to present their viewpoints, WWRL, New York, in cooperation with the Committee to Defend America by Aiding the Allies and the America First Committee is presenting a Monday 10:45-11 p.m. program, with the opposing factions alternating each week. The programs are prepared by the two organizations with the America First Committee offering transcriptions and the Committee to Defend America presenting well known Congressmen and civic leaders in person.

The Constitution

HIGHLIGHTS from America's history are presented in dramatic form via discs on *Lest We Forget—Our Constitution* which started as a weekly feature on WHN, New York, Sept. 16, 1:30-1:45. The programs are designed for classroom listening and are presented under the auspices of the Institute of Oral & Visual Education in cooperation with Boston U.

* * *

Hannibal Hobbies

KHMO, Hannibal, Mo., is presenting every weekday at 12 p.m. its *Noon Whistle* which features an interview with a Hannibal citizen having an unusual occupation or hobby. Applications recommending the appearance of persons with unusual jobs or hobbies are available to listeners and the daily selection is made from these.

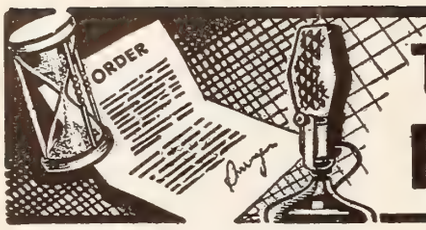


WJHP
N·B·C BLUE
There's been something added here! Now MUTUAL and BLUE assures a plus audience all the time.
H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA
WJHP
JACKSONVILLE FLA.

Starting the Fall and Winter Listening Season
with
79%
of its advertisers
RENEWING
THEIR CONTRACTS
WTCN
ST. PAUL NBC STATION MINNEAPOLIS



is a Good Place to Invest Your Advertising Dollar
FREE & PETERS, INC., Exclusive National Representatives
New York Chicago Detroit Los Angeles San Francisco Atlanta



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMT, Cedar Rapids

Ludens, Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Plough Inc., Memphis (proprietary), 8 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
DeKalb Agri. Assn., DeKalb, Ill. (seed), 84 *sa*, thru Western Adv. Agency, Racine, Wis.
Gamble Stores, Minneapolis (appliances), 312 *sa*, thru BBDO, N. Y.
Murphy Feed Products Co., Burlington, Wis., 39 *sp*, thru Critchfield & Co., Chicago.
Oelwein Chemical Co., Oelwein, Ia. (feed), 3 *sp* weekly, thru Cary-Ainsworth, Des Moines.
Smith Bros. Mfg. Co., Kansas City (work clothes), *sa* series, thru R. J. Potts & Co., Kansas City.
Funk Bros. Seed Co., Bloomington, Ill., 14 *sp*, thru E. H. Brown Adv. Agency, Chicago.
Butler Mfg. Co., Kansas City (corn cribs), 52 *sa*, thru Ferry-Hanly Co., Kansas City.
Carey Salt Co., Hutchinson, Kan., 6 *sa* weekly thru McJunkin Adv. Co., Chicago.

WLW, Cincinnati

Vick Chemical Co., New York, 39 *sa*, thru Morse International, N. Y.
Arcady Farms Milling, Chicago (feed), 39 *sp*, thru Presba, Fellers & Presba, Chicago.
Manhattan Soap Co., New York, 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Philip Lome Co., Chicago (cameras), 6 *sp* weekly, 25 weeks, thru Henry J. Handelsman, Inc., Chicago.
Sunway Fruit Products, Chicago, 39 *sp*, thru Schwimmer & Scott, Chicago.
Book House for Children, Chicago, 3 *sa* weekly, 26 weeks, thru Presba, Fellers & Presba, Chicago.
United Buying Service, Chicago (pens), 25 *sa*, thru United Adv. Co., Chicago.
Reader's Digest Assn., Pleasantville, N. Y. 21 *ta*, thru BBDO, N. Y.
Majestic Camera Co, Chicago, 39 *sp*, thru Lane, Benson, McClure Inc., Chicago.

WMAQ, Chicago

Peter Paul Candy Co., Naugatuck, Conn., (candy bars), 6 *sp* weekly, 52 weeks, thru Platt-Forbes Inc., N. Y.
Welch Grape Juice Co., Westfield, N. Y., *sp* weekly. 13 weeks, thru H. W. Kastor & Sons, Chicago.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 6 *sa* weekly, 15 weeks, thru Newell-Emmett Co., N. Y.
Great Atlantic & Pacific Tea Co., N. Y., 2 *ta* weekly, 13 weeks, thru Paris & Peart, N. Y.
Quaker State Oil, Oil City, Pa., 3 *ta* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WINC, Winchester, Va.

O'Sullivan Rubber Co., Winchester, 28 *sa* weekly, 13 weeks, thru Bermingham Castleman & Pierce, N. Y.
Globe Brewing Co., Baltimore, 54 *sa* weekly and 6 *t* weekly, 52 weeks, thru Joseph Katz Co., Baltimore.
Lee Baking Co., Charlottesville, Va., 17 *ta* weekly, 13 weeks, thru J. V. Freitag Agency, Atlanta.
Ralston Purina Co., St. Louis, 3 *t* weekly, 13 weeks, direct.
Stanback Co., Chattanooga, 7 *ta* weekly, 52 weeks, direct.

WHN, New York

Riggio Tobacco Co., Brooklyn (Regent cigarettes), *sa* daily, 52 weeks, thru M. H. Hackett Inc., N. Y.
Penick & Ford, New York (My-T-Fine), *sa* daily, 17 weeks, thru BBDO, N. Y.
Hoffman Beverage Co., Newark (beer, ale). *sa*, nine weeks, thru BBDO, N. Y.
Barricini Candy Corp., New York, *sa* daily, 52 weeks, direct.

WABC, New York

B. C. Remedy Co., Durham, N. C., 6 *sp* weekly, thru Charles W. Hoyt Co., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 3 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Grove Labs., St. Louis (Bromo-Quinine), 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Lehn & Fink Products Corp., New York (Hind's cream), 6 *sp* weekly, thru Wm. Esty & Co., N. Y.
Marvland Pharmaceutical Co., Baltimore (Rem, Rel), 3 *sp* weekly, thru Joseph Katz Co., N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), 3 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
New York State Bureau of Milk Publicity, New York, 2 *sp* weekly, thru J. M. Mathes Inc., N. Y.
Noxzema Chemical Co., Baltimore (creams, lotions), *sp* weekly, thru Ruthrauff & Ryan, N. Y.
O'Sullivan Rubber Co., Winchester, Va. (rubber heels), 3 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Peter Paul Inc., Naugatuck, Conn. (Mounds and Ten Crown Gum), 3 *sp* weekly, thru Platt-Forbes, N. Y.
Quaker Oats Co., Chicago, 6 *sp* weekly, thru Sherman K. Ellis & Co., N. Y.
S. A. Schonbrunn & Co., New York (Savarin coffee), 3 *sp* weekly, thru M. H. Hackett Inc., N. Y.
Smith Bros., Poughkeepsie, N. Y., 7 *sp* weekly, thru J. D. Tarcher & Co., N. Y.
Waste Paper Consuming Industries, 6 *sp* weekly, thru Olian Adv. Agency, St. Louis.
Wilson Packing Co., Chicago (Ideal Dog Food), 6 *sp* weekly, thru U. S. Adv. Corp., Chicago.

WINS, New York

Billy Roberts, New York (Evangelist), *sp* weekly, 13 weeks, direct.
Roman's Furriers, New York, 5 *ta* weekly, 13 weeks, thru Artwil Co., N. Y.
Crawford Clothes, New York, 24 *sp*, 48 *sa* weekly, 26 weeks, thru Al Paul Lefton Co., N. Y.
Gardner Nurseries, Osage, Ia., 6 *sa* weekly, 2 weeks, thru Northwest Radio Adv. Co., Seattle.
Fels & Co., Philadelphia (soap and chips), 36 *sa* weekly. 13 weeks, thru S. E. Roberts Inc., Philadelphia.
Paramount Pictures, New York, 4 *sa*, thru Buchanan & Co., N. Y.
O'Sullivan Rubber Co., Winchester, Va. (rubber heels), 12 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Riggio Tobacco Co., Brooklyn (Cort Cigarettes), 35 *sa* weekly, 13 weeks, thru M. H. Hackett Inc., N. Y.
Cerveceria Cuauhtemoc, South America (Carta Blanca Beer), 6 *sa* weekly, direct.

WEEI, Boston

Phillips Packing Co., Cambridge, Md., 6 *sa* weekly, thru Aitkin-Kynett, Philadelphia.
American Cigarette & Cigar Co., New York (Pall Mall), 2 *sa*, 2 *sp* weekly, direct.
Peter Paul Inc., Naugatuck, Conn. (candy, gum), 2 *sp* weekly, thru Platt-Forbes, N. Y.

WOR, New York

Nu-Enamel Corp., Chicago (paints), 5 *sp* weekly, thru William Blair Baggaley Inc., Chicago.
Flex-o-Glass Mfg. Co., Chicago (glass substitute), 3 *sp* weekly, thru Presba Fellers & Presba, Chicago.

WFBM, Indianapolis

George Wiedemann Brewing Co., Cincinnati, 7 *ta* weekly, thru Strauchen & McKim, Cincinnati.
Schumacher & Co., New York (fabrics), 3 *sa* weekly, thru Anderson, Davis & Platte, N. Y.
Waste Paper Consumers Industries, New York, 104 *sa*, thru Olian Adv. Co., St. Louis.
Gardner Nurseries, Osage, Ia., 5 *ta* weekly, thru Northwest Radio Adv. Co., Seattle.
Johnson & Johnson, New Brunswick, N. J. (Tek), 10 *sa* weekly, 5 *sa* weekly, thru Ferry-Hanly Co., N. Y.
National Refining Co., Cleveland, 6 *ta* weekly, thru Sherman K. Ellis & Co., N. Y.
Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 3 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.
Manhattan Soap Co., New York, 3 *sp* weekly, 4 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Allis-Chalmers Mfg. Co., Milwaukee, 5 *sp*, thru Bert S. Gittins Inc., Milwaukee.
Cat's Paw Rubber Co., Baltimore (heels), 2 *ta* weekly, thru S. A. Levyne Co., Baltimore.
Sawyer Biscuit Co., Chicago, 3 *sa* weekly, thru George H. Hartman Co, Chicago.
Standard Brands, New York (yeast), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Shefford Cheese Co., Green Bay, Wis., 5 *ta* weekly, thru Campbell-Mithun, Minneapolis.

WNEW, New York

Oakland Chemical Co., New York (dioxogen cream), 3 *sp* weekly, 52 weeks, thru Kleppner Co., N. Y.
Conservation Committee of Waste Paper Conserving Industry, 30 *sa* weekly, 13 weeks, thru Olian Adv. Co., St. Louis.
Griffin Mfg. Co., Brooklyn (shoe polish), 10 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Penick & Ford. New York (My-T-Fine), 87 *sa*, thru BBDO, N. Y.
Feminine Products, New York (Arrid), 5 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Carter Products Co., New York (Carter's Liver Pills), 5 *sa* weekly, 52 weeeks, thru Street & Finney, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 36 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
B. C. Remedy Co., Durham, N. C., 3 *sp* weekly. 52 weeks, thru Chas. W. Hoyt Co., N. Y.

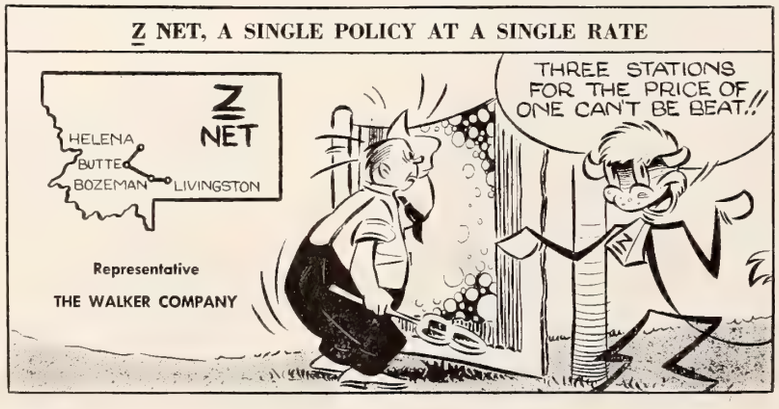
KDYL, Salt Lake City

Foster-Milburn Co., Buffalo (Doans), 104 *sa*, renewal, thru Spot Broadcasting, N. Y.
Kellogg Co., Battle Creek (cereal), 2 *sa* daily, renewal, thru Kenyon & Eckhardt, N. Y.
American Chicle Co., Long Island City, daily *sa*, renewal, thru Badger, Browning & Hersey, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek), daily *sa*, thru Ferry-Hanly Co., N. Y.
Wilson Packing Co., Chicago (Ideal dog food), 3 *sp* weekly, thru U. S. Adv. Corp., Chicago.

WBNX, New York

Conservation Committee of the Waste-Paper Consuming Industries, 6 *sa* daily, thru Olian Adv. Agency, St. Louis.

Z NET, A SINGLE POLICY AT A SINGLE RATE



Two Publishing Firms Adopt 2% Cash Discount

REINSTATEMENT of 2% cash discount by Curtis Publishing Co. and McGraw-Hill is interpreted as a significant step toward adoption of the principle in the advertising business, according to Frederic R. Gamble, managing director of the American Assn. of Advertising Agencies.

No recent indication of further adoption of the idea in broadcast advertising is observed in radio sources, however, though Mr. Gamble states that NBC and CBS have "accepted the principle" of cash discount and were working on methods of applying it. The NAB board at its Aug. 7 meeting tabled the 2% question.

Adoption of the 2% idea, according to Frank E. Pellegrin, director of the NAB Bureau of Radio Advertising, involves serious enforcement problems. Suggestion has been made that a penalty provision might be feasible. Considerable difficulty is involved in the rate question.

WIBG, in Philadelphia, Will Have Own Building

PREPARING for its recent grant of 10,000 watts fulltime on 990 kc. in lieu of its present 1,000-watt daytime assignment on that channel [BROADCASTING, Aug. 25] WIBG, Glenside, Pa., suburb of Philadelphia, has taken a long-term lease on 1423-25 Walnut St. Philadelphia, which will be renamed the WIBG Bldg.

Authorized to move into Philadelphia, WIBG will occupy all but a portion of the first floor as soon as extensive alterations are made. Part of the first floor will be converted into a "show-window studio" so passers-by may witness broadcasts. Paul F. Harron, president, states he expects the station to move into its new quarters by April 1, 1942.

Wage-Hour Change

REVISION of wage-hour record-keeping regulations, in some instances simplifying present requirements, was announced Sept. 15 by General Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department. In his explanation of the new regulations General Fleming pointed out that no special order or form for keeping wage-hour records is required. The principal requirement is accurate figures on the number of hours employes work and similar information which may be achieved under different types of record-keeping, it was indicated. Copies of the new regulations, effective Sept. 15, are available at the Wage & Hour Division, Labor Department, Washington.

Coast Series Goes Net

SUCCESS OF the early morning participating comedy *Breakfast Club* presided over by Jack Kirkwood on KFRC, San Francisco, has prompted Don Lee officials to make the event available to the entire Don Lee-Mutual network on the Pacific Coast, starting Oct. 13. It is planned to sell local and regional participations.

Radio Advertisers

ONJOLA Inc., East Port Ches-, Conn. (proprietary), out of ra- for some years, through Allied dv. Agencies, Los Angeles, on Sept. started a brief test using twice- ily participation, six times per week the *Old Colonel* on KMTR, Holly- od. Firm in addition is sponsoring transcribed five-minute announce- nts weekly on XELO, Tiajuana, ex. Transcribed series features Aunt arthy in homey philosophy with mn music. To merchandise the cam- ign an 80-page hymn book, with ories on each is being offered for a onjola label. If test is successful, onsor contemplates use of national ot radio. R. L. Rust is agency ac- unt executive.

IVE firms are jointly sponsoring e five-weekly half-hour program, *i, Mom!* on KMPC, Beverly Hills, al. Renewed on Sept. 5 for a sec- d 13-week period, it is sponsored Chef Boiardi Food Products Co., ilton, Pa. (canned foods); Bu-Tay roducts Co., Los Angeles (water ftener); Barker Products Co., Los ngeles (soups); Hain Pure Food o., Los Angeles (health juices); ilbert Products Inc., New York floor wax & shoe polish). Series, con- cted by Andy and Virginia, com- nes poetry, recorded music and ousehold hints. Agency is Glasser- ailey & Co., Los Angeles.

OS ANGELES BREWING Co., os Angeles (Eastside beer), in an rly fall campaign is currently using quarter-hour program of recorded usic five times per week on KDB, anta Barbara, as well as a five- eekly newscast on KPMC, Bakers- eld, and 10 spot announcements per eek on KGB, San Diego. In addi- on to the three California stations. rm mantains a heavy spot announce- ent schedule on XEGM, Tiajuana lexico. Lockwood - Shackelford Advv. gency, Los Angeles, has the account.

USSEKS, Chicago (fur retailers), testing radio with its first pro- ram, a weekly half-hour of informal nats by Florence Bourke Ellis, wom- n commentator, starting Sept. 23 on GN, Chicago. The program will orig- nate Tuesday afternoons from the amellia House in the Drake Hotel Chicago, with an outstanding public ervice devotee interviewed each eek. Agency is Lucille Fisher & ssociates, Chicago.

ENNANT OIL & GREASE Co., os Angeles (motor oil), on Sept. 29 tarts sponsoring a new twice-weekly uarter-hour live show, *Don't You Be- ieve It*, with Herb Allen, narrator, n KECA, that city. Series will re- lace its current twice-weekly five- inute transcribed program, *The Face f the War*, on that same station. lacement is through Brisacher, Davis Staff, Los Angeles.

UPERIOR SEA FOOD Co., Los ngeles (Honor brand frosted foods), n a ten-week local campaign which tarted Sept. 4 is using 10 transcribed inging announcements weekly on MPC, Beverly Hills, Cal. Transcrip- ions feature *Judy & Her Jesters*, ommy Cook and Art Gilmore. Hill- nan-Shane Adv. Agency, Los Angeles, as the account.

ENERAL PETROLEUM Corp., Los ngeles (Mobilgas), on Sept. 17 start- d for 13 weeks, *Pigskin Previews*, n 8 CBS West Coast stations (KNX KSFO KARM KOIN KIRO KFPY KOY KTUC), Wednesday, 6:15-6:30 .m. (PST). Sam Hayes, is featured s sportscaster and commentator. gency is Smith & Drum, Los An- eles.



PINCH-HITTING as West Coast manager of Ward Wheelock Co. Milli Rorke (center), during vacation of Mary Garvin, supervises production of the five-weekly quarter-hour CBS *Amos 'n' Andy*, sponsored by Campbell Soup Co. She is pictured with Bill Hay (standing) announcer on the show, straightening out commercials just prior to going on the air, while Herman Michaels, network engineer, sits by ready for the signal. Mrs. Rorke until her marriage two years ago to Hal Rorke, CBS West Coast publicity director, was a member of the network's production department.

SCIENTIFIC PRODUCTS Corp., Los Angeles (Solvene), new to radio, on Sept. 15 starts participation five times weekly in the combined *Art Baker's Notebook*, *Bridge Club*, *California Home* and *Mirandy's Garden Patch* programs on KFI, that city. Contract is for 13 weeks. Edwin E. Martin Adv., Los Angeles, has the account.

CONTI PRODUCTS Corp., New York (Soap and Shampoo) which has been using participations and one-minute announcements for some time in the past on WHN and WMCA. New York, and WJJD, Chicago, recently added KYW, Philadelphia, to its schedule. Agency is Bermingham, Castleman & Pierce, New York.

SIMS CEREAL Co., Minneapolis, entering the regional field after a several years absence, has added Don McCall's *The Funnypaper Man* on WEBC, Duluth, for 13 weeks. The firm has also added comics programs on WCCO, Minneapolis, and WTMJ, Milwaukee. Agency is Graves & Assoc., Minneapolis.

RUPSAM & HORRMANN BREWING Corp., New York (R & H beer), is sponsoring a thrice-weekly quarter-hour show, featuring Ramona and the Tune Twisters on WOR, New York. Series, which started Sept. 15, was placed by Samuel C. Croot Co., New York.

STEVEN KENT, formerly on the Ford Motor Co., Richmond, Cal., sales promotion staff, was recently appointed sales promotion manager of Squirt Co., Beverly Hills, Cal., (beverage). McCann-Erickson, Los Angeles, services the account.

PACIFIC BREWING & MALTING Co., San Francisco (beer), recently renewed its 100-word spot announcement campaign on KFRC, San Francisco, and KQW, San Jose, Cal. Agency is Brewer-Weeks Adv., San Francisco.

OGILVIE FLOUR MILLS Co., Montreal (cereals), about Oct. 1 starts *Superman* three times weekly on 28 Canadian stations. Account is placed by J. J. Gibbons Ltd., Montreal.

CANADA STARCH Co., Toronto (corn syrup) has started the *Crown Brand Sports Club* four times weekly on CFRB, Toronto. Account was placed by Vickers & Benson, Toronto.

P & R Coal Series

PHILADELPHIA & READING COAL & IRON Co., Philadelphia, (Famous Reading Anthracite) recently started a campaign of station break announcements on WRC, WMAL, KYW and WGY. Agency is McKee & Albright, Philadelphia.

PETER BREIDT BREWING Co., Elizabeth, N. J., will start a new edition of the *Breidt Show* over WMCA, New York, Oct. 5. A Sunday half-hour variety show, the program features stars of stage and screen. A. W. Lewin Co., Newark, is agency.

THOS. J. LIPTON Ltd., Toronto (tea) on Oct. 5 starts *Lipton's Tea Musicale* on 33 Canadian Broadcasting Corp. stations, Sun. 6:15-6:45 p.m. EDST. Agency: Vickers & Benson Ltd., Toronto.

FINANCIAL SECURITIES Corp., Toledo, has bought the transcription series, *Touchdown Tips by Sam Hayes*, to be broadcast each Friday night over WSPD. Contract is for 13 weeks.

CHRISTIE BROWN & Co., Toronto (bakers), has started *Twin Keyboards* on CFRB, Toronto, as noon-quarter-hour studio program, Monday through Friday. Account was placed by Cockfield Brown & Co., Toronto.

MAJESTIC CAMERA Co., Chicago, is sponsoring three quarter-hour hillbilly programs weekly on WLW, Cincinnati, 6:45 a.m. (EST), Monday, Wednesday, Friday. Agency is Lane, Benson & McClure, Chicago.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal) on Oct. 5 starts *The Shadow* weekly on a number of Canadian stations. Vickers & Benson, Toronto, placed the account.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES



BATON ROUGE HAD 17,427 TELEPHONES IN SERVICE AS OF AUGUST, 1941. COMPARE THIS WITH SIMILAR MARKETS.

The Baton Rouge Broadcasting Company, Inc.

WJBO • W45 BR

WDRC
CONNECTICUT'S PIONEER BROADCASTER
424 Millions
That's Connecticut's INCREASE over 1940 in Effective Buying Income! And you can cover the best part of this market by using WDRC in Hartford. Get all 3 on WDRC — coverage, programs, rate!
Basic CBS for Connecticut

Dizzy Dollars!
There's a constant spending spree in Winston-Salem. Dizzy Dollars by the tub full get locked up by happy retailers every night. Get your share.
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

50,000 WATTS - CBS
425,683 Listening Families*
KWKH
SHREVEPORT
LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Agencies

JACK SAYERS, West Coast publicity director of Young & Rubicam, after more than 10 weeks in the agency's New York offices, has returned to Hollywood. Alfred J. Scalpone, West Coast supervisor of commercials for that agency, has also returned from New York. Along with other duties, he will assist in producing the weekly NBC *Burns & Allen Show*, starting Oct. 7 under sponsorship of Lever Bros. S. S. Larmon, executive vice-president of Young & Rubicam, after Hollywood conferences with Tom Lewis, radio department manager, has returned to his New York headquarters.

MRS SUSAN HAILE, former merchandising counsel for Amos Parrish & Co., New York department store, has joined J. Walter Thompson Co., that city, and will work on the merchandising phase of the New York Dress Institute's advertising and promotion account.

TED FISHER, timebuyer of Ruthrauff & Ryan, New York is the father of a girl, Mary Louise, born Sept. 6.

SYLVIA ANESEN, formerly of WOV, New York, has joined Klinger Adv. Corp., New York, as account executive.

MARIANE L. GRAHAM, copywriter of Glasser-Gailey & Co., Los Angeles, has been elevated to an account executive, with Jo Brooks, receptionist, taking over her former duties. Jerri Zola has been added to the staff as receptionist.

CARL WEBSTER PIERCE, Hollywood radio director of Cesana & Assoc., has written five one-act plays titled *Problem Plays for Business*, which will be published in late fall by Walter H. Baker Co. Series was produced last year under auspices of the San Francisco Junior Chamber of Commerce.

LORD & THOMAS, on Oct. 1 moves its Hollywood radio department to larger quarters, taking over the suite formerly occupied by Columbia Management, prior to its purchase by Music Corp. of America. New address will be 6111 Sunset Blvd., Hollywood.

AL PAUL LEFTON Co., has established West Coast offices at 6253 Hollywood Blvd., Hollywood, with Dorothy M. Stewart as manager. Firm has taken over personnel of Anderson, Davis & Platte, which discontinued its Hollywood offices. Robert L. Nourse Jr., executive of the former agency was in Hollywood during early September to complete arrangements.

JOSEPH C. DONOHUE, formerly radio producer of William Esty & Co., in that agency's New York and Hollywood offices, has joined the radio department of Buchanan & Co., New York.

J. JULIUS ROSENBERG, formerly executive vice-president in charge of radio of Milton J. Adler Co., New York, has been appointed to a similar position with Modern Merchandising Bureau, that city.

DAVID McCOSKER, Pacific Coast manager of H. W. Kastor & Sons, Hollywood, is currently in Chicago on an extended business trip.

Wilson Shifts Eagle

JOHN M. EAGLE, in charge of advertising, promotion and sales of Ideal and Wilsco dog foods, products of Wilson & Co., in the New York office, has been transferred to the company's Chicago office, effective Sept. 15. Robert Kershaw, associated with Mr. Eagle, will assume the latter's duties in the New York office.

Benson to Mathes

MITCHELL BENSON, commercial program manager of WOR, New York, leaves Sept. 23 to join J. M. Mathes Agency, New York, where he will be assistant to Wilfred King, vice-president in charge of radio and motion pictures. Benson has been with WOR for five years, first serving as production manager and then as assistant program director. No successor has been announced.

Fred H. Kenkel Leaves Gardner, Joins Hooper

FRED H. KENKEL, for the past 20 years associated with Gardner Adv. Co. in research, merchandising, space buying and time buying, has joined C. E. Hooper, Inc., in an executive capacity. His new duties will be concentrated on the "Continuing Measurement of Radio Listening," reporting service for station audience measurement in individual markets. Started 11 months ago, this service is now in operation in 21 cities, usually under the joint sponsorship of the stations in the community. Already, 65 stations are under contract, the announcement stated.


Mr. Kenkel

Although in St. Louis for the last two years, Mr. Kenkel was in the agency's New York office during most of his association with the Gardner Co. He holds an LL.B. from St. Louis U and served with the Second Division, U. S. Marines, during World War I.

Gallenkamp Curtailed

GALLENKAMP STORES Co., San Francisco (shoes) which for 4½ years has sponsored *Professor Puzzlewit*, on NBC-Pacific Red on the Pacific Coast, on Sept. 28 will be forced to drop the network and retain but one station, KFI, Los Angeles, due to network commitments. *Professor Puzzlewit* will take the 3-3:30 p.m. spot on KFI. Meanwhile network officials are trying to clear time. Agency is Long Adv. Service, San Francisco.

Writers Adrift

A NIGHT at sea, helpless, in a drifting boat! This experience, such as they had never "dreamed up" for the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O), was experienced by the comedian's two script writers, William S. (Bill) Morrow and Ed Beloin, on Sept. 12. With their wives, they chartered the boat *Manana*, at Avalon, Catalina Island, Cal., for a fishing trip. Engine trouble developed. When they failed to return that evening, the Coast Guard was notified and the boat was found after 16 hours tossing helplessly in the channel. It was towed into Newport, Cal., harbor the following morning, with the quartet suffering from exposure.

MYRON KIRK MOVE TO ARTHUR KUDNE

MYRON KIRK, recently vice-pre ident in charge of new business Stack-Goble Adv. Agency, Ne York, and formerly vice-preside in charge of radio of Ruthrauff Ryan, that city, has been appoint radio director of Arthur Kudn Inc., New York.

From 1933 to 1938, Mr. Kirk, head of the Ruthrauff & Ryan r dio department, supervised t broadcasting of many big pr grams. In 1938 he went to t Coast as vice-president of Famo Artists, but came East again take charge of radio and new bus ness for Sherman K. Ellis & C New York. About two months ag Mr. Kirk went to Stack-Goble Ad Agency, but left to take the pos tion with Kudner, effective Sept. 1

Charles F. Gannon, vice-pres dent of the agency, is dropping h former duties as radio director t assume enlarged responsibilities i the supervision of service and bus ness development.

Hedda Honored

IN HONOR of "Hedda Hopper Day Sept. 16, the second day of the Amer can Legion Convention, Miss Hopp flew to Milwaukee to present speci editions of *Hedda Hopper's Holl wood* on Sept. 15 and 17. Progra is sponsored by California Fru Growers Exchange on CBS Monda Wednesday and Friday in the interes of Sunkist oranges and lemons, an the account is handled by Lord Thomas, Los Angeles.

WHN Program Syndicate

WHN Transcription Service, whic has heretofore operated only as commercial manufacturing organiza tion under the management of Rober G. Patt, will enter the syndicated pro gram field with a transcribed serie of the *Avenger* which has been hear live over the station Tuesdays 9-9:3 p.m. Plans are being made for othe syndicated shows.

DAMON WALKE, Los Angeles radi contact of General Foods Corp., die in that city Sept. 9, following a hear attack.

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Wixson Is Named By 17th District

Defense and Other Problems Considered by Sales Heads

HARVEY WIXSON, manager of KHQ-KGA, Spokane, was elected president of the sales managers division of the 17th District NAB at the bi-annual meeting in Portland Sept. 12. He succeeds Charles Couche, KOIN-KALE, Portland, who presided at the session. The district comprises Oregon, Washington and Alaska. Hugh Feltis, KOMO-KJR, Seattle, is secretary-treasurer.

Highlighting the meeting was a luncheon attended by 63 guests representing, in addition to radio stations, all Portland and several Seattle agencies.

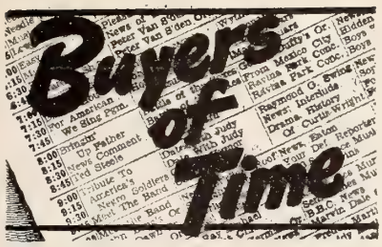
Current Issues Discussed

Morning speakers included Palmer Hoyt, KGW-KEX, Portland, "Selling Advertising in the Face of a Shortage of Merchandise Due to National Defense"; Frank Logan, KBND; Bend, Ore., secretary-treasurer, Oregon Broadcasters' Assn., "Advertising Under Fire"; Archie Morton, sales manager, KIRO, Seattle, "The Values of Station Promotion"; Charles Bailey, research director, KOMO-KJR, Seattle, "Analysis of Audience Mail"; Fred Goddard, sales manager, KXRO, Aberdeen, Wash., "Sales Ideas and Success Stories". These speakers appeared at a general session of all station representatives. Afternoon sessions were split, with smaller station representatives meeting under the chairmanship of Lee Bishop, KMED, Medford, Ore.

The spring meeting of the group-ing will be held in Spokane. Radio representatives attending included:

Florence Wallace, KXA; R. C. Ostrander, KFPY; Harvey Wixson, KGA; Harry Buckendahl, KOIN; Charlie Couche, KALE; H. M. Feltis, KOMO; Archie Morton, KIRO; Al Vaughan, KOIN; Bruce Etchtl, KOIN; Glenn Howell, KODL; Bob Maille, KODL; Henry Hogue, KWRC; Del Fitzpatrick, KWRC; Barney Kenworthy, KODL; Marshall Pengra, KRNR; Don Telford, KUIN; Arthur Briggs, KOIN; Newton G. Hedin, KOIN; Del Chance, KOIN; Ben Stone, KOOS; Mark DeCaurnay, KOOS; Lee Bishop, KMED; Hal Byer, KWIL; Glen McCormick, KORE; Frank Coffin, KWLK; Loren Nicholson, KWLK; Tom Olsen, KGY; Fred Goddard, KXRO; Rod McArdle, KXRO; Frank Logan, KBND; Elroy McCaw, KELA; Chuck Bailie, KJR; Arden Pangborn, KGW; Paul Connet, KEX; Jack Eichenberger, KEX; Jim Mount, KGW; Clark Mears, KOIN; Dick Green, KFPY; Cliff Nelson, KFPY; H. G. Jacobsen, KXL; Tom Case, KOIN; N. A. Davis, KOIN; Bill McCready, KVAN; Ted Kooreman, KALE; Earl Headrick, KSLM.

NORMAN MacAVOY, formerly with Associated Radio Sales and General Outdoor Adv. Co., New York, and prior to that head of his own advertising agency in Boston, has joined the New York sales staff of William G. Rambeau Co., station representatives.





THOMAS H. LYNCH

MAYBE you are thinking of betting a few bobs against Fordham U's Rams on the gridiron this fall. Or perhaps it's a little radio business you are after—say some of William Esty's Camel, Lifebuoy or Feen-a-Mint accounts. Possibly the bonus you're going to get has you fiddling with amateur architectural plans for that dream house.

Well, if you are thinking of any of these things, Thomas H. Lynch might be a good fellow with whom to cross words. For Tom is a rabid Fordham booster, he holds down the chief time-buyer's job for William Esty & Co., New York, and is an ex-architect—all rolled into one.

Bronx (N. Y.) born in 1914, Tom could easily claim Dublin as his birthplace, if he chose, as Ireland accents his features no little. He did his grammar schooling in the Bronx, and from his early days learned, like the rest of his borough, that the neighboring New York Giants and the Fordham football team were the only clubs worth playing hookey for. Later Tom went to Fordham Prep School and Eastman Gaines Business School, from which he graduated in 1932.

His first job after leaving business school was with the architectural firm of Grosvenor Atterbury. There he learned to draw up a good set of blue prints for all types of buildings, but after one year Tom transferred from architectural to agency work, joining William Esty & Co. in 1933. The checking department claimed the first two of Tom's eight years with Esty, while the newspaper production division took care of another three years.

Tom was the assistant time buyer in 1938-39, later going to the research and marketing division in 1940. He came back to radio in December, 1940, taking over the chief time buyer's job, handling both network and spot under direction of Dick Marvin, Esty's radio director.

Tom buys time for the important radio accounts of R. J. Reynolds Co. (Camels, Prince Albert, George Washington Tobacco, Top Cigarette Tobacco); Lever Brothers (Lifebuoy Soap and Shaving Cream); White Labs. (Feen-a-Mint, Chooz); Lehn & Fink Products (Hinds Honey & Almond Cream); Pacquins Labs. (Pacquins Hand Cream); Thomas Leeming & Co. (Baume Bengue).

He was married recently to the former Catherine Berkery, of New York. They live in suburban Mt. Vernon. Tom plays a good game of golf. When not time-buying on Saturdays, he is likely watching the Giants or Rams perform.

TOM McKNIGHT and his wife, Edith Meiser, producer and writer respectively of the weekly NBC *Sherlock Holmes*, resuming Oct. 5 under sponsorship of Grove Labs., have been signed by Warner Bros. to collaborate as writers on a film version of that series. Miss Meiser, currently in New York, has a featured role in the Vinton Freedley musical stage production, "Let's Face It".

Intensive Spot Schedule Is Started by Lorillard

P. LORILLARD Co., New York, during the week of Sept. 15 launched an intensive schedule of one-minute transcribed announcements on an unnamed number of New York City stations for Old Gold Cigarettes. On Nov. 11 the company will renew for another 52 weeks *Clem McCarthy's Racing & Sporting Results*, on WHN, New York. In addition, on Oct. 6, Lorillard will expand *Col. Jim Healey*, news commentator, on WGY, Schenectady to a Monday-thru-Friday basis, 6:05-6:15 p.m. The program which was formerly heard at 6:45-7 a.m. thrice-weekly for Union Leader Tobacco, under the new schedule will plug that product and Beechnut Cigarettes.

Starting Oct. 6 Lorillard will renew for another 13 weeks, 15-minute news programs for Union Leader on WLW KFAB WLS WHB and WSYR; a news program for Ripple tobacco on WWL, New Orleans, and the *Rhythm Four* on WSFA, Montgomery, Ala., for the same product and *Gordon Shaw* for Friends Tobacco on WJR, Detroit. Agency for Old Gold is J. Walter Thompson Co., New York. Other products are handled by Lennen & Mitchell, that city.

IT'S NO WONDER!

WDZ Believes . . PEOPLE ARE YOUR MARKET

Look

278,970 RADIO FAMILIES WROTE 220,113 LETTERS IN 1940.

SPENT $353,799,000 IN RETAIL SALES

PATRONIZED 511 DRUG STORES — 4,388 GROCERS.

SO WILL YOU WHEN YOU GET RESULTS LIKE THESE:

★ W. F. McLAUGHLIN & CO., 610 N. LaSalle Street, Chicago, Illinois. "... We also wish to confirm the fact that our customer A. Frey & Son of Paris, Illinois, more than doubled his purchases during the months of December and January, which we feel is due to your broadcasts. Also Mr. Van Dyke has opened 14 new accounts in the last 30 days in the area covered by your broadcast."

★ REINCKE-ELLIS-YOUNGGREEN & FINN, 520 North Michigan Avenue, Chicago. "... records show that WDZ cost per inquiry is lower than any station on the list. As a matter of fact, per dollar invested in advertising over your station, the results compare favorably with any media used by The Keeley Institute."

★ THE TRAVELERS CASUALTY INSURANCE COMPANY, 166-172 W. Jackson Blvd., Chicago. "... I have also noted the excellent quality of these inquiries as judged from the percentage of closures made by our salesmen. I am very much pleased with this record and I have authorized our advertising agency to renew our contract."

Yes WDZ FOLKS ARE THE Salt of the Earth

THEY WORK WITH THEIR AND BUY WITH WDZ

HOWARD H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS

THE SALES SPOT ON THE RADIO DIAL

WDZ

★ WDZ BROADCASTING COMPANY ★



KARM

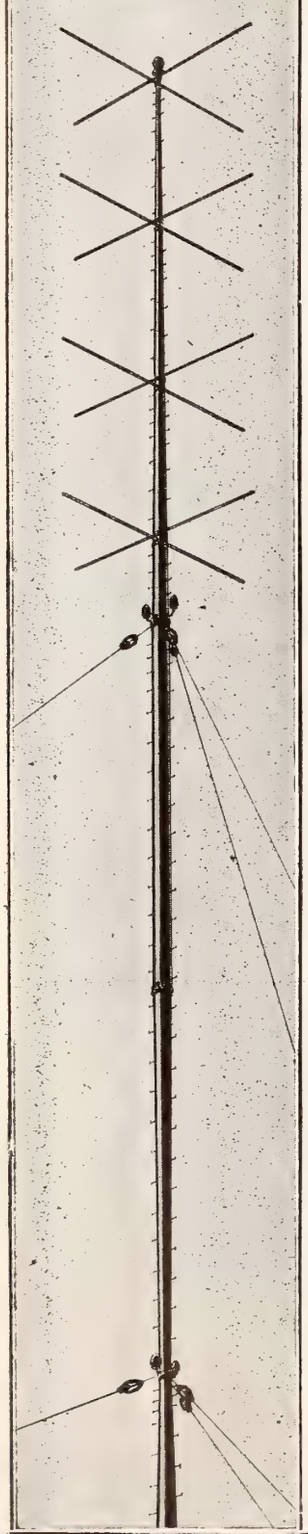
CBS - CP 5000 watts

FRESNO, CALIF.

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

MEETING MODERN NEEDS *Economically*



MONOTUBE VERTICAL RADIATORS

Plus F-M High Gain Arrays

(4 Section Turnstile with Approved Power gain of 2.14)

OFFER YOU THESE ADVANTAGES:

LONGER LIFE √ UNIFORM REACTANCE √ SIMPLE TO DISMANTLE AND MOVE √ GREATER STRENGTH WITH LESS WEIGHT √ 65 TO 100 FEET BETWEEN GUY LEVELS √ FAST DELIVERY AND ERECTION √ LOW MAINTENANCE COSTS √ THE IDEAL UNIFORM CROSS SECTION √ √

★ ★ ★

● All Monotube Radiators are constructed of a series of guyed double-tapered hollow steel tubes designed and guaranteed to withstand pressures developed during a HURRICANE with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 3.6 on the steel and 5.0 on the guy assemblies.

The articulated joint used between the sections prevents the transference of bending moments (introduced by wind) from section to section, thus placing the point of maximum stress in the center of each isolated section; the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center at the point of maximum stress and lessening the diameter and amount of material at the ends at the points of minimum stress.

Each MONOTUBE RADIATOR is individually engineered against power and frequency to properly sectionalize the guy cable assemblies against the eighth harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy-cable design makes the MONOTUBE RADIATORS the ideal units for Directional Antenna Systems.

Write for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.

The **BASS CONSTRUCTION CO.**
CLEVELAND OHIO
DISTRIBUTORS AND ERECTORS

Eastern Colleges Plan Training for Technician

A HALF-DOZEN New England schools, including Massachusetts Institute of Technology and Worcester Polytechnic Institute, have indicated they will institute radio technician courses as part of their curricula, according to word received by the NAB from E. E. Hill, general manager of WTAG, Worcester, Mass. At MIT, the courses were instigated by Prof. E. L. Moreland with the support of Mr. Hill and others.

At Ohio State U, Prof. Harry E. Nold, director of engineering science and management defense training, has already arranged for a defense training course in applied electronics to begin Sept. 29. The course, of 12 weeks duration, will be open only to college graduates who have majored in engineering and physics and advanced undergraduates who have completed three years of college work in these subjects.

The NAB further reports J. Frank Jarman Jr., manager of WDNC, Durham, N. C., has recruited 71 prospective students for a radio training course at North Carolina State. In accordance with the plan suggested by A. J. Fletcher, manager of WRAL, Raleigh, the North Carolina stations are forwarding names of prospects to college officials.

Radio Defense Position To Get IRE Attention

RADIO's place in the defense picture, along with discussions of individual engineering advances, will receive prime attention at the annual fall meeting of the Institute of Radio Engineers, to be held Nov. 10-12 in Rochester, N. Y. A highlight of the meeting, according to the program announced recently, will be demonstration of the newly developed RCA "alert receiver".

Papers to be presented cover the use of plastics in radio, 1942 civilian radio design, new aspects of radio engineering economics, the research accomplishments of the electron microscope, a method of introducing good synthetic bass response into small receivers, design of solid dielectric flexible R-F transmission line, design of an FM signal generator, new magnetic materials, new advances in iron cores, alternate carrier synchronization in television. Dr. W. R. G. Baker, RMA director of engineering, will present his annual message on Nov. 11.

ASSOCIATED Broadcast Technicians Unit of the IBEW has negotiated a contract with KMMJ, Grand Island, Neb., the fifth Nebraska station to obtain a contract. Others are KOWH and KOIL, Omaha, KFAB and KFOR, Lincoln.

WITH, Baltimore, has announced the appointment of Headley-Reed Co. as its national advertising representative, effective Sept. 15.

in the CONTROL ROOM

A. B. CHAMBERLAIN, CBS chief engineer, spoke on "International Broadcast Facilities" before the Connecticut Valley section of the Institute of Radio Engineers in Hartford Sept. 19.

ED ZSCHAU and Congor Reynolds formerly of WHIP, Hammond, Ind. Bernard Neher, formerly of WDZ Tuscola, Ill.; Anthony Kowalewski formerly of WEDC, Duluth; and William Scharlach, from the Des Moines police department, have joined the engineering staff of KSO-KRNT Des Moines.

WALLY WHITMAN, engineer of WTRY, Troy, N. Y., is the father of a baby girl.

A. ELLSWORTH COVELL, formerly assistant chief engineer of WKZO, Kalamazoo, Mich., has been named chief engineer. George Ludtke and Kenneth Moore have been added to the WKZO engineering staff.

GENE ENGLISH, CBS Hollywood engineer, has been transferred to the production department.

RALPH HICKMAN, chief engineer of KGNO, Dodge City, Kan., on Aug. 1 married Grace Marie Sullivan.

GORDON SHERMAN, recording engineer of KMOX, St. Louis, recently married Marie Samelson.

FRANK CASTANI, engineer of KMOX, St. Louis, is the father of a recently-born baby boy, his fifth child.

HAROLD KNUTE BERGMAN, formerly of WCAD, Canton, N. Y., has joined WGY, Schenectady.

BILL OVERSTREET, technician of KYA, San Francisco, was first member of the staff to bag a buck when deer season opened in Northern California.

BILL REUTER has been named transmitter engineer of KIRO, Seattle. James Upthegrove has been named studio engineer in charge of maintenance and special events and Orva Steele has been added to the staff of operating engineers.

GLENN R. COLVIN has joined the engineering staff of WTAR, Norfolk Va.

EDWARD FRANKLIN, operation director of KJBS, San Francisco, and Elizabeth Edwards were married recently in San Francisco.

ROBERT R. SNOW has been added to the engineering department of WMBD, Peoria.

CHARLES K. CHRISTMON, studio engineer of WAIR, Winston-Salem N. C., leaves Nov. 1 to join the British Civilian Technical Corps in London.

L. G. WOODFORD has been appointed chief engineer of AT&T. Formerly an assistant vice-president, he has been in charge of operation and engineering since July, 1940 in the absence of W. H. Harrison, vice president, now in Washington as director of the OPM production division.

TOM HANLON, CBS Hollywood announcer, is cast in a similar role in the MGM film, "Babes of Broadway," now in production.



At Football Mikes

EPT. 27 marks the opening of he football season for Ted Husing nd his assistant, Jimmy Dolan, ho will describe the Michigan-Iichigan State game for CBS lis-eners; Fort Pearson, who will give play-by-play account of the Ohio tate-Missouri contest on NBC-ed, and Bill Stern, who will re-ort on the Minnesota-Washington attle on the Blue. Each Saturday hroughout the 1941 season these ports experts will cover the out-tanding games for listeners as a etwork sustaining service.

Tower Speed

REPLACEMENT of the complicated directional antenna system of KMBC, Kansas City, leveled Aug. 25 by a 75-mile gale, was accomplished in less than a month with one quarter-wave antenna being re-erected in only 12 days. The second tower, permitting KMBC to resume its 5,000 watt full-time operation, was completed Sept. 20.

Newspaperman Sells Interest

THE 5% stock ownership in WMUR, Manchester, N. H., held by Edward J. Gallagher, publisher of the *Laconia* (N. H.) *Citizen*, has been sold by Mr. Gallagher to Mrs. Francis P. Murphy, wife of the Governor of New Hampshire. Gov. Murphy originally owned 90% of the stock and James J. Powers, member of the Interstate Bridge Authority, holds 5%. The station was authorized last year to use 1,000 watts night and 5,000 day on 610 kc. and went into operation last spring.

CHARLES P. BLACKLEY, general manager of WSVA, Harrisonburg, Va., has applied for a local in Staunton, Va., to operate on 1240 kc. with 250 watts unlimited.

More for Safeway

SAFEWAY STORES Inc., Oakland, Cal. (Nob Hill Coffee) on Sept. 22 will extend its radio schedule to include 25 stations, the campaign to continue to the end of the year. Thirty-five and 50-word chain break announcements are to be used, five times weekly at the start of the campaign and ten times weekly later. Agency is McCann-Erickson, San Francisco. The station list: KFPY KOMO KLRA KGW WKY KRLD KGKO KSFO KVOO KNX KLZ KFH KDYL KMBC KFAB KOIL WOL WRVA KGLU KVOA KYUM KTUC KTAR KOY KSUN.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS**, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted Announcer And Engineer-Announcer—Eastern State. Send transcription experience and salary expected. Box 929, BROADCASTING.

Announcer Wanted — Send qualifications, full data, salary expected first letter. KTSM, NBC Blue & Red, El Paso, Texas.

Transmitter Operator—Detail qualifications, age, references, photo and expected starting salary. M. E. Thompson, Chief Engineer, WSAV, Savannah, Ga.

Announcer—With operator's license for a 250-watt network station in Alabama. Send qualifications, salary expected. Box 938, BROADCASTING.

Wanted — Experienced commercial man with drive, ability and ambition, able to build and hold sales. Permanent position in expanding market for the right man. Box 932, BROADCASTING.

New Broadcasting Station Requires Two Experienced Announcers — One senior, one junior. Special delivery mail direct to station giving information relative to experence, age, married or single, former employment, and salary expected. Station WEIM, Fitchburg, Mass.

Situations Wanted

Experienced—10 years, local and network. Desires position as manager or sales manager. Box 946, BROADCASTING.

Station Manager—Experienced. Excellent references. Now available. Box 942, BROADCASTING.

Assistant, Office, Or Personnel Manager—Good references. Experienced. Box 943, BROADCASTING.

Sports Announcer—Play-by-play, all sports. Sports commentary, recording, and references. Box 930, BROADCASTING.

Experienced Announcer — Desires permanent connection. News. College major in production. Continuity writer. References. Box 935, BROADCASTING.

Experienced Salesman—Excellent program ideas, ten years comprehensive network-regional background. 32. Married. Box 936, BROADCASTING.

Can Save—My salary in supervising construction, equipping and staffing your new station with minimum delay. Box 944, BROADCASTING.

Studio Engineer—Have first class license. Five years studio experience with RCA and WE equipment, old and new. Classified 3A. Box 931, BROADCASTING.

Versatile Woman Writer—Producer, personal guidance expert, saleslady—excellent radio and newspaper background. Four regular programs previous station. Best recommendations. Box 945, BROADCASTING.

Situations Wanted (Continued)

Agencies—Man short in your radio department? Twelve years experience. Nearly any position. Excellent references. Available immediately. Box 941, BROADCASTING.

Assistant Station Manager Or Assistant-To-Station-Manager—6 years with prominent Washington consulting engineer; AB in business administration; accounting experience. Age 28, married. Box 940, BROADCASTING.

Announcer — Newscaster, special events, street show. Reliable staffman, responsible follow through each program. Five years experience. Employed. Knowledge production, sales, copy. Moderate salary. References, disc. Box 937, BROADCASTING.

Just A Minute—Or a show, crack copy girl multiplies results for you. 6 years experience every department. Top references. Any live station or agency write Box 933, BROADCASTING.

NEWSCASTER-ANNOUNCER—Five years experience commercial, special events, emcee, production. Now doing nightly commercial newscast on regional network. Desires change for personal reasons. Married, draft deferred. References. Box 928, BROADCASTING.

Manager-Program Director — Employed — college graduate. Married. Good habits. Have worked in every part of country with experience in every department. Forty weekly for both positions. Specializes in building and setting up new stations. Past record proves financial and programming ability. Box 934, BROADCASTING.

DO EXECUTIVES READ THIS COLUMN?—Perhaps my qualifications for manager's or program director's position will interest one. Married, age 30, at present production manager 50 kw station. In radio nine years as writer, producer, announcer, publicity director, news editor of 100, 1000 and 5000 watt stations. Formerly advertising salesman. Have excellent references, record for stability, ideas, organization, diplomacy, commercial consciousness and economical showmanship. Current income $5000. Primarily interested responsible opportunity. Box 939, BROADCASTING.

Wanted to Buy

Complete—Used equipment for local station. Write Box 926, BROADCASTING.

Used Broadcast And Supplementary Equipment—Bought, sold, exchanged. What do you need, and/or want to sell? HOLLISTER CRYSTAL COMPANY, Hotel Lassen, Wichita, Kansas.

For Sale

Western Electric — 250-watt transmitter, excellent condition. Less than year old. Station WGNY, Newburgh, New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

Detroit, San Francisco, Los Angeles Are Given CPs for FM Stations

TWO MORE FM stations were authorized on the Pacific Coast and one in the Midwest when the FCC last Tuesday issued construction permits for commercial high-frequency outlets in Los Angeles, San Francisco and Detroit.

The Los Angeles grant for a Class C station was made to Earle C. Anthony Inc., licensee of standard broadcast stations KFI and KECA, with the proviso that the permitee file for modification of construction permit within 60 days to specify use of the 43.7 mc. channel with a coverage area of 38,000 square miles. Under the Commission's system of assigning call letters, the new station, the fifth thus far granted in the Los Angeles area, will probably be K37LA.

The San Francisco outlet was authorized to Hughes Tool Co., owned by Howard Hughes, multi-millionaire sportsman, aviator and movie director, and will employ the 44.5 mc. channel with a service area of 10,800 square miles.

WJR, The Goodwill Station, license of WJR, was the recipient of the Detroit grant which will operate on the 45.3 mc. to cover 6,800 square miles. Action gave Detroit its third FM station which probably will be assigned the call letters W53D.

WTMJ, Milwaukee, and its FM adjunct, W55M, covered the American Legion convention in Milwaukee last week carrying six remotes from the scene of the Legion parade and other activities and by carrying speeches of Secretary of War Knox, General Marshall, Fiorella La Guardia and Josephus Daniels, new national commander of the veteran organization.

W47A, Schenectady, N. Y., the first independent commercial FM station, relayed the broadcast of President Roosevelt's speech Sept. 11 to the Proctor Theatre. The theatre headlined its paid newspaper advertising with a two-inch billing announcing the broadcast.

Proposals to Censor Communications Are Told to Congress by Army and Navy

ACTING Secretary of War Robert Patterson and Acting Secretary of the Navy James Forrestal informed Congress last week that both the Army and the Navy are preparing plans for censorship of all communications between the United States and any foreign nation, American overseas possession or ship at sea.

According to the information submitted to Congress such control would be applied to both outgoing and incoming communications by any means of transmission and is supposedly intended to prevent espionage and entrance of foreign propaganda.

Subject to Approval

Both Mr. Patterson and Mr. Forrestal told Congress that the current plans do not contemplate compulsory censorship of the press and that they must be approved by a "higher authority" and would have to be supported by legislation.

No elaboration of the Army-Navy plans were made in letters sent to the House Military and Naval Committees, which raised a question in the minds of some network officials as to how they might affect shortwave broadcasts carried domestically on American networks and originating in Axis countries. At present these broadcasts are, like those from England and Russia, censored at the source. Whether the tentative Army-Navy plans would entail an additional check before they were released in this country is not known nor are officials inclined to discuss the subject.

It is known, however, that Government officials are especially desirous of checking outgoing messages to prevent enemy agents from transmitting "information of comfort" to unfriendly foreign powers. At the same time, the prevailing philosophy of those charged with planning censorship is that there also must be a checkup on shortwave broadcasts from the United States or of broadcasts which might be picked up by unfriendly powers. It has been reported unofficially in Washington that the Navy has taken lease of two floors in a large downtown office building in New York as New York headquarters for a censorship staff to handle outgoing messages. When these facilities would be placed in actual use is not known, but it is thought the recent decision to shoot at Axis ships on sight might serve to hasten their use.

In his letter Mr. Patterson said "the War Department has, in the past, examined into and studied the question of compulsory censorship of the press and radio, and many other problems, with a view to being prepared to offer timely solutions should the need therefor be required to the interests of national defense." However, he pointed out there were no such plans along that line now in preparation by the War Department.

Mr. Forrestal's letter followed the same lines as that from Mr. Patterson. Both communications were in response to a resolution introduced by Rep. Shaefer (R-Mich.) as to whether censorship plans are under consideration. After hearing the letters, the House tabled the resolution.

World Wide's Third

WORLD WIDE Broadcasting Corp., Boston, was recipient of a construction permit for its third international station when the FCC last Tuesday authorized the licensee of WRUL and WRUW to construct another station at Scituate, Mass. WRUL and WRUW are also located at Scituate. Grant specified the new shortwave station is to operate on 6040, 11730, 11790, 15130, 15350 and 17750 kc. using A3 emission with 50,000 to 100,000 watts. The licenses of WRUL and WRUW which operate on these frequencies will be modified to share time with the new station.

GE TO USE DISCS FOR FM RECEIVER

FM WILL BE stressed in ad vertising and promotion of 194 line of General Electric radios, ac cording to H. J. Deines, advertisin manager of GE radio and telev sion department, Bridgeport, Conn In addition to a campaign i national magazines, newspaper and other media a series of tran scribed announcements and song have been prepared for radio ad vertising of FM, which is to ge under way in October [BROADCAST ING, Sept. 1].

The disc, to be played on stand ard broadcast stations only in area where FM service is available, ar five minutes in length and are title *Swing to FM*, featuring Haze Scott, pianist, and the Golden Gat Quartet. The latter will give a new twist to commercials in the form of story-songs—telling in song what the advantages of FM mean to such popular characters a Casey Jones, Noah, and the Man on the Flying Trapeze.

Another feature of the FM ad vertising campaign is a 20-minut color sound movie that gives a clear explanation of the advan tages of FM over AM in simple animated drawings. Titled *Listen It's FM*, it will be shown to both dealer and consumer groups as an educational movie.

Other advertising and promo tional items include a GE FM primer, explaining FM with sketches and in simple language; an outdoor advertising poster for cooperative advertising; and store and window displays. Agency is Maxon, Inc., New York.

WWSW's FM Outlet Now Bonus to Sponsors

W47P, FM adjunct of WWSW Pittsburgh, the first FM outlet in Pittsburgh as well as in the entire state, will duplicate programs of WWSW affording advertisers the advantage of duplicated commercials at no extra cost until further notice, according to Frank R. Smith Jr., general manager of both stations.

Currently W47P is conducting a campaign promoting FM in Pittsburgh. During the county fair, special exhibitions of the new high-frequency type of broadcasting were given for the benefit of the public. W47P is also carrying the WWSW broadcasts of the Pittsburgh Pirates baseball games and had announced an extensive fall and winter schedule of sportscasts which will include descriptions of Pittsburgh Steeler pro football games, Pittsburgh Hornets hockey matches and collegiate football and basketball games.

WSAI Seeks Booster

TO IMPROVE its downtown Cincinnati coverage, WSAI, sister station of WLW, last week applied to the FCC for a 250-watt booster station to be synchronized on the 1360 kc. channel. Two Washington stations—WINX and WWDC—have booster stations to supplement their main 250-watt transmitter outputs, as a means of covering the metropolitan area. WSAI holds a construction permit for 5,000 watts fulltime for its main transmitter.





ar Group Urges reedom of Radio

dvises Further Study Before nclusive FCC Action

CAFFIRMING its support for a ee radio," with reasonable Fedal regulation but no Government eration, the report of the standg committee on communications the American Bar Assn., to be esented at the Sept. 29-Oct. 3 3A convention in Indianapolis, dicated that further consideration ould be given to such propositns as the network-monopoly regations before the Government kes conclusive action.

With public opinion strongly in vor of private ownership and anagement of radio and communcations facilities and operators ing a "reasonably satisfactory" b of presenting opposing points view on controversial subjects, e bar committee warned that "as tween the special disadvantages Government ownership and the ecial disadvantages of private nership in the radio field, the tter are relatively slight, under oper governing regulations, as mpared with the serious dangers public ownership.

Need of Balance

On the necessity of maintaining balance in controversial discusons, the committee report stated: "The balance can be attained ly by intelligent and affirmative ecutive effort. Any agency which ndertakes this task of maintaing a proper balance should be and ill be subject to searching criticism. It is our view that whatever e difficulties of attaining this alance when programs are priately managed, the difficulties ould be immensely more serious programs were under Governent control, because in this counry Government control means arty control and is closely tied in ith politics.

Admitting the need for regulaon, the committee observed that adio's technical and economic probms point to the conclusion that nder private operation "a considrable extent of monopoly and a onsiderable degree of 'bigness'" ust be expected in the network units which are involved.

Smaller competitors should be encouraged and monopoly discouraged as far as possible without upsetting the private proprietorship system, the report stated, although in deciding how far regulation should go it should be remembered that "if regulation proceeds to the point where the public becomes dissatisfied with the service it gets, the public, which now favors private ownership, might become inclined to favor public ownership—against its long-term interest."

The committee urged reasonable chances of safety and profit for radio operators, although declaring there should be no vested interest in licenses. Unless Governmental regulation affords reasonable incentives to commercial success, private capital cannot be expected to risk the large amounts necessary to operate in a technical and rapidly developing field like radio, it was pointed out.

Apart from the network-monopoly regulations, the report briefly reviewed, with recommendation or comment, the ASCAP controversy, the Defense Communications Board, legislative recommendations of the Federal Communications Bar Assn., the newspaper-ownership proceedings and several court actions. The committee, headed by Robert N. Miller, Washington tax attorney, also includes E. M. Borchard, John M. Davis, C. E. Kenworthey, W. N. Seymour.



SPECIAL EVENTER ROBERT MORARD, who has been called for active duty in the Naval Reserve Sept. 15, was host at a very special event at WBBM, Chicago, when the feminine office staff turned out to salute his embarkation on a naval career. He will be attached to the public relations staff of the 9th Naval District in Chicago.

Canadian Flour Firms Drop

CANADIAN FLOUR companies will not use networks to advertise flour this season, it being understood that all options for network time have been cancelled by Western Canada Flour Mills, Maple Leaf Mills and Robin Hood Flour Mills, major flour companies using networks last season. Various reasons and conjectures are given for this move, but the move is by mutual arrangement among the flour companies, according to one executive. The advertising of cereals and specialties by radio will continue on a somewhat smaller scale, though no programs are as yet ready for announcement.

DRUG ADVERTISING IS 15% OF SALES

DRUG and medicine manufacturers, heavy users of radio time, spend about 15% of their total sales on advertising, according to a Federal Trade Commission analysis of the medicine-drug manufacturing field revealed last Tuesday. The report was compiled as part of a wide-scale FTC project for collecting annual financial reports of industrial corporations operating in principal U. S. industries.

The FTC report stated that consolidated sales for 23 of the "more important" concerns covered in the survey during 1939 aggregated $470,800,985, of which $416,501,001, or 88.7%, represented domestic sales, and $53,299,984, 11.3%, export and foreign sales. Based on figures supplied by 17 of the 23 corporations, advertising expense for these 17 firms amounted to $32,510,528 in 1939, or about 17% of the 17 companies' aggregate expenses of $178,236,837, the report indicated. Projected on an industry-wide basis, it was shown that advertising expense averaged about 15% of the total expense figure for the industry.

Other Expenses

In addition to the advertising item in the breakdown of expenses, which amounted to 15.1% of total expenses, selling expenses represented 12.1%; administrative and general office expenses, 6.2%; taxes, 1.6%; social security and pension fund payments, .9%; research and development, 1.1%. Expenses were shown to account for 37% of total sales, with an eventual net profit from manufacturing and trading of 16.9 cents from every dollar of sales.

The FTC also reported that nine of the principal flour milling corporations during 1939 spent for advertising about 3.4% of their total sales, which amounted to $315,099,410. The total of items listed as expenses represented 14.9% of total sales, with selling expenses amounting to 7.2% and administrative and general expenses, 3%.

WGNY
1000 WATTS
NEWBURGH, N. Y.

NOT FOR SALE

Our results-getting power is not for sale . . . we only sell you the time (and throw in the results at no extra cost).

WGNY is doing a bang-up job. We have gone from 250 watts to 1000 watts . . . more power at no extra cost . . . you can buy now at the old rates.

Take advantage of WGNY coverage . . . WGNY service . . . WGNY results. You'll be doing your client a super service.

BUY WGNY

WGNY
REPRESENTED BY
HEADLEY-REED CO.

TODAY
is the time to get up to the minute
INFORMATION
on this
MAJOR MARKET

Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.

WLAW
5000 WATTS • 680 KC.
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

Lowest National Rates in New Orleans
QUARTER HOUR—DAYTIME
$20.00
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

ILLINOIS?
Reach a big chunk of it thru the DECATUR station
250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

KNX
50,000 WATTS
LOS ANGELES
CBS

The dealers' first choice in the nation's fourth market

Ask any Radio Sales office for more information about KNX, one of the seventeen CBS 50,000 watt stations.

WHN, AFRA RENEW; OTHERS APPROVED

WHN, New York, has signed a renewal contract with the American Federation of Radio Artists, covering staff artists and announcers employed at the station. AFRA announced also that contracts covering talent at WHK-WCLE, Cleveland; WOOD-WASH, Grand Rapids, and KRLD, Dallas, have been completed and ratified by the AFRA board. The union's field representatives, Vic Carter and Hyman Faine, are in Miami and Washington, D. C., respectively.

There has been no activity on the television front, Mrs. Emily Holt, national executive secretary of AFRA, stated, adding that AFRA sees no need for haste in organizing this new entertainment field as long as the television broadcasters —NBC and CBS in New York— are supporting the medium at their own expense.

Actors Equity Assn., however, has expressed the counter theory that if contracts are secured now and the telecasters recognize the rights of the talent unions to establish standards, it will be easier for the unions to revise those standards in line with the new industry's economic advancement than it would be if the television broadcasters set their own standards now.

Devaney to Be Candidate For U. S. Senatorship

JOHN P. DEVANEY, former chief justice of the Minnesota State Supreme Court and controlling stockholder in WLOL, Minneapolis, regional outlet authorized in January, 1940, announced at the convention of Young Democrats of Minnesota on Sept. 13 that he intends to seek the nomination for U. S. Senator from that State.

He would run against Joseph Ball, Republican incumbent whom Gov. Harold Stassen appointed last year to fill the unexpired term of the late Senator Lundeen, Farmer-Laborite. Senator Ball is a supporter of the Administration's foreign policy, and Judge Devaney announced he would also support Roosevelt policies. Senator Ball is expected to have the support of Wendell Willkie as well as Gov. Stassen, and Administration support for Judge Devaney is foreseen. The Minnesota primaries are next March.



"You see, we listen regularly to the ten daily newscasts on WFDF Flint Michigan. That's how we knew we'd have you for dinner."

Ju-Jitsu

EVEN hillbillies and policemen sometimes get fooled. Louis Bono, WWL's No. 1 hillbilly and a member of the New Orleans police department, was showing Howard Summerville, manager of the station, what a ju-jitsu expert he was by demonstrating his best, unbreakable hold on him. Imagine Hillbilly-Officer Bono's surprise when his extra-special grip didn't work and he went flying over Mr. Summerville's head. Hillbilly-Officer Bono then discovered that Manager Summerville used to be an amateur wrestler.

Secret German Station Is Uncovered in Mexico

DISCOVERY of a clandestine Nazi radio station in Mexico, near Las Palmas in the State of Chiapas was reported last week by the newspaper, *Excelsior*. According to the paper the station, with both long and shortwave facilities, has been using the call letters XAGX. The newspaper also disclosed that the Communications Ministry and the Senate had been informed of the discovery. Chiapas, where the station is located, has long been rumored as a center of Nazi activity due to the large number of German residents and, stated the *Excelsior*, XAGX had been spreading Nazi propaganda in Southeast Mexico and Central America.

It was reported unofficially in Washington that the monitoring staff of the FCC had drawn beams on the Mexican station and had been satisfied it was a Nazi propaganda agency.

DEEP IN THE NIGHT
Fast Growing Audience Noted For Early Hours

A TEST of what is believed to be a rapidly growing audience in the early morning hours was started in the second week of September when CKLW, Windsor-Detroit, rebroadcast its 7 p.m. Chrysler sponsored program at 3 a.m. as part of its *Dawn Patrol* show.

Manager J. E. Campeau decided to undertake the experiment when telephone calls for the *Dawn Patrol* began to increase in unusual proportions. This he attributed to the thousands of added defense workers changing shifts in factories who were using their home radios as well as car radios to and from work.

The Chrysler show was chosen for the test because it is a quarter-hour show with a comedy format, somewhat similar to the *Dawn Patrol* pattern. Listeners have been told the object of the rebroadcast and a strong bid for mail and phone response is being made.

New California Corporation

INCORPORATION papers have been filed with the Secretary of State at Sacramento, Cal., by the Palo Alto Radio Station Inc., $50,000 radio broadcasting company of Santa Clara County. Albert A. Avelrod of San Francisco heads the list of directors.

Nets Grant Permissio To Record Defense Tal

NETWORK permission governi delayed broadcasting of speeches public officials and programs in t interest of national defense h been obtained by John Shepard Yankee network president a chairman of the NAB National D fense Committee. The delay broadcasts are permitted when f cilities are not available for li broadcasts.

CBS affiliates have blanket a thority, Mr. Shepard was told H. V. Akerberg, CBS station rel tions vice-president, to transcri and repeat such programs witho securing special permission.

William S. Hedges, stations vic president of NBC, said that ne work did not desire to give blank permission but would "bend eve effort to give prompt answers wh their affiliates request permissi on any specific program" of t above type. MBS affiliates, accor ing to Fred Weber, general ma ager, may record and repeat pr grams without securing permissio

U. S Schedules Mailed

WEEKLY mailings of U. S. shor wave radio program schedules fc Latin America have been starte by the Office of the Coordinator c Inter-American Affairs, headed b Nelson Rockefeller, according to Sept. 16 announcement. The firs mailing, including 40,000 program for the Oct. 12 week, went out las week. Printed in three languages— Spanish, Portuguese and English— the schedules are designed to sup ply detailed information to Lati American listeners on all short wave programs broadcast from thi country to the other American re publics.

MBS Anniversary

MBS, completing its seventh yea of operations on Oct. 2, started i 1934 as a four-station hook-u comprising WOR, Newark, WLW Cincinnati, WGN, Chicago, an WXYZ, Detroit, and today include 173 affiliates in the United States Canada and Hawaii. A gala anni versary broadcast is planned fo Oct. 2, which will also serve as a welcome salute to WGR, Buffalo WCAE, Pittsburgh, and WFBR Baltimore, which are to join MBS as basic fulltime outlets during the preceding week.

EVERSHARP Inc., Chicago, ha been charged in a Federal Trad Commission complaint with misrep resentation of the guarantee on Ever sharp Repeating Pencils in advertis ing in radio and other media, accord ing to an FTC announcement las Friday.

Announcer WANTED
Give qualifications and salary expected.
KTSM NBC-B.&R. El Paso, Tex.

DCB Takes Measures To Expedite Priorities

MOVING to expedite procurement of raw materials and supplies for radio manufacture and repair, the Defense Communications Board last Thursday announced membership of the newly-authorized five-man Defense Priorities Committee. Four of the nine DCB industry committees also had named their priority representatives", to function as advisors to the special priorities group, as BROADCASTING went to press last Friday.

Members of the Committee 13, as announced by DCB, are Col. Roger B. Colton, director of the material branch of the Office of the Chief Signal Officer of the War Department; Comdr. R. J. Mauerman, U. S. Coast Guard; Lt. Comdr. R. H. Griffin, U. S. N. R.; Joseph Keating, alternate Harvey Otterman, State Department; E. K. Jett, FCC chief engineer, alternate A. W. Cruse, FCC.

"Priority representatives" named by four of the industry subcommittees include: L. G. Woodford, assistant vice-president, AT&T, and Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn., telephone; Ellery W. Stone, executive vice-president, Postal Telegraph Co., and E. R. Shute, vice-president, Western Union, telegraph; Paul Goldsborough, president, and A. E. Harrison, engineer, Aeronautical Radio Inc., aviation; George W. Bailey, president, American Radio Relay League, amateur.

General Oil Duo

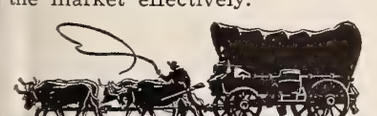
GENERAL PETROLEUM Corp. of Cal., Los Angeles, on Sept. 17 started sponsorship of *Football Forecast*, a transcribed quarter-hour program, with Sam Hayes, sportscaster, Wednesday, 6:30-6:45 p.m. (PST) on the following CBS-Pacific stations: KNX KSFO KARM KIRO KOIN KFPY KOY KTUC. Company is also sponsoring *I Was There* on the CBS-Pacific network, Sunday, 9-9:30 p.m. (PST). Agency is Smith & Drum, Los Angeles.

Defense Work Brings Business Boom to Wichita, Kansas

America's "biggest business" — national defense — has sent economic and physical Wichita skyrocketing to new heights unparalleled in the history of Kansas' "Air Capital." Wichita's metropolitan area population now officially estimated at 140,000, is expected to reach 160 to 200 thousand by 1942 if present trends prevail.

That's why we say that the Wichita market is a **must** on the schedule of every national advertiser.

And KFBI, the "pioneer voice of Kansas," offers a good way to reach the market effectively.



The Pioneer Voice of Kansas

KFBI • WICHITA

5000 WATTS DAY • 1000 WATTS NITE

HOW ARMY CAPTURED KELD

Veteran Broadcasters Take Over as Military Authorities Commandeer Station



THE ARMY TAKES OVER at KELD, El Dorado, Ark., during maneuvers in the South. Wilfred McKinney, KELD program director, handed station books to Capt. Barney Oldfield. Involved are (l to r) McKinney; John Riley, chief engineer; Ewing Canaday, assistant manager; Capt. Oldfield; Brooks Watson, representing War Department.

By CAPT. BARNEY OLDFIELD
Radio Public Relations, Second Army

WHAT IS BELIEVED to be the first time an army actually "captured" a radio station, took it over, and operated it for a day, was perpetrated at El Dorado, Ark. Sept. 2 by the Second Army radio public relations staff [BROADCASTING, Sept. 8].

The "capture" was friendly, of course, and pre-arranged by Manager Fletcher Bolls, of KELD, with the writer, who is director of the ether publicity section of Lt. Gen. Ben Lear's forces.

The station, while anticipating some small reaction to the stunt, was unprepared for what happened. In all the six years of its operation, there had never been a time when as many people gathered in the studio and on the lawn outside to watch as they did on "Army" day.

From Miles Around

The telephones rang so constantly, it was necessary for two men to answer all calls. People came from miles around. They brought fruit, sandwiches, soft drinks, watermelons, and cakes, until the studio resembled a delicatessen store prepared for weekend rush trade.

The Second Army radio section is composed of men who had had previous air experience. John Conrad, a private in the 35th Division, was made chief announcer and program director for the day. Conrad was formerly with KWK, in St. Louis, and WLW, in Cincinnati. He breezed through half the news periods, then shared with his assistant, Private James D. Asher, once with WREN, Lawrence, Kan., and later with the Yankee Network in New England. He's a 27th Division boy.

Sam W. Dobrans, once with CBS and also with Curtis & Allen Agency, was the interlude gabber between transcribed musical selections. Larry Sanford, a private formerly with WDZ, Tuscola, Ill., was the comedian. He did three hillbilly corncrops during the day as Top-hand Charlie, and was a KELD neighborhood wow.

For the Ladies

Another hit was the women's program department conducted by Sgt. William (Sweet William) Duncan. He is the original "Oinie" of WGN's Paul Fogarty's "Draftie" cartoon strip which runs in 67 newspapers. Duncan with safety pins in his mouth, a doll for his workbench, and a trowel, went into everything from care and feeding of children to planting dahlia bulbs. He was a three times repeated feature, too.

The 35th division furnished most of the other talent, and the programming of the day had about four bands, a featured pianist, Joe Ahlin, formerly of KHAS, Hastings, Neb., and a violin soloist, Rudy Schultz, who used to be with KMOX and KSD, in St. Louis.

Things were going so merrily for Fletcher Bolls, the manager, after about four hours, he decided to have a little fun on his own. He faked an INS report on his teletypes that another Army was coming on to take the station away from its soldier holders. The news broke just as a band was setting up, so they immediately tore down and scrammed to evade capture. Bolls prank cost him a musical feature, but the laugh and uproar was worth it.

On the Nose

Aiding the enlisted men where and when needed were Brooks Watson, alumnus of WMBD, Peoria, Ill., now with Ed Kirby's radio branch in the War Department, and Capt. Oldfield, grad from the Don Searle mill at KOIL-KFAB-KFOR, Omaha and Lincoln, Neb. Watson

(*Continued on page 57*)

TOLEDO
A Fort Industry Market

"GRIN DEALERS"
said the punster

Recently the Grain and Feed Dealers of America convened at Toledo's Commodore Perry Hotel. On the ground floor of the Commodore Perry is located the Toledo Chamber of Commerce.

Quipped a newspaperman in passing the latter headquarters: "Grain dealers upstairs — Grin dealers down here."

It's easy to grin when you're selling a town that sells itself. Here industry and agriculture meet. Here 650 diversified industries offer a 90 million dollar-plus payroll. Here WSPD continues its 20 year habit of WINNING AND HOLDING LISTENERS. Ask our grinning colleagues of the KATZ AGENCY.

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO

Associated Oil Grid Season On Coast to Exceed $250,000

Deal Says Schedule Will Include 91 Games With Service Teams Included for the First Time

EXPENDITURE of over $250,000 for the broadcast of football games on the West Coast this year, which will total 91 games, the greatest number ever broadcast by it, was announced by Harold R. Deal, advertising and promotion manager of Tide Water Associated Oil Co., San Francisco.

This is the 16th consecutive year that the oil company has sponsored all games of the Pacific Coast Conference [BROADCASTING, Sept. 15]. In addition to the conference games this year, Tide Water will sponsor the leading independent and uniformed service games. The list of stations this year, too, is greater than it has been in the past.

New Hookups

Don Lee-Mutual and NBC-Blue will be used this season, supplemented by independent stations. Friday night games in the San Francisco area will be released over KQW; those in the Portland, Ore. area over KWJJ; in Spokane, Wash. over KFIO and in the Los Angeles area over KMPC.

A special network of broadcasting of Sunday games in the California area will link together KQW, San Jose and KMPC, Beverly Hills to provide Sunday football releases in both areas.

Stations in California, Oregon, Washington, Nevada, Arizona, Idaho will carry the football games as well as those in Hawaii. For the first time in its years of football sponsorship Associated has eliminated the NBC-Red and CBS networks. This is believed due to economic reasons.

A problem yet to be ironed out as far as the NBC-Blue network is concerned is the use of ASCAP college songs during the broadcasts. Glen Dolberg, program director of NBC in Northern California, stated that unless NBC and ASCAP reach an agreement before Sept. 27, the first NBC football broadcast date, the network will insist on sound-proof booths at the stadiums.

Sportscasters who have been signed to handle the games this season include Frank Bull, Mike Francovich and Richard Van Desautels in Los Angeles; Doug Montell, Carroll Hansen, Hal Wolf and Don Thompson in San Francisco; John Carpenter, Jack Shaw, Art Kirkham and Bill Mock in Oregon; Ted Bell in Seattle; Rod Klise, Pat Hayes, Roy Ceville and Lou Gillette in Eastern Washington and Idaho.

A complete program of advertising and merchandising support for the 1941 season has been worked out by Mr. Deal, tying in the customer to the point of sale—the Smiling Associated Dealer at the service stations of the West.

Dealers Cooperating

Progressive Associated dealers throughout the Pacific Coast stations will be encouraged to make their stations football headquarters for the three months of the season. Many dealers arrange for unique window trims using miniature football players on simulated football playing fields to make customers football conscious right from the start of the season.

Use of 42 x 56 poster boards at service stations calling attention to the free 32-page football schedules now being distributed serves to promote friendly contacts at point of sale. In addition weekly window posters will appear at all Associated stations giving complete information each week about all games to be broadcast during that week. An action picture involving the teams to play that week-end, taken during the 1940 season, will serve to stimulate additional public interest in football throughout the year.

The complete schedule follows:

Sept. 19
Gonzaga vs. Tempe Teachers, KFIO.

Sept. 20
Portland vs. Hawaii, KWJJ.

Sept. 25
Portland vs. Pacific Univ., KWJJ.

Sept. 26
U C L A vs. Washington State, KFAC KGA.
Pacific Lutheran vs. Gonzaga, KFIO.
Loyola vs. Redlands, KMPC.

Sept. 27
Stanford vs Oregon, KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST.
Washington vs. Minnesota, KJR KGA KUJ.
U S C vs. Oregon State, KECA KTAR KVOA KYUM KGLU KFSD KTMS KERN KEX KMED.
California vs. St. Marys, KGO KWG KFBK KMJ KOH KGU.
Idaho vs. Utah, KRLC, KIDO.

Sept. 28
Santa Clara vs. U S F, KQW KMPC.

Oct. 2
Portland vs. Willamette, KWJJ.

Oct. 3
Oregon vs. Idaho, KALE KRLC KIDO.
Gonzaga vs. College of Idaho, KFIO.
Nevada vs. U S F, KQW.

Oct. 4
Washington State vs. California, KGA KGO KWG KFBK KMJ KOH.
Stanford vs. U C L A, KFRC KOY KTUC KSUN KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KIEM KHSL KVCV KTKC KDON KYOS KMYC KGMB KHBC.
Oregon State vs. Washington, KALE KRNR KORE KOOS KFJI KWIL KMO KIT KXRO KOL KGA KGY KELA KWLK KAST KUIN KBND KUJ.
U S C vs. Ohio State, KECA KFSD KTMS KERN.
St. Marys vs. Moffett Field, KQW.

Oct. 5
Santa Clara vs. Loyola, KQW, KMPC.

Oct. 10
U C L A vs. Montana, (?).
Gonzaga vs. Idaho, KFIO KRLC KIDO.
Loyola vs. Texas Tech, KMPC.

Oct. 11
Oregon State vs. Stanford, KALE KUIN KBND KRNR KORE KOOS KFJI KWIL KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC.
Washington vs. Washington State, KGA KJR KUJ.
Oregon vs. U S C, KECA KTAR KVOA KGLU KYUM KFSD KTMS KERN KEX KAST KMED KGU.
California vs. Santa Clara, KGO KWG KFBK KMJ KOH.

Oct. 12
St. Marys vs. U S F, KQW KMPC.

Oct. 17
Loyola vs. Texas Mines, KMPC.

Oct. 18
Oregon vs California, KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST.
Washington vs. U C L A, KECA KFSD KTMS KERN KJR KGU.
Washington State vs. U S C, KOY KTUC KSUN KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KOL KMO KIT KXRO KGY KELA KWLK KUJ KGA.
Utah State vs. Idaho, KRLC KIDO.
Santa Clara vs. Michigan State, KQW.
Montana vs. Gonzaga, (?).
Stanford vs U S F, KGO KWG KFBK KMJ KOH.



RINGING THE BELL, John M. Rivers, manager of WCSC, Charleston, S. C., celebrates purchase of a camp for Girl Scouts. Mr. Rivers headed a Kiwanis committee that arranged for the camp. The bell is used to summon the girls at mealtime.

Oct. 19
St. Marys vs. Portland, KQW KMP KALE.

Oct. 24
Brigham Young vs. U S F, KQW.

Oct. 25
California vs. U S C, KOY KTUC KSU KHJ KGB KFXM KPMC KVOE KX KVEC KDB KFRC KIEM KHSL KVC KTKC KDON KYOS KMYC KGM KHBC.
Washington vs. Stanford, KGO KW KFBK KMJ KOH KJR.
Oregon vs. U C L A, KECA KFS KTMS KERN KEX KMED.
Washington State vs. Oregon Stat KALE KRNR KORE KOOS KFJI KW KBND KUIN KAST KOL KMO KI KXRO KGY KELA KWLK KUJ KGA.
Santa Clara vs. Oklahoma, KQW.
Idaho vs. Willamette, KRLC, KIDO.

Oct. 26
Loyola vs. St. Marys, KMPC, KQW.
Gonzaga vs. Portland, KALE KFIO.

Nov. 1
California vs. U C L A, KOY KTU KSUN KHJ KGB KFXM KPMC KVO KXO KBEC KDB KFRC KIEM KHS KVCV KTKC KDON KYOS KMYC.
Stanford vs. Santa Clara, KECA KFS KTMS KGO KERN KWG KMJ KFB KOH KGU.
Washington vs. Montana, KJR.
Oregon vs. Washington State, KALE KRNR KORE KOOS KFJI KWIL KBN KUIN KAST KOL KMO KIT KXRO KG KELA KWLK KUJ KGA.
Oregon State vs. Idaho, KEX KMEI KRLC KIDO.
Fresno State vs. U S F, KQW.

Nov. 2
St. Marys vs. Gonzaga, KQW KFIO.
Loyola vs. St. Louis, KMPC.
Portland vs Fort Ord, KEX.

Nov. 8
California vs. Washington, KGO KW KFBK KMJ KOH KJR.
Stanford vs. U S C, KOY KTUC KSUN KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KGMB KHBC.
Oregon State vs. U C L A, KECA KFSD KTMS KERN KEX KMED KAST.
Washington State vs. Idaho, KGA KUJ KRLC KIDO.
Gonzaga vs. E. Washington, KFIO.

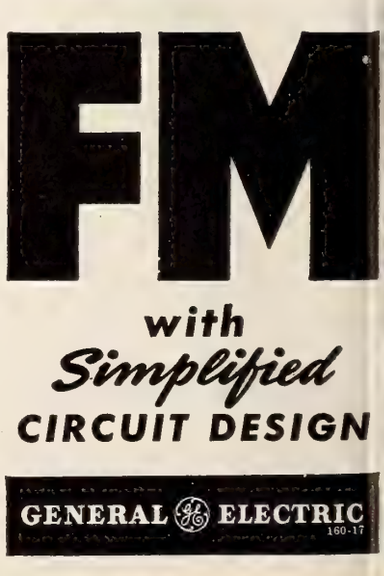
Nov. 9
St. Marys vs. Duquesne, KQW.
Loyola vs. U S F, KMPC.

Nov. 11
Oregon vs Santa Clara, (?).
Moffett Field vs. Pacific Fleet, (?).

Nov. 15
California vs. Oregon State, KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST KGMB KHBC.
Stanford vs. Washington State, KTAR KVOA KYUM KGLU KECA KFSD KTMS KGO KERN KWG KMJ KFBK KOH KEX KJR KUJ KGA.
Idaho vs. Montana, KRLC, KIDO.
U C L A vs. Camp Haan, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB.
U S F vs. Moffett Field, KQW.

Nov. 16
Santa Clara vs. St. Marys, KQW.
Portland vs. Gonzaga, KALE KFIO.
Loyola vs. Creighton, KMPC.





Nov. 22

Washington vs. Oregon, KALE KRNR
RE KOOS KFJI KWIL KBND KUIN
ST KOL KMO KIT KXRO KGY KELA
LK KUJ.
Notre Dame vs. U S C, (?).
Oregon State vs. Montana, KEX.
U C L A vs. Santa Clara, KOY KTUC
UN KHJ KGB KFXM KPMC KVOE
O KVEC KDB KFRC KIEM KHSL
CV KTKC KDON KYOS KMYC KGMB
BC.
Gonzaga vs. Washington State, KGA.
St. Marys vs. Fordham, KQW.
Loyola vs New Mexico, KMPC.
U S F vs. San Jose State, KQW.
Idaho vs. Montana State, KRLC KIDO.

Nov. 23

Moffett Field vs. Fort Ord, KQW.

Nov. 29

Stanford vs. California, KTAR KVOA
UM KGLU KECA KFSD KTMS KGO
RN KWG KMJ KFBK KOH KEX
MED KJR KGU.
Oregon vs. Oregon State, KALE KRNR
RE KOOS KFJI KWIL KBND KUIN
AST.
Washington vs. U S C, KHJ KGB KFXM
PMC KVOE KXO KVEC KDB KFRC
EM KHSL KVCV KTKC KDON KYOS
MYC KOL KMO KIT KXRO KGY KELA
WLK KUJ KGA.

Nov. 30

Loyola vs. Nevada, KMPC.
U S F vs. Fort Ord, KQW.

Dec. 6

U S C vs. U C L A, KOY KTUC KSUN
GB KHJ KFXM KPMC KVOE KXO
VEC KDB KFRC KIEM KHSL KVCV
TKC KDON KYOS KMYC KGMB KHBC.
Oregon vs. Texas, KALE KRNR KORE
OOS KFJI KWIL KBND KUIN KAST.
Washington State vs. Texas A & M, KOL
MO KIT KXRO KGY KELA KWLK
UJ KGA.
U S F vs. Mississippi State, KQW.

Dec. 20

U C L A vs. Florida, KMPC.

Dec. 27

California vs. Georgia Tech, (?).

Jan. 1

East vs. West Shrine Game, (?).

Bruce Cadwell Signed

BRUCE CADWELL, whose name topped the sport pages as a Yale star a decade ago, on Sept. 23 will start a new series of 15-minute football commentaries over WTHT, Hartford, and WATR, Waterbury, Tuesdays, Thursdays and Saturdays during the football season. Now a practicing attorney in Hartford, his program will cover forecasts, progress of the leading teams and commentaries on the major gridiron clashes. The program will be sponsored by the Leopold Morse Stores, men's clothiers. The account was placed by the Julian Gross Adv. Agency, Hartford.

Weed's Repair Plan

JOSEPH J. WEED, president of Weed & Co., station sales representatives, has urged broadcasters to adopt a plan of "Approved Servcemen" to answer recent charges made in *Readers Digest* that many radio repairmen make unnecessary repairs on sets at the expense of the public. Mr. Weed's plan, similar to one already in effect at WFBL, Syracuse [BROADCASTING, April 14], calls for stations to make a tie-up with a reputable set repair service, certifying the repair service and running announcements calling attention to the plan.

Associated Named

ASSOCIATED RADIO SALES has been appointed national advertising representative of WTCM, Traverse City, Mich., WHBL, Sheboygan, Wis. and WJBK, Detroit. The latter station will be represented by Associated Radio Sales in the western territory only.



CONGRATULATIONS are extended by Gaston W. Grignon, general manager of WISN, Milwaukee, to the station program director, Woods Dreyfus, following a special broadcast dedicating the new WISN transmitter, increasing the station's power to 5,000 watts. The program dramatized the history of the station since 1922.

Harison Abandons CP in Augusta, Ga.

Says Market Does Not Justify Three Broadcast Outlets

ANOTHER victim of the FCC's "survival of the fittest" theory was revealed last week when it was learned that W. Montgomery Harison, real estate man of Augusta, Ga., who had been authorized to construct a new local station there to be known as WMWH, had returned his construction permit to the FCC.

Action was precipitated by issuance of a construction permit for another local, WGAC, in Augusta on July 25, 1940, just one month before the grant to Mr. Harison. This gave Augusta, a city of approximately 66,000 inhabitants, three stations—the third, WRDW, having been in operation for several years.

Not Enough Business

In a letter to the Commission, Mr. Harison's attorneys stated that the permitee was relinquishing his construction permit because there already were two stations in Augusta and Mr. Harison "does not believe after careful analysis and due consideration that there is sufficient economic support for the third station."

WGAC went on the air Dec. 1 of last year and is licensed to the Twin States Broadcasting Co., controlled by the owners of the *Augusta Herald*, while WRDW is owned by a partnership of three local movie operators—Arthur Lucas, William K. Jenkins and Frank J. Miller.

This is the fourth instance in which a new station was authorized simultaneously with another in the same community and forced for economic reasons to abandon the undertaking. Like WMWH, two of the preceding cases—WMVD, Salisbury, Md., and KFUN, Las Vegas, Nev.—surrendered their construction permits before going on the air [BROADCASTING, June 15, 1940]. The other, KYAN, Cheyenne, Wyo., went off the air last March 28 after operating five months [BROADCASTING, April 7].

Capture of KELD

(*Continued from page 55*)

did all the dressy introductions, and the captain, whose forte was Hollywood commentary prior to the Army, did a 10-minute chore about the studios.

This idea was described as a sort of tactical exercise, a stunt whereby the enlisted men would learn what might happen if a radio station, an enemy watter, were captured, and they were called on to step in and run it as a propaganda medium. It is to the Army's credit that no program got behind, every station break was on time, and no advertiser's commercial was flubbed.

The effect on El Dorado was pronounced. It is understood that the mayor sent a long and flowery letter on the "maneuver" to Gen. Lear, saying it was the greatest goodwill venture by the Army he had ever seen.

Wiedmann Spots

GEORGE WIEDMANN BREWING Co., Newport, Ky., is conducting a campaign of one-minute transcribed announcements, delivered by Milton Cross, on WFBM, WKBN, WBNS, WHIO, WMMN, WGKV, WPAR, WSAI, WCKY. Discs were cut by the NBC Radio Recording Division, New York. Strauchen & McKim, Cincinnati handles the account.



HOW TO IDENTIFY
WHOM

★

The simple honest tenets of an imperishable belief in our democracy find full expression over WHOM.

The voices speak in eight different languages but regardless of the tongue they never deviate from the one basic idea that this is the land of freedom regardless of race, religion or national origin.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

Fidler and Fisher Describe Relations With Networks During Senate Inquiry

ALTHOUGH radio occasionally got passing mention by the special Senate Interstate Commerce subcommittee investigating the alleged use of movies and radio for propaganda purposes, the motion picture industry continues as the principal target for isolationist Senators' accusations that the movies and radio have become Administration pawns in preaching the pro-war and pro-British gospel.

Hearings before the five-man Senate committee, admittedly dominated 4 to 1 by isolationists, started their second week last Monday with appearances by Jimmy Fidler, movie gossip columnist and radio commentator, and George Fisher, movie commentator heard for several years on MBS.

Apart from the brief appearances of these two radio personalities, there appears little likelihood that broadcasters' policies and practices in connection with the propaganda charges will come up for further examination for at least several weeks, after the committee has finished questioning a long list of movie executives.

The first industry witness for the movies, Nicholas Schenck, the president of Loew's Inc., originally slated to appear last Thursday and Friday, will be heard Tuesday, Sept. 23. It is not thought the 15 motion picture witnesses invited to appear in the proceeding will complete their testimony until October [BROADCASTING, Sept. 1, 8, 15].

As the inquiry proceeded, complaints continued to be made public from many sources. Demanding that the subcommittee immediately "take a forthright position against any federal censorship of motion pictures", the American Civil Liberties Union, one of several outspoken critics, also urged that the Senate group dissociate radio from its film inquiry, "since the two media are so different in character and control, and since radio is already the subject of another inquiry embodied in a resolution pending in the Senate."

Fidler vs. CBS

Radio's connection with the propaganda accusations was not developed clearly during the appearances of either Mr. Fidler or Mr. Fisher. Although the former discussed the details of his recent switch from CBS to MBS, following what he termed attempts by CBS to "deflate" his scripts, both movie commentators were questioned chiefly in connection with their personal efforts opposing propaganda pictures as such.

Responding to Mr. Fidler's censorship charges, CBS in a press release issued before he had been excused from the witness stand declared:

"Columbia was beset by legal difficulties and dangers so long as Jimmy Fidler was on the air because of Fidler's desire to destroy values and reputations in order to build up a big audience to which his sponsor could advertise. In addition, he was actually trying, on a one-sided basis, to get over into the realm of controversy, and CBS does not sell time for the one-sided discussion of controversial issues; it gives the time free in order to maintain fair discussion of all sides of such issues.

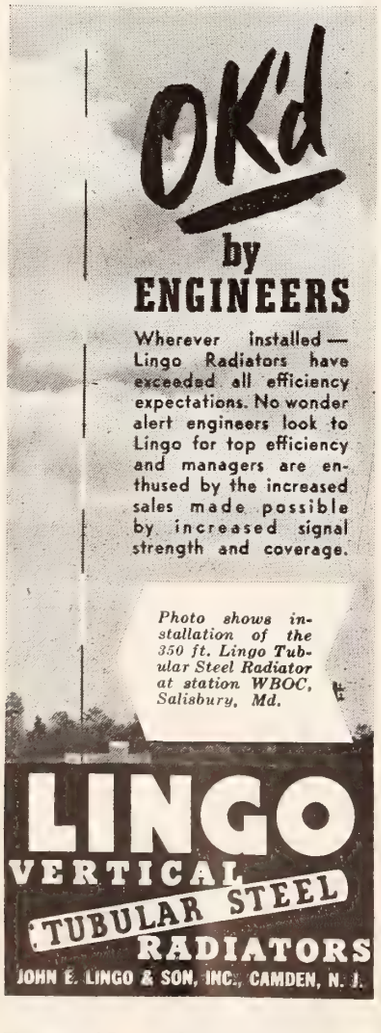
"CBS is responsible for what is aired over its network and has the right to maintain a certain character and to insist upon proper standards of what is broadcast into American homes. CBS is well satisfied that CBS and Fidler have parted company and does not believe that Fidler will succeed in deceiving the public with a false issue of free speech."

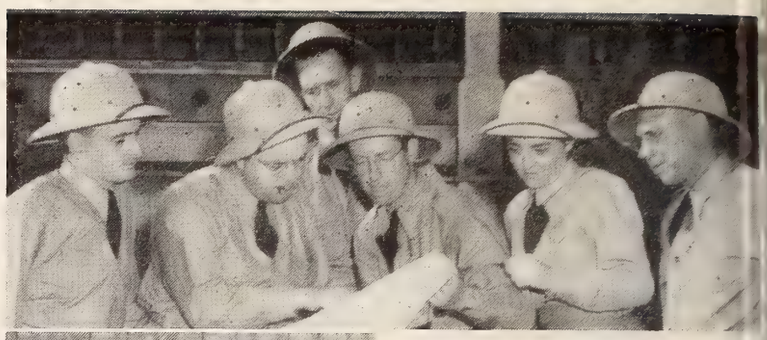
Answering the CBS statement from the stand, Mr. Fidler maintained that CBS never was in danger of "legal difficulties", since questioned points in his scripts as a matter of course were checked by both his own and CBS' lawyer. He declared also that his contract specifically provided protection for CBS in case of libel or slander suits arising from his broadcasts.

Pressure Alleged

Pointing out that he had previously appeared for several years on CBS, the network at the time it entered into a new contract with his sponsor Tayton Co., Los Angeles (cosmetics), undertook the commitment with full knowledge of the type of program he conducted, he declared, and when it later precipitated a situation that forced him to request release from the CBS contract, the network failed in its duty to the public to carry through on its established policy.

Both Mr. Fidler and Mr. Fisher stated they had been advised of instances in which movie companies had approached the networks and certain newspapers to try and exercise some control over their radio scripts, although both declared they had felt no such pressure from their present network, MBS.







MANEUVER STYLES, an outgrowth of the Army recommendation that radio's correspondents at the Louisiana war games effect regulation military apparel, got a professional posing by members of the special WLW-WSAI war maneuvers staff just before they took off from Cincinnati for maneuver area. Taking a final peek at the map are (l to r) Jorge Mayoral, chief announcer of WLWO, Crosley shortwave outlet; Cecil K. Carmichael, assistant to James D. Shouse, Crosley vice-president in charge of broadcasting; J. B. Scott, staff photographer; James Cassidy, WLW special events director; Elizabeth Bemis, newscaster; R. L. Tedford, engineer. At right Marsha Wheeler, woman's commentator, gets a fitting on her uniform, designed by Gatherine Garritson.

Victor Record Drive

RCA MFG. Co., Camden, N. J., Sept. 26-29 will conduct an intensive publicity campaign for its new Victor Red Seal catalogue, through newspapers, national magazines and radio. Woven around the theme, "Many orchestras have recorded Bach, Beethoven, Mozart, but Victor Red Seal Records Bring You the World's Greatest Symphony Orchestras and Conductors", the campaign on radio will feature announcements on *Music You Want*, heard six times weekly on 52 stations for Victor records and will tie in with local dealer displays, page-spreads in 122 papers and seven magazines. Lord & Thomas, New York, handles the account.

JOSEPH R. SCHIFINI, local beauty salon owner, holds 77 of the 80 shares of stock issued by the Torrington Broadcasting Co. Inc., applicant for a new local in Torrington, Conn., 250 watts on 1490 kc. One share apiece is held by Gerado T. Schifini, Carmela Schifini Ciccaglione, and Joseph A. Ciccaglione. Call would be WTOR.

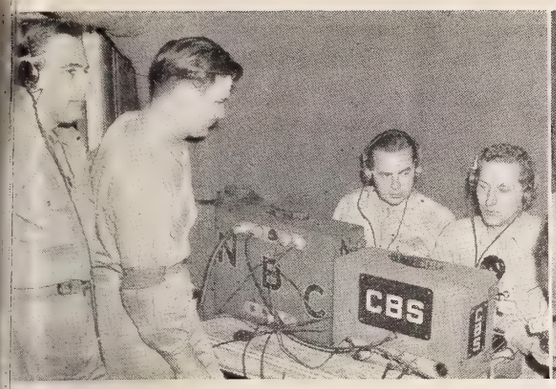
Congress Cigar Spots

CONGRESS CIGAR Co., New York (La Palina cigars), during the first week in October will start sponsorship of three sports programs, on WBBM, Chicago; WWJ Detroit, and WKRC, Cincinnati. On Oct. 1 company will take over *Quiz Bowl*, a program featuring "name" guest stars, on WKRC Wednesday, 8:30-9 p.m. (EST) from Oct. 4 to Nov. 22 Tom Harrington, former Notre Dame star, will broadcast eight outstanding Midwestern football games on as many successive Saturdays in the interest of La Palina, on WBBM and on Oct. 6 Ty Tyson will start a Monday-through-Saturday schedule of 15-minute sports reviews on WWJ, 7:45-8 p.m. Others may be added. Marschalk & Pratt, New York, handles the account.

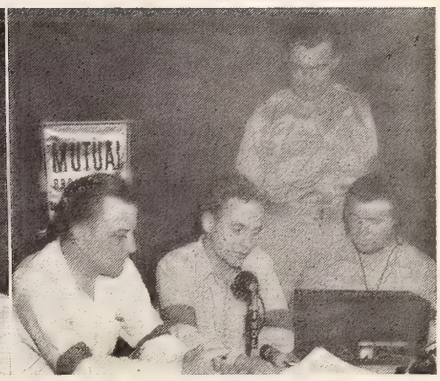
KVRS Sale Sought

OWNERSHIP of KVRS, Rock Springs, Wyo., will pass into the hands of Marjorie Lannen McCracken if the FCC approves a pending application for R. R. West holding 9,996 shares of stock in the station, to transfer to Mrs. McCracken for an undisclosed amount. Mrs. McCracken is wife of Harold L. McCracken, onetime manager of KVRS and more recently manager of the new KYAN, Cheyenne, Wyo., which was forced off the air last spring for economic reasons. KYAN at that time was 50% owned by Mrs. Mathilda Lannen, mother of Mrs. McCracken. KVRS operates with 250 watts on 1400 kc.

STANDARD RADIO has announced the following new and renewal subscribers to its program library service: KWKW, Pasadena, Cal.; WNBZ, Saranac Lake, N. Y.; WICA, Ashtabula, O.; KRKO, Everett, Wash.; WPID, Petersburg, Va., and KWJJ, Portland, Ore.







T THE FRONT, network crews are providing coverage of the battle tween the Second and Third Armies in Louisiana. In the Third Army dio room (left) are (l to r) Brewster Morgan, CBS director for na- nal defense; Jack Harris, news and special events director, War Dept. reau of public relations (attached to Third Army for maneuvers); Bob mmings, NBC engineer; Gene Ryder, CBS engineer.
Correspondents accredited to the Third Army are (center photo) Eric vereid, CBS comentator; Bill Slocum, CBS special events director; Bob Stanton, NBC, and Ken Fry, NBC special events chief. NBC and CBS shared a direct wire through the maneuver area to permit coverage at various points.

Covering the maneuvers for MBS were Jimmy Gordon, manager of WNOE, New Orleans; John Duffy, announcer; C. E. Davidson, engineer. In rear is Lieut. Edward W. Boyle, in charge of radio section of public relations bureau, Third Army. The radio crews were kept on the jump because the maneuvers were uncontrolled, simulating actual warfare.

etworks, Stations over Maneuvers

apture of KALB Provides nance for Deception

MERICA's greatest peace-time neuvers got under way last nday [BROADCASTING, Sept. 15] th every war condition simulated the last degree. Even the propa- nda units of the Second and ird Armies in their first reports t into the home war spirit by nding out conflicting stories on e same incident from the front. KALB, Alexandria, La., was rmed and captured by radio its of the Second Army, with the sistance of infantry which seized e Red River bridgehead in Alex- dria, according to a CBS com- nique from Second Army Field adquarters in Winnfield, La.

A Phoney Tip

Thought to be a military trick at could easily turn out to be e neatest of the entire maneuvers, e capture of the station resulted tremendous gains for the Sec- nd Army, the communique went . The station's regular programs ntinued, with the radio men of e Second Army taking over and bstituting for the regular person- el from 6 a.m. to 1:30 p.m. Mon- ay. At a strategic moment Capt. arney Oldfield (recently of KOIL- FAB - KFOR, Omaha - Lincoln) ok the air and warned civilians at certain roads leading into lexandria from the North were oked with men and military quipment.

The Third Army, listening in, eard the broadcast, and thinking at the Second was attacking the ity, rushed up troops. In doing so, ey left a large stretch of the iver bank open, which the Second, ing in wait, seized by throwing p a pontoon bridge and advanced ell into Third Army territory.

An MBS bulletin broadcast last Monday evening by John Duffy and immy Gordon, Mutual's Third rmy correspondents, reported that apt. Oldfield and Lieut. Brooks Watson (recently of WMBD, Peoria) and an MBS recording crew were among the war's first casualties when they were captured while storming and capturing the station at Alexandria. They were released in 36 to 48 hours, it was reported later.

The MBS report further states that the two radio men, whose names were withheld by the censor, would be interned for 24 hours, according to intermartial agreement. Both CBS and MBS headquarters asserted their version to be the correct one.

CBS said its microphones were carried into the actual battle line by its special events staff of 15. Among its many battlefront programs is the *Spirit of '41* series, dramatizing work of Army branches in the combat area. Eric Sevareid,, formerly stationed abroad by CBS and now at its Washington office, broadcast his experiences in a dive bomber.

WLW Scoop

WLW claimed a scoop for its maneuver unit when one of the station's mobile units happened to be driving by the Second Army's headquarters as shock troops of the Third Army made a surprise attack. Only radio crew to cover the attack, which failed, WLW got a complete description plus interviews with officers and prisoners.

Two Games in Day

COVERING two football games 300 miles apart on the same day is the task facing Harry Wismer, Michigan sportscaster, on Saturday, Sept. 27, over WXYZ, Detroit, and the Michigan Radio Network. That afternoon, Wismer will broadcast the season opener between Michigan and Michigan State at Ann Arbor. He will then speed by automobile with a State police escort to the Detroit airport and board a plane for Chicago. At 8:30 p.m. he will broadcast a description of the game between the pro Detroit Lions and the Chicago Cardinals, also over WXYZ and MRN.

Tax Bill Passed Without Radio Impost But Franchise Plan Will Be Discussed

BARE of the controverted 5-15% Federal tax on radio time sales in excess of $100,000 annually, as well as another advertising tax proposed to be levied on billboard space, the 1941 Revenue Act was sent to the White House for Presidential signature last Wednesday night after approval by Congress. The House on Tuesday and the Senate on Wednesday approved a conference committee report incorporating agreement to delete both the radio and billboard taxes from the bill.

However, with the immediate threat met and repulsed, it became increasingly evident that moves are afoot in Government circles to impose a franchise tax on radio, with a cost-of-regulation plan espoused by FCC Chairman James Lawrence Fly and a Treasury Department plan of unknown specifications most prominent. Although it could not be verified officially, it is understood the Treasury Department, under direction of John L. Sullivan, Assistant Secretary of the Treasury, already has compiled an extensive statistical record in connection with a definite franchise tax scheme.

Perhaps in New Bill

During House and Senate consideration of the tax conference report, it also was apparent that in securing deletion of the proposed tax from the pending bill, opponents had given some promise to radio-tax proponents that some sort of Federal levy on broadcasting would be discussed before long. It is thought a proposal may be offered as part of the coming bill to effect administrative changes in the Revenue Code. This has been hinted several times by Congressional leaders, although no one has announced a definite intention to sponsor the project.

Among excise schedules provided under the new Act, which will yield an estimated total of $3,553,400,000, is a 10% sales tax on radio recievers. Telephone taxes provided in the bill include a 5-cent impost per 50-cent message charge, or fraction; 10% of the charge for telegraph, cable or radio messages; 10% of the charge for leased wire, teletypewriter, or talking circuit special service; 5% of the charge for any wire and equipment service, including stock quotation and information service and burglar or fire alarm service; 6% of the charge for local telephone service. Specifically exempt from the 10% tax on leased wire, teletypewriter or talking circuit special service are broadcasting stations and newspapers.

During House debate on the tax conference report last Tuesday, Rep. Treadway (R-Mass.) voiced one element of Congressional thinking on the radio tax situation.

"There may be merit in some form of radio tax," he declared, "but I am not going to discuss the merits or demerits of the tax itself. It would be an exception to the present law to have a tax on radio advertising. No advertising tax has been included in any tax bill, and there is no reason why it should start with radio broadcasting. If you are going to have a tax on advertising it should apply to all forms of advertising, not to one."

Luden's Ready

LUDEN'S Inc., Reading, Pa. (cough drops), is about to launch its extensive fall campaign of live station-break announcements with the first of 100 stations on a staggered schedule to get under way Oct. 1. Announcements will run three to nine times weekly. Contracts are 13-26 weeks. Agency is J. M. Mathes Inc., New York.

Lehn & Fink on 55

LEHN & FINK PRODUCTS Corp., New York (Hines Honey & Almond cream), on Oct. 16 will launch a campaign of station-break announcements on 55 stations through the country. Agency is William Esty & Co., New York.

Radio Slightly Affected By Kansas City Strike

BLITZKRIEG strike of AFL's IBEW in Kansas City last Tuesday and Wednesday, plunging the city into darkness and threatening the water supply, had little effect on its radio outlets. The power was suddenly cut off at 11:57 p.m. Tuesday, but inasmuch as KMBC, WDAF, KCMO and KITE regularly sign off at midnight no serious loss of time was involved.

Technical staffs of both KMBC and WDAF remained on duty during the blackout, which lasted until 4 a.m. making arrangements to operate using auxiliary systems if necessary. Although the strike was not settled immediately, city and state officials promised there would be no further interruption to service.

Feed Firm Extends

CONSOLIDATED PRODUCTS Co., Danville, Ill., supplementing its spot campaign on WOR, New York, has purchased 15 minutes of the *Farmers Almanac* on WEEI, Boston, thrice-weekly in the interests of its semi-solid "E" Emulsion, a buttermilk-vitamin feed for poultry. The radio campaign is being run in conjunction with space taken in farm papers. Mace Adv. Co., Peoria, is agency.

IMOGENE WOLCOTT, heard as *Dear Imogene* six days weekly on WOR, New York, has bought a half-interest in *American Cookery*, monthly magazine of the Boston Cooking School. She will continue her program.

Running Account of Press Hearings

(*Continued from page 22*)

"propaganda" and "doubtful programs" off the station.

Asked for his definition of a "doubtful program", Maj. Stoer termed it "a program that would interfere with the revenue of the station", taking into account that the NAB code would be enforced so far as possible on controversial issues.

Contract Relations With CIO Reviewed

Resuming the stand last Thursday, Maj. Stoer identified a further series of correspondence exhibits offered by Mr. Lloyd in connection with the KYA-CIO situation. The correspondence, in letter and memoranda form, traced the development and final consummation of the incident with the station finally refusing to renew the CIO's commercial contract when it had expired. It also indicated the growth and elimination of bad feeling between the Hearst newspaper publishers in San Francisco and the station management arising from the threat of economic harm to the papers as the public mind lost patience with purportedly one-sided labor statements on its radio programs.

In correspondence between himself and Reiland Quinn, then manager of KYA, Maj. Stoer on March 5, 1940, at the height of the CIO controversy, declared he was "quite willing to forego the revenue from this program if there is any way to get it off, even though I realize that the loss to the station would be felt very considerably".

Another letter to Mr. Quinn, from Grove J. Fink, identified as an attorney for KYA, indicated that while individually the labor programs might not be completely objectionable, it is "the cumulative effect of these programs rather than any single one which makes them highly objectionable." Mr. Fink also declared:

"I have read a great many of these scripts. I cannot say that I can definitely put my finger on any one script or any one portion of a script and say that that was sufficient justification for you to cancel the contract."

Other letters indicated that the CIO programs were causing embarrassment to the local Hearst papers, the *Examiner* and the *Call-Bulletin*, particularly in the papers' dealings with such organizations as the chamber of commerce and with advertisers.

The correspondence exhibits also indicated that still greater commotion followed KYA's action in granting time to the American Federation of Labor for a series of programs immediately following the CIO features. In some instances, it was shown, both CIO and AFL programs attacked local business firms, although much of the effort went into dogfights with each other.

Programs to Offset Labor Series Proposed

"A combination of the CIO and the AFL each raising hell with business on KYA cannot be offset by any powder puff programs suggested by the National Manufacturers Assn.," commented Mr. Lindner, *Examiner* publisher, in a letter to R. E. Berlin, of Hearst Magazines Inc., on a proposal for a program series under NMA auspices.

In a Sept. 12, 1940, note to Harold Meyer, present manager of KYA, Mr. Lindner declared: "We have no interest in relation to the dropping of any of the programs now extant on KYA—nor do we believe any adverse effect to the newspaper that might conceivably be consequent would be unsurmountable."

The *Call-Bulletin* attitude appa ently was less strenuous. A Se 20, 1940, letter from Maj. Stoer Mr. McCabe indicated that Pu lisher Coblenz believed the AF and CIO programs should be a lowed to continue to the expirati of contract rather than cancelle Commenting on his conversatio with Mr. Coblenz, Maj. Stoer stat in his letter: "He even went so f as to say that he did not belie that either the *Examiner* or t *Call-Bulletin* had lost a single a vertiser because KYA was carr ing the programs in questio whereas he felt that if they we thrown off the station, the effe on the papers might be extreme serious."

After AFL in late Septembe 1940, had cancelled its KYA pr grams, charging the station wi "severe censorship", and with t CIO contract to expire Oct. 8, t correspondence indicated that "wi the end of the labor programs sight" Hearst officials and the st tion management immediately s about improving the relationsh between the stations and the p pers. Both publishers indicat agreement with the station's poli in refusing to renew the comme cial commitments, the letters ind cated, and were receptive to c operative offers, although M Coblenz was said to have want to wait "until this trouble has co pletely blown over" before tyi up with the station.

During presentation of this lo string of exhibits by Mr. Lloy he was interrupted occasionally Hearst Counsel Porter and Jud Thacher, who pointed out ina curate statements in the corre spondence. Comdr. Craven al asked that the record be straig ened out by Mr. Lloyd in conne tion with FCC consideration of t KYA incident. Judge Thacher r marked at one point that "the re ord is being flooded with one r cital after another of inaccura statements", which, he said, m be used by the Commission in co ing to a decision and which a difficult to point to as inaccura after they have once been pass by.

Developments Shown In Letter to Fly

Asked for a review of the KY incident from the Hearst point view, Maj. Stoer cited a lett written by him to Chairman F on Nov. 19, 1940, which previou ly had been entered in the recor The letter stated:

"On June 11, 1938, KYA e tered into a contract with the Sa Francisco District Industrial Uni



Making NEWS in NEW ENGLAND!!!
The New **WHEB**
PORTSMOUTH, N. H.
With POWER and PERSONALITY BECOMES A LISTENING HABIT
1,000 SALT WATER WATTS on a CLEAR CHANNEL 750 Kc.

uncil to broadcast certain pro-ams for that organization. The ogram had been broadcast, with few changes in time and length program, from June 20, 1938, til Oct. 8, 1940. When arrange-nts were made with KYA to oadcast this program, it was pur-ased, accepted, and broadcast in e same manner as any other com-rcially sponsored program.

"Upon termination of the con-act, under its own terms, KYA vised the CIO organization that did not desire to renew the con-act. From our point of view, this tion placed KYA on an exact oting with the other stations in e San Francisco area, all of nich we have been advised have en offered the CIO program, and l of which have refused to broad-st it.

"Refusal of KYA to renew the O contract was based on the fact at the program was controver-al, and, was, therefore, contrary the provisions of the NAB code, nich provides that controversial ograms cannot be accepted by a ation on a paid basis. Although YA was desirous of complying th the code, it refrained from sturbing the CIO program until e expiration of the contract.

"Our experience with the broad-sting of this program has been ost difficult.

"The station also carried a se-es of programs sponsored by the FL. One of these programs, oadcast Sept. 13, 1940, resulted a charge by the CIO that state-ents contained in the AFL pro-am were false and libelous. The IO demanded that KYA make a traction of the statement re-rred to.

"This latter incident resulted in acing KYA squarely in the cen-r of an embittered labor fight.

"KYA did not desire to become e center of a labor dispute, and alized that the simplest way to void antagonism from all sides was conform its policy to that of the AB Code. Based on our experi-nce with this highly controversial uestion, we subscribe to the wis-om of this code provision.

"KYA is perfectly willing, in onjunction with the other San rancisco stations, to provide a edium for the discussion of any ontroversial question upon a free ime basis. However, it does not eel that it should be singled out as he only station in the San Fran-isco area which, because of hav-ng previous contractual relation-hips with the CIO, should there-ore be required to continue such roadcasts."

Gives Definition Of 'Doubtful Program'

Maj. Stoer, asked by Mr. Por-er to elaborate on his definition f a "doubtful program", said he ad sought to give an abbreviated ersion when he said that it was a rogram that tended to reduce the evenue of the station. In the final nalysis, he declared, he felt his lefinition still held, but he thought it difficult to draw a blanket definition and agreed with Mr. Porter that every program must be considered on its individual merit.

Reverting to the CIO-KYA incident, Maj. Stoer said, in response to Commissioner Craven, that complaints were received from all segments of the public and from opposing labor unions. When Mr. Porter offered to place in the record several scripts of the CIO program, at the request of Commission counsel, Chairman Fly observed that he felt the CIO issue had to do only with the management of the station and had no direct connection with the question of newspaper ownership.

Go Away!

CBS and NBC got a very blunt example of "freedom of the press" during the early days of the ASCAP-BMI battle last January, it appears from testimony presented at the FCC Newspaper - Radio hearing last week. According to letters introduced, NBC and CBS officials asked E. M. Stoer, general manager of Hearst Radio, if the New York Hearst papers could not be more objective in editorial commentaries on the ASCAP fight. Mr. Stoer took the matter up with William Randolph Hearst Jr., publisher of the *Journal American*. Mr. Hearst replied that he thought the chains were "supersensitive" and added, significantly, "If they call again, tell them to go away."

Burke Tells of Newspaper Tie-up

Judge Thacher observed that the testimony, in his judgment, had no relevancy, except at it related to KYA management, and he could not see its applicability to the newspaper situation.

Called as the third Hearst witness, Harold C. Burke, president and manager of the WBAL Broadcasting Co., operating the Baltimore, 50,000-watter, spent less than ten minutes on the stand. He explained he had been with the Hearst organization since 1925, first with the *Wisconsin News* in Milwaukee, subsequently with its station WISN, then with KTSA in San Antonio, under Hearst ownership, and finally he moved in 1938 to WBAL as manager, later becoming its president.

Counsel Lloyd asked the witness about the space for time exchange arrangement of WBAL with the *Baltimore News-Post*, and identified an exhibit covering programs, amounting to $300 per week, scheduled on the station, in exchange for display advertising. Asked by Mr. Lloyd whether the $300 figure was more or less than the regular card rate, Mr. Burke explained that at the time the schedule was worked out, it was computed at the full card rate, but rates have increased since then.

Getting Cooperation For Blue Clients

Chairman Fly, after considerable discussion, suggested that a memorandum be submitted for the record, showing the precise rate differential involved, covering both the newspaper's use of time and the station's use of space, which was at the lowest department store rate, similar to other exchange advertising worked out by Hearst stations.

A letter written on July 28, 1939 to Mr. Burke by Keith Kiggins, Blue Network sales manager, drew considerable attention, along with a related memorandum covering newspaper ownership to all NBC-Blue salesmen. Mr. Kiggins, in a covering letter to Mr. Burke, called attention to the letter sent to network salesmen regarding cooperation offered Blue Network clients in getting publicity for their programs. The sales memo cited "22 ways to help you sell the Blue Network" and brought out that newspapers own or control 22 Blue stations, or more than 40% of the network's total. The list was computed from BROADCASTING'S 1939 *Yearbook*.

The memorandum pointed out that Blue stations never let down on extra publicity where it is needed most and that use of the Blue Network, by virtue of the newspaper tie-up, was a sound investment in good-will.

Mr. Burke said the *News-Post* from time to time has made suggestions for programs on WBAL. He cited as a recent example the idea that WBAL carry a program on the induction of Naval recruits into office, indicating that most of the suggestions related to public service features.

Mr. Burke also identified a letter from Seymour Morris, of Benton & Bowles, agency for Colgate-Palmolive-Peet, to Walter Candler, business executive of the *News-Post*, on the Ellen Randolph program which ran in latter 1939. The letter brought out that Mr. Burke had suggested the agency was making a great mistake if it failed to use display space in the *News-Post*, as well as in the *Sunday American*

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Now
WAIT!
by FCC Standards
1st ☆ The Signal of WAIT is First in Power among Chicago's Great Independent Stations
FIRST in performance, too! May we send you the informative booklet "WHY WAIT?"
Gene T. Dyer PRESIDENT
Representatives: The WALKER CO., 360 Michigan Ave., CHICAGO
WMAQ 670 | WGN 720 | WBBM 780 | WAIT 820 | WLS WIMR 890 | WCFL 1000 | WJJD 1160 | WSBC 1240 | WGES 1390
WAIT
5000 WATTS - 820 KILOCYCLES

and the *Baltimore Sun*, pointing to merchandising pages appearing in the *News-Post*.

The Morris letter stated that "Mr. Burke proved himself quite a salesman on this and several other points about your paper, and as he left I promised him I would take up the matter with Mr. Roy Peet and with our own media department again." He added that subsequently the *News-Post* was placed on the schedule.

Mr. Burke explained that in talking with the agency about the new program which was to run on WBAL, he suggested use of the affiliated newspapers because of of the merchandising tie-in.

Decentralized System Explained by McCabe

Charles B. McCabe, president of Hearst Radio, president of the *New York Daily Mirror*, vice-president of American Newspapers, and vice-president of the Hearst Corp., all Hearst enterprises, took the stand for a five-minute appearance.

After questioning Mr. McCabe regarding his functions for the various organizations, Mr. Lloyd asked whether American Newspapers Inc., as the parent company, did not set policies for Hearst Radio Inc. The executive, however, asserted that Hearst Radio itself set its policies and that each individual station manager was responsible for each station's operation.

Mr. Porter objected to questions relating to the Hearst organization generally, after Mr. McCabe said he had taken particular pains to inform himself about Hearst Radio rather than other Hearst enterprises. He said that all of the Hearst organizations are under one common control, however.

When Mr. Lloyd asked Mr. McCabe about particular policies pertaining to allocation of time on the Hearst stations to individuals or organizations who might be attacked in Hearst newspapers, the Hearst executive said that such matters were handled independently by the stations. He emphasized that while there was centralized ownership, the station operation on the programming end was decentralized.



CONVENING in New York Sept. 5 under the chairmanship of Lyman Bryson, of Teachers College, Columbia U, these members of the CBS Adult Education Board emphasized and national defense aspect of broadcasting and voted continuance and approval of the CBS programs *Report to the Nation*, *People's Platform* and *Invitation to Learning*. Those attending were: (seated l to r) Rev. Dr. Gerald Walsh of Fordham U, Lyman Bryson, William S. Paley, CBS president; (standing), W. B. Lewis, CBS vice-president in charge of broadcasts; Alvin Johnson, director, New School for Social Research, New York; Edward Klauber, executive v-p, CBS; T. V. Smith, professor of philosophy, U of Chicago; Dr. Stringfellow Barr, president, St. John's College, Annapolis, Md.; Sterling Fisher, CBS director of education; William Benton, v-p, U of Chicago; Spencer Miller Jr., director, Workers' Education Bureau of America, Douglas Coulter, assistant director of broadcasts, CBS; Leon Levine, CBS assistant director of education.

Diebler, Roberts Next to Appear

Taking up the so-called "Kansas City situation", Assistant General Counsel Thomas E. Harris called as his first witness David H. Diebler, veteran FCC attorney. He identified for the record an exhibit outlining the facilities and ownership of the six Kansas City broadcast stations. Roy A. Roberts, managing editor of the *Kansas City Star*, former Washington correspondent and one of the best known figures in American journalism, then was called.

Mr. Roberts explained the *Kansas City Star* properties cover the *Star*, an evening paper, the *Times*, which constitutes the morning edition of the *Star*, a farm weekly, and WDAF. There is also the Sunday edition of the newspapers. Whereas the newspapers average about 330,000 circulation for each edition and the farm paper about 470,000, competitive newspapers in the area are far below that figure, he said.

Explaining that the *Star* pioneered in radio in the Midwest, Mr. Roberts said he was not thoroughly familiar with station programming activities and policies but in a general way had kept abreast of the development and of the relationship of newspapers to stations. He strongly espoused newspaper ownership of stations as the best possible tie-up and urged that even more stations should be newspaper operated.

Confronted by Mr. Harris with an article published in *Editor & Publisher*, trade journal of the newspaper industry, in 1935, wherein newspaper-radio policies of the *Star* were outlined, Mr. Roberts said that the industry had moved far ahead since then and that many of the old practices no longer are existent. He said the article was an accurate description at the time but that it was now entirely outmoded.

Particular attention was devoted to the so-called combination rate system of WDAF and the *Kansas City Star*, under which advertisers using both the newspapers and the station were given special discounts. Mr. Roberts said that practice had been stopped about six years ago. He recalled it was abandoned because the practice had been questioned in the industry and by "certain Commissioners". He added, however, that there was no appreciable loss in business either by the newspaper or the station as a result of elimination of this practice.

Explains Attitude On AP's Sale of News

A series of memos and letters relating to the dual rate practice and how WDAF was operated in conjunction with the newspaper, all dated between 1933 and 1935, were identified and discussed.

Mr. Roberts said WDAF does not sell newscasts because it feels that they should constitute sustaining material. News is broadcast on the station, however, four times a day locally aside from that transmitted by NBC-Red, of which it is an affiliate. He added that originally he did not believe press services should sell news for radio as attested in a letter he had written to the Associated Press, but that even that picture had changed.

In its earlier days, Mr. Roberts declared, radio was "a parasite and a stepchild and had to be supported. Suddenly the stepchild became a beautiful baby and had to be loved." Alluding to the Associated Press entry into the news field, Mr. Roberts said that his organization paid $12,000 a month to the Associated Press, more than any other company in the country. Consequently he said, his organization was not very happy when AP decided to sell its news budget for radio at about $300 a month.

In radio's earlier days, Mr. Roberts recalled, most newspapers and press associations were extremely hostile to the medium. He said his organization always harbored the view that radio, with its fine tradition, background and independence, was logical corollary of the newspaper.

"The two go hand in hand," Mr. Roberts said. "I think if we had more newspaper ownership, we would have better radio."

Asked regarding a letter he had written an AP executive in 1933 requesting that AP news be allowed for broadcast non-commercially, Mr. Roberts explained he had protested the sale of International News Service to a competitive station and had threatened to discontinue the news service for the newspapers. After the service had been sold to the competitive station, he said he procured a reduction of "$75 a week" from INS.

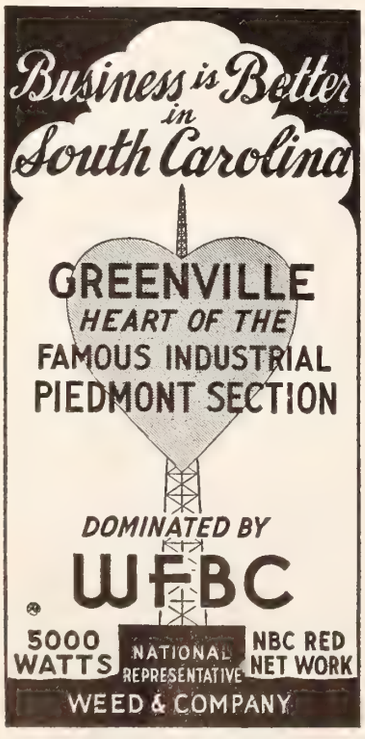
Says Fitzer Generally Gets What He Wants

One evil of sponsoring news, Mr. Roberts said, was the lack of enough fresh news to warrant frequent broadcasts, even in these times with a war in progress. It is bad to broadcast the same news "over and over again and you have to do it if you permit it to be sponsored."

A memorandum from H. Dean Fitzer, manager of WDAF, to Mr. Roberts, protesting the failure of WDAF to carry as much news as its main competitor, KMBC, also was read in the record. Mr. Fitzer had complained that through the Press Radio Bureau setup, KMBC was scooping WDAF on its own news. Mr. Roberts said that Mr. Fitzer frequently discussed policy matters with directors of the cooperatively owned *Star* organization and that he "generally get what he wants".

When FCC Counsel Harris sought to place in the record a letter from James W. Barrett, former editor of the Press Radio Bureau on the Kansas City news situation answering the issue raised by Mr. Fitzer's memorandum, Judge Thacher protested. He pointed out that Mr. Barrett previously had been a witness and that the exhibit should have been identified at that time, rather than through another witness.

Upon conclusion of Mr. Harris' direct examination, Mr. Roberts said an elaborate exhibit, depicting the history of the *Kansas City Star* and WDAF, and covering their contributions to national defense and public service, had been prepared but had not been placed in the record by FCC counsel. His



ggestion that it be made an exhibit was accepted.

Under cross-examination by Arthur W. Scharfeld, counsel for WDAF, Mr. Roberts said the radio station as such does not have an editorial policy. The newspaper directs policies of the station only to the extent of holding Mr. Fitzer responsible for operation of the station with instructions that he run the best radio station you can."

Questioned by Judge Thacher on the desirability of newspaper radio joint ownership, Mr. Roberts said it was his opinion that such a combination is desirable because it results in better public service in every respect. As for WDAF, he said "We think we've got a damn good station and we want to make it better."

To clear the record on the question of the former combination rate for the newspaper and station, Mr. Scharfeld offered as exhibits additional letters relating to the old NRA Code practices, terminating such rate differentials voluntarily for all newspaper-owned stations.

Fitzer Questioned About Radio Columns

Taking the stand as WDAF's second witness, Mr. Fitzer explained he had been manager of the station since 1925 and had been a reporter from 1920 until 1925. He also doubles as radio editor of the newspaper, but does not receive a separate salary for that work.

Asked why radio programs are published only in the *Star* evening edition and not in the morning paper, Mr. Fitzer said this would be a duplication and waste of space, since every subscriber gets both papers under a combination subscription.

When Assistant General Counsel Harris asked why the Sunday *Kansas City Star* news page of Jan. 19, 1941 mentioned the Presidential inaugural would be broadcast on WDAF and no other station, Mr. Fitzer said it was his thought that the listener does not need two radio stations to listen to one program. The only time the newspaper takes advantage of such a headline, he said, is when there is duplication of this character on a broadcast handled by all network stations.

Mr. Harris, however, pursued this further by pointing out that the actual program log did not reveal that any other station carried the inaugural, whereupon Mr. Fitzer observed that the particular page referred to looked "extremely selfish", but that it was not the "average" handling.

Following considerable wrangling over selection of typical radio pages from the *Kansas City Star*, Chairman Fly ordered that all program logs for the month of March be made exhibits. A protest from Mr. Harris that it would cost a lot of money to make all the photostats was without avail.

Failure to List KCMO Is Discussed

When Mr. Fitzer explained that only the Sunday edition of the *Star* carried news comments in addition to program logs, Mr. Harris tried to draw from him confirmation of his claim that 80% of the space was devoted to WDAF. Mr. Fitzer, however, insisted this was not so. Mr. Fitzer explained that the *Star* does not essay to print complete program logs of all six stations in the Kansas City area, but that more and more space is devoted to such logs. The full program schedules of the network outlets, he said, are published, however.

When Mr. Harris attempted to make an issue of the failure to list programs of KCMO altogether during a specified period, Mr. Fitzer said this was done at the request of KCMO and the listings later were restored by request. The station had refused to submit its program logs for several days and they were not restored until a top executive of the station had called on Mr. Roberts and made the request, he said.

Mr. Harris sought to make some play on the fact that WDAF's news staff was made up of one man, Shelby Storck, who processed and presented the station's news. He ascertained that Mr. Storck had had no previous journalistic experience and asked whether it was not true that Storck was "the lowest paid announcer on the staff". Mr. Fitzer said this was not so since he had just received a raise. Mr. Harris sought to show that the station had not taken advantage of its opportunities in news broadcasting, but members of the Commission were inclined to brush that aside as having nothing to do with the inquiry.

Asked why the *Star* did not permit sponsorship of news broadcasts, Mr. Fitzer said the station feels that news programs constitute one type of feature that "it is most annoying to break into the middle of", as sponsors are inclined to demand.

Special Contract With ASCAP

Mr. Harris introduced a series of exhibits purporting to show how Mr. Fitzer sought to solicit advertising for the newspapers from NBC, Edward Petry & Co., its station representative, and others, in connection with dedication of its new plant last year. Both NBC and Petry turned him down as contrary to policy. Another letter, to Sidney Strotz, vice-president in charge of programs of NBC, rejected a request of NBC on behalf of an account for merchandising service. Mr. Fitzer advised the NBC official that WDAF was a good station with a lot of coverage and low rates, "but no merchandising".

A mild sensation was precipated in connection with the negotiations in 1932 by a committee representing newspaper-owned stations, headed by Mr. Fitzer, of a special form of music performance contract from ASCAP. The committee, made up also of Walter J. Damm, of WTMJ, and Lambdin Kay, of WSB, claimed that the deal resulted in a one-third reduction in ASCAP payments for newspaper-owned stations.

Chairman Fly essayed to prove that the discriminatory contract was in consideration of "publicity" which would be given ASCAP by the newspapers owning the stations. The contract itself, introduced in the record, carried the now familiar clause that it was agreed to because ASCAP recognized "the substantial contributions to the promotion and development of the art and industry of music by newspapers in the way of general propaganda continuously appearing in their columns in support of various and sundry musical activities."

Under cross-examination, Mr. Fitzer explained that the contract ran from 1932 until 1935 and then was extended until all ASCAP contracts terminated at the end of last year. Previously, ASCAP had notified newspaper stations that the contract would not be renewed.

Says No Publicity Given in Exchange

Mr. Fitzer explained that while the form of contract saved his station money, as well as certain other newspaper-owned stations, it did not mean savings to a substantial number of such stations,

Speech Sets Record

LARGEST radio audience ever measured by the CAB was that which heard President Roosevelt Sept. 11, when 72.5% of radio set-owners interviewed reported listening to the speech. Previous CAB high was the 63.6% rating achieved by the second Joe Louis-Max Schmeling heavyweight championship fight on Jan. 22, 1938. The President's famous Charlottesville address of June 10, 1940, attained a rating of 45.5% and his October and November campaign speeches had an average CAB rating of 37.4%

INS

James Uebelhart, WSPD, Toledo, says: "Our two INS printers are spelling out thousands of additional listeners for WSPD."

INTERNATIONAL NEWS SERVICE

This Area Covers The Homes Of Over 8,000,000 People!



CKLW, at 800 Kc., Blankets This Rich Market 22 Hours Out of Every Day!

IN THE DETROIT AREA—

Buy CKLW—More Listeners for Less!

CKLW

5000 WATTS DAY and NIGHT—MUTUAL SYSTEM

and a larger number did not accept the contract. The important factor, in determining the minimum guarantee he explained, was the sustaining fee previously allotted the station, together with the amount of business it did. He described it as better than the standard form of contract then prevailing.

Mr. Caldwell asked Mr. Fitzer if it was not a fact that the contract was worked out not because of publicity for ASCAP in the newspapers, but because E. C. Mills, then ASCAP's general manager, had followed the policy of "divide and conquer". Affirming this, Mr. Fitzer said there had been a great deal of hearsay about it, but that he was simply negotiating for a better deal than he already had.

Davis Relates Story Of WHB Newscasts

Philip G. Loucks, law associate of Mr. Scharfeld, and managing director of the NAB at the time the newspaper contract was issued, in cross-examining Mr. Fitzer, brought out the minimum guarantee provision and inquired whether that was not the stumbling block for many stations. Responding affirmatively, Mr. Fitzer said it was the guarantee that made the newspaper deal interesting to ASCAP and not the "publicity". He said the record will show that no favorable publicity was given ASCAP as a result of it.

Following Mr. Fitzer to the stand, Donald D. Davis, general manager of WHB, Kansas City, was questioned by Counsel Harris on past affiliations with newspapers. Mr. Davis said that at one time WHB had a trade deal with the *Drovers' Daily Telegram*, a stock and produce journal, under which the paper printed a complete listing of WHB programs. In April, 1935, the station entered into a reciprocal agreement with the *Kansas City Journal-Post*, he said. This agreement was terminated in June, 1939, when the news service offered by the paper became inadequate for the growing station, he stated. At present WHB uses both INS and Associated Press news service.

Asked about the treatment accorded WHB by the *Star*, Mr. Davis declared that the paper was "very nice" about listing WHB programs, although there were cases, when WDAF or KMBC carried the same program as WHB, when WHB would be omitted from the program listing. Mr. Davis emphasized that he was not complaining against the *Star* treatment of WHB news, since on several occasions the station had been given good publicity breaks.

A Commission exhibit offered by Mr. Harris, a photostatic reproduction of a half-page of the *Kansas City Times* for May 22, 1941, showed a six-column picture of a stage-speaking scene at a Chamber of Commerce lunch. It was pointed out that while microphones were apparent in the picture, call letters on microphone banners had been blacked out. Mr. Davis identified the scene as a broadcast of a speech by Mayor John B. Gage, carried by both WHB and KMBC.

Another exhibit, a memorandum from Mr. Davis to Paula Nicoll, MBS traffic manager in New York, indicated Mr. Davis' interest in securing the MBS broadcast of the Golden Gloves boxing show for WDAF rather than KITE. Mr. Davis explained that this interest arose because he believed both MBS and WHB would get a better publicity break from WDAF and the *Star*, which sponsored the Kansas City Golden Gloves tournament, and that WDAF should get the job because of the *Star's* great interest in the fights. He declared that the station did get a substantial amount of publicity, both in print and on the air, when WDAF carried the MBS broadcasts.

Commenting to Judge Thacher that he thought the *Star* does an excellent public service job, Mr. Davis voiced a theory of his own on newspaper operation of radio stations. With radio operating as the long arm of journalism, he said, newspaper-radio operation is the logical development for the dissemination of news in a community. He commented also that one way the *Star* might improve its service to listeners would be to develop a better typographical layout for program listings.

FCC Exhibit Causes Another Uproar

Introduction of the final Commission exhibit precipitated an uproar in the closing minutes of the Thursday session. The exhibit, a comparative compilation of the time given over to news broadcasts on six Kansas City stations and a comparison of news staff payrolls for the stations, was identified by John Southmayd, of the FCC investigating staff, under whose direction the figures were gathered and analyzed.

Purporting to show that newspaper-affiliated stations were playing down news broadcasts in comparison with non-newspaper-affiliated stations, the exhibit, based on sworn statements from each of the six stations, showed that WDAF carried 647 minutes of news during the April 1-7 week in 1941, KCKN 770, KMBC 870, WHB 969, WREN 1,080, KCMO 1,750. It was pointed out also that a particularly wide disparity existed between payrolls for the news staffs of the stations, with WDAF paying one employe $150 per month, KCKN paying one $200, KMBC paying six $2,140, WHB paying three men $475, WREN paying three $280 and KCMO paying three $285.

The exhibit drew immediate criticism from both Mr. Scharfeld and Judge Thacher, along with Commissioners Craven and Case. Judge Thacher, questioning Mr. Southmayd, brought out that no differentiation had been made in the table between employees paid by sponsors and those drawing their full income from the stations, that no inquiry had been made to substantiate the exact nature of the news programs. He declared that if weight was to be given the exhibit by the Commission, it should know something more about the character of the service offered by the individual stations.

Mr. Scharfeld asked why the survey had been confined only to news programs, pointing out that the full picture must include the entire program service. Commissioner Craven agreed that the entire picture should be supplied, holding that public service can be measured only by an overall picture of a station's service, whether or not the separate elements strike a balance.

In a brief brush with Chairman Fly, who also indicated that the exhibit should be supplemented with additional information, Judge Thacher commented that the public service factor cannot be determined by recounting the number of minutes of news programs carried by a station. "If you try to find out if a newspaper station handles news properly, you can't do it properly with statistics," he declared.

When FCC Counsel Harris arose to protest Judge Thacher's comments on the exhibit, the latter declared to Chairman Fly that Mr. Harris was confronting counsel with a "deluge of documents" and that he was out of order in arguing that the exhibits should not be commented upon at the time of their entry into the record.

As the session ended, Chairman Fly indicated that FCC counsel should give further study to its exhibits, both past and future, in order to supply any supplementary information that may be asked at the time of their offering for the record. He indicated also that counsel should send out another questionnaire to the Kansas City stations to secure additional information, whether it be by study of a week's scripts or a perusal of station logs.



FIRST SPONSOR on W59C, FM adjunct of WGN, Chicago, was Marshall Field & Co., Chicago department store with the purchase of seven hours a week on the FM station. Larry Sizer, company's advertising manager, and formerly assistant radio director in the New York office of N. W. Ayer & Son, signs the 52-week contract, while Frank P. Schreiber (left), WGN coordinator of departments, and William McGuineas, WGN, sales manager look on. Titled *Perfectionist's Hour*, the program started Sept. 21, broadcasting 55 minutes of transcribed music followed by a five-minute newscast nightly.

Fewer Squawks

NIGHT operators at CBS, New York, report a considerable diminution of late in phone calls from the public to register complaints against speakers and commentators, whom listeners formerly were quick to challenge, contradict and criticize. "Steadily decreasing numbers of calls come in," it is stated, "indicating altered attitudes which may be boiled down to resignation, indifference because of confusion or the development of a more tolerant reception to the opinions of others."

Marshall Field Signed As WGN FM Sponsor With Debut of W59C

KEYNOTED by intensive local promotion, W59C, FM adjunct of WGN, Chicago, officially went on the air as a commercial station Sept. 21. On the same day, the Sunday *Chicago Tribune* had a widely publicized special FM supplement containing FM radio set advertising and editorial matter outlining advantages and history of FM.

Concurrently, Frank P. Schreiber, WGN coordinator of departments, announced the addition of a staff of nine musicians to the FM stations, and the appointment of Estelle Barnes, formerly pianist and arranger of WAAF, Chicago, to the program department. Charles Gates of the WGN sales force has been assigned to W59C time sales. Although the station at present is operating on 3 kw. power with a temporary transmitter on the 29th floor of Tribune Tower, it will be on the air about the first of the year with a permanent transmitter capable of 10,800 square miles, on approximately 72-mile radius, coverage specified in the FCC grant according to WGN Chief Engineer Carl F. Meyers.

The station's initial sponsor is Marshall Field & Co., Chicago department store, which has signed a 52-week contract for seven hours weekly, and is broadcasting a nightly program of 55 minutes of transcribed music followed by a five-minute newscast. Business was placed through Chas. D. Frey Co., Chicago.

Video Program Firm

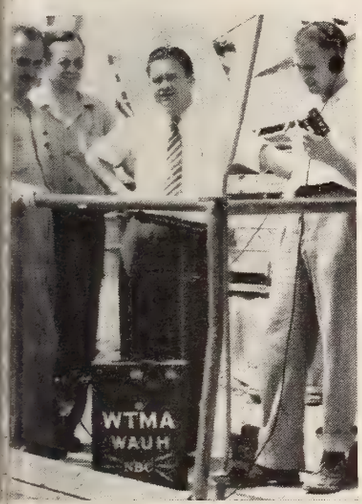
TELECAST PRODUCTIONS Inc., designed to serve agencies and advertisers by producing "packaged" television programs for commercial sponsors, has opened offices at 30 Rockefeller Plaza, New York. Myron Zobel, founder of *Screenland Magazine* in 1921 and since 1928 president of The Graduate Group, advertising representatives of alumni magazines of colleges and universities, is president. Kenneth Shaw, of NBC's television division is production manager. Mr. Zabel said his company already has a dozen packaged productions ready for sponsorship.

LATEST LOG OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Canadian Department of Transport as of September 1, 1941)

** Construction permit for new station. N—Night power. D—Day power. DA—Directional antenna.*

Call Letters	Location	Power in Watts
	540 KILOCYCLES	
K	Watrous, Sask.	50,000
	550 KILOCYCLES	
NB	Fredericton, N. B.	1,000
	560 KILOCYCLES	
KL	Kirkland Lake, Ont.	1,000
	580 KILOCYCLES	
UA	Edmonton, Alta.	1,000
PR	Port Arthur, Ont.	1,000
CL	Toronto, Ont. (DA)	1,000
	600 KILOCYCLES	
OR	Vancouver, B. C.	1,000
QC	Saskatoon, Sask.	1,000
CF	Montreal, Que.	500
CH	North Bay, Ont.	1,000
	610 KILOCYCLES	
AT	Trail, B. C.	1,000
NC	New Carlisle, Que.	1,000
	620 KILOCYCLES	
CK	Regina, Sask.	1,000
	630 KILOCYCLES	
CY	Charlottetown, P.E.I.	1,000
CO	Chatham, Ont.	100
OV	Kelowna, B. C.	1,000
RC	Winnipeg, Man.	1,000
	690 KILOCYCLES	
F	Montreal, Que.	50,000
CKAC	**730 KILOCYCLES** Montreal, Que.	5,000
	740 KILOCYCLES	
CBL	Toronto, Ont.	50,000
	790 KILOCYCLES	
CKSO	Sudbury, Ont.	1,000
	800 KILOCYCLES	
CKLW	Windsor, Ont.	5,000
CHRC	Quebec, Que.	1,000
	860 KILOCYCLES	
CFRB	Toronto, Ont.	10,000
	900 KILOCYCLES	
CJBR	Rimouski, Que.	1,000
CHML	Hamilton, Ont. (DA)	1,000
CKBI	Prince Albert, Man.	1,000
	910 KILOCYCLES	
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
	920 KILOCYCLES	
CKNX	Wingham, Ont.	1,000
	930 KILOCYCLES	
CJCA	Edmonton, Alta.	1,000
	940 KILOCYCLES	
CBM	Montreal, Que.	5,000
	960 KILOCYCLES	
CFAC	Calgary, Alta.	1,000
CHNS	Halifax, N. S.	1,000
	980 KILOCYCLES	
CJRM	Regina, Sask.	1,000
CBV	Quebec, Que.	1,000
CKWX	Vancouver, B. C.	1,000
	990 KILOCYCLES	
CKY	Winnipeg, Man.	15,000
	1010 KILOCYCLES	
CFCN	Calgary, Alta.	10,000
CBY	Toronto, Ont. (DA)	1,000
	1070 KILOCYCLES	
CBA	Sackville, N. B.	50,000
	1130 KILOCYCLES	
CBR	Vancouver, B. C.	5,000
	1150 KILOCYCLES	
CKX	Brandon, Man.	1,000
CKOC	Hamilton, Ont.	N–500 D–1,000
CHSJ	St. John, N. B.	1,000
	1220 KILOCYCLES	
CHAB	Moose Jaw, Sask.	1,000
	1230 KILOCYCLES	
*CHEX	Peterborough, Ont.	1,000
CJCJ	Calgary, Alta.	100
CHGB	Ste. Anne de la Pocatiere, Que.	250
CKVD	Val d'Or, Que.	100
	1240 KILOCYCLES	
CFPR	Prince Rupert, B. C.	50
CBJ	Chicoutimi, Que.	100
CKMC	Cobalt, Ont.	50
CJCS	Stratford, Ont.	50
CKCH	Hull, Que.	100
CHLT	Sherbrooke, Que.	250
CKNB	Campbellton, N. B.	100
	1260 KILOCYCLES	
CFRN	Edmonton, Alta.	1,000
	1270 KILOCYCLES	
CJCB	Sydney, N. S.	1,000
	1310 KILOCYCLES	
CKCO	Ottawa, Ont. (DA)	1,000
	1340 KILOCYCLES	
CKCV	Quebec, Que.	100
CHCK	Charlottetown, P. E. I.	50
CJLS	Yarmouth, N. S.	100
CFGP	Grande Prairie, Alta.	250
CHWK	Chilliwack, B. C.	100
	1380 KILOCYCLES	
CKPC	Brantford, Ont.	100
	1400 KILOCYCLES	
CJOC	Lethbridge, Alta.	100
CFAR	Flin Flon, Man.	100
CKRN	Rouyn, Que.	250
CKCW	Moncton, N. B.	100
CFOS	Owen Sound, Ont.	250
	1410 KILOCYCLES	
CKMO	Vancouver, B. C.	100
	1450 KILOCYCLES	
CKLN	Nelson, B. C.	100
CKCA	Kenora, Ont.	N–100 D–250
CHLN	Three Rivers, Que.	100
CFLC	Prescott, Ont.	100
	1460 KILOCYCLES	
CJGX	Yorkton, Sask.	1,000
	1470 KILOCYCLES	
CKGB	Timmins, Ont.	1,000
	1480 KILOCYCLES	
CFCT	Victoria, B. C.	500
CHGS	Summerside, P. E. I.	100
	1490 KILOCYCLES	
*	Medicine Hat, Alta.	100
CKCR	Kitchener, Ont.	100
CFRC	Kingston, Ont.	100
CHLP	Montreal, Que.	250
CJIC	Sault Ste. Marie, Ont.	250
	1550 KILOCYCLES	
CKTB	St. Catherines, Ont.	1,000
	1570 KILOCYCLES	
CFPL	London, Ont. (DA)	1,000



JST BEFORE they were lifted 25 feet into the air on this platform, special eventers of WTMA, Charleston, S. C., checked up to see that equipment was in working order. Then they started skyward to tell the story of the huge Pinopolis dam, part of Santee-Cooper power and navigation project—(l to r) A. F. Brown, construction engineer; John Richbourg, announcer; C. Wylie Calder, program director; LeRoy Wenger, engineer.

By Any Other Name

BELIEVING that the word "announcer" is out-moded, Richard Stark, announcer on *Vox Pop*, *Hour of Charm* and other programs, offered $25 for a suitable substitute. He received about 600 replies containing some 250 suggestions, including: Herald (which led the field with 73 votes), proclaimer, introducer, radiorator, coordinator, loquator, arranger, ether waver, air custodian, vocalator, chronicler, radiator, oralator, introlocutor, announcatainer. Not particularly fancying any, Stark selected as best the trio, airmaster, host and mikemaster, and turned them over to the judges—an agency man, sponsor's representative and another announcer—who rejected all three.

Columbia U Courses

TWO COURSES in radio, one in writing and the second in production, will be offered to students during the coming (1941-42) sessions at Columbia U, under direction of Eric Barnouw, writer for the *Pursuit of Happiness*, *Cavalcade of America* and other series.



WALA

MOBILE, ALABAMA

Positive Coverage in the Vital Gulf Coast Defense Area

NBC Red Network

Representative: John H. Perry Associates

WHBF

AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet

FULL TIME 1270 K C

THE 5000 WATT

Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

FAIRCHILD
PORTABLE RECORDER

• Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations. Write for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.



GAMES of the Cleveland Rams pro football team to be broadcast exclusively on WGAR are here signed for sponsorship by Northern Ohio Texaco dealers. Wielding the official pen is Myron E. Glass, president of the Texas Distributing Co. of Cleveland, flanked by Harry Camp, WGAR sales manager (left) and Bill Evans, manager of the Cleveland Rams. Looking on are (l to r) Bob Kelley, WGAR sports editor who will handle the play-by-play; and Al Fisher, of Lang, Fisher & Kirk.

IN
ROCHESTER
IT'S
WHEC
BASIC CBS

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

WKBN
YOUNGSTOWN · OHIO
Columbia Network
NOW ON
FULL TIME!
570 KC
Coming Soon
5000 WATTS
NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY

Labor Troubles Beset Industry

(*Continued from page 7*)

cessful negotiation of increased pay or wages would not be as readily available in the future.

Terms of Settlement

With the working out of the agreement last Friday by S. A. Cisler, general manager of WGRC, and Petrillo, MBS that afternoon broadcast the first remote dance bank pickup to be heard over the network since the preceding Friday, when Petrillo had ordered them off as a means of speeding a settlement between WGRC and the AFM local in Louisville, which had declared the stations "unfair" after lengthy local negotiations had failed to produce an agreement.

By the terms of the settlement, WGRC will henceforth employ six staff musicians, including the organist who had previously been the only musician employed by the station.

Cisler stated that for over a year he had been attempting to employ these musicians, a unit which he has auditioned and which he believes he can sell on local commercial programs, but that the local union had insisted that he employ seven musicians and at a scale higher than the one agreed upon by him and the men he wanted. Stating that a compromise was reached concerning the scale, he said the wages and hours agreed upon are satisfactory to him, whereas those previously demanded by the local had not been.

When a settlement was not reached early last week, following the AFM action in withdrawing all remote dance programs from MBS, Petrillo had notified MBS that unless an agreement were achieved in Louisville by Thursday noon, he would pull his men from all MBS stations to prevent their feeding any musical programs to WGRC. Cisler thereupon arranged to fly to New York and the AFM postponed its deadline, first until 3 p.m. and then indefinitely. On Thursday evening Cisler, together with Fred Weber, general manager of MBS, Emanuel Dannet, WOR-MBS attorney, and Joseph Miller, NAB labor relations director, met with Petrillo and other AFM executives in an exploratory session.

Red Drops Remotes

When they reconvened Friday morning, the broadcasters presented a method of settlement they had worked out, which Petrillo accepted with minor changes, and the matter was settled and the strike averted.

There will be no more late evening remote dance band programs on the Red network, Sidney N. Strotz, NBC vice-president in charge of programs, informed BROADCASTING last Friday. "I have been thinking for a long time that the old theory that all radio listeners except the jitterbugs turn off their sets and go to bed at 11 is all wrong, and now that the remotes are off we're going to keep them off, at least until we've given our ideas a fair test.

"What we plan to do," he continued, "is to use the 11 p.m. to 1 a.m. period to try out new programs, variety and dramatic shows. Many of these programs will come from our affiliates, who believe they have local shows of network caliber which the crowded commercial schedule on the Red has not given us an opportunity to test previously."

The Red network has been minus its remote dance band pickups since Sept. 11, due to the break between WSMB, and the AFM local in that city. Rupture, it was reported, occurred when the union presenting its terms for a renewal of the contract negotiated with the station last year, asked for increases both in scale and in the number of men employed which, granted, would have more than doubled WSMB's expenditure for musicians.

Ban on Concert Artists

When the station rejected these demands the union declared it unfair and pulled out its men. Notified of this action, the national AFM office asked NBC to stop sending remote muscial programs to WSMB. NBC declined on the grounds that such action would be a violation of its contract to supply network program service to WSMB and then forestalled union action by itself cancelling all remote pick-ups for the network.

At AFM headquarters it was stated Friday that the national union is not planning to take any further action on a national scale regarding the WSMB situation at this time, pending a possible local solution. To assist WSMB in working out a satisfactory deal, John Norton, assistant to William S. Hedges, NBC vice-president in charge of stations, was on his way to New Orleans Friday.

The AFM made news in another quarter Thursday when it notified NBC Concert Service, agency for Efrem Zimbalist and Joseph Szigeti, that these noted concert violinists would not be allowed to fulfill their engagements to perform with the Boston Symphony Orchestra. Zimbalist was scheduled to appear Oct. 31 and Nov. 1, and Szigeti April 10 and 11. Union stated the ban was a routine matter in accordance with the AFM rule forbidding its members to perform with non-members. The Boston symphony is a non-union organization.

Ironically enough, these virtuosos are new AFM members, who followed the example of Albert Spaulding last spring in resigning from the American Guild of Musical Artists, headed by Lawrence Tibbett, to join AFM, which has been contesting jurisdiction over such instrumentalists with AGMA.

Since their resignations, the New York Court of Appeals has reversed the appellate division and granted AGMA a temporary injunction restraining Petrillo and AFM pending trial in the state Supreme Court, date for which has not been set. If the violinists had not joined AFM they would be free to accept the Boston engagements.

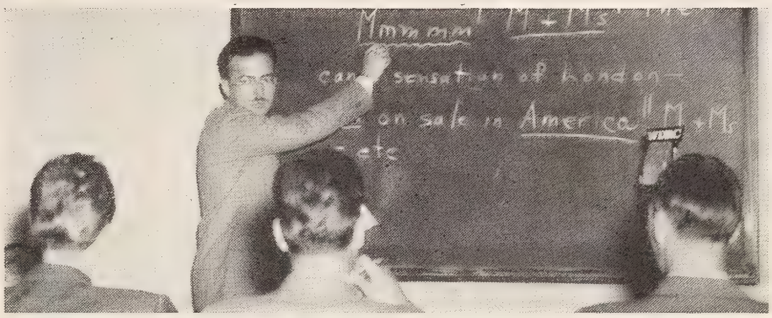
GEORGE FISHER, Hollywood commentator on the weekly MBS *Hollywood Whispers*, has sold the theme song of that program, "Confidentially Yours", to Republic Productions for a Hit Parade film. He collaborated with Jimmy McHugh.

MITCHELL J. HAMILBURG AGENCY, Hollywood, is exclusive radio and picture agent for stories by the late Gene Stratton Porter, having been appointed by the estate.

WDRC's Announcers Go to School

linic Repays Effort As Weak Points Are Attacked

By WALTER HAASE
Program Manager, WDRC, Hartford



FRONT-ROW SEATS for these three, faithful students at the announcers clinic of WDRC, Hartford. Program Manager Walter Haase wields the chalk and demonstrates the technique of emitting a luscious "Mmmmmm", as specified in a piece of Lord & Thomas copy for M & Ms. Classes are a daily feature.

OUR P. M.

Two or three announcers who e not on actual assignment at e moment gather in our large udio. They're armed with paper d pencil and open minds.

Four p.m. each day is the school our at WDRC, and the students e announcers. But, rather than ll it a school, we've named it The Announcer's Clinic", and it's rtainly producing results.

We established the clinic several onths ago for various reasons. e have capable announcers, but e wanted to show them how they uld still further improve. We anted to instruct the announcers the correct way to write copy, nd how to do it over the air in the ost effective manner. We wanted bring to life the latent capalities of our men.

It Really Works

The clinic was the answer. It's orked remarkably well, and we el we now have one of the best nnouncing staffs in the country, orking on standards which are mong the highest anywhere.

How does this clinic operate?

Blackboard instruction on word mphasis, word pronounciation, ord arrangement. Personal inruction—for as long as necessary —on one or two pieces of copy. ctual writing of copy by announcrs. Corrections by announcers on opy received by WDRC. Drilling nto the announcer's mind that he's salesman, both for the station nd the client. There are many ther angles, but these are the ost important.

Do the announcers like it? Definitely. The improvement in some f them has been terrific. One unior announcer's news improved 00% in two weeks when we put im to work reading out loud three ours a day—from the Bible, the philosophy books of Santyana, the *Saturday Evening Post*, anything. He made a daily report in writing as to just what and how much he read, and to whom he read it.

This boy is only 21, and his mind is open. He's learned by hard work. Our regular announcers, of course, are somewhat older, but they, too, have learned by this and similar rigid methods that there is no limit to improvement.

Well, here's the basis on which we operate this daily clinic:

What's the best way for an advertiser to get results over the radio? He must, of course, have a good product. Then radio must use its best facilities to get the message over. Major accounts take care of this problem by using capable advertising agencies, but smaller accounts sometimes suffer because of a lack of proper copy. And all can suffer by poor announcing.

Basically a Salesman

If an announcer merely reads his copy, much of the effort is wasted. He must be, primarily, a salesman. The announcer-listener relationship may be likened to the clerk and a customer in a store. The Fuller brush man and the housewife.

Well, let's take up the copy angle. To use words and phrases unlike conversation is absolutely out. You must assume the announcer is addressing one or two persons, and not a huge crowd. He's talking simply to Joe Jones, and Gus Guy. And he's got to talk to Joe and Gus just like he would if he met them on the street and said, "Hello, fellows, what d'ya know?"

Here's an actual case from our files of a piece of copy which was definitely slanted wrong:

"Now you can enjoy the peace and contentment of knowing that your home and the comfort of your loved ones is protected in times of emergency. How? All you have to do is buy your home things at the Blank-Blank Furniture Co., of 123 Blank St. When you do, this fine old store gives you a Home Security Bond free. This bond provides that your payments will be suspended in case you are ill or unemployed and your home will not be disturbed. This service costs you nothing . . ."

What's wrong?

Obviously, the announcement is directed at persons in the low wage brackets. Do they speak in conversation of "peace and contentment"? Do they buy "home things"? Are they "ill or unemployed?" Of course not.

When they talk, and when you talk to them, it would go something like this:

"What would you do, if something happened to your husband? Would your home and family be all right? . . . You don't have to worry about things like that when you buy furniture at the Blank-Blank Furniture Store, at 123 Blank St. Why? Because this store gives you a Home Security Bond free. What does that mean? It means just this: If anything happens—if your husband loses his job or gets sick—nothing will happen to your home! You don't pay again until everything's all right. And this special Home Security Bond doesn't cost you one penny extra!"

Must Be Coached

This is just one of the many examples we bring before the announcers at the clinic. We emphasize what's wrong, and we tell them why. Very frequently, an announcer knows something is wrong, but he doesn't know what. He loses confidence in himself, in his own ability. And, perhaps, the copy is really at fault. That's why he must know good and bad copy, and actual writing experience on copy gives him the ability to discern.

We're entirely satisfied with the results of the clinic. The commercial department likes it, the agencies like it, the clients like it.

The announcers do, too. They go to school on company time. They improve their work in an interesting manner, and in unguarded moments, some of them even say they look forward to it.

LOS ANGELES SOAP Co., on Sept. 29 switches *Knox Manning*, News on 11 CBS stations, from Mon. thru Fri., 2-2:15 p.m. (PST), to Mon. thru Fri., 12:15-12:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

MERRY CHRISTMAS



IT'S A LITTLE EARLY FOR CHRISTMAS GREETINGS BUT NOT TOO EARLY TO AUDITION

THE BEST CHRISTMAS SHOW YOU'VE EVER HEARD

SO EXCEPTIONAL · SO AMUSING · SO INTERESTING to Adults as well as Kiddies that one Sponsor in each City will grab it.

15 Quarter Hour Xmas Programs and 45 more without XMAS "tie-in" that can follow.

THE TITLE: STREAMLINED FAIRY TALES

Produced like the ever-POPULAR CARTOON MOVIES with impersonations—DRAMATIZATIONS—sound effects, etc. Modern versions of well known fairy tales. An outstanding program—hear it and be convinced.

COMPLETE BROCHURE ON REQUEST.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 13 TO SEPTEMBER 19 INCLUSIVE

Decisions . . .

SEPTEMBER 16

NEW, WJR, The Goodwill Station, Detroit—Granted CP new commercial FM station 45.3 mc 6,800 sq. mi.

NEW, Hughes Tool Co., San Francisco—Granted CP new commercial FM station 44.5 mc 10,800 sq. mi.

NEW Earle C. Anthony Inc., Los Angeles—Granted CP new Class C commercial FM station 43.7 mc 38,000 sq. mi.

NEW Philco Radio & Television Corp., Philadelphia—Granted CP new commercial television station channel 3.

NEW, Earle C. Anthony Inc., Los Angeles—Granted CP new commercial television station channel 6, applicant must file for modification CP certain engineering requirements with completion date 1-15-42.

NEW, The Journal Co., Milwaukee—Granted CP new commercial television station channel 3 with completion date 10-27-41.

NEW, World Wide Broadcasting Corp., Scituate, Mass.—Granted CP new international station 6.04, 11.73, 11.79, 15.13, 15.35, 17.75, A3 emission 50 to 100 kw with licenses WRUL and WRUW modified to time sharing.

KTRN, Tacoma, Wash.—Granted modification CP new station specify 1 kw unl. directional D & N 1430 kc.

KTSM, El Paso, Tex.—Granted modification license 500 w N 1 kw D.

DESIGNATED FOR HEARING—**New, Mid-American Broadcasting Corp., Louisville, Ky.**, CP new station 1080 kc t kw D 1 kw N directional D & N.

MISCELLANEOUS — **NEW, Head of Lakes Broadcasting Co., Superior, Wis.**, denied petition remove from pending file and grant application CP new FM station; **NEW, WHEC Inc., Rochester, N. Y.**, placed application new FM station in pending file under Order 79.

Applications . . .

SEPTEMBER 13

NEW, Peter Q. Nyce, Washington, D. C.—Amend CP new station to 5 kw directional N & D, studio site from Alexandria to Washington.

NEW, Chambersburg Broadcasting Co., Chambersburg, Pa.—CP new station 1340 kc 250 w unl.

WSAI, Cincinnati—Amend application to request 250 w booster station.

WOAI, San Antonio—Amend application CP to 750 kw.

NEW, W. W. McAllister and Howard W. Davis, Alice, Tex.—CP new station 1230 kc. 250 w unl.

WKPT, Kingsport, Tenn.—CP change 790 kc increase 1 kw, equipment changes.

KVAK, Atchison, Kan.—Voluntary assignment license to Radio Enterprises Inc. CP equipment changes, increase 250 w.

SEPTEMBER 16

WHOM, New York—CP directional D & N, install new transmitter, increase 5 kw unl., move studio to New York.

WRGB, Schenectady—Reinstatement CP commercial television station Channel 3.

NEW, Park Cities Broadcasting Corp., Dallas—Amend CP new station re stockholders.

SEPTEMBER 18

NEW, Wm. Penn Broadcasting Co., Philadelphia—CP new FM station 47.3 mc 9,352 sq. mi. 3,906,453 pop.

KOWH, Omaha, Neb.—CP new transmitter directional D & N increase 10 kw.

Tentative Calendar . . .

NEW, Park Cities Broadcasting Corp., Dallas, CP new station 710 kc 5 kw unl. (Sept. 24).

AUDIO DEVICES Inc., New York, manufacturer of equipment for reproduction and recording, has announced a new shipping carton for from one to three 12 and 16-inch recorded glass base blanks. The company stated that it is handling these cartons on a non-profit basis to promote the wider usage of the substitute glass base discs.

Moved the Target

THE THRILL that comes once in a lifetime missed by only 30 seconds for Keith Williams, engineer of WRC-WMAL, Washington. Preparing to drive from a Rock Creek Golf Course tee during a recent round, Williams noticed a workman on the green, but paid no attention and took a whack at the ball. On approaching the green, Williams was greeted by excited mutterings from the Italian greenskeeper: "Justa missed. You justa missed." And there stood Williams's ball, dead in the center of the little round piece of new turf —the former position of the cup, which the greenskeeper had just moved several yards away!

Magner Joins NBC

MARTIN MAGNER has joined the Chicago production staff of NBC, replacing Tom Hargis who is now with Russel M. Seeds Co., Chicago. Born in Stettin, Germany, Mr. Magner attended the universities of Berlin and Munich; was formerly a European operatic director and radio producer. Since coming to the United States in 1939, he has been stage director of the Chicago Opera Co. and a director of the Radio Workshop at the National Music Camp, Interlochen, Mich.

NBC's International Division has completed arrangements for a new regular weekly reature, *Stamp Journal of the Air*, giving the latest news and views on stamps, to be broadcast to Latin America and Europe via WNBI and WRCA.

Musterole Change

MUSTEROLE Co., Cleveland (cold remedy), has postponed the starting date of its fall campaign from Oct. 15 to Nov. 3, to include April, 1941, in the campaign instead of this October, according to Erwin, Wasey & Co., agency in charge. Announcements will be heard for 26 weeks on 84 stations [BROADCASTING, Sept. 1].

Barteau Heads Branch

ERWIN, WASEY & Co., New York, has opened a New Haven office, headed by John F. Barteau, formerly account executive of the Blaker Adv. Agency, that city. Mr. Barteau at one time was a columnist for the *Springfield Republican* and was later associated with Wm. B. Remington Inc., Springfield Advertising Agency.

Chevrolet Spots

GENERAL MOTORS Corp., Detroit (Chevrolet), last week began an intensive 10-day campaign ending Sept. 26 of live one-minute announcements "on a selected group of stations in major markets", to announce the new 1941 Chevrolets. Campbell - Ewald Co., Detroit, handles the account.

LEONARD JOY, manager of artists and repertoire for RCA Victor, will be regular conductor of the *Treasury Hour* orchestra when that program makes it bow on NBC-Blue, Tuesday, Sept. 30, at 8 p.m. (EST).

STROMBERG-CARLSON Telephone Mfg. Co., following a national survey of radio dealers, last week reported a 300 to 400% rise in the sale of higher-price radio sets in recent months, adding that an exceptionally strong demand was noted for FM combinations.

LAPP HAS MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS—ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE



The largest and smallest Lapp curved-side cones—for a low-power pipe mast, and for the world's largest vertical radiator—1050 feet.

More than 20 years of service records prove that the Lapp curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of an ordinary straight-side cone, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know they've covered the insulator question adequately when they say to their tower manufacturer, "Use Lapp Insulators." Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS



COPPER MASTER of Muza Transcriptions Inc. (formerly AMP inspected by C. M. Finney (left executive vice-president, and K. F Smith, operating vice-president an general manager of the firm's ne processing and pressing plant.

Porter Named by OPM

PAUL A. PORTER, CBS Washington attorney, has been designated by the Office of Production Management to accompany a delegation of eight from Great Britain representing labor and management, in an inspection of defense plants throughout the country. The delegation will leave by Army plane Monday, Sept. 22, to be gone for three weeks. Mr. Porter will be on leave from CBS for this mission.

Army Buys Marconi Tract

THE Guglielmo Marconi property fronting on Shark River, near Belmar, N. J., a 93-acre tract where the late inventor carried out some of his earliest transoceanic experiments, has been purchased by the War Dept. for use by the Signal Corps at nearby Fort Monmouth to develop aircraft location devices. There are six buildings on the tract, some erected by Mr. Marconi, and until recently they were used by Kings College, a religious institution.

GEORGE DUNNING and Bill Hampton, Hollywood arranger and lyric composer respectively on the NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike), have collaborated in writing a new song, "'Keep 'Em Flying," which was turned over to the War Department following its premiere on that program.

SOME of the world's most valuable diamonds, including the Jonker's and the separate units which once made up the Vargas stone, now in the collection of the famous diamond dealer, Harry Winston, were exhibited on a special television broadcast, Saturday, Sept. 13, on WNBT, NBC television station.

Music for Bombers

RAF pilots returning from night bombing raids over Germany and occupied European countries will have a special radio program directed at them by WLWO, Crosley shortwave station at Cincinnati. The station has started a Saturday night program of popular dance music beamed to England and the Continent for the RAF. Pickups will be made from night clubs in Cincinnati and nearby Kentucky. According to Wilfred Guenther, WLWO manager, all requests from RAF pilots will be answered.

Network Accounts

All time EDST unless otherwise indicated.

New Business

ANDER Co., Chicago (Ovaltine) Sept. 29 resumes *Captain Midnight* MBS. Mon. thru Fri., 5:45-6 p.m. CST). Agency: Blackett-Sample-Hummert. Chicago.

ENERAL FOODS Inc., New York Grape Nuts, Grape-Nut flakes), on t. 3 resumes *Kate Smith Variety our*, on 87 CBS stations, Fri. 8-8:55 m. with a rebroadcast 12 midnight (NYT). Agency: Young & Rubicam, Y.

ROWN & WILLIAMSON TOACCO Corp., Louisville, on Sept. 13 gan sponsorship of *Renfro Valley arn Dance* on 14 NBC-Blue stations, at. 8:30-9 p.m. Agency: Russel M. eeds Co., Chicago.

ANADA STARCH Co., Toronto orn starch and syrup), on Oct. 6 arts *Que Feriez Vous* on CKAC, ontreal; CHRC, Quebec; CKCH, ull, Que.; Mon. 8:30-9 p.m. EDST. gency: Vickers & Benson Ltd., To-

AMONT CORLISS & Co., Toronto Ponds Cream), on Oct. 1 starts *hose We Love* on CKAC, Montreal; HRC, Quebec, Wed. 8-8:30 p.m. DST. Agency: J. Walker Thompson o. Ltd., Toronto.

. O. GROTHE, Ltd., Montreal (tocco), on Sept. 16 started *Les Chevaers de Folklore* on CBF, Montreal; BV, Quebec; CBJ, Chicoutimi, ue.; CJBR, Rimouski, Que.; CKCH, ull, Que., Tues. and Thurs. 7:15-:30 p.m. EDST. Agency: Canadian dv. Agency, Montreal.

. LEGARE Co. Ltd., Montreal (deartment store), on Sept. 11 started *arieties Legare 1941* on CBF, Monreal; CBV, Quebec; CBJ, Chicoutimi, ue.; CJBR, Rimouski, Que.; CHNC, ew Carlisle, Que.; CHGB, Ste. Anne e la Pocatiere, Que.; CKCH, Hull, ue.; CKRN, Rouyn, Que., Thurs. 9-) p.m. EDST. Agency: Veaudry & larwood Ltd., Montreal.

HOS. J. LIPTON Ltd., Toronto tea) has started six spot announceents weekly on a number of Canaian stations, and will expand with rench announcements in Quebec in ctober. Vickers & Benson Ltd., Toonto, is agency.

Renewal Accounts

. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel), on Sept. 29 enews for 52 weeks *Blondie* on 77 BS stations, Mon., 10:30-11 p.m. EST), with West Coast repeat roadcast, 7:30-8 p.m. (PST). Agency: Wm. Esty & Co., N. Y.

Network Changes

EVER BROS. Co., Cambridge, lass. (swan soap), is adding 10 BS stations to carry via transcripion *Burns & Allen-Paul Whiteman* hich starts Oct. 7 on aproximately 0 NBC-Red stations, Tues. 7:30-8 .m. (EST). Agency: Young & Rubiam, N. Y.

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

Shift in Time

THE annual switchover from daylight saving time to standard time will take place Sept. 28, at 2 a.m. As usual network schedules will return from daylight to standard time. All times mentioned in BROADCASTING will be eastern standard time unless otherwise specified. Chicago will remain on daylight time until 2 a.m. Oct. 26 under a city ordinance passed last spring. Network programs originating there will be heard in eastern cities, in most cases, without change and New York programs will be heard in Chicago an hour later than usual.

PLANTERS NUT & CHOCOLATE Co., San Francisco, on Oct. 3 switches *What's on Your Mind?* on 10 CBS Pacific Coast stations from Mon., 8-8:30 p.m. (PST) to Fri., 6-6:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh tobacco), on Sept. 30 adds 55 stations to *College Humor* on NBC-Red, Tues. 10:30-11 p.m., making a total of 109 stations carrying the program. Agency: Russel M. Seeds Co., Chicago.

MILES LABS., Elkhart (Alka-Seltzer), on Sept. 29 will expand *Lum 'n' Abner*, now heard on six NBC Pacific Red stations, to 51 NBC-Blue stations, Mon., Tues., Thurs., and Fri., at 7:30-7:45 p.m., with rebroadcast to central and mountain time zones at 11:30-11:45 p.m. Program will shift origination point from Hollywood to Chicago, but will continue on present Pacific Coast network as a rebroadcast at 12:15-12:30. Agency: Wade Adv. Agency, Chicago.

GENERAL MILLS, Minneapolis (Gold Medal flour), on Sept. 29 shifts *Hymns of All Churches* on 34 CBS stations, Mon., Tues., Thurs., from 9:45-10 a.m. to 10-10:15 a.m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Bisquick), on Sept. 29 shifts *Betty Crocker* on 34 CBS stations, Wed., Fri., from 9:45-10 a.m. to 10-10:15 a.m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 29 shifts *By Kathleen Norris* on 32 CBS stations, Mon. thru Fri., from 10-10:15 a.m. to 9:45-10 a.m. Agency: Knox Reeves Adv., Minneapolis.

GULF OIL Corp., Pittsburgh (gas & oil), on Sept. 28 replaces *World News Tonight* with *Screen Guild Theatre* on 79 CBS stations, Sun. 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), will discontinue *Hollywood Premier* on 70 CBS stations, Fri. 10-10:30 during December and resume again the first Friday in January. Agency: William Esty & Co., N. Y.

CBS Appoints Fasset

JAMES H. FASSETT, since 1938 assistant director of music of CBS, has been named acting director of the music department, succeeding William H. Fineshriber, who becomes director of CBS shortwave programs Sept. 22. Mr. Fassett came to CBS in 1936 in a triple capacity as announcer, production man and script writer, and prior to that was an announcer in Boston and intermission narrator for the Boston Symphony and Metropolitan Opera broadcasts. He has also been an actor and music critic.



HUSBAND-WIFE production and writing team, Owen Vinson and Pauline Hopkins (Mrs. Vinson), in their newly-opened offices in downtown Chicago, edit scripts for *Knickerbocker Playhouse*, sponsored on NBC-Red by Procter & Gamble Co., Cincinnati. Miss Hopkins, in addition to writing occasional scripts for the *Playhouse*, writes *That Brewster Boy*, sponsored by Quaker Oats Co., Chicago, and co-authors with her husband, *Midstream*, NBC-Blue sustaining serial. Mr. Vinson produces all three programs.

Salvages Bovines

HERE'S one agricultural director who knows more than what he reads on the air. Recently John Merrifield of WHAS, Louisville, was sent out to transcribe an interview with the operator of a model farm near Louisville. Arriving he noticed a bit of excitement. A herd of cattle had gotten into an alfalfa field shortly after a rain and were gorging themselves. Eating wet alfalfa after a rain is a sure way for the kine to die, so Merrifield pitched in and gave first aid to the lesser sufferers, used a bit of animal surgery on two of the more serious cases, drove the other cattle from the field and then transcribed his interview.

WSOO Aids Capture

DESCRIPTION of a murderer broadcast on WSOO, Sioux Ste. Marie, Mich., is credited by authorities with aiding capture of the fugitive as he was observed heading toward a ferry. Police seized him at the ferry. A few hours later WSOO broadcast a dramatized version of the murder. When a policeman shot in the fray died the next day, WSOO started a collection for his widow.

THE SECOND YEAR of *Touchdown Tips With Sam Hayes*, a recorded 13-week series quarter-hour programs on football chatter syndicated by the NBC Radio Recording Division, opened Sept. 12, with over 60 stations on the schedule, a 50% increase over last year. Sponsored largely by local and regional advertisers, *Touchdown Tips* is recorded in Hollywood and air-expressed to the stations.

WINSTON THORNBURG, national sales manager of WSAY, Rochester, has been assigned permanently to New York to work on spot and network business. He will headquarter in the offices of Joseph Hershey McGillvra, the station's representative.

KINY

"The Friendly Voice of the Capital"

KINY is located in Alaska's capital city, home of the Alaska Juneau gold mine, the seat of Alaskan government—making it the most stable area in Alaska.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Where Sales Multiply

Air Castle of the South

W E

50,000 WATTS CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Carries more local advertising than any other tri-city station by nearly 3 to 1!

WTRY

TROY, N. Y.

1000W 980KC

Basic N B C Blue

An H. C. Wilder Station
Represented by Raymer

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Latin News Series Planned by Philco

Will Start on 15 Stations on Oct. 1; More to Be Added

PHILCO Corp., Philadelphia, will sponsor daily broadcasts of Associated Press news on local radio stations throughout Latin America beginning Oct. 1, James T. Buckley, Philco president, announced last week. Series will start on about 15 stations and will gradually increase, it was stated, until the major listening areas in every country south of the United States are covered.

Broadcasts will be about 10 minutes in length and will be aired seven days a week. Advertising will mention Philco receivers, both long and shortwave, and Philco tubes, but the copy will be chiefly institutional, it was explained.

"The primary goal of the Philco news programs will be to make available to the people of Latin America a straight-forward, accurate account of day-to-day happenings throughout the world," Mr. Buckley said. "It is more important today than ever before for the people of both North and South America to be fully informed as to what is going on. It is our hope and belief that the Philco news broadcasts will provide a real service for the people of Latin American and contribute to the furtherance of the good neighbor policy."

Other Sponsors

In starting this campaign, Philco joins several other United States advertisers who are already buying time on local stations below the border to sponsor broadcasts of uncolored, uncensored news as delivered by the U. S. news agencies. Bristol-Myers Co. last June began advertising Ipana and Sal Hepatica with daily broadcasts of United Press news in Portuguese on two Brazilian stations. In July United Fruit Co. began a nightly quarter-hour of AP news, seven days a week, on four stations in Guatemala and one each in Costa Rica, Panama and Honduras.

The *Esso Reporter*, translated into Spanish or Portuguese, now gives four daily five-minute broadcasts of UP news on 14 stations in Chile, Argentine, Uruguay and Brazil, in addition to the English series in the United States. M. H. Aylesworth, former NBC president who is now head of the radio division of the Office of the Coordinator of Inter-American Affairs, has been an ardent advocate of the use of straight, uncolored news, processed by the local offices of the American news agencies, in paid-for time on Latin American stations.

Commenting on the Philco series, whose plans he helped formulate, Mr. Aylesworth said: "Philco is to be congratulated on its decision to furnish factual, up-to-the-minute news by radio to the people of the other Americas. I know of nothing that will make for better understanding among the peoples of the Americas than full, free access to the facts. The Philco broadcasts should contribute greatly to this end."

RCA Too?

RCA, and possibly other receiver manufacturers, may soon join Philco in its sponsorship of news throughout Central and South America. The idea is being developed at RCA Mfg. Co., whose advertising department said last week that schedules of stations and times are now under consideration. Although no news service has as yet been named RCA has sponsored many hours of newscasts, in addition to other programs, by shortwave via NBC's international stations WRCA and WNBI.

Government Aid

While Philco stated that its new campaign represented an "independent effort" on its part, it is understood the "Government is encouraging radio set manufacturers to start aggressive sales and advertising campaigns in Latin America, particularly for shortwave receivers which will enable their purchasers to tune in on broadcasts from the United States. While no plans have been divulged, it is understood that priorities will be arranged so that ample material will be available to the manufacturers for building these sets for export, and that where necessary the Government will also aid in financing sales on the installment plan to secure the greatest possible distribution of the receivers to the Latin American people. On their part, the radio manufacturers are expected to reduce their margin of profit, setting their prices far below normal figures and so cooperating with the Government in building the radio audience, especially for U. S. programs, in Central and South America.



Drawn for BROADCASTING by Sid Hix

"This You, George? Tell Mr. Snyder I've Been Captured and He'll Have to Send Someone Else to Cover These Damn Maneuvers!"

New Boston Weekly

THE first issue of a new weekly devoted to radio, movies, menus and consumer notes, the *Star-Bulletin*, made its appearance last week in Boston suburbs. The first edition was distributed to over 100,000 homes and later it is planned to expand. The radio section follows the format of the popular Radioscope which appeared in the closed *Boston Transcript*. Several former *Transcript* executives are bringing out the *Star-Bulletin*, including the publisher, Richard Johnson, Alden B. Hoag, editor, and Jane Ayres, radio editor,

NBC Video Fashions

ANNOUNCED with large display space in the *New York Times*, *Fashion Discoveries of Television*, first commercial fashion show on television, got under way last Thursday afternoon on WNBT, New York. Departing from the usual style show manner, the telecast was a dramatic comedy, whose plot gave an opportunity for girls to pose in new dresses. Series is sponsored by two department stores, Bloomingdale's in Manhattan and Abraham & Strauss in Brooklyn, and placed through and produced by Norman D. Waters & Assoc., New York. Series will be telecast each Thursday, 5-5:30 p.m. for a 13-week test.

Red Cross Catalog

RADIO Script & Recording Exchange of Public Information Service, a branch of the Red Cross, has issued the fifth edition of its catalog listing 114 recordings, plays and interviews available for Red Cross broadcasts. This latest edition also lists items suitable for broadcasts devoted to national defense. Release was announced by G. Stewart Brown, national director, from Red Cross national headquarters in Washington.

ADAM HAT STORES, New York, on Sept. 25 will resume its *Adam Hat Sports Parade* with the Sam Taub-Bill Stern description of the Marty Servo-Ray Robinson lighweight fight in Philadelphia, to be carried on 110 NBC-Blue stations.

100 Clocks

THE PROBLEM: How to get the effect of 100 clocks ticking at once when only five are available. Ray Kelly, head of the NBC Sound Effects Department, used this system: He rounded up the five and set them to ticking to the accompaniment of five records, each of one clock ticking. He made a record of this, which gave him the sound of 10. He then made a recording of two of these 10-clock records which gave the sound of 20. Taking two records of 20 and one of 10 and playing them together gave Ray 50. He then played two 50-clock records together to get the 100.

N. Y. Furniture Drive

NEW YORK FURNITURE MERCHANTS Assn., New York, is planning an extensive campaign of announcements on stations in New York City as part of a general drive against unscrupulous installment houses, to get under way in October. Copy will stress stores bearing a special "approved" emblem to be distributed by the association. Though station line-up is not yet set, Alexander M. Leslie, executive secretary of the association, indicated that announcements would be broadcast in Italian, Polish, Russian, German and Jewish as well as English. Mr. Leslie added that he was not yet certain whether the placements would be made direct or through an unnamed agency.

Utah Will Use Radio

FRANK O'BRIEN, recently on the staff of the *Salt Lake Telegram* and previously with Gillham Adv. Agency, Salt Lake City, has been appointed director of Utah's Dept. of Publicity & Industrial Development created by the 1941 Legislature. Radio advertising will figure in the department's activity, which looks toward increased industrial development of the State and the publicizing of tourist attractions. Mr. O'Brien has established headquarters in the Dooly Bldg., Salt Lake City, and is organizing a staff which will include research chemists, metallurgists and oil exploration experts. Radio plans are still indefinite.

Another Asks 660 Kc.

STILL another application for high power on the 660 kc. channel, on which WEAF, New York, is the dominant outlet, was filed last week by KOWH, Omaha, which now operates with 500 watts daytime on that channel. KOWH seeks 10,000 watts with fulltime. Previously, KGIR, Butte, applied for 50,000 watts and KOIN, Portland, Ore., for 25,000 on the same frequency.

SPECIAL frequency modulation auto set is being built for Thomas S. Lee, president of Don Lee Broadcasting System, Hollywood. Instrument will be installed in Lee's car to test mobile reception of FM station, K45LA, operated in Hollywood, by that network.

"SURE -- I listen to WLW





So does my family. You see, we live on the Oakdale Dairy Farm, near Charleston, West Virginia, and radio means a lot to us. When we wake up in the morning about 6:30, Dad turns on WLW to get the market summaries. All of us listen, because after all, when we depend on milk, eggs and butter, we have to know what prices we're going to get for our products. Dad says WLW is just like a faithful friend . . . always dependable."



"Dad says that's easy to understand, because WLW's a CLEAR CHANNEL STATION. I don't know what that means, but we always get good reception—every program comes in just as clear as a bell! And we're crazy about 'Everybody's Farm Hour,' 'Earthborn' and the WLW 'Barn Dance' . . . they make us feel that WLW has so many programs that us farm folks like, that we are friends even though we live 200 miles apart."



"Mother told me just the other day that the days would seem plenty long if it weren't for WLW. My two sisters feel the same way about it, I know. And as for me, well, all I can say is —that just about takes care of the whole Vickers family — we just couldn't get along without our good friends on WLW."



CLEAR CHANNEL

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DISTANCE CANNOT SEPARATE THESE FRIENDS



REPRESENTATIVES: New York—Transamerican Broadcasting & Television Corporation. Chicago—WLW, 230 N. Michigan Ave. San Francisco—International Radio Sales.

"B"—in type and radio code—is the symbol of RCA's "Beat the Promise" Campaign



Symbol of a Pledge

"Beat the Promise"—RCA's Pledge to Uncle Sam—highlights a campaign to speed National Defense!

I pledge myself to do all in my power not only to fulfill all the obligations we have undertaken to meet the requirements of our Country's national defense program, but wherever possible to BEAT THE PROMISE.

Signed by thousands of members of the RCA family, the pledge shown here symbolizes a determination not merely to meet delivery of radio equipment to the Government, but whenever possible to *Beat the Promise* by completing equipment *even sooner* than the commitments specify!

The patriotic spirit behind "Beat the Promise" has been translated into *action*. With traditional RCA cooperation, everyone is helping to speed production and cut down waste. Many delivery dates already have been beaten . . . and there will be no letdown in the months ahead!

Radio Corporation of America

RADIO CITY, N. Y.

RCA Manufacturing Co., Inc. RCA Institutes, Inc. RCA Laboratories National Broadcasting Company, Inc.
Radiomarine Corp. of America R. C. A. Communications, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

SEPTEMBER 29, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 13
WASHINGTON, D. C.



THERE'LL be a lot of well-stocked pantries in Mid-West America this fall and winter . . . some of them, at least, because of the Kerr Glass Company's advertising on WLS.

Through Raymond R. Morgan Company, Kerr used 77 announcements on WLS—six a week for 13 weeks, participating in one of our proved, women-appeal programs. 40,759 people asked for the home canning booklet they offered! A greater response, the agency tells us, than from any other station on the Kerr Glass Company schedule.

It's our same old story: WLS Gets Results . . . in this case (and it's true of several others) a greater return than any other station used. WLS is a dominant station in Mid-West America. People here listen to WLS . . . listen and respond. They have confidence in WLS . . . and confidence in any product associated with the WLS name.

50,000 WATTS
NBC AFFILIATE

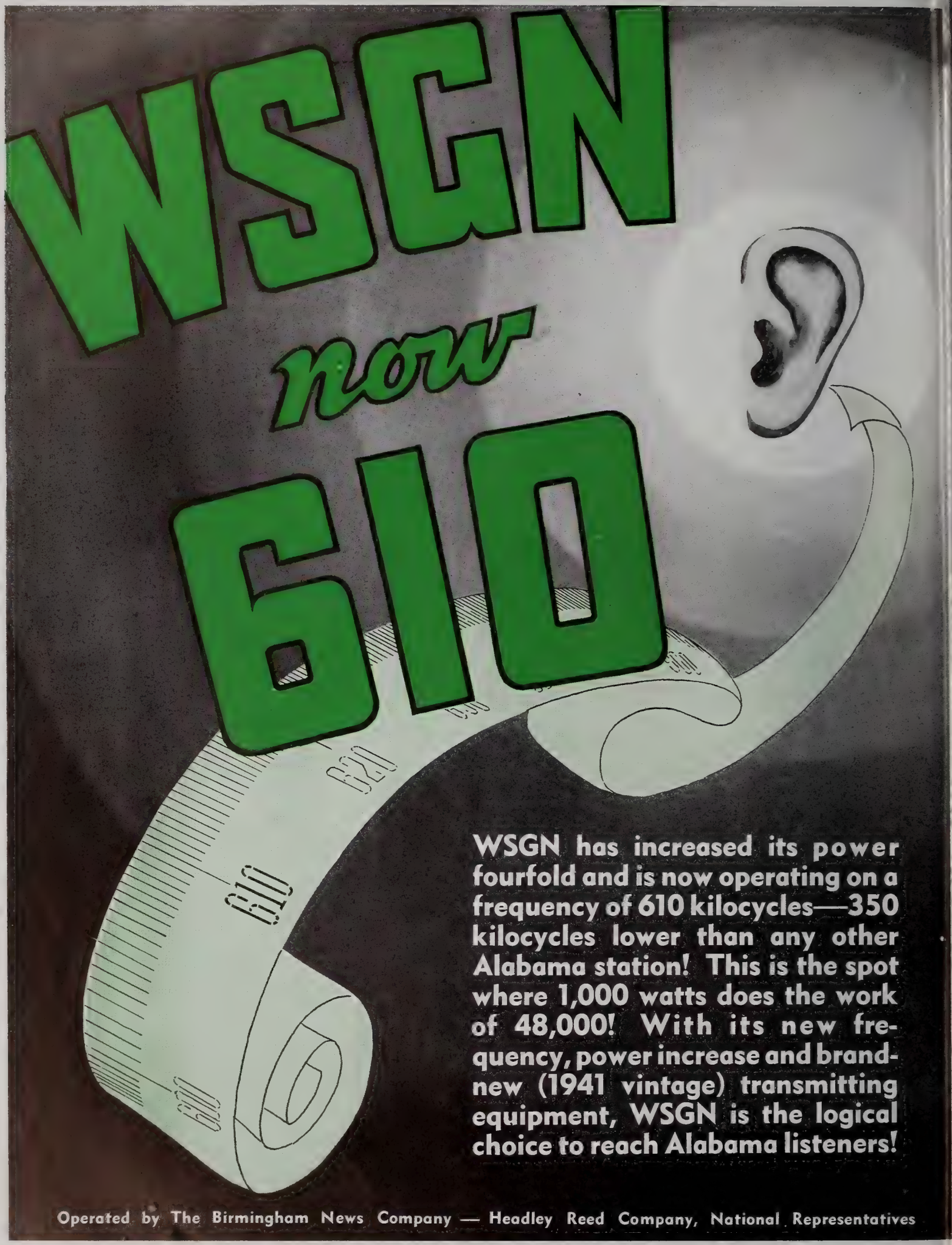
WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS
REPRESENTED BY JOHN BLAIR


WSGN
now
610
WSGN has increased its power fourfold and is now operating on a frequency of 610 kilocycles—350 kilocycles lower than any other Alabama station! This is the spot where 1,000 watts does the work of 48,000! With its new frequency, power increase and brand-new (1941 vintage) transmitting equipment, WSGN is the logical choice to reach Alabama listeners!
Operated by The Birmingham News Company — Headley Reed Company, National Representatives

eadership in Library Service

Who Said: "Name Bands?"

Did we hear somebody say: "Name bands?" We're just aching to open a conversation along those lines, because we'd like to get in just a few words on what we've been doing in the way of name bands recently.

▼▼▼

Well, if no one's going to give us an opening, we'll just have to make one ourselves. We'll simply come right out and say: "Look, have you noticed how many name bands Standard Radio has given its subscribers in the last few months?"

▲▲▲

"F'rinstance, suppose we list a few. There's
DUKE ELLINGTON
HENRY BUSSE
JACK TEAGARDEN
WALT SCHUMANN
McFARLAND TWINS
ALVINO REY
DON ALLEN
WILL HUDSON
MARVIN DALE
FREDDIE MARTIN!"

"And as if these weren't enough, we came through with
DAVE ROSE
ABE LYMAN
OZZIE NELSON
WILL OSBORNE
TED FIO RITO!"

▼▼▼

Then, after pausing for breath we'd point out that this impressive line-up of orchestras not only gives you VARIETY in name bands, but there are enough selections released of each band to permit building a series of programs around any individual band.

▲▲▲

How about having your popular music requirements covered so thoroughly and effectively? Just write for information—and ask us to include the dope on the full Standard Radio Program Library, Standard Radio's "SPOT-ADS" and Standard Radio's Super Sound Effects.

WELCOME TO:

WDBC—Escanaba, Mich.
WNBZ—Saranac Lake, N. Y.
KWJJ—Portland, Ore.
WPID—Petersburg, Va.
KRKO—Everett, Wash.

Largest List of Active Subscribers!

QUALITY... FAR AHEAD OF THE AVERAGE

W O K O INCORPORATED
RADIO CENTRE
ALBANY, NEW YORK
ASSOCIATED WITH COLUMBIA BROADCASTING SYSTEM

August 20, 1941

Mr. Alex Sherwood
Standard Radio
Chicago, Illinois

Dear Mr. Sherwood:

I wish to advise you at this time exactly what my personal opinion is in regard to the Standard Radio Transcription Library.

I believe the quality of bands, arrangements, novelty effects, etc., is far ahead of the average. Standard reproduction facilities have given discs a liveness that closely approximates live transmission. We find after much playing, there is an absolute minimum of surface noise, and your sound effects are the best I have ever heard.

Let me remain as ever, a Standard Booster.

Respectfully,

W O K O INCORPORATED

General Manager

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

NOTHING SHORT of perfection will do in the recording and processing of Standard Radio Program Library Transcriptions . . . The famed Orthacoustic system of recording assures the utmost in realism, the greatest possible frequency range. A new disc material—"V-257"—gives our pressings superior wearing qualities, coupled with lowest surface noise. By these practical methods, Standard demonstrates its belief that *no transcribed music can be better than the manner in which it reaches the listener's ear.* Technical excellence is another reason why the largest list of active subscribers answers "Yes" to the question:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

When you think of

NEW ORLEANS

you think of:

The first "SKYSCRAPER" in the Mississippi Valley



and

WWL

NEW ORLEANS

50,000 WATTS

(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

September, 29, 1941

CONTENTS

NIB Starts New Trade Association	7
NIB Opposes Net ASCAP Rebates	9
Colgate Revamps Promotion Staff	10
Nets Set to Mail ASCAP Contracts	11
AFM Plans Disc Discussion	12
Arbitration In CBS Strike Threat Seen	12
FCC Press Probe Lacks Thrill	13
MBS Rents Radio Theatre	14
Radio Tax Not Yet Dead	14
Few Briefs In Multiple Ownership Probe	16
Text of Chairman Fly's NIB Speech	22
NIB Registration List	28
Radio In South America	30
New Station List	36
Seller of Sales; Adelaide Hawley	38
WBS Makes Boom Town Survey	51
NAB Plans District Meetings	67
Running Story on Newspaper Hearings	68
Radio-Film Probe May Lack Funds	75
Bristol-Myers Adds Latin News	78

DEPARTMENTS

Agencies	56	Network Accounts	77
Behind the Mike	44	Personal Notes	43
Buyers of Time	50	Purely Programs	52
Classified Advertisements	59	Radio Advertisers	55
Control Room	66	Radio Bookshelf	42
Editorials	42	Station Accounts	54
FCC Actions	76	Studio Notes	62
Meet the Ladies	46	We Pay Respects	43
Merchandising	60	Hix Cartoon	78



REWARD: 903,105* customers for advertisers who find spots on KOIL

*Persons in KOIL's 0.5 Millivolt Area

KOIL

OMAHA, NEBR





Alike?

Twins in uniform, equal in power; but comparison shows one connects twice as often

IT TAKES MORE THAN POWER TO DRIVE A SALES MESSAGE HOME

Power doesn't make 'em listen. Talent and showmanship! That's what keeps dials tuned to WSM, and that's why WSM has one of the largest talent staffs in America. 40,780 letters from seven day-time announcements prove that WSM does more than reach listeners. It interests them. More, this showmanship goes farther, penetrates deeper on WSM's 650 kilocycles, one of the lowest frequencies available for commercial broadcast stations. This favorable frequency on a clear channel, plus the potency of 50,000 watts, makes WSM *the* radio station in the South. Consider these important advantages before you buy and compare WSM with any other Station. You'll choose WSM—for sales!

WSM blasts your message into the heart of America's fastest growing market — the South. 70% of America's rayon; 67% of the nation's crude oil; 60% of the natural gas; 48% of U. S. coal—all are produced in this great market that's just beginning to grow!

HARRY L. STONE, Gen'l. Mgr. WSM NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WANTED—

A BIG MAN FOR A BIG JOB

The Man—must be a successful executive in the advertising business, with an unquestioned record of achievement in organization, management, and creative thinking. Experience in radio advertising is essential. The man we want is currently earning at least $10,000 annually.

The Job—to organize and manage sales and production efforts for Wright-Sonovox, Inc., closely affiliated with Free & Peters, Inc., controlled by James L. Free and H. Preston Peters.

The Company—Wright-Sonovox, Inc., a corporation controlling patents and sales rights for Sonovox, a unique acoustic development by which virtually any *sound* can be made to speak *in words*, and which promises to revolutionize certain phases of radio broadcasting.

The Opportunity—limited only by the man's own imagination, and creative and sales abilities. Sonovox makes possible an almost infinite variety of new and startling techniques in radio broadcasting. Automobile horns can be made to speak commercial plugs—*in words*. Flies and mosquitoes can speak—*in words*. Violins can sing—*in words*. *Any* sound can be put into actual speech. *We believe that Sonovox is to radio what talking pictures were to the movies.*

Please Write—Do Not Call—For general information on Sonovox, refer to page 12 of Broadcasting, issue of August 11, 1941. Or write for a copy of "Now Sound Can Talk". We are up to our ears right now, so please do not call in person. Instead, please *write*, outlining your past experience. . . . Since the man we want is a *successful* man, your request for information will not imply that you are dissatisfied with or unhappy in your present work. It will only imply that you are alive to future opportunities. All correspondence will be held in strictest confidence.

Address: JAMES L. FREE, President

WRIGHT-SONOVOX, INC.

180 N. Michigan Avenue

Chicago, Illinois

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 13 WASHINGTON, D. C., SEPTEMBER 29, 1941 $5.00 A YEAR—15c A COPY

New Industry Association Started by NIB

Chicago Convention Sets Up Machinery; 200 Broadcasters Offer Support

MACHINERY to provide the basis for establishment of another all-inclusive trade association, horizontally competitive with NAB save for its complete divorcement from the networks, was set in motion last Monday and Tuesday in Chicago at a special convention of National Independent Broadcasters.

With some 200 broadcasters—most of them NAB members—present, the convention unanimously adopted a far-reaching resolution authorizing a new organization structure, with duly elected representatives from each State and Territory to convene not later than Nov. 15 to perfect the plan. Meanwhile, existing officers will serve, with Harold A. Lafount continuing as president.

Pushed by Fly

Action came after FCC Chairman James Lawrence Fly, in the keynote speech, urged NIB to "take a real interest and have a real "voice" in matters of common concern, and to avoid the "tendency toward monopoly." Action came, too, after several prominent broadcasters had voiced disapproval of the status quo, and had imputed "network domination" of the NAB.

Many of the broadcasters who attended, accepting the NIB's wide-open invitation, frankly admitted they were simply looking around. There was nothing approaching proportions of blanket resignations from NAB, though it was freely stated that if the right sort of leadership was manifested in NIB, and if its policies appeared wholesome, it could win preponderant industry favor.

The scope of the reorganization resolution, which among other things eliminates the requirement that members of NIB be members of NAB, gives individual broadcasters an opportunity to explore the entire field, it was pointed out. The basic format for the organization had been suggested by Ed Craney, KGIR, Butte, who resigned from NAB several months ago over differences with NAB President Neville Miller on purported network domination and because of the now celebrated controversy with Chairman Fly which broke at the NAB convention in St. Louis last May.

In essence, the reorganization plan proposes a return to the principle of trade association operation that prevailed on the NAB prior to the 1938 reorganization which resulted in retention of Mr. Miller as the industry's first paid president. There would be a managing director as the chief executive officer, with president, first vice-president, second vice-president, secretary and treasurer elected from among active broadcasters. These would serve as the board of directors.

Loucks Consulted

Some significance attached to the fact that three members of the 1938 NAB reorganization committee—Craney, Edward A. Allen, WLVA, Lynchburg, and Walter J. Damm, WTMJ, Milwaukee—participated in the drafting of the NIB reorganization plan. Philip G. Loucks, NAB managing director from 1930 to 1935, and counsel for the 1938 NAB reorganization, also was in Chicago and, it is understood, had been consulted.

Among others at the convention were such men as Leo J. Fitzpatrick, WJR, Detroit, former NAB president; NAB Directors O. L. Taylor, KGNC, Amarillo; Gene O'Fallon, KFEL, Denver; John Fetzer, WKZO, Kalamazoo; Herb Hollister, KANS, Wichita, Kan., and such former directors as John Patt, WGAR, Cleveland; Arthur B. Church, KMBC, Kansas City; T. W. Symons Jr., KFPY, Spokane; H. K. Carpenter, WHK, Cleveland; Ralph R. Brunton, KJBS, San Francisco; Stanley Hubbard, KSTP, St. Paul; Don Searle, KOIL-KFAB, Omaha-Lincoln; I. R. Lounsberry, WGR-WKBW, Buffalo; Gene Dyer, WGES, Chicago; W. J. Scripps, WWJ, Detroit, and George B. Storer, Fort Industry president. Attending also was Edwin M. Kirby, chief of the Army Radio Branch, and NAB public relations director on leave.

Under the reorganization plan there would be selected representatives from each of the States and Territories to serve as a sort of legislative-strategy committee. It could be called together by the managing director, the board, or by a vote of 25% of its own membership. [See text of resolution on this page.]

Indicative of the trend of thought on the broadcasters was a series of resolutions adopted at the closing session Tuesday, drafted by a committee made up of NIB members and non-members alike. Covering a wide field, these pronouncements followed the unrestrained discussion on copyright, the national defense situation, the FCC's regulatory moves, and, in fact, the whole gamut of industry affairs.

ASCAP Resolution

Just prior to adjournment Tuesday, the convention adopted a resolution, offered from the floor by H. W. Slavick, WMC, Memphis, opposing the negotiations between the networks and ASCAP on new copyright contracts, primarily because of the affiliate station rebate requirement. Other resolutions adopted in effect recited:

1. That inasmuch as the industry is not subsidized directly or indirectly by the national Government and since it renders valuable service without compensation to the Government for which services other industries are paid directly or by subsidy, and since it is bearing its full share of the tax burden, the industry therefore should not be subjected to special taxes.

2. That since there are grave doubts that the proposed licenses on a per-use basis proffered by

Resolution for NIB Reorganization

FOLLOWING is the text of the resolution unanimously adopted by the NIB convention in Chicago last Tuesday, establishing the basis for reorganization of the trade group as a full-scale trade association:

WHEREAS the plan of organization of NIB adopted in Chicago Sept. 15, 1939, contains certain restrictions limiting its membership and the activities of this organization and

WHEREAS it is the consensus of opinion of your committee that the membership and activities of this association be broadened,

AND WHEREAS this organization believes in the principle of the American System of Broadcasting,

THEREFORE BE IT RESOLVED

That the purpose of this organization shall be for the furtherance of the American System of Broadcasting by the continuance of independent ownership and operation of the broadcasting stations of this country in the interest of the peoples of these United States. That to do this we of this committee recommend the following:

1. That membership in NIB is not contingent upon membership in any other organization.

2. That the membership be limited to independently owned and operated stations not owned (in whole or in part) managed, controlled or operated by a national network.

3. That the organization shall be an incorporated non-profit association.

4. That each station shall have but one vote and that the vote of each station shall be cast only by a duly qualified owner, officer or qualified person with full power of attorney to act for said station.

5. That the full power to act rests in the hands of the membership. That to expedite action and make the workings of this organization more efficient and flexible a representative be selected from the membership by the members of each State, Territory, Possession and District of Columbia at a meeting held in each respective State, Territory, Possession and District of Columbia, that first and second alternates be likewise selected to act in the absence of, or inability of such representative to serve, that this group of representatives have the power to select officers, directors and personnel necessary for the efficient operation of the Association; that the officers be president, first vice-president, second vice-president, secretary, treasurer, and that they shall act as the directors of said association.

6. That it is further recommended a managing director be selected to manage the affairs of the organization, that among other duties the managing director shall have power to call a meeting of the board of directors or a meeting of the representatives. Likewise that a majority of the board of directors shall have the power to call a meeting of the representatives, or that 25% of the membership of the representatives may call such meeting.

7. That the present basis of dues shall remain in force and effect until this plan of reorganization is in operation.

8. That the present officers be asked to make this plan effective and to serve until a meeting of the representatives can be convened.

9. That such committee of representatives be convened not later than Nov. 15, 1941.

ASCAP and BMI meet the spirit and intent of the consent decrees, the Department of Justice be urged to take all necessary and appropriate steps to compel strict compliance.

3. That NIB expects BMI to develop a workable per-program and per-piece contract which will not contain such onerous reporting requirements as to force acceptance of a blanket contract, and also to provide an alternate blanket license agreement; and that NIB also expects BMI to continue to be operated for the benefit of the industry and of the individual stations which have contributed to its creation, its finances and its success.

Superpower Opposed

4. That after deliberate consideration, the association feels that the granting of superpower in excess of 50,000 watts would not be in the interest of public defense, is economically unsound, and would impair the effectiveness of service now being presented by various governmental agencies over existing facilities.

5. That the FCC be requested to give due consideration to the economics of broadcasting in all applications for new stations.

6. That steps be taken to expedite and secure priority ratings which will enable stations to obtain equipment necessary to furnish proper broadcast service to the public.

7. That NIB bylaws be amended to eliminate the requirement of NAB membership as a condition precedent to NIB membership.

8. That NIB is cognizant of the problems of the FCC and expresses its appreciation of the services of Chairman Fly and other members of the FCC on behalf of the broadcasting industry.

9. That the NIB, in recognition of the national emergency proclaimed by the President of the United States, pledges its combined and ever-vigorous support and cooperation in the national defense program.

A resolution proposing that additional frequencies be designated for local station use, as a means of alleviating local channel interference, was temporarily tabled. The proposal had been advanced by Mr. Allen, who cited the serious problem resulting from more or less indiscriminate licensing of local stations by the FCC, resulting in sharp curtailment of service of old channel occupants.

Fly's Prodding

Action on the reorganization proposal did not come until the convention had heard Mr. Fly's address as well as that of Maj. Gen. Joseph M. Cummins, commanding general of the Sixth Corps Area on radio and national defense. President Lafount, who had served notice this would be his last term, launched the general discussion following the principal addresses, and the reorganization movement promptly erupted, but with arguments on both sides.



ALL ABOUT BMI, and possibly the newspaper divorcement inquiry, must have animated this conversation with Sydney M. Kaye, BMI vice-president and general counsel, and associate counsel of the Newspaper Radio Committee (center). Left to right: Walter Koessler, WROK, Rockford, Ill.; John F. Patt, WGAR, Cleveland; Mr. Kaye; James F. Hopkins, WJBK, Detroit; William A. Alfs, WJR, Detroit.

Text of Chairman Fly's NIB convention address will be found on page 22. Registration list will be found on page 28.

It was Chairman Fly's address [see full text on page 22] that provided the springboard for action. Long at sword's points with NAB and the major networks over industry affairs, he made no bones in his address about "independent action" and the need for avoidance of "monopoly." He inferred he would be around to address the 1942 NIB convention.

Chairman Fly repeatedly held out the olive branch to the independents in his address. He denied the FCC was antagonistic to the industry, but said a "weeding out of monopolistic tendencies in broadcasting is a prime requisite if you are to remain undisturbed in your ownership and operation of American broadcast stations."

He warned that, while American radio has been relatively immune from attacks of the nature now directed against the motion picture industry on propaganda, the only assurance that this immunity will continue will come through "decentralization" of control.

Citing the three current Commission proceedings—chain monopoly regulations, multiple ownership in the same community and the newspaper divorcement proceedings—Mr. Fly pegged the status of each. On the chain regulations, he charged that the networks were unable to agree among themselves even on the question of option time. The multiple ownership issue is now under adjudication and therefore could not be discussed, he declared.

Newspaper Surprise

The surprise came in his statement on the newspaper divorcement issue. He said the investigation is concerned primarily with grants of FM licenses to newspapers, since in the FM field the number of newspaper applicants has made the problem acute. "In the event any measures or recommendations grow out of the investigation—and on that I express no judgment—they will not be concerned with existing licenses, but rather to future acquisitions," he asserted.

This appeared a departure from what had clearly been inferred as an overall inquiry into the propriety of newspaper ownership of standard as well as FM stations, affecting existing licenses as well as new acquisitions since the law does not distinguish between old or new licensees.

After Chairman Fly had completed his prepared address, he invited questions from the floor. He had been greeted with rising applause, in contrast to the situation that prevailed at the NAB convention in St. Louis, when the complete rupture in Fly-NAB relations developed.

J. Fred Hopkins, WJBK, Detroit, asked about the superpower outlook, inquiring whether that wouldn't in itself be a trend toward monopoly. Mr. Fly said this question could not be answered, but observed the monopoly question was present and a "considerable factor" in the picture. He said he was not sure whether 500,000 watts power would be authorized, though in some areas, from the national defense standpoint, "we might have to provide service in the vast areas now unserved."

"We want you to keep your shirts on about superpower and we'll try to do the same," he said.

A series of questions concerning interference of Mexican stations (write the FCC, Mr. Fly recommended); lack of available telephone lines because of defense requirements, use of radio relay substitutes and similar procedural matters, were hurled at the chairman, and drew detailed response.

Up to the Industry

Getting down to organization matters during the afternoon session Monday, Mr. Lafount pointed out the NIB had less than 75 paying members. The meeting was called at the request of broadcasters, he said, and it was up to them to decide on the future course. He disclaimed any intention of fostering a rump movement, or a breakaway from the NAB, but said the need for an independent organization in these critical times is apparent.

He observed that some of the NAB directors were present, and that they were welcome to the meeting. His only suggestion was that the organization, whether kept intact or expanded, should preclude

(*Continued on page 74*)

Cross-Section of Attendance at NIB Convention



NIB Opposes Network ASCAP Rebates

Society Confesses Defeat in Fight With Radio

CULMINATING an all-day discussion of music copyright performance the special convention of the NIB in Chicago last Tuesday unanimously adopted a resolution expressing opposition to negotiations between the major networks and ASCAP for return of the Society's repertoire to the air, essentially because of the affiliated station rebate requirement.

Action came after the convention had heard an admission by ASCAP that it had been "licked" in its fight with radio; unqualified commitment by BMI that it will continue as a strong competitive force in music, and a promise from the Department of Justice that it will zealously enforce provisions of its consent decree. These conclusions highlighted a copyright seminar in which representatives of virtually all of the performing rights societies licensing radio told their stories.

Text of Resolution

Adoption of the resolution constituted one of the final acts of the convention. It was offered by H. W. Slavick, WMC, Memphis.

The revised and final text of the resolution follows:

WHEREAS the principle of "clearance at the source" of music licenses by networks contemplates that the payment of license fees is the responsibility of the network; and

WHEREAS the consent decrees entered into with the United States by ASCAP and BMI established the principle of "clearance at the source"; and

WHEREAS the charging back to affiliated stations by the networks of any portion of the license fees payable under such network licenses, though not prohibited by such consent decrees, is contrary to and circumvents the spirit and intent of the principle of "clearance at the source"

THEREFORE BE IT RESOLVED by National Independent Broadcasters that it is opposed to any negotiations by the networks which have been or may be based upon the intention of requiring affiliated stations to rebate to the networks a portion of the network license fees.

RESOLVED FURTHER that a copy of this resolution be transmitted to each of the networks and to the National Association of Broadcasters.

The nearly 200 broadcasters had heard a detailed analysis of the proposed ASCAP contracts from John G. Paine, general manager, as well as discussions of other aspects of copyright performance from such figures as Victor O. Waters, special assistant to the Attorney General in charge of copyright and music activities; Sydney M. Kaye, vice-president and general counsel of BMI; Carl Haverlin, BMI station relations director; Leonard Callahan, SESAC general counsel; Robert S. Keller, AMP executive. There ensued a free-for-all discussion hailed as the healthiest exposition on music performance in radio annals.

Paine's Analysis

While there was no poll of convention sentiment—aside from that expressed in the resolution—on acceptance of the ASCAP contract offer, based on terms evolved with the major networks, the undercurrent appeared to be that of making haste slowly.

Though Mr. Paine entered a long discourse of contract terms and was plied with questions regarding its provisions, most broadcasters nevertheless privately reflected the view that they preferred to examine the contracts closely, with benefit of counsel, before committing themselves. Copies of the contracts were not available at the convention.

Fear that NBC and CBS would drop their support of BMI, once ASCAP music again becomes available, was quickly allayed by Mr. Kaye. He told the convention that both of the networks definitely had pledged themselves to full range support of BMI for the nine-year duration of the proposed ASCAP contracts with the only condition that BMI have the support of the rest of the industry.

If Mr. Paine had anticipated facing a hostile audience, he was disappointed. After having been given a rousing reception, Mr. Paine extemporaneously outlined the nature of the five contracts drafted covering various combinations of sustaining and commercial licenses. [BROADCASTING, Sept. 15].

Cut to the Quick

Mr. Paine prefaced his analysis with an expression of wonder over hatreds that have been stirred up by the copyright controversy. Declaring ASCAP is "terribly hurt", he said he could not understand why the mere mention of his organization provoked prejudices among broadcasters and resulted in such "shabby treatment."

Harking back to the events of last year, which culminated in the dropping of ASCAP music by practically all the industry, Mr. Paine said he was not one of those who believed there would be a tremendous public protest. He felt, howver, that there had been a decrease in listening audience.

With ASCAP's admission of defeat, Mr. Paine said the only thing left to be determined is the basis under which all radio again can use ASCAP's music. At the outset of the fight, he said the industry and ASCAP were far apart but now they are almost together.

He admonished broadcasters that ASCAP now is operating within the confines of a consent decree and had to be guided by its terms. ASCAP, he said, regards the decree as "fair and equitable."

The Five Contracts

Mr. Paine, in substance, defined the five available forms of contract as follows:

1. Overriding chain contract, with clearance at the source, on a blanket basis. Chains pay to ASCAP 2¾% of net amount received for sponsored programs. Chains deduct frequency and time discounts and also 15% agency commission. From that net figure they then subtract wire charges to connect network stations, and a 15% overriding sales commission.

2. Sustaining service whereby chains pay to ASCAP a flat fee of $200 annually per station.

3. M & O station contract with chains covering alternative per program and blanket license methods, interchangeable at the will of stations [BROADCASTING, Sept. 15].

Sustaining Fees

4. Blanket contract with staggered sustaining fee of $1 per month for stations with net business of less than $50,000; an amount equal to the station's highest quarter-hour rate for stations with net business between $50,000 and $150,000; an amount equivalent to the highest half-hour rate for stations with net business of more than $150,000. On blanket commercial contract stations will pay 2¼% of their net income arrived at by deduction of frequency discounts and advertising agency commissions, if any, not to exceed 15%. Also agreed to allow all stations an additional 15% to cover extraordinary expenses. He estimated this would amount to 1.9% instead of 2¼%.

5. Per-program commercial license payment of 8% on receipts following deduction of frequency, advertising agency, and 15% override commission, and of 2% of net receipts on programs using music for incidental or background purposes. Sustaining fee at no time

(*Continued on page 64*)

FUN AT ARMY MANEUVERS

Capt. Oldfield Evades Capture When WSM Comes To the Rescue—Reluctant Bomber

COVERAGE of the big Army maneuvers in Louisiana continued last week, with announcers and engineers handicaped by capture, weather and technical difficulties. Despite these obstacles, radio brought to the world thorough coverage of the nation's largest peacetime maneuvers.

The crew of WSM, Nashville, saved the entire radio staff of the Second Army from capture. After having been in the hands of the enemy a few days prior, Capt. Barney Oldfield and the entire personnel of the Second Army Radio Division found itself a nice air-conditioned studio at Louisiana State Normal.

The staff checked with G-2 and was assured the excellent quarters would be safe for some days. Equipment was set up and the section went to work. However, the Third Army surrounded Natchitoces, where the Second was headquartered, and the only transportation available were the trailer, station wagon and sedan of WSM, Nashville. By driving all night around enemy lines, the personnel and equipment were evacuated without a single capture.

Inter-Army Cue

CBS coverage, in charge of Bill Slocum Jr., special events director, involved some ingenious operations. Eric Sevareid, covering the Blue Third Army and John Charles Daly, assigned to the Second Red Army, kept in touch with each other over a cue circuit without giving away secrets of their respective armies. Sevareid headquartered in a small, hot room in Lake Charles, using Army blankets on the walls as sound deadeners. The microphone was set on a rough pine table. Engineer Gene Rider had his equipment on another table.

Slocum set his stopwatch by a time signal sent to him at 2:15 p.m. by WWL, CBS New Orleans affiliate. WWL served as clearance base for the Army games and special forms were arranged to be used in conjunction with aircraft warning signals.

One of the nightmarish experiences of the coverage occurred when a CBS broadcast was arranged from an Army B-18 medium bomber, Syd Bergere installed his equipment in the plane, connected batteries and coiled aerial on its reel, but a motor on the bomber refused to work. After an hour of delay, Bergere unloaded his equipment and moved it in another bomber within 23 minutes.

No pilot could be found until five minutes before the program was to go on the air. John Charles Daly sprinted to the plane which took off without time for a test. When Daly was cued in, nothing happened for five long seconds. Finally his voice came through after the aerial reel reluctantly unwound and the program went off as though nothing had happened.

KDKA, WBAL TO GET NBC-RED WELCOME

TWO SPECIAL programs will welcome KDKA, Pittsburgh, and WBAL, Baltimore, to the NBC-Red network on Oct. 5. Both 50,000-watt stations are now on the Blue but are changing over to the Red Oct. 1.

KDKA will be saluted 1-1:30 p.m. with Frank Mullen, vice-president and general manager of NBC, welcoming the station to the Red. Roy Shields and orchestra from NBC, Chicago, the KDKA orchestra, Bernie Armstrong's Orchestra and a 16-voice ensemble will be on the program.

The WBAL salute will be 2-2:30 p.m., and the program will include Charles Dant and orchestra with Martha Tilton from NBC, Hollywood, the WBAL orchestra and the Baltimore & Ohio Glee Club.

Some of the Red accounts have made special recordings using their stars, the records to be used as spot announcements over the stations to inform the audience they will be heard Oct. 1 on WBAL and KDKA.

Under the new lineup in Pittsburgh, KQV becomes the Blue network outlet, WCAE, formerly a Red station goes to MBS. Only stations not affected are WJAS, the CBS outlet, and WWSW, unaffiliated.

MBS Anniversary

SEVENTH ANNIVERSARY of MBS will be commemorated by a special broadcast Oct. 2, 9:15-10 p.m., featuring salutes from six key stations, WGN, WOR, WGR, KHJ, WCAE and WFBR, in that order. During the 45-minute broadcast, Alfred Wallenstein's orchestra will play from WOR, Bob Trendler's band and comedians Tom, Dick and Harry will be presented from WGN, Dave Rose's music from KHJ, a variety show from WCAE, and a miniature musical comedy production with Dave Cheskin's orchestra from WGR. Station executives Leonard Kapner of WCAE, Hope Barroll of WFBR, and I. R. Lounsberry of WGR will speak briefly.

Soup Spots Placed

SKINNER & EDDY Corp., Seattle (Minute Man Soup Mix), on Sept. 22 started a 13-week campaign of participations 3-6 times weekly on the following programs: *Martha Deane*, WOR, New York; *Fred Jeske*, WSYR, Syracuse; *Yawn Patrol*, WWJ, Detroit; *Laura Stuart*, WHAM, Rochester, and the *Marjorie Mills* program on Yankee Network. At the termination of the last-named contract, company will begin participations on *Yankee Network News*. Agency is J. M. Mathes Inc., New York.

Street & Smith Drive

STREET & SMITH PUB., New Yor (*Pioneer Picture Stories* and *Trail Blazers* magazines), is planning a campaign of announcements and participations, 3 to 25 times weekly, on stations in New York City, to get under way the early part of October. Agency is Victor Van der Linde Adv. Agency, New York.

In the Red

FOR WEEKS KDKA, Pittsburgh has been advertising by all means at its command that fact that it would soon become a Red network outlet of NBC, switching from the Blue. A week before the move, KDKA received a postcard from a listener saying: "Have heard your announcements about being a Red Network station after Oct. 1. I'm certainly sorry to hear that you're going off the air after 21 years of broadcasting, and want to offer my sincere sympathies."

Joint Promotion Scheme Promotes Fitch Program And Columbia Records

F. W. FITCH Co., Des Moines, and Columbia Recording Corp., New York, are embarking on a joint promotion campaign, whereby the *Fitch Band Wagon*, company's Sunday evening program on NBC-Red, which presents a different guest band each week, will feature tunes recorded by those bands for CRC, which in turn will promote the tie-up and these "Fitch Band Wagon Special Tunes" in its advertising and promotion to the record dealers and to the public.

Tunes recorded by each band will be held exclusively for that band until the *Band Wagon* broadcast, when the records will be released to dealers, each labeled as a "Band Wagon Special".

Series will start with the Eddy Duchin broadcast on Oct. 5 and will subsequently present Harry James, Horace Heidt, Kay Kevser and other CRC recording bands. CRC will play up the Fitch broadcasts, giving time and network, in its advertising and the broadcasts will mention the bands' affiliation with the recording firm.

Deal was worked out by E. G. Naeckel of L. W. Ramsey Co., Davenport, Fitch agency; Maurie Lipsey of Music Corp. of America, and Pat Dolan, advertising manager of CRC. Commenting on the tie-up, Mr. Dolan said: "We figure this is a natural. The *Fitch Band Wagon* with one of the highest Crossleys on the air has an audience that is naturally interested in records. Many Fitch bands are our bands. The people who listen to them on the Fitch show want to know about their latest records. As far as we are concerned, the selfsame people reached by our promotion are the same audience that Fitch wants and has. We are giving them a little more intense coverage among record buyers."

Carey Salt Spots

CAREY SALT Co., Hutchinson, Kan. (table salt), has started a varied schedule of local programs on KFH KMBC KMA KSAL WIBW KFBI KFEQ KMMJ KFAB KLZ KSO WMT WNAX WOWO KGNC. McJunkin Adv. Co., Chicago, is agency.

AN ENTIRELY automatic wind machine, which can whip up anything from a gentle zephyr to a howling gale with the twist of a switch, has been developed by the WOR, New York, sound effects department.

John P. Devaney 1882-1941



ONLY A FEW days after he had announced his candidacy for the United States Senate [BROADCASTING, Sept. 22], Judge John Patrick Devaney of Minneapolis, former chief justice of the Minnesota Supreme Court and chief owner of WLOL, Minneapolis, died in Milwaukee Sept. 21 at the age of 59. Death was caused by a cerebral hemorrhage.

Judge Devaney was on his way to Washington and had stopped over in Milwaukee for a caucus of Democratic committeemen. President Roosevelt had appointed him in 1940 to a special emergency board to settle labor disputes. He was a member of the American Judicature Society, the American and Minnesota Bar Associations, Phi Gamma Delta, Delta Sigma Rho and Knights of Columbus.

Although a Democrat, Judge Devaney was a close friend and political advisor to the late Gov. Floyd B. Olsen, Farmer-Laborite. Gov. Olsen appointed him to the Minnesota chief justiceship in 1933 to fill a vacancy, and later that year he was elected to the post. He retired in February, 1937, to resume the practice of law. In 1939 he and a group of associates, including W. A. Steffes, theatre man, applied for a new regional station in Minneapolis, and this was granted in January, 1940, going on the air the following June as WLOL. Later in the year there was a sale of stock whereby he retained 52%, and Charles and David Winton, prominent lumberman, acquired 48%.

At a recent meeting of the State's Young Democrats, he announced he would be a candidate for the U. S. Senate, supporting Roosevelt policies and running against Joseph Ball, Republican incumbent whom Gov. Harold Stassen had appointed to fill the unexpired term of the late Senator Lundeen, Farmer-Laborite.

He is survived by his widow and a son, Patrick.

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs) has started five transcribed spot announcements weekly on about 15 Canadian stations. Cockfield Brown & Co., Toronto, placed the account.

Colgate Revamps Promotional Staff

McKay, Longstreth and Keller Resign Their Positions

A CHANGE in the advertising organization and policy of Colgate-Palmolive-Peet Co., one of the largest users of radio to advertise its soaps, shaving creams, shampoos and dentrifices, was presaged last week by the resignations of Hugh McKay, advertising director; Edword Longstreth, director of radio, and Harry Keller, public relations manager.

Mr. Keller was also head of Broadcast Associates, organization established to handle all publicity for the company, which has been closed. Each of the three agencies placing advertising for the company will henceforth handle publicity for the radio programs under its management, it was stated.

Heavy User of Radio

Reported to spend more than $10,000,000 annually in various media, C-P-P last year expended more than $4,000,000 for network time alone, making it one of the first five network clients. Company's advertising is divided as follows: Ted Bates Inc., New York, Colgate Dental Cream, Octagon Soap, Klek, Palmolive Shave and Brushless Creams; Sherman & Marquette, Chicago, Colgate Brushless Creams, Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap and Toiletries Concentrated Super Suds, Crystal White Laundry Soap; Ward Wheelock Co., Philadelphia, Palmolive Soap and Vel Soapless Suds.

Company has as yet appointed no successors for any of the vacated positions. It is understood the positions of radio director and public relations manager will be discontinued and that a new advertising director will be named within the near future.

Fisheries on Coast

SOUTHCOAST FISHERIES Inc., Wilmington, Cal. (Top Form cat food), in a two-week campaign which starts Sept. 29, will use a varied schedule of participation in a number of West Coast shows List includes *Art Baker's Notebook, Mirandy's Garden Patch* and *California Home* on KFI, Los Angeles; *Andy & Virginia* on KMPC, Beverly Hills, Cal.; *Your Food Is Your Fortune* on KJBS, San Francisco; *International Kitchen* on KPO and *Home Forum* on KGO, both of that city; *Kathryn's Kitchen* on KFBK, Sacramento, Cal.; *Newspaper of the Air* and *Hello Again* on KOIN, and *Charmingly We Live* on KEX, both of Portland, Ore. Barton A. Stebbins Adv., Los Angeles, has the account.

NEW YORK LAUNDRYMEN'S ASSN. new to radio, starting Sept. 29 will sponsor a series of news programs featuring AP news, Monday, Wednesday and Friday, 11:30-11:45 a.m., on WMCA, New York. Bob Harris of the WMCA staff is newscaster. Agency is Furman & Feiner, New York .

Nets Set to Submit ASCAP Contracts

Final Terms Given Society Board Approval

WITH ASCAP chafing to compose its differences with the broadcasting industry and have its music restored to the air as quickly as possible, NBC and CBS worked feverishly last weekend to inform their affiliates of the scope of the contracts. As BROADCASTING went to press Friday, NBC said it would have the contracts, together with a covering letter, in the mails to all of its affiliates within 24 hours, and CBS hoped to complete a similar job over the weekend.

Action, expected daily for weeks but repeatedly delayed because of difficulties in putting the agreements into language satisfactory to attorneys of the networks and ASCAP, followed a meeting of the ASCAP board of directors Thursday, at which time the board approved the contracts in their final form.

Football Ruling

The ASCAP board also voted to give a waiver on all collegiate music for all broadcasts of football games on Sept. 27 on any station or network. This action came as a temporary reprieve to broadcasters who had been constructing soundproof booths at their local football gridirons to shut off any unlicensed ASCAP tune and to advertisers who, having contracted to sponsor broadcasts of the football matches, have been worried over the prospect of having to eliminate much of the color from their broadcasts for fear of infringement suits.

Earlier in the week, CBS had stated that pending an agreement with ASCAP, all of its football broadcasts would be made from soundproof booths, with interviews and comment broadcast from the booths between halves and no music picked up. NBC delayed action.

N. W. Ayer, agency in charge of the Atlantic Refining Co. sponsorship of football broadcasts on 83 stations throughout the eastern territory in which this company distributes its gasoline and motor oils, had frankly admitted that the music situation was a headache and that it was proceeding on a game-to-game, week-to-week basis in hope of a general settlement before the end of the season. Its broadcasts on the CBS New England network, the agency said, would be made from closed booths in conformity with CBS rules.

With other stations, however, the agency was endeavoring to work out the best solutions possible, clearing all the school songs of the competing colleges where that could be done and attempting to limit the bands to music which could be cleared where it was impossible to get complete clearance. "We don't care about licenses if the situation can be worked out without them," an agency executive stated, "but we do care about putting on as colorful and entertaining broadcasts as possible and we don't like the idea of cutting out all music and broadcasting from a closed booth except where that is the only way we can broadcast the games at all."

Up to Affiliates

Immediately following the ASCAP board's approval of the contracts, the printers, who had the documents in type, were ordered to start the presses for delivery to the networks the following day. ASCAP itself intends to send out no contracts to stations until the network contracts have been signed. It was explained that if ASCAP sends a contract to a station that act constitutes an offer, and should the networks fail to sign this agreement, ASCAP would, if it had sent contracts out, find itself obligated to reduce its income from stations already licensed under the terms of the agreement concluded with MBS last spring.

NBC and CBS, as has been frequently explained, have said they would not accept the contracts with ASCAP until the great majority of their affiliated stations have shown their desire to have ASCAP music back on the networks by agreeing to rebate to the networks 2¾% of the sums they receive for network commercial programs as the stations share of the networks payments to ASCAP. Armed with the endorsements of both the IRNA and NAB executive committees, network executives have expressed confidence that these agreements would be forthcoming without much delay.

Against this optimistic outlook, however, was the action of some 200 broadcasters—many of them network affiliates — attending the NIB convention in Chicago early last week, expressing disapproval of the contract because of its rebate provisions.

Precisely what effect this would have on ratification of the agreements by the networks remained to be seen. Action at the NIB convention came after broadcasters had heard a detailed explanation of the contracts from John G. Paine, ASCAP general manager (see page 9).

Although acceptance of the contracts would result in the end of the conflict between broadcasters and ASCAP, with ASCAP dropping any legal actions for infringements by broadcasters since the first of the year, the rivalry between ASCAP and BMI as competitive sources of music will continue unabated. Indeed, competition between these two organizations may be expected to increase, as BMI finds itself no longer the sole purveyor of music to most of the broadcasting industry, but faced with the necessity of presenting its tunes in competition with those of the ASCAP members.

One advantage BMI holds is that the broadcasters, as BMI stockholders, will naturally favor its merchandise. Another is that many band leaders during the music war have set up their own publishing companies whose output is licensed through BMI and these leaders will continue to plug their own tunes regardless of all arguments and pleas advanced by the song pluggers of ASCAP publishers. But by and large the quality and popularity of the music will determine its use, without reference to the organization through which it is licensed.

Action in Marks Suit

The test suit brought against ASCAP by BMI and Edward B. Music Corp. to determine whether music performing rights are owned by the composer or the publisher progressed another step last week when Justice Aaron Steuer of the New York Supreme Court denied ASCAP's motion to have BMI eliminated as a plaintiff in the suit. Decision was handed down Sept. 25 and ASCAP is expected to file an answer within 10 days with the possibility that the question may reach a decision this fall.

As a result of this ruling, BMI stated, "ASCAP will be forced to meet an issue which it has evaded since its organization in 1914. No matter what the ultimate decision may be, an adjudication of performance right ownership will have a far-reaching effect on the future of ASCAP, an organization of both composers and publishers."

Pending the final outcome of the suit, BMI has refrained from licensing for performance some 10,000 compositions in the Marks catalog written by ASCAP composers subsequent to joining ASCAP. The award of performing rights will, whichever way it goes, clear the channel for the release to the radio audience of these songs, which include such familiar compositions as "Parade of the Wooden Soldiers" and "Glow Worm".

In addition to this BMI-Marks suit, ASCAP may soon be called on to defend its methods of licensing motion picture theatres. The Independent Theatre Owners Assn. of New York has instructed its attorneys to draw up papers for a suit seeking an injunction to halt future royalty payments to ASCAP and also to recover triple damages for payments made by the 300 member theatres during the past six years. The ITOA announcement explained that the statute of limitations prevents the suit from extending back any farther.

Refers to Decree

The suit, says the announcement, "climaxes a long campaign by theatre owners which complained against the unjust charges. The theatre owners group holds that since the consent decree entered into between ASCAP and the De-

(*Continued on page 67*)



GIFT TO AN ANZAC from NBC announcers is this package now enroute to Lieut. H. K. Ngata, who before the war was an announcer at a government station in Wellington, New Zealand. Now a prisoner in a Nazi camp as a result of the Crete campaign, the New Zealander appealed to his brother announcers at the NBC International Division for cigarettes and other small items [BROADCASTING, Sept. 22]. NBC did not let a fellow announcer down and here NBC foreign language announcers (l to r) Frank Nesbitt, of the Crete campaign; Francisco Lara, Spanish; Ary Moll, Portuguese; Natialia Danesi, Italian; Fernand Auberjonois, French; and Alan Nelson, of the German section, gathered around to address the bundle to the imprisoned Ngata in Germany.

Call for Arbitration Expected In ABTU-CBS Strike Threat

Union May Ask Ruling on Wages, Hours and the Traveling Expenses of M & O Engineers

FOLLOWING a breakdown in negotiations between CBS officials and representatives of the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers, all signs last week pointed towards a union call for arbitration of the wages, hours and traveling expenses of the 240 engineers employed at the M & O stations of CBS.

Meetings of the CBS members of the ABTU locals in the seven cities in which the network's managed and operated stations are located (St. Louis being excepted as all stations in this city operate under an individual agreement, separate from that covering the other CBS stations) disclosed a militant minority who believe that the network would come to an agreement more rapidly if its engineers were outside than if they remain at their posts. But the majority of CBS technicians, it is reported, were not yet willing to resort to a strike.

Terms of Agreement

Under the five-year agreement concluded between company and union in 1937, either party may ask for a discussion of wages, hours and traveling expenses at the end of any year of the contract by notifying the other side by Aug. 1 that it wishes to conduct such negotiations.

If no agreement is reached on or before Oct. 1, then either party may within five days ask for arbitration of the points of issue, with the arbitrator to be chosen by mutual agreement. If the parties cannot agree on a suitable arbiter, a name is to be drawn by lot from a panel established by the American Newspaper Publishers Assn. and the International Printing Pressmen & Assistants Union.

Following the union request, conversations were held in Chicago the week of Sept. 8, with CBS vice-presidents H. Leslie Atlass, Chicago, and Mefford R. Runyon, New York, acting for the company and Russ Rennaker, ABTU national business manager, and Frank E. Sosebee, union representative in New York, representing the union. When a deadlock was reached, the union men went to New York and requested and secured an interview with William S. Paley, CBS president, following which they resumed negotiations with Mr. Runyon, but again failed to make any progress [BROADCASTING, Sept. 15, 22].

After the second breakdown in negotiations, CBS issued the following statement:

"In 1937 CBS entered into a five-year contract with the union representing its approximately 250 broadcast technicians. This agreement provided for an annual reconsideration of the wage and hour provisions of the contract if either party requested it. If no agreement was reached by negotiation the contract provided that the matter could be referred to an impartial arbiter whose decision would be accepted by both sides.

Guaranteed Raises

"The agreement further provides for guaranteed salary increases based upon length of service. The beginning salary is $49.60 per week. This becomes $76.10 after nine years of service. Through the operation of these guaranteed increases the salaries of technicians employed continuously from 1937, when the contract was made, until the present time have been increased on the average over 16%. The contract provides for a 5-day, 40-hour week. The scale of pay is the same in all the cities where Columbia operates stations which are covered by the agreement, namely, New York, Chicago, Boston, Washington, Minneapolis, Los Angeles and Charlotte.

"This year, the union demanded an average 20% increase in the scale of pay. Desiring to assure a continuation of employment without controversy in a time of national emergency, the company offered 6% with the provision that on the expiration of the contract in October of 1942, any unsettled points in a new contract be submitted to arbitration. The union was agreeable to accepting the 6% increase but was unwilling to agree to arbitrate unsettled points.

"The present agreement contains a no-strike, no-lockout provision."

Union members stated that in tieing up its offer of a 6% increase with an arbitration provision, CBS was violating the terms of the present agreement, which provides only

(*Continued on page 75*)

Grim Disc

GEORGE GRIM, radio director of the *Minneapolis Star-Journal*, used all his ingenuity the other day to cut a transcription of the complete wedding ceremony at which he was best man. He hid a microphone in a floral display next to the bridegroom, Peter Temple, a staff announcer of WLOL, Minneapolis, who married Betty LaBlant.

Williamson Given Leave for Service

Pedlar & Ryan Moves Sisson From Coast to New York

GREGORY WILLIAMSON, director of radio and vice-president of Pedlar & Ryan, New York, has been granted an indeterminate leave of absence to enter Government work with the Navy Department, the agency has announced. Lawrence L. Shenfield, vice-president, who has long been in charge of radio, will administer the general affairs of the department, at least temporarily. No successor has been chosen.

Sisson Returns

E. G. Sisson Jr., formerly in Hollywood, will return to New York to assume various administrative and new show functions he formerly handled, the announcement states. William L. Lawrence and his Hollywood staff remain on the Coast in charge of production of the Orson Welles program for Lady Esther, broadcast each Monday evening on CBS. Other departmental duties formerly handled by Mr. Williamson will be taken over by Chester MacCracken, who recently joined the agency.

John Taylor continues in charge of script editing and author contact. John Archer Carter continues to head the radio commercial department, of which Cyril J. Mullen has been named assistant director. Mrs. Elizabeth Howard also continues in charge of talent and casting for daytime shows.



GIFT FROM the 22 employes of WMAZ, Macon, Ga., is this plaque, to be placed in the wall of the station's new studios in the new Bankers Insurance Bldg. Mrs. Frances Taylor (left) and Mrs. Allie Williams presented the plaque to President E. K. Cargill on behalf of the staff.

AFM Board Plans Disc Discussions

Regulation Method Prepared By Local in New York

MEETING of the International Executive Board of the American Federation of Musicians, to be held in Chicago Sept. 30 and Oct. 1, is expected to result in some move by the musicians union to stop or control the use of recorded music especially phonograph records, on the air.

At the union's national convention last June the delegates passed a number of resolutions aimed at the curtailment or elimination of this allegedly unfair competition with live musicians. A plan for the regulation of recorded broadcasts is said to be embodied in a brief which last week was being prepared by attorneys for the AFM local (802) in New York, but details of this plan were not available last Frdiay.

WSMB Impasse

Meanwhile, no settlement had been reached of the differences between WSMB, New Orleans, and the AFM local in that city ,although John Norton of NBC's stations department had been in New Orleans for a week endeavoring to assist station and union to reach an agreement. On Friday both NBC and AFM spokesmen in New York expressed the belief this problem would be settled without the necessity for any further national action. NBC two weeks previously had pulled all the late evening dance band remote pickups from the Red in response to AFM's request that such programs be denied WSMB by the network.

Possibility of similar situations on CBS and NBC-Blue was averted last week as the Des Moines local of AFM reached an agreement with KSO-KRNT in that city. Details of the settlement were not available last week, but the local on Tuesday night notified the National AFM offices in New York that the trouble with the Cowles stations had been satisfactorily settled.

A week ago, dance band remotes were resumed on Mutual network after S. A. Cisler, manager of WGRC, Louisville outlet for MBS, had reached an agreement in New York with James C. Petrillo, AFM president, concerning the employment of musicians on his station [BROADCASTING, Sept. 22]. Agreement, set for a trial 13-week period, calls for WGRC to employ an organist at $30 for an 8½-hour week and a leader at $35 for a 7½-hour week. The station had previously engaged only an organist and the union had demanded that it employ six additional musicians at $30 weekly.

Wunder Called

ARTHUR J. WUNDER, space and timebuyer of Cowan & Dengler, New York, has been called for military service and will be succeeded by Helen F. Bond, formerly his assistant.

FCC Press Probe Still Lacks a Thrill

Out of Witnesses; Press Services, Nets Next

ANOTHER episode in the thrill-less serial that some day may be known as the "forgotten inquiry" on newspaper ownership of broadcast stations terminated last Thursday after a day-and-a-half, when the FCC ran out of witnesses. It marked the third time since last July 23, when the inquiry got under way, that the Commission was unable to follow through on its prearranged schedule because of similar circumstances.

Having taken on the aspect of almost a complete bust, the hearings were recessed by FCC Chairman James Lawrence Fly Thursday until noon the following Thursday. Chairman Fly previously had announced that the hearings would run three days a week—Wednesdays through Fridays. Thus far, all the witnesses called had been subpoenaed by the Commission in its effort to prove that joint operation of newspapers and radio stations results in unfair competition, improper practices and generally does not inure to the public good.

Intramural Row

Indicating the temper of the Commission over the manner in which its staff has handled the proceedings thus far was the withdrawal of David D. Lloyd, chief of its inquiry section, as Commission counsel and substitution of Donald M. Harris, youthful New York attorney. While Mr. Lloyd sat at the counsel table along with Senior Assistant General Counsel Thomas E. Harris, he did not handle any of the examination of witnesses during the day and a half sessions. Mr. Lloyd had been subjected to frequent dressing downs by Chairman Fly prior to the substitution.

When the hearings resume Thursday, it is expected the press association and network aspects of the inquiry will be resumed. FCC investigators have plowed through files of all three national networks, and it is expected the Commission will essay to prove that the networks favor newspaper-owned stations over independently-owned outlets, because of purported advantages growing out of the joint operation. The Commission already has touched upon this in examination of subpoenaed witnesses representing newspaper-owned stations.

The press association phase, which had been gone into previously, appeared headed in the direction of efforts to prove suppression of competition in the field, and the pegging of rates of independently-owned stations so that newspaper stations and the competitive newspapers themselves could procure rate benefits.

In some quarters it was thought the press association phase of the inquiry was being handled by the FCC with the idea of turning over any evidence uncovered to the Department of Justice for possible antitrust proceedings.

Following the hearings scheduled for Oct. 2 and 3, it is indicated the Commission will recess for a week, when its staff will work on revision of the controverted exhibits covering station finances, which were introduced for identification during the earlier phases of the proceedings. Moreover, the Commission sits en banc beginning Oct. 6 on oral arguments in connection with its rule proposing a ban on multiple ownership where duplicating service is involved.

One report, unconfirmed by FCC counsel, was that Morris Ernst, counsel for the American Civil Liberties Union, would be called when the hearings are resumed. After the week's recess, about Oct. 15, the FCC is expected to offer its revised exhibits.

Conveniently Forgotten

Mystery appeared to surround the fate of the voluminous FCC questionnaire sent our prior to the start of the hearings last July, eliciting from all stations comments on the effect of newspaper-station competition. From one source it was indicated that the results were so unfavorable, from the Commission's standpoint, that it was decided not to use the analysis at all.

The strange spectacle of allowing applicants for new stations to plead their cases developed at the half-day session last Thursday. Two newspaper applicants, seeking stations in West Virginia, were allowed to recite reasons why they sought the stations, and cited advantages they expected to accrue to the newspapers.

Nothing to Rebut

Complying with a Sept. 17 request by Chairman Fly, the Newspaper-Radio Committee and WGN Inc. last Thursday filed with the Commission a general notation on the scope of the testimony they plan to offer. It was apparent both parties took the position that the FCC so far had failed completely in making a case worthy of serious rebuttal.

In a letter to the Commission the Newspaper-Radio Committee indicated that, pending the extent to which the FCC corrected inaccuracies in its exhibits, it would produce witnesses to testify on Commission and other exhibits. Dr. Herman S. Hettinger, associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and a well-known radio economist, had been retained by the Newspaper-Radio Committee, and probably will be a principal industry witness.

The WGN statement, filed by Counsel Louis G. Caldwell, indicated also that Commission exhibits

Running account of FCC Newspaper - Radio hearings Sept. 24 and 25 will be found starting on page 68.

in the record would be corrected, either by the FCC itself or by industry witnesses. Mr. Caldwell also stated that the WGN testimony would be presented in the form of exhibits. He requested that the WGN appearance be scheduled after that of the Newspaper-Radio Committee, holding this probably would eliminate unnecessary duplication of testimony.

Need of Backing

During the day-and-a-half session only four witnesses were heard. Called to discuss the operation of the Cowles Group stations, operated by the Register & Tribune Co., which also publishes the *Des Moines Register & Tribune*, was Luther L. Hill, vice-president and general manager of Iowa Broadcasting Co.

Pointing out that the Cowles radio operations had operated in the red to the tune of $180,000 from 1931 to 1936, Mr. Hill maintained that backing by a highly solvent organization was necessary for the successful operation of any station or stations in direct competition with the 50 kw. WHO, which he said offered an unexcelled service to the Iowa area from a coverage standpoint.

Mr. Hill also was questioned at length during his full-day appearance on such matters as the development of station policy in keeping with *Register & Tribune* business policy and the influence of the Register & Tribune Co. on dealings between United Press and WHO.

He indicated that although the Cowles Group station — KSO-KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, S. D. — made cooperative time-space deals with the *Register & Tribune*, the same opportunity for swap arrangements on an identical basis was available to WHO, which he had chose to use instead space in the 40-odd other daily newspapers in Iowa.

West Virginia Angle

Other witnesses, all heard during the Thursday morning session, were W. E. Ingersoll, business manager of the *Parkersburg* (W. Va.) *News and Sentinel*, and Charles L. Long, vice-president and assistant publisher of the *Wheeling Intelligencer* and *News-Register*, which have pending applications for new stations in Parkersburg and Wheeling, and A. S. Haywood, director of organization of the Congress of Industrial Organizations (CIO).

The testimony of Mr. Ingersoll and Mr. Long was regarded by observers, as well as by counsel, as amounting to little but a hearing on the pending applications, now in abeyance under Order No. 79. Both described physical and financial considerations in connection with the the papers' operation and indicated that the new stations were being sought primarily to protect the newspaper investment and prestige. Radio competition was described as a "worry" and a "problem" which could best be dealt with by establishing a new station.

CIO Grievances

Mr. Haywood voiced a long list of CIO's and labor's grievances against broadcasters, principally concerned with the difficulty of labor organizations in securing radio time, either free or paid. He recommended that the FCC not only investigate this situation as it pertained to newspaper-owned stations, which he indicated were the principal though not the only offenders, and later launch an exhaustive inquiry into the overall time-for-labor situation, with an eye to correcting present practices.

NEW FCC PROSECUTOR

Donald M. Harris Now Handles Newspaper Probe

DETAILED to handle Commission examination during the newspaper-ownership inquiry, Donald M. Harris, newest member of the FCC legal staff, made his public bow as the hearings resumed last Wednesday. Scheduled to function as head of the litigation section and prosecutor of the FCC inquiry, backed up by Thomas R. Harris, senior assistant general counsel, and David D. Lloyd, Mr. Harris joined the legal division Sept. 8, under a non-permanent appointment, following six years with the New York law firm of Carter, Ledyard & Milburn.

Retained as special counsel under Section 4(f) of the Communications Act, Mr. Harris received his A.B. degree from Amherst College in 1932, and an LL.B. from Columbia U in 1935. He was born March 28, 1911, and is married.

Mr. Harris succeeds Nathan N. David, former assistant to Chairman James Lawrence Fly and now with Col. W. J. Donovan, Coordinator of Information, as head of the litigation section.

New York Votes FM

NEW YORK City Board of Estimate last Thursday approved a $16,000 appropriation requested by WNYC, municipally-owned station, for the construction of an FM station. The FCC last June issued to WNYC a construction permit for a 1,000-watt FM station to operate on 43.5 mc. with the call W35NY. Construction will begin as soon as equipment can be secured, with orders for the transmitter and other apparatus to be placed shortly. FM station will give the city broadcast facilities during late evening hours, WNYC signing off at times varying from 10 p.m. in midsummer to 5:30 p.m. in midwinter because its frequency is shared with WCCO, Minneapolis.

Franchise Tax Plan Is Not Yet Dead; Morgenthau Would Tax Profit Over 6%

WITH President Roosevelt signing the 1941 Revenue Act Sept. 20 and many broadcasters congratulating the NAB for its part in defeating the controverted 5-15% Federal tax proposed in the bill for radio's net time sales over $100,000, definite signs were seen in Washington that the industry's tax troubles, far from being over, are really just beginning.

Although all appears quiet on the Government front at the moment, it still is apparent that franchise tax talk is much in the wind. According to the Treasury Department, no study of radio franchise tax possibilities, indicated as forthcoming by Congress when it knocked out the radio tax in the revenue bill, has begun.

A Profits Tax, Too

No definite plan has been developed, but it is understood that if Congress requests that the study be made, sufficient pressure will be brought on the Treasury and Joint Committee on Internal Revenue to rush through in a few weeks preliminary investigations sufficient to provide a working basis for a franchise tax move. Additional indication that the proposition was more than just talk came from FCC Chairman Fly in his address to the NIB convention in Chicago last Monday.

Another possibility for an increased tax burden on radio and all other industries, was the plan announced last week by Secretary of the Treasury Morgenthau to tax away all corporation profits above a 6% return on invested capital. One informal estimate to BROADCASTING indicated the tax might amount to as much as 12 or 13 million dollars annually for the broadcasting industry. Although the tax is designed to control defense profits, it would touch all corporate operations, including radio. Intense opposition to the plan is foreseen in all industrial circles, as well as by Chairman Doughton, of the House Ways & Means Committee, and Chairman George of the Senate Finance Committee, both of whom have previously come out strongly against higher tax rates on corporations.

A United Front

Replying to a flood of congratulatory messages reaching NAB, President Neville Miller declared last Monday:

"The result we have achieved thus far is an excellent demonstration of what can be accomplished with a united industry front. It could not have been achieved without the wholehearted cooperation we received not only from members of the industry but from representatives of advertising, labor unions and other groups. I wish to take this opportunity to express, on behalf of the NAB staff and for myself, our sincere thanks for the splendid cooperation which the trade association received from all concerned."

Warning against a lackadaisical attitude, Mr. Miller continued:

"While we have been successful in eliminating this particular tax from the current revenue bill, our fight against a discriminatory tax of this kind is not yet won. It will be proposed again, unless it sponsors — certain printing trades unions—are convinced that it would hurt them as well as radio broadcasters."

FCC APPOINTMENT IS EXPECTED SOON

LIKELIHOOD that President Roosevelt soon will fill the vacancy on the FCC that has existed since last June 30 was seen following a 15-minute conference last Wednesday between the Chief Executive and FCC Chairman James Lawrence Fly. While no word was forthcoming either from the White House or Mr. Fly following the session, it was thought the primary topic was the question of FCC personnel and organization.

The vacancy on the Commission has existed since the expiration of the term of F. I. Thompson, of Alabama. Chairman Fly had not been at the White House for several months and it was stated by Press Secretary Stephen T. Early that the chairman hal sought the appointment fo rseveral weeks.

Among other things, it is believed the chairman discussed activities of the Defense Communications Board, of which he is chairman, as well as those of the FCC. Reports have been in the wind that the President might desire to effect a reorganization of the FCC because of recent regulatory developments that have had far-reaching repercussions.

Aunt Jemima Discs

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Sept. 29 started an early morning five-minute transcribed program six days a week for 13 weeks on the following stations: WABC WEEI KYW WTAM WJR WGN KNX KSFO KDKA. Agency is Sherman K. Ellis & Co., Chicago.

WOV All-English

WOV, New York, which devoted most of its time to programs in Italian before its increase in power to 10 kw. early this year, is planning to drop all foreign language broadcast and devote itself exclusively to English after Jan. 1, 1942, by which time all present contracts for Italian programs will have expired. Since its power increase WOV has broadcast nothing but English after 6 p.m. and at present devotes only four hours a day to Italian programs.



STAR STUDENT as well as star gridman, Tommy Harmon of Michigan (left), new sports director of WJR, Detroit, was greeted by his campus radio prof., Waldo Abbot, during a welcoming party last week to 250 Detroit businessmen, given by the station. Harmon majored in radio under Prof. Abbot at the Ann Arbor institution for three years, with an eye to making that his career.

NEW YORK THEATRE IS LEASED BY MBS

MBS board approved the rental of a theatre in New York to be known as Mutual Playhouse No. 1, from which most of the network's audience shows will originate. Deal is practically set for the Maxine Elliott Theatre, with plans for MBS to take over with the Coca Cola premier Nov. 3.

Board also worked out a plan to enlarge and equalize MBS stock membership among the present seven stockholders (WOR, WGN, Don Lee Network, Colonial Network, WKRC, CKLW, WHK) and an additional four (WFBR, WIP, WCAE, WGR). A revised budget to run from Oct. 1, 1941, to Feb. 1, 1942, was approved. Board and stockholders also discussed competitive network conditions and pledged further network-stations cooperation.

The meeting was attended by: General Manager Fred Weber; W. E. Macfarlane and E. M. Antrim, WGN; Alfred J. McCosker and T. C. Streibert, WOR; Lewis Allen Weiss, Don Lee; John Shepard III, Colonial Network; H. K. Carpenter, WHK - WCLE, Cleveland; J. E. Campeau, CKLW, and Hulbert Taft Jr., WKRC; prospective stockholders Benedict Gimbel, WIP; I. R. Lounsberry, WGR; Harold Bittner, WCAE; Hope Barrell, Harold Batchelder, WFBR; and MBS Sales Manager Ed Weed; Miles Lamphiear, auditor, and Attorneys Keith Masters and Emanuel Dannett.

Lever Vitamin Test

LEVER BROS., Cambridge, Mass., will shortly announce a test campaign in newspapers and radio for a new vitamin mineral tablet, Vimms. Sale of the product will begin sometime in October with advertising released at that time through BBDO, New York, the agency in charge.

EARL MULLIN, assistant to William Kostka, NBC press department head, has taken over the department pending the appointment of a successor for Mr. Kostka.

Coca Cola Spends A Million on MBS

New Band Series Is Largest Schedule Yet for Network

LARGEST contract ever signed by MBS with an advertiser for a single product, said to exceed $1,000,000, was closed last week when Coca Cola Co., Atlanta, purchased five quarter-hours and one half-hour weekly on an MBS network of 125 stations for 52 weeks, beginning Nov. 3.

Series, as yet untitled, will be broadcast from 10:15 to 10:30 p.m., Monday through Friday, and from 10 to 10:30 on Saturday and will feature name bands.

Insistence of sponsor on the 10:15-10:30 spot, with all stations across the country taking the program at the time of broadcast, is said to have been the deciding factor in swinging the program to MBS, which won out over other networks competing for the business when it proved able to line up more stations at this time.

A Band a Night

Details of the band pick-ups have been arranged in cooperation with Music Corp. of America, which is booking the bands for the broadcasts. A different band will appear each night, broadcasting from a New York theatre yet to be selected, except for certain periods when the broadcasts will originate from Chicago, Hollywood or San Francisco, using bands playing in and around those cities. On Saturday, the guest band for the half-hour program will be that band with the highest phonograph record sales throughout the country during the preceding week. MCA is employing special accountants to collect and tabulate these record sales figures.

In addition to this new series, Coca Cola Co. also sponsors a program of semi-classical music, *Pause That Refreshes on the Air*, from 4:30-5 each Sunday afternoon on a CBS network of 115 stations, with Andre Kostelanetz orchestra and Albert Spalding as solo violinist and m.c. The company's bottlers through a cooperative advertising arrangement, sponsor *Singin' Sam*, a 15-minute transcribed program currently broadcast five times weekly on 249 stations. Advertising is handled by D'Arcy Adv. Co. St. Louis.

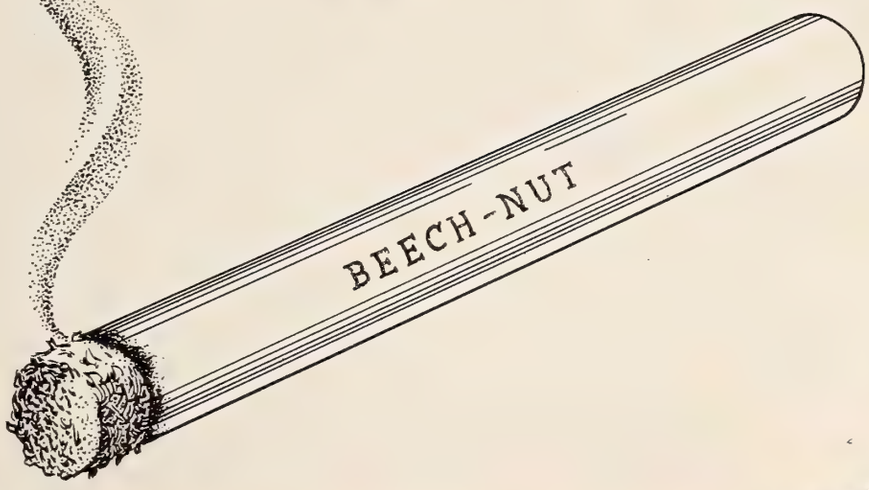
Ken Church Is Appointed To WKRC Sales Post

KEN CHURCH, general sales manager of KMOX, St. Louis, has been named director in charge of national sales and promotion for WKRC, Cincinnati, Hulbert Taft Jr., general manager, announced Friday. He assumes his new duties Oct. 6.

Mr. Church has been in radio since 1933, entering as salesman at KMOX, St. Louis. Later he was named sales manager. Prior to that he had been on the advertising staff of the *St. Louis Globe-Democrat* and the *Post-Dispatch*.

A KING IS CROWNED AT WSYR





In January of this year, the P. Lorillard Company's new king-size cigarette, Beech-Nut, was introduced to the Syracuse market. « « *Advertised only over WSYR and using a station-created program*—in eight short months, Beech-Nuts have risen to the top sales spot in the low-priced cigarette field.* « « No other radio or newspaper was used — convincing proof that WSYR is, by itself, a *selling power* in Syracuse.

WSYR

SYRACUSE, N. Y.
570 kc. NBC

COMING SOON . . .
5000 WATTS AT 570 KC.
"The Perfect Combination"

*According to independent survey of drug, cigar and grocery stores and cigarette jobbers.

AN H. C. WILDER STATION **REPRESENTED BY RAYMER**

Briefs Few As Overlap Probe Nears

Only 15 of 40 Affected Groups Take Action; Power Challenged

WITH APPEARANCES and briefs filed by only 15 of the estimated 40 entities involved in the multiple ownership-overlapping service issue, it was apparent last week that the bulk of the parties likely to be affected by the proposed ban would simply be sideline observers at the arguments scheduled to get under way Oct. 6 before the FCC en banc.

While the bulk of the briefs filed Sept. 22 pursuant to the order (No. 84) challenged the FCC's jurisdiction in the issuance of such a blanket order, several of the respondents simply made a plea for a flexible rule which would preclude the ban applying to their own situations on public interest grounds. Practically all of them, however, attacked the indefinite language of the rule, and the loose definitions of what constitutes control or objectionable overlap.

A Perplexing Order

Most of the stations not filing appearances or briefs have indicated through their counsel they felt it was unnecessary to do so, since the Commission, by statute, is required to hold individual hearings on any matters affecting existing station facilities. Moreover, the terms of the tentative order itself allow at least a six-month leeway before enforcement, with grants of such additional time as may be necessary to provide for orderly disposition of properties.

Meanwhile, an informal meeting of a group of a score of stations apparently falling within the purview of the order and their counsel, held in Chicago last Tuesday, resulted in no concrete decision as to procedure. Called by Ralph L. Atlass, WJJD-WIND, who apparently took advantage of the presence of many broadcasters in Chicago to attend the special NIB convention, the meeting, it is reported, was of an exploratory nature. Broadcasters affected were frankly perplexed over the Commission's order because of its broad scope.

A meeting of the various attorneys who plan to appear Oct. 6 for the oral arguments is scheduled for Monday, Sept. 29. The decision to hold the session was reached at the Chicago conclave.

Meanwhile talk persisted about station swaps, sales and moves, in the event the Commission in the final analysis attempts to make the overlap rule stick. In several cases, because the parties involved believe they can improve their positions, such exchanges may be put through even though the regulation is withheld, contested in court, or even dropped.

It was generally felt, however, that the FCC majority would be disposed to make some sort of a multiple ownership ban stick, as its last-ditch effort. Already there are signs that it has slowed down considerably the pace on its proposed ban on newspaper ownership and on invoking rigid regulations governing network-affiliate relationships.



REACTION to initial broadcast of the weekly CBS *Orson Welles Show*, which started Sept. 15 under sponsorship of Lady Esther Co., was topic of discussion by this group of executives representing network and agency serving that account. They are (l to r): Bill Lawrence, Hollywood representative of Pedlar & Ryan; E. G. (Ted) Sisson of the agency's New York radio department; Harry W. Witt, CBS Southern California sales manager; A. E. McElfresh, Pedlar & Ryan, vice-president.

Challenge of Power

NBC, which would be most vitally affected by the multiple ownership-overlap ban, since 8 of the 10 stations it owns are located in four cities, filed a brief challenging the FCC's jurisdiction all down the line. Stations which would be affected, under the rule, are WEAF and WJZ, New York; WMAQ and WENR, Chicago; WRC and WMAL, Washington, and KPO and KGO, San Francisco.

Through Duke M. Patrick and Philip G. Hennessey Jr., NBC contended the Commission has no authority to adopt a regulation of the type proposed. It held also that no provision of the law expressly authorizes the enactment of the regulation and that it is not necessary to the exercise of any power expressly conferred upon the Commission.

Even if authority had been conferred upon the Commission to enact the multiple ownership rule, the proposed regulation is "too vague, indefinite and uncertain to constitute a valid regulation", NBC insisted. Because it is impossible to determine from the language of the regulation proposed "who, and what, is meant to be included within its prohibitions", NBC said, "we submit that it is fatally defective."

In conclusion, the network contended the Commission has no power under the Act to adopt any regulation of the character proposed and that if it had, the regulation as now phrased would not constitute a valid exercise of such power.

On behalf of three sets of stations that might fall within the purview of the rule—WJAS-KQV, Pittsburgh; WILM-WDEL, Wilmington, Del.; WRAW-WEEU, Reading, Pa.—George O. Sutton, Washington attorney, challenged the FCC's authority under the Act to issue such a rule. Moreover, he contended that the proposed action becomes even more oppressive "when considered in the light of the fact that the Commission has by its own action approved the very conditions, now existent, which it proposes to change by Order No. 84." He argued that if the Commission feels that multiple ownership should be dealt with, it should address its recommendation for additional authority to Congress.

Mr. Sutton contended the proposed rule attempts to short-circuit the clear mandate of Congress by reaching a determination, in advance of hearing, that public interest will or will not be served.

Minority Problem

Challenging the Commission's right, power, authority or jurisdiction to enact the proposed rule, Ben S. Fisher, Charles V. Wayland and Charles F. Duvall, Washington attorneys, filed briefs and appearances on behalf of KOMO-KJR, Seattle; KWKH-KTBS, Shreveport, and WCOP-WORL, Boston. In the case of the Boston situation, it was brought out, Harold A. Lafount, former radio commissioner, owns interest in both of the stations but they are minority holdings. The question raised was whether the rule, as now drafted, was designed to ban even such minority holdings, where duplicated service is involved.

In the case of KWKH and KTBS, it was brought out that the stations are almost inextricably interwoven in a financial structure on which a substantial loan had been procured. In the Seattle situation, it was brought out that the Commission itself recently had approved acquisition of KJR by Fisher's Blend Station Inc. from NBC for $75,000, without any qualifications whatever.

In each instance, the attorneys held that operation of the stations jointly had in no way resulted in monopoly of radio communications, or in suppression or restriction of competition. It was also contended that enforcement of the rule would deprive the licensees of their property and rights without due process of law.

Almost identical briefs, protests and oppositions to the proposed rule were filed on behalf of KGW and KEX, Portland, Ore., operated by the Oregonian Publishing Co., and KHQ and KGA, Spokane, operated by Louis Wasmer, through John C. Kendall and John W. Kendall, Portland attorneys. In each instance, the second station had been procured in recent months by the owners from NBC, with the approval of the FCC. In each case also, it was contended that the joint ownership, management and operation had not resulted in a monopoly or in suppression or restriction of competition.

Moreover, the West Coast licensees contended that before any licenses shall be revoked, a hearing must be provided under the statute and the Commission's regulations. It was argued that adoption of the rule would be unjust, unfair, arbitrary and capricious in that it would deprive the licensees and all other licensees similarly situated of their property and rights, without due process.

Lacks Latitude

On behalf of WGR and WKBW, Buffalo, Frank D. Scott, Washington attorney, called adoption of the proposed rule unnecessary and undesirable. He held the objective could be accomplished by the Commission in connection with future applications, by denying such applications on the ground that public interest would not be served, and existing stations whose operations violated the tenor of the proposed rule could be set for hearing with appropriate action.

If the Commission feels that its policy as to multiple ownership should be given expression in a rule, Mr. Scott suggested the rule should be so worded as not to restrict the Commission's general consideration of cases which appear to fall within provisions of the rule. This should be based on the public interest, convenience and necessity concept, he said. The proposed rule as drawn, he pointed out, allows no latitude in determining whether, under any circumstances, multiple ownership does or does not serve public interest.

The proposed rule was called exceedingly unjust to Buffalo Broadcasting Corp., operating WGR-WKBW, because the company was organized in 1928 at the request of the FCC. To effect this reorganization, approximately $600,000 was borrowed. Moreover, he pointed out that in 1938, to keep pace with improved equipment, improvements were made costing approximately $100,000, while an expenditure of $225,000 is entailed in installation of 50,000-watt equipment for WKBW, which shortly will be completed.

Mr. Scott urged that the Commission either forego the adoption

(*Continued on page 63*)


WESTERN ELECTRIC
YOU BET WE'RE BUSY!
Vast supplies of telephone apparatus are being rushed for the Bell System to meet the increasing needs of our armed forces and defense industries. In addition, specialized radio equipment of many kinds is being produced in great quantities and at top speed for our Army, Navy and Marine Corps. Western Electric's long experience and manufacturing facilities are helping to meet these vital demands in record time.
Western Electric

Waste Paper Spots Cover 22 Markets

Total of $675,000 Allotted in Conversation Campaign

STATIONS in 22 cities or city groups have been selected for the radio portion of the national campaign to "save and sell" waste paper for national defense needs launched by the Conservation Committee of the Waste Paper Consuming Industries, including boxboard makers, roofing manufacturers and book-paper mills.

The Waste Paper Consuming Industries, with full support and active cooperation of the Office of Price Administration, Office of Production Management and Office of Emergency Management, have allocated $675,000 for radio and newspaper advertising to urge the public to conserve all forms of waste paper, scrap metal and rubber. A local telephone answering center has been established in 34 cities, and housewives, store owners and other local groups are being asked to save waste paper and sell it or give it to charitable organizations.

Shortage Feared

The advertising campaign is handled by Olian Adv. Co., St. Louis, and was decided upon when it became evident a serious shortage is threatened due to wartime difficulties in importation of wood pulp. The station list follows:

New York City—WINS WABC WOV WBNX WMCA WNEW.
Philadelphia—WDAS KYW WTEL WIP WFIL WPEN WHAT.
Chicago—WAAF WIND WCFL WJJD WMAQ.
Boston—WCOP WHDH WORL WMEX.
Detroit—WXYZ WJLB WJBK.
Cincinnati — WCPO WKRC WSAI WCKY.
Minneapolis-St. Paul—WLOL KSTP and North Central Broadcasting System, comprising KABR KDLR KRMC KLPM KVOX KWNO KGCU.
Washington—WOL WWDC WRC WMAL WJSV.
New Jersey—WAAT WCAM WHBI WPAT.
Indianapolis — WFBM WIRE WIBC WISH.
Pittsburgh—WCAE WWSW KQV.
Akron—WJW WAKR.
Cleveland—WHK WCLE WGAR.
St. Louis—KSD WIL KWK KXOK.
Milwaukee—WISN WEMP WTMJ.
Baltimore — WCAO WITH WFBR WCBM.
Louisville—WAVE WGRC WINN.
Columbus—WBNS WCOL.
Rochester—WHAM WHEC WSAY.
Providence — WJAR WPRO WEAN WFCI.
Buffalo—WGR WKBW WBNX WEBR.
Toledo—WSPD WTOL.

Clark From Camps

D. L. CLARK Co., Pittsburgh, Pa. (candy), on Oct. 2 will start sponsorship of *Service With a Smile* on 51 NBC-Blue stations, Thursday, 8-8:30 p.m., EST, but thereafter starting Oct. 9 will be heard 8:30-9 p.m. Program will feature talent from Army, Navy and Marine bases, which had been auditioned and chosen in a pre-show competition under the direction of a talent scout sent out by the sponsor. Garry Moore, star of NBC's *Club Matinee*, will be m.c. and Ben Grauer announcer for the new series which will originate from a different camp each week. Albert P. Hill Co., Pittsburgh, handles the account.



ALL ALONG THE ROUTE crowds turned out to cheer Jim DeLine, *Musical Clock* m.c. at WFBL, Syracuse, as he rode a bicycle from Syracuse to Chittenango, 17 miles away. The ride culminated a week of promotion when a Chittenango dealer offered to give a bicycle to a worthy boy if DeLine would ride it between the cities. Here Neal Moylan, WFBL sports director, holds the mike while DeLine talks between puffs.

KSFO Protests 50 kw. Grant to KQW And Cites Its Allegedly Unfair Results

CHARGING that the FCC has "unwittingly done a grave injustice" to KSFO by its recent action in granting KQW an increase in power from 5,000 to 50,000 watts on 740 kc., while the application of KSFO for the same facility was set for hearing, former Commissioner E. O. Sykes of the FCC, last Wednesday filed with the Commission a petition for reconsideration and setting aside of the KQW grant.

The FCC is expected soon to consider the petition asking a consolidated hearing on the issue in San Francisco.

Involving not only the issue of assignment on 740 kc., but indirectly that of the future CBS key station in San Francisco, the KSFO-KQW controversy has been in progress since early 1940, when KSFO first filed its application for the facility. KQW, licensed in San Jose, and a sister station of KJBS, San Francisco, was given the 740 kc. assignment with 5,000 watts as a result of the Havana Treaty reallocations, since its original facility—1010 kc.—was not available for use in this country.

To Cover San Francisco

The FCC on Sept. 9 granted the KQW application for 50,000 watts, in effect making it a San Francisco station, subject to approval of a plan of independent financing. Simultaneously the KSFO application was designated for hearing. KSFO had suggested that KQW be assigned to its present facility on 560 kc. with 1,000 watts night, 5,000 watts day, which, it claimed, would enable it effectively to serve the San Jose area and improve its coverage.

Judge Sykes emphasized that when KSFO filed its application for assignment on 740 kc. with 50,000 watts and suggested the assignment of KQW on 560 kc., there was no other application pending for 740 kc. in California. He contended that when tentative assignments were made under the Havana Treaty reallocations, KQW was "temporarily assigned" to 740 kc. Despite applications, petitions and letters of protest filed by KSFO, Judge Sykes said, "your Commission has step by step without hearing and over our protests strengthened the position of KQW by its various authorizations to it."

Judge Sykes insisted the Commission should have informed KSFO that it did not intend to designate for hearing the application of KQW, but would consider the station in a "preferred position" of being on the channel. He contended that a Class II 50,000-watt station is not necessary to serve the San Jose area, but is appropriate to serve the San Francisco area. By this change in power of KQW from a regional to a 50,000-watt outlet, he said, it is *ipso facto* changed from a station to serve San Jose to a San Francisco station.

Termed Unjust

Describing the KQW grant and the designation for hearing of KSFO as "inequitable, unjust and really a violation of the due process clause of the Constitution", Judge Sykes said that the action renders it impossible for KSFO to have a complete and impartial hearing. Only by hearing both applications together could such a hearing be had, he insisted.

He said the issue could not be fairly adjudicated "when one of the persons is in court as a mere spectator, or elsewhere, with this permit in his pocket, and no issue raised concerning it". Among other things, Judge Sykes pointed out that Wesley I. Dumm, principal owner of KSFO, has on deposit in bank $200,000, which is more than enough money to build and operate a 50,000-watt station.

He said Mr. Dumm had hypothecated nothing in negotiating this loan but is paying interest on it. On the other hand, he contended, KQW, financed by CBS, "has hypothecated everything to this network and promised to issue to it 37½% of its stock". Pointing out the Commission did not approve the KQW arrangement, he held the Commission for this reason alone should have set the application for hearing.

Judge Sykes declared the Commission, by its grant to KQW "has aided this station to provide the necessary collateral to independently finance the station, when it is exceedingly doubtful, to state it mildly, if such be possible without the grant". Moreover, he claimed, the Commission did not allude in its grant to the KQW contract with CBS, which, together with options, "may run for 20 years".

He said this agreement was in violation of recent orders of the FCC on network broadcasting, while the KSFO agreement with CBS expires on Jan. 1, 1942. KSFO has notified CBS, he said, that it would consider all clauses on its contract which violate these network orders as cancelled and nullified when the orders become effective.

WRRN, in Marion, O., To Take the Air Oct. 15

STARTING DATE of the new WRRN has been for Oct. 15, according to R. L. Bowles, general manager of the Marion, O., local that was authorized last Aug. 5 by the FCC to a partnership of Frank T. Nied, owner of a restaurant-cigar store chain in Akron, O., and Perry H. Stevens, Akron attorney. 250 watts on 1400 kc. will be used.

Mr. Bowles will assume the additional duties of commercial manager while Marguerite Petran, formerly of WAKR, Akron, has been named program director. Chief engineer is James Ranney, formerly of WFMJ, Youngstown. Balance of the personnel will be announced shortly. WRRN has signed for BMI music, Lang-Worth music library, and UP news service.

Gulf Denies Charges

GULF OIL Corp., Pittsburgh, answering a recent complaint of the Federal Trade Commission charging advertising misrepresentations for Gulf Livestock Spray and Gulfspray, insecticides, has denied that the statements and representations were false or misleading, according to a Sept. 24 FTC announcement. The answer stated that none of the statements cited in the complaint are now used and asserted that each of the advertisements cited, if considered in their entirety, were clear and understandable and phrased in language that would not deceive or mislead.

STANDOUT FACTS



Beginning auspiciously six years ago by "scooping" all radio news services in broadcasting the death of Will Rogers and Wiley Post, KLZ has maintained uninterrupted leadership in the reliability and completeness of its news broadcasts . . . and, likewise, has maintained without interruption the confidence of its original news sponsor, the Fred Davis Furniture Company, a huge, but still growing Rocky Mountain institution which has just signed its seventh consecutive news contract with KLZ.

Through August, listeners overwhelmed KLZ's mail department by sending in more than double the fan letters of a year ago. These letters are but a continued indication that each month more listeners respond to KLZ's super showmanship, outstanding public service features and top-ranking progress.

It is not new, but still true that *Coverage* is not so much a matter of *Kilowatts* as *Kilocycles*. KLZ with 5,000 watts on 560 kc, with a signal *directed* up and down the *prosperous* and *populous* sections of Wyoming and Colorado east of the Divide, covers the profit area of the Denver Rocky Mountain area.

"12 Services not on the Rate Card" is the title of a code of merchandising procedure that KLZ extends to sponsors. "Splendid", "outstanding", "unequalled", "effective", are the words used by leading advertisers to describe KLZ's merchandising efforts in their behalf.

"Colorado Speaks" and, in a loud, booming voice, tells the world that KLZ is Denver's "stand-out" station. "Letters FROM the Editor" may be unusual elsewhere but, at KLZ, are commonplace. Practically every well-known newspaper editor in the state has written to comment with enthusiasm upon the popularity in his town of KLZ's broadcast, "Colorado Speaks" . . . a dramatized review of editorial comment, opinion, and humor.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

They Know What Makes Radio Tick

Behind Radio Scenes Basis of Popular Blue Program

MILLIONS of listeners who possess an unquenchable desire to know just what makes radio "tick" find the answer each week in *Behind the Mike* on NBC-Blue. Each Sunday afternoon *Behind the Mike* takes these listeners behind the scenes in the radio industry, taking apart for them the miracle that is radio.

It has explained how a radio program is created, auditioned and sold; how an announcer gets his job; how sound effects are created; how trans-Atlantic broadcasts come about; how commercial continuities are created and passed for broadcasting, and on one of its most ambitious programs, how the Associated Press was born and how it has flourished.

Inside Stuff

Creator of all this erudition is Mort Lewis, author and producer, who gives full credit for able assistance to his brother, Lester, a sort of major domo for the show. Mort Lewis was co-author of the stage successes "Keep Off the Grass" and "New Faces" and did a doctoring job on "Between the Devil". He is the writer of such radio shows as *If I Had a Chance* and *Celebrity Minstrels* and is now writing *Molasses & January*. He has also written for Ben Bernie, Ed Wynn, Ben Lyon, Bebe Daniels, Pick & Pat, Charles Winninger and Burns & Allen. Graham McNamee is m.c. and the list of guest stars reads like the golden book of the radio stardom.

The program structure, save for special occasions, is the same from week to week, generally opening with a "light spot". For instance,



on one of these Janice Gilbert recently demonstrated her ability to simulate four babies crying all at once.

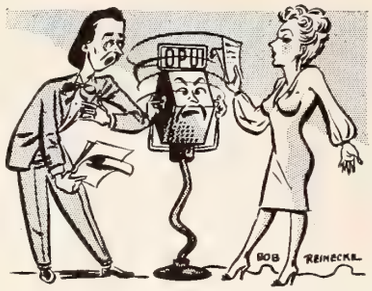
The second spot is usually the "Sound Effect of the Week". One of the most popular sound effects was a recent demonstration of doorknocks in which *Behind the Mike* demonstrated that each special occasion calls for its special door knock. It demonstrated there is a vast difference between the door knock of the arriving lover, for instance, and a gangster bent on murder. Walking up and down stairs sound effects were similarly demonstrated.

The third spot is the one that usually draws the most attention—the visit backstage of radio. It is this spot which has given *Behind the Mike* its greatest triumphs.

On one of these backstage spots Pat Kelly, head of the NBC announcers staff, auditioned Bill Huck, an NBC page boy, anxious for a spieling job. Huck went laboriously through one of the stiff NBC announcer's tests right on the *Behind the Mike* program. His work was not in vain for a station manager listening to the broadcast promptly hired him after the show.

Aside from getting Bill Huck a job, the backstage spot served an even greater purpose. It demonstrated to the radio audience that something more than merely a good voice is needed to get an announcer's job. It opened the eyes of the public to the actual requirements for a radio announcing stunt.

Another backstage spot was so real that it backfired. To demonstrate to the public that radio actors are really clever and possessive of greater talents than mere line reading, Mort Lewis called three actors before the mike and handed them a script they'd never



seen. They took a few seconds to familiarize themselves with the lines and then acted the script so capably that few listeners would believe they hadn't actually seen the script before.

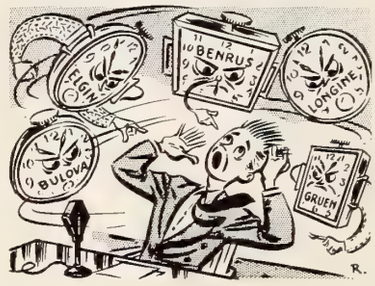
Still another backstage spot was to demonstrate how serial scripts which lag are "doctored" or brought up to audience requirements. In this spot, Bill Rapp, serial editor of *Liberty* Magazine, appeared at a typical story conference. The script, containing Rapp's suggestions and formulae, soon became in great demand itself from would-be authors, producers and directors of mike shows.

The very important part of the radio engineer in the radio program has been demonstrated on *Behind the Mike*. The program has demonstrated the minute balance that must be achieved with sound effects; how too loud a crash, or a knock, or a siren, or too low a bang, a bell or a horn may ruin a tense scene.

The backstage spot has taken listeners behind the scenes to demonstrate how Charles Lanius in Berlin and Fred Bate in London organize their transoceanic broadcasts. Both were cut in by direct short-wave, conversing with news and special events personnel in setting up the broadcasts. They also told from where they broadcast, how they get the news and to what extent censorship restricts them.

The famous NBC listening post has made its appearance on *Behind the Mike* through Jules Van Item, its director. This show demonstrated what the listening post picks up out of the ether and the rigorous requirements for its personnel.

Ralph Forbes and Jill Esmond, with Carlo De Angelo as director,



have done an actual rehearsal of a radio script on the backstage spot. This spot showed how the actors are given the feel of their lines and how the script is constantly revised during rehearsal until the final one is evolved.

The fourth spot is a short radio oddity. One of the most amusing of these was the re-enactment of a confused announcer who gave the time signal and then couldn't remember which watch company was sponsor. So, he said: "Oh, well, folks . . . this one's on the house!"

Then comes the "Salute to the Program You Loved". Here Mort Lewis has brought back many of the favorites of the olden days of radio. Curiously enough, says Lewis, these artists who have fallen by the wayside generally prove they're as good as they always were and attract a terrific fan mail. More seriously in this spot Lewis strives to demonstrate that radio has a soul and a tradition.

Old Favorites

Behind the Mike has brought back such old favorites as *Clara, Lou & Em*, the *Eno Crime Clues*, *Roxy's Gang*, the *Atwater Kent Hour*, the *RKO Hour*, the old *Show Boat*, *Rubinoff & His Violin*, the *Mills Brothers*, the *A & P Gypsies* with Harry Horlick, and the *Gold Dust Twins*. In virtually every case, the original casts were used. The invariable question of "What's Happened to So-and-So" is answered.

In bringing back the *Eveready Hour*, the program recreated the story of the sailor who was cast away on the Galapagos Islands. This story was such a terrific smash that it had been repeated several times on the *Eveready Hour* and the fan mail it attracted on *Behind the Mike*, which broadcast it for the first time in nine years was enormous.

In the next spot *Behind the Mike* answers questions of listeners, a guest radio editor usually doing the answering. Virtually all the Manhattan radio editors have appeared.

The final spot is a true, dramatic radio story, such as the one of a song by a network star that thwarted a mother's plan to desert her child or the story of a radio "ham" who brought food to the deserted inhabitants of the Pitcairn Islands.

Fibber McGee to Return Sept. 30 Without Peary

S. C. JOHNSON & SON, Racine, Wis. (floor wax), following a summer lay-off, on Sept. 30 resumes for the seventh season *Fibber McGee & Molly* on 99 NBC-Red stations, Tuesday, 9:30-10 p.m. (EST). Jim and Marian Jordon continue to be starred, with balance of cast including Bill Thompson in a variety of roles; Isabel Randolph portraying Mrs. Uppington; the Kings Men, vocal quartet. Gale Gordon is being added in a comedy role. Hal Peary (Gildersleeve), now has his own program. Billy Mills is musical director. Harlow Wilcox has been re-signed as announcer, with Don Quinn continuing as chief writer. Cecil Underwood, Hollywood manager of Needham, Louis & Brorby, will produce.

Hap Hazard, used as a summer replacement, following a three-week hiatus, returns Oct. 15 to NBC-Red under continued sponsorship of S. C. Johnson & Son, plugging Car-Nu wax, Wednesday, 7:30-8 p.m. (EST). Starring Ransom Sherman, cast will include Paula Winslowe, Shirley Mitchell, and Arthur Kohl, with Martha Tilton, vocalist. Wilcox also has that announcing assignment, with Billy Mills musical director. Dick McKnight will continue to write the weekly show with Van Fleming remaining as agency producer.

'Silver Theatre' Opens Fifth Season on Oct. 5

INTERNATIONAL SILVER Co., Meriden, Conn., through Young & Rubicam, New York, on Oct. 5 resumes *Silver Theatre* on 57 CBS and 33 CBC stations, Sunday, 6-6:30 p.m. (EST), starting its fifth consecutive season. Mickey Rooney, film actor, will be first guest star.

Felix Mills has been re-signed as musical director. Ted Sherdeman, recently appointed producer of the weekly show [BROADCASTING, Aug. 25], succeeds Glenhall Taylor who takes over agency production of the NBC *Burns & Allen Show* Oct. 7 under sponsorship of Lever Bros. Co. (Swan soap). Tony Hardt will be assistant to Sherdeman with Conrad Nagel as narrator-director, and Henry Charles announcer. Policy of buying original scripts or current magazine stories, for radio adaptation, will continue. Firm, as a summer replacement, has been sponsoring the weekly *Silver Theatre Summer Show* on 26 CBS stations.

ANOTHER all-night program has been introduced in the Dallas-Fort Worth area, with R. G. McElyea and Ernest Hackworth handling the *Old Night Watchman and Half the Nation, Half the Night* on KFJZ six nights a week from 12 midnight to 6 a.m.

It's Smart to be a Sheep



It strikes us that in buying radio time, it's wise to be a sheep—to follow the flock. In a competitive radio market, it's best to choose the station used most by other advertisers.

Because the station that gets most of the business does so *only by* attracting most of the listeners. And a station keeps this business *only* by delivering results.

Which is why we're proud to report that . . .

KMBC CARRIES MORE NATIONAL SPOT BUSINESS THAN ANY OTHER KANSAS CITY STATION—MORE BUSINESS BY HOURS AND MORE BUSINESS IN DOLLARS!

AND, ONLY ONE OUT OF EVERY FOUR KMBC ACCOUNTS IS NEW TO THE STATION—ALL THE REST ARE RENEWALS!

Isn't that convincing proof of KMBC's effectiveness as a sales medium? Isn't it, in fact, the perfect success story?

If you want to crack this rich Missouri-Kansas market wide open, take the tested way. Choose the station used to best advantage by most other advertisers. Follow the national leaders to KMBC.

We think you'll find it very smart, in this case, to be a sheep.

KMBC of Kansas City

Free & Peters, Inc. CBS Basic Network

Fly Sounds Disarming Note at NIB Session

Scoffs at FCC Critics; Reaffirms Stand Against 'Concentrated Control'

The text of FCC Chairman James Lawrence Fly's address delivered before the NIB convention meeting in Chicago, Sept. 22, follows:

IT IS A PLEASURE indeed to be here today with this great gathering of the nation's independent broadcasters, and to discuss with you as frankly and openly as I can some of the issues which jointly concern the FCC and the broadcasting industry. I have never believed that a Commission should operate in a vacuum, cut off from the day-to-day problems and concerns of the industries subject to its jurisdiction. While an administrative agency must maintain impartiality and detachment if it is to serve the public interest, it must also maintain open lines of communication with industry if its actions are to be soundly based on current factual situations. And so I welcome the invitation to attend your discussions, and in turn to contribute a little towards them, along with Gen. Cummins of the Sixth Corps area and Mr. Waters of the Department of Justice.

I think that in the minds of most of us, September marks the beginning of the new year in broadcasting. This is the time when new programs are introduced and old favorites resumed. It is the month for policy changes and improvements. It is the time when listeners resume their regular listening habits. Accordingly, it seems to me appropriate to review the broadcast year just ended, and to comment on the broadcast year now opening before us.

A Good Year

From the purely business point of view, I know that most of you have had an improved year. 1940 was markedly more prosperous than 1939, and the indications are that 1941 profits will exceed 1940's by an appreciable margin. Whether or not further improvement occurs during the coming year, I am inclined to agree with the thought that consolidation of present gains is an excellent watchword for the year ahead.

One financial threat to the industry looming large on the horizon until a few weeks ago was the proposed 5, 10, and 15% tax on broadcast revenues, contained in the House of Representatives' version of the tax bill. I considered that tax unwise, and, with others, opposed it at the Senate hearings on the bill. I am glad to say that the tax was eliminated.

As indicated before the Senate committee, the Commission has instituted a study of a possible franchise tax, under which each of the industries regulated, e.g. telephone-telegraph - radio communications, would be assessed a proportionate part of the cost of regulation; but I hardly think so relative small a tax need seriously concern any of you.

It seems to me clear that the public interest requires a prosperous broadcasting industry. Any circumstances which jeopardize broadcasting income are bound to affect adversely the quality of programs, and hence the public benefits from radio broadcasting. While the FCC has no direct concern with your profits and losses, we know that the tremendous progress of radio has been due in no small measure to the financial success of broadcasting as a business enterprise, and we welcome that knowledge.

Certainly the largest single factor in broadcasting as in American life last year was the defense program, and this will continue, of course, to be true during the year to come. Gen. Cummins, who is also to speak to you, will give you a fuller picture of the interrelations between broadcasting and defense. I shall therefor allude to only a few recent developments.

Priorities Problem

One has to do with priorities. As many of you know, during the past summer the manufacturers of radio receivers were faced with a crisis by reason of a shortage of metals. I felt that a curtailment of receivers and hence of listeners would adversely affect the morale and national defense, and so, in cooperation with the progressive leadership of the Radio Manufacturers' Association, I called the attention of both the OPM and OPACS to the strategic importance of broadcasting in national defense. I said, in part:

> Radio listening is no longer a mere source of light entertainment. Increasingly since the President's first fireside chat, it has become a medium for the formation of public opinion and for the maintenance of morale. In the recent past it has been intensively used by the Department of Justice for alien registration and by the Army and Navy for recruiting. This month it has been intensively used by the Treasury for the sale of defense bonds, and by the Office of Civilian Defense in its aluminum scrap collection drive. * * * Practically every agency of the Government relies on the possibility of reaching the public directly by radio, especially those listeners who cannot be reached by other media. No one can predict what additional services may be required of broadcasting in the future; but it is clear that any intensification of the present emergency will further expand the role of broadcasting in defense.

The immediate priorities crisis which the receiver manufacturers faced has been averted; but as you know the problem is a continuing one. It affects the transmitter equipment as well as receiver. Some of you may be familiar with the recent case of WIBC at Indianapolis, which blew out both its regular 5 kw. tube and its spare. Unable to get a replacement tube, it has been forced temporarily to operate with the only tube available—a 1 kw. tube. Such a case brings the priorities problem home to us.

I have no pat solution to offer to this problem. But I want to point to its urgency, and to assure you that the Commission stands ready to cooperate in seeking a solution.

As one step towards a solution, the Defense Communications Board has established a special priorities committee. The primary purpose of this Priorities Liaison Committee is to cooperate with and assist the priorities allotment officials. The committee will be concerned with telephone, telegraph and radio communications priorities as well as with broadcasting. In establishing it a week or two ago, we said:

> While it is gratifying to know that a priority status has been assigned to repair and maintenance materials, DCB feels that it is equally important, and in many cases more important, to provide a high priority for new materials and equipment. This is particularly true of new and supplementary facilities directly or indirectly related to national defense expansion.

I mentioned a moment ago the use of broadcasting by various defense agencies. I doubt whether any of you have found such requests for time unduly burdensome so far, but perhaps some of you fear that they may become burdensome hereafter. If at some future date broadcasters feel that an inordinate portion of the broadcast day is required for this purpose, the matter can no doubt be adjusted by joint conferences with the appropriate government agencies. Certainly the FCC has no desire to see the effectiveness of radio curtailed by an overload of programs of one kind; and my impression is that that danger is not on the horizon at present. Indeed, the quality of many defense programs now on the air is a real asset to the stations broadcasting them. The *Treasury Hour*, to single out one program from many, compares favorably in popular appeal with the most popular of commercial hours.

A Vital Role

Similarly, speeches, debates and forums on current issues in a time of crisis like this enable broadcasting to entrench its hold on listeners and its claim on public attention, especially if such programs are well-rounded. Broadcasting, which a decade ago was a mere source of entertainment, has now assumed a far more significant role, without in any way detracting from its original popularity. Viewing these facts in perspective, it seems to me clear that your industry's contribution of time for defense broadcasts is bread cast upon the waters; it is already being returned many fold in terms of increased public respect and increased public attention.

I should also, in discussing the impact of the defense program on broadcasting, repeat once more what I have said so often—that neither the FCC, nor the DCB, nor so far as I know any other agency of the Government, has any plans for taking broadcasting out of private hands, even in time of war. It is obvious that in the event of hostilities, stations within actual combat areas may be required to coordinate their broadcasts with the plans of military authorities in that combat area.

Also, broadcasting would in the event of war be an important factor in civilian defense; indeed the DCB has appointed a subcommittee to cooperate with Mayor LaGuardia's Office of Civilian Defense in considering such problems. But DCB plans are contingent on an actual military need; and are based upon the fundamental promise that broadcasting will remain in pri-



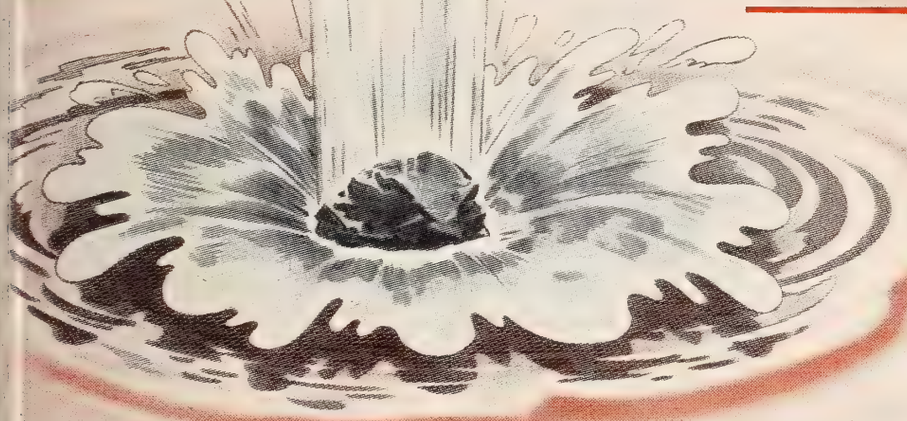


THE ROSTRUM as FCC Chairman James Lawrence Fly delivered the keynote address. At left are Lloyd C. Thomas, KGFW, Kearney, and NIB President Harold L. Lafount.

BEGINNING OCTOBER FIRST...

NEW IMPACT

TO COVER TWO EXPANDED MARKETS!



WHEN Markets expand, it's time for advertisers to expand their *coverage,* too...with extra power where it's needed!

TAKE the thousands of square miles around Baltimore; the thousands of square miles around Pittsburgh.

NO LONGER is purchasing power huddled close to the centers of these cities. Today the swiftly-circulating millions-for-defense have already spread far afield...where mill and factory and farm are booming, *beyond* the metropolitan horizons of yesterday!

MILE after mile along the Allegheny and the Ohio — up and down the Monongahela Valley — smoke-stacks smudge the sky by day and crimson it by night. Wheels turn. And money changes hands. Across three state lines spreads the *expanded* Pittsburgh market of TODAY!

MILE after mile through Maryland — overflowing into Delaware and Virginia — thriving farms and humming factories blanket with new prosperity an area larger than many European countries. That area — *all* of it — is today's expanded BALTIMORE Market!

YOU'VE something new to reach out for — something bigger. And the Red Network of NBC has something new and bigger to help you reach out.

As KDKA and WBAL, 50,000-watt stations in Pittsburgh and Baltimore, join NBC Red, they bring hundreds of thousands of *new* radio families within the areas served by the "Network Most People Listen to Most" — hundreds of thousands of new families eager to buy TODAY.

UNCHALLENGED DOMINANCE

In Baltimore

WBAL 50,000 WATTS

In Pittsburgh

KDKA 50,000 WATTS

NBC *Red* NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

vate hands throughout any foreseeable emergency. For my part I should whole-heartedly oppose any proposal to "take over" radio broadcasting,—though I have never heard such a proposal from any source worthy of serious consideration. I concur with President Lafount's suggestion of coordination of program requests. We at the Commission will be happy to cooperate in forwarding such a constructive idea.

There is one other aspect of the impact of defense on broadcasting which I want to mention before leaving the subject to the capable hands of Gen. Cummins, and that is the matter of foreign shortwave broadcasts beamed on this hemisphere.

Monitoring Activity

During the past year, the Commission has established a Foreign Broadcasting Monitoring Service to record, digest, analyze and report on foreign broadcasts. Monitoring posts operated 24 hours a day by our National Defense Operations Section pick up foreign broadcasts in a score or more of languages, including Arabic, Icelandic and four dialects of Chinese; transcribe them, analyze them, and transmit their essence to interested government officials. The Monitoring Service reports that propaganda of all kinds from many countries is being poured into the Western Hemisphere by shortwave almost every hour of the day and night. We actually record half a million words daily. The question thus arises whether these broadcasts constitute a threat to American morale.

It seems to me that, paradoxically enough, the answer lies entirely in your hands. So long as American broadcasters give the public full and unbiased news accounts, well-rounded discussions of public issues and private opinions openly labelled as such, it is almost inconceivable that any appreciable portion of the American listening audience will be weaned away from American stations or will give credence to foreign propaganda. But if once listeners begin to lose faith in American broadcasts or begin to feel that your news programs, commentators and public forums are warped or biased, you must expect them to turn elsewhere for their news, with possibly tragic consequences. Foreign shortwave propaganda will become a real threat to American morale on the very day that American listeners lose faith in domestic programs. I know that day will never come.

Let me turn now from matters of defense to other issues. The past year has seen two major steps forward with respect to the opening up of new broadcast fields. Full commercial operation of both television and FM stations has been authorized.

Some of you with long memories may recall the "hullabaloo" which accompanied the Commission's postponement of commercial television a year or more ago until the industry engineers could develop an agreed set of standards. Looking back, I think that there are few competent observers today who would not agree that our caution then was sound. Many of the people who were the loudest in their condemnation of the postponement have since agreed that it was a wise and necessary action.



TEN STRONG, these conventioneers surrounded Glenn O'L. Snyder, general manager of WLS, Chicago, (seated, center), a self-constituted reception committee of one. Seated (l to r): Dalton Le Masurier, KILO, Grand Forks, N. D.; Mr. Snyder; NIB President Harold A. Lafount, WOV, New York. Standing, (l to r): Warren P. Williamson Jr., WKBN, Youngstown; Richard H. Mason, WPTF, Raleigh; Philip G. Loucks, Washington attorney and former manager director of NAB; H. K. Carpenter, WHK-WCLE, Cleveland; Edney Ridge, WBIG, Greensboro; Ralph Brunton, KJBS, San Francisco; Gene Dyer, WAIT, Chicago.

Truth vs. Uproar

There is a moral in this, and I think I would be remiss in my duty if I did not point it out. The moral as I see it is that uproar and commotion do not always or even customarily reveal truth. The Commission, acting after full hearings and consultation with representatives of the industry, sometimes finds itself obliged to take steps which for a time at least may seem unpopular. But the long-range wisdom and rightness of the steps cannot be judged by the temporary tumult they elicit. Noise may not be convincing. These matters must be viewed in a proper perspective, with an eye to the public interest and the good of the industry as a whole.

Now the industry has developed television standards and television is on its way. However, television still faces serious obstacles—chiefly, delays by reason of the defense program. But these are nothing compared with the difficulties it would be facing if it had plunged into unwarranted premature exploitation.

How will the opening up of television and FM affect the standard broadcasting field? I hesitate to prophesy, and yet it seems to me clear that the long-term result of television will be on the whole beneficial to aural broadcasting. I base this prediction upon the fact that broadcasting is essentially an institution of the American home. By strengthening the hold of the home upon families, both television and FM will similarly strengthen the hold of broadcasting in general.

It is true that these newer techniques constitute a challenge to your inventiveness and originality. To retain your present claims to the time and attention of your listeners, you will have to be constantly on the alert for improvements in program quality. But then, that has always been true in broadcasting. To stand still in so fluid an industry is to retrogress. Here is a challenge to broadcasters; I know it can be met as successfully as you have met the challenges of the past. May I leave with you the thought that we shall be ready to move forward with these new services so soon as the curve of wartime economy starts to level out—thus being in a position to alleviate general economic dislocations and at the same time to serve the selfish interests of the industry itself.

Let me turn now to a brief consideration of those Commission proceedings which are concerned with concentration of control over broadcasting facilities.

Not Antagonistic

Some observers claim to distinguish in these Commission proceedings a common factor of antagonism towards the broadcasting industry. Nothing could be farther from the truth. I view the fostering of the American system of broadcasting, and its protection from any unwarranted attacks which may harass it, as one of my prime duties as chairman of the FCC. It is true that there is a common factor underlying our concern with these matters. That common factor is based on a feeling of duty to protect broadcasting, and in particular the private system of broadcasting, from attacks which will otherwise certainly assail and perhaps overthrow it. Let me explain as simply, as frankly, and as briefly as I can exactly why the weeding out of monopolistic tendencies in broadcasting is a prime requisite if you gentlemen are to remain undisturbed in your ownership and operation of American broadcasting stations.

The kind of attack to which broadcasting under private auspices might become vulnerable was very forcefully made quite recently before a Senate subcommittee inquiring into moving picture propaganda. It was there charged that a few men had seized control of American microphones and were using their position to propagandize the American people. It was further alleged that these few men wielded far more power than any duly elected representative or responsible government official.

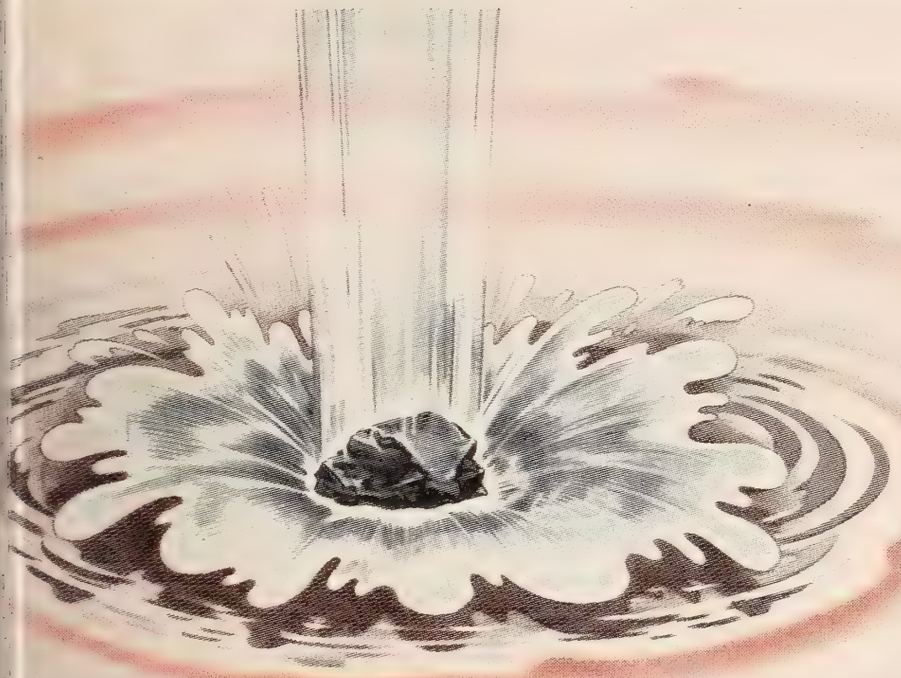
The broadcasting industry has on the whole been comparatively immune from such attacks, though there is no assurance that its relative immunity will continue.

Cites Miller

Mr. Neville Miller undertook to reply in these words:

It is difficult to believe that charges such as these are made in all sincerity. There are more than 800 broadcasting stations in this country. These stations are operated by men and women of all creeds and political beliefs—Republicans and Democrats, farmers, lawyers, newspaper people—plain business people of all kinds.

Without entering even indirectly into this particular debate, and without commenting even indirectly on either the attack or the defense, I do want to direct your attention to the thought which lay behind these words. The real justification of private ownership of radio is that control can thereby be left, as Mr. Miller says, in the hands of hundreds of "men and women of all creeds and political beliefs," hundreds of everyday



Only the RED gives you WBAL ...only WBAL gives you this!

Only WBAL—Baltimore's one and only 50,000-watt station—blankets the thousands of square miles of booming factories and farms within the rich WBAL defense-payroll zone...an area no advertiser can afford to ignore.

For WBAL hurls your selling message with *ten times* the power of Maryland's next-strongest station . . . and with *six times* the power of ALL other Maryland stations *combined!*

On October first, WBAL joins the network *most* people listen to *most.* We bring an audience prosperous, loyal and large—placing within the Red Network Station Area around Baltimore thousands *more* radio families than ever before! . . . National Broadcasting Company, a Radio Corporation of America Service.

WBAL

BALTIMORE'S ONLY 50,000-WATT STATION
NBC RED NETWORK OUTLET FROM OCTOBER 1

Americans. To the extent that this diversity of ownership and dispersion of control to which Mr. Miller points with pride is a fair description of the facts, to that extent the broadcasting industry will remain impervious to the kind of attack recently launched. But any trend to concentrate this control anywhere will lay broadcasting under private control open to even more insistent attacks, to which it may well succumb.

I am willing to stand on my record as a proponent of the private system of broadcasting. I know, however, that that system can in the long run survive only if its primary justification—diversification of control—multiplying and broadening the channels of expression—is a truth imbedded in the day-to-day operation of the industry rather than a pious sentiment to be dragged out of the cubbyhole and aired on a ceremonial occasion. And that is why I conceive it as the Commission's primary duty, the duty in terms of which both the Commission and the industry will eventually be judged, to see to it that you station owners, men and women of all creeds and political beliefs—Democrats, Republicans, farmers, lawyers, plain business people of all kinds—remain in control of your own destinies, and remain in control of America's microphones.

The 'Only Road'

That duty is the common factor underlying our concern with those current practices and conditions which involve concentration of control. And let me say to you as emphatically as I can that the road mapped out by the Commission is the only road that private broadcasting can take if it wishes to survive. If the industry takes the other road, the road towards concentration of power in the hands of a few men however competent, it will sooner or later succumb to the kind of attacks we have recently witnessed.

Let me say just a few words more about each of these Commission proceedings. The network broadcasting regulations, as you know, were to have gone into effect early last month. During the course of the summer, informal conferences were held with representatives of the networks, in the course of which it appeared that the chief bone of contention was the wording of one of the eight regulations—the one governing option time, and even on that narrow issue the networks were unable to agree among themselves.

With respect to the ownership of more than one station in a community by one licensee or set of interests, I would prefer not to comment, since the matter is now under adjudication. With respect to the investigation of newspaper-radio relationships, however, I think it proper to repeat an assurance contained in the original announcement of the inquiry. The investi-

(*Continued on page 48*)



THIS GROUP didn't have to hire a hall to talk national spot with Clair Heyer (standing, extreme right), radio director of Armour & Co., and a former station executive, who came to greet old friends. Seated (l to r): A. N. Armstrong Jr., WCOP, Boston; Harold E. Smith, WOKO-WABY, Albany; Arthur Simon, WPEN, Philadelphia. Standing (l to r): Steve Cisler, WGRC, Louisville; Hal H. Seville, WBAX, Wilkes-Barre; Richard W. Davis, WNBC, New Britain, Conn.; Gregory Gentling, KROC, Rochester, Minn.; Gordon P. Brown, WSAY, Rochester; Mr. Heyer.

Gen. Cummins Praises Industry's Role In Contributing to National Defense

RADIO's contribution to the national defense in keeping the public informed and in maintaining morale is only the beginning of the job ahead, Maj. Gen. Joseph M. Cummins, commanding general of the Sixth Corps Area, told the special convention of National Independent Broadcasters last Monday in Chicago.

Citing the part radio has played and is destined to play in the war scene, Gen. Cummins declared that as the crisis deepens, "We are going to call upon you to do a great deal more, and I am sure that you will respond." The Army, he asserted, has many radio needs, and broadcasting, as an industry, will be called upon for ever-increasing contributions because the men in it are experts in a field involving the psychology of their millions of listeners.

Praises Industry

Commending the industry for the work already done, General Cummins said the Army is appreciative of the splendid way in which broadcasters have met their responsibilities. The radio industry, he said, has given the public truth and American broadcasters "by keeping their heads, have kept faith with the vast listening public".

Gen. Cummins also commended radio for the manner in which broadcasters have cooperated in publicizing the national defense program. The industry has helped "put across the message of our people that time is of the essence in the all-out effort for democracy". Radio's finest artists have brought entertainment and cheer to the men in the camps, he said, and in short, "have made a brilliant record of patriotism and cooperation with defense activities".

The precise functions of radio in the immediate future cannot be defined, Gen. Cummins observed. Whereas in World War I the Army made use of the press and motion pictures, radio now for the first time vaults into the forefront of media of expression and opinion. Just how radio will be used will depend upon many unpredictable factors, such as the possibility, though remote, of military combat occurring in areas where American radio stations are located. "Quite naturally," he observed, "stations in such areas will be taken over and used by the military forces. Such temporary disclocations are to be expected in time of war.

"Such a situation and the possibility of certain stations in the long band being used as homing stations by enemy aircraft, are, of course, matters of concern to the radio industry. The patriotism which the radio industry has already shown, the unhesitating manner in which it has already placed itself at the disposal of the War Department, its eagerness to cooperate in fulfilling its mission, is very gratifying to those of us who are charged with the responsibility for national defense.

A Big Job

"Just what is radio's mission in war time? Certainly no other industry's mission is more important, since no other industry reaches such vast audiences of people, bringing the spoken word—official news or Government pronouncements — directly and immediately from the scene of action or from the seat of Government. Radio's task is several fold: To keep the nation informed, and to inspire a loyalty of country, a pride in the Army and Navy.

"Radio must also keep open the channels of trade and commerce, and thus justify its economic existence; it must interest and retain large audiences of people before their loudspeakers, so that those audiences may be reached instantly, when information is to be relayed to the civilian population without loss of time or coverage. Radio must also provide the opportunity for the expression of honest diversity of opinion and ideas in accord with the democratic principles which we are defending, but, at the same time it should uphold those principles by denying the microphone to those who would promote social, racial or religious strife and discord."

From the personnel standpoint, Gen. Cummins said, a relationship has existed between the Army and radio antedating the present emergency. The Signal Corps has had many technicians in its reserve branch and a large group of such specialists now hold commissions. Pointing out that the demand for men with technical background and training in radio is very great, the officer said that newcomers into the army from the industry are quickly placed in responsible positions or are given specialized training at various service schools whenever their qualifications warrant.

Covering Maneuvers

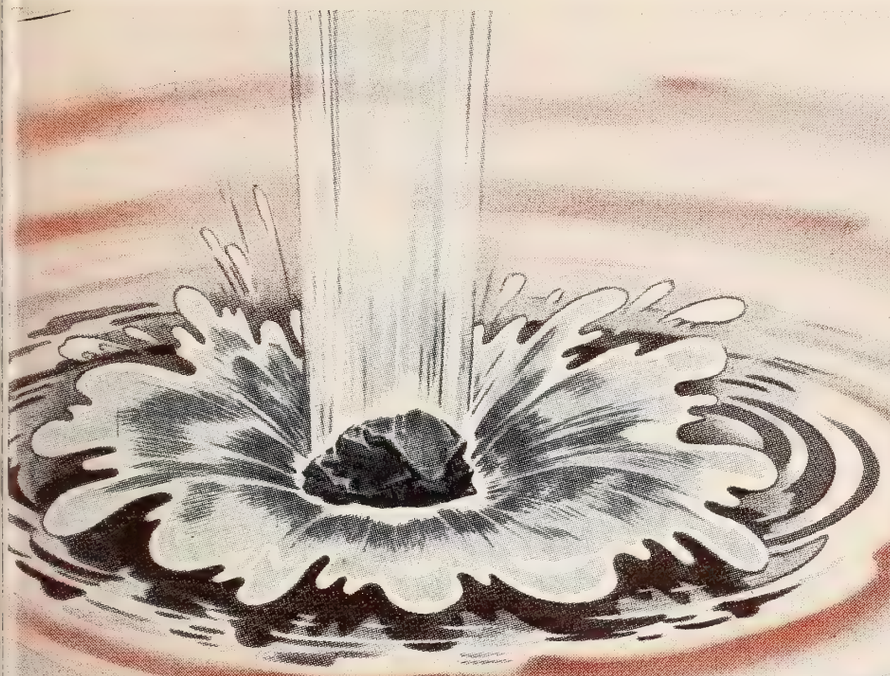
American broadcasters have done "a magnificent job" in the handling pick-ups of field maneuvers. It was no easy job to present a picture of the simulated warfare to the public, he said.

Pointing out that at the outset of the emergency the War Department recognized the importance of broadcasting, Gen. Cummins recited how Ed Kirby, public relations director of NAB, has been selected by the Army to organize the radio branch of the Bureau of Public Relations and given a leave of absence from the NAB. Named civilian aide to the Secretary of War, Mr. Kirby has organized a staff of specialists and writers, all drawn from the industry, to translate the Army's needs to networks and small stations alike. The job has been expertly done, he said.

"Radio also has done an outstanding job in building morale," he continued. "Programs dedicated to soldiers have aroused great enthusiasm in bringing into each American home, into each Army camp, confidence and faith in the national defense effort, "the radio industry serves a new purpose, stands at the threshold of a new period in its existence. That is radio's relation to the army. That is radio's relation to democracy."

Kate's Chats Renewed

GENERAL FOODS Corp. has renewed *Kate Smith Speaks* on 78 CBS stations Monday through Friday, 12-12:15 p.m. The program format will remain unchanged, featuring interviews and discussions of a wide variety of topics and press association bulletins read by Ted Collins. On Monday, Wednesday and Friday commercials promote Calumet Baking Powder and Swansdown Cake Flour; but on Tuesdays and Thursdays, commercials are split with 22 eastern stations carrying a sales message for Diamond Crystal Salt. The latter account is handled by Benton & Bowles while Young & Rubicam, the agency on the Calumet and Swansdown accounts.



Only the RED gives you KDKA ...only KDKA gives you this!

Pioneer radio voice of the world, and Pittsburgh's *only* 50,000-watt station, KDKA reaches up and down the rich regions of the Tri-State area—all well inside the defense-prosperity zone—with the impact that *only* a 50,000-watt station can deliver!

That's *ten times* the power of Western Pennsylvania's next-strongest station ... more than four times the power of *all four* other Pittsburgh stations *combined!*

On October first, Westinghouse Station KDKA takes its place in the NBC RED Network. Which is another way of saying that the station most people listened to *first* joins the network most people listen to *most!* . . . National Broadcasting Company, a Radio Corporation of America Service.

KDKA

PITTSBURGH'S ONLY 50,000-WATT STATION
NBC RED NETWORK OUTLET FROM OCTOBER 1

Industry Must Show It Is Indispensable During the War Period, Lafount Asserts

THE WHOLE future of commercial broadcasting rests upon the type of service the industry renders during the critical war period and the burden is upon the industry to prove that its service, in the highest sense of the word, is "indispensable", Harold A. Lafount, former member of the Federal Radio Commission and president of NIB, told the special convention of the organization in his keynote address Sept. 22 in Chicago.

Declaring that the task will not be easy and that changes in regulations governing radio can be expected during the national emergency, Mr. Lafount called upon both Government and industry to work toward the common goal of maximum public service. Some of the orders the industry may be asked to carry out may appear radical, if analyzed in the light of normal conditions, he said, but there is reason to believe that any emergency rules which may be adopted will be withdrawn with the return to normalcy.

Radio Is Ready

The industry is now well-established to undertake the "stupendous task of building morale and spreading information to help safeguard our great democracy," Mr. Lafount said. "We are quite ready to accept this challenge. We enlist for the duration."

Confronting the industry are some complicated problems growing out of the fact that groups with which radio must do business are not required to operate "in the public interest", Mr. Lafount said. Music publishers and other agencies on whom radio depends for programs, operations and sales, are not regulated by the Federal Government, he pointed out. In this connection, he said he was not satisfied with the contracts offered by ASCAP, BMI, SESAC, or AMP, but that "with the help of the representatives of these agencies and of Government officials," the industry hoped to become better acquainted with the status of these problems and that the NIB convention would move toward working out of satisfactory solutions.

Mr. Lafount said he was concerned about the music problem because he believed the time had come when stations should build more local programs, recognize and use more local talent and more fully serve local needs. While the networks are doing an outstanding job, he said he was not willing to assign his obligation to operate in the public interest to the chains or anyone else.

Government Time

Alluding to the vast amount of time being devoted to Government programming, he pointed out that this has a definite bearing on the subject of competition in radio. While the principle of competition is good, he said in practice it can be carried "to the point of extermination". When a new station of the same class is licensed to operate in a particular community, he pointed out, prices are cut to meet the competition, while operating costs remain constant or may increase.

Consequently, more time must be sold and stations are forced to highly commercialize in order to

(*Continued on page 50*)

Hecker Cereal Discs

HECKER PRODUCTS Corp. began a 39-week campaign for its cereals starting Sept. 29 on eight stations using a 15-minute transcription *Judy & Jane* Monday through Friday. The program has already started on WOR, New York. Stations starting at the later date were WFIL, Philadelphia; WBEN, Buffalo; WRAW, Reading, Pa.; WBZ, Boston; WBZA, Springfield; WSYR, Syracuse; WTRY, Troy, and KSFO, San Francisco. The series was transcribed by World Broadcasting System. Maxon Inc., New York, is agency.

Sperry Candy Adds

SPERRY CANDY Co., Milwaukee (Denver Sandwich), has placed one-minute spot announcements three to six times weekly on the following additional stations: WOWO WOOD - WASH WIBM WKZO WJIM WKBZ WGN WFMJ WERC WPIC WWVA. Agency is Arthur Meyerhoff & Co., Chicago.

ASSOCIATED MUSIC PUBLISHERS, New York, in the near future is adding to its catalog the theme song of the new CBS Saturday morning sustainer, *Jones & I*, 10-10:30 a.m. The song, as yet unnamed, was written by Organist Charlie Paul, who plays it on each program.

Registration List of NIB Chicago Convention . . . . . .

William A. Alfs, WJR, Detroit
Edward A. Allen, WLVA, Lynchburg, Va.
A. N. Armstrong Jr., WCOP, Boston
Ralph Atlass, WIND-WJJD, Chicago

Harry Bannister, WWJ, Detroit
Harold Bangert, WDAY, Fargo, N. D.
Hope H. Barroll, WFBR, Baltimore
H. W. Batchelder, WFBR, Baltimore
Tams Bixby, KBIX, Muskogee, Okla.
John Blair, John Blair & Co., Chicago
Milton Blink, Standard Radio, Chicago
George Blumenstock, WSKB, McComb, Miss.
John L. Booth, WJLB, Detroit
L. E. Bredberg, KTSM, El Paso, Tex.
H. J. Brennen, KQV, Pittsburgh
Lewis Brenner, KTHS, Hot Springs, Ark.
Gordon P. Brown, WSAY, Rochester, N. Y.
Ralph R. Brunton, KJBS, San Francisco
S. B. Brunton, KQW, San Jose, Cal.
Robert J. Burton, BMI, New York City

Jim Cosman, WPAT, Paterson, N. J.
Leonard D. Callahan, SESAC, New York City
V. E. Carmichael, KWK, St. Louis
H. K. Carpenter, WHK-WCLE, Cleveland

Frank E. Chizzini, NBC, Thesaurus, Chicago
Arthur B. Church, KMBC, Kansas City
S. A. Cisler, WGRC, Louisville
Marie E. Clifford, WHFC, Cicero, Ill.
George D. Coleman, WGBI, Scranton, Pa.
Maurice C. Coleman, WAGA, Atlanta
J. B. Conley, WOWO-WGL, Ft. Wayne, Ind.
Robert T. Convey, KWK, St. Louis
Chas. R. Cook, WJPF, Herrin, Ill.
Joe Corrigan, KWFT, Wichita Falls, Tex.
E. B. Craney, KGIR, Butte, Mont.
Art Croghan, WJBK, Detroit, Mich.
Claude C. T. Culmer, SESAC, New York City
Maj. Gen. Cummins, U. S. Army
Thomas R. Curran, United Press, Chicago

W. J. Damm, WTMJ, Milwaukee
Richard W. Davis, WNBC, Hartford
Dietrich Dirks, KTRI, Sioux City, Ia.
Jack M. Draughon, WSIX, Nashville
Joe DuMond, KBUR, Burlington, Ia.
Charles F. Duvall, Fisher & Wayland, Washington, D. C.
Gene T. Dyer, WGES-WAIT, Chicago

C. L. Egner, NBC Thesaurus, New York City
F. C. Eighmey, KGLO, Mason City, Ia.
Ralph G. Elvin, WLOK, Lima, O.
Haydn Evans, WTAQ, Green Bay, Wis.

John E. Fetzer, WKZO, Kalamazoo, Mich.
E. T. Flaherty, KSCJ, Sioux City, Ia.
A. J. Fletcher, WRAL, Raleigh, N. C.
James L. Fly, FCC, Washington
Edwin G. Foreman Jr., Foreman Co., Chicago
G. F. Fourrier, WHIP, Chicago
George T. Frechette, WFHR, Wisconsin Rapids, Wis.
Leo Fitzpatrick, WJR, Detroit

Greg Gentling, KROC, Rochester, Minn.
Russell Gohring, WSPD, Toledo
Emile J. Gough, SESAC, New York City
Howard N. Greenlee, WAOV, Vincennes, Ind.
Jack O. Gross, KFWB, Los Angeles

Gustav M. Hagenah, SESAC, New York City
C. T. Hagman, WTCN, Minneapolis
Charles L. Harris, WGRC, Louisville
Carl Haverlin, BMI, New York City
E. I. Heaton, KTSW, Emporia, Kan.
Leslie G. Hewitt, KFMB, San Diego, Cal.
Clair Heyer, Armour & Co., Chicago
Edward E. Hill, WTAG, Worcester
Edward Hoffman, WMIN, St. Paul
George P. Hollingbery, Chicago
Herb Hollister, KANS, Wichita, Kan.
Robert M. Holt, WCLS, Joliet, Ill.



WORDS ABOUT MUSIC held this group of NIB-ers together, in BMI's exhibit room. Left to right: E. E. Hill, WTAG, Worcester; Bill O'Neil, WJW, Akron; Jack M. Draughon, WSIX, Nashville; Clarence C. Leich, WGBF-WEOA, Evansville, Ind.; Edwin M. Spence, WWDC, Washington, NIB managing director; Andrew W. Bennett, NIB general counsel.

Thad Holt, WAPO, Birmingham
James F. Hopkins, WJBK, Detroit
Stanley Hubbard, KSTP, St. Paul
W. D. Hudson, WJZM, Clarksville, Tenn.
William F. Huffman, WFHR, Wisconsin Rapids, Wis.
E. C. Hughes, KFWB, Los Angeles
Clair B. Hull, WDZ, Tuscola, Ill.
Earl C. Hull, WHLD, Niagara Falls, N. Y.
Bob Hurleigh, Press Assn. Inc., New York City
W. C. Hutchings, Associated Recorded Progressive Serv., New York City
W. E. Hutchinson, WAAF, Chicago

Dan Jayne, WELL, Battle Creek, Mich.
Jay A. Johnson, WTAX, Springfield, Ill.
Les Johnson, WHBF, Rock Island, Ill.

Sydney M. Kaye, Broadcast Music Inc., New York City
Doris Keane, WHIP, Chicago
O. J. Kelchner, WMMN, Fairmont, W. Va.
Robert S. Keller, Associated Music Publishing Co., New York, N. Y.
Stanton P. Kettler, WHIZ, Zanesville, O.
Frank King, WMBR, Jacksonville, Fla.
Gerald King, Standard Radio, Hollywood
Walter Koessler, WROK, Rockford, Ill.

Harold A. Lafount, WOV, New York City
C. J. Lanphier, WEMP, Milwaukee
M. Lasensky, Wincharger Corp., Sioux City, Ia.
John J. Laux, WSTV, Steubenville, O.
Clarence Leich, WGBF-WEOA, Evansville, Ind.
Dalton Le Masurier, KDAL, Duluth
Harvey R. Le Poidevin, WRJN, Racine, Wis.
Merrill Lindsay, WSOY, Decatur, Ill.
Howard Loeb, WFDF, Flint, Mich.
George Losey, KHMO, Hannibal, Mo.
Philip G. Loucks, Washington, D. C.
D. R. Lounsberry, WGR-WKBW, Buffalo
Ben Ludy, WIBW, Topeka, Kan.

H. L. McCracken, KVRS, Rock Springs, Wyo.
L. W. McDowell, KFOX, Long Beach, Cal.
Ben S. McGlashan, KGFJ, Los Angeles,
C. P. MacGregor, Hollywood
Reggie Martin, WIZE, Springfield, O.
Richard H. Mason, WPTF, Raleigh, N. C.
John L. Merdian, WSTV, Steubenville, O.
A. J. Meyer, KPOW, Powell, Wyo.
P. J. Meyer, KFYR, Bismarck, N. D.
John B. Millis, United Press, Indianapolis
Wallace Mitchell, United Press, Minneapolis
Robert E. L. Moore, Transradio Press, Washington, D. C.
William I. Moore, WBNX, New York City
Clem Morgan, KVGB, Great Bend, Kan.

Tom Nobles, WDEF, Chattanooga
Ed Norton, WAPI, Birmingham
Gilmore N. Nunn, WLAP-WCMI-KFDA, Lexington, Ky.

Gene O'Fallon, KFEL, Denver
Bill O'Neil, WJW, Akron, O.

Nick Pagliara, WEW, St. Louis
John G. Paine, ASCAP
John F. Patt, WGAR, Cleveland
S. H. Patterson, KSAN, San Francisco
S. J. Paul, Broadcasting Magazine
Roy O. Pearson, WHFC, Cicero, Ill.
Angus D. Pfaff, WHLS, Port Huron, Mich.

Earl C. Reineke, WDAY, Fargo, N. D.
Edney Ridge, WBIG, Greensboro, N. C.
Glenn D. Roberts, WEMP, Milwaukee
George Roesler, Foreman Co., Chicago
Reed T. Rollo, Washington, D. C.
Rayburn Rose, WLBJ, Bowling Green, Ky.
Eugene J. Roth, KONO, San Antonio

A. B. Sambrook, World Broadcasting System, New York City
F. D. Schurz, WSBT, South Bend, Ind.
W. J. Scripps, WWJ, Detroit
Don Searle, KOIL-KFAB-KFOR, Omaha
L. M. Sepaugh, WSLI, Jackson, Miss.
H. H. Sevile, WBAX, Wilkes-Barre, Pa.
Alex Sherwood, Standard Radio, Chicago
Allen T. Simmons, WADC, Akron
Arthur Simon, WPEN, Philadelphia
H. W. Slavick, WMC, Memphis
Calvin J. Smith, KFAC, Los Angeles
H. E. Smith, WABY-WOKO, Albany, N. Y.
J. Porter Smith, WGRC, Louisville
R. G. Soule, WFBL, Syracuse, N. Y.
Burt Squire, SESAC, New York City
Elliott Stewart, WIBX, Utica, N. Y.
Ben E. Stone, KOOS-KVAN, Marshfield, Ore.
George Storer, WSPD-WWVA, Toledo-Wheeling
T. W. Symons Jr., KXL, Portland, Ore.

O. L. (Ted) Taylor, KGNC, Amarillo, Tex.
Lloyd C. Thomas, KGFW, Kearney, Neb.
Mims Thomason, United Press, Chicago
Robert M. Thompson, KQV, Pittsburgh
M. E. Tompkins, BMI, New York City
Oscar Turner, NBC Thesaurus, New York City

Wythe Walker, Walker Co., Chicago
F. P. Wallace, WWJ, Detroit
Victor J. Waters, Dept. of Justice, Washington
Ralph N. Weil, Hearst Radio, Chicago
Pierre Weis, Lang-Worth, New York City
Ralph Wentworth, Lang-Worth, New York City
Art Westlund, KRE, Berkeley, Cal.
James E. Wetherell, Victor J. Andrew, Chicago
W. P. Williamson, Jr., WKBN, Youngstown, O.
Howard H. Wilson, Howard Wilson Co., Chicago
Ronald B. Woodyard, WING, Dayton, O.

George W. Young, WDGY, Minneapolis



If You Want to Make a Splash in Baltimore—Use WBAL!

There are a quarter of a million radio homes in the *high intensity* area of 50,000-watt WBAL... a million folks with money to spend.

If you sell food, for instance...there's a *hundred million dollar* market waiting for you.

If it's drugs you purvey...there's *seventeen million bucks* to be had. Whatever you sell, you've got an opportunity to get a slice of the *four hundred million* retail sales in this important trading center.

Yes sir, Baltimore is a whale of a big market...a big market that takes plenty of power to reach and move. When you come into Baltimore, you can't afford to make a little ripple that will be swallowed up.

You've got to make a big splash... and that means WBAL!

WBAL

MEANS BUSINESS IN BALTIMORE

Radio Advertising in Latin America

Exporter's Problems in Considering Local Stations vs. Shortwave

By J. J. CLAREY Jr.

FROM THIS ARTICLE by the foreign advertising manager of Bristol-Myers Co., important user of radio time, who is also vice-president of the Export Advertising Assn., sponsors and prospective sponsors with export distribution in Latin American markets will derive pertinent first-hand information about the proper and effective use of broadcast advertising via Central and South American stations, most of which operate on much the same private commercial pattern as those in the U. S. This article first appeared in the 'Export Trade & Shipper.'

WHILE radio broadcasting and advertising has been established in Latin America for over a decade, it is, to American exporters, still a new medium for reaching the citizens of foreign countries. It is, therefore, helpful to review some elementary facts.

The total population of Latin America, exclusive of English-speaking territories, is roughly 130,000,000, of whom 46,000,000 are in Brazil. This population is scattered over an area that extends southward from our Mexican border for about 6,000 miles.

The greatest width of the continent of South America itself is 3,300 miles, but if we include Mexico and Central America, this breadth will increase to almost 6,000 miles. While a large part of this area is ocean, it will give some idea of the territory that must be covered by radio advertisers in Latin America.

Contrasting Races

Although there are about 83,000,000 people in Spanish-speaking America, they cannot be considered homogeneous. On the Pacific side, we find that large numbers of the natives are Indian, or of mixed Indian blood. In contrast, on the Atlantic side, we find many Negroes, or people of mixed Negro blood. Argentina, Uruguay and Chile are notable exceptions, as they are peopled with stock that is almost 100% European.

This point is not alien to an article on radio advertising, as it explains the marked differences in idiom and accent encountered in Latin America. (Compare Cuba, Mexico and Argentina.) It helps us understand the contrasts in native music. (The African influence in the Cuban rumba or Brazilian samba; the Indian influence in the haunting melodies and folksongs of Mexico; the Latin influence in the cadent, triste tango of Argentina.)

The culture, politics, economics, architecture and living habits of these peoples have also been affected by purely physical factors, such as altitude, climate, natural resources, etc. We, who use radio, must not forget this lack of homogeneity. We should strive to study and understand these differences.

There are two methods of radio advertising now offered American exporters. One is radio broadcasting *in Latin America* through local stations either singly or in networks in each individual country. The other is radio broadcasting *to Latin America* through shortwave stations in the United States with or without local rebroadcasts.

In and To

It is my opinion that the first of these—radio advertising *in* Latin America—is the one most deserving of the American export advertiser's consideration at this time. Radio advertising *to* Latin America has great potentialities for the future, as I shall point out later on. Now, however, let us look at what is available to us through radio advertising in Latin America.

Each country in Latin America has its own local stations. It is to these stations that the natives prefer to listen, whether their radio receivers be longwave or combination long and shortwave. In several countries, notably Argentina and Mexico, radio has made tremendous strides. Each of these countries has at least two local stations transmitting 50,000 watts longwave, with powerful simultaneous shortwave broadcasts. Both of the two principal stations in Argentina offer chain broadcasts of their programs, thereby covering the entire country.

Cuban Progress

Cuba, too has greatly strengthened its position within the last year. At one time, Cuba had too many stations, each fighting for the listener's attention. Some time ago, a number of the stations decided to consolidate and formed the Cadena Azul. This chain has stations in the most important centers of Cuba, linked together by telephone line. Its chief rival, Station CMQ, also has associated stations, linked together through the less satisfactory rebroadcast of shortwave. Together they now dominate the market. Colombia, which has had good stations in its more important cities now claims a 50,000 watter, in Bogota.

Because of the great distances between population centers in Colombia, several attempts have been made to form a chain. It now remains to be seen whether Radio Continental can bridge these distances. If not, a chain of stations is inevitable. Rumors of chain broadcasting in Mexico crop up from time to time, but with powerful stations broadcasting from the capital long and shortwave simultaneously, the lack of a chain is not an acute problem.

[Editor's note: Two Mexican networks have since been reported under the auspices of the Ascarraga stations XEW and XEQ; see BROADCASTING, July 28, p. 45].

All the other countries in Spanish Latin America have satisfactory stations within their own borders. In fact, the advertiser, both local and American, would be better off in some of these places, if there were fewer stations than at present, for, as has been proved in Mexico, Argentina and now in Cuba, a few, good, powerful stations are to be preferred to many low-powered ones.

In Brazil It's Different

Brazil is different from her neighbors in respect to radio stations. Brazil's buying power is found in urban centers along its 3,000-mile coast. The distances between these coastal cities, plus possibly the contour of the coast itself makes it impossible for one station to cover the market satisfactorily. Telephone line hookups are impracticable, except between Rio and San Paulo. Therefore, the radio advertiser, like the newspaper advertiser, must perforce use an outlet in each important city.

Before leaving this subject of local radio stations, it is helpful to recall that the more powerful stations do give some international coverage. Chileans listen regularly to Argentine broadcasts, as is proved by the mail the radio performers and advertisers receive. Uruguay and Paraguay also tune in. In the North, especially in the Caribbean area, Puerto Rican and Cuban stations are heard in many of the countries. Mexico has a number of listeners in Central America, as well as the Antilles.

I recall on my last visit to the interior of Cuba having a druggist tell me that he listened the night previous to our radio program. I said: "Last night? Why, our program in Havana wasn't broadcast last night." Much to my surprise, he countered: "Not the Havana broadcast. The Mexican one."

What I have said in the preceding paragraphs substantiates my opinion that if an American exporter is looking for radio coverage in Latin America, he can get it today by advertising in Latin America, through the local stations.

Talent, of Course

No discussion of radio advertising in Latin America, no matter how sketchy, would be complete without some reference to programming and talent. Argentina and Mexico are the only two countries where one finds a good supply of local talent. Cuba is a poor third. All the other Spanish-speaking countries, with the rare exception of a few artists, present a serious problem to the advertiser when it comes to creating first-class entertainment.

I said that in Argentina and Mexico there is a good supply of local talent. I do not mean, however, that it is ample. Unlike the United States, only a few artists perform exclusively for one sponsor. As a result, many artists run the continual risk of becoming hackneyed through too frequent appearances before the microphone. The same applies to orchestral and choral groups.

Rehearsals are much shorter than in the United States. Frequently, important groups of performers are absent from rehearsals because they are broadcasting for some other sponsor at rehearsal time. I, personally, while supervising programs in Argentina, have seen the entire string section of our orchestra tiptoe into the studio, three minutes after we went on the air.

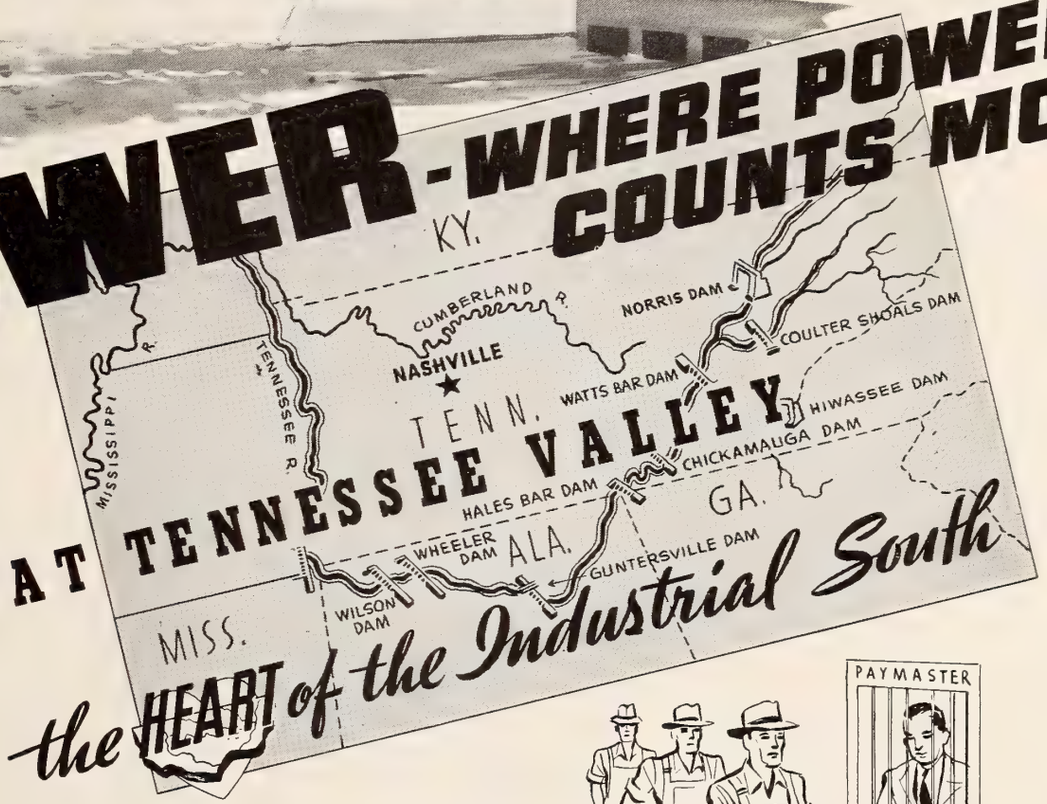
In fairness to the stations and performers, let me say that the basic cause for this condition is one of pesos and centavos. A name orchestra in Argentina will be paid between $10,000 and $20,000 m/n per month. There are few advertisers who can afford to assume this expense exclusively. The sales potentialities of the market reached will not permit such lavish expenditure. The station, therefore, is obliged to parcel out the expense to several advertisers. This is also true of many famous artists.

Quiz Shows, Too

Entertainment offered to radio listeners in Latin America runs the entire gamut from drama to quiz shows. I doubt if there is any type of entertainment used in the United States that has not its counterpart in Latin America. The most striking difference, however, is one of showmanship. Showmanship is to entertainment, whether radio, screen or stage, as a chef is to the culinary art. When it comes to showmanship, the United States



POWER - WHERE POWER COUNTS MOST!



THE GREAT TENNESSEE VALLEY

the HEART of the Industrial South



FROM dams to dollars is a direct line in the rich Tennessee Valley, the heart of the industrial south. More than $500,000,000.00 worth of dams feed industrial energy to hundreds of factories throughout this entire territory.

And WLAC, soon to go to 50,000 watts, will cover this sales-packed area with a strong, clear signal . . . a radio power where power counts most.

May we give you further details?

TOP CBS PROGRAMS

COVERED FULLY AND INTELLIGENTLY BY

WLAC
Nashville

J. T. WARD, Owner • F. C. SOWELL, Manager

going to 50,000 WATTS this fall

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

is in a class by itself. For example: Many stations in Latin America broadcast phonograph records exclusively. No one of them, however, has attained the success for its advertisers or profit to itself as has Station WNEW in New York. The answer: Showmanship.

To me it is a logical transition from a discussion of program difficulties in Latin America to an exploration of shortwave broadcasting *to* Latin America from the United States, because it is in the field of programming and showmanship that I believe we can make our most useful contribution to radio entertainment south of the border. Before pointing out such advantages, however, let us first look at the disadvantages, as I see them:

First, there is a dissatisfying lack of information regarding the penetration, the dependability, and the clarity of the shortwave signal. There are no authentic data regarding the number of listeners. If you buy shortwave, you must buy it on faith. Of course, one hears much of the number of letters received.

A shortwave broadcast of a much publicized sporting event which was picked up for rebroadcast by 130 local stations in Latin America produced some 35,000 odd letters. To me, this is not convincing. In the Argentine, our company has received 20,000 letters as the result of one broadcast of our regular program through the El Mundo chain. More than 50,000 letters were received in that same month.

Secondly, there is the undeniable preference at the present time of Latin Americans to listen the their own stations. These listening habits have been built up over years of active broadcasting and will not be easily broken. There are still more longwave receivers in use than shortwave sets. The wavelengths of their local stations are well known to the natives and the programs are tuned in conveniently, quickly and clearly.

It will require a deep, penetrating knowledge of Latin American characteristics to create the type of high-class entertainment that will wean listeners from the local stations. The accents of announcers, and artists, even though enunciating most correct Spanish, are "antipatico" to listeners. Each country has its own peculiar type of dialect, its own preferred form of humor, its own well-developed use of idiom.

A Matter of Money

Lastly, there is the very important factor of cost; cost of time and cost of talent. To my mind, there is no justification for assessing the export advertiser high rates for shortwave broadcasts at this time. More information must first be obtained regarding circulation and other pertinent factors. American advertisers can now buy full hour in Class A, Spanish broadcasts, with full discounts, at from $4,000 to $10,000 per year.



UNDERGROUND WITH BBC: Left photo shows a BBC engineer in full ARP equipment entering an air raid shelter at a transmitting station "somewhere in England". Right photo shows Clare Lawson Dick and Margot Osborne, two BBC secretaries, in their sleeping quarters at one of the BBC underground offices.

In the United States, many sponsors spend as much on talent as they do on station time. Obviously, therefore, an appropriation for a year's contract for shortwave broadcasts, including time and talent, may run into considerable money, especially when considering the modest budget of the average export advertiser. Price is definitely a restraining factor.

Despite these disadvantages, the writer has high hopes for the possibilities inherent to shortwave broadcasting, but only on one condition, which is that the broadcast companies in this country "team-up" with the local stations in Latin America and form a chain of important radio outlets strategically located in the principal population centers. With such a chain, we could begin to eliminate the serious disadvantages already outlined. With the important Latin American stations tied into shortwave broadcasting, we would no longer have to worry about listening habits; speculation about circulation would be greatly eliminated; the owners of both longwave receivers and shortwave sets would be prospective listeners; our Latin American neighbors could then tune in our programs easily, conveniently, quickly and clearly.

Accent on Accents

Most important of all, the American advertiser could then afford to spend the necessary money for creating high-class entertainment, as under such conditions, there would be only one charge for talent which could be spread over the entire Latin American market. We would still have the problem of accents, but I feel that our listeners would be less critical of accents if the show itself were highly entertaining. People are seldom hypercritical when they are well-pleased.

Furthermore, I think in time there would evolve a modified Spanish pronunciation acceptable to all Latin Americans, in the same way that stage and screen artists of England and the United States now use a form of pronunciation for English that is acceptable in both countries and permits the free interchange of artists. This condition, however, will come about only as a result of close cooperation on the part of American export advertisers and shortwave broadcasters. In this connection one of the executives of NBC recently told me that, in selecting their Spanish announcers, they endeavor to choose only those who speak in neutral accents.

In closing, let me say that no criticisms which I have made in this article should be taken as a lack of faith on my part in radio advertising *in* Latin America and *to* Latin America. I have merely tried to give my honest opinions. I have faith in the effectiveness of radio advertising *in* Latin America, otherwise our company would not now be sponsoring some 18 programs in the more important cities throughout South and Central America.

I am hopeful, too, for the future of advertising *to* Latin America, and have recently embarked on an interesting experiment with a shortwave station in this country. From this trial of shortwave broadcasting, I hope to learn much, and perhaps help to contribute to the further growth of this potentially important addition to the tools available in export advertising.

Canadian Assn. Meetings

DIRECTORS of the Canadian Assn. of Broadcasters will meet in Toronto Oct. 6-8 for joint sessions with the directors of the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies. The CAB directors will also discuss where the CAB annual convention is to be held next January.

Leigh White, Flannery, Murrow Return to U. S.

LEIGH WHITE, CBS correspondent formerly in the Near East, who has been in the hospital for several months with serious leg wounds suffered when the Greek train he was riding was machine-gunned by German bombers, now partially recovered and walking with the aid of a cane, left Lisbon for U. S. on the Clipper, Sept. 27. On arrival in New York he will make several broadcasts on CBS telling of his adventures and of conditions in the Near East. Later he will leave for an extended vacation.

Harry Flannery, CBS correspondent in Berlin since last year when he relieved William L. Shirer, will return to the United States on the Clipper leaving Lisbon Oct. 2. Howard Smith, who has been Mr. Flannery's assistant in Berlin, will remain as CBS correspondent. Returning to the United States at the same time will be Mrs. Ed Murrow, wife of the CBS correspondent in London. Mr. Murrow himself is expected to return to the United States shortly, being replaced by Bob Trout, CBS news announcer.

NBC Files Arguments On WHDH 850 Grant

ARGUMENTS of NBC in its appeal from the FCC decision authorizing WHDH, Boston, to operate fulltime on the 850 kc. clear channel of KOA, Denver, have been filed with the U. S. Court of Appeals for the District of Columbia by Duke M. Patrick, Philip J. Hennessey Jr., A. L. Ashby and Henry Ladner, NBC counsel. No answering brief has been filed by the FCC legal staff, which has 20 days from the filing date of the appellant brief, Sept. 15, to respond.

The KOA-WHDH case is regarded as a test to determine future FCC policy on maintenance of clear channels. The NBC brief holds that the Commission's WHDH grant is void through violating both the Federal Communications Act and the Fifth Amendment, that the order making the grant was "the result of arbitrary and capricious action", that the result reached violates Section 303 (f) of the Act, that all action taken on the WHDH application is void and violates Section 40[illegible] (a) of the Act, and that the FCC erred in denying NBC's petition for rehearing [BROADCASTING, June 16].

Armstrong Dramas

ARMSTRONG CORK Co., Lancaster, Pa. (Quaker floor coverings), will present an original romantic drama written shortly before the broadcast against a background of one of the headline news events of the week in its new series *Armstrong's Theatre of Today*, which starts Saturday, Oct. 4, 12-12:30 p.m., on 100 CBS stations [BROADCASTING, Aug. 11]. George Bryan, CBS news reporter, will open each program with a short summary of world events, featuring the news story being used to set the locale of the play. Leading actors from Hollywood, Broadway and radio will take the roles. Cameron Hawley supervises the programs with Frank Linder directing.

Pop the Cork

OF THIS POTENT

MARKET!



Valley Grande is a blend of 40 cities and towns equivalent in population to Texas' Fourth City. It's a market of rare vintage this year. Removal of planting restrictions adds millions to the usual $30,000,000 winter vegetable and citrus crop. Important, too, are its thousands of bales of cotton; innumerable beef cattle; increasing tourist trade; 4,000,000 barrels of oil during 1940; $8,500,000 worth of defense construction; facilities for 5,400 well-paid officers and men in addition to two old-established U. S. forts. This market is on ice for alert advertisers who place schedules now over K R G V, the Valley's only network outlet.

KRGV

IS THE ONLY NETWORK STATION WHICH COVERS THE RICH LOWER RIO GRANDE VALLEY AT ALL TIMES!

One of the Taylor-Howe-Snowden Group

Get the attractive Combination Rate
On These Four Close-knit Stations.

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

News Sponsorship Sought in Canada

CAB Also Seeks Increased Power Grants From CBC

RELAXATION of the rule barring commercially sponsored news commentators on Canadian stations, power increases for Canadian broadcasters, and revisions in the regulations covering sponsored newscasts were discussed by executives of the Canadian Assn. of Broadcasters with the board of governors of the Canadian Broadcasting Corp. at Ottawa at the board's first autumn meeting, Sept. 15-16. No decisions were announced but the board promised to take the matter of relaxation of commercially sponsored commentators under consideration.

This would allow Canadian stations to bring in commentators from American networks, as well as Canadian commentators. Easing of the regulations on the sponsored newscasts is understood to have been suggested by Canadian Press, and would allow advertisers to sponsor news directly and give a commercial. No change is to be made in the ruling forbidding commercials in the body of the news. Canadian Press now sells news through a subsidiary Press News Ltd.

Power Survey

No decision was given by the board on this change, but a meeting with the Canadian Press on the subject was likely. Pending the completion of the CBC survey on station reception, no decisions were announced regarding power increases for Canadian broadcasters. The CBC hopes to have the survey completed before the end of the year, having been handicaped through loss of a number of members of the engineering department to the armed services. Decisions on these subjects are expected at the board's next session in November.

The CBC recently announced a new regulation eliminating the use of more than one station in a city for a simultaneously sponsored network program. A number of Canadian advertisers have been and were planning on using two or more stations in one city simultaneously for a network show. This the CBC feared would lead to a monopoly of the air in that city at any one time. Canadian advertising agencies are understood to agree to the ruling, provided it is equally applied to all advertisers. The ruling does not apply to sustaining network programs.

Williams Food Test

R. C. WILLIAMS & Co., New York (Royal Scarlet food), has signed a one-year contract for sponsorship of Zeke Manners & His Gang on WNEW, New York, 7:30-7:45 p.m., Monday, Wednesday and Friday. Other stations may be added later. Agency is Alley & Richards, New York.

BUICK HORN TALKS

Spots for New Buicks Utilize Sonovox Tricks

UTILIZING the Wright-Sonovox acoustical device for articulating sound [BROADCASTING, Aug. 11], Buick Motor Co., Flint, Mich., from Sept. 29 to Oct. 4 will use approximately five spots a day on 46 stations in 32 markets to announce the new 1942 Buick. The tuned chord of the Buick horn articulates "Bet-ter-r . . . Buy . . . Buick" as the opening and closing of the WBT transcribed spots, placed by Arthur Kudner Inc., New York.

The Sonovox, which is controlled by Free & Peters, the representative firm, has heretofore been used in a few radio programs for novelty effects and this is said to be its first use as a commercial radio device.

The effect of sound forming words is obtained through the Sonovox amplifying unit that makes any sustained sound "speak" through the use of the human larynx. In operation, twin units are placed against the throat of an announcer who is a trained articulator. The articulator makes no audible sound; the human larynx acts as a sound-box as the sound comes through the unit, and he merely breaks up the sound into words.

INCREASE IN POWER FOR THREE OUTLETS

IMPROVED operating conditions for three broadcast stations were authorized by the FCC last Tuesday. WAWZ, Zarephath, N. J., operated by the Pillar of Fire, church organization, and sharing time with WBNX, New York, was granted 5,000 watts day with directional antenna on 1380 kc., continuing with 1,000 night but using the directional both day and night. KRKO, Everett, Wash., was granted fulltime on 1370 kc., taking over the hours formerly used by KEVR, Seattle, recently shifted to 1090 kc. with 250 watts. KRNR, Roseburg, Ore., now 100 watts night and 250 day, was granted 250 watts fulltime on 1490 kc.

Hearings were ordered on the applications of Yankee Broadcasting Co., New York City, seeking 1,000 watts fulltime on 620 kc.; Newark Broadcasting Corp., Newark, seeking 5,000 watts fulltime on 620 kc.; WSOY, Decatur, Ill., seeking 10,000 watts on 1560 kc. Also ordered to consolidated hearing were the rival applications, all for 250 watts on 1240 kc., of R. O. Hardin, Nashville; Tennessee Radio Corp., Nashville; John R. Crowder, Columbia, Tenn.; Birney Imes and Robin Weaver, Murphreesboro, Tenn. All seek the facility when vacated by WSIX, Nashville.

Dessert Introduced

TAYLOR-REED Corp., Mamaroneck, N. Y., on Sept. 22 announced appointment of Smith & Sweeney Inc., New York manufacturers' representatives and food merchandisers, to introduce Tumbo, a chocolate pudding, in the metropolitan New York market. A merchandising campaign has been started on WNEW, New York, on Martin Block's *Make-Believe Ballroom*. W. I. Tracy Inc., New York, handles the account.

"THESAURUS

Letters like these PROVE Big-Name talent, plus material, sign up

WHEN audiences send fan-mail to stations, praising NBC Thesaurus shows . . . that's old stuff. We've learned to expect it—by the ton.

But when *stations* send "fan-mail" to *us* —that's something you ought to know about!

The two letters on the opposite page are typical of many others . . . telling us how NBC Thesaurus helps to sell station-time. As one of these two letters puts it, with pardonable enthusiasm, "Thesaurus sells itself!"

Well . . . why? Talent in NBC Thesaurus is one reason. You get the *big names* at small cost. The big names that advertisers go for . . . the big names that listeners prefer! Excellence of reproduction in NBC Thesaurus is another reason. Thanks to *NBC Orthacoustic*, your transcription

THESAURUS OCTOBER 1st RELEASE FEATURES NEW MUSICAL GROUPS

Beginning a new fall program of recording for its library service, *NBC THESAURUS*, NBC Radio-Recording Division has announced that the October 1st release to subscribers will contain the work of three important musical groups new to *THESAURUS*.

In the dance band field, this release presents the first of a series of popular selections by Lawrence Welk and his "Champagne Music".

The nationally popular Negro rhythm singers, Golden Gate Quartet, are the second group. Already featured on their own network program, in night clubs, and on records, they will be presented in a special THESAURUS program production "I Hear the Southland Singing", for which they have recorded an original musical theme.

Third is the Sammy Herman Trio, novelty rhythm group. This trio will be programmed on the THESAURUS series, "From A to Z in Novelty", which presents a constantly changing parade of novelty singing and instrumental combinations.

Completing this first-of-the-month release are five production numbers by Allen Roth and his Orchestra for "Symphony of Melody"; and a number of selections by the Symphony and Salon Orchestras.

Last week another series of numbers were recorded for *THESAURUS* in Chicago by Horace Heidt and His Musical Knights. These are planned for release within the next month and will be programmed on Heidt's own *THESAURUS* program.

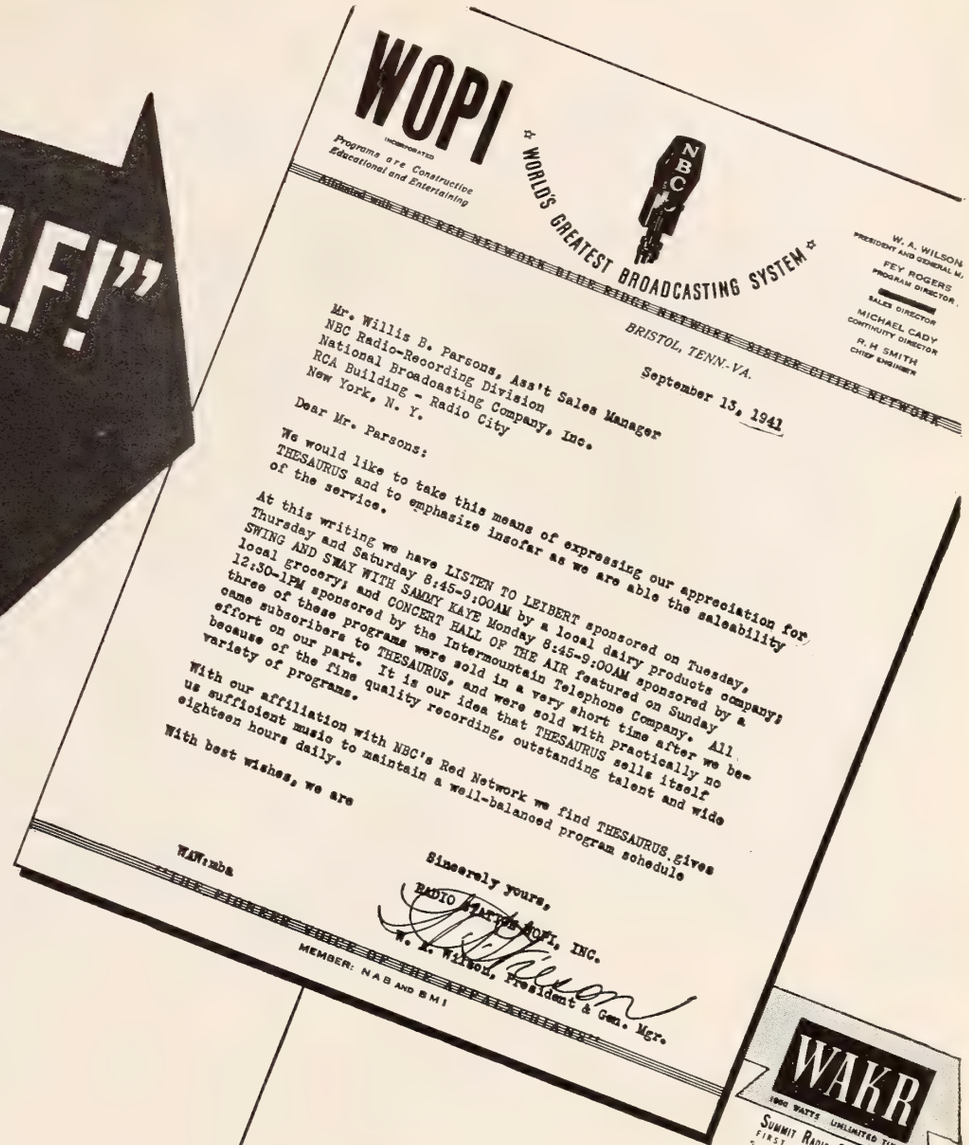
..SELLS ITSELF!"

it!..Lifelike recording of greater variety of program sponsors *fast!*

equipment delivers *live* quality, with studio flavor preserved!

And *variety* of program types in NBC Thesaurus is important, too! You can give more advertisers the "something different" that they're after...for there are 25 varied program series supplied with regular weekly continuity. *One new subscriber reports the sale of 23 of these 25 programs to local advertisers within 3 months after starting the service!*

You should have the complete Thesaurus story. Write our nearest office today!



WOPI
Programs are Constructive Educational and Entertaining
☆ WORLD'S GREATEST BROADCASTING SYSTEM ☆
BRISTOL, TENN.-VA.

W. A. WILSON, PRESIDENT AND GENERAL M.
FEY ROGERS, PROGRAM DIRECTOR
SALES DIRECTOR
MICHAEL CADY, CONTINUITY DIRECTOR
P. H. SMITH, CHIEF ENGINEER

September 13, 1941

Mr. Willis B. Parsons, Ass't Sales Manager
NBC Radio-Recording Division
National Broadcasting Company, Inc.
RCA Building - Radio City
New York, N. Y.

Dear Mr. Parsons:

We would like to take this means of expressing our appreciation for the saleability THESAURUS and to emphasize insofar as we are able the saleability of the service.

At this writing we have LISTEN TO LEIBERT sponsored on Tuesday, Thursday and Saturday 8:45-9:00AM by a local dairy products company; SWING AND SWAY WITH SAMMY KAYE Monday 8:45-9:00AM sponsored by a local grocery; and CONCERT HALL OF THE AIR featured on Sunday 12:30-1PM sponsored by the Intermountain Telephone Company. All three of these programs were sold in a very short time after we became subscribers to THESAURUS, and were sold with practically no effort on our part. It is our idea that THESAURUS sells itself because of the fine quality recording, outstanding talent and wide variety of programs.

With our affiliation with NBC's Red Network we find THESAURUS gives us sufficient music to maintain a well-balanced program schedule eighteen hours daily.

With best wishes, we are

Sincerely yours,
RADIO STATION WOPI, INC.
W. A. Wilson, President & Gen. Mgr.

WAW:mba

MEMBER: NAB AND BMI

WAKR
1000 WATTS UNLIMITED TIME
SUMMIT RADIO CORPORATION
FIRST CENTRAL TOWER
HEmlock 6151
AKRON, OHIO

August 23, 1941

National Broadcasting Co. Inc
Radio Recording Division
RCA Bldg
New York, N Y

Attention: Mr. Willis B Parsons

Dear Mr. Parsons:

We are pleased to enclose herewith our renewal contract for THESAURUS, or we would not be renewing the contract. We have used it as our primary Library Service and it has filled the bill admirably. We have found that THESAURUS, with its large variety of program material and outstanding Artists, has enabled us to present well rounded transcribed programs of high caliber. The large number of new releases received monthly has been most helpful, particularly during the transition period that occurred during the music copyright controversy. The quality of reproduction afforded by the Orthacoustic recordings is almost life-like, and we have received many comments as to the high quality of our transcribed programs.

Needless to say, we have been very well pleased with THESAURUS, and we have found it as our primary Library Service and it has filled the bill admirably. We have found that THESAURUS, with its large variety of program material and outstanding Artists, has enabled us to present well rounded transcribed programs of high caliber. The large number of new releases received monthly has been most helpful, particularly during the transition period that occurred during the music copyright controversy. The quality of reproduction afforded by the Orthacoustic recordings is almost life-like, and we have received many comments as to the high quality of our transcribed programs.

We wish to thank you for the cooperation received in the past, and we are looking forward to another year of pleasant association.

Sincerely,
S Bernard Berk
President

SBB:OF

NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

ADVERTISERS AND AUDIENCES GO FOR THESE BIG NAMES!

Charlie Barnet	Richard Leibert
Al Donahue	Vincent Lopez
Shep Fields	Carson Robison
Horace Heidt	Allen Roth
Harry Horlick	John Seagle
Sammy Kaye	Thomas L. Thomas

... and many others

New Stations Authorized by the FCC
During First Nine Months of 1941

* Asterisk indicates station already on the air.
† Dagger indicates call letters not yet issued.

ARKANSAS

KFFA, Helena—CP issued to Helena Broadcasting Co.; partnership of J. Q. Floyd, motor transportation business; John T. Franklin, ice, coal and furniture dealer; Sam W. Anderson, school superintendent. Granted July 16; 250 watts on 1490 kc.

CONNECTICUT

*WSRR, Stamford—Licensed to Stephen R. Rintoul, account executive of the Katz Agency, New York. Granted Feb. 13; 250 watts on 1400 kc.

CALIFORNIA

KPAS, Pasadena—CP issued to Pacific Coast Broadcasting Co.; J. Frank Burke, chief owner of KFVD, Los Angeles, president, 87.5% common stockholder; Melvyn Douglas, movie actor, 13.33% preferred; George C. Fischer, retired, 13.33% preferred; Eleanor Lloyd Smith, owner of various realty and other projects, 13.33% preferred; numerous other stockholders, none holding as much as 10% preferred or common. Granted Sept. 9; 10,000 watts on 1110 kc.

KWKW, Pasadena—CP issued to Southern California Broadcasting Co.; Marshall S. Neal, local merchant, president-treasurer, 43.61% stockholder; Edwin Earl, 13.8%; Lee A. Ragan, salesman of KIEV, Glendale, vice-president, 5%; H. H. Cooper, KIEV salesman, secretary, 5%; 10 other stockholders none holding more than 10%. Granted Aug. 22; 1,000 watts daytime on 1430 kc.

KPRO, Riverside—CP issued to Broadcasting Corp. of America; W. L. Gleeson, owner of an optical firm and associated with Miller Adv. Agency, Oakland, president, 56% stockholder; E. W. Laisne, with the same optical firm, vice-president, 20%; Phil Davies, banker, 20%; Loyal C. Kelley, attorney, secretary, 2%; John B. Smith, attorney, 2%. Granted May 26; 1,000 watts on 1450 kc.

FLORIDA

WWPG, Lake Worth—CP issued to Lake Worth Broadcasting Co.; Charles E. Davis, city commissioner, president, 48% stockholder; Robert S. Erskine, realtor and banker, 20%; Ralph C. Roberts, furniture dealer, vice-president, 16%; Jerrold F. Jacob, attorney and city judge, secretary, 4%; Roy E. Garnett, banker, treasurer, 4%; Tom G. Smith, mortician, 4%; R. E. Branch, banker, 4%. Granted July 9; 250 watts on 1340 kc.

GEORGIA

*WGAA, Cedartown—Licensed to Northwest Georgia Broadcasting Co.; O. C. Lam, theatre and farm owner, president-treasurer, 82.5% stockholder; R. W. Rounsaville, vice-president-secretary, 16.7%; Joe W. Lam, .8%. Granted May 6; 250 watts on 1340 kc.

ILLINOIS

WLDS, Jacksonville—CP issued to a partnership of Hobart Stephenson, teacher, Illinois School for Blind; Milton Edge, local A&P supervisor; Edgar J. Korsmeyer, bookkeeper and accountant. Granted May 22; 250 watts daytime on 1150 kc.

INDIANA

†NEW, Lafayette—CP issued to WFAM Inc.; O. E. Richardson, half owner of WJOB, Hammond, president, 33 1-3% stockholder; Fred L. Adair, half owner of WJOB, vice-president, 16 1-6%; Robert C. Adair, treasurer, 16 1-6%; J. Gibbs Spring, secretary, 33 1-3%. Granted July 30; 100 watts on 1230 kc.

IOWA

*KBUR, Burlington—Licensed to Burlington Broadcasting Co.; E. L. Hirsch, attorney and banker, president, 20% stockholder; J. Tracy Garrett, publisher of the *Burlington Hawk-Eye Gazette* (deceased), 20%; 14 other business men of Burlington, none holding more than 5%. Granted Feb. 5; 250 watts on 1490 kc.

*KROS, Clinton—Licensed to Clinton Broadcasting Corp.; Peter Matzen, president Arzen Laboratories, proprietary manufacturers, president, 130 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. T. B. Charlton, physician, vice-president, 1 share; W. T. Oakes, postmaster, 1 share. Granted Feb. 5; 250 watts on 1340 kc.

KENTUCKY

WSON, Henderson—CP issued to Paducah Broadcasting Co.; Pierce E. Lackey, operator of WPAD, Paducah, and WHOP, Hopkinsville, Ky., president-treasurer, 95.5% stockholder; W. Prewitt Lackey, insurance man, vice-president, 1.5%; Ezelle Lackey, insurance, 1.5%; Eula McKenney Rivers, 1.5%. Granted May 20; 250 watts daytime on 860 kc.

MASSACHUSETTS

WEIM, Fitchburg—CP issued to Ruben E. Aronheim, local furniture dealer. Granted April 16; 250 watts on 1340 kc.

MISSISSIPPI

*WMIS, Natchez—Licensed to Natchez Broadcasting Co.; P. K. Ewing, manager of WDSU, New Orleans, and owner of WGRM, Greenwood, Miss., and WGCM, Gulfport, president, 91% stockholder; P. K. Ewing Jr., manager of WGRM, vice-president, 3%; F. C. Ewing, manager of WGCM, secretary-treasurer, 3%; M. M. Ewing, 3%. Granted March 19; 250 watts on 1490 kc.

MISSOURI

*KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post;* same ownership as *Kewanee* (Ill.) *Star-Courier.* Interlocking stockholdings with Lee Syndicate Newspapers: *Davenport* (Ia.) *Times* and *Democrat, Ottumwa* (Ia.) *Courier, Muscatine* (Ia.) *Journal, Mason City* (Ia.) *Globe-Gazette, Madison* (Wis.) *State Journal, LaCrosse* (Wis.) *Tribune & Leader-Press, Lincoln* (Neb.) *Star.* Granted Feb. 5; 250 watts on 1340 kc.

KTTS, Springfield—CP issued to Independent Broadcasting Co.; J. H. G. Cooper, head of plumbing and heating and several other concerns, president and treasurer, 50% stockholder; Irving W. Schwab, attorney, secretary, 18%; G. Pearson Ward, radio store owner, 8%; Frank L. Sedgwick, furniture dealer, vice-president, 6%; J. W. Turner, department store owner, 4%; O. E. Jennings, 4%; Mary E. James, 4%; O. M. Griffith, 2%. Granted Sept. 9; 250 watts on 1400 kc.

NEW JERSEY

WTTM, Trenton—CP issued to Trent Broadcast Corp.; 11 stockholders with 25 shares each including Charles Quinn, attorney, president; A. Harry Zoog, manager of WFPG, Atlantic City, vice-president; Richard Endicott, general manager of Atlantic City Steel Pier and hotel operator, treasurer; John F. Trainor, official court reporter, secretary. Granted July 30; 1,000 watts on 920 kc.

NEW MEXICO

KFUN, Las Vegas—CP issued to Southwest Broadcasters Inc.; Ernest Thwaites, retired railroad man, president, 82% stockholder; Ernest N. Thwaites, formerly of KVSF, Santa Fe, vice-president, 16.6%; Dorothy G. Thwaites, secretary, .7%; Laurel Thwaites, .7%. Granted July 16; 250 watts on 1230 kc.

KTNM, Tucumcari—CP issued to partnership of Lester Q. Krasin, radio technician, and Otto A. Krutzner, auto body reconstructor. Granted June 14; 250 watts on 1400 kc.

NEW YORK

WLAN, Endicott—CP issued to Thomas J. Watson, president of International Business Machines Corp. Granted March 12; 250 watts on 1450 kc.

NORTH CAROLINA

WBBB, Burlington—CP issued to Alamance Broadcasting Co. Inc.; B. V. May, hosiery manufacturer, treasurer, 19.23% stockholder. Remainder of stock held by 26 local citizens, none holding more than 10%, with V. Wilton Lane, president; R. R. Isenhour, vice-president; Thomas D. Cooper, secretary. Granted April 29; 1,000 watts daytime on 920 kc.

*WAYS, Charlotte—Licensed to Inter-City Advertising Co.; George W. Dowdy, manager of Belk's department stores of Charlotte and Concord, N. C., president, 1 share; Horton Doughton, department store and hardware merchant and son of Rep. Doughton (D-N. C.), secretary-treasurer, 1 share; B. T. Whitmire, manager of WFBC, Greenville, S. C., vice-president, 1 share. Granted April 16; 1,000 watts on 610 kc.

WGBG, Greensboro—CP issued to Greensboro Broadcasting Co. Inc.; Ralph M. Lambeth, furniture dealer, president, 40% stockholder; Helen McAulay Lambeth, 24% owner of WMFR, High Point, N. C., secretary-treasurer, 40%; James E. Lambeth, furniture dealer and 75% owner of WMFR, vice-president, 20%. Granted Aug. 5; 1,000 watts on 980 kc.

NORTH DAKOTA

KILO, Grand Forks—CP issued to Dalton LeMasurier, manager of KFJM, Grand Forks, and operator of KDAL, Duluth. Granted Aug. 22; 500 watts night and 1,000 day on 1440 kc. sharing with KFJM daytime.

OHIO

WFIN, Findlay—CP issued to Findlay Radio Corp.; Cloyce W. Oxley, local typewriter agent, president, 10% stockholder; Wilmer Bayer, manager of local Cocoa Cola bottling company, vice-president, 10%; Fred R. Hover, retail druggist, secretary-treasurer, 10%; Herbert Lee Blye, attorney and onetime owner of WLOK, Lima, 10%; Grace E. Ingledue, former radio instructor at Louisiana State U, 10%; Don T. Decker, 10%; Harve T. Blair, 10%; six others each holding 5%. Granted Aug. 5; 1,000 watts on 1330 kc.

WRRN, Warren—CP issued to partnership of Frank T. Nied, owner of cigar store-restaurant chain in Akron, and Perry H. Stevens, Akron attorney. Granted Aug. 5; 250 watts on 1400 kc.

OREGON

KWRC, Pendleton—CP issued to Western Radio Corp., licensee of KODL, The Dalles; V. B. Kenworthy, president, 50%; Eva O. Hicks, vice-president, 25%; T. M. Hicks, secretary-treasurer, 25%. Granted Aug. 12; 250 watts on 1240 kc.

PENNSYLVANIA

*WISR, Butler—Licensed to David Rosenblum, local department store owner. Granted April 1; 250 watts daytime on 680 kc.

*WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; Sentinel Co., publisher of the *Lewistown Sentinel,* 33 1/3% stockholder; William J. Woods, Pennsylvania Glass Sand Corp., 33 1/3%; Thomas C. Matthews, of the same company, treasurer, 33.286%; James S. Woods, same company, .048%. Granted Feb. 25; 250 watts on 1500 kc.

WJPA, Washington—CP issued to Washington Broadcasting Co.; 46 stockholders with 38.5% of the stock held by individuals connected with WSTV, Steubenville, O., with Williams S. Yard, attorney, president, 6.38% stockholder; Louis Berkman, head of WSTV, vice-president, 10.6%; Sherman H. Siegel, attorney, treasurer, 10.6%. Granted Aug. 22; 250 watts on 1450 kc.

SOUTH CAROLINA

*WCRS, Greenwood—Licensed to Grenco Inc.; Douglas Featherstone, attorney, president and treasurer, 80% stockholder; C. A Mays, attorney, vice-president and secretary, 20%. Granted Jan. 7; 250 watts on 1450 kc.



PROGRESS REPORT on the new 5,000-watt plant of WCAO, Baltimore, is made on the scene by L. Waters Milbourne, manager (left) to H. Street Baldwin, Baltimore County Commissioner. The new plant is going up on a site just north of city of Baltimore.

TENNESSEE

WJZM, Clarksville—CP issued to partnership of William D. Hudson, local mayor and agent for Standard Oil Co., and Violet H. Hudson, oil retailer and wholesaler in Christian County, Ky. Granted Feb. 19; 250 watts on 1400 kc.

TEXAS

*KSKY, Dallas—Licensed to Chilton Radio Corp.; A. L. Chilton, chief owner of KLRA and KGHI, Little Rock, president, 98% stockholder; Leonore H. Chilton, secretary-treasurer, 1.75%; James Ralph Wood, .25%. Granted May 6; 1,000 watts daytime on 660 kc.

*KGBS, Harlingen—Licensed to Harbenito Broadcasting Co.; McHenry Tichenor, retired newspaper publisher, president, 224 shares; Genevieve Tichenor, his wife, secretary-treasurer, 75 shares; Hugh T. Ramsey, vice-president, 1 share. Granted Feb. 11; 250 watts on 1240 kc.

VERMONT

*WWSR, St. Albans—Transferred facilities of WQDM, St. Albans, to Vermont Radio Corp.; Lloyd E. Squier, manager and half-owner of WDEV, Waterbury, president, 10½ shares; William G. Ricker, half-owner of WDEV, vice-president and treasurer, 10½ shares; Ernest C. Perkins, 1 share. Granted Feb. 18; 1,000 watts daytime on 1420 kc.

VIRGINIA

*WJMA, Covington—Licensed to John and Marcia Arrington, former operators of WCHV, Charlottesville, Va. Granted April 22; 250 watts on 1340 kc.

*WINC, Winchester—Licensed to Richard Field Lewis Jr., chief owner of WFVA, Fredericksburg, Va. Granted Feb. 4; 250 watts on 1400 kc.

WASHINGTON

*KEVE, Everett—Licensed to Cascade Broadcasting Co. Inc.; Dr. J. R. Binyon, optical company owner and 25% owner of KWAL, Wallace, Ida., president, 50% stockholder; L. E. Wallgren, telephone engineer and radio operator, vice-president and treasurer, 49.2%; C. A. Hamton, radio dealer, secretary, .8%. Granted May 6; 500 watts on 1460 kc.

KTRN, Tacoma—CP issued to Michael J. Mingo, former newspaper editor and executive. Granted May 7; 1,000 watts on 1430 kc.

*KTBI, Tacoma—Licensed to Tacoma Broadcasters Inc.; C. C. Cavanaugh, lumberman, president, 52.5% stockholder; J. T. S. Lyle, banker, vice-president, 22.5%; Harold Woodworth, construction company manager, treasurer, 18.5%; William McCormick, lumberman, 2.5%; C. S. Chapman, lumberman, secretary, 1%; James Dempsey, lumberman 1%; Roy E. Davison, connected with the Standard Paper Co., 1%; B. E. Buckmaster North Pacific Note Co., 1%. Granted May 7; 250 watts on 1490 kc.

WISCONSIN

WOSH, Oshkosh—CP issued to Howard H. Wilson, Chicago station representative. Granted Aug. 5; 250 watts on 1490 kc.

PUERTO RICO

*WIAC, San Juan—Licensed to Enrique Abarca Sanfeliz, sugar refining machinery manufacturer. Granted April 25; 5,000 watts on 580 kc.

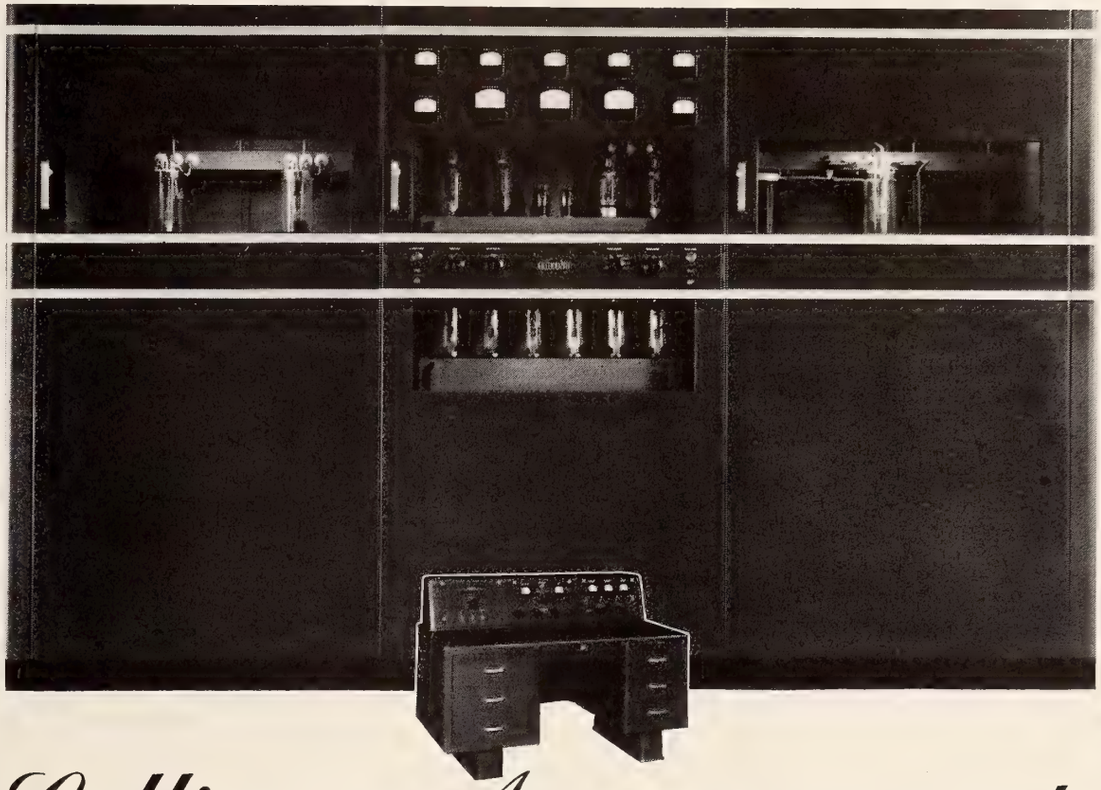
Note: CP issued Feb. 18 to Hawaiian Broadcasting System Ltd. for KHON, Honolulu, 250 watts on 1340 kc., recalled pending further hearing.

Jewelry Tie-Up

IN PROMOTING diamonds for DeBeers Consolidated Mines Ltd., big South African concern, N. W. Ayer & Son, is stimulating local jewelers to do more advertising and has prepared a set of 10 one-minute recordings for use by them on local stations. Availability of the discs is being called to the attention of the jewelry trade in jewelry and department store trade journals in ads which state the recordings are available through the Reuben H. Donnelley Corp., New York, at $10 each. Seven of the recordings are designed for Christmas selling. J. Vance Babb, formerly press chief of NBC, now with Ayer in New York, is handling the promotion.

WHBF powered by COLLINS 21A

serves the booming Tri-City Market, an important United States defense area (Davenport - Rock Island - Moline)



★ ★ ★ ★ *Collins 21A measures up!*

Says WHBF management:

"After most careful study and investigation of all factors concerned WHBF chose Collins 21A," says Les Johnson, WHBF Vice President and General Manager. "We have not been disappointed. Equipment and service is fine, we could ask no more."

WHBF is going places with the new Collins 21A. So, too are its satisfied clients, a rapidly growing list comprising some of the most important buyers of radio time in the nation.

From 100 watts to the Collins 21A 5000 watts power full time in three years and the tripling of its business is the WHBF trend that the wise radio time buyer heeds. He knows behind this activity and growth is alert public service, sound management, progressive policies.

And what a market WHBF serves! Nearly two million people in 52 counties of Illinois, Iowa, and Wisconsin; nearly half a million radio homes; half a billion in retail sales; a billion dollars industrial payroll—these and more comprise the WHBF ½-mv daytime area. Add this to the smooth running Collins 21A, a hard working, capably staffed radio station and you have an unbeatable combination.

alert stations use COLLINS 21A — alert advertisers use WHBF.

besides WHBF

WADC ☆ WGBF ☆ WING ☆ WIND ☆ WBAA ☆ WKBH ☆ WSFA ☆ WSIX

have purchased 21A's

Funds Are Sought To Probe Business

Senate Business Would Look Into Defense Program

ANNOUNCING last Thursday that a million-dollar allotment would be requested of Congress to carry on the committee's work, Chairman Murray (D-Mont.) indicated that attention of the special Senate Small Business Committee would focus initially on the problems of small businessmen in connection with the Government's defense program.

Just what shape the committee's consideration would take was not revealed, although it is expected hearings will be started soon after necessary funds are available, at which testimony will cover a broad field, probably including big businesses' advertising practices.

OPM Activity

Folowing recent conversations with Floyd B. Odlum, well-known financier and director of the new Contract Distribution Division of OPM, Chairman Murray indicated that an immedate function of the committee would be to consider the "extremely muddled" administration of the defense program with an eye to giving small businesses their share of the huge Federal defense orders. Although it is not determined where advertising practices fit into this picture, it has long been felt the advertising and merchandising techniques of big business firms are sure to draw fire from the committee.

Additional pressure in this direction was presaged several weeks ago when a small business section was organized in the Justice Department Anti-Trust Division, headed by Assistant Attorney General Thurman Arnold. Early in September Mr. Arnold and Senator Murray exchanged pledges of cooperation in efforts to alleviate the problems of small business [BROADCASTING, Sept. 8].

With an initial $10,000 allotment, the Special Senate Committee to Study & Survey the Problems of American Small Business Enterprises was formed early in the present session of Congress. The requested $1,000,000 additional appropriation presumably would come from the Senate's contingent fund, and would give the committee sufficient funds to operate for a long time and over a wide field, it was believed. Members of the committee include Senators Murray, chairman; Stewart (D-Tenn.); Ellender (D-La.); Mead (D-N. Y.); Maloney (D-Conn.); Capper (R-Kan.); Taft (R-O.).

SEEKING a regional in Ann Arbor, Mich., Washtenaw Broadcasting Co. has filed for a new station on 1050 to use 1,000 watts fulltime. Principals are Arthur E. Greene, owner of a cleaning and dyeing concern at Whitmore, Mich., president, 40% stockholder; Paul G. Greene, road contractor, secretary-treasurer, 40%; Edward F. Baughn, an employe of WCAR, Pontiac, Mich., 20%.



ADELAIDE REACHES THE LADIES

AMERICAN women control 85% of the nation's buying, but many women who buy do not wish to be "sold".

Adelaide Hawley, editor of WABC's *Woman's Page of the Air*, realizing this idiosyncrasy of her own sex, has built a steadily increasing New York audience by personalized advertising. Two of her present sponsors—Krug Baking Co. and the New York State Bureau of Milk Publicity—provide a unique study of the housewife market.

The New York bureau is distinctive because it is not selling goods competitively; it is not urging the purchase of any special brand of milk; it is not advocating the buying of milk instead of some other beverage. Its sales message is simply—"Buy more milk."

Krug Baking Co. sells coffee, bakery products and a specialized home service, stressing the service angle.

Krug service goes to 90,000 homes in a restricted area—not the whole WABC area. Nevertheless, it has been profitable: It has made listeners "Krug-conscious" in the distribution area and has prepared other areas for distribution when Krug expands to them.

The New York bureau was organized in 1933, by law, when surveys revealed that fluid milk sales had been declining. The cost was to be shared by distributors and farmers jointly. Results of the Bureau's operation were beneficially felt in a short time.

Besides immediate newspaper advertising, local spot broadcasting was started throughout New York State. Then a few experimental spots were purchased on local home economists' programs in various communities. These two forms of broadcasting were studied, and it was decided to concentrate on a home economist program in each locality.

A steady increase in the sale of milk in the New York metropolitan area has occurred during the life of the bureau, while during the same periods surveys in Boston and Chicago have showed a decline. This comparison proves that the change in sales is definitely due to publicity and not economic conditions.

One reason is found in the commercials, emphasizing vitamin content and the nutritive value of milk —more food for less money.

The publicity campaign is definitely of an educational value. Recently Miss Hawley broadcast an offer for a free booklet about milk. The offer was made once a week for 14 weeks. There were 14,000 requests.

The history of Krug Baking Co. broadcasting started shortly after the company was organized in 1928. Its house-to-house service was advertised the following year through a weekly 15-minute program on WOR. The program presented an imitator of bird calls and whistles, but was dropped after 13 weeks. The company did not return to the air until Jan. 8, 1940, when it purchased a participating part in Adelaide Hawley's program.



ADELAIDE HAWLEY

Evidence of the profitable selling is found in a letter from Elmer L. Cline, agency for Krug, upon renewing the contract last year for a fourth consecutive 13-week cycle. Mr. Cline wrote to WABC: "This period, as you know, will complete a full year of consecutive broadcasts, which is evidence that both the Krug Baking Co. and I feel they have been very satisfactory."

Adelaide Hawley knows the economic problems of a housewife, because she is one. She is the wife of Mark Hawley, news commentator on WABC. The Hawleys have one child, a daughter 4. Not long ago they bought a 91-acre farm of marginal land in New Jersey. They planted 70,000 trees to help the fight against soil erosion and deforestation. The land has been restored to the point where they boast of an abundant garden, fruit trees and a profitable investment. The farm house, built in 1756, has been completely remodeled according to Miss Hawley's own plans. When she speaks on the problem of home decorating, she is fully conversant with her subject.

APPRECIATION for his work in arranging radio pickups for the newly-elected Governor Coke Stevenson at Austin was expressed in a recent resolution passed by the Texas State Senate honoring Ken McClure, newscaster of KGKO, Fort Worth. WBAP-KGKO and the Texas Quality Network carried broadcasts of the inauguration ceremonies.

IOWA BARN DANCE OPENS 11TH SEASON

ONE of the most popular features of WHO, Des Moines, the *Iowa Barne Dance Frolic*, will start its 11th consecutive season with the broadcast of Oct. 4. Program, as in the past, will be cooperatively sponsored in quarter and half-hour periods by Mantle Lamp Co., Chicago, for its 11th year; Murphy Food Products, Burlington, Wis., for its fifth season; Flex-O-Glass Mfg. Co., Chicago, for its sixth year; Consolidated Products Co., Des Moines and Danville, Ill., for a second season; and Miles Labs., Elkhart, Ind., which has just negotiated for its first 52-week contract.

The program, which began back in 1931 before an 800 audience in the auditorium of the Palmer School of Chiropractic, now plays before a top theatre audience in Des Moines that once totaled 4,700 paid admissions. A permanent staff of 96 artists in addition to visiting celebrities broadcast the *Frolic* each Saturday night. Program was inspired by J. O. Maland, vice-president and general manager of WHO, who is credited in some quarters, with having the first commercialized barn dance type of broadcast in 1928 on a Chicago station.

Pearce for Camels

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), following a summer lay-off, on Oct. 3 resumes *Al Pearce & His Gang* on 96 CBS stations, Friday, 7:30-8 p.m. (EST), with West Coast repeat, 7-7:30 p.m. (PST). Besides Pearce, to be featured will be Andy Devine, radio and film actor, who formerly had a spot on the NBC *Jack Benny Show*. Also added will be Hal Borne and Gail Laughton,, piano and harp musical team. Ray Erlenborn of CBS Hollywood sound effects department has been signed for a comedy spot. Artie (Kitzel) Auerbach and Mel Blanc, comics, have been re-signed for the current season. Lou Bring continues as musical director with Wendell Niles announcer. Writers are Hal Fimberg, Stan Davis and Marvin Fisher. Bob Cannom is producer, with Bill Gay representing Wm. Esty & Co., Agency servicing the account.

Benny Returns

GENERAL FOODS Corp., New York (Jello-O), for the eighth consecutive season on Oct. 5 resumes *Jack Benny Show* on 97 NBC-Red stations, Sunday, 7-7.30 p.m. (EST), with West Coast repeat via transcription on 11 Pacific Blue stations, 8:30-9 p.m. (PST). Cast remains the same as last season. Besides Jack Benny, it includes Mary Livingstone; Eddie Anderson as Rochester; Dennis Day, vocalist; Don Wilson, announcer-stooge, and Harry Baldwin who portrays the Western Union boy and does other off-stage characters. He is secretary to Benny. Phil Harris continues as musical director, with Bill Morrow and Eddie Beloin, gag writers. Murray Bolen is Young & Rubicam producer of the show, with Ned Tollinger representing the network.

A Mr. Hooper is breaking up my home . . .



"Madam, I control the radio listening habits of hundreds of thousands of people . . ."

My Joe and I are drifting apart.

Joe is a good husband . . . or at least he was until a Mr. Hooper came along.

It seems this Mr. Hooper makes surveys or something, and a while ago he (Mr. Hooper) made one on the Pacific Coast and found out that in lots of the cities all of the people (100%) were listening to the Don Lee Network.



"thousands won't hear a peep tonight!"

Well, Joe's job is to pull a lever down at Don Lee that lets the network programs out to the Pacific Coast. He figured that if he didn't pull that lever some night, hundreds of thousands of people wouldn't be able to hear one "peep" out of their radios. Because the mountains and valleys and things keep the other networks from reaching lots of important towns, Joe says.*

It gives Joe a feeling of power when he thinks so many people depend on him (and Don Lee) and, frankly, this feeling of power has been going to his head. For instance, sometimes he leaves the dishes in the sink for two or three days without doing them. And the other night when I came home from Bridge, instead of having supper ready, he merely glanced at me when I came in and said, "Madam, do you realize the listening habits of hundreds



"Joe says it's all due to hills and valleys, etc."

of thousands of people depend entirely upon me?" (and Don Lee)

Joe and I are drifting apart.

What shall I do?

***And Joe is right. With 31 stations, Don Lee is the only network to release programs locally in each of the Pacific Coast markets. Advertisers and agencies may have this survey by writing to Wilbur Eickelberg, General Sales Manager, for complete Hooper Survey.**

Mutual
DON LEE

Thomas S. Lee, Pres., Lewis Allen Weiss, Vice-Pres. Gen. Mgr., 5515 Melrose Ave., Hollywood, Calif.

put yourself in their place!



"Beyond any doubt, our WOR program is the soundest medium of advertising we have used. It has more than repaid us for every dollar spent on it."

a banking concern

"Boy...Oh, Boy! And I mean just that. What a wow of a job you people did on those individual store plugs on WOR!"

a maker of household goods

"When we started on WOR about five months ago, we had less than 50 dealers. Today we have over 600 in WOR's area."

a radio manufacturer

"Our company has made effective use of WOR for the last 14 years. It is greatly responsible for our present success."

a food manufacturer

"WOR is doing a better job than any other station (in New York)—and bringing more results. It is the most successful media we have yet used."

a New York agency timebuyer*

"We are indeed gratified over the results pulled by WOR—especially since there has been no additional sales effort. Also, growing response from out-of-town jobbers and consumers indicates the wide nighttime listening area of WOR."

agency account executive*

TOBACCO MANUFACTURERS—please copy!

A maker of cigars who has used WOR for no more than 3 months, tells us that his sales have increased 32%. In fact, demand for this cigar brand has shown such an increase that this sponsor expects to double his sales.

*names on request

NOTE—These are verbatim excerpts from WOR's file of more than 80 success stories. They are not unusual, but typical of that advantage-for-less enjoyed by those advertisers whose messages are backed by WOR's impact of 50,000 watts.

WOR

—that power-full station

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Toward Harmony?

EVEN BEFORE radio came of age there were family squabbles, ranging from pea-shooting affairs to rump movements to set up new trade associations. Now another family fight is on, with a well-defined movement toward a new trade association launched under the banner of National Independent Broadcasters, and with the future of NAB involved.

The NIB convention in Chicago last week did not crystallize into a move toward wholesale resignations from the NAB. That is fortunate. There was no precipitate action, and there is time for calm consideration. There still can be industry unanimity on the fundamental considerations, even though certain branches evidently are destined for perpetual conflict.

One thing is evident. Changes are in the offing, whether they be through a reorganization of NAB, building up of NIB as projected, or the operation of two competitive associations. The last move, resulting in a wide-open break, would be deplorable.

Charges are made that the NAB, as at present constituted, is network-dominated and therefore is persona non grata with Washington officialdom. There is also the charge that because of the strength of the networks, independent stations are economically dominated. But the NIB, should it pursue the course of all-out collaboration with the FCC, might place the industry in the strait-jacket of regulatory domination. Neither should be permitted.

The spirit manifest at the NIB convention should not be taken too lightly. Many influential broadcasters were there—a number of them old-timers who haven't attended industry conventions for several years. They admitted that, after years of convention abstinence, they wanted to "get back into radio". They were curious. They wanted to see what sort of leadership is available. Three of the prime movers of an expanded NIB were members of the six-man committee that reorganized NAB in 1938.

We have watched the passing parade in radio practically since the NAB was born nearly a score of years ago. We are confident that no single trade association ever will satisfy all elements in the industry. We're just as confident that an outcropping of trade groups, representing this segment or that, with inadequate personnel, would prove a calamity.

The answer may be the setting up of a Federation of Broadcasters with each group, properly constituted and with paid personnel, functioning under it. It may be that the networks should exclude themselves from the parent operation, just as the press associations are not part of the American Newspaper Publishers Assn. All these questions require deliberation.

The answer should not be prolonged indefinitely. The industry leadership should undertake the task of realignment promptly. Outside influences, whatever their objectives, must be brushed aside. It calls for initiative and work. The stake—the ultimate existence of commercial broadcasting itself—warrants it.

FCC Double-Talk

THE FCC is still muddling through its widely advertised inquiry into the propriety of newspaper ownership of broadcast stations. The going hasn't been so good of late, however, and there are abundant signs that the majority would like to find a graceful way out. It has already benched its chief prosecutor, David D. Lloyd, head of the Commission's own "Junior G-Men", who had rifled newspaper and press association files. Now assigned to the handling of examination is Donald M. Harris, who joined the legal staff Sept. 8, fresh from a New York law firm. He is not to be confused with Thomas E. Harris, senior assistant general counsel, who also had handled part of the prosecution.

But the ways of Government, particularly the FCC, sometimes are strange. FCC Chairman James Lawrence Fly in his impassioned, brilliant and disarming address before the NIB in Chicago last week, said the newspaper investigation is concerned primarily with grants of FM licenses to newspapers. And he observed that *if* any measures or recommendations should grow out of it, "they will not be concerned with existing licenses, but rather to future acquisitions"—and then only to FM.

We have no doubt that Mr. Fly meant what he said. But the scope of the Commission's inquiry and the very terms of the Communications Act itself refute this. The law makes no distinction between standard, FM or any other kind of broadcast staton. Thus, without a basic change in statute, a policy applied to one automatically must apply to the other.

Even more striking is Chairman Fly's comment that regulations, if any, will apply only to "future acquisitions" of broadcast facilities by newspaper interests. The law states and the courts repeatedly have proclaimed that all renewal applications (which automatically come up annually) must be considered on the same basis as original applications. Thus, once the FCC decrees that a license may not be assigned to a newspaper entity, the same policy must be applied to the some 300 existing stations in that class.

Or maybe we don't understand Harvard double-talk.

The RADIO BOOK SHELF

GOVERNMENT use of radio is discussed in a 118-page book titled *An Analysis of the Radiobroadcasting Activities of Federal Agencies*, published by the Radiobroadcasting Research Project at the Littauer Center, Harvard University (50 cents). Director of the project, supported by a Rockefeller Foundation grant, is Carl J. Friedrich, with Jeannette Sayre as research associate. Radio activities of only three Federal branches are discussed with any detail. The compilers of the book obviously found difficulty in boiling down a great mass of material from trade magazines and Government reports.

EXTRA-CURRICULAR activities of an alarming nature for a whole group of the staff members of a Chicago radio station (designated as WMBG, but not located in Richmond, Va.) are chronicled in the new murder mystery, *Some Like It Hot*, by Sidney Marshall [William Morrow & Co., N. Y., $2]. The story encompasses a host of murders involving everyone from agency executives to a young actor-writer. The author is a radio script-writer.

Certified Service

THERE'S THE GERM of an even bigger idea in Joe Weed's suggestion of an "Approved Service" plan whereby local broadcasters would tie up with reputable radio set repair shops, certifying their service and selling them programs or announcements. The president of Weed & Co., station representatives, proposes such a tieup in answer to the recent charges in *Readers Digest* that many radio repairmen get away with unnecessary repairs and undue charges because of the layman's ignorance of the innards of his radio set.

No doubt many a gyp of the public is perpetrated in some radio shops, garages and watchmakers' shops, as was so pointedly revealed in the magazine's survey. No doubt the radio station commercial manager knows, or can readily learn, which are the more reputable repair firms with whom his station would be willing to do business and to whom it would lend its name.

With service and repair becoming an increasingly important factor as defense priorities reduce available stocks of new goods, here is a broad field that can be exploited both commercially and as a local public service. But the station's "seal of approval" should be given and commercials sold only after the most exhaustive investigation of the integrity, facilities and prestige of the service company, for there is nothing so dangerous to station goodwill as an irate customer.

We Pay Our Respects To —



BLAYNE RICHARD BUTCHER

THE SCENE: A confectionary store in Norfolk, Va. Time: 1926. A medium-sized, alert young man, with a kindly smile was behind the counter.

"Raffle ticket? What for?" He was speaking to another man across the counter. "Chance on a Crosley radio set," was the reply. "Silly, the whole idea of radio," the store owner countered, "but if it will help you I'll take the ticket."

The speaker was Blayne Richard Butcher, now radio producer and timebuyer for Lennen & Mitchell, New York.

Right there began a career. Blayne, as it turned out, held the lucky ticket, got the Crosley. Intrigued, he started tinkering with it. He kept it in his store, played it every chance he had. After a while he decided he wanted a more powerful set. Out came several weeks' income for a superheterodyne. "And," says Blayne," "for the next two years I almost wrecked my health playing and tinkering with the thing. "It was fascinating. I got to thinking about radio and its possibilities, and I became a regular 'bug' on the subject."

Next year, while attending a radio show displaying new models, Blayne witnessed his first broadcast. "Announcing looked simple to me," he said, "and I liked the idea. I went up to Jack Light, then manager of WTAR, told him I would like to work for him." He was immediately put on the payroll—but without any pay—as general all-around man.

When the program director quit, Blayne was promoted and was given $15 weekly. But Blayne didn't mind; he still had his store to keep him. Radio was merely a hobby.

During 1928-29, Blayne neglected his business more and more to build up the station's programs. His problem, he says, was trying to build up his department with free talent, and still improve the quality of the broadcasts. During his years with WTAR, the station's personnel grew from 4 to 14 and the station progressed from a part-time, three-hour-a-day schedule to fulltime operation. In 1930, WTAR joined CBS. Blayne Butcher, as Jack Light's right-hand man, was a driving force behind all this growth.

Shortly afterward Blayne looked around him, took stock. He was bored with it all. The urge to move on to bigger things was impelling, a trait since childhood.

Blayne was born Dec. 20, 1902 in rural Blackwell, Okla., where he obtained all his schooling. In 1918, after several futile attempts to get into the Army, he started out to make his way. For two years he worked in oil fields, factories and retail stores in three States. By 1920 he was heading East, shipping on a freighter that docked in Norfolk where his father was in the lumber business. Blayne's mother had died when he was two and his grandparents had raised him in Blackwell.

At Norfolk, he became assistant to the business secretary of the Navy YMCA, and remained from 1921 to 1924 directing various clubs for young boys. There he was active in basketball, tennis, bowling and baseball, sports which still interest him. But by 1924 he again got restless, worked at a few more jobs and decided his was to be the world of business. He bought his store and kept it until 1931.

After Blayne left WTAR, Ed Allen, who was opening a new station in Lynchburg (WLVA), offered him its managership. He took it and stuck at it a few months when he was asked to buy a share in WGH, Newport News. And for the short period, Oct. 1930 to March 1931, Blayne found himself part-station-owner.

Again he took stock. Radio, he decided, was his calling after all. But there was much to learn, and it could only be learned through varied experience in the field, especially at larger stations.

He made a quick decision, sold his business in Norfolk—sold, in fact, everything he owned—packed his remaining belongings in his car and headed West.

The next few years saw the fulfillment of the urge for experience and knowledge of radio. He landed at WBAP, Fort Worth, under George Cranston, now manager; moved to WLW, serving as announcer and jack-of-all trades, and in 1932 began a two-year turn with WCAU, Philadelphia. During that period he practically commuted between there and New York in an attempt to land a job in the big city, which was his goal.

By 1934 Blayne felt he had "arrived". He had transformed his youthful wanderlust to practical ends and had the experience. He convinced Lennen & Mitchell that with his background he was worth a trial. They considered, and he was put on the payroll as general radio assistant to Mann Holiner, then head of the department.

As combination timebuyer and radio producer for Lennen & Mitchell, Blayne has been associated with production of the Woodbury, Pebeco, Sensation cigarettes and Jergens shows. On the Woodbury account he worked with Paul Whiteman, Bob Hope and Shep Fields; on Pebeco, with Eddie Cantor; on Sensations, he produced the Larry Clinton and Sammy Kaye shows. For the last five years he has been in charge of the Jergens Walter Winchell program.

Blayne Butcher points to his years afield as the most valuable training he could have acquired for his present job. The final aim of any account is to please the client and produce results for him; the best way to do it, he avers, is for agency and outlet to work in close cooperation.

Personal NOTES

LEWIS ALLEN WEISS, vice-president and general manager of Mutual-Don Lee network, Hollywood, accompanied by Mrs. Weiss, on Oct. 1 starts a Caribbean cruise, sailing on board the *Ulua* from New Orleans. Mr. Weiss will first attend a Mutual directors meeting in Chicago.

JOHN W. HUNDLEY last week was named assistant director of CBS shortwave programs reporting to William H. Fineshriber who assumed his new duties as shortwave program director Sept. 22 [BROADCASTING, Sept. 22]. Mr. Hundley for the last year has been coordinator of the program and production departments of the CBS shortwave outlet, WCBX. He came to CBS in 1938 as a member of the WABC announcing staff and later became an announcer in the shortwave department.

JACK THORNQUIST has been appointed national sales manager for both WING, Dayton, and WIZE, Springfield, O., with Richard A. Ruppert coming over from WLW-WSAI to become commercial manager of WING, according to Ronald B. Woodyard, vice-president of the Sawyer stations. At the same time C. D. Miller, from KFAB, Lincoln, Neb., was named WING production director, replacing Ranny Daly, now chief of special events.

STANLEY A. MILLER, program director of WMRN, Marion, O., has been appointed assistant general manager. Madge Cooper, women's editor, has been named assistant program director.

PAUL S. ELLISON has been named director of advertising and sales promotion of the Hygrade Sylvania Corp. He was formerly advertising and renewal sales manager of the company's radio tube division.

EDWARD WRIGHT of the commercial department of WATN, Watertown, N. Y., recently married Hilda Mitchell.

JOSEPH RIES, director of public service programs and coordinator of defense broadcast of WLW-WSAI and WLWO, Cincinnati, in mid-September took an indefinite leave of absence.

LAMBERT B. BEEUWKES, station promotion head of KYW, Philadelphia, left Sept. 19 to join WXYZ, Detroit, and take charge of promotion of Michigan Radio Network.

CECIL CARMICHAEL, assistant to James D. Shouse, Crosley vice-president in charge of broadcasting, has been detailed to make a study of broadcasting needs of defense agencies looking toward cancellation of commercial commitments on WLW and WSAI, Cincinnati, as and if required. Mr. Carmichael returned last week from the Army maneuvers in Louisiana where a WLW-WSAI-WLWO staff of seven originated more than 40 programs under his supervision.

JAMES V. PRYOR, formerly of WAJR, Morgantown, and WHIS, Bluefield, W. Va., has joined the commercial department of WISR, Butler, Pa.

AD FRIED, formerly manager of the Santa Cruz Studios of KDON, Monterey, and more recently with KSAN, San Francisco, has been appointed sales promotion manager of KROW, Oakland, Cal.

REX BOWEN, formerly of the sales staff of KYOS, Merced, Cal., has joined KROY, Sacramento, in charge of sales promotion and publicity.

HARPER M. PHILLIPS, manager of KYUM, Yuma, Ariz., on Sept. 16 married Juanita Shaulis.

TOM ROONEY, assistant to Oscar Zahner of Ruthrauff & Ryan, St. Louis, has joined the sales promotion department of KMOX, St. Louis.

CAPT. DORSEY OWINGS has been detailed as assistant to the executive officer of public relations of First Army headquarters for the duration of the First Army maneuvers in the Southeast during latter October. He is expected to return to his present post in charge of the radio and picture section of the First Army Information office in New York City following the maneuvers.

MAJ. GLADSTONE MURRAY, general manager of Canadian Broadcasting Corp., was a passenger on a bomber recently on the trans-Atlantic bomber ferry route to England, where he has been on CBC business.

NORMAN MacAVOY, formerly of Associated Radio Sales, has joined the New York office of William G. Rambeau Co., representatives.

CLAIR R. McCULLOUGH, president of WGAL, Lancaster, Pa., was in charge of the discussion on radio problems at the conference of advertising agency heads sponsored by the Pennsylvania Newspaper Publishers Assn. Sept. 22-23 in Harrisburg, Pa.

VAUGHAN A. KIMBALL, advertising manager of KGNO, Dodge City, Kan., was married recently to the former Audrey LeCrone.

BEHIND the MIKE

GRAHAM McNAMEE will be master of ceremonies for the *Treasury Hour* when that program shifts from CBS to NBC-Blue on Sept. 30, 8-9 p. m. [BROADCASTING, Aug. 25].

EUGENE B. VAUGHN, merchandising manager of WSPD, Toledo, has been elected to the Board of Governors of the Toledo Advertising Club.

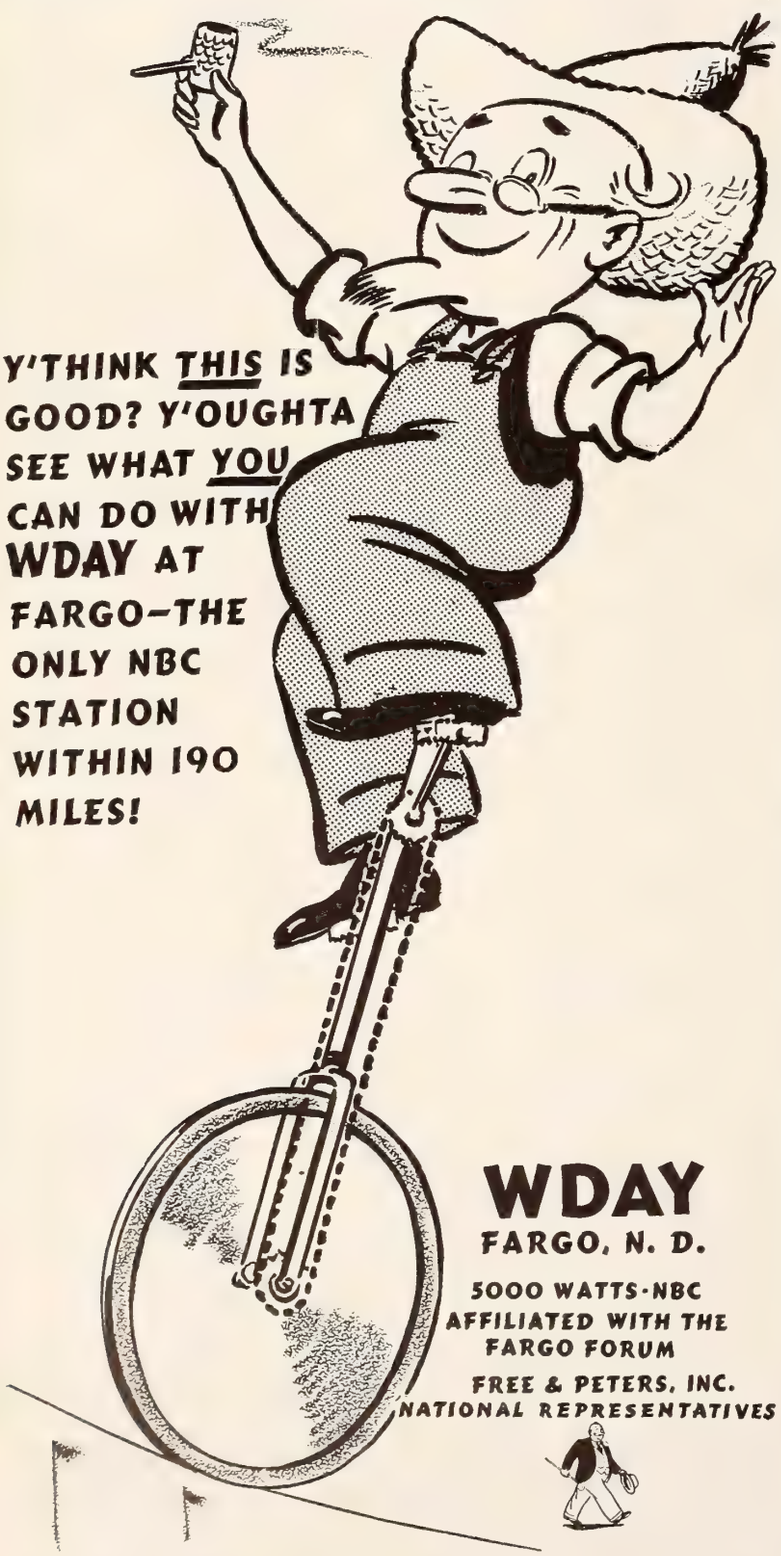
TOM NOBLE of the news staff of WBBM, Chicago, is the father of a boy, born Sept. 16.

QUINCY HOWE, news commentator of WQXR, New York, discussed "The News and How to Understand It" before the Sales Executive Club of New York, on Tuesday, Sept. 23.

MORTON GOULD, noted young American composer and conductor, has joined the NYA Radio Workshop, New York, as director of popular music.

RUSSELL WILLIS, formerly news editor of WGNY, Newburgh, N. Y., has joined the news staff of WHK-WCLE, Cleveland, replacing Connie Dwyer, who resigned to join the Cleveland Associated Press bureau.

HARRY H. PACKARD, production and program manager of KFEQ, St. Joseph, Mo., is the father of a boy born Sept. 14.



Allen's Own

A MARRIED man's touch was added when KTRI, Sioux City, Ia., decided to assign Del Allen, a benedict, to conduct *His Majesty, the Baby*, a program dedicated to news on new borns. Previously the announcers had been unmarried. However, the situation took an unusual twist when on Sept. 16 Allen was obliged to discuss a new arrival, Douglas Paul Allen—his own first child.

MARY PAXTON, m.c. of the early morning *Wishing Well* on WBBM, Chicago, sponsored by Carson, Pirie, Scott & Co., Chicago, is making transcriptions during a two-week vacation on the Coast which are being used on the program.

CHARLES RYDER, CBS Hollywood chief accountant and auditor, recently walked off with the low gross trophy when he filed 37-39-76 as guest player at the second annual Transcontinental Western Air golf tournament.

PERRY KING, KFAC, Los Angeles, announcer-producer, and Joan Cannon, McCann-Erickson, producer of the weekly CBS *Dr. Christian* series, sponsored by Chesebrough Mfg. Co., were married in Santa Ana, Cal., Sept. 12, it was recently revealed.

C. L. (Poss) PARSONS, sports writer, has joined KOA, Denver, announcing staff. He conducts a twice-weekly sportscast.

JOHN BARTON, of the *Barton Family* program, Troy Gibbs, staff musician, and Fran Booton, program director, of WDZ, Tuscola, Ill., each became the father of a girl within the last month.

PERRY HILLEARY, formerly of KFPY, Spokane, has joined the writing staff of KOY, Phoenix.

CLAUDE SWEETEN, KFI-KECA, Los Angeles musical director, has written a song, "When Love is New," for the current RKO film, "They Meet Again," which features Jean Hersholt as Dr. Christian, and is based on the radio series by that title.

JOHN B. HUGHES, Hollywood commentator, is in New York for conferences with executives of American Home Products Corp. (Aspertane), sponsor of his five weekly MBS-Don Lee network newscasts, *News & Views*.

KENNETH W. STOWMAN, news and publicity director of WCAU, Philadelphia, has been appointed to the teaching staff of Temple U, Philadelphia. He will conduct a course in program preparaton.

BILL CONNER, formerly of WMFG, Hibbing, Minn., has been named chief announcer of WEAU, Eau Claire, Wis. Milo Knutson, of WDSM, Duluth, and Marie Helmers also have joined WEAU.

EDWARD J. NICKEL, for eight months assistant to Lester Gottlieb, MBS publicity director, on Sept. 22 joined the editorial staff of *Parade*, Sunday magazine.

ALEX DRIER, former correspondent for the United Press, has joined the NBC staff in Berlin. Charles Lanius, former NBC correspondent in the German capital, has taken over the network's Berne office.

JOHN MADIGAN, formerly of the *Baltimore News-Post*, has joined the NBC news department in New York.

GENE CHARBONNEAU, of Flin Flon, Man., and Bill Valentine, of Sudbury, Ont., have joined the announcing staff of CJRC, Winnipeg, Man. Ed Farey, of CJRC, is the father of a girl born Sept. 9.

SAM HAYES, Hollywood news commentator, has an announcer role in the Warner Bros. film version of "The Man Who Came to Dinner".

BEN ALEXANDER, Hollywood radio announcer, has been assigned to the weekly half-hour mystery crime quiz, *Whodunit*, which started Oct. 2 under sponsorship of Albers Bros. Milling Co. on 7 CBS West Coast stations. Series will be written by Lew X. Lansworth.

MILTON DICKEY, formerly announcer of WDZ, Tuscola, Ill., has joined the announcing staff of KDRO, Sedalia, Mo.

ART BROWN, formerly of the announcing staff of WCBS, Springfield, Ill., has joined WRJN, Racine, Wis. He will assist in sales and production in the new studios in Kenosha, Wis.

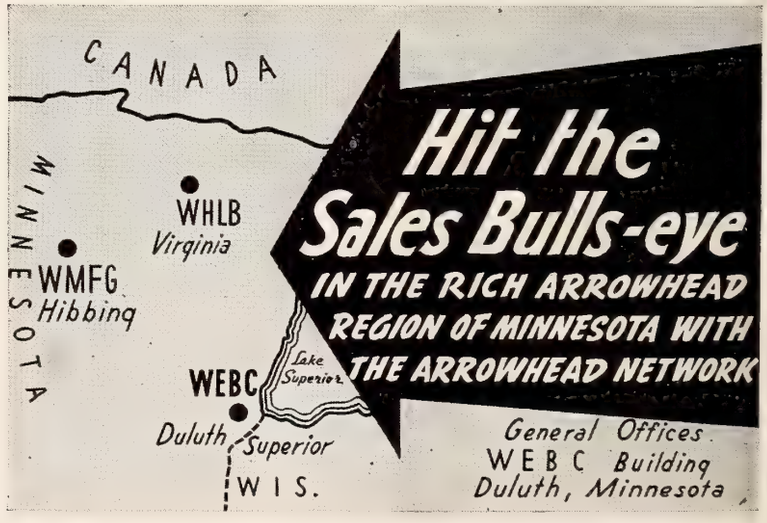
RICHARD L. PECKINPAUGH, music director of WMRN, Marion, O., has resigned to take a brief vacation before volunteering for the armed service.

JERRY BELCHER, formerly of KGNC, Amarillo, Tex., has joined WCKY, Cincinnati.

CHARLES McCLURE, of Canton, Ga., has been added to the merchandising staff and Alvin Mathers appointed music librarian of WSB, Atlanta.

JAMES H. WICKS, former secretary to Hazen Thompson, Assistant Agent General of New Brunswick, Canada, has joined the continuity and program departments of WHEB, Portsmouth, N. H. Mrs. Gladys Claxton, formerly of the *Danville* (Ill.) *Commercial News*, is now handling the WHEB *Classified Page of the Air*.

NORMAN PANAMA and Mervin Frank, Hollywood radio writers, who recently sold an original screen story, "My Favorite Blonde", to Paramount Pictures, have been signed by that studio to term writing contracts.



HENRY E. LITTLEHALES, sports editor of the *Washington* (Pa.) *Reporter* for the last five years, has joined the news staff of KDKA, Pittsburgh.

LLOYD CHAPMAN, news editor of KDKA, Pittsburgh, and Carl Stasko, of the office staff, have been drafted into the service.

BETTY CAMPBELL, graduate of Mills College, has joined KMOX, St. Louis, as assistant director of education.

JOSEPHINE HALPIN, women newscaster of KMOX, St. Louis, is to resign soon to join her husband, Lt. Comdr. Thomas C. Henning Jr., circuit attorney and former Missouri congressman, now stationed in Puerto Rico.

NOEL CORBETT, of NBC publicity staff, has been promoted to picture editor.

FRANCES FARMER WILDER, CBS Pacific Coast educational director and Clinton Jones, KNX, Hollywood, news editor, have started weekly classes in radio technique and writing at U of Southern California. Andrew Love, NBC western division literary rights director, has started a radio writing class for the extension division of the U of California, at Los Angeles.

EDWARD PAINE, of CBS Hollywood guest relations staff, has been promoted to the sound effects department.

GENE CHARBONNEAU, formerly of CFAR, Flin Flon, Man., has joined the announcing staff of CJRC, Winnipeg.

ED FAREY, announcer of CJRC, Winnipeg, became the father of a 7½-pound daughter, Deanna, on Sept. 9.

DON DUNCAN, formerly with the *Winnipeg Free Press* and lately with the continuity department of CJRC, Winnipeg, has been appointed one of two newscasters on CJRC, sharing the job with Everall Dutton, chief newscaster.

RAYMOND LAFORET, formerly with CKLW, Windsor, Ont., is now in England with the Royal Canadian Signals Corps.

BUD DAVIES has taken his father's place at CKLW, Windsor, Ont., as announcer of the *Quiet Sanctuary*. His father, Rev. M. C. Davies, is now Flight Lieut. Davies of the Royal Canadian Air Force.

WALTER KANER, conductor of *What's Your Hobby* on WWRL, New York, has been elected to membership in the National Hobby Hall of Fame sponsored by the Hobby Guild of America.

DON KEARNEY, formerly on the announcing staff of WAGE, Syracuse, has been appointed to the public relations staff of USO New York headquarters.

PHIL CAMERON, announcer of WENY, Elmira, N. Y., and his wife the former Ruth Antisdel of Ina Ray Hutton's recent Melodears, are the parents of a son.

MRS. JOHN CANNING Jr., the former Kay Beckman of WHO and KSO-KRNT, Des Moines, and John Blair & Co., is a patient in Edward Sanatorium, Naperville, Ill.

JOHN BOYER, announcer of KDKA, Pittsburgh, is the father of a baby girl, born Sept. 18.

BOB FORWARD, announcer of KFRC, San Francisco on Sept. 29 was to move to KHJ, Los Angeles.

HARLAN DUNNING, announcer of KSFO, San Francisco, recently resigned to join KFRC, that city.

VIC PAULSEN, announcer, recently resigned from KFRC, San Francisco, to join KSAN, San Francisco.

DALE CARTER, former Broadway actress, has joined WBTM, Danville, Va., as director of women's programs.

WWRL Royalty

WWRL, New York, has a bit of royalty on its staff—if names mean anything. Included in the regal group are King Niesen, Jewish announcer; King Anthony, Polish announcer; King Page, English announcer; Bill (King Tut) Tuthill, sports announcer, and Lady Suzanne Wilkins, singer. To top it off, WWRL is located in Queens County, N. Y.

J. A. BLACK, of the WBTM production department, and Bernice Elizabeth Fentriss have announced their engagement.

FELIX ADAMS, formerly of WLOG, Logan, W. Va., has joined the announcing staff of WCBI, Columbus, Miss., succeeding Joe Bvars, who has joined WCOV, Montgomery, Ala.

AL BRANDT, recent Missouri U journalism school graduate, has joined the news staff of KXOX, St. Louis.

AD FRIED, formerly manager of the Santa Cruz studios of KDON, Monterey, Cal., and KSAN, San Francisco, has joined KROW, Oakland, as sales promotion manager.

BILL COPE, formerly program director of WKIP, Poughkeepsie, N. Y., and WTNJ, Trenton, N. J., has joined the announcing staff of WLOL, Minneapolis.

BILL TRIEST, former radio and stage actor, has joined the announcing staff of KROY, Sacramento, Cal.

CHARLES TAZEWELL, Hollywood writer, for the third consecutive year has been signed to handle writing assignments on the weekly CBS *Screen Guild Theatre*, which resumed Sept. 28 under sponsorship of Gulf Oil Co.

DICK MACK, Hollywood producer of McKee & Albright on the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest), has recovered from an infected foot.

DAVE MURRAY, Hollywood writer, contributes to the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands.

VAN WOODWARD has been promoted to continuity director of WLW, Cincinnati.

GEORGE YOUNG, formerly of KYOS, Merced, Cal., and Peter Onnigan, of KTKC, Visalia, Cal., have joined KVCV, Redding, Cal. as announcer-technician.

FRANK JOHNSTONE, announcer, formerly of KDB, Santa Barbara, Cal. has joined KVCV, Redding, Cal.

ELOISE KEELER, former actress, has joined the production staff of KQW, San Jose, Cal. and is presenting *Romance Reporter*, in which true stories on romance are related, three times weekly.

PETER GRANT, news commentator of WLW, Cincinnati, has been scheduled to broadcast an evening news roundup on WLWO, Crosley shortwave station, to Latin America.

JACK O'RIELY, of WPEN, Philadelphia, has been named chief sports announcer.

FRANK KENT, formerly of WHOM, Jersey City, has joined the announcing staff of WPEN, Philadelphia.

EILEEN DRAPER, formerly of WCOP and WHDH, Boston, has joined the program department of WTAG, Worcester, Mass., as script writer.



Rooted in the history and commerce of the middle west, the Board of Trade is truly "Chicago." . . . *Likewise*

WGN, because of its genuinely "Chicago" origin and viewpoint, is an integral part of Chicago and the great area that surrounds it.

Because of this kinship, WGN *can most effectively and influentially deliver your message to the people of Chicago and the middle west.*

A Clear WGN *Channel Station*

50,000 WATTS — 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. • *PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.*

Not the biggest... nor the "best"... -But a GOOD moderate size market where automotive, food and general merchandise sales are far above the national average!

You reap your share of the bountiful business when using this station!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

JOHN E. REILLY, program director of WMEX, Boston, a lieutenant in the Naval Reserves, has been called to active duty and assigned as radio officer in the public relations office of the First Naval District. Alfred J. Pote, WMEX managing director, will assume Mr. Reilly's duties during his absence, assisted by several staff members.

BILL SHARP, formerly of KEYS, Corpus Christi, and KROD, El Paso, has replaced Dave Naugle at KRGV, Weslaco, Tex. Naugle returns to North Texas Agricultural College where he is a senior. Mary Louise Gunther has joined the continuity staff.

JOHN THORPE and Bill Lang have resigned from the announcing staff of KYW, Philadelphia, but both continue with the station on a free-lance basis.

EDDIE COONTZ, program director of KVOO, Tulsa, is to marry Evelyn Lynne, staff vocalist of NBC Chicago, on Oct. 25 in Chicago. His father, the Rev. John W. Coontz, will perform the ceremony.

TOM SAWYER, formerly of WLOF, Orlando, Fla., has joined the announcing staff of WINX, Washington.

LARRY ELLIOTT, who recently resigned from the CBS announcing staff to free-lance, will announce the two *Treasury Hour* shows, one on NBC and the other on MBS.

JIM RILEY, formerly a featured player on the *Friendly Counselor* program on KXOK, St. Louis, has been appointed instructor in the radio technical school at Fort Knox, Ky.

MRS. NATHANIEL SINGER has been elected president of the Radio Council on Children's programs, succeeding Mrs. Harold V. Milligan, who becomes a member of the board.



Meet the LADIES



MARJORIE HILLIARD

THE BIG CITY held no great charms for Marjorie Hilliard, who until last January was living in New York and left there to become continuity director of WROK, Rockford, Ill. She got interested in radio through her cousin, Harriet Hilliard, microphone and screen star who also happens to be Mrs. Ozzie Nelson. In New York she was associated with Amos Parrish & Co., counselors to stores and manufacturers on management, merchandising, sales promotion, fashions, etc. For a time she also worked in the advertising department of the Van Raalte Co., textile manufacturers. Her hobby is writing, and her first book is being prepared for publication.

Women Likers

A GROUP of soldiers were gathered about the special maneuvers staff of WLW, Cincinnati, during the Army games when one soldier asked, "What does WLW stand for?". "We Love Women" quipped the radiomen. To which the soldier promptly came back, "Who the hell doesn't?"

Digby to Priesthood

FRED DIGBY Jr., publicity director of WWL, New Orleans, has resigned to enter the priesthood. In 1939 Mr. Digby was graduated magna cum laude from Notre Dame U., and went to work in the sales office of a New Orleans paper, later joining the station. In announcing Mr. Digby's resignation, the station said, "In four years Publicity Man Digby will be known as Father Digby."

WOWO Farm Director

TOM L. WHEELER, for 33 years editor of the *Indiana Farmer's Guide* and well-known figure in American agriculture, has contracted to do exclusive farm commentaries on WOWO, Fort Wayne. His broadcasts will be a feature of the new noon farm program *Farm House*, beginning Sept. 29. He will commute from Huntington, Ind.

ROSS WILLIAMS, for three years "Shophound" columnist for *Vogue* magazine, has resigned to conduct a Monday through Friday shopping guide program on WQXR, New York.

Gooch Named Chairman Of KRLD, Dallas, Board

UNDER a reorganization of the executive staff of KRLD, Dallas, owned by the *Dallas Times-Herald*, announced last Wednesday, Tom C. Gooch, president and publisher of the newspaper as well as editor-in-chief, has been selected chairman of the board. He succeeds the late Edwin J. Kiest, who died Sept. 11 following a long illness.

Albert Swinsky Jr., vice-president and general manager of the newspaper, has been elected president of KRLD, and John W. Runyon, vice-president and managing director, D. A. Greenwell is secretary-treasurer, and Clyde W. Taber, plant superintendent, was named a director of KRLD. The executive staff of the station remains unchanged, with C. W. Rembart as station manager, Roy M. Flynn, chief engineer, Hyman Charninsky, musical director, and Douglas Hawley, publicity director.

Enoch Heads Okla. Net

ROBERT ENOCH, formerly with WKY, Oklahoma City, recently named general manager of KTOK, in that city, has been appointed managing director of the Oklahoma Network, filling the post left vacant by the death of Kenyon M. Douglass last Aug. 28. At the same time the Oklahoma Network board elected Joseph W. Lee, general manager of KGFF, Shawnee, secretary-treasurer.

HUGH BRUNDAGE, Hollywood announcer, has been assigned to the weekly five-minute musical program featuring Ginny Simms, vocalist, sponsored by International Cellucotton Products Co. (Kleenex), on CBS stations, Friday, 9:55-10 p.m. (EST). Lou Bring has the orchestra. Until Thomas Conrad Sawyer returns to Hollywood, Ed Cashman is producing the series for Lord & Thomas, agency servicing the account.

SAUL C. WALDMAN, attorney and business manager of Broadcast Local No. 1 of the American Communications Assn., Philadelphia, has severed connections with the CIO union.

TWENTIETH CITY in the United States to be visited by *Dr. I. Q*, sponsored by Mars Inc., Chicago, on NBC-Red, will be Birmingham, Ala., starting Oct. 13. Grant Adv., Chicago, handles the account.

FOR SALE

One high voltage transformer, three phase 220 volt primary, three phase 6000 volt secondary at one ampere.

One Esco nearly new motor generator set. Motor is 220-440-volt three phase, generator output 22 volts DC at 150 amperes.

WHP
Harrisburg, Pa.

Premium Conference Told That Radio Is Effective Means to Boost Offerings

RELATIVE importance of radio as compared to other media in advertising premium offers was discussed by E. P. H. James, sales promotion manager of NBC-Blue Network, and others at a round-table conference on the use of premiums held Sept. 11 in New York as a section of the seventh annual Atlantic Coast Premium Buyers Exposition.

Dodging the necessity of expressing his own opinion, when questioned by Frank H. Waggoner, editor of *Premium Practice* and conductor of the discussion, Mr. James cited a Cleveland survey in which 3,064 women were asked how they learned about the premiums that prompted them to buy the items with which the premiums were offered.

Radio Leads Surveys

The figures given in this survey —adding up to more than 100% because many women named more than one advertising medium— were: Radio, 82.7%; newspapers, 51.6%; magazines, 37.7%; seen on or in the package, 27.8%; store displays, 15.6%; children's suggestions, 9.6%; hearsay, 6.5%; clerk's suggestion, 4%.

Answering the same question, Glen Towns of the Charles P. Holland Co., said: "My own experience with premium offers would indicate that radio is an exceptionally effective means of promoting the premium deal, provided the presentation is carefully planned, expertly written and properly executed. I believe it can be successfully used as a single medium. It goes without saying, however, that supporting media are desirable.

"In my opinion, the type of premium would have an important bearing on whether or not radio or space advertising should be used, provided one of the other was eliminated. Jewelry lends itself to the type of premium that can be dramatized over the air more effectively than many other types of premiums and, I believe, more effectively than could be done through the medium of space advertising."

To another question, "Which is the more effective as a sales builder, a contest or a widely advertised premium offer?," Mr. James replied: "I believe it all hinges on the word 'builder.' I think a contest may sometimes be a greater sales-maker at a given time, but it is our general feeling that as a builder of sales over a period, an offer widely advertised has a greater and more permanent appeal, particularly as it avoids the disappointed loser, we always have to bear in mind in radio contests."

Louise K. Tiedman, in charge of premium purchasing for Compton Adv., stated: "Sales results depend on the nature of the contest prize of the premium article, as well as upon the amount of advertising support given. Where prize and premium are both of known desirability, the contest has greater appeal. As the entry does not require any cash outlay beyond box-tops, it contains an element of chance, and the value of contest prizes is, of course, far greater than the value represented by a premium article."

Going Places

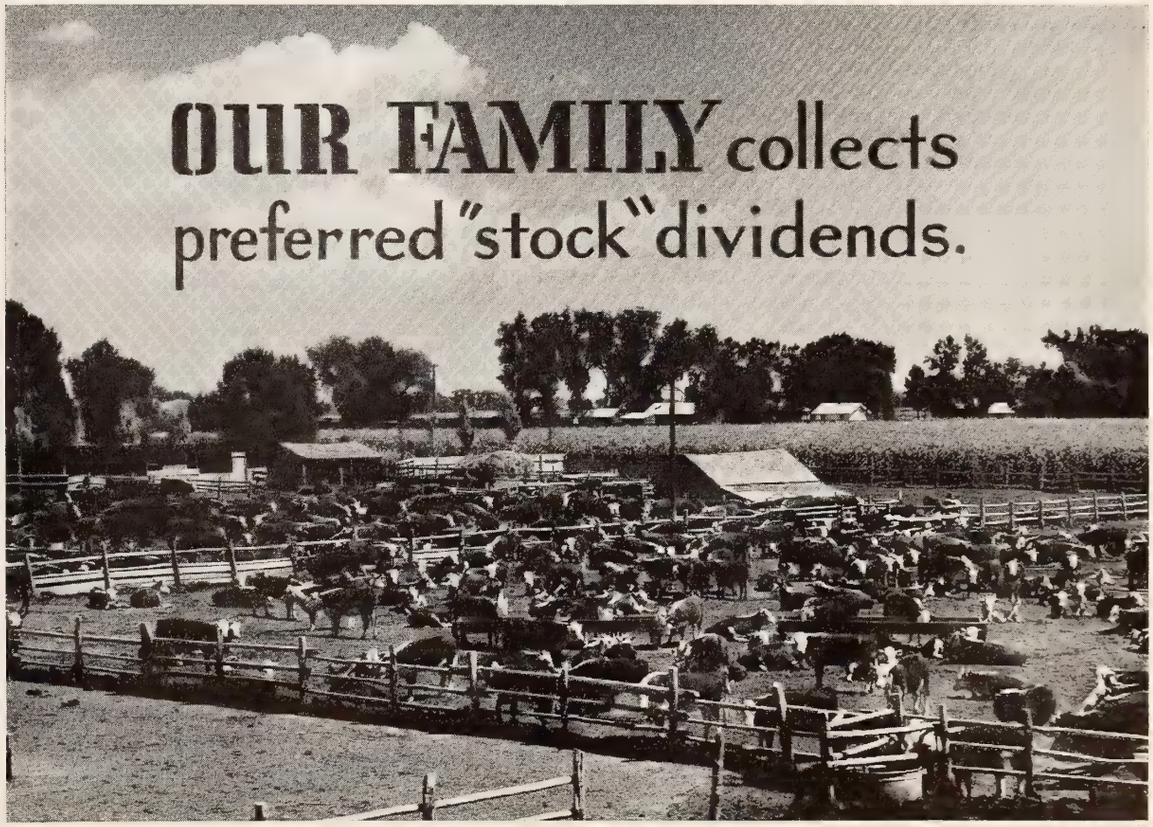
THAT radio is still a young man's game, especially in view of the recruiting of so many of its personnel for the armed services, is proved by the case of Bruce Mayo, just named chief engineer of WGBR, Goldsboro, N. C. Graduated last June from the local high school, he received his operator's license about six weeks ago. Since then he has been working at WGTC, Greenville, N. C. He showed such proficiency that WGBR offered him its No. 1 technical job.

WALMAC Co., licensee of KMAC, San Antonio, has applied to the FCC for a second station in Alice, Tex., to operate with 250 watts on 1230 kc. W. W. McAllister, San Antonio insurance man, and Howard W. Davis, general manager of KMAC, are co-owners of Walmac Co.

WHO Plowing Contest Is Witnessed by 23,000

TWENTY-THREE thousand persons crowded along two miles of fencelines Sept. 20 to watch the third annual Corn Belt Plowing match sponsored by WHO, Des Moines, and directed by Herb Plembeck, farm news editor of the station. Cash awards totaling $600 were given to top ranking plowmen in the four divisions of the contest. In addition trophies were awarded by the Iowa Horse and Mule Breeders, Iowa Implement Dealers, Albia Commercial Club and the station.

More than 400 Monroe County residents, representatives of Iowa State College, Farmers Union, Farm Bureau, Grange and other farm, civic and government organizations cooperated with WHO in putting over the giant farm sports event. Leo Drake, of Memphis, Mo., won top honors, taking the Champion of Champions division of the contest.



Here's the kind of preferred "stock" that OUR FAMILY specializes in. No engraved certificates or corporate seals . . . but every steer instantly negotiable for more than $125.00 a head.

What's more, dividends from this "stock" represents *extra, spendable income!* OUR FAMILY already has a fat profit from this year's bumper crop—sold at the highest prices in years. No wonder they're buying, building, spending.

WIBW offers you an extra dividend, too—a 500% night time power increase—an *extra* 2½ million listeners—PLUS the same friendly, neighborly programs and personalities that have consistently been producing such outstanding results for our advertisers. Let us show you how economically *you* can reach and sell OUR FAMILY.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

Movie Group Advocates ASCAP Consent Decree

URGING that measures be taken to secure a consent decree from ASCAP for motion picture theatre owners, similar to that granted the radio industry, the Allied States Assn. of Motion Picture Exhibitors at the close of its three-day national convention in Philadelphia at the Benjamin Franklin Hotel, passed a resolution calling for the movie industry to add its complaint to the "blitzkrieg of complaints" against the music performing society.

The resolution resulted from a report delivered to the convention the day previous by Leonard Rosenthal, an attorney and a motion picture exhibitor from Troy, N. Y.

Abram F. Myers, former Federal Trade Commissioner, general counsel and chairman of the board of Allied States Assn., indicated the best legal talent available will be sought by a committee to be set up to study the music-theatre situation. However, Mr. Myers advised the convention that any action against the Society was basically a legal problem and a somewhat complicated one.

MEMBERS of the staff of the four Syracuse stations attended a luncheon given for Dorothy Lewis, vice-chairman of the radio council for children's programs of New York. The luncheon was given in the main ballroom of the Onondaga Hotel.

Fly's Address

(*Continued from page 26*)

gation is concerned primarily with grants of FM licenses to newspapers since in the FM field the number of newspaper applicants makes the problem acute. In the event that any measures or recommendations should grow out of the investigation—and on that I express no judgment—they will not be concerned with existing licenses, or investments, but rather with future acquisitions.

That Wackeroo

It seems to me that in matters such as these, or any other matters of common concern, the NIB should take a real interest and have a real voice. Representing as you do hundreds of independent station owners all over the country your carefully considered views and opinions should carry real weight. In this body is concentrated the free and untrammeled opinion of a free industry. Ventriloquism is an entertaining art, but it is hardly necessary in your relations with the Government. You need not hide behind the skirts of women's clubs or the cloak of religion, or come to Washington with a piece of hay in your teeth. Yours is the voice, and your voice is entitled to be heard.

I much appreciate your President's criticisms as well as commendations. Let us have more of this frank and constructive policy.

I have no doubt that on many points you will be critical of Commission policy. Let me assure you that criticism honestly presented will be welcome. Good government rests in part upon the freedom of all concerned to criticize its administration. It might be urged that public criticism might well disclose the private interest which inspires it. But it is of transcendent importance that freedom of all concerned to express their opinions be unimpaired and that it be exercised by men unafraid. Upon that principle democracy itself must rest. Our only concern is with the public interest and we may not always agree with you. But whether we agree or disagree, you may be assured of our thorough consideration of your views.

One day last May I was fortunate enough to receive from a network official a queer little plaster figure called a "wackeroo." A "wackeroo," let me explain to those who may not have one, is an object specifically designed to be smashed. Thrown against a wall or other solid surface, it is guaranteed to fly into enough fragments to relieve the tension, lower the blood pressure and cool the brow of the person hurling it.

You may be interested to know that the "wackeroo" still sits on my desk—unsmashed. Mine is a tough job—you may not know how tough. Yet should I be so fortunate as to be invited to your annual convention in 1942, I hope to show you that little "wackeroo"—still intact.

Barn Dance Anniversary

THE NATIONAL BARN DANCE of WLS, Chicago, celebrated its eighth year on NBC Oct. 4. Starting as a local program on WLS in 1924, the *Barn Dance* is now in its 18th year of broadcasting.

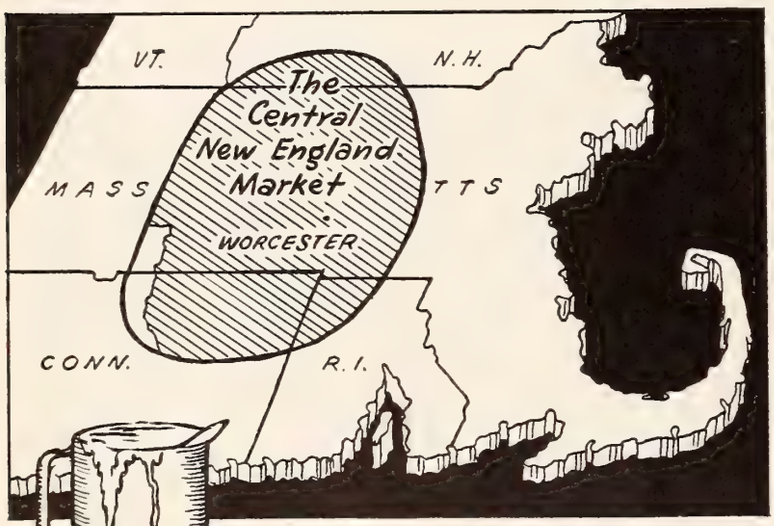


WISE QUACKS are now being heaped upon the head of Harry Becker, conductor of the *1340 Club*, of KHMO, Hannibal, Mo., who in the spirit of fun heckled and wise cracked to his audience about sending him a duck for a program mascot. Result was that one morning a live duck was left on the KHMO doorstep for Becker who now is frantically seeking someone to advise him on the proper care of the fowl.

NBC Names Conductors

ELEVEN of the best-known symphonic conductors of the Western Hemisphere will conduct the NBC Symphony Orchestra during its coming season which opens Oct. 7 [BROADCASTING, Sept. 15]. The complete schedule includes: Dimitri Mitropoulos, Oct. 7, 14; Efrem Kurtz, Oct. 21, 28; Leopold Stokowski, Nov. 4, 11, 18, 25; Juan Jose Castro, Dec. 2, 9, 16; Sir Ernes MacMillan, Dec. 23, 30; George Szell, Jan. 6, 13; Dean Dixon, Jan. 20, 27; Dr. Frank Black, Feb. 3, 10; Alfred Wallenstein, Feb. 17, 24; Fritz Reiner, March 3, 10; Saul Caston, March 17; Leopold Stokowski, March 24, 31, April 7, 14.

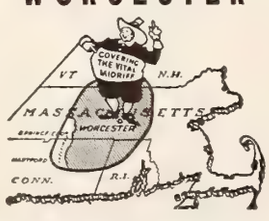
POND'S EXTRACT Co., New York, and Jergens-Woodbury Sales Corp., Cincinnati, have been ordered by the Federal Trade Commission to stop certain advertising representations, in publications and commercial radio scripts, for several of their respective complexion and cleansing cream products, according to a Sept. 17 FTC announcement.



Full and Running Over

WTAG gives a plus or a full-and-running-over coverage of Central New England. In this compact, highly industrialized market, with the added stimuli of huge defense orders, retail sales are breaking one record after another. August fur sales, for instance, surpassed any of those in the past twelve years. For a full measure of plus coverage, the experienced national advertiser or Central New England retailer relies on WTAG. In fact, Hooper-Holmes found these retailers three to one in favor of WTAG as the one station they would use to advertise.

WTAG
WORCESTER



NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Little Rock Grand Jury Indicts Brinkley Group

DR. JOHN R. BRINKLEY, former Kansas medico-broadcaster and until early this year operator of the now silent XEAW, Reynosa, Mexico, along with his wife and six employes of a hospital he formerly operated was indicted by a Federal grand jury in Little Rock, Ark., Sept. 23. The charge was mail fraud in connection with gland rejuvenation services offered by his hospital, the indictment citing 15 counts based on letters and pamphlets mailed to persons in many States.

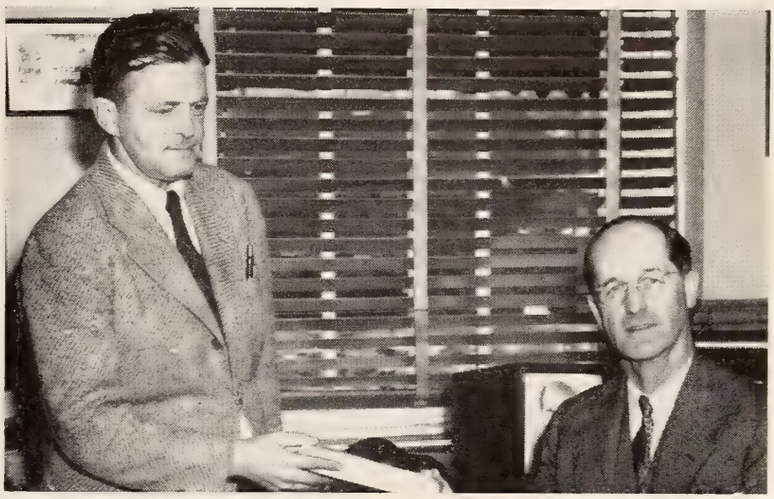
Dr. Brinkley last winter filed proceedings in bankruptcy, and his Del Rio, Tex., establishment as well as his hospital near Little Rock were ordered into receivership. It was reported that his superpower border station, licensed to a Mexican corporation, was silenced by order of the Mexican Government largely as a result of the Havana Treaty.

XERB Judgment

BORDER ELECTRIC & TELEPHONE Co., Tiajuana, and M. P. Barbachano, executive of that firm, have been awarded $71,060 judgment against Lawrence and Willis Allen, Hollywood founders of the "Ham & Eggs" old-age pension movement, and M. F. Dexter, in a U. S. Federal Court suit involving ownership of XERB. Judge Harry Holzer ruled that evidence showed defendants to have failed to fulfill agreements for the acquisition of XERB and its transfer from Tiajuana to Rosarito Beach, Mex. He further said that although defendants represented to have spent $30.000 for equipment, they were insolvent and that judgments totaling several thousand dollars were outstanding against the Allens.

WHEN DENVER'S GAS WENT OFF

KLZ Aided Public Utility and Enough Gas Was Available for Cooking Needs



DURING SHUTDOWN of gas service, KLZ, Denver, supplied bulletins by the thousands giving operating instructions for householders. Here Frank Fleming (left), KLZ news editor, hands a batch of bulletins to T. W. Henritze, Denver manager of Safeway stores.

KLZ, Denver, was credited with "rendering splendid public service" when Denver and the Rocky Mountain region had a complete shutdown of natural gas Sept. 23, by Frank Jamison, public relations officer of the public utilities. Mr. Jamison said the station's efforts reduced the consumption of gas to a point that made possible maintenance of cooking facilities through use of artificial gas manufactured by an auxiliary plant in Denver.

Two breaks in main pipe lines serving the city were caused by floods north of Clayton, New Mexico, cutting off the natural gas supply. When it became apparent the city's supply was threatened by the breaks, KLZ installed a special line into Mr. Jamison's office, where broadcasts appealing for cooperation from the public were made at frequent intervals. These were supplemented by announcements from the KLZ studios. The public was asked to turn off all appliances possible and was given verbal instructions on how to turn them on again when the normal supply of gas was restored.

The station's news department distributed 52,000 special service bulletins giving printed instructions for shutting off appliances. The bulletins were distributed through the three largest chain store groups in Denver, the Safeway stores, Miller Super Markets, and Save-A-Nickel Stores.

A. & S. Lyons

A. & S. LYONS Inc., celebrating 25 years as an artists management service, on Sept. 26 formally opened its new offices at 356 N. Camden Drive, Beverly Hills, Cal. At a reception, Arthur and Sam Lyons officially introduced the organization's two new vice-presidents, Noll Gurney and Nat Wolff, to its client roster of players, directors, writers and other entertainment personalities. Wolff is vice-president in charge of radio. Also presented were other new associates, Wynn Rocamora, Bill Shiffrin, Louis Artigue, Charles Beaham, Roy Silver, Jack Findlater and Vivian Leslie. Firm occupies the entire two story new air-conditioned and fluorescent-lighted building. Besides large reception rooms on both floors, the structure contains executive offices, a board of directors room and an audition studio.

KSAN, San Francisco, recently signed a contract with IBEW for the technical operation of the station. The contract called for salary increases retroactive to July 15.



ON JANUARY 1, 1941 ST LOUIS **KWK** WENT EXCLUSIVELY MUTUAL. • • ASK YOUR RAYMER REPRESENTATIVE TO SHOW YOU EVIDENCE THAT **KWK** IS A BETTER BUY THAN EVER.

WAVE AIN'T SAD ABOUT HAPPY (Ky.)!

Nope we won't cry, whether or not the folks in Happy (Ky.) tune us in! Y'see, we're shooting our watts at the Louisville Trading Area, where folks make 54% of *all* retail purchases in the whole state! And our rates are based accordingly. That makes our advertisers *very* happy, because they don't have to pay for "coverage" that won't pay out! How about joining our merry group?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives



DOUBLY HANDY

Opening through its own passageway directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect convenience on your arrival in New York . . . And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities . . . Doubly handy and doubly enjoyable . . . Large outside rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BERNAM G. HINES, *Managing Director*
MADISON AVE. AT 45th ST., NEW YORK

Lafount

(*Continued from page 28*)

survive. This means less time for public service broadcasts, pickups and sustainings, so the net result is that the station is exposed to criticism because of impairment of public service. Competition of this kind is especially damaging to small and medium stations, he said.

"I hope the FCC will take careful note of these facts when it considers applications for licensees to operate new stations in the regular broadcast and also FM," Mr. Lafount asserted. "We are not afraid of fair competition, but we do believe that the Government should not by its own acts make it impossible for us to operate in the public interest when the law requires us to do so. Both the public and the Government will benefit if we are allowed to maintain high broadcasting standards and earn a fair profit; for after all, the Government receives in the form of taxes a large portion of what we make. And that is the way I think it should be."

Survey Problem

Mr. Lafount also cited the problem of listener surveys as one facing independent broadcasters. Unless correctly interpreted, he said, these surveys tend to mislead advertisers into believing that the public listens almost exclusively to network programs. He insisted many programs produced locally have unusually large audiences and that NIB should work out a plan to acquaint advertisers with the facts regarding such audiences, so that a greater share of national business can be procured.

A warning that imposition of a license fee upon stations would work a hardship on independents which might easily impair the quality of public service, was sounded by the NIB head. Among other problems cited were:

(1) The question of priorities for the obtaining of repair and replacement parts as well as material for expansion construction;

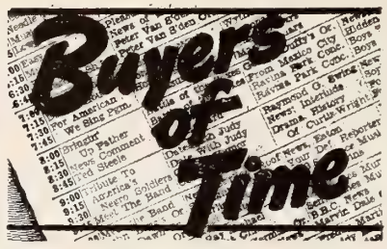
(2) The interference problem as it affects stations all over the country by reason of the continually relaxing FCC rules and regulations which permit to a serious degree the gradual shrinking of the effective service area by the granting of additional stations on the same frequency in too close proximity;

(3) The effect on independently owned stations if the Commission grants a number of super-power stations in various localities throughout the country;

(4) The coordination of requests by various Government agencies for free time so that operating schedules of stations will not be so burdened that adequate income from sponsored programs would be jeopardized and listening audiences curtailed.

We should not forget our relations with the AFM require almost immediate consideration. These are only a few of the problems; however, they can be handled only by an efficient and formidable organization.

THE DROHLICH brothers, Albert S. and Robert A., owners of KDRO, Sedalia, Mo., have applied to the FCC for another station in Jefferson City, Mo., 1,000 watts daytime on 800 kc.





JOE MESSER

QUIET mannered with a crisp sense of humor, Richard Edward Bayford Messer, general manager and timebuyer of Raymond R. Morgan Co., Hollywood, is known to the trade as Joe. He entered radio in October, 1929, by assisting in production of a 3½ hour show, *Adohr Opera of the Air*, sponsored by Adohr Milk Farms, Los Angeles, on KFI. Now he buys approximately $30,000 worth of time monthly for Morgan clients.

Born in Southampton, England, on Aug. 27, 1886, Messer was graduated from College of Preceptors in 1904, where he played football and took part in theatricals. He was clerk for American Steamship Co., London; joined Cox & Co., India Army bankers, remaining with that London firm until 1911; went into the steamship business. In April, 1915, he joined the London Rifles as second lieutenant. For more than three years he saw active duty in France and was invalided out of the service with the Military Cross.

During an early 1923 vacation jaunt he came to the United States to "look around." He landed a clerk's post with American-Hawaiian Steamship Co., Wilmington, Cal., then joined a Los Angeles agency in 1929, getting his first real experience in radio. He took over his present duties in February, 1936.

Joe is married (Gladys Edith Goodwin), has one daughter. Every possible moment away from business is devoted to writing and producing shows for British War Relief.

Bassett Joins Morse

MORTRON BASSETT, assistant to Jack Greene, NBC circulation manager, has been appointed timebuyer of Morse International, New York, succeeding Lynn Barnard, who resigned recently to join BBDO, that city [BROADCASTING, Sept. 1]. Bassett will assist the Morse radio director, Richard Nicholls, with supervision of the Vick Chemical Co.'s extensive spot campaign, to get under way this week.

Federal Survey Reveals School Disc Equipment

RESULTS of a questionnaire sent to 14,982 junior and senior high schools in the United States and its Territories by the Educational Radio Script and Transcription Exchange of the Federal Radio Education Committee, U. S. Office of Education, were released Sept. 15 by that agency.

The survey showed that of the 11,392 replies, 2,745 schools with an enrollment of 2,251,500 students, reported having either portable transcription machines, central sound systems, or both; 2,309 had the portable playback machines; 725 had central sound systems; and 289 schools had both. The questionnaire had been directed to find if the schools had any equipment for use of 16-inch transcriptions at 33 1/3 rpm, to which the answers were in the affirmative. The survey report also lists in state order the individual schools and their answers. A similar questionnaire is contemplated among elementary schools, parochial schools, and in colleges and universities, with results to be released later in the fall.

'Big Town' for Lever

LEVER BROS. Co., Cambridge, Mass. (Rinso), for the fifth consecutive season, after a summer hiatus on Oct. 8 brings back *Big Town* on 53 CBS stations, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 6:30-7 p.m. (PST). Edward G. Robinson will continue to be featured as Steve Wilson, crusading managing editor, with Ona Munson portraying Lorelei Kilbourne, girl reporter. Leith Stevens has been re-signed as musical director and Ken Niles, announcer. Crane Wilbur resumes as Ruthrauff & Ryan producer and script adapter with Thomas Freebairne-Smith as production aid. Policy of buying scripts from well-known writers will be continued. An extensive merchandising and promotion campaign is planned.

Socony N. H. Games

SOCONY VACUUM OIL Co. Inc., New York, has contracted for sponsorship of eight games of the U of New Hampshire on WHEB, Portsmouth, N. H. Four will be home games and the other four will be carried via line. Agency is J. Sterling Getchell, New York.

I Want more sales in Central New York?

TRY THE *Pre-sold* AUDIENCE OF

WFBL

SYRACUSE, NEW YORK

FREE & PETERS, NATIONAL REPRESENTATIVES

Boom Town Study Issued by World

Spot's Opportunity During Defense Rush Emphasized

WORLD BROADCASTING System has just published a study of 231 "boom towns", new advertising opportunities which the defense program has created. Analysis, prepared by WBS with the cooperation of Ross Federal Service, shows the 1940 population, 1937 industrial wages, the defense appropriation and a brief description of its nature and effect on population and market of each "boom town", together with World's recommendations for radio coverage, giving the call letters, rates, power and affiliation of each station.

The Case for Spot

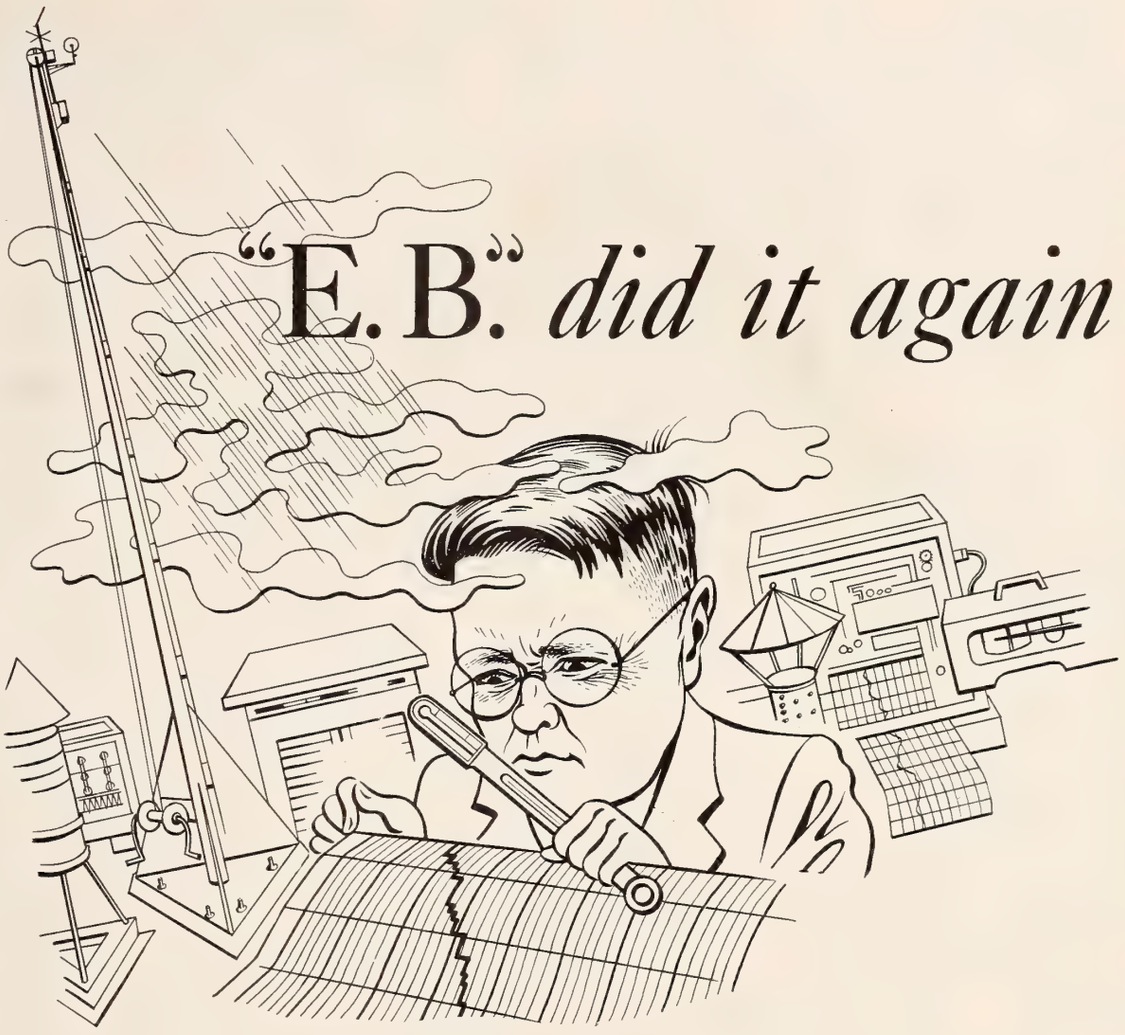
Volume, which World is sending to more than 2,000 advertising executives, includes a strong sales presentation for spot radio as the best way to deliver a sales message to the "boom town" people, which reads, in part, as follows:

"You want a fast medium. You want to get in there and pitch right away. You want to appeal to a great army of people—half of them old citizens but half are foreign to the city, too new to be interested in the local news, living in hastily converted garages, trailers, tents or doubled up with other families in over-crowded apartments and houses . . . awaiting new homes under construction. Whatever they lack, they own radios . . . that is their chief entertainment when they come off shifts at unsual hours, before they go to work, before they tumble into recently vacated beds. Radio gets to them wherever they are. Radio with constant repetition. Radio in one and two-minute announcements, five-minute tabloids, 15-minute programs.

"Your transcribed program, spotted in the Boom Towns, is the answer. When it comes to Boom Towns, Network defers to spot. Boom Towns follow no network pattern. Located in out-of-the-way places, near army camps, forts, and in many cases built from the ground up on vacant land, the Boom Towns need spot broadcasting, and obviously spot broadcasting needs high-grade transcribed programs built by professional radio producers in talent centers."

Camel Grid Scores

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Sept. 27 will begin sponsorship of *All American*, a Saturday 8:15-8:30 p.m. program of up-to-the-minute football scores for United States armed forces serving in American Territories, on WRCA, NBC's international shortwave station. Stations PCAN and PCAC, of the Panama Artillery Command of the U. S. Army, will pick up and rebroadcast the programs as will KFAR, Fairbanks, Alaska. Agency is William Esty & Co., New York.



"E. B." *did it again!*

'Twas a balmy day last April and E. B. Rideout, WEEI's weather forecaster extraordinary, had said it was going to get colder—fast. It did—dropping from 81° to 60° in 2 minutes—then down to 50° in the next quarter hour.

With a three hundred year history of the wind, rain, snow and sun in their hair, New Englanders are mighty interested in the weather. They learned long ago that when "E. B." forecasts the weather, it's about a six-to-one bet that he's right. Consequently, "E. B." has a tremendous following even far beyond the reaches of WEEI's primary listening areas.

And consequently, WEEI's E. B. Rideout Weather Service has *never* lacked sponsorship in all its fifteen years.

That's the way it is at WEEI. The listeners get what they want—entertainment and service to fit their tastes and needs. And advertisers get what *they* want—audience and attention and sales.

WEEI *Columbia's Friendly Voice in Boston*

Operated by CBS. Represented by Radio Sales with offices in New York Chicago • Detroit • Charlotte • St. Louis • San Francisco • Los Angeles

Purely PROGRAMS

CATCHY ANGLE for the *Mike Maneuvers* show, remoted weekly from Camp Wolters by KRLD, Dallas, is supplied by "Dear Soldier" letters from pretty young things all over Texas and much of the rest of the country. Girls are invited to write the letters to Camp Wolters boys, with the guarantee that they will reach the hands of lonely hearts in the camp.

Just before the program goes on at 8:15 Saturday nights, the 250 to 300 letters accumulated during the week are distributed to trainees in the studio audience. Letters are numbered, and a half-dozen of the boys get a chance to read theirs on the air. The broadcasts originate in the lobby of the Baker Hotel, Mineral Wells, Tex.



Up from the Ranks

YOUNG MEN and women under 30 from the New York area, who have come up from the ranks to win success in some line of endeavor, are interviewed each week by high school students interested in the type of work followed by the day's guest. Students ask about his work and how he happened to get into it. Program, titled *Under 30*, is heard on WNYC, New York through the cooperation of Youthbuilders Inc., that city.

* * *

Household History

NEW HALF-HOUR sustaining program, *Every Woman's World*, has been started on WBBM, Chicago. Program is heard weekdays and is conducted by Lorraine Hall, who writes each script around a different household item or woman's product, dramatizing new uses, describing the historical background of materials and processes.

* * *

For the Boys

SERVICEMEN provide the tempo for an informal program on WMAN, Mansfield, O., of songs, letters to boys and exchanges of humorous anecdotes for those in service. Entitled *Our Boys Say*, broadcasts have developed the Home Service Club, an organization for servicemen.

Schools Own

NEWS of high schools, students and their activities are reported by Julius Glass on *High School Highlights* each Friday evening on WGAR, Cleveland. The program, which has received the enthusiastic okay of the schools, is written entirely by the high school correspondents, each of whom was chosen in a competition. Sports and scholastic achievements rank first in the high school news reports, followed closely by gossipy items and news of social activities.

* * *

Grid Game

NEW FOOTBALL show on WTMJ, Milwaukee, *Touchdown Parade*, gives listeners a chance to play quarterback. Listeners are given the score, minutes to play, yardage, previous few plays, and are then invited to select the proper play from a choice of three possibilities. Ten seconds are allowed for this "signal calling", then the play is described, exactly as executed in an actual game. No prizes or awards are given.

* * *

Pianos in Dallas

STARRING a different piano instructor or her prize pupil on a weekly series, *Sunday Recital*, KGKO, Dallas, is already selling pianos for Brook Mays and Co., Dallas, according to Hilda LeBlanc, KGKO sales representative. The quarter-hour recitals give the teachers an opportunity to advertise their own talents as well as the product. Contract for 52 weekly programs was placed direct.

* * *

Negro Achievements

FIRST AIRING of *Freedom's People*, a new series of six educational programs, was heard on the NBC-Red Sept. 21. The series is presented under the auspices of the U. S. Office of Education and a special committee with which the Office cooperates. It is a dramatized account of the achievements of Negroes in national defense, science, agriculture, social service, and the arts.

* * *

Speeches of the Week

FOR THE OCCASIONAL radio listener and the businessman who misses many of the addresses broadcast during the daytime, WIP, Philadelphia, has designed a once-a-week series called *Speech Digest of the Week*. The program presents in transcription the highlight portions of the most important speeches of the week, both here and abroad.

* * *

The Winners

FOOTBALL summary program, *To the Victors*, broadcast each Saturday at 8:30 p.m. on WOR, New York, features Waite Hoyt, former star of the New York Yankees, and Stan Lomax, veteran sports announcer, reading scores and saluting winning teams. Program also reviews the day's outstanding plays and supplies college tunes via an orchestra and glee club.



BLISTERED FACE was received by Rosemary Bader at the Newport, Ky., Rolling Mills as she gathered material for her *Workers of the Day program* on WSAI, Cincinnati. Programs dramatize Cincinnati defense effort. Here she leans from control cab of a 100-ton crane. At one point she got too close to some hot steel, which is bad for complexions.

American Music

STANDARD favorites are presented by Claude Sweeten's orchestra during the weekly half-hour program *Music for Americans* on KFI, Los Angeles. Designed to appeal to all ages, instrumental numbers are interpolated with vocal by the Sportsmen Quartet and Lois Elaine, soprano. Joe Kearns is narrator, high-lighting the program with poetry readings. Douglas Evans produces the show which is written by Peter De Lima. John Laing announces.

* * *

All About Furs

ALL QUESTIONS about furs—new styling, care of furs, how to appraise fur coats, what to look for in buying fur coats etc.—are answered on a new program *What Do You Know About Furs?* which started on WINS, New York, Sept. 7. Program is sponsored by L. L. Roman, New York fur designer and manufacturer. Account was placed direct.

* * *

Meet the Staff

INSIGHT into the routine of a department store is pictured in the new *May I Help You?* series on WDSM, Duluth, Minn. Mike is taken into the sponsoring Freimuth's store where personnel behind the counters, in the shipping room and in the office are interviewed as an institutional feature.

* * *

Child Choir

A MUSICAL PROGRAM with a children's choir, titled *Junior Musicale*, broadcast locally by KDTH, Dubuque, Ia., is now fed to the MBS network for a quarter-hour Saturday mornings. Pianist Sylva Johnson of Dubuque accompanies the group, with Arnie Stierman as interlocutor.

* * *

Down East

COMMENTS and questions on the history of New England make up the new man-on-the-street series *So You Think You Know New England?*, of WHEB, Portsmouth, N. H. Interviews of residents as well as newcomers are conducted from famous old Market Square.

CHOICE PERIODS OPENED UP BY DAYLIGHT SAVING TIME!

Shall We Save Some for You?

● This daylight saving time, which scrambles the network schedules twice a year, is a heck of a lot of bother, but it *does* open up some swell evening periods which we can quote to spot advertisers.

This fall's Blue network schedules beat anything yet—and that means your message will be received by an even larger and more attentive KEX audience.

These choice periods will be snapped up soon. See your nearest Petry office, or wire direct.

KEX "The Voice of the Oregon Country" Portland, Oregon

Represented Nationally by Edward Petry & Co.

After the Games

SATURDAY NIGHT quarterbacking will be the order of the day when six experts on college football get together on *Second Guessers*, a new program which made its debut Sunday, Sept. 14, at 12 noon on NBC-Red. Commenting on top-ranking gridiron battles on the previous day are Lou Little, Columbia U coach; Henry McLemore, syndicated columnist; Lynn Waldorf, coach of Northwestern U; Francis J. Powers, *Chicago Daily News* sports writer; Clark Shaughnessy, coach of Standford U; and William F. Leiser, sports editor of the *San Francisco Chronicle*. Pick-ups from New York, Chicago and San Francisco bring the experts together each week.

* * *

Always an Answer

JOE FRASETTO, musical director of WIP, Philadelphia, feeling there should be a musical answer for every song that asks a question in its title, has designed a new musical show so that the songs that are asking questions are answered by another popular song of the day. Started Sept. 18, the weekly half-hour show is called *Questions & Answers*. Listeners are solicited to send in their musical questions.

* * *

Prop Wash

AVIATION in three portions is served by Col. Roscoe Turner, famed pilot, in a weekly quarter-hour on WISH, Indianapolis. The first five minutes are devoted to current aviation news, the second five to a semi-dramatized version of Col. Turner's career, and the balance of the program to answering listeners' aviation questions.

* * *

Gaslight Days

MILWAUKEE through the years will be presented in story and song in a new series on W55M, FM station in Milwaukee. Material will be gathered from the morgue file of the *Milwaukee Journal* dating back to 1900, and will include everything from playbills and bustle advertisements to news stories.

* * *

Quiz of Two Theatres

TWO local theatres are utilized for an audience participation quiz for the *Cash Quiz* of WGBR, Goldsboro, N. C., with announcers in each theatre alternating in asking movie-goers the questions.

To the Troops

KGEI, General Electric shortwave station in San Francisco, the *Examiner* and KYA are presenting a weekly series of broadcasts for Uncle Sam's servicemen overseas. Titled *Musical Mail Bag*, the program is presented Sunday nights for uniformed men in the Army, Navy, and Marine Corps in Alaska, Hawaii and Pacific waters. Letters from the servicemen in these points are acknowledged over the air, their requested musical numbers played and relatives and friends of the servicemen are brought before the mikes to send greetings. The programs originate in the KGEI studios. KYA broadcasts the programs simultaneously for the benefit of Northern California listeners. The *Examiner* is running daily promotion stories on the series and prints a form coupon to be filled out by parents, relatives and friends of the uniformed men in distant posts who wish to appear on the international broadcasts.

* * *

Musical Milestones

A NEW SERIES of afternoon programs, embracing great works of symphonic, operatic and chamber music, to be heard Monday through Friday, 4-4:30 p.m., will start on CBS, Oct. 6. Historic but unfamiliar milestones in the developments of American music, orchestral and vocal excerpts from great operas, seldom-performed concerti of the great masters are to be included in the programs.

* * *

Beauty Tips

RICHARD WILLIS, beauty and makeup expert, who conducted the *Here's Looking at You* series on WOR, New York, last year, will start a new series of beauty analysis programs on WOR in October. Scheduled as a weekly quarter-hour, the program will feature a general makeup lesson and Willis will analyze beauty problems sent in by listeners.

* * *

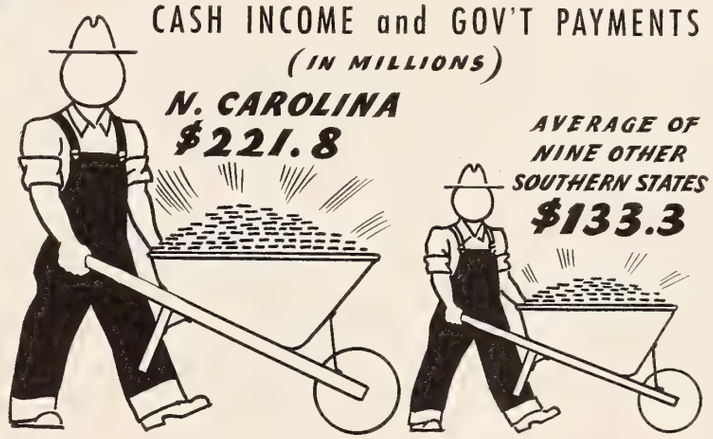
All Aboard

DESIGNED to find out where and why people travel, Paul Hodges, formerly of WLW, Cincinnati, originates the *Travel Time* show from the Pennsylvania Station in New York for WMCA. Hodges queries people in the terminal and on Wednesday night the program is piped to WLW.

KARK NBC RED
LITTLE ROCK "Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)



Source: — Department of Agriculture, 1940

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts



FREE & PETERS, Inc., National Representatives



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Consolidated Products Co., Danville, Ill. (emulsion), 3 *sp* weekly, thru Mace Adv., Peoria.
Edwards Tablet Co., Chicago (Parr vitamins), 3 *sp* weekly, thru United Adv. Cos., Chicago.
Good & Reese Nursery, Springfield, O., 5 *sp* weekly, thru Leo Boulette, Springfield.
Dr. Hess & Clark Inc., Ashland, O. (livestock and poultry remedies), 3 *sp* weekly, thru N. W. Ayer & Son, N. Y.
Flex-O-Glass Co., Chicago (transparent screenings), *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), 3 *sa* weekly, thru Pollyea Adv., Terre Haute.
Jumbo Studios, Lincoln, Neb. (photo finishing), 3 *sa* weekly, thru Buchanan-Thomas Adv., Omaha.
Iodine Educational Bureau, N. Y. (Iodine for farm use), 3 *sa* weekly, thru Simonds & Simonds, Chicago.
Utilities Engineering Institute, Chicago trade school), 3 *sp* weekly, thru First United Broadcasters, Chicago.
Coyne Electrical School, Chicago, *sp* weekly, thru McJunkin Adv. Co., Chicago.
Olson Rug Co., Chicago (broadloom rugs), 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Russell-Miller Milling Co., Minneapolis (Occident flour), 3 *sp* weekly, thru N. W. Ayer & Son, N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), *sa* weekly, thru Compton Adv., N. Y.

WRC, Washington

Chatham Mfg. Co., Elkin, N. C. (blankets), 26 *sp*, thru M. H. Hackett Inc., N. Y.
J. J. Grass Noodle Co., Chicago (soup), 52 *sa*, thru Charles Silver Co., Chicago.
International Salt Co., Scranton, 3 *sp* weekly, thru J. M. Mathes Inc., N. Y.
O'Cedar Corp., Chicago, 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Cat's Paw Rubber Co., Baltimore, 10 *sa*, thru S. A. Levyne Co., Baltimore.
O'Sullivan Rubber Co., Winchester, Va., 6 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), *sa* series, thru Bermingham, Castleman & Pierce, N. Y.
Lamont-Corliss Co., New York (Danya lotion), 26 *sp*, thru J. Walter Thompson Co., N. Y.
Phila. & Reading Coal & Iron Co., Philadelphia, 5 *sa* weekly, thru McKee & Albright, Phila.
Scott Paper Co., Chester, Pa. (towels), 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Stokley Bros. & Co., Indianapolis (Van Camp beans), 104 *sa*, thru Calkins & Holden, N. Y.

WDAY, Fargo, N. D.

Russell-Miller Milling Co., Minneapolis, weekly *t*, 4 weekly *ta*, thru N. W. Ayer & Son, Chicago.
Oelwein Chemical Co., Oelwein, Ia., 78 *sa*, thru Cary-Ainsworth, Des Moines.
Perfection Stove Co., Cleveland, 26 *t*, thru McCann-Erickson, Cleveland.
Flex-O-Glass Mfg. Co., Chicago, 5 *t*, thru Presba, Fellers & Presba, Chicago.
Theo. Hamm Brewing Co., St. Paul, 156 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Chamberlain Sales Corp., Des Moines (lotion), 78 *sa*, thru Cary-Ainsworth, Des Moines.
Coleman Lamp & Stove Co., Wichita, 26 *ta*, thru Ferry-Hanly Co., Kansas City.
Fitger Brewing Co., Duluth, 7 *ta* weekly, thru Sherman & Marquette, Chicago.

CKX, Brandon, Man.

Dr. Bell Medicine Co., Kingston, Ont., 3 *t* weekly, thru Dominion Broadcasting Co., Toronto.

CFRC, Kingston, Ont.

Pure Gold Mfg. Co., Toronto (Blue Ribbon food), *sa* series, thru Cockfield Brown & Co., Toronto.

KDKA, Pittsburgh

Cleveland Cooperative Stove Co., Cleveland (Grand ranges), 6 *sp* weekly, 13 weeks, thru Lang, Fisher & Kirk, Cleveland.
Hurley Machine Co., Chicago (Thor washers, Gladiron), 3 *sp* weekly, thru E. H. Brown Adv. Agency, Chicago.
Simoniz Co., Chicago (polish), 13 *sa*, thru George H. Hartman Co., Chicago.
Carleton & Hovey, Lowell, Mass. (Father Johns), 156 *sa*, thru John W. Queen, Boston.
Phillips Packing Co., Cambridge, Md. (food), 65 *sa*, thru Aitkin-Kynett, Philadelphia.
Denton Sleeping Garment Mills, Centerville, Mich., 14 *ta*, thru Reeves Adv. Co., Toledo.
Allied Mills, Fort Wayne (feed), 156 *ta*, thru Louis E. Wade Inc., Fort Wayne.
Ranger Joe Inc., Chester, Pa. (Honey Wheat cereal), 25 *sp*, thru Clements Co., Phila.
Roman Meal Co., Tacoma, Wash. (flour), 26 *sp*, thru Edward M. Power Co., Pittsburgh.
Book House for Children, Chicago, 39 *sp*, thru Presba, Fellers & Presba, Chicago.

WHBL, Sheboygan, Wis.

Quality Biscuit Co., Milwaukee, Wis., 5 *ta* weekly, 13 weeks, thru George H. Hartman Co., Chicago.
The Pen Man, Chicago (pens), 6 *sa* weekly, thru United Adv. Cos., Chicago.
Incelo Co., Chicago (Univex movie camera), 6 *sa* weekly, thru United Adv. Co., Chicago.
Histex Corp., Chicago (Histeen tablets), 8 *sa*, thru United Adv. Co., Chicago.
Pioneer Life Insurance Co., Rockford, Ill., 6 *sp* weekly, thru Stewart Adv. Co., Chicago.
Abar Press Co., Chicago (American flags by mail), 3 *sa* weekly, thru First United Broadcasters, Chicago.
Nacor Medicine Co., Indianapolis, 6 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.
Manhattan Soap Co., New York (Sweetheart soap), 70 *ta*, thru Franklin Bruck Adv. Corp., N. Y.

CHML, Hamilton, Ont.

Gillette Safety Razor Co. of Canada, Montreal, *sp*, thru Maxon Inc., N. Y.
Canada Starch Co., Toronto (corn syrup), 3 *t* weekly, thru Vickers & Benson, Toronto.
Dodds Medicine Co., Toronto, 6 *sp* weekly, thru A. J. Denne Co., Toronto.
Dr. A. W. Chase Medicine Co., Oakville, Ont., 6 *sp* weekly, thru Ardiell Adv. Co., Toronto.
George Weston Ltd., Toronto (biscuits), 3 *t* weekly, thru Richardson-Macdonald Adv. Service, Toronto.
Crown Diamond Paint Co., Montreal, *sa* series, thru McConnell Eastman & Co., Montreal.
Commercial Alcohols, Montreal (antifreeze), 6 *sa* weekly, thru McConnell Eastman & Co., Montreal.
Royal Canadian Tobacco Co., Toronto, 4 *sp* daily, thru Metropolitan Broadcasting Service, Toronto.

WCBI, Columbus, Miss.

Purina Mills, St. Louis (feed), 3 *t* weekly, direct.
Wm. Wrigley Jr. Co., Chicago, 6 *t* weekly, thru Arthur Meyerhoff Co., Chicago.
Miles Labs., Elkhart, Ind. (Alka-Seltzer), 4 *t* weekly, thru Wade Adv. Agency, Chicago.

WOWO-WGL, Fort Wayne

Lydia Pinkham Medicine Co., Malden, Mass., 105 *ta*, thru Erwin, Wasey & Co., N. Y.
Musterole Co., Cleveland (proprietary), 130 *sa*, thru Erwin, Wasey & Co., N. Y.
Longines-Wittnauer Watch Co., New York, 13 *t*, thru Arthur Rosenberg Co., N. Y.
F. Schumacher & Co., New York (fabrics), 3 *sp*, thru Anderson, Davis & Platte, N. Y.
Pinex Co., Fort Wayne (proprietary), 176 *ta*, direct.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 520 *ta*, thru Sherman & Marquette, Chicago.
Luden's Inc., Reading, Pa. (cough drops), 100 *sa*, thru J. M. Mathes Inc., N. Y.
Hulman & Co., Terre Haute (Clabber Girl baking powder) 39 *sa*, thru Pollea Adv. Co., Terre Haute.

KFEQ, St. Joseph, Mo.

Nutrena Mills, Kansas City (feed), 6 *sp* weekly, thru Ferry-Hanly Co., Kansas City.
Wilson & Co., Chicago (Ideal dog food), 6 *sp* weekly, thru U. S. Adv. Corp., Chicago.
Jaques Mfg. Co., Chicago (KC baking powder), 2 *ta* weekly, direct.
Carey Salt Co., Hutchinson, Kan., 6 *sp* weekly, thru McJunkin Adv. Co., Chicago.
G. E. Conkey Co., Cleveland (feed), weekly *sp*, thru Rogers & Smith, Chicago.
American Corn Millers Fed., Chicago, 6 *sa* weekly, direct.
Peppard Seed Co., Kansas City, 7 *sp* weekly, *sp* weekly, 6 *sp* weekly, thru Ferry-Hanly Co., Kansas City.

WIND, Chicago

Paul F. Beich Candy Co., Bloomington, Ill. (Whiz candy bar), 12 *sa* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.
Conservation Committeee of the Waste Paper Consuming Industries, 28 *sa* weekly, 52 weeks, thru Olian Adv. Co., St. Louis.
California Wine Co., Chicago (Barloma wine), 18 *sa* weekly, thru Irvin Meyerson, Chicago.
Bankers Life & Casualty Co., Chicago, 6 *sp* weekly, thru Lane, Benson, McClure, Chicago.
Standard Distributing Co., Chicago (Black and White cameras), weekly *sp*, thru Lane, Benson, McClure, Chicago.

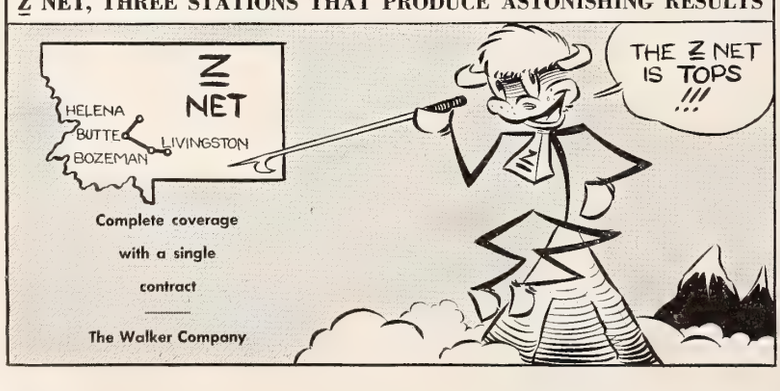
WOR, New York

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
P. Lorillard Co., New York (Old Golds), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.
William Underwood Co., Watertown, Mass. (Black bean soup). 5 *sp* weekly, thru BBDO, N. Y.
Maltex Co., Burlington, Vt. (cereal), 6 *sp* weekly, Samuel C. Croot Co., N. Y.

WHK-WCLE, Cleveland

Friendship Studios, Chicago (photographs), 6 *sa* weekly, thru Phil Gordon Agency, Chicago.
Owens-Illinois Glass Co., St. Louis (cooking utensils), 13 *sa*, thru D'Arcy Adv. Co., St. Louis.
Reverie Inc., New York (cosmetics), 2 *sa* weekly, thru Craven & Hedrick, N. Y.

Z NET, THREE STATIONS THAT PRODUCE ASTONISHING RESULTS



GARDNER NURSERY ON 140 STATIONS

GARDNER NURSERY Co., Osage, Ia., large grower of plants, shrubs, and trees, has announced its fall radio campaign which calls for daily announcements on 140 stations. About 50 additional stations will be added between Oct. 1 and 15, according to Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle, which handles the Gardner account.

The current list of stations:

WRVA	WIBG	WTBO	WBAX
WPRO	KROW	WDEV	KWLK
WBAL	WHEC	KYA	KRMC
WAIT	WIND	WGST	WBYN
WCPO	WHO	WCLO	KMYC
WAAT	WAAF	KTRB	WSOY
WMIN	KTKC	KJBS	KOKO
WDAY	WELI	WGAN	KTBI
WCFL	WJJD	WSPR	WISH
KMPC	WHK	WKZO	KBUR
WEW	KVOO	WEBR	WITH
KFVD	KGNF	WTOL	WHYN
WIBC	WINS	WPEN	KHAS
WHB	KTHS	KSFO	WJOB
WMMN	KFOX	WLAK	WWNC
WHAS	KMJ	WMBR	WMBS
WAVE	WBIG	KVCV	WSPA
WCAR	WICA	KFBK	WJPO
KHQ	WING	CKLW	WGNY
KFRC	KVAN	WSUN	WATR
KGHL	KGVO	KFXD	WKAT
KFYR	WDZ	KVI	KDTH
KIRO	KQW	WFDF	WFCI
KOL	KOY	WFBM	WHIS
KXA	KFBB	WINX	WKMO
WKST	WTAG	WCLE	WROC
KWJJ	WDGY	KROC	WNAC
WFMD	WWRL	KIDO	WADC
WDEL	WSLB	KMTR	WFIL
WORK	WTAQ	WOV	WHDH
KSL	KXOK	WBRC	WWL
KSEI	KLX	KOB	KCMO
WIS	KUJ	WREN	WDBO
WLAW	WFBC	KWFT	KTFI
			KRNR

WICC, Bridgeport, Conn.

Wilson Packing Co., Chicago (Ideal dog food), 52 *sa*, thru U. S. Adv. Corp., Chicago.
Hudson Motor Car Co., Detroit, 156 *sa*, thru Brenallen Agency, N. Y.
Educator Biscuit Co., Cambridge, Mass. (Crax), 39 *sa*, thru John W. Queen, Boston.
Ex-Lax Inc., New York (proprietary), 115 *ta*, thru Joseph Katz Co., N. Y.
Foster-Milburn Co., Buffalo (proprietary), 104 *ta*, thru Street & Finney, N. Y.
Church & Dwight, New York (Cow Brand soda), 3 *sa* weekly, thru Brooke, Smith, French & Dorrance. N. Y.
BC Remedy Co., Durham. N. C., 7 *ta* weekly, thru Harvey-Massengale Co., Durham.
Dr. Sweets Rootbeer Co., New York, 130 *ta*, thru C. L. Miller Co., N. Y.
Clicquot Club Co., Millis, Mass. (ginger ale), 170 *ta*, thru N. W. Ayer & Son, N. Y.
Carter Products, New York (proprietary), 3 *ta* weekly, thru Street & Finney, N. Y.
James Hanley Co., Providence, R. I. (ale), 30 *ta*, thru Harold Cabot Co., Boston.

WCAU, Philadelphia

Philadelphia & Reading Coal & Iron Co., Philadelphia (coal), 78 *sa*, thru McKee-Albright, Philadelphia.
John F. Jelke Co., Rochester (Good Luck Oleomargarine), 3 *t* weekly, for 39 weeks, thru Young & Rubicam, N. Y.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 252 *sa*, thru J. D. Tarcher. N. Y.
Natural Casing Institute, Chicago (Breakfast Sausage), 22 *sa*, thru Charles Silver & Co., Chicago.
M. & M. Candies, New York, 52 *sa*, thru Lord & Thomas, N. Y.

WHN, New York

C. A. Briggs Co., Cambridge, Mass. (H. B. Cough Drops), *sa* daily, 16 weeks, thru Horton-Noyes, Providence, R. I.
Pinex Co., Fort Wayne, Ind. (cough remedy), 6 *sp* weekly, thru Russel M. Seeds Co., Chicago.

KGNO, Dodge City, Kan.

Gooch Food Products Co., Lincoln, Neb., 105 *sa*, thru Potts-Turnbull, Kansas City.
Kellogg Co., Battle Creek (corn flakes), 26 *sa*, direct.

WEAF, New York

Phillip Morris & Co., New York (Dunhill cigarettes), 3 *sp* weekly, 13 weeks, thru Biow Co., N. Y.

CJOR, Vancouver

York Knitting Mills, Toronto, *sa* series, thru Cockfield Brown & Co., Toronto.

Radio Advertisers

HOTEL WARWICK, Philadelphia, has bought time on KYW, Philadelphia, for a series of regular programs to originate from the hotel. Each noonday, the Warwick presents a series called *Luncheon at the Warwick*, originating from the cocktail lounge, at which time prominent guests registered at the hotel are introduced and interviewed. The account is handled by Al Paul Lefton Co., Philadelphia, and L. D. Taylor, of the KYW sales staff, is contact man for the station.

FOUR New York stores have joined in a cooperative campaign over WQXR, New York. Bonwit Teller, Charles of the Ritz, W. & J. Sloane and Hammacher Schlemmer will participate jointly in sponsoring a shopping guide series entitled *Let's Talk Shop* five days weekly for 13 weeks. Program is heard from 9:45 to 10 a.m. The program was arranged by Edgar Belmont, independent producer. Miss Ross Williams, formerly of *Vogue*, is featured.

W. E. LONG Co., Chicago, baking specialists and representatives, has sold transcribed feature service to Asheville Baking Co., Asheville, N. C., for 52 weeks on WWNC and WISE, Asheville; to Erickson Baking Co., LaCrosse, Wis., for 52 weeks on WKBH, LaCrosse; to Sunlite Bakeries, San Jose, Cal., for 52 weeks on KQW, San Jose; KDON, Monterey; and KHUB, Watsonville, Cal.

FORD DEALERS of Indianapolis have signed with WIBC for a special 3½-hour show to introduce 1942 models, the onetime program to consist of 11 remote pickups from local dealer salesrooms as well as musical interludes. WIBC has also signed L. Strauss & Co., one of the city's largest department stores, to sponsor seven Purdue and Indiana U football games, to be handled by Bert Wilson.

SUNNYVALE PACKING Co., San Francisco (Rancho Soups), recently renewed for 13 weeks its announcement campaign on 7 western stations. It is using one-minute transcribed dramas five times weekly on all stations. Agency is Lord & Thomas, San Francisco. The station list: KPO KSFO KNX KFI KARM KSEI KIDO.

WARD BAKING Co., Chicago (Tip Top bread), thru W. E. Long Co., Chicago, has started a thrice-weekly quarter-hour on WGN, Chicago, featuring Charles W. Hamp; also a quarter-hour live talent show five days a week on WAAF, Chicago. Transcriptions featuring Hamp will be placed on other radio stations in the Chicago area, as yet unselected.



NEWEST MEMBER of the staff of KOA, Denver, is C. L. (Poss) Parsons (right), noted Western sports writer, here signing up as sports commentator as General Manager Lloyd E. Yoder, himself a Carnegie Tech All-American, looks on. Mr. Parsons, a former nine-letter man at Iowa U and a member of Grantland Rice's All-America football board, on Sept. 25 started a series of football dopecasts which will include pre-game selections and interviews. Formerly *Denver Post* sports editor, he also will assist on KOA's nine-game schedule of Big Seven play-by-play broadcasts.

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour), after a summer lay-off has resumed for nine months daily quarter-hour Finnish news broadcasts on WEBC, Duluth, WMFG, Hibbing, and WHLB, Virginia, with Onni Laine as newscaster. Commercials and news are both in Finnish. N. W. Ayer & Son, Chicago, handles the account.

BREAKFAST CLUB COFFEE, Los Angeles, has contracted on a 52-week basis for a six-weekly quarter-hour newscast on KFAC, that city. Firm also sponsors *Voice of Friendship* on 3 CBS Pacific Coast stations (KNX KARM KSFO), Mon., Wed., 8-8:15 a.m. (PST). Lockwood-Shackelford Adv. Agency, that city, has the account.

MIDDLETOWN MILK & CREAM Co., Northern New Jersey, and Dellwood Dairy Co., New York and Westchester (Creami-Rich Milk), have started 13-week test compaign using *Make Believe Ballroom*, WNEW, New York, Tuesday, Thursday and Saturday, 11-11:30 a.m. Agency is W. I. Tracy Inc., New York.

DR. J. O. LAMBERT, Ltd., Montreal (proprietary), on Oct. 5 starts *Memoirs of Dr. J. O. Lambert*, dramatic quarter-hour transcribed episodes of his travels throughout Canada on a large number of Ontario, Quebec and eastern Canadian stations. Account is placed by J. E. Huot, Ltd., Montreal.

To Honor Spang

J. P. SPANG Jr., president of the Gillette Safety Razor Co., will be presented with a plaque by *Sporting News* in a pre-World Series broadcast Sept. 30. The plaque is in recognition of Gillette's sponsorship of the series for the third consecutive year. The company paid $100,000 for the rights to the games, which will be aired over MBS.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (proprietary), has taken over the early morning rural program on WGN, Chicago, at 6-7 a.m., five days a week. Program has been retitled *Breakfast Time Frolics*, and features transcribed hillbilly music. Agency is Benson & Dall, Chicago.

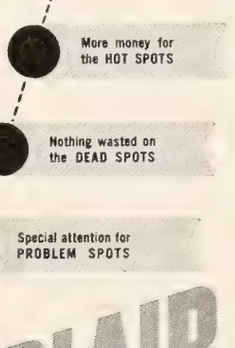
BYERS FLOUR MILLS, Camrose, Alta. (cereals), has started *Adventures of Pinocchio* three times weekly on CJRC, Winnipeg; CKCK, Regina, Sask.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C. Account was placed by Stewart-McIntosh, Calgary, and transcription from Exclusive Radio Features, Toronto.

DRUG COMMODITIES Ltd., Toronto, (vitamin tablets) on Oct. 10 starts a thrice-weekly studio show *Live 'n Learn* on CFRB, Toronto, as a test, with expansion planned for other Canadian stations. Program is produced and account handled by Dickson & Ford, Toronto.

EX-LAX Inc., Brooklyn (proprietary), has purchased 136 one-minute transcribed announcements, Monday through Friday, for 13 weeks, three days on WINS, New York. Agency is Joseph Katz Co., New York.

CAMPBELL GRAF, formerly of Roche, Williams & Cunnyngham, Chicago, has joined Jacques Mfg. Co., Chicago as assistant advertising manager.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each market's volume



JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

BOOST YOUR SALES
Advertise over Central America's most modern stations
190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN
Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

THE FONT OF DEMOCRACY

★

America will never betray the principles of its founding Declaration of Independence; "all men are created free and equal."

It is this unceasing voice upholding the ideals of freedom, couched in many different languages that sets this radio station apart as the font of true democracy.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

SPEND LESS
. . . GET MORE
on WCOP

Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

GOING FULL TIME SOON!

WCOP
★ BOSTON'S ★
STAR RADIO SALESMAN

PREMIER FOOD PRODUCTS for the Jewish field has bought *Dear Editor*, 8:30-8:45 a.m. Tuesday and Thursday beginning Sept. 30 on WEVD, N. Y. Advertising will be continued in Jewish dailies, all placed through Joseph Jacobs Jewish Market Organization.

BROWNS' BREAD Ltd., Toronto (bakers), on Sept. 22 started transcribed and live spot announcement campaign several times daily, six days a week, on CFRB, Toronto; CKCL, Toronto; CHML, Hamilton, Ont. Placed through McConnell-Eastman & Co., Toronto.

WEINBERGER DRUG Co., chain drug store operator, has signed with WHK, Cleveland, to sponsor an average of three spot announcements daily, seven days a week, for one year, starting Oct. 1. Agency is Lustig Adv. Agency, Cleveland.

AGNEW SURPASS SHOE STORES, Toronto (chain), on Sept. 26 started *C.O.D.* (*Cash on the Dart*) half-hour audience participating quiz and dart game, weekly on CFRB, Toronto. Account was placed by Dickson & Ford, Toronto.

HIRSCH CLOTHING Co., Chicago, on Sept. 30 started a thrice-weekly quarter-hour recorded program, *Korn Kobblers*, on WGN, Chicago. Account was placed by Schwimmer & Scott, Chicago.

PISO Co., Warren, Pa. (cough remedy), on Oct. 1 started a five-minute news program on WENR, Chicago, 5 weekdays for 26 weeks. Agency is Lake-Spiro-Shurman, Memphis.

CHEVROLET MOTOR Co. has bought 33-50 word station breaks for 11 days Monday through Sunday beginning Sept. 16 on WINS, New York. Agency is Campbell-Ewald Co. of New York.

590 KC
WKZO
5000 WATTS
1000 WATTS AT NIGHT
COLUMBIA'S EXCLUSIVE OUTLET FOR WESTERN MICHIGAN
DOMINATING MICHIGAN'S SECOND LARGEST MARKET
GRAND RAPIDS
KALAMAZOO
BATTLE CREEK
FREE & PETERS, INC.
Exclusive National Representatives

George Bayard to Join Russel M. Seeds as V-P

GEORGE BAYARD, CBS contact man for six years, will join Russel M. Seeds Co. Oct. 15 as vice-president in charge of the recently opened New York office and service contact for the Mennen Co. account. A graduate of the U of Indiana, Mr. Bayard was with Hearst Publications and *Liberty* magazine before joining CBS.

Tom Wallace, executive vice-president of Russel M. Seeds Co., Chicago, will relinquish his executive duties Oct. 15 to devote his entire time to the production and exploitation of *Uncle Walter's Dog House*, sponsored by Brown & Williamson Tobacco Corp., Louisville (Sir Walter Raleigh pipe tobacco), heard Fridays at 9:30-10 p.m. on NBC-Red. Mr. Wallace and the cast will make a movie and have tentatively planned a six-month series of personal appearances.

Jack Richardson Jr., assistant to President Freeman Keyes, becomes vice-president on Oct. 15, with headquarters in Chicago.

Ad Club Course

THE 18th year of the New York Advertising Club's advertising and selling course will open Oct. 20. The course consists of 26 lectures by leaders in the advertising and sales fields and six clinics giving opportuntiies to do practical work in any one of the following subjects: Sales promotion, advertising copy, radio production, advertising production, and salesmen's problems. The radio production course is directed by Eugene S. Thomas, sales manager of WOR, New York. Lectures will be given by Julius F. Seebach Jr., vice-president in charge of programs at WOR; Robert A. Simon, director of continuities, WOR, New York; Roger Bower, producer, WOR; William Spier, CBS director of scripts; Robert T. Colwell, J. Walter Thompson; Mrs. Harold Milligan, of the General Federation of Women's Clubs.

Arnold, Rubicam to Talk

THURMAN ARNOLD, assistant attorney general, and Raymond Rubicam, chairman of Young & Rubicam, New York, will discuss, not debate, the general subject of "Advertising" at a dinner sponsored by the Advertising Women of N. Y. and Advertising Club of New York in cooperation with the Advertising Federation of America, the Sales Executive Club and the American Marketing Assn. at the Hotel Biltmore, New York, Tuesday, Oct. 7, at 6:30 p.m.

Pacific AAAA Plans

PACIFIC COUNCIL, American Assn. of Advertising Agencies, is preparing for its seventh annual convention at Hotel Del Monte, Del Monte, Calif., Oct. 23-24. William H. Horsley, of Pacific National Adv. Agency, Seattle, is chairman; Dan B. Miner, Dan B. Miner Co., Los Angeles, vice-chairman; Joseph R. Gerber, Joseph R. Gerber Co., Portland, secretary-treasurer. Governors are August J. Bruhn, McCann-Erickson, Los Angeles, and W. A. Brewer, Brewer-Weeks Co., San Francisco.

HEINTZ & KAUFMAN Ltd., San Francisco, have assigned its compressed gas condenser business to Lapp Insulator Co., of LeRoy, N. Y.

Agencies

PAUL SCHWANKEL, formerly of John H. Riordan Co., Los Angeles, has joined the copy department of Milton Weinberg Adv. Co., that city.

WALTER K. NEILL, head of the Los Angeles agency bearing that name, and Maxine Upham, Hollywood publicist, recently announced their engagement. Wedding is planned for early December.

FREEMAN KEYES, head of Russel M. Seeds Co., Chicago, was in Hollywood for initial broadcast of the weekly NBC program, *Capt. Flagg & Sergt. Quirt*, which started Sept. 28 under sponsorship of Mennen Co.

J. F. ROCHE, script supervisor of N. W. Ayer & Son., New York, has joined the lecture staff of the New York U Radio Workshop.

ARTHUR EDDY has established publicity offices at 1680 N. Vine St., Hollywood, and will concentrate on radio as well as film accounts. Telephone is Gladstone 5305.

McCONNELL, EASTMAN & Co., Vancouver, has moved to larger offices in the Stock Exchange Bldg., West Pender St.

STEWART - McINTOSH, Calgary, has moved to larger offices in the Southam Bldg.

FRANK VOS, formerly of Erwin, Wasey & Co. and Hoover Mfg. & Sales Co., has joined the copy department of Schwab & Beatty, New York.

CHARLES F. BEARDSLEY has resigned as merchandising manager of WMRN, Marion, O., to join Byer & Bowman Adv. Agency, Columbus, O.

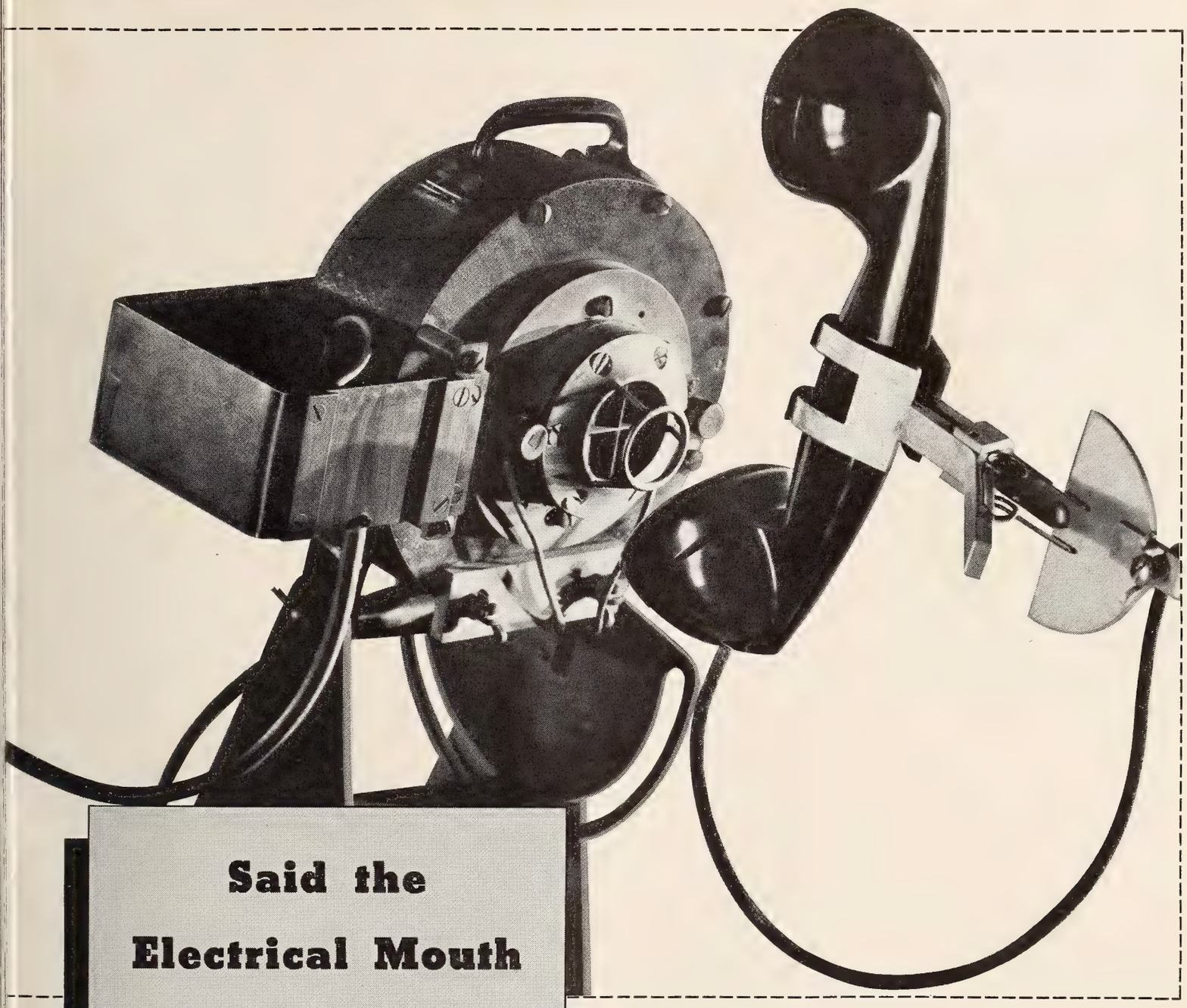
ADRIAN SAMISH, producer-supervisor of Young & Rubicam, New York, has resigned effective Oct. 15 to become producer-director of Paramount Pictures, New York. With Young & Rubicam he has been associated with the production of *Helen Hayes Theatre*, *Aldrich Family*, *Silver Theatre* and many other shows.

Johnson Heads Council

WILL S. JOHNSON, president of Vick Chemical Co., was installed last week as president and chairman of the executive committee of the Market Research Council in New York. Other new officers are Elmo Roper, vice-president, and D. B. Lucas, of New York U, secretary-treasurer. The officers, together with the retiring president, Arno H. Johnson, of J. Walter Thompson Co., and Hugh M. Belville Jr., statistician of NBC, compose the executive committee.

AN INVESTIGATION of six marketing and distributing practices of the bread industry, not including advertising, has been started by the Federal Trade Commission at the request of Leon Henderson, OPM administrator.

Super Results for a Super Market!
3 OUT OF 4
Baltimore Listeners Daily!
Skeptical? Make us prove it! Write for full details—find out why WCBM gives you "PENNY FOR PENNY COVERAGE BETTER THAN ANY!"
WCBM
BALTIMORE, MARYLAND
MEMBER NBC BLUE NETWORK



Said the Electrical Mouth to the Electrical Ear...

"If you were passing through the Bell Telephone Laboratories in New York City, you might hear these strange sentences being repeated by an electrical mouth into the transmitter of a telephone — 'Joe . . . took . . . father's . . . shoe . . . bench . . . out. She . . . was . . . waiting . . . at . . . my . . . lawn.'

"These sentences contain all the fundamental sounds in the English language that have anything to do with the intensity of sound in speech. By listening to them, by measuring the accuracy with which each sound is carried over the wire, our engineers test the quality of the transmitter.

"Of course, this is only a small example of the work at the Bell Laboratories. There research is carried on constantly in the interest of the telephone user. Experimenting, testing, figuring out ways to create new equipment or to improve present methods is the daily job.

"In times like these, the work of the Bell Telephone Laboratories takes on added importance. Swift, dependable communication is a big factor in preparedness."

This is a quotation from THE TELEPHONE HOUR—*a regular program heard each Monday night over the N. B. C. Red Network. Laboratories of the Bell Telephone System are constantly at work to improve telephone facilities for network broadcasts.*

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES
BELL SYSTEM

FM/AM

In one General Coverage

UHF RECEIVER



Incorporating both Frequency Modulation and Amplitude Modulation in one U.H.F. receiver. Covers three bands: 28 to 46 mc., 45 to 84 mc., 81 to 142 mc. Switch changing from FM to AM reception. Acorn tubes in RF and converter system. Beam power tubes in AF amplifier. Controls are: RF gain control, band switch, antenna trimmer, IF selectivity control and power switch, volume control, pitch control, tone control, "S" meter adjustment, AVC on-off switch, send-receive switch, phone jack, amplitude of frequency modulation switch, 15 tubes. Operates on 110 volt 50-60 cycle AC. Model S-27 complete with tubes. $195.00.

the hallicrafters co.
CHICAGO, U. S. A.
USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES

1918 GADGETS FOIL STATIC

RCAC Dodges Aurora Borealis by Long Detour And Use of Antique Alternators

A 12,000-MILE radio detour aided communications engineers in combating effects of recent magnetic storms attending the Aurora Borealis display in the skies. RCAC engineers report that it has been determined that when a magnetic storm rages more havoc is wrought on radio waves traveling in an east-west direction than those traveling north-south.

To keep messages and transatlantic broadcasts moving, traffic was routed from New York to Buenos Aires and thence to London, thereby dodging the main effect of the magnetic storms.

1918 Alternators Used

Engineers also reported they were successful in bringing into use 1918 model longwave alternators. While the latest model vacuum tubes were overpowered by the storms, the old alternators—the only ones in service in the United States—were successful in cutting through the storm to reach European points.

While radio veterans agreed that the latest display was one of the most dazzling and widespread from a visual standpoint, they pointed out that brightness and scope of the "astral pyrotechnics" did not necessarily signify the intensity of the disturbance on the radio. The storm, incidentally, had no influence on television. Engineers said the ultra-short waves used to transmit pictures are immune to static and fading.

AT&T reported over last weekend that while overland broadcasting circuits were unaffected, transoceanic telephone circuits were hard hit. The trans-Pacific circuit to Honolulu, however, was one of the few operating without static. Telephone engineers termed the storms severe but not approaching those of last Easter.

The storms evidently had their own sense of humor. Two intimate telephone conversations were imposed on the broadcast signal of WAAT, Jersey City, for a time. One involved a discussion of blind dates between two young ladies, which was described by listeners as "spicy". Another between two gentlemen was about another young lady and was said to have been "strong but not objectionable". Studio attaches were kept busy assuring listeners that it was all a mistake and not a change of program policy on the part of WAAT.

SITE IN MILWAUKEE

Journal Co. Lays Cornerstone For Radio City

CORNERSTONE laying of the new Radio City in Milwaukee, being constructed by the Journal Co., was broadcast Sept. 27 on WTMJ and its FM affiliate, W55M. The building is scheduled for completion early next spring.

Walter J. Damm, the Journal Co. general manager of radio, wielded the trowel, with an address being given by Harry J. Grant, chairman of the board. Among other speakers were Chairman James Lawrence Fly, of the FCC and Gov. Julius P. Heil of Wisconsin.

Recordings of the speeches and individual voices of WTMJ-W55M personnel were placed in the cornerstone. The Radio City also will house the Journal Co.'s projected television station.

Addressing himself to an audience in the year 2041, FCC Chairman Lawrence Fly in his recorded "cornerstone speech" commented:

"You may be interested in learning what we had in 1941 and how the immediate future appeared. We had only as an integral part of our daily lives what we know as amplitude modulation or standard broadcasting. Television and facsimile broadcasting and FM aural broadcasting are all in their very infancy and are available only to a limited number of people in our larger cities. But on the technical side the progress of radio into these and every newer fields seems assured." It seems safe to predict that within the next 10 years television, colored television, and eventually stereoscopic or three-dimensional television will become as commonplace as broadcasting is today in 1941. Likewise, facsimile broadcasting and what is to us a new technique in the radio art—frequency modulation—will be available everywhere. You will have forgotten the distinction."

A 12-PAGE section devoted entirely to stories, pictures and advertising pertaining to FM supplemented the Sept. 21 Sunday edition of the *Chicago Tribune*, on the occasion of the inaugural of its own W59C as a sister station to WGN.

FM for Kansas City

KANSAS CITY was awarded its first commercial FM station when the FCC last Tuesday granted a construction permit for a new station to Everett L. Dillard, trading as the Commercial Radio Equipment Co. The 44.9 mc. channel was assigned under the grant to cover a service area of 4,400 square miles. Commercial Radio Equipment Co. is engaged in the radio equipment business as well as consulting engineering, frequency checking, and other services for broadcasters.

FM Weathers Storm

FM's CHANCE to really prove its claims of static free reception came during the recent Aurora Borealis display when standard broadcast facilities as well as all line communications were virtually blacked out. Except for an occasional tendency toward freak long-range transmissions over hundreds and even thousands of miles, the FM band was not susceptible to the blanket of noise that usually disrupt atmospheric conditions, it was reported.

Philco Names Vreeland

FRANK THORPE VREELAND, a veteran of 11 years in the motion picture industry, has been appointed dramatic director of WPTZ, Philco's Philadelphia television station, according to E. N. Alexander, station manager. Simultaneously the addition of Ernest Walling, formerly production manager of the Barter Theatre of Abingdon, Va., famous for its policy of accepting livestock and crops in lieu of paid admission, and Gilbert Gould Brown, formerly a sound engineer for RKO pictures for nine years, to the production staff of the video station was announced last week.

Video Newsreel

THE first specially edited television newsreel released in the West has been completed by Photo & Sound, San Francisco transcription firm. It features scenes of the defense of Leningrad and a special commentary on Russia by Walter Duranty. The initial release uses public domain music and will be sent to all television stations.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Johnnie Doubles

VERSATILE is Johnnie O'Hara, sportscaster of KWK, St. Louis, who does a neat job of doubling in brass by relieving the telegraph operator on ticker baseball games taking down the account of the game as it comes over the wire in code. O'Hara once held an extra-first grade license, the highest possible grade, and at onetime was trans-Atlantic chief operator on some of the world's largest ocean greyhounds.

Federal Jobs Open

EXAMINATIONS for information specialists have been announced by the Civil Service Commission for positions paying from $2,600 to $4,600 per annum. Information specialists are used by the Government to prepare interpretative radio broadcasts for the air and in connection with national defense matter for publications. For the radio option, experience is required in educational and informational radio work, including preparation of radio manuscripts and actual broadcasting. Applications close Oct. 23 and further information can be obtained from any first or second class postoffice or the Civil Service Commission, Washington.

WATN, Watertown, N. Y., has appointed Burn-Smith Inc., as national sales representatives.

WANTED

Five kilowatt gasoline engine generator with output of 110 volts AC single phase. Must be in good condition.

WHP
Harrisburg, Pa.



CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS**, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Operator—First class Radio Telephone license. Full particulars, salary expected first letter. WTAX, Springfield, Illinois.

Chief Engineer—Southern local station, applying for Kilowatt. Must be experienced in Directional Antenna. Write fully first letter. Box 953, BROADCASTING.

Announcer-First Class Telephone License—By Southern local station increasing Kilowatt. Give full experience, draft status, salary expected and transcription if available. Box 954, BROADCASTING.

Wanted — Experienced commercial man with drive, ability and ambition, able to build and hold sales. Permanent position in expanding market for the right man. Box 952, BROADCASTING.

Wanted Immediately—Experienced, first-class technician for mid-west network 250 watt station. State qualification, salary and references. Interview if possible. Address H. M. Steed, WLAV, Grand Rapids, Michigan.

Situation Wanted

Chief Engineer—Desires station west of Mississippi River. Expert maintenance man. Box 957, BROADCASTING.

Copywriter—Also announcing and production. Available immediately. State salary, request details. Box 964, BROADCASTING.

Announcer—Capable, experienced, reliable, and loyal. Can start work this week. Box 965, BROADCASTING.

Station Manager—Goodwill builder. No high pressure specialist. Fine references and record. Box 967, BROADCASTING.

Engineer—Control transmitter maintenance now five kilowatts. Single, draft 4F. Three years college. Box 960, BROADCASTING.

Salesman—Producer with eight years radio experience, married, draft exempt, good record, available immediately. Box 958, BROADCASTING.

Engineer—With Telephone First and Telegraph Second licenses. Desires position. Broadcast experience. Available immediately. Box 962, BROADCASTING.

Can Save—My salary in supervising construction, equipping and staffing your new station, with minimum delay. Box 966, BROADCASTING.

Children's Programs—Promote your station by an up and coming public service program. Attractive **Young Woman**, college graduate, experienced with civic and children's programs on metropolitan radio and television stations, little theatre and stock company acting experience, able to write scripts, direct, and broadcast. Can fit into any station activities. Box 955, BROADCASTING.

Situations Wanted (Continued)

Transmitter Engineer—First Phone, Second Telegraph; experienced WE-RCA and Marine equipment. Draft deferred. Former U. S. Navy. Box 969, BROADCASTING.

Operator—Now employed, desires permanent position preferably southern. First class Telegraph and Telephone licenses. General experience. Married. Box 959, BROADCASTING.

Studio Engineer — Have first class license. Five years' studio experience with RCA and WE equipment, old and new. Classified 3A. Box 956, BROADCASTING.

Radio Executive Available — Dependable, experienced, married man. Tops on sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 951, BROADCASTING.

Announcer—Newscaster, good commercial. Special events, street show, emcee. Assist production, cantinuity, sales. Experienced independents, affiliates five years. Moderate salary with opportunity. Employed. Transcription, references. Box 961, BROADCASTING.

Commercial Script Writer—B. A. Degree, Journalism major. Special work in script writing. Microphone experience, good tone quality. 1½ years actual working experience. Write Miss Lydia Ames, 5411 Bryan Street, Dallas, Texas.

Producer, Writer, Actor—Young, with more than 13 years background in radio and theatre, desires association with leading radio station or agency in or about New York City. Originals and adaptations have sparkle. Productions have listener and client response. References. Draft deferred. Box 968, BROADCASTING.

Highly Trained Announcing - Continuity Production—NYU Radio Workshop. College. Go anywhere. Draft free. References. Box 972, BROADCASTING.

Production Assistant-Continuity Writer — Excellent educational and secretarial background. Two years production-acting-continuity with Columbia station. Box 971, BROADCASTING.

Wanted to Buy

Wanted—1-5 KW transmitter. Must be first-class condition. Give full information covering length of service, make, price, et cetera, first letter. Box 963, BROADCASTING.

For Sale

Western Electric — 250-watt transmitter, excellent condition. Less than year old. Station WGNY, Newburgh, New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

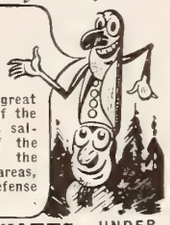
RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

KINY
"The Friendly Voice of the Capital"

"Hey Fellows!"



Alaska is one of the great sport and scenic areas of the world. It is the world's salmon capital, center of the fur industry, one of the great gold producing areas, and now a major defense outpost.

1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS,
CLEAR CHANNEL

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK

Merchandising & Promotion

Budgets of Stores—Kid Lost—Hunnert Bucks—Bell Ringer—Week of Brands

EXPERIENCE has shown that a station can get a bigger share of the advertising budgets of large department stores when supplementary merchandising and promotion is emphasized, with sales, promotion and production departments all cooperating, according to Promotion Director Perry Driggs and Production Manager Glenn Shaw, of KSL, Salt Lake City. When the local Paris Co. last spring sent up a trial balloon for radio with three early morning newscasts weekly on KSL, station officials set the stage for an all-out promotion to make the Paris Co. radio-minded once and for all.

A complete promotional campaign was launched at the start of the newscast series. News for store showwindows, with teletypes and war maps on display, was a principal feature. Pleased with the results, the store recently signed Arthur Gaeth, KSL, news commentator. To celebrate the event, a party was held in the KSL studios, attended by more than 100 store employes and the Paris Co. management. Highlighting the party were a special "parade of KSL talent" and a dramatization, *Paris March of Progress*, along with a lecture on war news by Commentator Gaeth.

* * *

Where's Snooks?

TO PROMOTE INTEREST in the return of Fanny Brice as "Baby Snooks," who has supposedly mysteriously disappeared and around whose disappearance the whole format of its show is woven, General Foods, sponsor of *Maxwell House Coffee Time*, has sent out a two-second recording of Baby Snook's voice saying, "Nobody knows where I am," to the 91 NBC-Red stations carrying the program. In addition, many of these stations are conducting contests among listeners to get their views on the whereabouts of Snooks. Actually, Miss Brice is on an extended vacation which carried through the opening of the show Sept. 4 until Oct. 2, when she is due to return. Agency is Benton & Bowles, New York.

* * *

KPRO's Bow

INITIAL sales promotion brochure directed to advertising agencies and prospective advertisers, has been released by KPRO, new Riverside, Cal., 1,000-watt fulltime station on 1440 kc., slated to start operation about Oct. 12. The ten page mailing piece includes market information and coverage area map, supplemented by tables and photographs. Also contained are brief accounts of services and programs available to sponsors. Buff-colored cover carries an architect's sketch of the station and transmitter. W. L. Gleeson is president and general manager.

* * *

P & G Contest

PROCTER & GAMBLE Co., Cincinnati, is offering 226 prizes, ranging from $25 to $5,000 in a sentence-ending contest for Crisco.

How to Get Publicity

RADIO EDITORS last week received a small box containing a metal scratcher attached to a card reading: "We've scratched our heads . . . no luck! Now, maybe if you and your readers scratch yours . . . ?" Also enclosed was a copy of the opening script of the new program which Vick Chemical Co. will sponsor on NBC-Red each Sunday afternoon, beginning Oct. 5, and a letter from Jerome Patterson, Vick's advertising manager, stating that the show lacks a title and offering $5,000 to the person sending in the winning name. Then, says Mr. Patterson, "we're going to ask the winner what newspaper he —or she— reads, and send the radio editor of that paper a peach of a wallet with a crisp new hundred dollar bill tucked in. This will be for his cooperation in helping us find a title."

Meanwhile, the letter states, the program, based on the recent best-seller, "And Beat Him When He Sneezes," will be caller *How to Win $5,000*.

* * *

For Selectees' Mothers

MOTHERS of selectees at Army camps are participants in a new series of weekly programs originated by WCAM, Camden, N. J., called *Selectee Mothers*, and sponsored by the Hurley Department Store in Camden. The program, held in the chambers of the Camden County Commission, features a drawing which provides an all-expense trip for a selectee's mother to visit her son at the Army camp. In addition to news about the boys at camp, morale officers at the various camps in the territory serve as guest speakers. The program is directd by Walter Maguire and handled by Ed Tucker.

* * *

Hand on Bell

SILHOUETTE of a hand ringing a bell with the caption "Hear ye, Hear ye, . . . Town Meetin' Tonight", is the design for a leaflet circulated by the NBC-Blue to announce the schedule of *America's Town Meeting of the Air* which returns to the air Oct. 16, for another season on the Blue, Thurs., 9:15-10:15 p. m. EST.

* * *

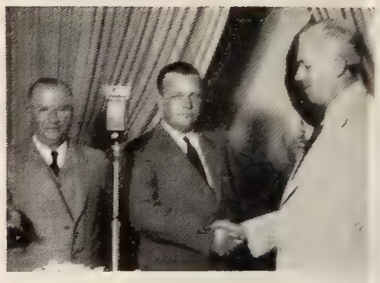
'Quiz Kids' Trailer

MOVIE TRAILERS plugging the *Quiz Kids'* first short subject released by Paramount Pictures will be furnished thru WLS, Chicago, to 400 theatres in the Paramount Chicago area, which includes the greater part of Indiana and Illinois. Included in the animated section of each trailer will be a WLS program promotion tie-in.

* * *

Grid Calendar

PROMOTING its football broadcasts, KLZ, Denever, is offering listeners free copies of the 1941 KLZ Football Calendar through Sportscaster Jack Fitzpatrick. The calendar includes last year's scores, current schedules, new rules and other grid information.



125 YEARS of progress for Tuscaloosa was celebrated Sept. 14, with WJRD playing a major role in the formalities and festivities of the occasion. Standing behind a huge birthday cake to exchange felicitations, and surrounded by a studioful of flowers, are (l to r) James R. Doss Jr., owner of WJRD; J. E. Reynolds, commercial manager, and Hon. Luther Davis, chairman of the Tuscaloosa City Commission.

Week of Brands

LETTERS pledging time and talent to promote Nationally Advertised Brands Week, Oct. 3-13, are being sent by WTAG, Worcester, Mass., to more than 200 Central New England druggists. Dealers are also invited to attend a special broadcast to launch the drive and the letters call attention to the various promotion ideas that WTAG is applying to the week.

* * *

BROCHURES

NBC Blue—Four-fold mailing piece in blue and green entitled "Radio Bargain" citing the value of the Southeastern Group for sponsors.

KSL, Salt Lake City—Red-and-brown folder, "KSL Coverage," with maps and figures on KSL coverage as defined by the 1940 fifth area study of CBS.

KSD, St. Louis—Brochure with red-and-black cover with 18 pages of KSD personnel, coverage maps, features, etc.

KROW, Oakland, Cal.—Booklet entitled, "On the right track to the Northern California market," telling facts about Oakland and the coverage of KROW.

WDZ, Tuscola, Ill.—Folder titled "People Are Your Market at WDZ," in three colors, describing the station's intensive coverage of its downstate market.

NBC—*Listening in on the World*, the story of NBC's listening post at Bellmore, Long Island.

INS
Accuracy is the first law of I N S. Speed comes next. Sparkle, human interest, a good show is a close third.
INTERNATIONAL NEWS SERVICE



UNLIKE most businesses, successful radio station operation calls for being on the spot . . . and staying on it.

This fall and winter there will be lots of national and regional spot. The outlook is way ahead of last year, miles past the year before. It's the biggest spot season in radio history.

Your job is to put your station on the spot. That's an effort that calls for plenty of coordination, including a combination of your station representative, personal solicitation, effective correspondence . . . and BROADCASTING.

BROADCASTING, of course! Its 9800 circulation blankets radio advertisers and their advertising agencies. Its advertising renewal percentage (85%) is so abnormally high that the answer can't be anything but *results*. Its rates are amazingly low as shown by the fact that while circulation has grown 400% in 10 years rates have gone up only 20%. Its popularity among time buyers is proved by a whole string of surveys.*

You're heading right when you open the new spot season with a schedule in BROADCASTING.





*WRITE FOR 5 SURVEYS OF ADVERTISING AGENCY AND NATIONAL RADIO ADVERTISER TRADE PAPER PREFERENCES.

WCKY
50,000 WATTS
CINCINNATI
CBS

First in public service... in programs

Ask any Free & Peters office for more information about WCKY, one of seventeen CBS 50,000 watt stations.

Studio Notes

WHEB, Portsmouth, N. H., in mid-September when a forest fire started near South Berwick, Me., carried official appeals for food and coffee for persons fighting the week-long fire. When food supplies piled up at the studio, 20 miles from the blaze, WHEB organized transportation and moved the supplies into the area to feed about 1,000 firefighters. The station also carried on-the-spot accounts of the conflagration as well as special official announcements discounting false rumors about the fire's spread. The WHEB crew going into the heart of the fire zone for the broadcasts were Bill Bradley, Gordon Kinney and Sid Dimond, under supervision of Manager Bert Georges.

DURING August, WLS, Chicago, presented over 60 special programs pertaining to National Defense, contributing almost 14 hours of time. Over 50 of these programs originated in the WLS studio.

WIND, Gary, Ind., will broadcast the four-hour *Night Watch* direct from Isbell's Restaurant, Chicago, starting Oct. 1, when the night club starts sponsorship of the program. Contract calls for 26 hours weekly, 12-4 a.m. nightly for 52 weeks. A studio, equipped with recording turntables and a teletype machine for late news, is being built in the restaurant to handle the show.

WHEN the State Dept. of Health banned children under 18 from appearing at public gatherings because of the threat of an infantile paralysis epidemic, WHP, Harrisburg, Pa., recently started a special Sunday morning half-hour of Sunday school lessons. Every Sunday morning, from 9:30 to 10, the Dauphin County Federation of Men's Bible Classes furnishes a speaker who presents a lesson from the Scriptures.

MICHAEL M. SILLERMAN, president of the Keystone Broadcasting System Inc., has announced the organization's Hollywood office has been closed and transferred to New York. Keystone's New York offices are at 580 Fifth Ave.

WQXR, New York, will inaugurate three new morning programs in October in an effort to develop a wider variety of musical, dramatic and commentary offerings during the forenoon. The programs are a fashion summary five mornings weekly, a transcribed history of the Constitution on Saturdays, and a series telling the history of well-known slumber songs.

THE studio plane of WCKY, Cincinnati, visited U of Cincinnati, Xavier U and Ohio Military Institute in a week for interviews with students. Transcriptions were heard Sept. 27. Interviews gave listeners the student viewpoint on world affairs.

ST. LOUIS sports announcers will meet the city's sports writers in a baseball game soon to be played in Sportsmen's Park. France Laux, KXOK play-by-play announcer, will manage the sports announcers team. Gabby Street, former big league catching star, and now a sports commentator for KXOK, and Dizzy Dean, KWK sports announcer and former big league pitching star, will form the battery for the announcers.

WABC, New York, devotes about one-fourth—28%—of its daily time on the air, 8 a.m.—1 a.m., to popular music. This is revealed in a survey conducted by the Radio Division, Office of Research. Saturdays lead other days in the week for the volume of popular music played on the station. In the Saturday day periods about 2¼ hours are devoted to popular music, while in the Saturday night periods about 1½ hours are devoted to this type of music.

Found His Photo

WHEN Sidney Adler, an American in the RAF, was shot down several weeks ago over the Channel, his family in New York sought in vain for a picture of the dead pilot. In going over his personal belongings, a carbon of a letter of two years ago in which Adler applied to WLW, Cincinnati, for a position was discovered. With the letter he had enclosed his photograph —which WLW immediately returned on request.

WBML and WMAZ, Macon, Ga., recently carried on hour show from Camp Wheeler, celebrating the post's first-half year of operation as an infantry training center. Feature was an address by Brig.-Gen. John H. Hester, post commander; the talent was provided by the men stationed there. Show was arranged and produced and the engineering handled by former station men now in training.

PRESS NEWS Ltd., radio subsidiary of Canadian Press, announces extension of its radio wire from Toronto through Northern Ontario to Winnipeg. CKPR, Fort William-Port Arthur, Ont., has been added to the list of subscribers because of this move.

WINNIPEG'S two stations, CJRC and CKY cooperated during the local Community Chest drive, by each building a show for broadcast over both stations, the first a Sunday evening half-hour originating at CKY and including a special recording by Winnipeg-born Deanna Durbin, and the second a week night half-hour originating at CJRC and recorded for later broadcasting on CKY. Esse Ljungh, CJRC, and Mercer McLeod, CKY, were in charge.

WWRL, New York, is preparing a new rate card to be released when the station increases its power from its present 250 watts to its authorized 5,000 watts early this fall.

KYW, Philadelphia, has started work on a new transmitter for its mobile unit. The installation is to be completed next month.

WTAG, Worcester, Mass., is originating a new series of army broadcasts, *Fort Devens Radio Roundup*, from Fort Devens. Programs are under the direction of Gil Hodges, WTAG special events chief, who conducts the ad lib interviews from post headquarters.

KOY, Phoenix, has completed construction of an addition to its program offices and is planning remodeling of Studio C, and will add an additional audience room.

WGAC IS INVOLVED IN CIVIC DISPUTE

WGAC, Augusta, Ga., was thrown into the middle of a local controversy over control of Augusta vice conditions last week, when the station cancelled a scheduled radio sermon of Rev. Paul Caudill, pastor of the First Baptist Church, the largest in the city.

Augusta ministers had begun a crusade against vice shortly after construction began on the 45,000 man Army camp near the city, advocating closing of all houses of prostitution. City officials favored a registration plan of vice control and the resulting word battle has been fought in pulpits and in the press. WGAC adopted a policy of barring discussion of the subject on the air and eliminated mention of the controversy from its newscasts.

On Saturday, Sept. 20, General Manager J. B. Fuqua advised Rev. Caudill the station would be unable to carry his sermon on Sunday, which was to include attacks on officials and details of prostitution conditions. Mr. Fuqua issued a statement saying that it was not in keeping with the ethics of the broadcasting industry to allow discussion of subjects such as prostitution on the air. The station's action was called by ministers an attempt to "control the pulpit." On the other hand, the station announced, that it had received many congratulatory messages for its stand. A Grand Jury investigation of the whole question has now been ordered.

CBS School to Open

THE CBS *School of the Air of the Americas* will open its 13th season Oct. 6, 9:15-45 p.m. Pan Americanism will be emphasized in all five series making up the 1941-42 schedule. Not only will such subjects as inter-American cultural ties be discussed on the current events program, and the music of the Argentine Gauchos included in the music series, but program material furnished by Canada and Latin American nations will be largely increased over last season. This material is gathered by groups of educators appointed by the Ministers of Education of the cooperating nations. Fifteen of the school years' 130 programs are being written in Mexico, and 10 are to be written or produced in whole or part in Canada.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

Few Briefs In Multiple Probe

(*Continued from page 16*)

any rule on multiple ownership if a rule is adopted, it should ntain a provision which will make compatible with the tenor of the blic interest, convenience and cessity provisions of the Commuations Act.

West Virginia Problem

Another unique aspect of the ect of the rule was raised by e Fort Industry Co., which, rough subsidiaries, operates WVA, Wheeling, and WMMN, irmont. Through Attorneys Hore L. Lohnes and Fred W. Albertn, the company contended that e rule should be more definite and ould provide for a situation where may be in the public interest r the same party to own, operate control two stations having subantially overlapping coverage, t in different communities. WVA, now operating with 5,000 atts, holds a construction permit r 50,000 watts, which would acntuate its overlap with WMMN. Under the rule itself it was id, it is impossible to determine hat it meant by "substantial porn" or by "service". If the Comission has intermittent and secdary service in mind, then the le might in effect preclude the me party from owning, operating controlling two stations located ywhere in the United States, it as pointed out.

In declaring it is impossible to termine whether the proposed le is applicable to the WWVA-MMN situation, the attorneys re-ed that the transmitters of the o stations, as proposed, are over miles apart. WWVA is a I-B ation with 50,000 watts (author-ed) and WMMN is a Class III-A ation with 5,000 watts.

Technical readings show that of total of 2,213,400 persons receivg primary daytime coverage from th stations, only 415,109 would ceive duplicate primary service om both stations. At night 1,768,-0 persons would receive primary rvice from both stations, and only out 84,500 of these would receive duplicate service from the stations.

Out of the 20,110 square miles receiving daytime primary service from both stations, only 4,550 square miles are duplicated by primary service; and out of the 14,343 square miles receiving primary nighttime service from both stations, only 1,000 square miles are duplicated. It was contended that this is not substantial duplication of service, but if it is considered such by the Commission then the parties can show that the facts justify its continuation in the public interest, convenience and necessity. The situation was created by the Commission itself in 1934-35 and by subsequent authorizations to increase facilities, it was argued.

Westinghouse Objects

For Westinghouse, as operators of WOWO and WGL, Fort Wayne, Donald C. Swatland, of the Westinghouse law firm of Cravath, de Gersdorff, Swaine & Wood, reserved the right to question the Commission's power to adopt the rule and opposed it as now written. The principal objection to the rule as proposed, Westinghouse contended, is that it is "absolute and mandatory" and that it fails to take cognizance of the fact that the ultimate test imposed by law upon the Commission is public interest, convenience and necessity. If the Commission adopts a rule such as this, the brief recited, provision should be made for exceptions and for opportunity for hearing before a determination is reached by the Commision on any particular instance or instances.

Declaring that the Fort Wayne situation does serve public interest, Westinghouse pointed out that the Commission found the service in the public interest by authorizing operation of the two stations jointly on July 2, 1936.

Urging that no general rule be made requiring multiply owned stations to be separated, and that any rule affecting multiply owned stations "shall be broad enough to give each station its opportunity to be heard as to whether or not it is serving public interest in the manner contemplated by statute," Henry B. Walker, attorney of Evansville, Ind., and principal owner of WGBF-WEOA, Evansville, opposed the ban. In addition to the two standard broadcast stations, Evansville On the Air Inc. also operates FM station W45V, with all three stations housed in the same studios.

Actual cash invested in the broadcast operations is in excess of $150,000, and while over the last decade there have been earnings of more than $100,000, less than $20,000 has been distributed to stockholders, who at no time have received in excess of 4% in any one year, Mr. Walker recited.

He contended that the proposed rule, insofar as the Evansville situation is concerned, is based upon false assumptions and improper reasoning and is "unjust, unfair, uneconomic and improper". He argued the rule should not be made general, but should be limited in order that each station affected may be permitted to have a fair hearing as to the actual effect of such multiple ownership in its particular case.

Mr. Walker also contended that the Commission has no jurisdiction to issue such an order; that it is not constitutional and deprives the licensee of property without due course of law, and is an unreasonable exercise of the authority of the Commission.

Chicago Problem

Participation of Gene Dyer, Chicago broadcaster, in the ownership of WSBC, WAIT and WGES, Chicago, was the basis for the opposition to the multiple ownership rule filed by his attorney, Andrew G. Haley. He contended the proposed regulation, without the sanction of Congress, divests the Commission of its duty to determine in a given case whether or not any monopoly in fact exists, contrary to the public interest. The regulation, Mr. Haley contended, "is in derogation of the powers specifically and clearly granted by Congress to the Commission".

One clear-channel station located in a metropolitan district in itself tends far more toward a monopoly of public opinion and advertising circulation than several regional or local stations located in the same community, it was contended. The three stations with which Mr. Dyer is connected, when added together, have actually only 2.9% of the power in watts assigned to Chicago stations, and they do only 4.4% of the total business of the station operating in the Chicago metropolitan district, he pointed out. "Obviously these stations do not and cannot constitute a monopoly," he held.

If the Commission sees fit to further implement its present regulations, Mr. Haley suggested that it should be restricted to a requirement that no person shall directly or indirectly own or control "an unlimited time standard broadcast stations that will serve a substantial portion of the area served by another unlimited time standard station owned or controlled by such person."

Favors Dual Control

Mabel Walker Willebrandt, former Assistant Attorney General, counsel for WJJD and WIND, Chicago, argued that the rule, in the form proposed by the order, should not be adopted. She made no argument respecting the wisdom, advicability or public policy to be served by the adoption of the proposed rule, but contended that the public interest would not be served by its adoption in the form proposed by Order 84.

Instances may exist in which dual ownership or operation is contrary to the public interest, she

(*Continued on page 66*)

WANTED

ANNOUNCERS — ENGINEERS — SALESMEN to file confidential applications for employment at proposed new station in a large Texas city. Only applicants with years' of actual Texas background and experience will be considered. Men from Dallas, Ft. Worth, Houston and San Antonio preferred. Replies must be very detailed. State salary required. Only American citizens wanted. Rest assured your applications will be kept completely confidential. Reply Box 970, BROADCASTING.

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industrial
and
mining
area of
Southeastern
Ohio
with
2

A FORT INDUSTRY STATION

N.B.C. Red & Blue

WHIZ

ZANESVILLE, O.



INTO THE TRAINING CAMPS of both Joe Louis and Lou Nova went a remote crew of WPAT, Paterson, N. J., to record interviews with the fighters for broadcast on the eve of the fray. This photo shows the WPAT broadcast crew on the job at Contender Nova's camp (l to r): Ralph Sumner Silver Jr., sports announcer; Nova; Steve Ellis, special events announcer and onetime fight manager; Lou Ross, Ross Recording Co.

A Long Time

THIS TIME it was the manager of WBT, Charlotte, who said to the Governor of North Carolina — His Excellency, Melville Broughton, issued a proclamation returning the Tarheel State to standard time at midnight Sept. 28. Realizing in what a hopeless tangle radio stations, which switch to standard time at 2 a.m. Sept. 28, would find themselves, Manager A. E. Joscelyn of WBT wired the Governor pointing out the confusion which would ensue and the Governor obliged by changing his proclamation to conform with the usual practice. In other words, "it's a long time between time changes".

NIB Opposes ASCAP Rebate

(*Continued from page 9*)

to exceed that which would have been paid under a blanket license.

Log Requirements

Mr. Paine went to extremes in justifying the complicated log requirements on the per-program basis. Declaring they constituted the minimum requirements, he said they nevertheless were experimental and that within six months provision will be made to revise them upward or downward as circumstances warrant. Under the consent decree he said ASCAP must see that the per-program license is not made unnecessarily burdensome so as to force a blanket license.

Commending BMI for its "magnificent piece of work", Mr. Paine said, "I think we can blushingly say we've been licked." He admitted ASCAP perhaps had been "too arrogant" in the past but implored broadcasters to forget the "blood of the past" and permit ASCAP and the industry to enjoy mutual confidence.

Mr. Paine concluded his formal presentation by urging broadcasters to support their leadership and maintain their trade associations for the industry's common good.

SESAC and AMP

Mr. Callahan on SESAC's behalf used as his theme, "It pays to play ball with your best customers". Without rancor or feeling, Mr. Callahan said SESAC has aligned some 800 commercial stations for its catalogs and hopes to have the industry 100% enrolled by Christmas.

Alluding to the friendly relationship of SESAC with its customers, he said it grows out of the availability of 65,000 compositions of 127 publishing houses; the reasonable rates charged on a flat fee basis; the established policy of cooperation; absence of a restrictive list and SESAC's "grand staff" of field representatives.

On behalf of AMP, Mr. Keller pointed out that the organization began licensing radio in 1927, originally handling symphonic and concert music. While it still is essentially a serious music operation, he said it nevertheless provides a popular catalog. AMP has never made any effort to high pressure the industry, he declared, and has led a peaceful and conservative existence, having kept both its rates and its blood pressure down.

AMP fees are based upon station rates, with no restrictions. It has operated on the basis of good-will and friendly cooperation as its idea of good business.

The Story of BMI

Boasting 704 members in less than two years, BMI has fulfilled its commitments to the industry in providing competition in copyright, Mr. Haverlin told the convention. One year ago BMI had 10,000 titles as against a half-million today. There are 212 independent stations in BMI, and 90% of the attendance at the NIB convention is enrolled, he declared:

The phenomenal success of BMI also is reflected in the fact that during the last six months 30,000,000 of the 100,000,000 phonograph records sold were of BMI tunes, and these constituted two-thirds of all popular music recorded.

Commitment that BMI is here to stay was made by Mr. Kaye, who emphasized the objective of the company was to bring competition into music, and he stated that job cannot be finished without a competitive organization. For BMI to terminate its operation would be a disaster to the entire industry, Mr. Kaye said. He told of the pledge from NBC and CBS to support BMI if the rest of the industry did.

Because BMI introduced competition in music, it cannot fear competition from ASCAP, Mr. Kaye declared. It has reduced music costs from 6% to 1%, he declared, but the job could not have been done by the networks and their M & O stations or by the independents alone.

Promising no slackening of the efforts of BMI as long as there is no slackening of the loyalty of the stations, Mr. Kaye said the organization would continue to maintain permanent insurance against music monopoly. But the task requires the loyalty of the industry, he warned, and with it BMI can face the future with confidence and without apprehension.

Andrew W. Bennett, NIB general counsel and former special assistant to the Attorney General in charge of copyright, in introducing Mr. Waters, described him as the man "who has accomplished what I failed to accomplish" as a Government attorney in copyright activities.

Waters Explains

In his formal remarks, Mr. Waters said that as he listened to the previous speakers, he believed that at last competition has been introduced in the music field. But he added he had heard no arguments of recent origin, except those arising from changing economic conditions, that have not been a recapitulation of the past.

The Department, he said, has always recognized the rights afforded copyright owners and also the necessity for some type of organization or organizations to act as a clearing agency for copyrighted music. But it felt that the organization of both ASCAP and BMI went further than the rights afforded by the Copyright Act, and in other respects, and thereby violated the anti-trust laws.

In detail Mr. Waters recited the history of the Department's efforts amicably to settle the controversy, which ultimately resulted in the consent decrees last March. He explained the purposes of the decrees offering alternative blanket and per-program licenses and clearance at the source by the networks and eliminating discriminatory practices.

Some have expressed the belief that the decrees are too loosely written, and that the exact terms of the license should have been included in their scope, he said. The were written loosely purposely, he revealed, so that they might be adaptable to changing economic conditions. The success or failure of any agreement, he said, depends to a large measure upon the good faith of the parties. He added he believed both ASCAP and BMI entered into them in good faith and with the intent of compliance.

Asserting that some stations have expressed the view that the per-program licenses being offered by both BMI and ASCAP contain provisions intended to force stations to accept blanket licenses rather than to avail themselves of the per-program offer, Mr. Waters said that on the ground that such information is necessary to protect the rights of the parties to the contract, it can be justified "from the academic point of view". But he added that if from practical operation it develops that these requirements are unreasonable, it will be the responsibility of both ASCAP and BMI "to mitigate the requirements accordingly". Therefore, he said he couldn't agree or disagree with the complainants.

Can Make or Break

If anything has been established in the music fight, Mr. Waters observed, it is the fact that the radio industry is possessed "with the power to make or break the popularity of a tune through performance or nonperformance."

"It is hoped," he continued, "that this power will not be exercised in a discriminatory manner, thereby preventing the American public from hearing and enjoying the meritorious music of any independent authors and composers of our land."

Mr. Waters expressed surprise over the fact that "so many in the industry who have clamored long and vociferously for a per-use or per-program license and who possess every resource to place in operation are now either contemplating or have entered into the blanket license after the p



portedly desired per-program license has been made available to them by the consent decree". He said this presupposed that a reasonable and working per-program license is offered "which contains no provision erecting economic barriers to the acceptance to the per-program license."

In the question-answer session that followed the formal addresses, some twoscore broadcasters participated, hurtling inquiries at Messrs. Paine, Waters and Kaye. Responding to Cal Smith, KFAC, Los Angeles, Mr. Paine sought to justify the per-program logging requirements, asserting that any such formula would, in his judgment, prove "onerous".

When talent charges are or are not to be computed as subject to the percentage payment, provoked protracted discussion. Mr. Paine said that anything charged the client for talent is deductible whether live or transcribed, but that when a rate is established only for the purpose of avoiding payment on revenues from facilities sold, then the percentage applied.

Card Index

When H. W. Batchelder, WFBR, Baltimore, asked whether ASCAP would sell on a "per-piece" against a per-program basis, Mr. Paine said he thought the answer would be "no". Any broadcaster can clear any program, even if he has no ASCAP license, he said, but he had no idea of the cost in such instances.

Responding to Ben S. McGlashan, KGFJ, Los Angeles, Mr. Waters said that if ASCAP made any attempt to place a "floor and a ceiling" over royalties, "it would violate the decree". Mr. Paine, however, insisted there was no minimum guarantee.

The old bugbear of procuring from ASCAP a catalog of its compositions, to guide "per-program" users, was raised by Walter J. Damm, WTMJ, Milwaukee. Mr. Paine, after having been subjected to a barrage of criticism over the inadequacy of ASCAP's card-index system, said the whole question would be reopened with his organization.

After I. R. Lounsberry, WGR-WKBW, Buffalo, had sought a more explicit definition of "facilities" on which royalties were to be paid, Mr. Damm interposed that the facts are that ASCAP intends to collect on the amount that is charged for time service for the advertiser, and that broadcasters therefore should avoid "package deals", lumping time, talent, line charges and announcers into contracts. When that is done, ASCAP demands payment on the whole take. Mr. Paine readily agreed this was so.

S. A. Cisler, WGRC, Louisville, asked why broadcasters were charged on a percentage basis instead of a flat fee, as are hotels, theatres and other users. When



CLUTCHING her war-worn portable, Betty Sargent, CBS correspondent in Geneva and Berne, arrived in New York last week by Clipper on her way to California to visit her parents, her first trip home in six years.

Mr. Paine said the industry always wanted the other basis, but that he was perfectly willing to talk about a flat fee, Mr. Cisler said he would be around.

A mild furore developed when Stanley Hubbard, KSTP, St. Paul, asked whether the consent decree "closes the door to triple-damage suits for past sins" of ASCAP. Mr. Waters said he regarded this as purely a private matter upon which he could not comment, and suggested that it be discussed with private attorneys.

The Log Problem

Ed Craney, KGIR, Butte, called Mr. Paine on his observation that to provide a complete catalog of ASCAP numbers would consume the space of a good-sized auditorium. Mr. Craney pointed out that there are only 550,000 copyrighted compositions registered at the Copyright Office, but Mr. Paine said he had in mind literally thousands of arrangements of the same numbers—all subject to copyright.

Mr. Craney said that for the last year he has experimented with per-program payments to ASCAP, and that only "a small amount of work" is entailed to keep track of music performed. He offered to show interested broadcasters his logs and files, which he had brought to the convention.

Mr. Haverlin found himself confronted with a puzzler when he was asked by Joe B. Carrigan, KWFT, Wichita Falls, "Do we need ASCAP music or not"? The BMI official said he might be cited for "restraint of trade" if he attempted to answer in the presence of a Department of Justice official; that he thought the question unfair, and that he felt the record of BMI would produce the best answer.

Joe DuMond, KBUR, Burlington, Ia., brought applause when he told of his own ASCAP plight. Composer himself of 70 selections published by ASCAP publishers, he said he only recently was made a member on "probation" of ASCAP, and that his works are performed regularly over stations licensed by ASCAP. He asked Mr. Paine, "What kind of a license shall I have to issue to myself in order to play my own compositions over my own station?" Mr. Paine said he did not know the answer, but that he assumed under the consent decree he could take a license for himself.

H. W. Slavick, WMC, Memphis, raised the question of clearance at the source as a possible violation of the decree if affiliates rebated to the networks as proposed, but Mr. Bennett, responding in Mr. Waters' absence, said the decree does not prohibit such rebates.

Mr. Slavick said he thought there was a need for an organization such as NIB, but that he wanted to know more about its scope and functions. He said he thought IRNA "is dead". Afterward, he offered his resolution that NIB oppose the network-ASCAP negotiations, which carried unanimously.

Feed Firm's Spots

ARCADY FARMS MILLING Co., Chicago (livestock feed), has started a series of weekly quarter-hour *Market Reviews & Previews* on WLS, Chicago, and WLW, Cincinnati. Agency is Presba, Fellers & Presba, Chicago.

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Oct. 12	Pittsburgh
Oct. 19	Philadelphia
Oct. 26	Cleveland (home)
Nov. 2	Pittsburgh (home)
Nov. 9	Brooklyn
Nov. 16	Chicago
Nov. 23	New York
Nov. 30	Green Bay (home)
Dec. 7	Philadelphia (home)

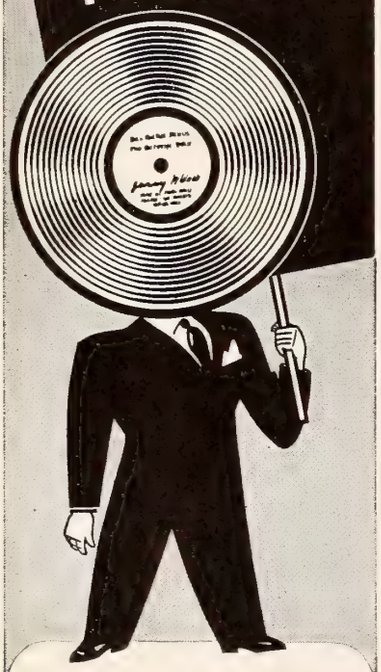
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in the CONTROL ROOM

GENE BRAUTIGAM, formerly of WTCN, Minneapolis, has joined the engineering staff of WLOL, Minneapolis, as studio supervisor. Other additions to the technical staff of WLOL include Harbert Kimberly, of KYSM, Mankato, Charles R. Molenaar, of WLB, and Howard Pramann. They succeed Wallace Miller, who was inducted into the Army; Edwin Rudisuhle, now with the FCC monitoring staff; George P. Anderson, now with the FCC as assistant radio inspector; Earnest Pappenfuss, now with the test division of Collins Radio Corp., Cedar Rapids, Ia.

LIEUT. AL BERCHTOLD, former transmitter engineer of KXOX, St. Louis, called to active duty with the Navy last June, has been appointed permanent officer of the day at the Naval Air Station at Corpus Christi, Tex.

TONY VACCARO, engineer of WHEB, Portsmouth, N. H., has announced his engagement to Mary Septimus of East Boston with marriage planned for this fall. William H. Robinson, recently named chief engineer of WHEB, is constructing a soundproof news room.

TRAVIS CHAPMAN, formerly of KABC and KONO, San Antonio; George Mayfield, KWFT, Wichita Falls, Tex.; George Robinson, of KPRC, Houston, and Virgil Harris, of KFDA, Amarillo, have joined the engineering staff of KFJZ, Forth Worth.

GORDON STRANG, of the NBC construction engineering department, has been assigned to San Francisco to work with Thomas H. Phelan and Joseph Arnone, also from the New York office, in connection with the new NBC building.

FRANK McINTOSH, technical supervisor for the Fort Industry Co. stations, is in Atlanta making final arrangements for the installation of WAGA's new 5,000-watt transmitter, the erection of towers and construction on the new transmitter building, all of which are expected to be ready about the first of the year.

WALTER RUDAK, new to radio, has joined the transmitter staff of CKLW, Windsor, Ont.

VINCENT E. CLAYTON, operator of KSL, Salt Lake City, is father of a boy born Sept. 16.

JOHN WILLSON, engineer of WNAX, Yankton, S. D., is the father of a baby boy, James Harold, his fourth child.

JIMMY JOHNSON, formerly of WBTM, Danville, Va., on Sept. 28 was to join the engineering staff of WTAR, Norfolk. Byron I. Judy has joined the WBTM technical staff.

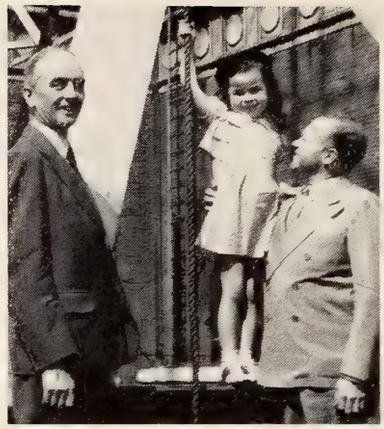
PAUL DIXON, engineer of WATN, Watertown, N. Y., recently married Alice Witherell.

KEN CAMERON, formerly chief engineer of CJRC, Winnipeg, Man., now an officer in the Royal Canadian Air Force, on Sept. 6 married Val Johnannesson, former CJRC traffic director.

JAMES V. SIMS, formerly announcer and engineer of KROD, El Paso, is now with the Royal Air Force as an American radio technician operating radiolocators.

GEORGE P. FOSTER, formerly partner in ownership of KENO, Las Vegas, Nev., recently joined KFAC, Los Angeles, engineering staff.

SOCIETY of Motion Picture Engineers will hold its 50th semi-annual convention at the Hotel Pennsylvania, New York, Oct. 20-23.



FM ANTENNA of WFIL, Philadelphia, was dedicated Sept. 19, with Carolyn Lee, seven-year-old screen star, hoisting the *V for Victory* emblem which will be fastened to the top of the tower. The V, pointing its way skyward to a height of 550 feet, the highest point in Philadelphia, will cast its glow by neon lights and is expected to become a Philadelphia landmark. The structure, containing 75,000 pounds of steel, is located atop the center-city Widener Bldg., which houses the station. Roger W. Clipp, (right), vice-president and general manager of WFIL, said the FM station, W53PH, will go on the air Nov. 1. L. M. Robinson, British consul in Philadelphia, participated in the ceremonies.

Multiple Probe

(*Continued from page 63*)

pointed out, but ample opportunity now exists or is available to the Commission to determine each individual case on its merits. She contended that dual control can, and does in the cases of WIND and WJJD, result in a better public service to the listeners than otherwise would be possible.

Contending that the two stations enjoy no monopoly of programs or facilities in Chicago, the brief recited that the total amount of business done by them is approximately 10% of the gross net time sales for the Chicago area. If after a survey the Commission reaches the conclusion that a dual ownership rule should be adopted. Mrs. Willebrandt contended that it should be so worded as not to prevent the continued dual ownership or control of stations "where actually there is no monopolistic result and where the public is being benefitted".

Such a rule, she said, would give the Commission greater administrative flexibility in policing monopolistic practices. Each station or group of stations could be made the subject of study. In cases where question arises as to public interest, such stations could be set for hearing on applications for renewal of license and each case determined on its merits after hearing, she concluded.

THE *Five Star Final*, first produced on WMCA, New York, in 1931, and one of the earliest news dramatizations on the air, on Sept. 28 returns to that station after a summer hiatus, for a new Sunday series, 8:30-9 p.m.

Nee Furniture Sponsors Redskins Grid Contests

IN A TIEUP with the *Washington Post*, P. J. Nee Furniture Co., long a user of radio time on local stations, has purchased the co-sponsorship on WOL of the 11 games of the Washington Redskins professional football schedule, which started Sept. 28. Russ Hodges, announcer of WBT, Charlotte, has again been engaged to handle play-by-play, and the newspaper's sports staff will furnish sports figures for commentaries at the halves. Another sponsor is expected to be signed shortly. Harwood Martin Agency, Washington, handles the Nee account.

Sponsors of other teams of the National Professional Football League and the stations signed are: Gillette Safety Razor Co., Brooklyn Dodgers, WOR; Texaco Dealers of Northern Ohio, Cleveland Rams, WGAR; Wadhams Oil Co., Green Bay Packers, WTMJ, Milwaukee; Pabst Brewing Co., New York Giants, WHN; Pfeiffer Brewing Co., Detroit Lions, WXYZ and Michigan Network; Atlantic Refining Co., Philadelphia Eagles, WFIL; Atlantic Refining Co., Pittsburgh Steelers, WWSW.

Georgia Grid Hookup

A HOOKUP of 14 Georgia stations has been arranged by J. W. Woodruff Jr., WRBL, Columbus, to carry all U of Georgia football games during the present season under sponsorship of Nehi Corp., makers of Royal Crown Cola. Bottlers in each city will receive local plugs at station breaks in addition to the regular commercials from the playing field, where play-by-play will be handled by Jack Gibney, of WRBL. The special network will consist of WRBL, Columbus; WATL, Atlanta; WGPC, Albany; WGAC, Augusta; WGAU, Athens; WRGA, Rome; WBLJ, Dalton; WKEU, Griffin; WLAG, LaGrange; WBML, Macon; WMGA, Moultrie; WAYX, Waycross; WMOG, Brunswick; WTOC, Savannah.

A NEW SERIES of half-hour Spanish programs titled *Stanford University Salutes the Americas* will be inaugurated Oct. 6 at 5:30 p.m. (PST) by KGEI, General Electric shortwave station in San Francisco.

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend ... Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK



HOME TOWN BOY who made good in a big way is Ronald Reagan (right), former sportscaster of WHO, Des Moines, and now a movie star. Interviewed by Announcer Jack Sherman (left) for a transcribed broadcast on WMBD, Peoria, Mr. Reagan had returned home to Dixon, Ill., in mid-September to participate in a two-day civic celebration in honor of himself and Louella Parsons, well-known movie columnist and also a former Dixon resident. During the celebration, attended by a large number of other stars, the new Louella Parsons Wing of the Kathryn Shaw Bethea Hospital in Dixon was dedicated.

ASCAP Contract

(*Continued from page 11*)

partment of Justice provides for clearance at the source so far as radio is concerned, the same should hold true for motion pictures.

The consent decree states that the originating radio station must pay ASCAP charges and no further charge is to be made to receiving stations. Since producers pay ASCAP for the rights to include music in motion pictures, the exhibitors hold they should not likewise be charged for projecting the same music.

Weisman, Celler, Quinn, Allen & Spett, counsel for the association, are now collecting information from exhibitors concerning their payments to ASCAP, with the total amount estimated in the hundreds of thousands of dollars. As soon as these data are complete, probably within the week, suit will be filed, it was stated.

Two Join MBS

TWO NEW affiliates, WCOS, Columbia, S. C. and KBTM, Jonesboro, Ark., have been added to MBS, bringing the total of outlets on the network to 175. WCOS, operating on 1400 kc. with 250 watts unlimited time starts its affiliation Oct. 1, while KBTM on 1230 kc. with 100 watts day and 250 night unlimited time started on Sept. 22.

Regional Meetings Projected by NAB

Defense and Other Problems Of Radio to Be Discussed

WITH no dates set, arrangements for a series of meetings to be held early in October in all 17 NAB districts are being completed by the NAB. Outlining suggested plans for the meetings, NAB President Neville Miller indicated Friday the meetings would have a two-fold purpose—discussions of industry problems, and public relations projects designed to publicize radio's public service and problems.

Charts to Show Groups

Among the problems slated for consideration at the meetings, according to President Miller, are national defense, ASCAP, labor, the NAB program code, the network-monopoly report and legislative matters affecting radio. Committees on the code, national defense, labor, engineering and membership, as well as the sales managers committee, also are to participate in each meeting.

Talks and discussion panels on such subjects as radio's place in national defense, radio and education and other topics are to be broadcast on local stations, Mr. Miller indicated. Charts are being prepared for use at the meetings, graphically showing radio's growth as an industry, the value of radio as an advertising medium, functions and services of various NAB departments, and a summary of legislative problems.

Hager Urges Librarians To Adopt Showmanship

THE AFFINITY between radio and the library was discussed by Kolin Hager, manager of WGY, Schenectady, speaking Sept. 25 before the New York Library Assn. Conference at Lake Mohonk, N. Y. He called upon librarians to help radio bring "the drama of life" to the American home, asserting that to complement the bare news bulletins radio is trying to present programs that will help the public understand the facts of the news.

Many attempts at radio education, said Mr. Hager, have failed because of lack of showmanship. "Only by the union of showmanship and education can one effectively teach and hold the attention of the radio audience," he told the librarians.

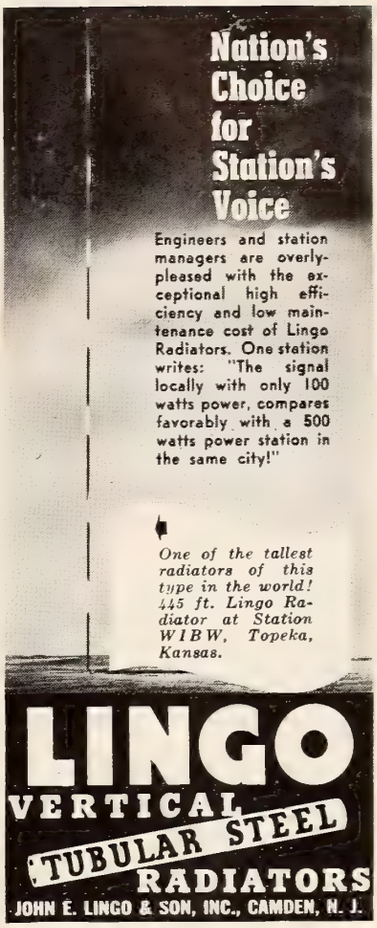
RICHARD VOYNOW, radio director of the New York office of Ward Wheelock Co. since last February, has resigned effective Sept. 22. Mr. Voynow was previously with the CBS program service department and with the Yankee and Colonial networks.

Composer Revolt Seen Inside ASCAP's Ranks

DECLARING they are "tired of being jostled around", ASCAP writer-composers are reported to have served notice on ASCAP last week that if the Society's music is not back on the networks by Sept. 28 they will negotiate individual deals for use of songs with NBC, CBS and independent stations. Although no "official" statements were forthcoming and no names have been revealed, information is that ASCAP members at several "under-cover" meetings threatened to withdraw from the organization and work independently.

They expressed belief that the present ASCAP-radio deadlock will continue until early next year. Associated with film studios, these ASCAP members for some time have been trying to work out an arrangement whereby tunes they write for musical pictures can be put on the networks. Those urging the break point out that when a song writer is placed under a film studio employment contract, his output becomes the property of the company, to be released for publication and broadcast as the producer sees fit.

SEEKING a local in Chambersburg, Pa., the Chambersburg Broadcasting Co. has applied to the FCC for a new 250 watt station on 1340 kc. Principals are Rello Oller, of Waynesboro, Pa., with 150 shares of the stock issued so far; Marion O. Warrenfeltz, Maughansville, Md., accountant, 50 shares; Charles Moore Cassell, director of the Cumberland Valley Choristers of Hagerstown, Md., 1 share.





BATON ROUGE IS THE

CHEMICAL MANUFACTURING

CENTER OF THE SOUTH

NBC WJBO 5,000 Watts

Represented Nationally by George P. Hollingbery Co.



KECA EARLE C. ANTHONY, INC.

5000 WATTS DAY AND NIGHT

790 KC • LOS ANGELES • NBC

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Running Account of Press-Radio Hearings Before FCC

WITH reopening of the newspaper inquiry last Wednesday, the FCC's examination was turned over to the third in a series of FCC counsel, Donald M. Harris. On the stand during the entire Wednesday session, Luther L. Hill, vice-president and general manager of Iowa Broadcasting Co., was questioned by Mr. Harris on the operation of the four Cowles Group stations—KSO-KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, S. D.—and their cooperative tie-ins with the *Des Moines Register & Tribune*.

Before examination of Mr. Hill started, WMBO, Auburn, N. Y., through Carl H. Butman, filed a sworn statement for the record, covering operation aspects of the station involving the *Auburn Citizen-Advertiser*.

Declaring that "a radio station is probably a purer type of public utility than any other form now regulated by Government in the public interest," the WMBO Inc. statement emphasized the view that although newspapers should be encouraged to operate radio stations in conjunction with their publishing activities, the station management should operate "absolutely free" from the newspaper interest in order to maintain complete separate financial and statistical information that may be requested by the Government.

Describing the Cowles radio-publishing interests, Mr. Hill explained that *Register & Tribune* stock was owned by about 65 individuals, with members of the Cowles family controlling the majority of the stock, although no individual held more than a 10% interest. Iowa Broadcasting Co. is a wholly owned subsidiary of the Register & Tribune Co., he said. The Cowles interests also extend to other enterprises, he added, among them *Look* magazine and the *Minneapolis Star-Journal*.

Register & Tribune Covers All Iowa

Against a metropolitan Des Moines population of about 160,000 and a state population of 2,500,000, aggregating about 625,000 families, the morning *Register* has a circulation of 176,000, the evening *Tribune*, 142,000 and the *Sunday Register & Tribune*, 376,000, Mr. Hill indicated. Of this circulation, only about 34,000 represented subscribers in Des Moines proper.

Asked by Mr. Harris if another paper could operate successfully in Des Moines, where the *Register & Tribune* has played a lone hand since 1927, Mr. Hill commented that there was "nothing to prohibit anyone from buying two papers". He explained that although the *Register & Tribune* was by far the largest paper in the state, there were 43 other dailies in Iowa cities, with circulations aggregating 435,000.

Questioned about his background in the Cowles picture, Mr. Hill explained that he had joined the *Register & Tribune* newspaper organization in January, 1935, later heading the Cowles' radio operations since Jan. 1, 1936. The *Register & Tribune* originally went into radio as early as 1922, he said, but after a year the paper lost interest in the project and surrendered its Federal license. At the time the paper thought of the radio station as a good promotion medium, he commented.

Indicative of the resurgent interest in the broadcasting field was an exhibit advanced by Mr. Harris, a 1929 letter from Gardner Cowles Jr., then managing editor of the *Register & Tribune* and now president of Iowa Broadcasting Co., to Harry Grant, of the *Milwaukee Journal*, inquiring into that paper's operation of WTMJ. Pointed out for special attention by Mr. Harris were passages in the letter asking about the value of a newspaper-radio tieup from a promotional and advertising viewpoint.

Mr. Hill explained that Mr. Cowles at the time was actively trying to sell the radio idea to other members of the Cowles organization. Although promotion benefits for the paper were foreseen in the radio project, Mr. Cowles felt the company should go into radio as a separate undertaking to be run on a strictly business basis, Mr. Hill commented. He pointed out that if he had been interested only in circulation promotion, Mr. Cowles could have achieved the result with less expense and bother by negotiating a tieup with WHO in Des Moines.



BEAMING APPROBATION is bestowed upon piano prodigy Master Heinzl Weber by his distinguished parents, Henry Weber, musical director of WGN, Chicago and Mrs. Weber (Marion Claire). The family gathering took place on a recent MBS *Chicagoland Hour* when the talented 8-year-old played a piano duet with his pater, who also conducted the orchestra with Miss Claire as featured vocalist.

WHO Provides Tough Competition for Others

Amplifying on another exhibit introduced by Mr. Harris, Mr. Hill recounted the chonological history of the *Register & Tribune* radio operation, dating from the short-lived WGF in 1922, skipping to June 3, 1931, with acquisition of KSO, then located at Clarinda, from the Berry Seed Co., and continuing through subsequent acquisitions to the present four-station group.

When Mr. Harris pointed to charges that the Cowles organization had pursued the policy of buying up a number of time-sharing stations, then consolidating them into single fulltime facilities, Mr. Hill remarked that under the State quota system of allocations it was difficult to build up the type of radio service envisioned by the *Register & Tribune*.

Declaring that WHO's 50 kw. operation yields the best and most dependable signal of Iowa's 21 stations, Mr. Hill estimated that the Cowles stations have an effective daytime coverage of 80 to 85% of the state, and 50 to 60% at night. The competition was tough for the Cowles stations, he indicated.

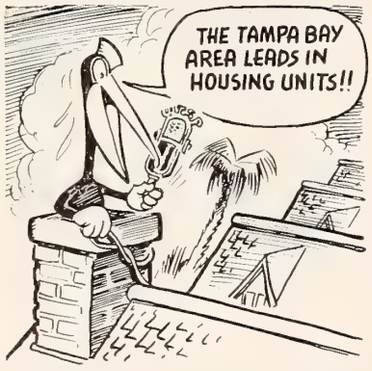
Other exhibits reviewed the stations' network affiliations and indicated efforts to coordinate the advertising policies of the Cowles station and the *Register & Tribune* in such matters as beer advertising, which was banned in both the paper and on the stations. A memorandum, dated Jan. 7, 1938, from Mr. Cowles to Mr. Hill indicated the desire of the management to make the stations "scrupulously impartial" in alloting time for controversial issues. Mr. Hill explained that the idea of the NAB Code had been enforced on the stations in this regard for years.

Newspaper Connection Helps With Networks

Going into network affiliation considerations, Mr. Hill explained that although he did not know just how the stations' connection with the *Register & Tribune* had helped them in securing network affiliations, he did think the newspaper connection "undoubtedly was of some assistance", particularly from the standpoint of merchandising and promotional possibilities for the network affiliation and advertisers.

Pointed out particularly by Mr. Harris was a passage in a 1938 letter from Mr. Cowles to Earl McCollum, of the *Kansas City Star*, in which Mr. Cowles said he would "very much like to see a quiet association of the *Kansas*

More Houses
More People
MORE SALES



Number of Housing Units In Florida's Population Centers
1940 Census
Duval County, Jacksonville 57,839
Dade County, Miami 90,541
Tampa Bay Area
Hillsboro-Pinellas Counties
Tampa St. Petersburg 93,591

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-Tampa Sales Territory
A REGIONAL STATION
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative:
JOHN BLAIR & CO.
NBC RED NETWORK

Buy WING
DAYTON, OHIO
5,000 WATTS Day and Night
and get
WIZE
SPRINGFIELD, OHIO
(BONUS STATION)
TWO BIG MARKETS
AT THE PRICE OF ONE
NBC Red and Blue
National Representative
PAUL RAYMER CO.



CHARLES C. KOLSTER, chief radio inspector of the FCC for the first district in Boston, addresses a meeting of the Radio Code School conducted Sunday afternoons by WCOP, Boston, under the direction of William W. Chamberlain (left). The school is the station's contribution to the national defense demand for more operators.

City Star, St. Louis Post-Dispatch, Dallas News, Des Moines Register & Tribune, etc., to act jointly in radio matters where our combined influence would be much more effective than that of any one of our individual stations acting alone."

Explaining that Mr. Cowles had written the letter to Mr. McCollum as one newspaper-radio man to another, discussing common problems, Mr. Hill pointed out that in the same letter Mr. Cowles also had commented: "We unfortunately are not important enough in the broadcasting picture to bargain very hard with NBC". Commenting that "we were small fish", he explained that Mr. Cowles was simply looking for some way to improve his position.

Aids in National Field, But Not in Local

Pursuing the same point, Mr. Hill declared that although a newspaper owning a station has certain advantages another licensee might not have, when it does get a license it becomes the duty of the stockholders of the licensee corporation to see that the station is operated wisely and well. In the *Register & Tribune* case, because of the paper's good name the Cowles stations enjoy some advantages in their relations with national advertisers, he stated. However, he added, local advertisers do not care to spend their money on space in the paper and for time on the air feeling that it all goes into one pot. This puts the stations at a disadvantage so far as local accounts are concerned, he commented.

No specific offer of so much newspaper publicity for so much time is made to the Cowles stations' advertisers, Mr. Hill declared, although the advertiser can be certain that his program will be covered in some way in the *Register & Tribune* radio column.

While WHO provides an excellent state-wide advertising medium for big Des Moines merchants, as does the *Register & Tribune*, KSO and KRNT do not have sufficient primary coverage in this all-state trading area to attract all these merchants, he commented. And although newspaper promotion has been "definitely of some value" in improving the KSO-KRNT position, this has become a smaller value since improvement of the stations' facilities.

The Iowa Broadcasting Co. stations have had "a pretty hard struggle", Mr. Hill declared, pointing out that they aggregated out-of-pocket losses of $180,000 from 1931 to 1936.

Papers Provide Radio Space Worth $100,000

So far as WHO is concerned, Mr. Hill declared, the *Register & Tribune* would be glad to enter into some time-space swap on the same terms as the IBC stations. Offers have been made by the paper, he said, although WHO has preferred to make its arrangements with out-state papers.

Referring to a photostatic copy of an October, 1938, *Register & Tribune* radio page, Mr. Hill explained that the paper carried, in addition to the program logs of the local stations, a regular column by Mary Little and lots of pictures, as many as 100 a week. Complete logs have been carried in the papers since 1935, he said, when increased interest pointed to the need for more than selective listings. Under the stations' arrangement with the paper, Miss Little's salary is paid by IBC, along with the cost of the pictures, while ads are billed to the stations. On the other hand, the paper uses about the equivalent in radio time, he indicated. Space devoted to radio in the *Register & Tribune* would be worth about $100,000 a year, he estimated.

Resuming the stand for the afternoon session, Mr. Hill was questioned more closely on policy matters. He declared that the IBC stations do have the right to move the paper's radio programs around in the schedule to accommodate either commercial or sustaining shows, although they try to be reasonable about it. In addition to newscasts, *Register & Tribune* programs on the stations included recorded music, farm talks and occasional special events. He declared that all these programs bring talent to the station which reflect credit on their programs. When station talent performs on the paper's programs, as announcers or actors, they are paid a "talent fee" by the paper, just as for any commercial program. Although the stations buy space in other papers, they pay for it and have no reciprocal deals such as that with the *Register & Tribune*, he explained.

Circulation Zooms With Good Iowa Roads

Commenting on a Commission exhibit showing *Register & Tribune* circulation figures from 1906 to March, 1941, Mr. Hill declared that it was "very difficult" to assign any relationship between the paper's circulation increases and its use of radio time. Mr. Harris noted that it "might be interesting" to note that the list showed that in a five-year period from 1932 to 1937 the paper's circulation showed a continuous upswing. Referring to the list, Mr. Hill pointed out that this was not the case, that circulation declined steadily from March, 1932, to March, 1933, before beginning a gradual upswing.

He observed that one reason for the circulation rise was the statewide road improvement plan, with the *Register & Tribune* developing a remarkable delivery service which has attracted many new subscribers. It was pointed out in this respect that circulation doubled from March, 1921, to March, 1931, and that at present more than half the families of the state receive the Sunday *Register & Tribune*.

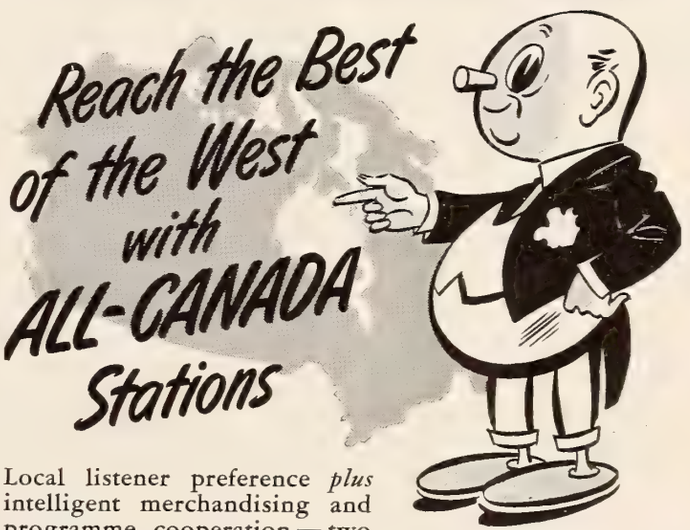
Under questioning by Mr. Harris, Mr. Hill said that during the July 5 week KSO carried 23 sustaining news periods and 62 sponsored news broadcasts, a total of 85 for the week, or about 12 per day, including network news features. The *Register & Tribune* sponsored only six out of the 85, he said.

At one point during the discussion of news programs on the IBC stations, Chairman Fly and Mr. Hill exchanged observations for 15 minutes as they scrutinized photostatic copies of a typical log in the paper.

Company Holds Exclusive Contract With UP

Going into the *Register & Tribune* relationships with press associations, Mr. Hill explained that the IBC stations had dropped Transradio in favor of United Press several years ago. Subsequently the stations have added

In CANADA — It's the 'All-Canada' Stations



Local listener preference *plus* intelligent merchandising and programme cooperation — two reasons why spot programmes on the 'All-Canada' stations in Western Canada will pull harder for you, dollar for dollar, in your radio advertising.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail ..... CJAT
Kelowna ..... CKOV
Vancouver ..... CKWX
Kamloops ..... CFJC

Alberta
Calgary ..... CFAC
Edmonton ..... CJCA
Grande Prairie ... CFGP
Lethbridge ..... CJOC

Saskatchewan
Moose Jaw ..... CHAB
Prince Albert .... CKBI
Regina ..... CKCK
Regina ..... CJRM

Manitoba
Winnipeg ..... CJRC

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA — All-Canada Radio Facilities Limited

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE



"It's almost as hard to grasp, John, as the .5 millivolt contour of WFDF Flint Michigan."
"Uh-huh. I'll take the contour and the sales I get. You keep the picture."



TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

Press Association service, along with Associated Press regional and state service, he said, adding that there are many more newscasts today than a few years ago because of the improved news service now available.

Dating from the time of the press-radio agreement in 1934, a series of exhibits was offered by Mr. Harris to develop negotiations between the paper and UP in regard to obtaining service for the IBC stations and WHO. Principal attention was directed to a contract between the Register & Tribune Co. and United Press, dating from April 17, 1930, under which the paper received exclusive use of the service in Des Moines, along with subsequent correspondence between Mr. Cowles and United Press regarding the sale of UP radio service to WHO.

Questioned on the course of his inquiry by Chairman Fly, Counsel Harris held that the exhibits indicated that the Register & Tribune Co. had agreed to surrender its exclusivity rights to the extent of allowing UP service to be furnished WHO only after it had dictated the amount of UP news WHO could use and after a $175 weekly rebate had been granted to the paper, presumably to be paid by WHO in the form of a higher subscription cost. This phase of the discussion was interrupted frequently by wrangling between Chairman Fly and Counsel Segal, Harris and Thacher over how far Mr. Hill should be allowed to go in interpreting the UP contract.

Conditions for UP Service to WHO

It was developed that under the contract an "asset value" of $58,543.65 had been established for the *Register & Tribune* franchise, this amount to be payable to the paper if the exclusivity provision were violated. Another exhibit, a letter of contract from Mr. Cowles to Hugh Baillie, UP president, dated May 29, 1935, indicated that the paper would waive any right of protest against sale of UP service to WHO on condition that WHO's UP service be restricted to no more than a total of six periods within 24 hours, that the Register & Tribune Co.'s rate be reduced by $175 per week, and that the "asset value" franchise remain in full force.

Mr. Hill indicated that the "asset value" provision did not come in for discussion until some time later when WHO wanted to use UP reports for its facsimile broadcasts. One exhibit indicated that Mr. Cowles would regard WHO's UP facsimile broadcasts as a publication competing with the *Register & Tribune* and would "make the asset value fund become due and payable on all of the *Register & Tribune* UP contracts."

Explaining this position, Mr. Hill commented to Chairman Fly that when the 1930 UP contract was entered into, service to radio stations was not contemplated. When this eventuality arose, he continued, the *Register & Tribune* position was that the service would become less valuable, and without exclusivity the paper should pay less, with the precise amount to be decided by negotiation.

Cross-examined by Judge Thacher, Mr. Hill agreed that WHO was so powerful and well-managed that it was difficult to compete on a service basis because of WHO's better coverage and the advantages growing out of it, including special events as well as card rates. However, because of the relatively good financial condition of the Cowles enterprises, that organization was in a better position to develop competition for WHO than others might be, he declared.

Ingersoll Tells of West Virginia Applications

The bulk of the Thursday morning session, following which the proceedings were recessed for a week, was given over to testimony along lines of an application hearing for new newspaper-owned stations in Wheeling and Parkersburg, W. Va.

Appearing at the invitation of the FCC, following a request originally made on the opening day of the newspaper-ownership proceedings, W. E. Ingersoll, business manager of the *Parkersburg News* and *Sentinel*, and Charles L. Long, vice-president and assistant publisher of the *Wheeling Intelligencer* and *News-Register*, w questioned on their newspape applications for station constr tion permits by their own coun J. S. McCluer.

Mr. Ingersoll stated that Parkersburg papers on Sept. 1940, had applied for a new s tion in Parkersburg. The appli tion was placed in the pending under Order No. 79, he comment

Asked about the papers' reas for wanting to enter the radio fi Mr. Ingersoll pointed to the pri desire of any good newspaper be first with news. With bu tin boards and extra editions o moded by radio's speed, he c tinued, the logical move was look to radio to "safeguard our o business", even though mon losses were foreseeable for so time after a facility was grant He explained that although he not know just what radio operat may do to safeguard a newspap reputation and prestige, "y next edition can be more appeal or less appealing according to language used over the radio."

Questioned by Commissio Craven and Chairman Fly on "protection to newspaper inv ment" angle, Mr. Ingersoll agr that establishing another adver ing medium could result in croachment on the papers' adv tising volume.

However, since establishment WPAR in Parkersburg sev years ago there has not been great difference in the papers' vertising volume, he explai adding that during this period culation actually has increased, though this probably is attribut to increased defense activity much as to anything else.

Describes Position On Program Logs

Under continuing questioning Commissioner Craven, he expla that although advertising vol per se is not down, the radio c petition is "something of a w and more of a problem", at l enough so to force the paper hire two new advertising solici and otherwise jack up overhea

So far as WPAR was concer he commented, that station doing a fine service in suppl CBS programs to the commu although a local service job remains to be done.

Admitting that combina newspaper-radio rates have planned for the new station, a with making available to adve ers the benefits of the entire n paper-radio organization, Mr. gersoll declared his belief that are much better supplied with perience and training to do a job than others might be". He mented also that while a n paper which does not "keep ab of progress" may not go ou business, a paper with a radio junct can become a better n paper.

Although all the papers at time printed selective liste

WJSV in Iceland

IN MID-SEPTEMBER a Naval officer dropped in for a visit at WJSV, Washington, and asked for Chief Engineer Clyde Hunt. He wanted to see WJSV's transmitter. A little uneasy at what looked like an official visitation, Engineer Hunt, before escorting him out to the fancy 50 kw. transmitter at Wheaton, Md., asked the officer why he wanted to see the plant. "Well, all the while I was in Iceland, we could hear only one American radio station," the officer explained. "That was WJSV. I just wanted to see what it looked like!"

Making NEWS in NEW ENGLAND!!!

The New WHEB

PORTSMOUTH, N. H.

With POWER and PERSONALITY BECOMES A LISTENING HABIT

1,000
SALT WATER WATTS
on a
CLEAR CHANNEL
750 Kc.

logs, he said, the practice was discontinued except in morning and Sunday editions, after the advertising department began "missing the electros". Later he explained to Chairman Fly that he thought listeners have come to know when their favorite programs go on the air, so the demand for listings is not so great as in the past. However, if a license were granted to the papers, he continued, they would start running program logs, since then they would be in the radio business, which is not the case now.

As direct examination by Counsel McCluer concluded, Judge Thacher asked on cross-examination: "Isn't it a fact that you came here today to get a hearing on your own regulation?" Mr. Ingersoll answered that the appearance might be construed that way, although his only interest was to bring to the FCC's attention some of the considerations in the mind of a newspaper with radio ideas.

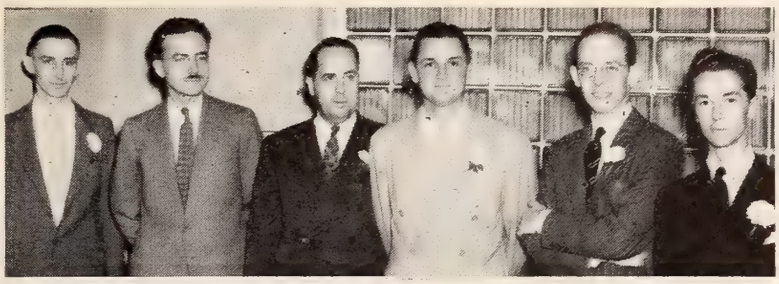
Responding again to Judge Thacher, he agreed that what a paper fears most from radio competition is the possibility of slackened morale and esprit de corps on the part of the newspaper staff which might result if the newsmen find they are not getting the news out first. This is a primary consideration, although it has no tangible measurement, he emphasized.

Wheeling Problem Reviewed by Long

Mr. Long stated that in addition to being vice-president of the News Publishing Co. he was a director and vice-president of Forward Wheeling Radio Corp., which has had pending since January an application for a new station in Wheeling. H. C. Ogden, president of the News Publishing Co., also is president of the radio company and holds interests in a dozen West Virginia paper, including those in Parkersburg, he said.

The company's original purpose in forming a radio corporation was to keep the radio management separate from that of the papers, he explained, adding that the operation plan encompassed only use of the newspapers' news facilities for the station. He declared that although the papers would continue operating even if the station license did not come through, advertising volume had fallen off and several accounts had been lost to the Wheeling stations, WWVA and WKWK.

He commented that the papers had regularly carried program logs "until we heard that radio salesmen were going around with clippings and saying: 'Buy our time, and here's what you get!' "



ENLARGED STUDIOS have been opened by WTHT, Hartford. Other radio folk helped WTHT dedicate its quarters recently. At the open house were (l to r) William H. Burleigh, WSPR, Springfield, Mass.; Walter Haase, WDRC, Hartford; Milton W. Stoughton, WSPR; R. W. Davis, WNBC, New Britain; C. G. DeLaney, WTHT; R. D. Kanna, WNBC. Ralph D. Kanna, WNBC.

Haywood Narrates Troubles of CIO

The final witness of the day was Allan S. Haywood, director of organization of CIO, who read into the record a 10-page statement covering CIO's troubles in securing radio time at various stations. He recommended that the FCC delve into the situation and evolve rules to insure adequate broadcast facilities for labor.

Citing official CIO action in decrying the refusal of stations to provide time for labor interests, Mr. Haywood related several individual cases involving KYA, San Francisco, WISN, Milwaukee, WWJ, Detroit, WINS, New York, WNEW, New York. Newspaper-owned or affiliated stations were not the sole offenders, he said, although the problem was complicated from labor's standpoint when stations were operated by newspapers hostile to labor because of pressure from advertisers.

According to Mr. Haywood, reports from affiliated unions indicate: That radio stations frequently refuse time to labor organizations; that these refusals in some cases reflect the bias of station owners or their fear of offending certain interests; that the reason most frequently given for refusal to sell time to labor is that the subject matter is "controversial" and that the NAB code rules against selling time for controversial programs; that when free time is granted, it is not as a rule an adequate substitute for the paid type of program desired; that glaring instances of discrimination have been committed by newspaper-owned stations; that there is a general feeling in labor ranks that most of the daily press is biased against labor because of big business ownership, because of its dependence upon advertising and because of the editorial policy of the particular publishers; that labor unions frequently request time to offset propaganda and misrepresentation in the daily press.

"It is our contention that a less restricted interpretation of the spirit and intent of the Federal Communications Act would reveal that your Commission has the power to act to protect freedom of speech on the air, as it effects labor: and that if your powers still prove insufficient to cope with the evils and abuses complained of, your Commission itself should seek amendments to the Act which would definitely prohibit discrimination and provide for summary procedure to deal with such cases of discrimination as arise!" Mr. Haywood stated.

"I hope that your investigation will probe deeply into the question of restrictions of labor's rights by newspaper-controlled stations, and that such recommendations as may result from it will aim at remedying such abuses. On behalf of the CIO, I also wish to express the hope that when the present investigation is completed, you will conduct a further investigation into the whole question of anti-labor discriminations by all radio stations, regardless of ownership or control, and will adopt policies or make recommendations designed to accord full protection to labor in the enjoyment of its rights to freedom of speech on the air."

KTUC WILL BUILD ENTIRE NEW PLANT

INSTALLATION of an entirely new plant for KTUC, Tucson, from microphone to transmitter, was announced last Friday by Glenn McQ. Snyder, vice-president and general manager of WLS, Chicago, and a director of the Arizona station. The FCC Administrative Board had authorized a construction permit for the improvements.

Mr. Snyder said a new Western Electric 250-watt transmitter and an Allison 179-foot vertical radiator will be installed. Real estate has been purchased on East Broadway, to house both the new studios and transmitter. The overall cost will be in the neighborhood of $20,000, he said. Burridge D. Butler, president of WLS, Chicago, and KOY, Phoenix, is chairman of the board of KTUC, Ralph W. Bilby, Tucson attorney, is president, and John Merino, of Tucson, vice-president and general manager.

Good News!

JOHN B. HUGHES
FULTON LEWIS
RAYMOND GRAM SWING
BERCOVICI
B. B. C.

WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

THREE SPOTS DAILY— ONE NIGHT TIME FOR A YEAR.

WMBG has run four spots daily for one client for a year this month. The contract is being renewed for another year; and additional time is also being negotiated for.

Why? Because WMBG got results.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.



ATTENTION

the Indian Rope Trick gets it!

But It Takes RADIO ATTENTION To Sell RADIO TIME!

SELLING your station and your market takes a special brand of attention. And it takes a specialized magazine to provide it. That's where BROADCASTING comes in. Here's the magazine that thinks Radio and talks Radio 100% of the time. Consequently, its readers are Radio-minded... every last one of them. Small wonder 85% of BROADCASTING's advertisers renew. Small wonder it pays to advertise in BROADCASTING.

BROADCASTING BLANKETS TIME BUYERS!

They're Radio-Minded when they read **BROADCASTING**



OOK OUT, GENE! This is the ayo punch L. B. Wilson floored em with at Oxford, or Harvard, wherever he got his schooling. bviously awed at the awful stance Lieut. Comdr. Gene Tunney, ex-eavyweight champ, now in the avy. Comdr. Tunney was in Cinnnati hunting physical instrucrs, and L. B., head of WCKY, wapped tales with Gene about eir boxing careers.

BUCK FROM DON LEE

Real Folding Money Stuck On Net Brochure

EATURE of a promotion campaign by Don Lee Broadcasting ystem among advertisers and gencies is a brochure with a one ollar bill (the real thing, too) fixed to the cover, which Don Lee rrently is sending to the trade. n invitation, "Feel this . . . feels od, doesn't it?" supplemented by further urging, "Go ahead, take Don't be bashful," is inscribed the cover. Inside the folder aborates on the dollar bill by ating there are lots more of the llars available—"1,558,484,000 of em, as a matter of fact."

Attached to the piece is a 36 x 18 ch panoramic map of the Pacific oast, listing the entire Don Lee roadcasting System, the key to e 1,558,484,000 dollar bills. Sevral figures citing Don Lee coverge as shown in recent Hooper rveys are incorporated throughit the brochure.

ATKINS SYNDICATE is offering ewspapers a six-a-week column writn by Kate Smith. Columns, about 00 words each, will be patterned on iss Smith's noonday broadcasts, *Kate mith Speaks*, on CBS for General oods. One-year contract between Miss mith and Watkins was set by Bill aloney of Ted Collins Corp.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC 160-17

THEY BUY CHA-GOBE IN HARTFORD

Test of Street Program Draws a Good Response And Soon the Sales Start Rolling

By E. S. CHURCHILL
Sales Manager
Cha-Gobe Co., Hartford

IT WAS a balmy August afternoon, and Jules Pinsky of the Charles A. Weeks Co., our advertising agency, and I were going over the sales records. Sales were satisfactory—where we had gotten distribution and released some newspaper advertising, we had sold Cha-Gobe Nasal Filters, and the picture for the New England States was very encouraging. Reports from hay fever sufferers using our little silk filter were enthusiastic.

But we hadn't tried radio and we fell to discussing the idea of playing around with it a bit. We decided we'd try the Hartford area, because we were pretty solidly established there, and we had good distribution in drug and department stores.

Street Interviews

Mr. Pinsky suggested that we buy *Hartford Speaks* on WTHT on a one-shot basis. It seemed like the type of program where one-time radio advertising might click. It has two well-known local radio personalities, Bob Martineau and Fred Bieber, stopping passerbys and asking them their opinions on topics of the day. On the air for five years now, it has built a good-sized listening audience, and has sold everything from soap to sapphires.

WTHT is a local, so we thought we could concentrate on listeners in Hartford proper, and refer them to stores in the Hartford Metropolitan district. Here's what happened:

Our first broadcast was Aug. 18, 12:30-12:45 p.m. We tried to make the program sound as non-commercial as possible, even though it was loaded with commercials. We felt that anyone who was at all interested in hay fever would listen to the program, no matter how many times Cha-Gobe plugs were introduced.

The first program started with a commercial, telling of Cha-Gobe as a blessing in no disguise to all those who suffered with hay fever. In the middle of the program I made my radio debut in which I was interviewed, much as though I was just another passerby except that I was introduced as representing the sponsor.

I told that I was interested in Cha-Gobe from an humanitarian angle. I then went on to relate how I had first become interested in the Cha-Gobe filter by the simple process of having it recommended to me, buying one, and having my personal hay fever symptoms disappear almost overnight; how I had sought out the inventor, thinking him a prospect for life insurance, and found him in need of help in getting Cha-Gobe before the public; how our financial backer had also been "sold" by having his own hay fever stopped by Cha-Gobe.

The program-ending commercial introduced our pet little trick phrase *"From now on, whenever you hear a sneeze, don't say Gesundheit, say Cha-Gobe."* and then went on to point out how simple, effective, and you-don't-even-know-you're-wearing-it the Cha-Gobe is.

And the Response

That first broadcast was on a Monday when the department stores were closed, so we waited, and heard: Many drug stores reported people stopping by and asking to look at the Cha-Gobe; G. Fox & Co. reported 70% of their sales within the next three days were to people who spoke of the broadcast. (And they had just featured our product in an ad costing almost as much as we paid for our radio spot.) Several stores which had never stocked Cha-Gobe phoned in orders. Sissons Drug, principal Hartford wholesaler, was rushed with orders from small drugstores throughout the area.

We had definite proof that our radio advertising had paid for itself several times over, so we came back for more. Our sales were definitely up, indefinitely attributable to the radio program. Results from the radio advertising were definitely more instantaneous than from the newspaper ads. Dealers in outlying towns became interested. With our seasonal product, we had to have an advertising medium that would produce results on an immediate basis—and radio proved to be it. We bought *Hartford Speaks* on a one-time trial basis, and it proved a good investment for four programs. It proved that the program already had an established listening audience, that they could be sold by one day's commercials, and that the audience would buy if they were sold on a product.

General Foods Serial

GENERAL FOODS Corp., New York, is bringing back to the air the serial drama *When a Girl Marries*, previously heard on CBS sponsored by Prudential Insurance Co. of America. Program will be heard on NBC-Red at 5-5:15 p.m., Monday through Friday, beginning Sept. 29, replacing *Home of the Brave*. For the first month the program will advertise Swansdown Flour and Calumet Baking Powder, advertising for which is handled by Young & Rubicam, New York. On Nov. 1, Bakers Chocolate will also be advertised on the program, which will then plug the chocolate on Mondays, Wednesdays and Fridays and the other products on Tuesdays and Thursdays. Benton & Bowles, New York, agency for Bakers Chocolate, will handle production of the program as it did when it was on for Prudential, whose advertising is also handled by Benton & Bowles.

NBC-Blue's *For America We Sing*, which is starting Sept. 29, 9:30-10 p.m., on behalf of the Treasury's Defense Savings Drive, will feature a policy of encouraging young composers to submit new songs for recognition on the broadcasts. Each week, Dr. Frank Black, musical director, and Frank Hummert, producer, select a new composition of some new composer. The Sept. 29 program featured "My Love," written by Dick Uhl, a 22-year-old soldier at Fort Jackson, S. C.



Which reminds us that a *low* frequency station has plenty to be thankful for, too. The *lower* the frequency the *longer* the wave-length; the *longer* the wave-length the *stronger* the signal. WMCA has New York's lowest frequency (570 kc.) with enough power (5000 watts) to reach 12,500,000 people *economically*. Why be giraffe when you can be a lion?

WMCA

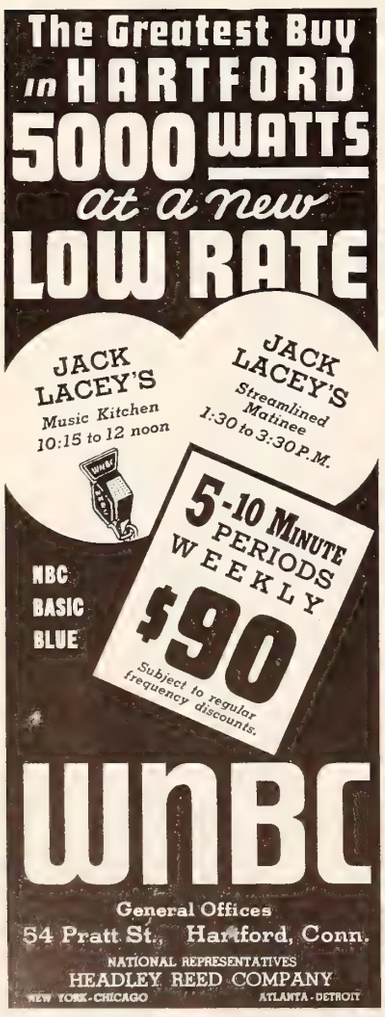
FIRST ON NEW YORK'S DIAL

HELLO MOM!
Selectees at Camp Greet the Folks Back Home

MORE THAN 2,000 New York State selectees at Fort Niagara have greeted their families and friends via radio since Feb. 20—thanks to the enterprise of Privates Elliott V. Gove and Edward Jones, both former announcers of WSYR, Syracuse. At the moment five New York stations—WSYR, WJTN, Jamestown, WENY, Elmira, WSAY, Rochester, and WHLD, Niagara Falls—are carrying a total of 95 minutes of transcribed interviews with newly-inducted men.

When Gove and Jones volunteered last February, they approached Lieut. Sidney L. Henderson, public relations officer of the post, and suggested transcribing interviews with selectees from Central New York for broadcast on WSYR. Lieut. Henderson endorsed the plan, and with equipment donated by WSYR the two soldier-announcers began their project. It took like wildfire, and when they offered the service to other stations, the other four snapped it up.

Each station supplies records for the transcriptions — the service costs the Army nothing. The interviews are simple and informal. The selectee is asked his name, address and other questions regarding his civilian occupation, school, et cetera. Then he is given time to say "hello" to whomever he wishes. His closest relatives are informed by postcard just when he will be on the air.



Story of the NIB Convention

(*Continued from page 8*)

membership of network owned or operated stations.

When this discussion began, Mr. Fly left the rostrum. Mr. Craney, who had fostered an independent trade association, charging NAB was no longer capable of carrying on, opened the discussion. He said he thought NIB was sufficiently flexible to serve as the basis for the new trade group, devoid of network representation.

He paid tribute to Mr. Lafount, Edwin M. Spence, NIB managing director and former NAB secretary-treasurer; Andrew W. Bennett, NIB general counsel; Edward A. Allen, vice-president, and Lloyd C. Thomas, secretary-treasurer, for keeping NIB together during the last several years. (All these officers, under the reorganization resolution, retain their offices until the new slate and organization is completed.)

Mr. Craney suggested there be a managing director, in lieu of a paid president, as well as delegates from 48 States, with first and second alternates. Broadcasters and members would have to do the "chores," he said, and not retain an elaborate expensive staff in Washington.

Should Be Flexible

He said he felt there should be no salesmen, announcers or program directors in NIB, but only representatives of ownership, who can "get things done." It should be a flexible organization, with no frills and no politics, he urged.

A motion by Art Westlund, KRE, Berkeley, Cal., that a committee be appointed to write a reorganization resolution, finally carried, but only after considerable debate. Gregory Gentling, KROC, Rochester, Minn., wanted to know about all these "war clouds," and injected copyright into the discussion, declaring the music fight had been won, but now the effort was to get more out of it. He argued the music fight was won because the "networks went into it," recalling that past music battles had been lost, evidently because the networks were not leading the procession.

Mr. Gentling said it was his view that "we want NAB, but we want it with a club, with representation and with changes." He suggested that the move should be to change the NAB organization where "we think it isn't right, instead of tearing it down." Calling it a good organization, he urged that the corrections be made in it first, and "knock out the networks from membership if that's the reason for present attitude."

Vice-President Allen disagreed that the music battle had been won, and disclaimed that any NIB officer had recommended "tearing down NAB." He said, "They don't have to because it's going to fall of its own weight." He charged NAB did not represent independent stations, citing a purported revision of the NAB's *ABC of Radio*, which he said devoted eight pages to network broadcasting and none to independent stations.

"I'm going to leave NAB regardless of what happens here," he said. He declared the industry needs an organization "worse than any time in its history," and that he would not continue paying dues to an organization that is "cutting my own throat."

Cisler's AFM Dealings

Offering what he described as a "report on the war clouds," S. A. Cisler, WGRC, Louisville, told of his dealing a fortnight ago [BROADCASTING, Sept. 22] with James C. Petrillo, AFM president, which averted the jerking of union musicians at all MBS stations. Predicting that the networks "will not stand behind you," Mr. Cisler said that Petrillo had stated that for every dollar radio spends for musicians three or four dollars are lost on transcriptions and phonograph records. The AFM meeting in Chicago Sept. 30 will go into the "canned music" question again, he said, and predicted that unless steps are taken, "we're going to pay a helluva lot more for musicians than for ASCAP."

MBS, Mr. Cisler said, had planned to drop his station from the network, in spite of possible contract infraction, if an accord had not been reached with AFM. Petrillo, he said, is "going to make the rounds, and the showdown may be with you." He said that he felt NIB is a "legitimate instrument" to take over in this predicament.

Again posing the question of reorganization, Mr. Lafount told of NIB's past attainments, and recited the problems ahead in national defense, copyright, priorities and free Government time. Apropos the latter, he said that if the Government paid for programs, he wouldn't mind the proposed franchise tax, but the two combined are confiscatory.

Declaring he asked no station to "leave NAB," he said that the problems of independent stations are such as to require action, free from network considerations.

"My problems are not the same as NBC or CBS," he declared. "In NIB we can accomplish a great deal for a small amount. We do not need an organization as elaborate as NAB. We can cooperate with all Government agencies, such as the FCC, Congressional committees, the Department of Justice and the FTC and receive consideration."

With the discussion concluded, the motion to name a reorganization committee was carried unanimously. Named were Art Westlund, KRE, Berkeley, Cal., chairman; Ed Craney, KGIR, Butte; Rayburn Rose, WLBJ, Bowling Green, Ky.; A. J. Fletcher, WRAL Raleigh; C. J. Lanphier, WEMP Milwaukee; H. J. Brennan, WJAS KQV, Pittsburgh; Hope Barrol WFBR, Baltimore. Messrs. Cisle and Stanley Hubbard, KSTP, als appointed, withdrew their name

The resolutions committee con prised Vice-President Allen, chair man; T. W. Symons, KFPY, Spo kane; Ralph Atlass, WJJD-WINI Chicago; S. A. Cisler, WGRC Louisville; Ralph R. Brunton KJBS, San Francisco. Arthur I Church, also named, had his nom nation withdrawn.

A nominating committee for ne officers also was named by Pres dent Lafount, but because of th nature of the reorganization res lution, setting the date for th planning session for not later tha Nov. 15, the committee did n meet.

Not "Engineered"

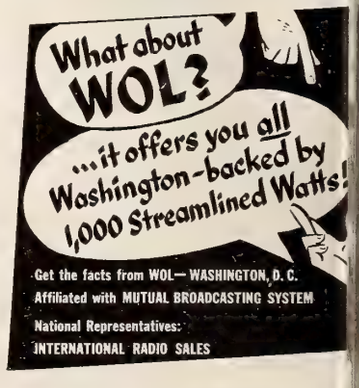
Joe V. Carrigan, KWFT, Wic ita Falls, Tex., inquired wheth the convention was being "eng neered" by any group, to whi President Lafount replied that represented the broadcasters on and that no transcription compan music publisher or any other o shoot of broadcasting can becor a voting member.

Mr. Hubbard, in winding up t session on reorganization, criticiz the NAB for not taking part certain industry fights. He said had opposed naming Mr. Miller " $40,000 a year." He said "worked hard for his money." I urged the association prompt to retain Mr. Loucks to draw new bylaws for NIB, asserting reorganized the NAB twice a could do the same job for NIB.

Carnation's 500th

THE 500th BROADCAST of t *Carnation Contented* program on NB Red, Monday, 10-10:30 p.m., will celebrated Sept. 29. In honor of the casion Maestro Percy Faith and cast will salute their listeners w some of the music which has be most popular during the history of t program, sponsored by the Carnati Co., Milwaukee, since its inceptio Jan. 4, 1932.

HOMER OWEN GRIFFITH, H lywood station representative, been appointed Pacific Coast rep sentative of WPEN, Philadelph WINN, Louisville; KWJJ, P land, Ore.; KPQ, Wenatchee, Wa



Radio - Film Probe May Lack Funds

Senator Lucas May Withhold Approval of Vouchers

FURTHER complicating the much-maligned inquiry of a subcommittee of the Senate Interstate Commerce Committee into the alleged use of movies and radio as pro-war propaganda vehicles, Senator Scott Lucas (D-Ill.), chairman of the Senate Audit & Control Committee, indicated to BROADCASTING last Friday that he would approve no expense vouchers for the subcommittee until the hearings had concluded and he had some idea of just what figure the total cost might reach.

The situation came to light Sept. 21 when Chairman Lucas indicated that expense vouchers entered by Subcommittee Chairman D. Worth Clark (D-Ida.), covering the appearances of Jimmie Fidler and George Fisher, movie gossip columnists and commentators [BROADCASTING, Sept. 22], would not be immediately approved. Mr. Fidler turned in a bill for $287.54 and Mr. Fisher one for $264.50, which were understood to cover airplane travel expenses between Hollywood and Washington.

Viewed as Illegal

Asserting the subcommittee inquiry was "violating the spirit, if not the letter, of Senate procedure", Chairman Lucas pointed out to BROADCASTING he was on notice that the hearings are illegal, since they have not been directly authorized or approved by the Senate or even the full Senate Interstate Commerce Committee. He observed that under Senate rules, a subcommittee must present a resolution to the Audit & Control Committee for a specific amount, which was not done by Chairman Clark.

The movie phase of the inquiry is scheduled to continue until well into October, after which radio executives and commenators probably will be called.

Schwartz Heads WOSH

JAY SCHWARTZ, formerly manager of KYSM, Mankato, Minn., has been appointed manager of the new WOSH, Oshkosh, Wis., effective Oct. 15, as announced by Howard H. Wilson, station owner. Station is expected to be on the air the latter part of the year. Mr. Schwartz will be succeeded at KYSM by John Meagher, commercial manager for the past two years.



CHIEF OF STAFF of the Canadian Army, Major Gen. Crerar, is interviewed by Baukhage, NBC Washington commentator, who went to Ottawa to get a first hand account of the Canadian war effort. While in the Dominion, Baukhage made a guest appearance over the CBC giving a background of happenings in our Nation's Capital for Canadians.

ABTU-CBS Arbitration Seen

(*Continued from page 12*)

for the discussion of wages, hours and traveling expenses at this time or at any time prior to the expiration of the contract in 1942. They added that in the conversations, CBS executives made no mention of the national emergency but asked that the contract be extended another year to conform to that of NBC with its technical employes.

Outsmarted, Says Union

The ABTU stand is that every offer made by the CBS officials during the negotiations was made in a way that made it unacceptable to the union. The first CBS offer, according to ABTU, was for a 4½% increase for the three metropolitan stations and a 9/10 of 1% increase for the others, acceptance of which would have resulted in a split in the union ranks.

Union members also charge CBS with having no intention of negotiating honestly from the start, pointing out that in the first few minutes of conversation Mr. Atlass suggested that ABTU ask for arbitration to start with instead of wasting time in negotiations.

Reviewing the past history of the contract, union spokesmen explained that in 1938 neither side asked for any revision. In 1939, they said, the union withdrew its demands after CBS had explained they were then negotiating with the American Federation of Musicians who were asking for a large increase and that if ABTU would stay put then their proposals would get favorable consideration the following year. In 1940, CBS said that expansion in television, short-wave broadcasting and building of new transmitters has cost so much it could afford no increases for engineers, and again the union withdrew, it reports.

Expressing the feeling that they have in the past been out-smarted, the ABTU men stated they now are willing to stand by their demands for wage increases and other considerations. Technicians are the lowest paid of the networks' skilled employes,they stated, with an average wage of approximately $70 weekly, compared to average wages of more than $100 per week for announcers and similar or higher averages for sound effects men and producers. The 16% increase cited by Mr. Runyon is due to continuous service, they explained, and not to the increased cost of living.

Indicative of its willingness to cooperate in national defense, ABTU cites its ruling that continues the dues of members inducted into the armed services by spreading them over the remaining membership.

ABTU reports it has signed a contract with WINS, New York, retroactive to July 28, calling for increases for the station's technical staff and the other standard ABTU provisions. Negotiations are in progress for similar contracts with WBYN, Brooklyn, and WPAT, Paterson, N. J., according to ABTU.

Gets WEAF-WJZ Post

HOBERT L. HUTTON Jr., in charge of publicity and sales promotion of WCCO, Minneapolis, and formerly on the copy staff of BBDO, New York, has been appointed sales promotion director of WEAF and WJZ, NBC's key stations in New York. In his new position Mr. Hutton will work under the general supervision of William C. Roux, director of sales promotion of NBC's spot and local sales department.



★ Like the ice cream on pie NCBS offers an important "plus." Not only do you get the blanket coverage of 12 aggressive stations but also merchandising, sales and service of eight full time salesmen! This staff fulfills our guarantee to you of distribution and display of your product in a minimum of 2,500 retail outlets. Another plus is that your product will be featured in more than half a million retail hand bills monthly! Take advantage of this merchandising masterpiece and join the many national advertisers on NCBS.
Write for full details to North Central Broadcasting System, Commodore Hotel, St. Paul, Minnesota.

WLOL Mpls.-St. Paul
KATE Albert Lea, Minn.
KWNO Winona, Minn.
KWLM Willmar, Minn.
KGDE Fergus Falls, Minn.
KVOX Fargo, Moorhead

★ Blanket coverage of more than 4½ million people with a $2,000,000,000 annual pocketbook.

NORTH CENTRAL BROADCASTING SYSTEM
ALL Mutual MEMBERS

WDSM Duluth, Superior
KABR Aberdeen, S. D.
KRMC Jamestown, N. D.
KDLR Devils Lake, N. D.
KLPM Minot, N. D.
KGCU Mandan, N. D.

★ Cooperative retail outlets with an annual sales volume of $1,246,416,000.

Executive Offices, Commodore Hotel, St. Paul, Minn.
National Representative: Joseph McGillvra

IN PHILADELPHIA
WFIL Win Friends Influence Listeners
SELL THROUGH WFIL

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 20 TO SEPTEMBER 26 INCLUSIVE

Decisions . . .

SEPTEMBER 20

MISCELLANEOUS—**NEW, Midstate Radio Corp., Utica, N. Y.,** granted petition amend application specify regional change power; **NEW, Frequency Broadcasting Corp., Brooklyn,** granted continuance to 11-6-41; **NEW, Greater Houston Broadcasting Co. Inc., Houston,** granted petition modification of order to take depositions re applications Scripps-Howard Radio Inc., Texas Star Broadcasting Co. and Greater Houston Broadcasting Co. Inc., applicants for new station in Houston; **KMPC, Beverly Hills, Cal.,** granted petition intervene application Park Cities Broadcasting Co.; **NEW, Barclay Craighead, Butte, Mont.,** granted motion take depositions continue consolidated hearing with applic. Hennessy Broadcasting Co., Butte, to 11-4-41; **WEEU, Reading, Pa.,** granted continuance to 12-3-41; **WWSW, Pittsburgh,** granted leave to amend application specify 5 kw evening hours directional; **WCAM, Camden, N. J., WCAP, Asbury Park, N. J.,** granted petition continue hearing 10-20-41; **NEW, George Grant Brooks,** granted petition dismiss application CP new station; **KFEQ, St. Joseph, Mo.,** granted motion continue KWK applic. to 11-10-41.

SEPTEMBER 23

NEW, Commercial Radio & Equipment Co., Kansas City, Mo. — Granted CP new FM station 44.9 mc 4,400 sq. mi.

MISCELLANEOUS — **KRKO, Everett, Wash.,** granted special service authorization operate unl. using hours vacated by KEVR to 12-1-41; **WAWZ, Zarephath, N. J.,** granted CP subject to performance proofs new transmitter, increase 5 kw D directional D & N; **KRNR, Roseburg, Ore.,** granted CP increase 250 w N.

DESIGNATED FOR HEARING — **NEW, Yankee Broadcasting Co. Inc., New York,** CP new station 620 kc 1 kw unl. directional; **NEW, Newark Broadcasting Corp., Newark, N. J.,** CP new station 620 kc 5 kw unl. (consolidated with preceding applic.); **WSOY, Decatur, Ill.,** applic. amend CP change 1560 kc 5 kw unl. directional N, move transmitter; CONSOLIDATED HEARING: **NEW, Nashville Broadcasting Co., Nashville; NEW, Dimple Broadcasting Co., Columbia, Tenn.; NEW, Tennessee Radio Corp., Nashville; NEW, Imes-Weaver Broadcasting Co., Murphreesboro, Tenn.;** all seeking CP new station 1240 kc 250 w, facilities of WSIX; **NEW, Imes-Weaver Broadcasting Co., Columbia, Tenn.,** CP new station 1340 kc 250 w.

PLACED IN PENDING FILE UNDER ORDER 79—**WOKO, Albany, N. Y.,** CP new studio-transmitter station; **NEW, The Concord Tribune, Concord, N. C.,** CP new standard station; **NEW, Birney Imes, Tupelo, Miss.,** same.

SEPTEMBER 26

MISCELLANEOUS — **WOWO, Fort Wayne,** granted continuance hearing CP 1190 kc to 1-5-42; **NEW, Ralph L. Lewis, Greensboro, N. C.,** granted continuance hearing to 11-13-41, also **High Point Broadcasting Co., High Point, N. C.; KFNF, Shenandoah, Ia.,** granted postponement hearing on renewal for 30 days from 10-2-41; **NEW, Nashville Radio Corp., Nashville,** granted leave amend application to 1450 kc 250 w; **NEW, Kaw Valley Broadcasting Co., Topeka,** granted dismissal without prejudice application CP 1500 kc 250 w unl.; **WJLB, Detroit,** granted intervene on hearing for WSAM, Saginaw, to modify license; **WAPI, Birmingham,** granted continuance hearing for 50 kw etc. for 30 days from 10-9-41.

Applications . . .

SEPTEMBER 20

NEW, WKAL Inc., Kalamazoo, Mich.—Amend application CP new station 1230 kc 250 w unl., requesting facilities WGRB.

NEW, Susquehanna Broadcasting Co., York, Pa.—CP new station 900 kc 1 kw D.

NEW, Tar Heel Broadcasting System Inc., Washington, N. C.—CP new station 930 kc 1 kw D.

NEW, Albert S. and Robert A. Drohlich, Jefferson City, Mo.—CP new station 800 kc 1 kw D.

SEPTEMBER 23

WHCU, Ithaca, N. Y.—CP new transmitter, directional, change 640 kc increase 5 kw unl.

WJLS, Beckley, W. Va.—CP new transmitter, directional N, change 640 kc increase 1 kw ltd. Los Angeles amended to request facilities WHKC contingent on move.

KLRA, Little Rock, Ark.—Modification CP for increase 5 kw N 10 kw D change proposed transmitter.

KDB, Santa Barbara, Cal. — Authority transfer control from executors estate of Don Lee to Don Lee Broadcasting System.

SEPTEMBER 25

NEW, John & Marcia Arrington, Roanoke, Va.—CP new station 1240 kc 250 w unl.

WWSW, Pittsburgh—Amend applic. CP to increase 5 kw with directional changes.

WFNC, Fayettesville, N. C.—Modification license change 1450 kc increase unl.

Tentative Calendar . . .

NEW, High Point Broadcasting Co., High Point, N. C., CP new station 1370 kc 100 w unl.; **NEW, Ralph L. Lewis Greensboro, N. C.,** CP 1370 kc 100 w unl. (consolidated hearing, Oct. 1).

KFNF, Shenandoah, Ia., license renewal (Oct. 2).

NBC Video Promotions

ARTHUR HUNGERFORD has been appointed business manager of NBC's television department and Warren Wade has been named program director, in a realignment of duties following the resignation of Thomas H. Hutchinson as television production chief of NBC. Under the new set-up, Mr. Wade will have charge of creating and producing programs, while all details involving expenditures for labor, talent and material fall under the jurisdiction of Mr. Hungerford. Alfred H. Morton, vice-president in charge of television, is taking an active part in directing the program policy.

GROVE LABS., St. Louis (Bromo-Quinine), has decided upon the title, *Reveille Roundup* for the new quarter-hour early morning program Monday through Friday on 65 NBC-Blue stations starting Oct. 6. Agency is Russel M. Seeds Co., Chicago.

Clear Channel Service Is Explained in Booklet

A PROMOTION piece "Meet Mr. Big" has been published by Clear Channel Broadcasting Service, Washington, of which Victor Sholis is director. It is believed to be the first such project devoted solely to an explanation of clear channel broadcasting.

Cover illustration shows a lad with ear cocked to loudspeaker. Actually it was taken within an hour after the lad had heard radio for the first time. In seven pages the booklet tells the story "of how 25 radio stations in the country do the big job of serving Rural America at night." On the last page is imprinted call letters of the particular station distributing the booklets.

Treasury Discs

DESIGNED to promote the sale of Defense Bonds and Stamps, the Treasury Department last week released a series of 30 one-minute transcribed announcements dramatizing great moments of history for use during October. Copy ties in with activities of the Army, Navy and Marine Corps. Treasury also has released dramatized versions of Irving Berlin's "Arms for the Love of America" and "The Ballad of the Leatherneck Corps". The discs were written and produced by Bill Freeman and Curt Peterson, of Marschalk & Pratt, with Charles J. Gilchrest supervising production for the Treasury.

AMERICAN TELEVISION SOCIETY will hold its first fall meeting on Thursday, Oct. 2, with Norman D. Waters, advertising agency president and producer of the Bloomingdale-A&S *Fashion Discovery* series on WNBT, and Myron Zobel, president of Telecast Productions, as speakers. Meeting will be held in the General Motors Bldg., New York.

ATLANTIC TELEVISES FOOTBALL

Night Game Included in Commercial Schedule

Running Through Entire Season

N. W. AYER & SON, Philadelphia, and Atlantic Refining Co. are handling the first commercial television football schedule, starting with a night version of the Temple-Kansas game Sept. 26. The opener also marked the first televised night grid game, either sustaining or commercial, according to Ayer.

The entire Temple home schedule along with Penn and the Eagles-Bears pro game Nov. 30 will be televised by Atlantic on WPTZ, Philco video station. Last year Atlantic televised football experimentally, adhering to FCC rules than in force. This season, the bars are down and the entire television coverage, including announcers, will be independent of the conventional broadcasts.

Announcers have been trained to handle the new technique as well as commentaries and commercials. Dramatized commercials are being used, spaced not to interfere with actual play. New techniques will be used for commercials and the Ayer agency has been conducting research into various methods.

In televising the night game Sept. 26, five cameras were used —two on the 45-yard line, two showing special score boards which summarized play and the fifth at the studios for pre-game lineups and commercials. A special antenna was used to carry signals from the relay station atop the stadium, W3XP, to a receiver at the Philco plant some distance away.

Last year Ayer and Atlantic accompanied the television picture-story with the running story by the regular announcer handling the conventional broadcast. No pictures of field or crowd could be shown in which Atlantic promotion might be picked up.



FIRST WOMAN IN BOSTON
be accepted in the Massachuse
Women's Civilian Defense Co
motor and ambulance division v
Evelyn B. Tolin, of WEEI, Bost
She will undertake her new dut
in addition to her work at WE

CBS SETS RECORD IN STATION MO

A. B. CHAMBERLAIN, CBS c
engineer, and a crew of 45 l
week set a new record in stat
moving, it is believed, when t
transferred WCBX, CBS inter
tional station, from Wayne Cou
N. J., to Brentwood, Long Isla
a distance of 96 miles, in less t
24 hours.

Beginning at 10:45 p.m. on M
day, when WCBX signed off,
men dismantled the transmi
equipment and packed it abo
trucks, while the five-ton transm
ter itself was lowered one story
its truck.

At 5 a.m. the trucks were roll
through a dense fog, which di
help things any, but 3:30 Tu
day afternoon they had brou
the equipment through the fog
through the equally hazardous N
York City traffic to Brentwood
had every piece of apparatus
place. At 8 that evening the tra
mitter was hooked up for tes
and by 10 p.m. it was pronou
ready for operation. The reg
schedule was resumed at 8
Wednesday.

At Brentwood, the 10,000-
transmitter utilizes four di
tional antennas, three directed
Latin America and one tow
Europe, with two more ante
expected to be ready for ser
within a few weeks. Meanwhile
new WABC transmitter on L
Pea Island in Long Island Sou
scheduled to make its debut Oct

Seek Roanoke Local

THE husband-and-wife team
John and Marcia Arrington,
obtained a construction pe
from the FCC last spring for a
local in Covington, Va., WJ
have applied for a 250-watt full
station on 1240 kc. in Roan
which now has a regional W
(5,000 watts on 960 kc.) and a
WSLS (250 watts on 1440
the latter part owned by the
ators of WDBJ. The Arring
formerly operated WCHV, C
lottesville, Va.

Network Accounts

All time EST unless otherwise indicated.

New Business

JUSTIN BOOT & SHOE Co., Fort Worth, on Sept. 28 started *I Give You Texas & the Great Southwest* on 4 Lone Star stations (KGKO KGNC KXYZ KTSA), Sundays. Agency: Evans & LeMay, Fort Worth.

WILLIAM R. WARNER Co., New York (Sloan's Liniment), on Oct. 10 resumes *Gang Busters* on 63 NBC-Blue stations Fri. 9-9:30 p.m. EST and on 3 or 4 CBS stations via transcription with stations and times still to be decided. Agency: Warwick & Legler, N. Y.

O. L. CLARK Co., Pittsburgh (Clark candy bars), on Oct. 2 begins *Service With a Smile*, on 51 NBC-Blue stations, Thurs. 8-8:30 p.m. EST, on Oct. 9 shifting to 8:30-9 p.m. Agency: Albert P. Hill Co., Pittsburgh.

MARROW'S Inc., Los Angeles (Marrow-Oil shampoo), on Sept. 28 resumes for 13 weeks *Hollywood Whispers*, on 70 MBS stations, Sun., 1:15-1:30 p.m. and 2:15-2:30 p.m. (EST), with West Coast repeat 1:45-2 p.m. (PST). Agency: Hays MacFarland & Co., Chicago.

Renewal Accounts

AMERICAN CHICLE Co., Long Island, N. Y., on Sept. 30 renews for 13 weeks *By the Way*, with Bill Henry, on 6 CBS Pacific Coast stations, Tues., Fri., 9:30-9:45 p.m. (PST). Agency: Badger, Browning & Hersey, N. Y.

GENERAL FOODS CORP., New York (La France, Satina, Minute Tapioca, Postum), on Sept. 23 renewed for 52 weeks *Joyce Jordan, Girl Interne* on 75 CBS stations, Mon. thru Fri. 2:15-2:30 p.m., rebroadcast 6-6:15 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Calumet Baking Powder, Swansdown Cake Flour, Diamond Crystal Salt) renews *Kate Smith Speaks* on 98 CBS stations Monday through Friday 12-12:15 p.m. Agencies: Benton & Bowles, N. Y. (salt); Young & Rubicam, N. Y. (Calumet, Swansdown).

PET MILK SALES Corp., St. Louis (Pet and Irridated milk), on Sept. 23 renewed for 52 weeks *Saturday Night Serenade* on 55 CBS stations, Sat. 10:45-10:15 p.m. and *Mary Lee Taylor* on 64 CBS stations, Tues. and Thurs. 11-11:15 a.m., rebroadcast 1:45-2 p.m. Agency: Gardner Adv. Co., St. Louis.

Duo from Harlem

FOR THE FIRST TIME in over 13 years of depicting the characters Amos 'n' Andy and their friends in a mythical Harlem, Freeman (Amos) Gosden and Charles (Andy) Correll will actually originate a program from there. Since it might be impossible for them to rush back to CBS studios in New York for their 11 p.m. broadcast to the Coast after attending the Joe Louis-Lou Nova fight at the Polo Grounds, the N. Y. Giants Ball Club came to the rescue by offering a ticket storeroom for broadcast use. CBS engineers have installed sound proofing with the necessary engineering equipment and on Sept. 29 the broadcast for Campbell Soup will come from heart of Harlem, site of the Polo Grounds.

TEXAS Co., New York (Texaco) on Oct. 1 renews for the 1941-42 season *Texaco Star Theatre* with Fred Allen on 85 CBS stations Wed., 9-10 p.m. with West Coast repeat at midnight. Agency: Buchanan Co., N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Sept. 23 renewed for 52 weeks *Kate Hopkins* on 50 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on Sept. 23 renewed for 52 weeks *Young Dr. Malone* on 79 CBS stations, Mon. thru Fri., 2-2:15 p.m. (rebroadcast 7:15-30 p.m.). Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Sept. 22 renewed *Bess Johnson* for 53 weeks on 63 NBC-Red stations, Mon. thru Fri., 10-10:15 a.m. Agency: Sherman & Marquette, Chicago.

Network Changes

GENERAL FOODS Corp., New York (Swansdown, Calumet, Bakers Chocolate), on Sept. 29 replaces *Home of the Brave* with *When a Girl Marries* on 55 NBC-Red stations, Mon. thru Fri., 5-5:15 p.m. Agencies: Young & Rubicam, N. Y., for Swansdown and Calumet; Benton & Bowles, N. Y., for Bakers Chocolate.

Knowlson Is Appointed Deputy Priorities Chief

J. S. KNOWLSON, president and chairman of the board of Stewart-Warner Corp. and since June, 1940, president of RMA, last Tuesday was named OPM deputy director of priorities and chief aide to Donald M. Nelson, Director of Priorities. Resigning as RMA president several days before his appointment was announced, he has been succeeded by Paul V. Galvin, president of Galvin Mfg. Co., Chicago, who on Sept. 18 was named acting president by the RMA executive committee.



Mr. Knowlson

Mr. Knowlson, one of the best known figures in the radio manufacturing field, succeeded Thomas B. McCabe with OPM. Mr. McCabe has been transferred to the staff of Lend-Lease Administrator Edward R. Stettinius Jr. A successor to Mr. Knowlson's RMA post is to be chosen formally by the RMA board of directors next month.

ROXY THEATRE, New York, from Sept. 22 to Oct. 3 is conducting a campaign of 5 to 6 40-word announcements to promote the picture, "A Yank in the RAF" on the following New York stations: WOV WMCA WHN WNEW WQXR WHOM WAAT WINS WWRL WEVD. Agency is Kayton-Spiero, New York.

DR. CORLEY'S PRODUCTS, San Francisco (health foods), on Sept. 30 adds commentary on 8 Don Lee-Mutual stations in California, making two weekly, Tues. 11-11:15 a.m. (PST). Agency: Rufus Rhoades & Co., San Francisco.

E. R. SQUIBB & SONS, New York, on Sept. 29 shifts *Golden Treasury of Song*, on 35 CBS stations, Mon. thru Fri. 3:15-3:30 p.m. to Mon., Wed., Fri., 6:30-6:45 p.m. Agency: Geyer, Cornell & Newell, N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Oct. 5 shifts *Dear John*, featuring Irene Rich, from a split NBC-Red and Blue network to 52 Blue stations, Sun., 9:30-9:45 p.m. (EST), with West Coast repeat transcribed, 9-9:15 p.m. (PST). Agency: H. W. Kastor & Sons, Chicago.

MENNEN Co., Newark (shaving products), on Sept. 28 added 8 stations to *Capt. Flagg & Sgt. Quirt*, making a total of 84 NBC-Blue stations, Sun., 7:30-8 p.m. Agency: Russel M. Seeds Co., N. Y.

AMERICAN TELEPHONE & Telegraph Co., New York (Bell system), starting Sept. 29 will rebroadcast *The Telephone Hour*, on 83 NBC-Red stations, Mon. 8-8:30 p.m., on 12 NBC-Red Pacific stations, 12-12:30 p.m. Agency: N. W. Ayer & Son, N. Y.

MARS Inc., Chicago (candy bars), on Oct. 13 shifts origination of *Dr. I. Q.* on 89 NBC-Red stations, Mon., 9-9:30 p.m., from San Francisco to Birmingham, Ala., for a series of seven broadcasts. Agency: Grant Adv., Chicago.

MILES LABS., Elkhart (Alka-Seltzer and One-A-Day vitamins), on Sept. 29 adds a rebroadcast of *News of the World* via transcription to 7 NBC Pacific Blue stations at 8:30-8:45. Original broadcast is heard Mon. thru Fri., 7:15-7:30 p.m. on 29 NBC-Red stations, making a total of 36 NBC-Red stations. Agency: Wade Adv. Agency, Chicago.

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

CENTER OF NIGHT LIFE in St. Louis



The Club Continental offers famous bands and brilliant floor shows. Theaters, shops and offices are all close to the New Hotel Jefferson. ☆

800 MODERN ROOMS FROM $3.00

New Hotel Jefferson

THE ARISTOCRAT OF ST. LOUIS

Bristol-Myers Adds Mexico City News, Expanding Its Extensive Latin Schedule

BRISTOL-MYERS Co., New York (Sal Hepatica, Mum, Vitalis, Ipana, Ingram shaving cream), one of the most extensive users of Latin American radio among American firms, recently added four quarter-hour AP newscasts in Spanish seven days a week, on XEW, Mexico City, making a total of 48 such programs sponsored by the company in 29 cities in 17 of 20 Latin American countries. In addition B-M is sponsoring musical and other programs on 36 stations in four of the countries. Programs are transmitted on long, medium and short waves.

After testing a newscast in Spanish three years ago on WKAQ, San Juan, Puerto Rico, B-M saw the possibilities of this type of program to sell its products. "After that one test", says J. J. Clarey, foreign advertising manager of the company, "we were convinced that radio could sell our products in the Latin American market. We chose news programs because we found them to be universally acceptable and most appealing to a maximum audience in each country." Since that time B-M has been adding stations all along the line until the present totals have been reached [see article by Mr. Clarey on page 30].

All But Five

All Latin American countries except Nicaragua, Uruguay, Paraguay, Argentina and Colombia carry B-M news programs. Of the 83 stations airing all types of B-M programs on the long, medium and short wave, two stations have them in Portuguese, one in English, with the remainder using Spanish.

B-M relies only on American news services for its source of news. Three methods are used to supply stations with AP, UP, INS or Transradio Press news:

1. Specially prepared by local offices in South America of the American news services. UP, through its local offices prepares specially packaged 15-minute news programs for PRE8, Rio de Janeiro; PRB9, San Paulo, Brazil; HC2AJ, Guayaquil, Ecuador, and OAX4A, Lima, Peru. AP does the same for XEW and XEWW, Mexico City.

2. Rebroadcast of shortwaved news prepared by the news department of WLWO, Crosley shortwave station in Cincinnati. These shortwave broadcasts are picked up by YSDN, San Salvador; HRN, Tegucigalpa, Honduras, and TGW, TGWB, TGWC, Guatemala City and rebroadcast on the three wavelengths.

3. Purchase of news through local radio stations which have access to American news services. This method is used in the greatest number of cities.

Most of the programs are quarter-hour summaries, except in Cuba where there are daily five-minute spots.

Using a program of Spanish music as far back as 1927, when it sponsored the *Ipana Troubadors* on a station in Cuba, B-M is now sponsoring such programs on 36 stations in Argentina, Colombia, Cuba and Mexico. In Argentina, *Musical Quiz*, a Spanish programs following the quiz pattern, broadcast on a seven-station hookup of the El Mundo network, has drawn responses from as many as 20,000 contestants for a single program, Mr. Clarey stated.

Other Campaigns

In Colombia 14 stations are airing live and transcribed musical programs for B-M as are 10 stations in Cuba. In Mexico City, the company has two 15-minute musical programs daily, featuring classical and semi-classical music on XELA and an amateur hour which has been on XEW for the last six years and is one of Mexico's most popular programs, according to Mr. Clarey, and broadcasts of prize fights every Saturday night and a dramatic hour every Wednesday night on XEB.

WKAQ, San Juan, which was the testing ground for Latin American programs by B-M, now airs three Spanish news programs weekly and a six-time weekly sports program, as well as a Monday-through-Saturday newscast in English, intended for American soldiers and English-speaking residents stationed in Puerto Rico.

Transcriptions Too

At one time Bristol-Myers used live and transcribed spots extensively in Latin America, but has replaced announcements with these other types of programs in the last few years though the company still places them on a few small stations in Brazil.

All Latin American business for Bristol-Myers is placed by Boclaro Adv. Agency, New York.

Bekins Coast Hookup

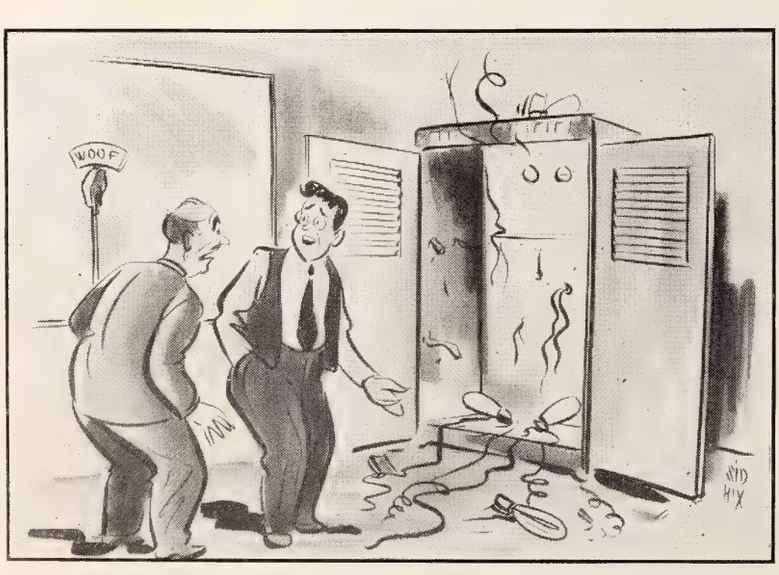
BEKINS VAN & STORAGE Co., Los Angeles, which stores and retails furniture through 33 warehouses in California, Washington and Oregon, and a heavy consistent user of spot radio for many years, on Sept. 29 starts a twice-weekly news commentary program, *By the Way*, with Bill Henry, on 4 CBS California stations (KNX KARM KSFO KROY), Monday, Wednesday, 5:30-5:45 p.m. (PST). This is the firm's first purchase of network time. Contract is for 52 weeks, with placement through Brooks Adv. Agency, Los Angeles. Firm will also continue to use spot announcements on KNX KSFO KFSD KMPC KOIL KLZ. American Chicle Co., Long Island, N. Y., through Badger, Browning & Hersey, New York, sponsors Bill Henry on 7 CBS West Coast stations, Tuesday, Friday, 9:30-9:45 p.m. (PST).

Shell Football in N. Y.

SHELL OIL Co., New York, starting Oct. 4 will sponsor all the home football games of Columbia U on WMCA, New York, with Rush Hughes of the regular staff giving the play-by-play and Jimmy Powers, sports editor of the *New York Daily News* furnishing the color. This is the first time Columbia has permitted its home games to be broadcast. In addition, company is sponsoring a football rally on the same station each Friday before a game, 8:30-9 p.m. Visiting coaches will be guests and the Columbia glee club will sing. Schedule includes: Oct. 4, Brown; Oct. 18, Georgia U; Nov. 1, Cornell; Nov. 15, Michigan; Nov. 22, Colgate. Agency is J. Walter Thompson Co., New York.

Plough to Use 150

PLOUGH Inc., Memphis (proprietary), is planning a campaign of transcribed dramatized one-minute and 15 and 20-second station break announcements to get under way in the next few weeks on more than 150 stations throughout the country. Lake - Spiro - Shurman, Memphis, handles the account.



Drawn for BROADCASTING by Sid Hix

"We Gave All the Aluminum for Defense!"

Blue Net Involved In Sponsor Battle

Luckies and Camels Compete For Time; B-S-H Protest

DISLIKES of advertisers to have their programs neighbored by programs for competitive products last week placed NBC-Blue in the middle of two disputes, neither of which had been solved as the week ended. One occurred when, after arranging to put the *Penthouse Party* series for Camel cigarettes into the 9:30-10 p.m. Wednesday spot on the Blue, William Esty & Co., agency for R. J. Reynolds Tobacco Co., informed Blue executives they would have to remove the *Kay Kyser Show* for Lucky Strikes, broadcast on the Red network from 10 to 11 p. m. Wednesdays, from the seven Blue stations which have been carrying this program but which are also on the Camel list.

Agencies at Odds

In making its argument, Esty cited to NBC its own rule against successive broadcasts for competitive products on the same stations. Lord & Thomas, however, leaped into the fray for its client, American Tobacco Co., sponsor of the Kyser programs, insisting that as users of this full-hour period for several years, they are entitled to first consideration and that if any program is moved from the seven stations it should be *Penthouse Party*. In six of the seven cities there are no Red outlets and in the seventh, the same station is available with either network.

Meanwhile, announcement that Dr. Miles Labs. had purchased the 6:30-6:45 p. m. spot, Monday, Tuesday, Thursday, Friday, to broadcast *Lum & Abner* for Alka-Seltzer brought a prompt protest from Blackett-Sample-Hummert on behalf of American Home Products, sponsor of *Easy Aces* on the Blue at 7-7:15 p. m., Tuesday through Thursday, for Anacin. NBC's stand that the intervening program, Lowell Thomas for Sun Oil, provided a sufficient break between the two proprietary programs, failed to mollify B-S-H and its client, which notified NBC that unless the Alka-Seltzer show is moved they will withdraw from the Blue two daytime serials, *John's Other Wife* and *Just Plain Bill*, at the expiration of their contracts the end of December. Furthermore, the agency intimated it might also drop *Orphans of Divorce* and *Honeymoon Hill*, which with the other two serials fill the 3-4 p. m. hour on the Blue Monday through Friday.

Fendrichs Test

H. FENDRICHS Inc., Evansville, Ind. (Charles Denby cigars), is testing radio with one-minute spot announcements three times weekly on an undisclosed number of midwestern stations. Russel M. Seeds Co., Indianapolis, handles the account.

"YOU BET I listen to WLW



. . . . . for plenty of reasons! You see my Dad has quite a farm near Evansville, Indiana, and he and I are interested in what other farm folks are doing, what luck they're having with new experiments on the farm, etc. Because, after all, maybe we'll be wanting to try out some of these new ideas. Well, to get this news, we listen every day to 'Everybody's Farm Hour,' on WLW. It's a real friendly program. Ed Mason makes you feel that he is right in your own home, talking over the things that we're interested in.

And Mom—is always giving WLW a pat on the back. She gets a great kick out of Hal O'Halloran and Grandpappy Doolittle. Everybody on WLW seems so friendly she says. She listens to all the Women's programs.



There's another reason why we listen, too, but I can't explain it very well. Dad says it's because WLW is a Clear Channel Station. All I know about it is that you don't have to put up with a lot of static. WLW comes in good and clear even though we are 263 miles from Cincinnati.



And that...is the way we Martins feel about turning to '700' on the dial. WLW has for years done their level best to help a lot of us farm folks in Indiana, giving us the kind of programs we like, market and weather reports, news and a lot of swell evening entertainment, and believe you me, we appreciate it."



Mr. Martin says WLW farm programs give him valuable help in raising sheep, and other live stock.

CLEAR CHANNEL

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



REPRESENTATIVES: New York—Transamerican Broadcasting & Television Corporation. Chicago—WLW, 230 N. Michigan Avenue. San Francisco—International Radio Sales.

PRINTED IN U.S.A.

Designed to Keep You Technically Up-to-the-Minute!

RCA TUBE PUBLICATIONS and ENGINEERING DATA

These RCA publications bring you the tube data and engineering help you need—when you need it—and in its most authentic and up-to-the-minute form. For years, RCA engineering has led the way, and these publications keep you fully abreast of modern tube design and application. They are available through your RCA Tube and Equipment Distributor, or may be ordered direct from RCA, Commercial Engineering Section, Harrison, N. J.

RCA GUIDE FOR TRANSMITTING TUBES

Includes full details on RCA air-cooled transmitting tubes plus circuits and construction data on equipment of interest to experimenters, amateurs, and engineers. 50% larger. Fully illustrated. 72 pages. *Net price,* **25c** *each.*

TT-100 TRANSMITTING TUBE BOOKLET

This attractively illustrated publication shows at a glance the maximum ratings and typical operation conditions of the entire line of RCA Transmitting and Special-Purpose Tubes. Contains 16 pages.

Single copies at no charge

RCA HAM TIPS

RCA's newsy little publication devoted exclusively to the radio amateur. Jam-full of how-to-make-it articles, technical data, diagrams, transmitting tube advice, helpful hints. Fully illustrated. Issued seven or eight times a year. Your RCA Tube and Equipment distributor will be glad to supply you with it.

Available at no charge

RCA PHOTOTUBE BOOKLET

Written by RCA engineers to give a clear understanding of phototube theory, construction, and operation. Complete with descriptive text, circuits, curves, and charted information. Booklet contains 16 pages.

Single copies at no charge



HB-3 ALL TYPES TUBE HANDBOOK

Convenient, loose-leaf data, curves, etc., on all RCA transmitting, receiving, cathode ray, television and special-purpose tubes, complete with attractive, durable binders. Available on subscription basis. Write RCA Commercial Engineering Section, Harrison, N. J., for descriptive folder and order form.

RC-14 RECEIVING TUBE MANUAL

Now available with a 38-page supplement covering 99 additional receiving tube types and making the book a virtual encyclopedia, containing a total of 256 pages and covering 333 different receiving tube types. . . . *Net price, complete,* **25c**

1275-B RECEIVING TUBE BOOKLET

A handy guide for quick, easy reference. Includes the salient characteristics, socket connections, and a special classification index of the complete line of RCA Receiving Tube types. 16 pages.

Single copies at no charge

INSTRUCTION BOOKLETS

These booklets contain complete, authorized information on Radio's finest line of Transmitting and Special-Purpose Tubes. They are included in the cartons with RCA Tubes, but bulletins on any tube type are available upon request.

Single copies at no charge

RCA

Radio Tubes

PROVED IN COMMUNICATION'S MOST EXACTING APPLICATIONS

RCA MANUFACTURING CO., Inc., Camden, N. J. • A Service of The Radio Corporation of America

For Canadian prices write to RCA Victor Company Limited, Montreal

RCA BROADCAST EQUIPMENT
From microphone to antenna

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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OCTOBER 6, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

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Last Week We Made These Statements

in full-page advertisements in the New York Times, News, Mirror and Herald-Tribune



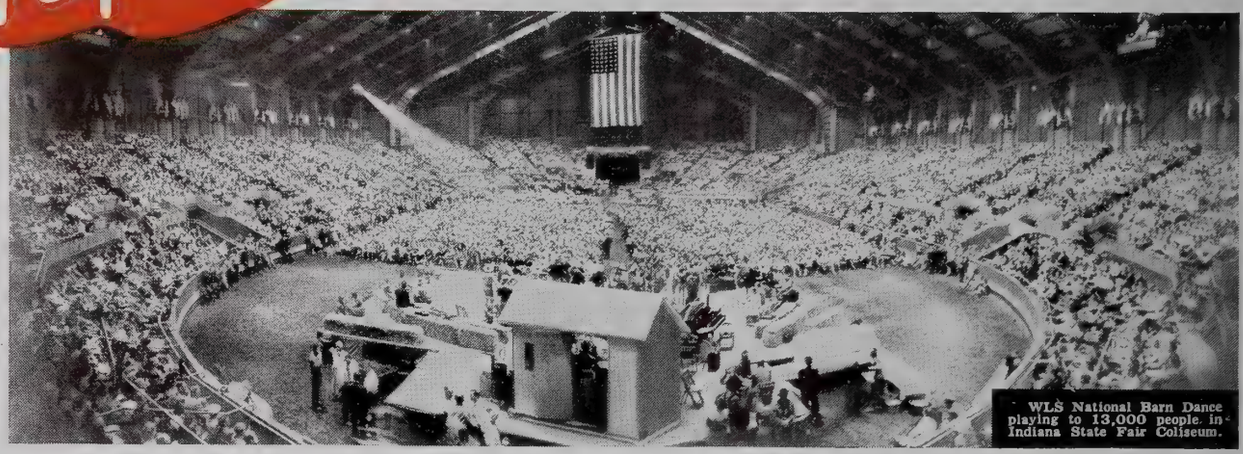
1 More WOR programs are heard today by more people than hear the programs of any other New York station.

2 Year after year—for more than 4 years—WOR has shown the greatest and most consistent audience growth of any station in Greater-New York.

3 Year after year, WOR has added more new listeners to its sports, news and general entertainment audiences than have been added by any other New York station.

Further facts and material supporting the statements made above will be gladly presented to interested agencies or their clients by WOR, at 1440 Broadway, in New York. Phone PE 6-8600.

32,000 People Came to the WLS National Barn Dance



WLS National Barn Dance playing to 13,000 people in Indiana State Fair Coliseum.

13,000 at the Indiana State Fair
12,000 at the Wisconsin State Fair
7,000 at the Illinois State Fair

MORE than 32,000 people paid up to $1 apiece to see the WLS National Barn Dance broadcast this fall from three Mid-Western state fairs: Illinois, Wisconsin and Indiana.

These impressive figures were rung up in spite of the fact that the WLS National Barn Dance has been playing these three fairs annually for an aggregate of 20 years—10 years at Indiana, six years at Illinois and four years at Wisconsin. This is the same show that has played to almost 1,000,000 people in Chicago's Eighth Street Theater in the past nine and one-half years. Yet within 200 miles of Chicago, 32,000 interested people again turned out to see their favorites in these three state fair performances of the WLS National Barn Dance.

Here, then, is again evidence of the good will the people of Mid-West America have for WLS—a good will that extends to all the programs on the station and to the advertisers who sponsor them.

WLS
CHICAGO

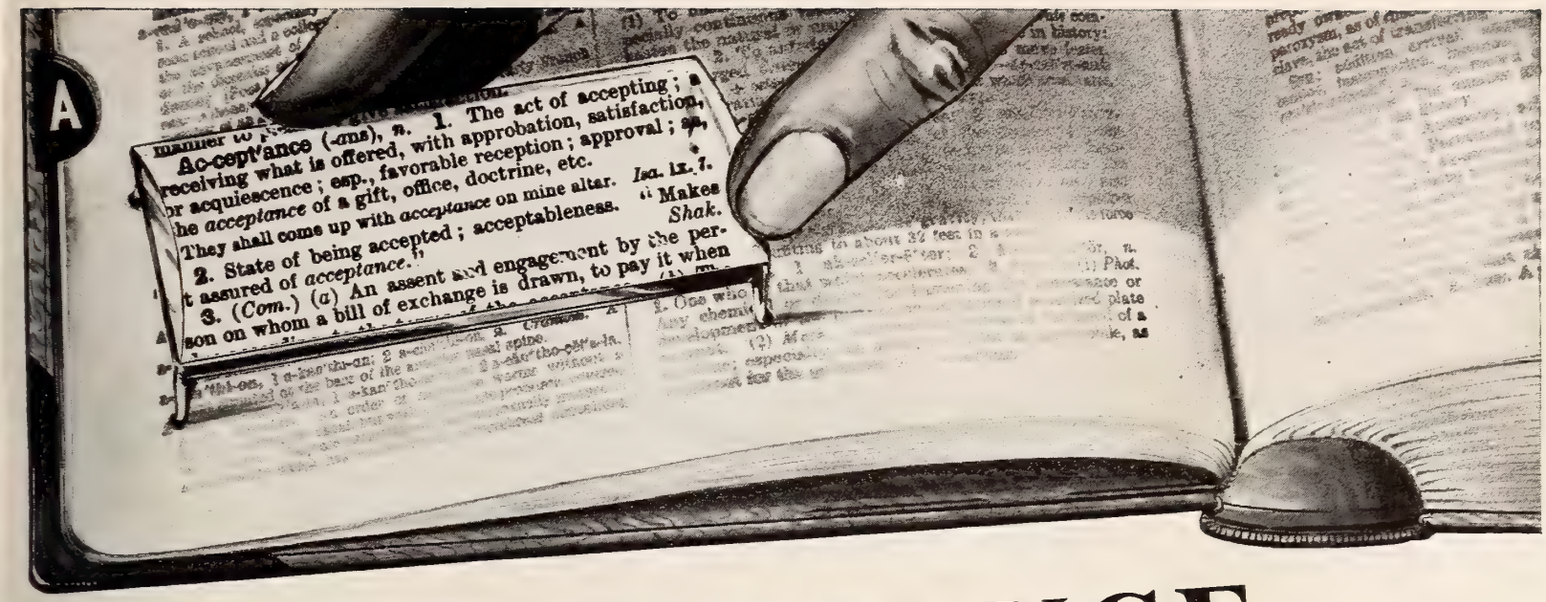
890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
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MANAGEMENT AFFILIATED WITH
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REPRESENTED BY JOHN BLAIR



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WEAN
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Lawrence

WSAR
Fall River

WLBZ
Bangor

WFEA
Manchester

WNBH
New Bedford

WBRK
Pittsfield

WNLC
New London

WLNH
Laconia

WRDO
Augusta

WCOU
Lewiston
Auburn

WHAI
Greenfield

WSYB
Rutland

WELI
New Haven

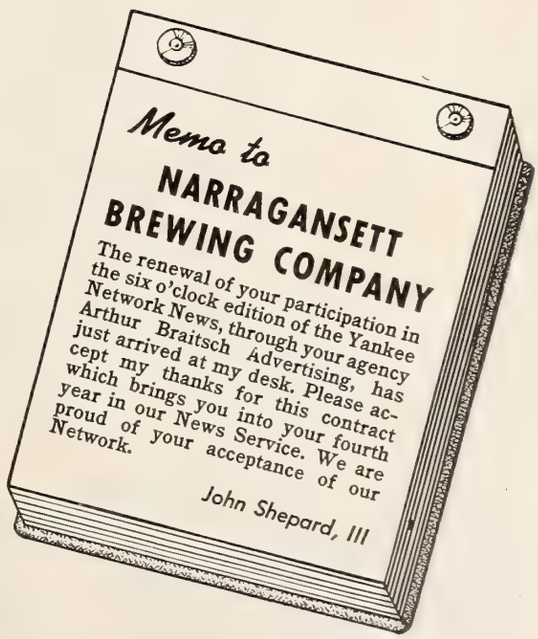
ACCEPTANCE - - - *is Clearly Defined!*

APPLYING the definition of "receiving what is offered with approbation" to The Yankee Network presents a correct and significant description of the most important reason for using these 19 key-market, hometown stations.

Acceptance of The Yankee Network has been built by consistent service to the communities day-by-day . . . year-by-year. As a result, each station is as much a part of the buying area it dominates as a pioneer citizen.

Add to this loyal listenership the complete coverage that's given, and it becomes obvious why more and more foresighted advertisers rate The Yankee Network's 19 stations as a "must" in selling prosperous New England by radio.

A letter or wire will bring you prompt information about this market . . . the network which covers it . . . and time available.



THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

October 6, 1941

CONTENTS

Nets, NAB Ask ASCAP Approval	7
President May Name Durr to FCC	7
Burke, Van Heusen Quit ASCAP	8
Congress Retarding FCC Reforms	9
Air Maneuvers to Utilize Radio	9
AFM Action on Discs Delayed	10
New York FM Decision Appealed	10
Crosley Questions "Overlap" Probe	13
CBS, ABTU to Name Arbitrators	13
Free Press "Seminar" Marks Hearing	16
Trammell Urges Defense Group	18
Army Maneuver Coverage	20
Spot Preferred by Department Stores	22
BMI Shows First Year Profit	22
FCC Action Contradicts Probe Claims	24
Chamber of Commerce Radio Booklet	29
Aurora Borealis' Effect on Radio	31
AFRA Seeks Five More Network Points	59
New Log of Mexican Stations	62

DEPARTMENTS

Agencies	46	Merchandising	28
Behind the Mike	36	Network Accounts	61
Buyers of Time	41	Personal Notes	35
Classified Advertisements	53	Purely Progroms	42
Control Room	45	Radio Advertisers	43
Editorials	34	Station Accounts	40
FCC Actions	60	Studio Notes	47
Guestitorial	34	We Pay Respects	35
Meet the Ladies	38	Hix Cartoon	62



Here's exactly what a high-ranking executive in one of the nation's largest meat-packing organizations recently said about KOIL 7-Point Plus Merchandising:

"We particularly appreciate that your 7-Point Plus Merchandising service *continues* week after week, *without* any special reminders or prodding from this end."

THAT 7-POINT PLUS MERCHANDISING STATION IN OMAHA, NEBRASKA.....

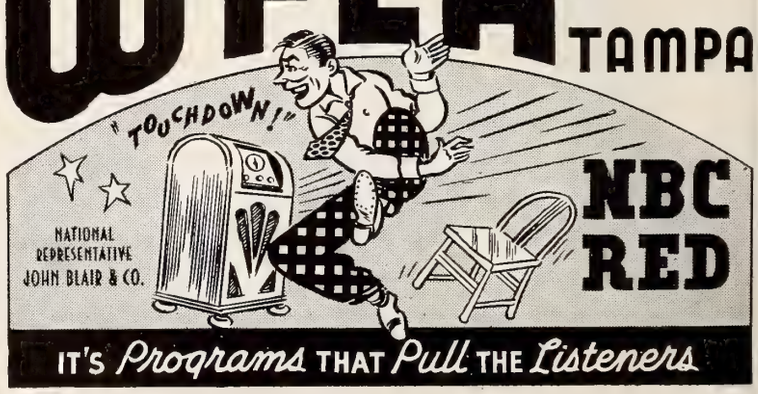
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For the rural and small town audiences, use KFAB LINCOLN, NEBR

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REPR

FLORIDA *Sport Fans* LISTEN TO

WFLA 970 kc. full time TAMPA



NBC RED

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

IT'S *Programs* THAT *Pull* THE *Listeners*



WDAF A Public Service To Its Community

The story of defense needs is being thoroughly told to the Middle West over WDAF. There is no defense bottleneck on WDAF.

Fifty-seven regular news broadcasts each week . . . plus news bulletins when they break. Quality rather than repetitious quantity in news dissemination has made WDAF the accepted station for news dependability and news integrity in the Kansas City area.

Whether it's news, defense, charity, schools, churches—the community looks to WDAF . . . and does not look in vain.

WDAF

KANSAS CITY

THE BEST "TEXAS STEER" IS KGKO!

Fort Worth and Dallas are statistically the second and fourth cities in Texas. From the standpoint of radio, however, they are *one city*—the largest in Texas by a margin of nearly 90,000 pople. Because Station KGKO, with its transmitter only a few miles from the center of *both* cities, covers them both completely!

More than that, actual field intensity tests prove that KGKO, 5000 watts at 570 KC, has a 185-mile radius of daytime primary coverage—a larger primary daytime coverage than any other station in the Southwest, excepting only one nearby 50,000 watter! The third station, another 50,000 watter, has a calculated average radius actually less than KGKO's!

And more than *that*, the rates of KGKO average approximately *one-half* the rates of other major stations in this territory. In other words, KGKO is the best buy in Texas. Ask your Agency to ask the Colonel!

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WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . .IOWA. . .	
WHO	DES MOINES
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KMA	SHENANDOAH
. . .SOUTHEAST. . .	
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WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . .SOUTHWEST. . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . .PACIFIC COAST. . .	
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KGKO

FORT WORTH — DALLAS

NBC . . . 5000 Watts . . . 570 KC

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BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 14 WASHINGTON, D. C., OCTOBER 6. 1941 $5.00 A YEAR—15c A COPY

ASCAP Approval Asked by Nets, NAB

Combined Drive Started to Obtain Acceptance of Pact; Affiliate Opposition Noted; BMI Future an Issue

WITH THE future existence of ASCAP held to be at stake, NBC and CBS, unqualifiedly backed by the NAB executive committee, last week combined in an effort to restore peace on the music front through acceptance of the new contract proffers of ASCAP, already agreed to by the networks.

While it was generally conceded that dollar-wise, the ASCAP proposition is a "cheap deal" in contrast to demands of former years, there nevertheless was a strong undercurrent among affiliates against acceptance of the network rebate principle plus the repeatedly expressed view that, denials to the contrary, Broadcast Music Inc. would go by the boards as part of the transaction.

Won't Drop BMI

Both NBC and CBS, as well as NAB President Neville Miller, disclaimed any intention whatever of abandoning BMI, and while Mr. Miller said the millenium in copyright has not been achieved, he regarded the present agreements with ASCAP as a "step forward".

A new deadline of Oct. 15 has been set by CBS for return of the music to its network. NBC, however, is trying to effect the ASCAP reunion as expeditiously as possible, but did not specify a date.

The networks made no bones about their desire to restore ASCAP to their networks. Advertisers want the advantage of a greater selection of music, they insisted. Mr. Miller also reflected this view, in his own detailed analysis of the contracts sent to all broadcasters last Thursday, following the network letters dispatched the previous weekend.

Affiliate Response

NBC and CBS each reported receipt of a handful of wires and letters from affiliates agreeing to rebate 2¾% of their revenue from network commercial programs so that ASCAP music might be brought back to the networks, at least.

At its Thursday board meeting, the ASCAP directorate voted to extend for another weekend its blanket permission to all broadcasters, stations and network alike, to broadcast ASCAP music played at football games being aired, without charge or fear of infringement suits. Concerned largely with internal matters, the board did not, as had been loudly prophesied, establish a deadline date of Oct. 10 or 15 and demand that the networks sign their contracts by that time under penalty of having ASCAP toss the whole deal over and file its anti-trust suit if NBC and CBS failed to meet this date.

Abstracts of letters by Mr. Trammell for NBC and Mr. Klauber for CBS on ASCAP contracts on page 57.

The board took no action at all on the radio contract situation, nor was the matter one for general discussion, according to informed sources, which report that most of the society's directors felt that since the contracts had been mailed out to network affiliates only the preceding weekend, the stations had not by Thursday sufficient time to study the lengthy documents. By next Thursday the situation will be different, however, and it was reported that if the networks cannot at that time show a satisfactory response, the ASCAP board may produce the fireworks which some had expected this last week.

Network executives agreed with ASCAP that no volume of answers, either favorable or unfavorable, could be expected in such a short time, but that this week should pretty much tell the story. Such replies as that from Clarence Wheeler, vice-president of WHEC, Rochester, who last Tuesday wired CBS an enthusiastic acceptance, were bound to be the exception rather than the rule, they stated. Both CBS and NBC, however, expressed the optimistic view that their affiliates would in the main sign up promptly and that ASCAP music would be back on these networks in the very near future, quite possibly by Oct. 15.

Wheeler's Support

Mr. Wheeler's wire, addressed to Edward Klauber, CBS executive vice-president, read: "Have read your letter of Sept. 27 thoroughly and am sending you signed copies of agreement between WHEC and CBS. I have followed the negotiations from the beginning and feel that all parties are to be congratu-

President May Name Durr to FCC Post

Alabaman's Name Slated For Place Vacant Since June

BARRING unforeseen developments, President Roosevelt will name Clifford J. Durr, top-flight New Deal attorney, to the vacancy on the FCC that has existed since last June 30.

At a press conference last Friday, the President said he was about ready to send a nomination to the Senate, though he did not mention Mr. Durr by name. The Senate reconvenes Monday (Oct. 6) and the nomination may go up noon that day, or shortly thereafter.

The 42-year-old Alabaman, who has the support of practically the entire Alabama Congressional delegation, originally had been mentioned for the post in August [BROADCASTING, Aug. 25], but afterward it had been reported he was not particularly anxious for it. Since then, however, it was stated in one informed quarter that inquirers at the White House had been advised the President already had decided upon Mr. Durr, but that he desired to finish certain



Clifford J. Durr

tasks at the RFC, where he is assistant general counsel, and at the Defense Plant Corp., an RFC subsidiary, of which he is general counsel, before accepting the appointment.

FCC Chairman James Lawrence Fly conferred with President Roosevelt Sept. 24 and discussed the FCC vacancy. He is understood to have espoused Mr. Durr's appointment.

The FCC post has been vacant since the retirement last June 30 of Frederick I. Thompson, of Alabama, who was not renamed by the President. Mr. Durr's appointment would be for seven years from last June.

Durr Highly Regarded

Mr. Durr, if nominated, will have the support of Senators Bankhead and Hill of Alabama. He is a brother-in-law of Supreme Court Associate Justice Hugo Black and is highly regarded in Administration legal circles. He received his A.B. degree from Alabama U and his law degree from Oxford in 1922, as a Rhodes scholar. He has been in Washington since 1933 as a member of the RFC legal department, and was named assistant general counsel in 1937. With the creation of the Defense Plant Corp. last August, he was named its general counsel.

Mr. Durr, after his graduation from Oxford in 1922, returned to the United States and worked with the Montgomery law firm of Rushton, Crenshaw & Rushton for a year; with Fawsett, Smart & Shea,

(*Continued on page 52*)

lated on arriving at terms for returning ASCAP music to all who wish to use it." He added that his station would sign a local agreement with ASCAP as soon as the society adjusts an audit made by its own auditors.

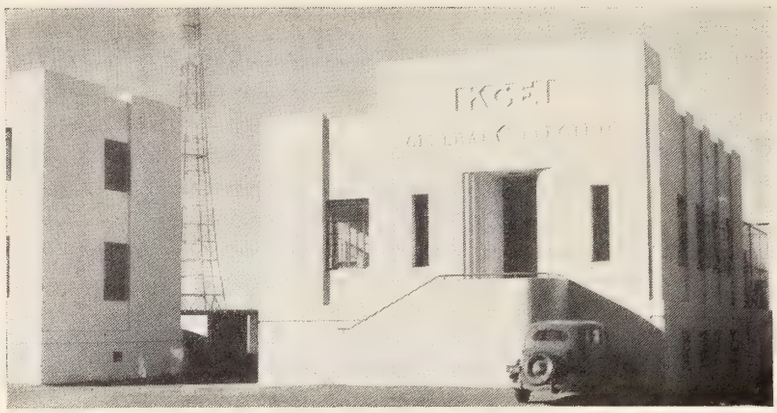
In explaining the delayed responses from stations due to the time necessary to absorb the voluminous detail of the five forms of ASCAP contracts and their accompanying letters, the networks also cited this complexity as proof that they had not been stalling when they had previously explained their own delay in sending out the forms while their own attorneys went over them to eliminate all errors. Even then, several penned in corrections appeared on the forms finally released.

The definition of a network program appearing in the network licenses "a program simultaneously broadcast over two or more radio stations in the United States interconnected by wire, radio or any other means whatsoever," makes no distinction between national and regional networks and apparently would preclude any more favorable terms being given to regional network operators, such as have been requested by John Shepard 3d, president of Yankee and Colonial Networks. Queried on this point, an ASCAP spokesman stated this definition was taken from the Government consent decree and that no answer one way or the other had as yet been prepared to Mr. Shepard's request, on the theory that the important thing now is to get the national network situation settled and that the regional networks rights to preferential treatment will be gone into later on.

It was further pointed out that in dealing with NBC and CBS, ASCAP has prepared only blanket licenses, which were the only ones requested by these networks. If the regionals, as has been stated, are more competitive with individual stations and so should be given the terms of station licenses, network per program forms must also be worked out, a matter which will take a good deal of time and thought.

It was apparent that unless ASCAP soon effected peace with the broadcasting industry, it would lose writer and publisher members left and right. Also, it was reported that ASCAP's only recourse would be the filing of a series of long-threatened triple-damage suits against the industry, although there was some question about the validity of such actions.

Last week music publisher members of ASCAP displayed their anxiety to get back on the air when two of them licensed radio directly to perform music in new picture productions without clearance through ASCAP. These covered the RKO film "Playmates" and the Disney cartoon extravaganza "Dumbo." The RKO music, written by Jimmy Van Heusen and Johnny Burke, has been licensed through Southern Music Co., a BMI music publishing house, while that covering "Dumbo" is through Irving Berlin, Inc., with the numbers written by Ned Washington, Oliver Wallace and Frank Churchill, all ASCAP writers.



LAST WORD in modern design and construction is this new transmitter building, located at Belmont, Cal., of KGEI, General Electric international shortwave station in San Francisco. Operating with 50,000 watts, the station broadcasts on 6190, 9530, 15330, 9670 kc.

There were no complete reports last weekend as to how many affiliates had signed the NBC-CBS commitments, under which they agreed to pay the networks 2¾% of compensation due from them for broadcasting of network programs, covering the proposed rebate on ASCAP payments. While a number of stations previously had committed themselves, there nevertheless existed some degree of apprehension, particularly in the light of the adoption of the NIB convention in Chicago, Sept. 22-23, of the resolution opposing the rebate plan as a circumvention of the consent decrees entered into with the Department of Justice.

No Commitments

NAB President Miller, in his special bulletin to all broadcasters irrespective of NAB membership, recited recent history of the ASCAP negotiations. He brought out that the executive committee on Sept. 9 had recommended favorable consideration of the contracts, with only one negative vote—that of John J. Gillin, Jr., [BROADCASTING, Sept. 15].

After summarizing the proposals, Mr. Miller recounted objections which had been raised and essayed to answer them. He pointed out that the NAB has no authority to act for any station or to commit them to the proposals, and made it crystal clear that no commitments had been given ASCAP.

It it important to remember, Mr. Miller said, that individual station problems may still have to be made the subject of negotiation. For example, he brought out that the contracts do not cover the operation of regional networks, but that negotiations now are in progress.

Recounting the history of the ASCAP negotiations, Mr. Miller stated that three years ago the NAB considered ASCAP the industry's No. 1 problem. When ASCAP refused to negotiate in the spring of 1939, he recalled, the broadcasters decided to take definite steps so as to be in a negotiating position, and BMI was formed.

"When we compare the conditions which existed in 1939 with the conditions which exist today," Mr. Miller said, "we have every right to feel proud of the result which certainly is far better than we dared hope for two years ago. It goes without saying that the existence and success of BMI have been the major factors in producing the successful result."

Regardless of the industry's success to date, Mr. Miller said. it is "very important that broadcasters handle their present problems intelligently in the light of their individual situations so that the fruits of victory are not lost now that they are within our grasp."

After recalling how the present proposals were formulated, Mr.

(*Continued on page 55*)

WFIL Signs First

WFIL, Philadelphia, became the first NBC station to speed the NBC-ASCAP deal, signing its approval to the negotiations Sept. 29. In signing the contract, Roger W. Clipp, WFIL vice-president and general manager, said: "WFIL has signed the O.K. for NBC to go ahead with ASCAP. The time has come to restore ASCAP music to network programs. The deal is right. Every further week of delay is a further irritation to advertisers and the listening public. It is true we got along all right without ASCAP music, but we are not satisfied just to get along all right. We want to give the public its choice of all music it wants without limit. ASCAP has now shown it realizes its mistakes of the past, and we are ready to forget them and join with the composers in giving the public better and better service." WCAU, Philadelphia, on Sept. 29 also signed a contract with ASCAP. The station signed the agreement as a member of CBS and expects to have ASCAP music returned to the station about Oct. 15.

Burke, Van Heusen Abandon ASCAP

'Playmates' Composers Turn Over Rights to Southern

UTILIZING a prerogative extended them by provisions of the consent decree, Johnny Burke and Jimmy Van Heusen, ASCAP Hollywood song writers, with double A classifications, made a break with that Society Sept. 30 by assigning their musical score of the RKO film "Playmates" to Southern Music Co.

Releasing through BMI the deal, closed by Ralph Peer, Southern president, is for five tunes featured in the picture. He advanced the team $10,000 against royalties accruing to sheet music sales in mechanical rights.

Film features the Kay Kyser troupe. Through a form letter signed by Burke and Van Heusen, performance rights to the music will be made direct to stations, assuring also extensive use on both CBS and NBC. Under provisions of the consent decree, it was pointed out, ASCAP permission is not needed to place music with other than Society publishers, provided that organization is formally notified.

Two Featured Tunes

Giving the film its first exploitation, Kyser's NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike), originates from RKO Studios Oct. 8 with two tunes, "How Long Lid I Dream" and "Thank Your Lucky Stars and Stripes", from "Playmates" slated to be featured.

West Coast ASCAP members have threatened for many weeks to withdraw from this Society and work independently. This is the first definite break, with others reported on Hollywood's Tin Pan Alley as ready to fall in line.

KGIR, Z-Bar Network Sign for BMI Music

KGIR, BUTTE, Mont., and the Z-Bar Network, operated by Ed Craney, who has been in the forefront of the copyright battle for a decade, have signed a BMI blanket license to run only until March 11, 1942. Mr. Craney said the transaction did not include the purchase of stock, and is on a blanket basis only. He explained that on March 11, when the networks must clear BMI music at the source under the consent decree entered into with the Department of Justice, he proposed to shift to a use method of payment.

The contracts covered the Craney stations, KGIR, Butte; KRBM, Bozeman, and KPFA, Helena. BMI announced that its roster of subscribers now totals 716, with other additions including KWOC, KRIC, KENO, WJIM, WSOO, WSPA, WRRN, KUIN, KTNM, WSON, KWOS and WMOG.

Congress Checks Fly's 'Reform' Drive

Speaker Rayburn Takes Steps to Slow Down Violent Trend

CONGRESSIONAL intervention to quell the FCC's stampede against commercial radio already has occurred and FCC Chairman James Lawrence Fly has been admonished by no less a figure than Speaker Sam Rayburn to avoid any move toward "social reforms" in broadcasting during the national emergency.

On unimpeachable authority it was learned by BROADCASTING last week that Speaker Rayburn, in a recent conference with Chairman Fly, advised him he thought the Commission should slow down on such projects as its chain-monopoly onslaught, the newspaper ownership proceedings, and several other adventures that would tend to dislocate the industry.

Toward Sanity

The effect of this conference already has been evident in the demeanor of the FCC majority during the last few weeks. A marked tendency toward a more rational course has been detected,with the newspaper inquiry slowed down to a walk and the chain-monopoly regulations, which were to have become effective Sept. 18, still being worked over.

Chairman Fly himself, it is understood, sought the conference with Speaker Rayburn following introduction in the House last August of a ripper bill (HR-5497) to reorganize the FCC by Rep. Jared Y. Sanders Jr. (D-La). This bill followed introduction in the Senate a few days earlier of a somewhat similar measure (S-1806) by Senator White (R-Me.).

Speaker Rayburn, himself former chairman of the House Interstate & Foreign Commerce Committee, which enacted the existing communications law, repeatedly has stated that he regarded the statute as an ideal one. But he has insisted that the difficulty has resulted from FCC administration rather than the intrinsic provisions of the statute.

Speaker Rayburn consistently has maintained that "non-essential" legislation should not take up the time of either house of Congress when national defense requirements are so urgent. In effect, he advised Chairman Fly it was his view that broadcast operations, so important for the maintenance of public morale and confidence, should not be thrown out of kilter by a series of administrative maneuvers or blasts of questionable legal status.

It is an open secret that many complaints have been made to the House leadership about the FCC under the Fly chairmanship. The pressure for legislation on the House side, moreover, has been greater than in the Senate, because of the attitude displayed by Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, and because of his anti-Administration status on the war issue.

Moreover, there have been complaints that the broadcasting industry, influenced by persistent pressure from the isolationists, has tended to lean over backwards in giving time to those groups, throwing off balance the time used by the Administration or by interventionists.

Interest in Sanders Bill

It is presumed that while Speaker Rayburn is not disposed to push legislation for amendment of the Communications Act, to spell out the limitations of the FCC's jurisdiction., he nevertheless is keeping a watchful eye on the FCC. If the campaign to provoke constant industry unrest persists, it is not beyond comprehension that he personally will step in.

Meanwhile, Rep. Sanders has reported surprising interest in his bill to remake the FCC, setting up autonomous divisions, one of which would handle broadcasting and related matters and the other private carriers falling within the public utility field. This committee has before it proposed amendments to the Securities & Exchange Act as the only immediately urgent business. Several committee members are pressing Chairman Lea (D-Cal.) for appointment of a subcommittee to hold hearings on the Sanders Bill.

At the FCC, it is understood the law department now is redrafting the chain-monopoly regulations, with possibility of Commission consideration this week. In sharp contrast to previous violent denunciations of the networks, hardly a whisper has been heard from the FCC majority on these regulations. Talk was current that the Commission, through an intermediary, has sought to procure from NBC and CBS agreement on their minimum demands with respect to rewriting of the time option rule, so as to avoid a court test and jurisdictional dispute. So far as is known, however, no such commitments have been forthcoming.

Networks May Appeal

At this writing it appears evident that both NBC and CBS will be disposed to go into court as soon as the new rules are issued, on the assumption that there is no middle-group compromise. The networks consistently have taken the position that Chairman Fly, in spite of a somewhat relaxed attitude, is still determined to break the status quo of network operation.

No further word has been forthcoming officially since Chairman Fly conferred Sept. 24 with President Roosevelt. From usually well-informed quarters, however, it was said that the question of superpower, as well as the FCC vacancy, had been discussed, along with other current problems. Chairman Fly, following custom, declined to comment on this conference.

Several members of the House, obviously incensed over the FCC crusades, have indicated that they regard the Commission as being on a punitive expedition and as improperly intruding in the business management of stations.

If the FCC avoids any drastic moves, in line with the reported suggestion of Speaker Rayburn, it is expected that the legislative outlook will be quiescent. On the other hand, should it resume its mailed-fist course, the demand for legislative action will probably manifest itself in the appointment of a subcommittee to consider the Sanders Bill, according to well-informed Congressional sources.

ASCAP Melon

A THIRD-QUARTER distribution of $750,000 to ASCAP members has been authorized by the society's board. While nearly 25% below the $975,000 royalty payment made for the like quarter of 1940, the present sum is much larger than many members had expected, considering the loss of much of ASCAP's revenue from radio this year. Income from MBS, which signed contracts in May for the return of ASCAP music to its network, and from MBS affiliates who took out local ASCAP licenses, helped swell the society's revenue during the summer months and ASCAP states that in all fields except radio 1941 has been by far its best year.

Bristol-Myers Acquires Sunday Period on Blue

BRISTOL-MYERS Co., New York, has purchased the Sunday 9:45-10 p.m. spot on 102 NBC-Blue stations for a new show to feature a name band and a singer. Though neither has yet been chosen, Dinah Shore, singing star of the Eddie Cantor *Time to Smile show*, heard for the same sponsor on NBC-Red, Wednesday, 9-9:30 p.m., has been spoken of for the singing lead of the new program. It is understood that the role will be given to Miss Shore only if Cantor, who has her under exclusive radio contract, will agree to the second show.

It is said the company may cancel its fall spot campaign for Sal Hepatica which was launched Sept. 29 [BROADCASTING, Sept. 29], presumably because of the net show, though Young & Rubicam, New York, agency handling the account, would not comment.

Air Attack in East Will Utilize Radio

Stations Will Cooperate in Army Plane Maneuvers

RADIO will play an important part in the East Coast Civilian Army Air Maneuvers starting Oct. 9 and running until the 16th. Stations from Boston to Norfolk will be utilized by the Army Air Forces to keep air raid spotters informed and for general orders. The maneuvers will be the first to cover such a large area in the East.

To date 21 stations in key cities along the Atlantic seaboard have assured the War Department they will cooperate with the First Interceptor Command at Mitchell Field, L. I., which will coordinate efforts to repel simulated enemy bombing attacks on major East Coast cities.

To Notify Spotters

The stations will use 10 to 15-second announcements on three daily newscasts to inform civilian spotters, numbering 40,000 in the whole area, whether their services will be needed. Stations will be kept informed by Mitchell Field as to the announcements to be made. Maj. Gordon Seville of Mitchell Field is acting as liaison officer between the stations and the Air Forces and cooperating also is the Radio Branch of the Bureau of Public Relations of the War Department.

In addition to civilian spotters, radiolocators will be used to keep the defending forces along the coast informed of "enemy attacks" which may come at any time or place in the Boston-Norfolk area.

Stations promising to cooperate to date are:

WBZ-WBZA, Boston - Springfield; WTIC, Hartford; WJAR, Providence, WBNX, WHN, WOR, WNEW, New York; WCAM, Camden; WSNJ, Bridgeton, N. J.; WKBO, Harrisburg, Pa.; KYW, WCAU, WFIL, WIP, WTEL, Philadelphia; WSAN, Allentown; WBAL, Baltimore; WFBR, Baltimore; WTBO, Cumberland, Md.; WDEL, Wilmington, Del; WRC, WMAL, WJSV, WWDC, WINX, Washington; WRVA, Richmond; WTAR, Norfolk; WGH, Newport News, Va.

Kopf Named V-P

HARRY KOPF, since last October manager of NBC's Central Division, was appointed vice-president in charge of that division by the NBC board of directors at its regular monthly meeting last Friday. Born in Shawneetown, Ill., and a graduate of the U of Illinois, 1925, Mr. Kopf joined NBC's Chicago sales staff in 1931, following six years of selling advertising for Hearst, W. Shaw and *Literary Digest*. On Jan. 1, 1939, he was made sales manager of the network's central division and on Oct. 9, 1940 became division manager.

L. BAMBERGER & Co., New York department store, will sponsor a quarter-hour television fashion show on WBNT, New York, Oct. 10, 9:30-9:45 p.m., as a one-time shot to present its new Molyneux models.

AFM Defers Action on Discs Until Meeting Next January

Petrillo Says Board Must Form Policies First; WSMB and Local Union Reach an Agreement

SETTLEMENT of the last outstanding conflict between the AFM and the broadcasting industry was reached last Wednesday when WSMB, New Orleans, reached an agreement with the AFM local in that city, following which the national union lifted its ban on remote dance band pickups on NBC-Red network, with which WSMB is affiliated.

Network, however, plans to make only sparing use of such pickups as it is devoting its late evening hours to testing studio programs from its various affiliate stations in accordance with a theory propounded by Sidney N. Strotz, NBC vice-president in charge of programs, that there should be an audience for other than dance music on the networks after 11 p.m. (EST), which is earlier in the country's other time zones [BROADCASTING, Sept. 22].

At AFM headquarters in New York it was reported the WSMB settlement calls for the station to continue to employ six musicians as previously and at the same scale with the new contract going into effect on Monday, Oct. 6.

Action on "canned music" by the American Federation of Musicians has been temporarily postponed until the union's midwinter conference in Florida next January, according to AFM President James C. Petrillo.

The AFM international executive board convened in Chicago for a two-day session at the Palmer House, last Tuesday and Wednesday to mull over union problems, and high on the list was the possible regulation or curtailment of recorded music.

At the outset Mr. Petrillo said, "We have to consider what we will gain and what we will lose by placing restrictions on recording by union musicians. If anything at all, we have to formulate general policies first. After all, there are some things we can, and some things we can't do."

No Action Taken

However, after the two-day session he declared no action had been taken and the matter was temporarily postponed. He did not reveal whether there had been any discussion on a brief on recorded broadcasts prepared by attorneys for Local 802 for presentation at the meeting [BROADCASTING, Sept. 22].

The recorded music situation, with emphasis on its use by radio stations, was aired at the AFM Seattle convention last June by Ben Selvin, executive of Associated Music Publishers, who was engaged by the AFM to make a survey on the effects of mechanized music on musicians' jobs. Mr. Selvin reported to the convention that, of an average of seven hours of music broadcast daily by stations, only 58 minutes represented live music played in the studio.

A rule to prohibit union musicians from making phonograph records was proposed at the Seattle convention following Mr. Selvin's report, but no action was taken on the proposal. Since that time, it has been presupposed that some action on recorded music would be initiated by Mr. Petrillo.

In response to a query as to whether the board meeting had considered action on mandatory increases of personnel of studio bands, Mr. Petrillo replied that any such action is up to the locals. "However," he said, "I feel that the locals have been very reasonable as to the number of men employed in a studio band. At the same time, I believe that the radio industry is doing a whole lot to solve our problem. They haven't turned down our demands and we have been able to compromise in every case, settling all our disagreements satisfactorily. Since I have been president of the AFM, there have been 20 strikes involving radio stations, and during that time I have never pulled a studio band. But where a local is in a dispute, we are, of course, right behind them if they need help."

Concerning his double-barreled criticism of Assistant Attorney General Arnold and the Dept. of Justice delivered at the AFM Seattle convention last June [BROADCASTING, June 16], Mr. Petrillo declared that "newspapers at the time carried stories about the remarks made against me and against the union by Mr. Arnold. I replied to those remarks, and I haven't heard anything since then."

Mr. Petrillo left after the board meeting for Seattle to attend the American Federation of Labor convention.

Earle Anthony Appoints Harrison Holliway V-P

HARRISON HOLLIWAY, for five years general manager of KFI-KECA, Los Angeles, on Sept. 29 was appointed vice-president of Earle C. Anthony Inc., that city, according to an nouncement released by Mr. Anthony.



Mr. Holliway

In addition to his present managerial duties of the Los Angeles stations, Holliway will be in charge of all other radio properties, which includes KAXA, mobile unit; KEGA, smaller mobile unit; and the proposed television and FM stations, KSEE, and K37LA, respectively. Before coming to Los Angeles, Mr. Holliway was, for many years, manager of KFRC, San Francisco. He is also director of the NAB 16th District.

UNITED FEATURE SYNDICATE has obtained the newspaper syndication rights to *Berlin Diary*, best-selling current non-fiction book, written by William L. Shirer, former CBS correspondent in Berlin. Book will be released to newspapers in 24 daily chapters, beginning Oct. 13.

Major Market Group Planned; Will Meet Oct. 7 in Chicago

CREATION of a small group of major market broadcast stations having common interests, to function as a sort of trade association, was the reported objective of a meeting to be held at the Drake Hotel, Chicago, Oct. 7, to canvass the prospects for such an organization.

Upwards of a score of broadcasters, it is understood, have been invited to the session, the call for which was issued by Eugene C. Pulliam, WIRE, Indianapolis; W. J. Scripps, WWJ, Detroit; Walter J. Damm, WTMJ, Milwaukee, and Stanley Hubbard, KSTP, St. Paul.

Were at NIB Session

All of the committee members attended the special convention of National Independent Broadcasters in Chicago Sept. 22-23 and, it is presumed, discussed the plan in a general way with FCC Chairman James Lawrence Fly, who was the principal speaker at the NIB meeting.

While details were lacking, it was understood the committee had in mind a small, compact and active group to handle current industry matters of common interest. Among these, it was indicated, were such questions as ASCAP, the musicians problem, superpower, network-affiliate relationships, and newspaper ownership.

Meanwhile, officials of NIB, pursuant to the reorganization resolution adopted at the Chicago convention, were preparing plans for state and territory meetings, to elect accredited representatives [BROADCASTING, Sept. 29]. Under the reorganization resolution, the representatives are to meet not later than Nov. 15 to perfect reorganization plans for a separate trade association. Letters shortly will go out to broadcasters in each state, urging election meetings, after which a date will be fixed for the meeting of the some 50 representatives and for completion of the plan.

Reversal by FCC Is Taken to Court

New York FM Group Appeals Reversal, Grant to WQXR

FIRST APPEALS to be taken from FCC actions involving FM were filed with the U. S. Court of Appeals for the District of Columbia last week by Frequency Broadcasting Corp., of New York, which had been granted an FM station only to have it revoked later.

In two separate appeals filed Sept. 29, the corporation petitioned the court for orders staying the Commission action on Sept. 13 revoking its construction permit and staying the FCC action granting Interstate Broadcasting Co. Inc., which operates WQXR, the same facility previously awarded it. The pleadings were filed by Horace L. Lohnes, counsel for Frequency Broadcasting Corp. Thomas E. Murray Jr., of New York, is the principal of the appellant.

Money Spent

The appeals, almost identical, recited that the Commission on June 17, effective Sept. 9, "without notice, previous hearing or cause", revoked the construction permit previously granted to it to use 45.9 megacycles to serve the basic trade area of New York City. On the same day, Interstate was granted a construction permit to use this frequency and serve the same area "although it had no application on file requesting this frequency".

The court was told that following the initial grant to Frequency Broadcasting Corp. the company proceeded with all necessary plans to complete the construction authorized and expended money pursuant to it. Following the revocation and grant to Interstate, the appeal asserts that Frequency Broadcasting Corp. filed protests with the FCC, but these were dismissed on Sept. 9 and the grant to Interstate became finally effective. It was pointed out that when the FCC set aside its previous grant to Frequency and granted the facility to Interstate, it also granted Frequency a construction permit for a station to operate on an entirely different frequency with a "greatly restricted service area and subject to certain other undesirable conditions".

WJBK Quits NAB

WJBK, Detroit local headed by James F. Hopkins, last Tuesday announced it had discontinued its membership in NAB, as of Oct. 1. Mr. Hopkins attended the NIB convention in Chicago last month and was instrumental in procuring convention action on the anti-superpower resolution.

NBC has announced it will supply football scores to the armed forces of the United States abroad via an *All-American* program to be carried over WRCA, its shortwave adjunct, from 8:15 to 8:30 p.m. (EST) every Saturday.



A Little Bird told us

We're not supposed to know, but it came to us straight that few stations in the U. S. dominate their markets to the degree that WKY dominates Oklahoma City. We've been saying for a long time, and we had stacks of proof for it, that in Oklahoma City "It's WKY 3 to 1."

The little bird told us that among NBC-Red stations in 33 leading markets of the country WKY stands right near the top in station rating. From 3 to 5 p. m., for instance, it stands at the very top! At other periods of the day it ranks 2nd, 3rd, 4th, 5th . . . never lower than 7th all day long.

It just happens that no other Oklahoma City station even comes close to WKY in station rating. It's easy to understand, therefore, that a station which ranks near the top nationally could be and IS the 3 to 1 choice of Oklahoma City listeners and a "must" for advertisers who want to do the best possible selling job in Oklahoma.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC



THE Arm Chair FANS ARE Cowles Stations Fans



Gene Shumate, KSO-KRNT rapid fire sports announcer for 5 years, has THE sports following in Central Iowa.



Don O'Brien is new this season to WNAX. He has years of sports experience and WNAX area fans like his style.



Mac McElroy is the popular sports announcer who handles baseball and other local sports events on WMT.

Sports fans listen to the Cowles Stations because they get sports broadcasts aimed at their special interests. Localized programming has built regular Cowles Stations listeners in this great $2,000,000,000 market.

In the Cowles Stations, you buy a group of stations individually tuned to the likes of a million and a half radio families. You buy active local loyalties. You buy regular audience built by individualized station planning.

The Cowles Stations give you broad, productive coverage — created through the intensive impact of localized station performance.

WMT
CEDAR RAPIDS-WATERLOO

KRNT
DES MOINES



KSO
DES MOINES

WNAX
SIOUX CITY-YANKTON

Represented by The KATZ Agency

Crosley Asks FCC to Explain Just What Hearing Is All About

Multiple Ownership Proceeding Arouses Mystery As Stations Can't Figure What Is Wanted

WITH CONFUSION still running riot because of the ambiguity of its proposed regulations to ban multiple ownership of stations where overlapping service is involved, the FCC, on the eve of the opening of its oral arguments on the issue Oct. 7, was confronted with a request that it specify the "mischief sought to be avoided" by the proposed regulation.

Filed on the eve of the hearing last Thursday was a statement by the Crosley Corp., operating WLW and WSAI, requesting the Commission to issue a statement "as to the premises upon which the proposed regulation is based". It did not file an appearance as such. Similarly, at least a score of other stations which presumably would be affected by the regulation, if invoked as written, did not file briefs or appearances but obviously preferred to remain on the sidelines to watch the course of the proceedings.

Just a Day or Two

With only 16 of an estimated 40 separate "overlap situations" thus far parties to the arguments, and with no unanimity even among those as to the question of the FCC's jurisdiction, there was little to indicate any concerted move toward uniform opposition to the regulation. The FCC on Oct. 1 announced that written notices of intention to appear at the hearing could be filed by Oct. 4, thus relaxing its present edict that all briefs and appearances should be filed by Sept. 22.

FCC Chairman James Lawrence Fly indicated he did not expect the arguments to run for more than one or two days. Last Monday (Sept. 29) a group of attorneys representing stations which had filed appearances met at the office of Horace L. Lohnes in Washington, but the two-hour session yielded no unity of view.

The result, it was indicated, was that each attorney would act separately on behalf of his particular clients. Briefs filed on Sept. 22 [BROADCASTING, Sept. 29] indicated that in most instances the stations affected were disposed to argue extenuating circumstances rather than oppose any ban on duplicating ownership as such. There was still considerable talk of station trades and sales, though no deals were announced as consummated, pending the outcome of the hearings.

The Crosley statement, filed by William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel of the FCC, respectively, recited that the corporation had operated WLW since 1922 and WSAI since 1928, the latter station having been transferred to it with the consent of the Federal Radio Commission under the Federal Radio Act of 1927.

Explaining that the Crosley Corp. knows of no facts or reasons which have come into existence since it acquired WSAI which would in any way be a basis for the Commission reaching a conclusion other than that the two stations are operating in the public interest, the statement said that the Crosley Corp. takes the position that its operation of the stations is serving public interest. It also holds that the deletion of either station would not only not serve public interest, but would be contrary to it.

Merely Hypothetical

"The Crosley Corp. is not in a position to argue and does not believe any useful purpose would be served by arguing the hypothetical question of whether the operation of either station WLW or station WSAI by some hypothetical licensee other than the Crosley Corp. would or would not be in the public interest, because that question obviously cannot be argued in the abstract," said the petition. Crosley added that a careful study and analysis had been made of the proposed regulation, but that it had been unable to determine why the Commission feels that public interest would be served by its adoption. In the absence of a statement by the Commission of facts, principles or theory which would justify its proposed regulation, it was added, Crosley does not feel that any useful purpose could be served by an attempt on its part "to speculate as to such reasons and argue as to their validity as a general proposition, or their applicability to the existing situation in Cincinnati."

In the absence of any indication by the Commission as to the "mischief sought to be avoided" by the proposed regulation, the pleading recited that Crosley does not feel that it can be of any aid to the Commission in making suggestions as to the "remedy intended to be afforded". Finally, Crosley requested that the Commission "issue a statement as to the premises upon

(*Continued on page 48*)

CBS Executives and ABTU to Meet On Oct. 6 for Selection of Arbitrator

CBS EXECUTIVES will meet with officials of Associated Broadcast Technicians Unit of International Brotherhood of Electrical Workers this Monday, Oct. 6, to attempt to select an arbitrator to rule on ABTU's original proposal for wage increases for CBS engineers, which would average roughly 20% over the scale.

Negotiations were started early in September, broken off, resumed and again broken off after the networks counter offer of a flat 6% increase had been rejected by the union because it was tied up with a provision that any unsettled points which arise during negotiations for a new contract at the expiration of the present five-year agreement a year from now be submitted to arbitration [BROADCASTING, Sept. 29].

Present contract provides for annual consideration of wages, hours and traveling expenses if either side wishes to discuss changes and further provides that if no agreement is reached, either side may ask for arbitration, with the arbitrator to be chosen by mutual agreement. If they cannot agree on a man, then a name will be chosen by lot from the arbitration panel set up by the American Newspaper Publishers Assn. and the International Printing Pressman & Assistants Union.

Russ Rennaker, national business manager for the union, delivered ABTU's request for arbitration to CBS last Tuesday and on Thursday the network suggested the Monday meeting. Meanwhile Mr. Rennaker is carrying on negotiations with WBYN, Brooklyn, and WPAT, Paterson, N. J., for contracts covering the staff technicians at those stations.

Last week ABTU announced it had extended its activities into the recording field by negotiating a contract for the technical employes of Columbia Recording Corp. in New York, Chicago and Hollywood. These men, it was explained, have duties closely approximating those of radio engineers, and so properly fall within the jurisdiction of ABTU. All men covered by the CRC contract, which follows the standard broadcast form with practically no changes, have been members of ABTU for some time, the union reported, and the negotiations had been under way since last summer. It is understood ABTU may seek similar contracts with other recording firms in the near future.

Cigar Spots

CONSOLIDATED CIGAR Corp., New York (Harvester cigars), on Oct. 6 will start sponsorship of three five-minute news periods weekly on WHDF WJMS WIBA WCBS and will place a series of five-minute transcriptions titled *Listen Americans* on 11 other stations. Transcriptions, also three times weekly, dramatize use of products 50-100 years ago and compare them with those now in use. Station list includes: KBUR WHIO WHO KDAL WEAU WTIC WKBH WMBD WHBF WSAU WMT. Contracts are for 13 weeks. Erwin, Wasey & Co., New York, handles the account.



OFFICIAL LEGION announcer for the sixth consecutive year was Ellis VanderPyl, promotion director of WGAR, Cleveland, who was chosen at the recent American Legion convention in Milwaukee. VanderPyl was at the public address microphone for more than 12 hours during the Legion's parade.

Tea Garden Spots

TEA GARDEN PRODUCTS, San Francisco (jellies), has started a campaign on 21 stations, using 35-word chain breaks. Campaign will run from 10 to 30 weeks. Agency is Erwin, Wasey & Co., San Francisco. The station list: KFRC KSFO KPO KOIN KARM KDYL KGHL KGVO KGIR KPFA KRBM KIDO KOMO KIRO KHQ KOY KTUC KSUN KOH KFBK KQW. In addition Tea Garden Products, on behalf of its syrups, is using 100-word spots in participating programs, five times weekly on KFRC KFBK KARM KQW KOIN. The syrups likewise are being advertised during a 15-minute portion of *Jack Kirkwood's Breakfast Club* on 15 Don Lee-Mutual stations in California [BROADCASTING, Sept. 1].

Mouse Seed Test

W. G. REARDON LABS., Port Chester, N. Y., in mid-September started a test campaign for its Mouse Seed using 100-word spot announcements four to six times weekly in six cities. Spots, to run through the cold season when mice are apt to be pests in the home, feature the name and address of one local dealer carrying the Mouse Seed. If this first use of radio succeeds, the company may expand the campaign next year, according to H. B. LeQuatte Inc., New York, the agency.

Hasty Maid Spots

HEYMAN PROCESS Corp., New York (Hasty Maid coffee), through its newly-appointed agency, Weiss & Geller, that city, is planning a test campaign of announcements in Buffalo, Rochester and Syracuse, to start in late October.

Major Media Programs Of National Advertisers Are Analyzed by Dyke

OF 1,106 national advertisers who spent $25,000 or more in 1940 in one of the three major media—magazines, newspaper and network radio—those who used the latter spent 60% or $219,046,379, according to a survey on expenditures issued by the NBC research division under the direction of Ken R. Dyke, promotion director.

The entire group of 1,106 advertisers spent $367,665,739 in all three media, but the 156 using network radio spent 42.8% for radio, totaling $93,751,548; 30.8% for magazines, totaling $67,467,025, and 26.4% for newspapers, totaling $57,827,806, for the grand total of $129,046,379.

Of those using network radio 91.7% were repeating their use of that media, with 72.4% using it for five years, 32.7% for 10 years, and 4.5% using it since 1927 when the networks were organized. Political advertising was excluded from the study.

Hecker Placing

HECKER PRODUCTS Corp.—Flour & Cereal Div., New York (Cream Farina, H-O oats), has purchased rights to the 15-minute transcribed serial, *Judy & Jane* from J. A. Folger & Co., San Francisco, which is continuing sponsorship in its western markets, and on Sept. 29 began Monday-through-Friday broadcasts on WOR WBZ-WBZA WJAR WFIL WBEN WSYR KSFO WTRY. In addition the company on Oct. 6 will start a series of one-minute transcribed announcements six times weekly on KMJ, Fresno and KNX, Los Angeles. Agency is Maxon Inc., New York.

Smith Carpet Spots

ALEXANDER SMITH & SONS Carpet Co., Yonkers, N. Y. (Colorama and Floor-Plan rugs), last week launched a 10-week campaign of one-minute transcribed announcements, 3-6 times weekly, on the following 27 stations: WLBZ WNAC WORL WBZ-WBZA WICC WCAX WSAR WHAI WTIC WTHT WHYN WLAW WCOU WFEA WELI WNLC WNBH WCSH WHEB WBRK WJAR WPRO WSYB WESX WWSR WBRY WTAG. Anderson, Davis & Platte, New York, handles the account.

Photo Firm's Spots

FRIENDSHIP STUDIOS, Elmira, N. Y. (photographs), on Sept. 15 started a 13-week campaign of one-minute live spot announcements three to six times weekly on the following stations: WWVA WCAR WFBM WMMN WROK WINN WSOC WABY WCLE WHKC WCBS WBEN WDZ WPIC WAIT WHBL WPEN WLLH WKRC WDRC. Phil Gordon Agency, Chicago, placed the account.

JIM COLEMAN, formerly of the *Vancouver Province*, now edits the only wire service radio sports column in Canada, distributed on its regular radio circuit by Press News Ltd., Toronto, subsidiary of Canadian Press.

1889 Thomas W. Symons Jr. 1941

THOMAS W. SYMONS JR., one of radio's best known personalities and prominently identified with western broadcasting since 1922, died suddenly last Thursday on his farm near Newberg, Ore., a few miles from Portland. He had suffered a stroke Wednesday evening and the end came early Thursday morning.

Always in seemingly robust health, Mr. Symons, who was 52, had been in the East the preceding week. After attending the NIB convention in Chicago, he went to Washington and then visited his aged mother at Northampton, Mass. Those who saw him in Chicago and Washington said he appeared in excellent health and spirits. He had flown back to Portland Sept. 26.

Funeral services were held last Friday afternoon at the Newberg Chapel. He leaves his wife, Frances Rutter Symons; his daughter, Virginia Page Symons, and his son, Thomas W. Symons 3d, now with the Royal Canadian Air Force in MacLeod, Alberta. He also is survived by his mother, Mrs. T. W. Symons, of Northampton, Mass.; a brother, Noel, attorney of Buffalo, and a sister, Mrs. Cortlandt Van Winkle, of Northampton.

Widely Respected

Modest almost to the point of shyness, Tom Symons was universally respected and admired in the industry. He seldom talked of his attainments in radio and persistently shied from personal publicity.

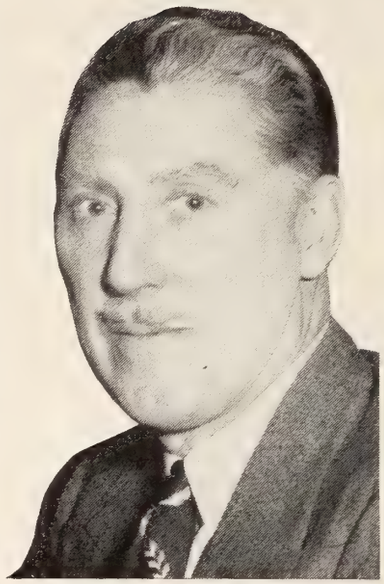
A pioneer in both aviation and radio, Tom Symons placed KFPY, Spokane, on the air in 1922. He established KGIR, Butte, in 1929, with E. B. Craney, and along with Mr. Craney purchased KXL, Portland, in 1937. His associate at KFPY is Arthur L. Bright, vice-president and general manager.

Widely-known as an aviator prior to his entry in radio, Tom Symons was a flight commander during the first World War, serving from 1917 to 1919 in the air service. He was a captain in the 41st Division Air Service of the Washington National Guard at Spokane for several years, and headed the Symons-Russell Aviation Co., operating from Spokane in the early days of aviation. Afterward, he pioneered commercial airline operations between Spokane and Walla Walla, Wash.

Active in Industry

Tom Symons was born April 22, 1889 in Washington, D. C., the son of the late Col. T. W. Symons, of the Army Engineers, and Mrs. Symons. His father was instrumental in laying out Washington's famous Potomac Park and Speedway, as Chief of Army Engineers. Col. Symons first went to Spokane in 1870, at which time he purchased property which still bears his name. The Symons Bldg., in which KFPY is located, is on part of this original purchase and is in the center of Spokane's business district.

Tom Symons was graduated from Yale and Oxford Universities. He later studied law at George Washington University in Washington,



and while he passed the bar, he never practiced law.

Active in industry affairs, Mr. Symons served several terms on the NAB Board of Directors. After acquiring KXL with Mr. Craney, Mr. Symons purchased a large farm near Portland, taking up his permanent residence there following a generation in his native Spokane, KXL recently began operation with 10,000 watts on 750 kc., and Mr. Symons had been working at a heavy pace in getting the station on the air.

Network Courtesy

NEW YORK traffic not permitting even a dash of a few short blocks in five minutes, WABC, New York, is allowing WOR, New York, the use of one of its studios so that Announcer Charles Stark can keep a job at each of the rival stations. Stark announces the *Kate Smith* program on CBS Fridays from 8 to 8:55 p.m. and is due at WOR at 9 p.m. to announce for Gabriel Heatter. The trip is impossible in that time—hence the courtesy arrangement with a WABC engineer at the control for the WOR news program.

Big Hookup for Fibber

S. C. JOHNSON & SON, Racine, Wis. (wax), on Sept. 30 added 30 stations to the network carrying *Fibber McGee & Molly*, which returned to the air that day after a summer replacement for *Fibber* 129 NBC-Red stations, one of the largest commercial networks ever assembled. Program is broadcast Tuesdays, 9:30-10 p.m. (EST). Plans for continuing *Hap Hazard*, summer replacement for *Fibber McGee & Molly*, in its own spot on Wednesdays, have been temporarily shelved. Account is handled by Needham, Louis & Brorby, Chicago.

Two Programs on Blue Are Planned by Sterling

STERLING PRODUCTS, Wheeling, for its subsidiaries, R. L. Watkins Co., New York (Dr. Lyon's Tooth Powder), and Bayer Co., that city (Bayer's aspirin), has purchased two weekly half-hour spots for new shows on 63 NBC-Blue stations, Monday, 10-10:30 for Dr. Lyon's and Wednesday 10-10:30 for Bayer. New shows are to get under way Oct. 20 and 22 respectively, but as yet the format for neither has been decided on.

R. L. Watkins is also sponsoring *Manhattan Merry-Go-Round* and *Backstage Wife* on NBC-Red and *Orphans of Divorce* on the Blue, while the Bayer Co. has *American Album of Familiar Music* and *Young Widder Brown* on the Blue and *Second Husband* on CBS. Blackett - Sample - Hummert, New York, handles both accounts.

Kress Feeler

S. H. KRESS & Co., New York (retail chain), starting Oct. 3, for the first time in its 50-year history is using radio, with a two-week test campaign of four five-minute programs and one participation daily, six days a week, on WOV, New York. The five-minute programs are women's shows featuring Helen Hall, starting at 9:15, 9:30, 9:45 and 10:30 a.m., Monday through Saturday. Participations are in Dick Gilbert's *Fifth Ave. Troubador*, 9:05-9:15 p.m., Sunday through Friday. Nationally known cosmetics featured in the Fifth Ave. store are plugged. Account was placed direct.

Cracks for Wax

TWIN CITY SHELLAC Co., Brooklyn (Dan-Dee floor polish and wax), recently placed a series of one-minute transcriptions on WHN, New York, as the start of a general campaign on an unnamed number of stations in the East to get under way within the next month. Discs feature a character, *Dapper Dan*, who presents humorous daily philosophies in rhyme. Piedmont Agency, New York, handles the account.

Magazine in 40 Areas

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine), on Oct. 6 launches its monthly campaign of spot announcements on an undisclosed number of stations in 40 markets. Company conducts the campaign approximately two weeks each month to publicize the current issue of *True Story*. Arthur Kudner Inc., New York, handles the account.

Jelke on 23

JOHN F. JELKE Co., Chicago (Good Luck margarine), has placed quarter-hour transcribed musical series *Happy Meeting Time*, featuring Frank Luther and Zora Layman, thrice-weekly on the following 23 stations: KLZ KMBC KSD WGN WFBM WAVE WSMB WJR WAGE WTRY WJAR WBAL WDBJ WRVA WCAU WGNY WBAB WKNY WBOW WKIP WHN WCBS WSPD. Agency is Young & Rubicam, New York.

"We have abundant proof that SPOT BROADCASTING has done a real job of delivering prospects"

says K. B. ELLIOTT

Vice-President in Charge of Sales
The Studebaker Corporation



K. B. ELLIOTT

THE STUDEBAKER CORPORATION
SOUTH BEND, INDIANA

September 17, 1941

Mr. John Blair
John Blair & Company
520 North Michigan Avenue
Chicago, Illinois

Dear Mr. Blair:

Spot radio broadcasting has become a very important part of our advertising activities. I am told we are doing more of it than any other automobile manufacturer.

We, at the Studebaker factory as well as many of our distributors and dealers, have abundant proof that spot broadcasting has done a real job in delivering prospects to Studebaker showrooms.

I want you to know that we are particularly well pleased with the effective tie-in merchandising that your stations have been doing on behalf of our programs. I have every reason to believe that this cooperation contributes considerably to the success of our radio advertising.

Yours very truly

K.B.Elliott/H

Vice President
in Charge of Sales

1020 1940 1941

NOT JUST ONCE--BUT YEAR AFTER YEAR STUDEBAKER WINS IN THE FAMOUS GILMORE ECONOMY RUN!

SPOTS CHOICE OF MARKETS for every budget!

SPOTS CHOICE OF STATIONS in every market!

SPOTS CHOICE OF TIMES on every station!

Spot Broadcasting has proved its selling power to Studebaker sales management . . . proved it in *results!* Factory, distributors and dealers alike have seen the way Spot Broadcasting delivers prospects to Studebaker showrooms. They know this powerful flexible advertising hits hard... *where* and *when* they want it. They know Spot Radio works more effectively, more efficiently because Studebaker itself can select...without restriction ...the big, known audiences on the best stations in the most profitable markets.

Furthermore, John Blair stations have added to Studebaker success through local tie-in merchandising... parades, displays, special broadcasts and publicity. It's a Spot Radio bonus that you should know about. Ask a John Blair man.

JOHN BLAIR & COMPANY

CHICAGO
NEW YORK
DETROIT
ST. LOUIS
SAN FRANCISCO
LOS ANGELES

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

Seminar on Freedom of Press Features Newspaper Hearing

Philosophic Slants on Newspaper Ownership Are Given by Harvard Professors at Hearing

FEATURING a two-day academic seminar on freedom of the press, the Constitution, censorship and public opinion, the FCC last Thursday and Friday opened up on various phases of its philosophy underlying the newspaper-ownership inquiry.

Supplying reams of philosophic testimony, three witnesses appearing at invitation of the FCC revealed that a major premise in the Commission's argument against ownership of radio stations by newspapers lay in the idea that freedom of the press, as provided in the Bill of Rights, must be reinterpreted in a modern light.

Guffey Blast

Credence to this view, as representative of New Deal thought, was given last Thursday when Senator Guffey (D-Pa.), in a speech on the Senate floor, blasted the operation and management of the Scripps-Howard newspaper chain.

Three witnesses appeared at the Thursday and Friday sessions—Morris L. Ernst, counsel for the American Civil Liberties Union, Prof. C. J. Friedrich, Harvard government professor, and Prof. Zechariah Chafee Jr., of the Harvard Law School. Mr. Ernst, who was on the stand all day Thursday, is scheduled to return and conclude his testimony Friday, Oct. 10, under cross-examination by Louis G. Caldwell, counsel for WGN, Chicago.

The FCC hearings are scheduled to resume Thursday, Oct. 9, with appearances by representatives of United Press, Associated Press and International News Service. These appearances will reopen this phase of the proceedings.

FCC Chairman James Lawrence Fly, at his press conference last Monday, indicated the hearings would continue for "some weeks", although he refused to hazard a guess on a date for finishing the inquiry. However, it is believed that they may run on indefinitely, particularly since it is becoming apparent that the plans for three-day sessions each week are not working out.

Bulky Exhibits

Apart from the long philosophical dissertations on the Constitution and free press rights, which were the main course through both days, the hearing record grew considerably through addition of such items as several full-size publisher volumes from which excerpts were read during testimony and cross-examination. Counsel tables were piled at times with several books and mounds of pamphlets, only part of which were offered for the record.

Several times during testimony, counsel interrupted to question the credibility of testimony and to caution against the apparently endless range of the inquiry, both chronologically and subjectively. Joking references were made by Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committee, to the extension of testimony from dates before Christ, through the Constitutional convention in 1787, to the present, and even into domestic relations.

Ernst Philosophy

The entire Thursday session was given over to the testimony of Mr. Ernst, who, after developing his thesis that no single person or entity should control "the pipelines leading to the market place of thought," engaged in a long philosophical discussion of his stand with Chairman Fly, Judge Thacher and Mr. Caldwell. Mr. Ernst came out flatly against the ownership of any radio station by newspaper interests.

Before Mr. Ernst took the stand, William A. Porter, Hearst Radio counsel, made a brief appearance on behalf of King Features Syndicate to request extension of the return date on an FCC subpoena issued against Joseph V. Connolly, King Features president. Chairman Fly granted an extension from Oct. 2 to Oct. 9.

With direct examination handled by Telford Taylor, FCC general counsel, Mr. Ernst briefly reviewed his activities with the American Civil Liberties Union and some of his extensive writings on free speech and censorship.

The constitutional guarantees of freedom of press and speech constitute one of the main considerations in the newspaper-ownership situation, Mr. Ernst declared, observing that the Bill of Rights in the Constitution is this country's great contribution to the history of the world.

He pointed out also that the right of a free press in 1787, at the time of the Constitutional Convention, was a very different thing than in 1941, since it must be considered in relation to the situation of the times. "This business of freedom of thought is a proposition expanding and contracting like an accordion," he stated.

Much More Literate

With the world always worried at any new means of educating humans, it must be kept in mind during times like the present that the society of today is much more literate than that of years ago, and that it is easily reached through such means as the press, radio and motion pictures, he said. Although the actual number of newspapers has been shrinking for years as the result of consolidations, they are reaching more and more people in the country, he observed, adding that the traditional freedoms not only are threatened but cannot continue to exist if this trend continues, i.e., fewer and fewer people controlling the pipelines to the market place of thought.

Declaring that there are evils implicit in the mere power to bottle up these pipelines, Mr. Ernst questioned that the answer could be found at either extreme, implying rather that the problem lay in where to draw the line on such propositions as newspaper ownership of radio stations—whether they should be allowed to own none, a few, 300 out of 800, or all of them. He maintained that both newspapers and radio are going to lose their vitality unless they are set up so they can criticize each other.

If there were too much abuse of a dominating position over these pipelines, threatening to wipe out the freedoms provided in the Bill of Rights, the people themselves would rise up and cry, "Take 'em over," he declared. "But what frightens me most is that the Government might take over," he added.

If the press of the country does not have the vitality to stand without the crutch of radio, or vice versa, then the time has come when something new is needed, he declared. He held that the networks refused to carry a debate on the network-monopoly rules, in which he proposed that their respective presidents participate, because "nobody was there to razz them into it."

Pointing out that "truth will pay out in the market place," Mr. Ernst maintained that newspapers in covering the newspaper-ownership inquiry should let their readers in on their prejudices, tell them outright that the newspaper has a definite stake in the outcome of the proceedings.

Commissioner Craven, who took an active part in the examination of Mr. Ernst, asked what difference it made whether one applicant or another got a license, so long as the Government has the final say on whether he can keep operating. Mr. Ernst answered that no commission in the world could completely remedy negative action, i.e., get a spot on the air for all programs that should be heard but cannot get time.

Cross-examined by Judge Thacher, Mr. Ernst reiterated that he favored a ban on newspaper ownership of radio stations. He held that the FCC should lay down a broad philosophical rule on that matter rather than treat it on a piece-by-piece basis, because the odds go against control as time goes on. Maintaining that it often is an advantage to one party merely to keep something off the air, he stated to Judge Thacher, "Don't tell me the owner of a mike doesn't have a tremendous advantage."

'Less Than Honest'

Asked how he would have it decided as to who should get on the air, Mr. Ernst declared he would have it determined on "about the same basis as now," except that he would "cut under" the station owner who also has a newspaper or otherwise dominates the market place of thought.

He declared that it was "far less than honest" for the press to carry news stories on the inquiry without revealing that newspapers have a substantial financial stake in the proceeding. He declared that one cannot maintain the theory of the Bill of Rights and the market place without disclosing financial interests. This drew the answer from Judge Thacher that apparently a newspaper, in writing about



THIS EARLY-VINTAGE BRUSH one-lunger was at the airport last week to greet H. Preston (Pete) Peters, New York partner of Free & Peters, station representative, as he paid his first visit to Fresno, Cal. Clyde F. Coombs, general manager of KARM, thought up the stunt, as he says, "just to prove that the wild-and-wooly West enjoys the same modern appurtenances of which Pete's home town boasts." Taking the ride to town in the jalopy are (l to r) Mr. Peters, Mr. Coombs and A. Leo Bowman, San Francisco manager of Free & Peters.



With defense activity raising industrial output to the highest point in history and with factory wages pushing buying power up to new peaks, advertisers in the great Detroit market now have an *opportunity for profitable selling* that has not been equaled since the late '20's.

Especially is this so for advertisers employing Radio Station WWJ for it is a survey-proven fact that more Detroiters listen to WWJ than to any other station in this big, booming market. For low cost coverage in America's most prosperous major market, investigate the unusual opportunity afforded by WWJ now.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Member NBC Basic Red Network
Associate Station W45D — FM

taxes or the rising price of food, should insert in its stories a notation to the reader that it pays taxes or buys groceries.

A great part of Mr. Ernst's testimony was drawn out under cross-examination by Mr. Caldwell. Describing the organization of the Civil Liberties Union, he said it had existed for several decades, that it had only a "negligible budget," that it had 5,000 or fewer members, that it often defends the unorthodox or outcasts, and that its only "position" has been taken on the Bill of Rights. He stated also that the National Council of Freedom from Censorship was formed by the ACLU, although membership was far from duplicated, and that it specialized in fighting the suppression of plays, books, movies and such.

Books in Evidence

Mr. Caldwell offered for the record two of Mr. Ernst's books, *Too Big* and *The Censor Marches On*, along with two ACLU publications. During his cross-examination, he occasionally read a passage from these exhibits, querying Mr. Ernst on their meaning or pertinence.

Asked by Commissioner Craven if his position against newspapers owning stations did not amount to discrimination, Mr. Ernst said he did not know of anything in life that is not discriminatory, in the sense that a line must be drawn somewhere. He added under further questioning: "I'd be more frightened of the Government than of one newspaper owning all the stations."

Continuing his exhaustive examination of Mr. Ernst's philosophy during the afternoon session, Mr. Caldwell next questioned the witness on censorship considerations. Mr. Ernst held that although subsequent punishment after the act is dangerous, it is not as objectionable as previous restraint.

Mr. Ernst stated also that he would not prohibit colleges from operating radio stations, explaining that the ban should be exercised only against the "wholesale means" of reaching the public, such as the press, movies and radio.

Friedrich Appears

He declared that he did not think station operators had given the forum idea as much time as they could, particularly in situations where there have been numerous applications for time which have been refused. He maintained that the failure of a station to put programs on the air should be considered by the FCC in renewing the license of the station.

Before he was excused from the stand by Chairman Fly, Mr. Ernst engaged in a protracted exchange of historical information on the philosophy of freedom in America, with Mr. Caldwell referring him to various constitutional developments from the 18th Century on.

Testifying during the entire Friday morning session, and on into the afternoon, Prof. C. J. Friedrich, Harvard professor of government and well-known writer in the field of constitutional government and public opinion, outlined his findings on newspapers' effect on public thinking. Director of the Radio Broadcasting Research Project at Harvard, he said studies already have been published on radio advertising, radio broadcasting during war times and the government in radio.

Prof. Friedrich declared that anyone interested in the study of constitutional government necessarily should pay some attention to communications, which heretofore have been neglected by scholars. Declaring that there is a free press today, although not so free as it once was, he observed that the makers of the Constitution had assumed a partisan press, believing that different points of view would be voiced in different publications, rather than in a single one.

Declaring that newspapers of today have become a unit of economic production, manufacturing newspapers, he commented that as this condition expands and interest in dollar volume and profits increases, quality of newspaper service may suffer. This may result from such things as "manufactured news", he said, pointing to editor-inspired campaigns such as the Spanish-American war.

Diversified News

The public does not get what it wants in either press or radio, he declared, maintaining that no survey would show otherwise. He said he would favor a newspaper law that would protect the good newspaper from the bad one.

Radio has barred such things as the crusading editor, Prof. Friedrich observed, adding that for commercial reasons stations were unable to carry as many forum programs as they should. Pointing out that monopoly in the "opinion industry" is quite different from economic monopoly, he said he thought the common man will get his biggest break and gain importance in a constitutional democracy when he gets his facts from a number of diversified sources.

Although as a general rule ownership of information media should be diversified, he said, there probably were cases where joint ownership of more than one media were justified. In these cases, where question arose over the economic support for separate ownership of these media, he said the burden of proof should be placed on the applicant for joint ownership, requiring him to show just how he would provide a suitable service. If there is joint control of more than one media, he continued, then that control should be balanced by judicial methods through a regulatory commission such as the FCC.

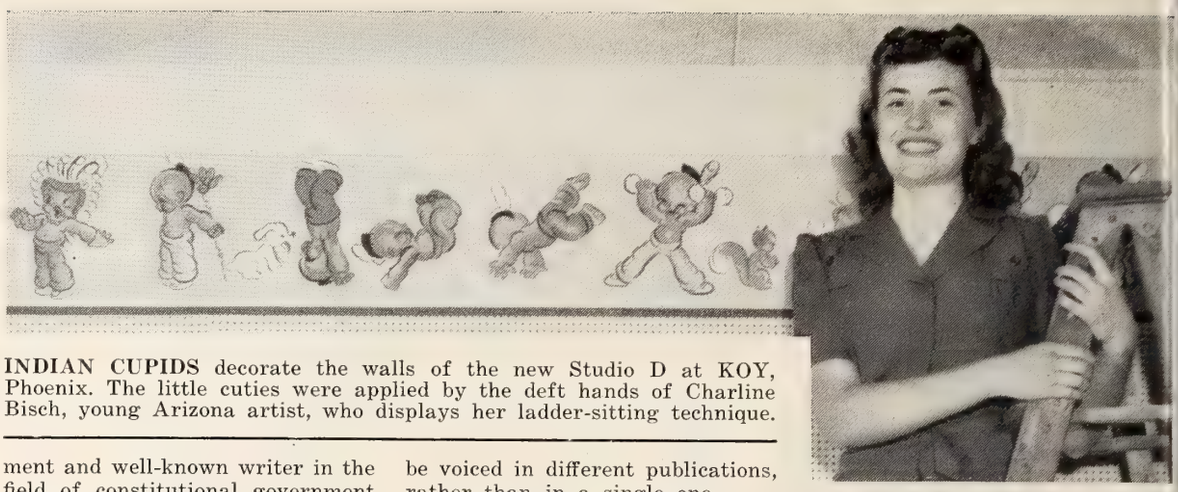
Penalty for Falsity

Asked by Commissioner Craven if there were any danger in the FCC's saying that one class of applicant can and another cannot get a broadcasting license, Prof. Friedrich commented that although "slight danger" might result from this responsibility, it nevertheless was necessary to prevent concentration of power and control over press and radio. He alluded to such examples as the Northcliffe newspapers in England, the Coty publishing interests of France, and the Hugenberg chain of newspapers in Germany, pointing out that such concentration is one basis of the rise of dictatorships. He remarked that the decline of the German republic had accompanied the rise of the Hugenberg chain, backed by munitions interests.

Responding to cross-examination by Judge Thacher, Prof. Friedrich said he had been educated in four German universities, coming to the United States in 1922 and starting teaching at Harvard in 1926.

Asked by Judge Thacher what prohibitions he would put on the

(*Continued on page 49*)



INDIAN CUPIDS decorate the walls of the new Studio D at KOY, Phoenix. The little cuties were applied by the deft hands of Charline Bisch, young Arizona artist, who displays her ladder-sitting technique.

Trammell Urges Forming of Committees To Coordinate NBC Defense Activities

PROPOSAL to form two radio planning and advisory committees for closer coordination on national defense has been offered to the 239 stations of NBC's Red and Blue networks in a letter dated Oct. 6 by Niles Trammell, NBC president, with temporary members for the two committees already invited to attend organization meetings in New York, Nov. 4 and 5.

To provide a flow of advice on local broadcasting conditions from all sections of the country, each committee will consist of seven members representing the seven different regions into which this country is segmented, according to the plans. Representatives will be ultimately selected by the members of NBC's Red and Blue services in the respective districts, on a basis to be determined by the affiliated stations. Objective of the committees is better to integrate broadcasting service with the growing demands of the nation's defense and the maintenance of public morale.

Joint Problems

In his letter, Mr. Trammell suggests that the major problems of the industry be considered "first, as they pertain to the national emergency, and second, as they pertain to our joint needs of network and station operation. Certainly we will want to evaluate program and sales policies and public service requirements together with the general economic and social situations that confront us."

Temporary representatives already invited to meet with Mr. Trammell to determine plans for the selection of those to be chosen regularly in the future are: On the Red network committee, Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW, Cincinnati; John J. Gillin, WOW, Omaha; Edwin W. Craig, WSM, Nashville; O. L. Taylor, KGNC, Amarillo; Sid S. Fox, KDYL, Salt Lake City, and Harrison Holliway, KFI, Los Angeles. On the Blue committee are Harry C. Wilder, WSYR, Syracuse, and WTRY, Troy; Sam Rosenbaum, WFIL, Philadelphia; Elzey Roberts, KXOK, St. Louis; Henry P. Johnston, WSGN, Birmingham; Harold Hough, KGKO, Dallas, and KTOK, Oklahoma City; Tracy McCracken, KFBC, Cheyenne, and Howard Lane, KFBK, Sacramento.

After their first meetings, the committees will convene quarterly, on the first Tuesday and Wednesday of each third month. The committees also will be available for special call in the event of an emergency either at the request of NBC or of the chairman of either committee.



EASY WAY TO Zip OPEN A CLOSED MARKET

The Scranton—Wilkes-Barre Market (17th in the U. S.) is clamped tighter than an oyster to the signals of outside stations. The Pocono Mountains and a few other natural obstacles see to that.

But inside the 17th Market WGBI really gets around. It gets into every nook and corner . . . it's the only station heard throughout the area. That's not hard to understand when you know that WGBI is the only regional or clear channel station serving this industrial population of 652,000.

A Dr. Starch Survey found that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county (largest in this Market) tune in WGBI regularly.

A CBS Affiliate
880 kc • 1000 WATTS DAY
500 WATTS NIGHT

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

WGBI

SCRANTON, PA.

SCRANTON BROADCASTERS, Inc. *Frank Megargee*, Pres.

How a Station Covered the Maneuvers

Local Angles Brought To Audience With Disc Programs

By DAVE BAYLOR
Production Manager, WGAR, Cleveland

FOR THE ARMY, the recent battle of Louisiana was an ambitious experiment, mainly for the purpose of determining whether concentrated artillery and numerically superior infantry could stop well-armored and speedy mechanized divisions.

For radio stations and networks attached to either side, however, it was an experiment to see whether or not radio could perform a public service by broadcasts directly from the warfront. According to incomplete returns just now coming in, it can be done.

Radio's aim appeared much the same as with the World Series, the National Open or the National Air Races—to bring its listeners a play-by-play account of a special event. But there is another and more important two-fold service which the industry has consciously or unconsciously performed. Namely: a combination reportorial job on the actual happenings, and a job of telling the story of the training progress of the Army to civilians.

Local Interest

The manner in which the various stations involved in the Sept. 15-30 maneuvers went about the job they had to do varied according to the results they desired to achieve. The coverage varied all the way from an over-all picture, as given by the networks to a purely localized treatment of human interest features as covered by some of the independent stations.

The WGAR aim fell in the latter category. Our interest was with the 37th Division which is made up of Ohio National Guardsmen and Selectees.

We did not depend upon direct broadcasts, but used mobile transcription equipment which we felt gave us greater flexibility in the remote sections where the front-line action occurred. Thus we were able to bring descriptions of Cleveland boys on the firing line to the Cleveland audiences. For the networks, where lines were involved, it was more difficult, since what lines there were in such remote sections, were either taken over by the Army or not suitable for broadcast. For the area in which the maneuvers took place was sparsely inhabited, with roads all but impassable for any but Army vehicles.

We were given the use of an Army truck which carried a 110 volt A-C generator supplying current for our transcription equipment. This gave us the advantage of being where the action was hottest, at the very time it was taking place. Unfortunately, however, the "real thing" where a battle is concerned is considerably less dramatic than radio listeners have been led to believe.

One of the most heartening things was the excellent cooperation we received from all the officers and the men with whom we came in contact. They realize that radio offers a new source of publicity which is so necessary if they are to get the proper civilian reaction. Their loan of Army vehicles and drivers for our use was an example of such fine cooperation, since it is no military secret that the Army is as yet not up to full equipment where vehicles are concerned.

It's No Picnic

If your station, Mr. Broadcaster, plans war maneuver broadcasts, or similar features, advise your staff they must put aside all thoughts of fine hotels at company expense and luxuries of a like nature if they are to see and broadcast the real thing. Like the soldiers, we went without baths, without sleep and at times without foods for limited periods, in order that we could be there when "the shootin' started".

To be accurate and authentic you must move when and where the Army moves. If they sleep on the ground, you must also. If they're where the chiggers bite, don't think for a moment that these little anti-social creatures will grant you the immunity to which your civilian status entitles you. Travel lightly, and be ready to move on a moment's notice.

Don't think you know where your next meal is coming from, because you might not be there at mealtime. You'll learn to buy canned foods which can be consumed cold, or you will get on the good side of a mess officer who will issue you some "iron rations" (which, incidently, are delicious) when you start for some unknown destination.

The consensus was that the biggest difference between radio and other coverage resulted from the refusal of broadcasters to "expert" the battles. Radio correspondents told the tactical story in terms of the average man and woman, along with accounts of what the soldiers were doing in addition to their tactical missions and how they were taking it. The only exceptions to this general observation would be features like the three shows of Major George Field Eliot for CBS, which were largely from the point of view of a military analyst.



A CREW covered the Louisiana Army maneuvers, especially Ohio divisions, for WGAR, Cleveland. Carl George (left), WGAR program director, stands by as Maj. Gen. Robert S. Beightler, commander of Ohio's 37th Division, tells about it.

Network Pickups

With four stations maintaining special crews in the area throughout the maneuver period, all of which concentrated on recorded pickups and descriptions, the direct pickups fell to the networks. MBS carried three shows weekly from Blue (Third Army) positions, using WNOE, New Orleans MBS affiliate as originating station, along with three transcribed programs weekly from the area.

Jimmy Gordon and Jon Duffy were MBS correspondents with the Blue Army. The three recorded shows each week were air expressed to WOR and rebroadcast on MBS from that point. Recording equipment recently acquired by the Radio Branch of the War Department was used.

NBC and CBS, through special agreement, helped solve the wire-line dilemma by scheduling their broadcasts within the same 30-minute period. Thus, the telephone company was able to clear lines for testing and transmission for as little as two hours on days of four network shows and only one hour for two-show days. Ken Fry, of NBC special events in Chicago, was in charge of NBC operations in the Blue area, with Bill Slocum in charge for CBS and Brewster Morgan handling the two CBS *Spirit of '41* shows originated at the maneuvers. These three, along with Jimmy Gordon, for MBS, and Jack Harris, news and special events director of the Radio Branch, headquartered at Lake Charles, where they coordinated pickups from Blue and Red areas.

Not including direct network pickups, a total of 107 programs were originated during the four weeks in Red (Second Army) territory. Superintended and aided by Brooks Watson, of the Radio Branch, special crews were maintained in Red territory by WLW, Cincinnati, WHAS, Louisville, WSM, Nashville, and KWKH, Shreveport. Of the 107, 12 were produced for Texas State Network, six for MBS, and the remainder for the individual stations—among them 23 for WLW, which released the programs through a special 18-station network, and 10 more for WLWO, Crosley shortwave outlet.

Regarded as an outstanding accomplishment of radio forces was the action of the Second Army Radio Section in "capturing" KALB, Alexandria, on the opening day of the maneuvers and using it for "combat purposes" [BROADCASTING, Sept. 29]. The same group previously had demonstrated military operation of KELD, Eldorado, Ark., as a goodwill gesture.

Army's Largest Peace-Time Maneuvers Bring Tribute to Radio for Coverage

For additional news and pictures of maneuvers see pages 50, 51

RADIO, which faced the project with some misgiving because it involved new and untried technique, soon will recieve official commendation for doing an outstanding job of covering the recently concluded Army maneuvers in Lousiana.

The September war games, largest peace-time sham battle in American history, involving some 500,000 troops, presented broadcast crews with some novel problems, but they came through with flying colors, according to War Department officials.

Earning the enthusiastic appreciation of these officials for a magnificent job of keeping the American public informed on the progress of their Army in its important initial test, it was indicated to BROADCASTING last Wednesday that official praise to the networks, stations and individuals participating in radio's coverage of the maneuvers will come from the War Department.

June Training

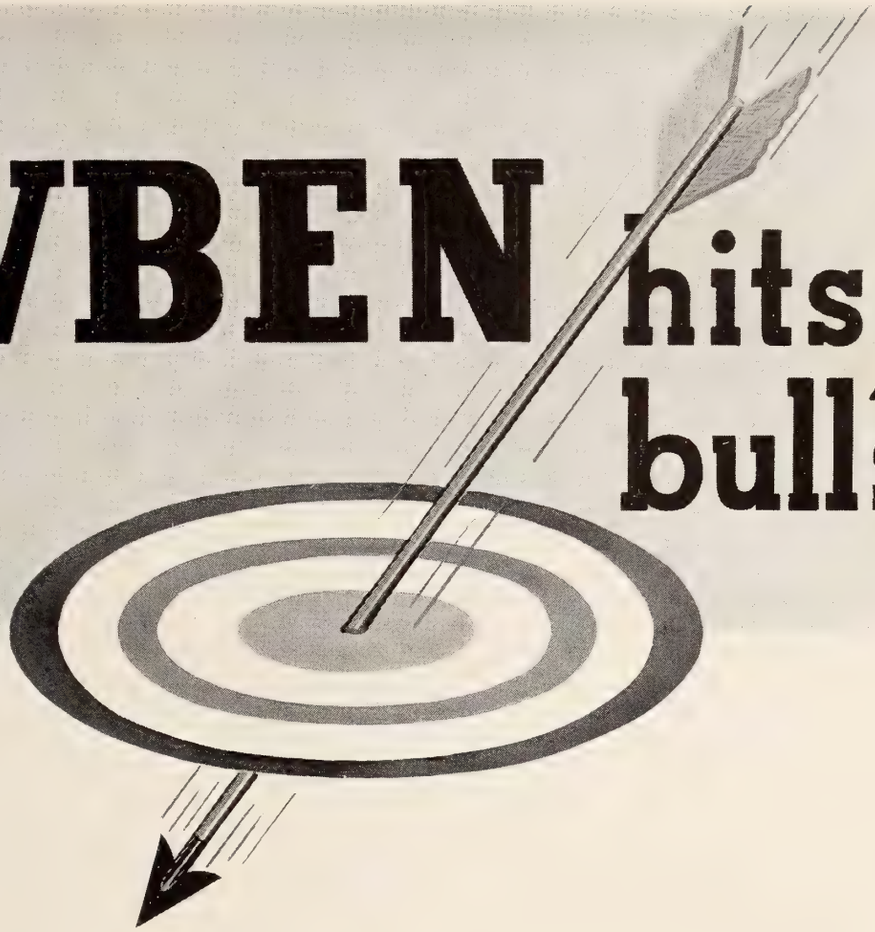
The story of radio's coverage of the big Louisiana maneuvers goes back several months, to the Second Army's Tennessee maneuvers in June, when broadcasters had their first taste of covering "free maneuvers"—where opposing forces operate entirely uncontrolled by any preconceived plan of attack or defense. The Louisiana games, apart from the lack of real shooting, were described as "just like war" for officers, troops, correspondents, and especially radio crews.

New radio techniques had to be developed. There was such a shortage of wirelines in the 20,000 square mile maneuver area that live broadcasts were all but precluded—networks teamed up to handle a few live pickups daily with the least possible tie-up of wirelines sorely needed for the military operations proper. All the individual stations participating transcribed their shows on the spot, rebroadcasting them on definite schedule.

Because of the uncontrolled nature of the games, radio observers could not know definitely beforehand where a good pickup spot might be established to handle a good special event. Radio crews and correspondents operated under strict war rules, were subject to capture and imprisonment if they were caught beyond the lines of the force to which they were accredited.

(*Continued on page 50*)

WBEN hits the bull's-eye



because it combines thorough, concentrated coverage of Buffalo and Western New York with audience acceptance not even approached by any other station.

WBEN hits the bull's eye because it offers the best of the NBC Red Network programs, outstanding local productions, news reports and public service features. Its news bureau is second to none.

WBEN was born of a fight against monopoly. It never has wavered in its expenditure of effort and expense to remain thoroughly independent and to justify the confidence and good will of its large and loyal following.

WBEN's new 5 KW transmitter on beautiful Grand Island, N. Y., just licensed by the Federal Communications Commission, is the latest of a series of improvements to give the public the best there is in radio.

"The preference of the audience is the choice of the advertiser"

REPRESENTED BY EDWARD PETRY & CO. • NEW YORK and CHICAGO

NBC Basic Red Network

WBEN

BUFFALO, N. Y.

930 Kilocycles in the Center of the Dial

BMI Shows Profit For Opening Year

Miller Points to Record of Achievements for Period

BMI's first report to stockholders, covering the fiscal year ended July 31, 1941, was issued last week, showing total income of $2,230,457 for the year, comprising $1,761,017 from license fees paid by radio stations, $119,589 from royalties and $349,850 from the sale of sheet music.

After deduction of operating expenses and provisions for taxes, depreciation and amortization, there was a net profit of $2,177. Consolidated balance sheet shows total assets of $605,934, of which $236,831 is in cash.

A Busy Year

In his letter to stockholders, BMI President Neville Miller points with pride to the record of BMI, which has at present 703 subscribers, representing 87% of the commercial broadcasting stations in the United States and 94% of the industry's dollar volume. "At the beginning of the fiscal year covered by this report," he states, this company was still in the process of organization and faced a task which many thought was insuperable. Needless to say, it has been a year of intense activity during which BMI had to engage its personnel, negotiate contracts with composers and publishers, get its music onto the market and into the hands of broadcasters and be prepared in other respects to replace a catalog which represented the accumulation of more than 25 years of monopoly in the music field.

"With no original assets other than the subscriptions of its licensees, BMI during this fiscal year secured and published large quantities of new music, entered into agreements with 300 other music publishers whose combined catalogs approximate 500,000 titles, and made a large number of arrangements of standard (public domain) music. . . .

"All this was accomplished at a moderate cost in comparison to the $5,000,000 a year paid to ASCAP, and ASCAP's increased demands, which if granted would have aggregated $9,000,000. Now that the necessity for emergency operation is over, BMI is operating on a decreased scale of cost.

"At the expiration of the first licenses the cost of licenses to broadcasters was reduced. Under the present license system, BMI performing rights licenses cost broadcasters from 1% to 1.66% of the receipts from the sale of time during 1939, as opposed to the 6% and 7% which broadcasters paid to ASCAP previously in commercial and sustaining fees. . . .

"Due to BMI's competition, ASCAP has lowered its rates to broadcasters. With these reductions in effect, ASCAP music will find new outlets in the future. That this situation should occur was within the original contemplation of your company. There was no time at which BMI aspired to have a monopoly of the music played on the air. The whole purpose of BMI was to bring about a condition of healthy competition.

"The door of competition has been opened. It need never again be closed. With the good-will and cooperation of those in the music business whom BMI has served during its first full year of corporate life, the new composers and new publishers who have found opportunity through BMI's efforts, your company can count upon a just share of the music business."



HIGHLY AMUSED was this trio at questions and answers given on initial half-hour broadcast of *Don't Be Personal*, started Oct. 3 on 6 NBC-Pacific Red stations under sponsorship of P. Lorillard Co., New York (Beechnut cigarettes). They are (l to r). Sam Pierce, Hollywood manager and announcer-producer of Lennen & Mitchell, agency servicing the account; Ed Barker, NBC Hollywood account executive; Art Baker, m.c. of the weekly audience participation show.

Advertisers Are Urged To Continue Campaigns During Current Crisis

WHY ADVERTISERS should continue to place their messages before the American public during the present emergency even though "products are unavailable, of a different quality or of fewer types and sizes" is set forth in "John Doe Looks at Industry in War", 60-page red-white-and-blue brochure just issued by Crowell-Collier Publishing Co., New York.

The present program of curtailment, substitution and simplification of materials and how manufacturers are carrying it out can be explained to John Doe through advertising, the brochure states, it being the best way to keep a company in the consumer's eye and save its prestige in a competitive market.

The booklet also emphasizes how only the domestic market is sure with exports on consumer products diminishing, that young people are entering the market each year and should hear the manufacturer's story, how English companies "by the dozen continue to advertise," and how American companies can well profit by their example by advertising to the public what they are doing.

ELEANOR ROOSEVELT, speaking as assistant director of the Civilian Defense Committee, will discuss *What Students Can Do in Connection With Defense*, with a group of student leaders on a special broadcast on CBS, Oct. 1, 4-4:30 p.m.

Mutual Cokes

IN HONOR of its newly signed contract with Coca Cola Co. for a six-a-week broadcast series over a 125-station network, MBS last Monday installed a 120-bottle Coca Cola dispenser in its New York headquarters. After Fred Weber, Mutual general manager, had drunk the first bottle, the network treated each of its employes to a drink on the house.

Studebaker Buys

STUDEBAKER CORP., South Bend, introducing 1942 car models, has placed varied schedules of news and sports on 109 stations. Contracts in most cases are for quarter-hour newscasts six times a week, although a number are for either five or 10-minute periods ranging in frequency from one to six times weekly. Where news was not available, established sports programs were purchased. The business was placed through Roche, Williams & Cunnyngham, Chicago, on the following stations:

KGIR KRBM KPFA KFAB WBEN WOR WHAM WSYR WBT WBIG WPTF WADC WKRC WAPI KARK KOA WICC WTIC WBRY WJSV WDEL WJAX WFLA WSB WGN WGBF WOWO WIRE WSPT WBOW WOC WHO KSCJ KSAL KFH WLAP WHAS WWL KWKH WFBR WBZ-WBZA WTAG WWJ WOOD WSAM WEBC WCCO WTCN KMBC WGAR WBNS WKY KVOO WSAN WLEU WAZL WFIL WCAE WJAR WMC WSM KGNC KRIC KRIS KROD KGKO KPRC KTSA WWVA WKBH WTMJ and 37 stations of the Don Lee Network.

Simoniz Test

SIMONIZ Co., Chicago (car polish), is testing radio with one-minute live spot announcement weekly on the following stations: KDKA KOA KPO WTAM WBZ WTMJ WJR WJSV KMOX WCCO WLW WOOD WDAF KARK WFAA WFBC WWL KIRO KOIN WCAU WHAM WBAL KRNT WNAX WMT WREC WIRE WWJ. George H. Hartman Co., Chicago, is agency.

PEPSODENT Co. of Canada, Toronto (tooth paste), starts early in October a series of dramatized spot announcements by Bob Hope on 20 Canadian stations. Account is placed by Lord & Thomas of Canada, Toronto.

Department Store Analysis of Radio Shows Preference

Spots Found to Be Favorite Method of Using Medium

SUCCESSFUL USE of radio by department stores requires proper use of the radio technique, according to conclusions reached in a survey of 92 stores conducted by the Research Bureau for Retail Training, U of Pittsburgh. Covering stores in all parts of the country, the survey was compiled and edited by John A. Garber, of the bureau staff. A later survey is to cover consumer reaction.

Of the 92 stores surveyed, 46 are now using radio and have 79 programs on the air. Analysis of types of programs revealed the stores were using 24 spot campaigns, 9 shopping programs, 8 news, 8 recording, 7 variety, 7 women's, 5 sports, 4 juvenile, 2 campus and one each for institutional, men's, quiz, Army camp and time signals.

Can't Wait

Thus little agreement was noted among stores in choice of programs, with spots the outstanding favorite since they are inexpensive, involve no production problems for the store and keep the store out of the "entertainment business". Shopping programs are found closer than other types to the stores' merchandising activities.

Many stores become impatient waiting for results from radio, it was found, and the data show that a program passing the 13-week mark has a good chance of surviving for a year.

A successful store doing over $10,000,000 annually reports "greater return by far" from radio than from newspaper space, contrasting with the view of some other stores that the rate of return on the radio dollar is less than the newspaper dollar. This latter feeling is ascribed to the theory that a public "educated to read relatively heavy department store newspaper advertising for 40 years or more, cannot be expected to react equally to light department store radio publicity of 13 weeks to a few years standing."

Of the 46 stores using radio, 20 thought rates were excessive, 14 did not and the other 12 didn't know. A widespread feeling was noted that radio should be given an opportunity to do a direct selling job. It was found that 31% of stores charge radio back to the department concerned; 63% charge time to general publicity; 5% charge one-half to each; 1% did not reply. Further it was noted that 28% prefer large stations, 72% small stations. As to servicing of accounts by radio stations, 54% reported adequate servicing; 32% not adequate and 14% reported "better servicing".

to the accou...

OF SERVICE DESIRED			
ESTIC	CABLE		
AM	ORDINARY		
	URGENT RATE		
TTER	DEFERRED		
AL	NIGHT LETTER		
HT LETTER	SHIP RADIOGRAM		
CIAL SERVICE			

...should check class of service desired, otherwise the message will be transmitted as a telegram or ordinary cablegram.

WE... UNION

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

R. H. WHITE
PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

SEPT 23 1941 DENVER

SOL TAISHOFF EDITOR
BROADCASTING
870 NATIONAL PRESS BUILDING
WASHINGTON DC

FOR PAST EIGHTEEN HOURS KLZ FACILITIES AND PERSONNEL HAVE BEEN EMPLOYED UNCEASINGLY IN COMMUNITY SERVICE. LATE LAST NIGHT FLOODS IN SENECA CREEK AND CORRUMPA CREEK NEW MEXICO WIPED OUT FIFTEEN HUNDRED FEET OF PIPE LINE SUPPLYING NATURAL GAS TO DENVER, COLORADO SPRINGS, AND OTHER COMMUNITIES. AFTER DISPATCHING KLZ'S STATION MOBILE UNIT TO SCENE OF BREAK, DIRECT BROADCAST LOOP WAS INSTALLED IN OFFICE OF FRANK R. JAMISON, PUBLIC SERVICE COMPANY OF COLORADO'S PUBLIC RELATIONS DIRECTOR, TO BROADCAST UP TO SECOND DEVELOPMENTS. FROM PUBLIC SERVICE HEADQUARTERS, EXPERTS BROADCAST INSTRUCTIONS HOW TO SHUT OFF INDIVIDUAL GAS SUPPLY INLET VALVES TO AVOID EXPLOSION. STATION ARRANGED FOR CLERKS IN LEADING FOOD STORES TO TELL CUSTOMERS KLZ IS BROADCASTING COMPLETE AND AUTHENTIC INFORMATION DIRECT FROM PUBLIC UTILITY HEADQUARTERS AND TO DISTRIBUTE HASTILY. PRINTED LEAFLETS DESCRIBING NECESSARY EMERGENCY STEPS. KLZ BROADCAST MENUS FOR PREPARATION OF MEALS WITHOUT COOKING OR USE OF ELECTRIC PLATES; BROADCAST LUMBER AND COAL DEALERS' PRICES, LOCATIONS, AND STOCKS ON HAND; ARRANGED THROUGH MINISTERIAL ALLIANCE FOR USING COMMUNITY COOKING FACILITIES IN CHURCHES WHERE COAL-BURNING STOVES WERE AVAILABLE, ETC. STATION CONTINUING TO STAND BY TO RENDER ANY POSSIBLE SERVICE IN EMERGENCY.

TERRY KLZ BROADCASTING COMPANY

Standout Community
Service Assures Standout
Results for Advertisers



560 Kc.—C.B.S.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

FCC Action in WMAL License Transfer Held Contrary to Fly's Probe Claims

THAT THE FCC is not restricting its inquiry into newspaper ownership of broadcast stations merely to future acquisitions and to FM, as had been indicated by FCC Chairman James Lawrence Fly, but proposes also to cover present newspaper licensees of standard broadcast stations, was gleaned from action taken last Tuesday in connection with the pending application of WMAL, Washington, owned by the *Evening Star* but leased to NBC.

The Commission, by a 3-to-2 vote, placed in the pending file the application of NBC and M. A. Leese Radio Corp., licensee of WMAL, for consent to voluntarily assign the license of WMAL to the newspaper subsidiary. It explained it was done "pursuant to Order No. 79", the regulation authorizing the newspaper inquiry. Commissioners Craven and Payne voted against the action, with Commissioner Case absent.

Joint Application

WMAL is 100% owned by the *Star*, but has been leased to NBC for nearly a decade. Several weeks ago, NBC and the *Star* jointly sought to procure assignment of the license to the newspaper, under a temporary agreement whereby the newspaper would control all aspects of station operation but utilize NBC studios and sales personnel. Originally, the WMAL license had been set for hearing, not because of the newspaper ownership issue, but under the policy relating to management contracts and leases, and because it contained a reversionary clause as to station licensee.

Chairman Fly, in an addess before the NIB convention in Chicago Sept. 22, stated that the inquiry into newspaper ownership did not concern existing licensees but rather "future acquisitions", and he emphasized also that the onset of FM had been responsible for the study.

In the case of the *Star*, however, it was pointed out, neither the FM issue nor the "future acquisition" question is involved, since the station's transmitter is owned by the *Star* and NBC simply has operated it under a lease, along general lines similar to those previously in force with Westinghouse stations, but terminated more than a year ago.

Bakery in Southeast

COLUMBIA BAKING Co., Atlanta, operating 14 plants in five Southeastern States, last week started its largest fall advertising campaign, using radio on 39 stations and space in 101 daily and weekly newspapers. A series of one-minute dramatized announcements, 585 weekly for 13 weeks, will promote Southern Bread and Redi-Cut Cake. Freitag Advertising Agency, Atlanta, handles the account.

Video Kids

KDYL, Salt Lake City, again demonstrated its television equipment at the Utah State Fair this year, featuring a baby show known as *Teletot*. Children from four to eight were televised after a registration certificate was given their parents. As the child's image appeared on the television receiver, a photographer made a still picture which was mounted on a certificate with the name in print. The certificate was presented parents as a memento.

Texas Sets Up New State Radio, Education Agency

TEXAS State Legislature has appropriated funds to establish and operate a department of radio and special education, the only such State department in the country. The new department is headed by John W. Gunstream, director of the Texas School of the Air, a cooperative educational program utilizing commercial radio stations in the Lone Star State.

Among the radio executives assisting Mr. Gunstream are A. M. Woodford, director of production staff, WBAP, Fort Worth; Hugh Halff, manager of WOAI, San Antonio; Kern Tips, manager of KPRC, Houston; Ed Lally, program director of WBAP, and Ralph Nimmons, program director, WFAA, Dallas.

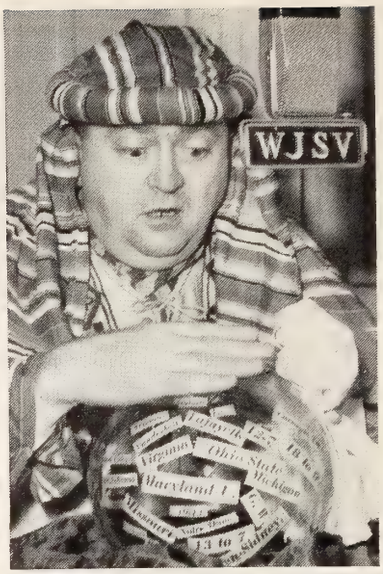
The new department will inaugurate its 1941-42 series of classroom broadcasts Oct. 6, using Texas Quality Network and KGNC, Amarillo. The broadcasts will be presented in five series of 26 programs each, paralleling the five major courses of the Texas public school curriculum, i. e., language, arts, science, social science, vocations and music.

ANOTHER RUTH

Detroit Crane Is Victim of Mistaken Identity

IT STARTED in the Sept. 22 issue of BROADCASTING, with an item to the effect that one Ruth Crane was changing her station affiliation from WLW-WSAI to WCMI, Ashland, Ky. And last Wednesday BROADCASTING received the following note from Mark Haas, of WJR, Detroit:

"Please call 'em off! I mean those hundreds of BROADCASTING subscribers who think Ruth Franklin Crane is leaving WJR. She isn't! Miss Crane (known all over the Midwest as Mrs. Page) has been with WJR for over 12 years, and the pleased sponsors on her participating program wouldn't think of letting her leave. However, the response she received to your story about another 'Ruth Crane' is certaining a testimonial to the many friends she and BROADCASTING have in the radio industry."



CRYSTAL BOWL technique, blowing dandelion seeds, tea leaves and eenie meenie meinie moe are components of the Arch McDonald system of football forecasting. Blessed with a DeSota contract for Friday evening forecasts and Saturday evening scores, Swami Arch, WJSV, Washington, sportscaster, will give Washington fans a weekly recipe for sudden wealth through gridiron gambling.

FINCH TO OPERATE FM IN NEW YORK

ANOTHER FM broadcasting station will soon begin independent operation in the New York metropolitan area, with the announcement by William G. H. Finch, head of Finch Telecommunications Inc. and former assistant chief engineer of the FCC, that finishing touches are being put to his W55NY, located on the 48th floor of 10 E. 40th St., New York City. Assigned to 45.5 mc. with a radius of 8,500 sq. mi., W55NY will utilize the new 10,000-watt FM transmitter being produced by Western Electric Co.

The station, Mr. Finch said, will have no network affiliation and will devote itself to classical music, news, special features and educational programs.

"We approach FM with no false hope about immediate revenue from this service," he stated. "Our first interest is to build audience acceptance for what we feel is an important advancement in radio and to keep pace with the newest and best methods of the industry. Therefore we regard the considerable outlay of time and money involved in entering the FM broadcasting field as an investment in public service and progress."

Philco Spots on WOR

PHILCO Distributors of New York, now featuring a new FM receiving set, has contracted for six announcements per night, six days weekly, on *Moonlight Saving Time*, all-night program of WOR, New York. Announcements will principally advertise Philco FM circuit sets. Contract, placed direct, brings *Moonlight Saving Time* sponsors to four.

DUE to the rapidly increasing number of defense programs and features, WLW, Cincinnati, has announced discontinuance of dance band remotes from the Lookout House, night spot across the river in Kentucky.

Baker, Smeby Appointed To Priorities Committee

WITH additional industry appointments announced during the last week, DCB's new Defense Priorities Liaison Committee (Committee 13) personnel is nearly complete. The five members of the committee proper were announced recently [BROADCASTING, Sept. 15, 22, and all but three of the DCB industry subcommittees have selected their two "priorities representatives".

Dr. W. R. G. Baker, of General Electric Co., and Lynne C. Smeby, NAB director of engineering during the last week were named by the domestic broadcasting subcommittee as its "priorities representatives". Also named, by the international broadcasting subcommittee, were R. J. Rockwell, of Crosley Radio Corp., and M. L. Prescott, GE. A. W. Cruse, alternate FCC member of the committee, has been named secretary of the group.

The "priorities representatives", two for each of the nine industry subcommittees, will work in an advisory capacity with the five-man committee in efforts to expedite procurement of raw materials and supplies for radio manufacture and repair.

World Series Coverage Provided Latin Nations

HIGHLIGHTS of the World Series last week not only reached New York listeners, but also were transmitted to Central and South America on NBC's international stations WRCA and WNBI. For the duration of the series Eli (Buck) Canel, head of NBC's Spanish section gave nightly summaries in Spanish of the day's game, with commercial announcements tying in with the RCA Victor export division line of radio models, titled "Champions of the Airwaves."

Frankie Frisch, the former "Fordham Flash," also rebroadcast his earlier-in-the-evening NBC-Red summaries of the games on WRCA and WNBI at 8:15 a.m. (EST).

Feature summary program in New York was the first-hand impressions of each day's play on WNEW by Lefty Gomez of the Yankees at 5:15 p.m., and Pete Reiser of the Dodgers at 7:45 p.m. These two quarter-hour periods were sponsored by Pepsi-Cola Bottling Co., Long Island City, through Newell-Emmett Co., New York.

Seven Join MBS

SEVEN new affiliates have joined MBS recently, bringing the total number of outlets for the network to 182. New stations, effective Oct. 1, are WGBF, Evansville, Ind., operating 1280 kc., 5,000 watts day, 1,000 night; WEIM, Fitchburg, Mass., 1340 kc., 250 watts; KTRI, Sioux City, Ia., 1450 kc., 250 watts; KVFD, Ft. Dodge, Ia., 1400 kc., 250 watts; WJMS, Ironwood, Mich., 1450 kc., 250 watts; WATW, Ashland, Wis., 1400 kc., 100 watts, and, as of Sept. 25, WBBB, Burlington, N. C., 920 kc., 1,000 watts day. WEIM is affiliated with the Yankee and Colonial Networks, while KTRI, KVFD, WJMS and WATW are members of the North Central Broadcasting System.

PROUD OF OUR PROGRESS

YES, SIR. We at REL are proud of our progress in the FM transmitter manufacturing field. And for several reasons. For instance:

On August 29, 1941, W45CM (WBNS) Columbus, Ohio, ordered a 10 kw. FM transmitter from us. The job was completed September 23 and shipped September 27 ready for immediate operation, guaranteed by REL to be completely satisfactory. And in these days, Mr. Broadcaster, that's making progress.

The reason for this speedy delivery is because REL is beyond the experimental stage in FM and is geared for production of all FM broadcast transmitters from 100 watts to 50 kw. Every type of transmitter falling in these categories has been completely engineered, built, tested and proven to be a successful unit. A REL transmitter assures a broadcaster the means of getting on the air quickly . . . assures him that his station will not become an experimental playground for untried equipment.

REL is extremely proud of the company it keeps. Leaders in the broadcasting industry like Major E. H. Armstrong, inventor of FM; John Shepard and Paul deMars of Yankee Network; Walter Damm of WTMJ, Milwaukee; Bill Scripps of WWJ, Detroit; John Hogan of WQXR, New York; Dr. Ray Manson of WHAM, Rochester; Clarence Wheeler of WHEC, Rochester; Roger Clipp of WFIL, Philadelphia, have all specified REL equipment since their start in FM.

Today, more than ever before, thanks to the resourcefulness and research of REL, FM manufacturing has developed to a point where broadcasters can expect deliveries of REL equipment within a reasonable period of time. To protect your investment in FM, be sure to investigate REL before you buy.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.



THOUGHTFUL TRIO at recent inauguration of the MBS *Three Ring Time* program, sponsored by P. Ballantine & Sons, Newark (beer), consisted of (l to r), John U. Reber, New York vice-president in charge of radio for J. Walter Thompson Co., agency servicing the account; Milton Berle, Hollywood comedian and m.c. of the show; and Charles Laughton, film star featured on the weekly half-hour variety show.

FOUNT (Ky.) SPOUTS DURN LITTLE BUSINESS!

Don't be alarmed if Fount (Ky.) ain't no pipe-line of business for you. Just forget Fount, and concentrate on the gushing Louisville Trading Area, which buys far more of everything than the rest of Kentucky *combined* (46.1% more new passenger cars, for instance!)! It's an eager, active, *buying* market of 1,331,200 people—every one within listening range of WAVE, the only NBC Basic Red Network station for 100 miles around! You know what *that* means. So let your conscience be your guide!

LOUISVILLE'S WAVE

5000 Watts

970 K.C. . N.B.C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Grid Scheme

COOPERATING with alumni associations of U. S. colleges and universities, the Radio Section of the War Department Bureau of Public Relations, is developing a plan under which homecoming football games all over the nation will be dedicated to the respective schools' alumni in the armed services. It is planned to broadcast brief dedication ceremonies at half-time, with alumni in the service invited to attend the game and participate in the ceremonies, to be led by school and alumni officials. Details of the plan, now being developed as large numbers of schools are signifying interest, are available to stations from the Radio Section, it was stated.

College Station Group Gets Camel's Recordings

R. J. REYNOLDS TOBACCO Co., Winston-Salem, has signed to sponsor a thrice-weekly quarter-hour *Camel Campus Caravan* on 10 college broadcasting stations in the East for Camel Cigarettes. The program features the latest recorded swing numbers, according to William Esty & Co., New York, agency handling the account, and resembles the *Camel Caravan* network show.

The contract, signed through Intercollegiate Broadcasting Station Representatives, 507 Fifth Ave., New York, covers a 15-minute time block, three evenings weekly throughout the first semester of the current season on the campus transmitters of Yale, Princeton, Columbia, Cornell, Williams, Union, Brown, Wesleyan, Rhode Island State and Connecticut U. The college stations, which limit their coverage areas to the campus proper, are said to represent solid markets of young men who set fashion and hobby styles.

Capt. Kent Is Chairman Of New Education Group

CAPT. HAROLD R. KENT, director of the Radio Council of the Chicago Board of Education now on duty in the Public Relations Bureau of the War Department, Washington, is chairman of the organizing committee of the new Association for Education by Radio.

Charter memberships in the group are now open to educators, broadcasters and citizen leaders interested in education by radio. At present AER is publishing a journal, major feature of which is a combined guide to all national educational and public service radio programs. Elizabeth Goudy, director of radio for the Los Angeles County Board of Education, is chairman of the publications committee, while James Hanlon of Chicago is editor of the journal. Those interested should apply to the Association for Education by Radio, 228 North LaSalle St., Chicago.

KANS, Wichita, has appointed Headley-Reed Co. its national advertising representative.

KFEQ GIVEN 5 KW.; INCREASE FOR KDON

FULLTIME with 5,000 watts on 680 kc. was granted KFEQ, St. Joseph, Mo., in an FCC decision last Wednesday. The station was authorized to install a new transmitter with directional antenna for day and night use at a new site approximately 5½ miles northeast of St. Joseph. It now operates with 2,500 watts day and 500 watts night on 680 kc., limited to sunset in San Francisco, where the 50,000-watt KPO uses that frequency. KWK, St. Louis, is an applicant for 680 kc. with 50,000 watts.

The Commission also authorized KDON, Monterey, Cal., to increase from 100 to 250 watts fulltime on 1240 kc.

Rival applications of WLOL, Minneapolis, and WMIN, St. Paul, for the 630 kc. frequency were ordered set for hearing. WLOL, controlled by the estate of the late John P. Devaney, now operates with 1,000 watts fulltime on 1330 kc., and seeks 1,000 night and 5,000 day on 630. WMIN, now 250 watts on 1400 kc., seeks the same assignment. The applications were ordered to be heard jointly.

Also ordered to joint hearing were the 1,000-watt applications on 1460 kc. of KSAN, San Francisco, and John R. Scripps, West Coast publisher and owner of KHUB, Watsonville, Cal., the latter seeking a new station in Ventura, Cal.

Regional, Local Groups Sponsor 'Betty & Bob'

NBC RADIO-RECORDING feature, *Betty & Bob*, on Sept. 29 started its second year for two regional advertisers, A. E. Staley Mfg. Co., Decatur, Ill. (starch products), on WTAM, WENR, WPTF and KMBC, through Blackett-Sample-Hummert, Chicago, and Union Biscuit Co. of St. Louis on KSD, WJDX, WAML, WFOR and WQBC, through Gardner Adv. Co., St. Louis.

The five-weekly program continues on WEAF, New York, for Kirkman & Sons, through N. W. Ayer & Son, while current sponsors in other cities include Sanitary Groceries (Safeway stores), Washington, on WRC; General Mills (Rex Flour), through Knox-Reeves, on KGIR, Butte; KFBB, Great Falls; KGVO, Missoula; KPFA, Helena, and KRBM, Bozeman; West End Dairy on WCSC, Charleston; French-Bauer Co. on WCKY, Cincinnati, and for local sponsors on WDBJ, Roanoke; WGST, Atlanta, and WMAZ, Macon, Ga.

Father John's Spots

FATHER JOHN'S MEDICINE Co., Lowell, Mass. (proprietary), on Sept. 29 began sponsoring weather reports and 100-word announcements Monday through Saturday, on WTAM, Cleveland; KDKA, Pittsburgh, and WGY, Schenectady. Contracts run until March 28, 1942. On Oct. 6, the company starts a series of station breaks on WRC, Washington, to run through April 4 next year. Other stations will be added. John W. Queen, Boston, handles the account.



FIRST CITIZEN of Prescott, Ariz. is Program Director Mucio Delgrado of KYCA. Veterans of the Foreign Wars presented Mr. Delgrado with its "American Citizenship medal Sept. 18 terming him number one citizen for his "meritorious programming in the best interests of the community". This was the first award in Arizona.

Georgia Tech Contract For WGST Operation Scheduled for Hearing

ADVISED that the board of regents of Georgia School of Technology has approved a proposed deal offered by Arthur Lucas and William Jenkins to take over the management and operation of WGST, Atlanta, now under lease to the Sam Pickard-Clarence L. Calhoun interests, the FCC on Oct. 1 ordered a hearing on the station's license renewal. Counsel for the university has petitioned that the hearing, date of which has not yet been fixed, be held in Atlanta. The Lucas-Jenkins deal was made subject to FCC approval.

Messrs. Pickard and Calhoun since 1930 have held a contract to operate the station, dated to run until 1950. The Commission [BROADCASTING, Sept. 8] had scheduled a hearing for Sept. 3 looking to restoration of the station to the licensee, Georgia School of Technology, but this was postponed.

Lucas and Jenkins, Georgia chain theatre operators who also are identified with the ownership of WRDW, Augusta; WSAV, Savannah; WMOG, Brunswick, and WLAG, LaGrange, have offered to operate the station under a salary of $5,000 a year each, guaranteeing Georgia Tech $30,000 a year plus 25% of the station's net income, the contract to be cancellable if annual payments amount to less than $50,000. In recent years the station is said to have earned net profits of about $150,000 a year.

CLARK ANDREWS, former Ruthrauff & Ryan, Hollywood radio producer, and more recently contracted to 20th Century Fox Studios on writing-production assignment, has joined Paramount Pictures as an associate producer under Sol. C. Siegel.



The client hollered uncle...

RECENTLY—over our protests—a WBT advertiser bought spot announcements at a time of day which wasn't suitable for his particular product. His offer of free samples garnered hardly more than 20 replies per announcement.

The client finally hollered uncle and gave us our own way. We ran his announcement-offer at "our" time—and the very first one pulled 1,273 replies!

You can't live on intimate terms with a vast radio family for 20 years without knowing exactly what kind of radio fare it wants and when it wants it. So when a client comes along and asks for a time of day to sell his product, WBT makes suggestions. Suggestions aimed to get the best results possible from every radio advertising dollar spent here.

WBT's familiarity with the likes and dislikes of its audience is one of many strong reasons why WBT boasts a selling record few other stations can equal.

WBT ★ 50,000 WATTS • CHARLOTTE

"THE STATION AN AUDIENCE BUILT"

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

TOP PROGRAMS
in a
POWER MARKET
(TENN. VALLEY)
•
KAY KYSER
FRANK FAY
KALTENBORN
RUDY VALLEE
FRED WARING
EDDIE CANTOR
HORACE HEIDT
TREASURY HOUR
MRS. ROOSEVELT
JUST PLAIN BILL
COLLEGE HUMOR
MARCH OF TIME
TELEPHONE HOUR
BURNS AND ALLEN
REVEILLE ROUNDUP
LINCOLN HIGHWAY
JOHN'S OTHER WIFE
DR. PEPPER PARADE
FITCH BAND WAGON
LIGHT OF THE WORLD
INFORMATION PLEASE
MR. DISTRICT ATTORNEY
FIBBER McGEE AND MOLLY
WE'RE FIVE IN THE FAMILY
WAPO
Chattanooga, Tenn.
•
5000 Watts • 1150 kc
NBC Red & Blue
•
Represented by
HEADLEY-REED CO.

Merchandising & Promotion

Pop-Ups—Plugs for Annie—Treat to Pupils—From Home—Cloth for Polishing

ALL-TIME high in intriguing promotion pieces is the fairyland pop-up book . . . *From the Bottom Up* published by Mutual network to promote its sports broadcasts. Each year Mutual tries to do at least one promotion piece "which you will want to take home", according to an accompanying letter by Robert N. Schmid, MBS director of advertising promotion. Opening the text is a poem "Alas . . . but No Longer a Lack", which sets the pace for other poetry dealing with sports.

Fancy pop-ups cover scenes in various branches of sport. They show a baseball player sliding into home plate; a horse raising a cloud of dust; a halfback plowing through center; Joe Louis clipping one to the whiskus.

Final page shows a fireside scene on a magic carpet, with this bit of a poetic plug: From all of the preceding dope, one vital point pops up, we hope . . . We're entertaining millions who will entertain a thought of you!"

* * *

Annie's Promotion

PROMOTING its new *Orphan Annie* transcribed series, WCKY, Cincinnati, has launched an intensive campaign which includes an Orphan Annie contest in 10 Cincinnati theatres, conducted by Helen Rees, with each theatre-winner receiving a prize and a grand prize of an all-expense airplane trip to Chicago for the winner and her mother. Window displays in local stores also plug the series, tying in the station and program with the sponsoring Quaker Oats Co. and Sparkies. By arrangement with the *Cincinnati Times-Star* the daily comic strip will carry a line calling attention to the WCKY radio show.

* * *

'Farm & Home' Book

WITH A COVER illustration "Young Corn", by Grant Wood, "The Nation's Bulletin Board of Agriculture" has been issued by NBC to describe the growth of the NBC-Blue *National Farm & Home Hour*, which presented its 4,000th broadcast last July 28. How the broadcasts entertain and educate 30,000,000 farm people and provide them with "vital information on agricultural and home subjects" is told in the 30-page book together with excerpts from farm listeners in appreciation of the programs.

* * *

Hunters' Helps

AS A SERVICE to sportsmen, KLZ, Denver, is giving away a map of the big game hunting areas in the State, another map showing where the types of quail and pheasant can be hunted and a sports calendar with dates of the various hunting seasons.

* * *

Cokes for Students

TO CREATE interest in latest fall school fashions a Danville, Ill., dress shop in cooperation with WDAN held a "coke" party in the shop, inviting all high school girls to attend and originating a broadcast there to create interest.

New to Blue

TO ACQUAINT listeners in the Baltimore and Pittsburgh areas of the shift Oct. 1 of WCBM and KQV to NBC-Blue, the network has been conducting an intensive newspaper advertising campaign, totaling some 2,000 lines in each of the daily newspapers of the two cities. The campaign, backed up with full page ads by the stations themselves, also takes in promotion for the NBC-Blue outlet WWVA, Wheeling, W. Va., because of its proximity to Pittsburgh. Promotion is handled under the direction of E. P. H. James, NBC-Blue sales promotion manager.

* * *

Bridgeport House

WITH THE opening Sept. 28 of the General Electric "House of Ideas" near Bridgeport, Conn., the company has arranged for a daily radio program on WNAB, Bridgeport, from the house during October while it is open to visitors. The programs feature guest hostesses describing the modern electric gadgets in the house with new ideas for the home for the benefit of listeners.

* * *

Salesmen's Talks

TRAVELING SALESMEN's prize yarns are given a chance to payoff on the weekly CBS *Al Pearce & His Gang* show, which resumed Oct. 3 under sponsorship of R. J. Reynolds Tobacco Co., (Camel cigarettes). With $100 as the prize, authentic humorous or unusual experiences encountered during selling careers are submitted by listeners for dramatization on the half-hour show.

* * *

More Hunting Snooks

IN CONNECTION with the campaign of General Foods' Maxwell House to promote the return of Baby Snooks to the airways, WROL, Knoxville, used a man-on-the-street program to ask the popular question, "Where is Baby Snooks?". Interviewed was the local assistant chief of police who promised the cooperation of the police department in the search.

* * *

Polish It Up

KXOK, St. Louis, has made a promotional tie-up with the Eagle Furniture Co., sponsors of *Polish Melodies* on that station. Each visitor to the store receives a chemically treated polishing cloth in a cellophane bag on which is printed "Compliments of the Eagle Furniture Co." and "Listen to KXOK Sunday at 12 noon."

* * *

WOWO Postcards

JUMBO POSTCARD addressed to timebuyers have been sent out by WOWO, Fort Wayne. The giant cards of approximately 12 x 16 inch proportions warn that since WOWO has gone fulltime, it has enjoyed the greatest rush of spot and network business in its history and that in the future time will probably be scarce.



MERCHANDISING DISCUSSION for plans to exploit the weekly CBS *Helen Hayes Theatre* brought together the heads of Robert K. McMillan (l), advertising manager of Thomas J. Lipton Inc., firm sponsoring the program, and George Moskovics, CBS Pacific Coast sales promotion manager.

* * *

Marching With Time

IN VIEW OF the return after two years absence from the air of *The March of Time* on NBC-Blue Oct. 9, subscribers to *Time* magazine, which will again sponsor the series, are receiving three-page letters proclaiming the series as "the most ambitious journalistic assignment in all the history of radio."

Signed by P. I. Prentice, *Time* publisher, the letter states that some stories can be told in pictures, but some need "something no medium other than radio can make possible." All of *Time's* experience and newsgathering facilities will be taxed to make the programs "help our own regular readers get the feel of the news more intimately than they possibly could from the printed word alone," the letter ends.

* * *

Award Stunt

TO AROUSE wide local interest in the announcer who will represent WTAG, Worcester, Mass., in competition for the H. P. Davis National Memorial Announcers' Awards, window displays are being set up in leading department stores. Exhibits include portraits and posters about various WTAG announcers. The *Worcester Telegram* and *Gazette* is cooperating with eight columns spreads on the announcers and by supplying coupons with which readers may cast their votes for their selections.

* * *

With the Bills

SOME 40,000 power users in Chattanooga and vicinity received photos of the cast of *Chattanooga on Parade*, a program designed to promote the community. They were enclosed in power bills. Other industries appearing in the show are sending out photos and stories of the program.

BROCHURES

NBC-Red—*Heads, They Won*, report on the Hooper survey of the audience listening regularly to *Mr. District Attorney* and of this audience's use of Vitalis.

KDYL, Salt Lake City—Four-page folder in three colors featuring station's power increase and showing weight lifter with sample of hair.

WGY, Schenectady—yellow folder on the five times weekly *Musical Matinee* program.

GENERAL ELECTRIC Co.—Two-color eight-page folder on its *Hour of Charm*.

Booklet on Radio Issued by C of C

Controversial Matter Taken Out Prior to Issuance

DESIGNED to provide academic advice on the use of radio by local chambers of commerce, the U. S. Chamber of Commerce has published a booklet, *What About Radio?* soon to be circulated among member organizations. Although the booklet provides only a general picture of the possible relationship between local radio stations and chambers of commerce, another similar publication, dealing with successful use of radio by broadcast minded members, is to follow, it was indicated at Washington headquarters. The pamphlet was written by Hardy Burt, of the Chamber's Publicity Department.

In a pre-publication critique offered to the local chamber of commerce secretary, Major Edney Ridge, director of WBIG, Greensboro, N. C., questioned the inference in the proof copy of the pamphlet that the FCC requires stations to "allot at least a specified amount of their time to public service broadcasts," ergo Chamber of Commerce programs. When this was pointed out to Chamber of Commerce Washington headquarters by BROADCASTING, last Wednesday, the statement was deleted before the booklet went to press.

Must Be Interesting

Commenting on this inference, Major Ridge declared in a letter to Secretary John S. Patterson, of the Greensboro Chamber of Commerce:

"I do not believe there is a radio station in the United States that would not gladly do anything in its power to upbuild the community in which it lives and does not recognize the fact that the Chamber of Commerce is entitled to tell its story.

"But neither the radio station nor the Chamber of Commerce would benefit by unentertaining and dull programs. There are too many dull, ax-grinding talks put on the radio under the guise of public service. While the FCC does issue licenses for the public interest, convenience and necessity, it does not require any radio station to run a listener-losing program for any organization."

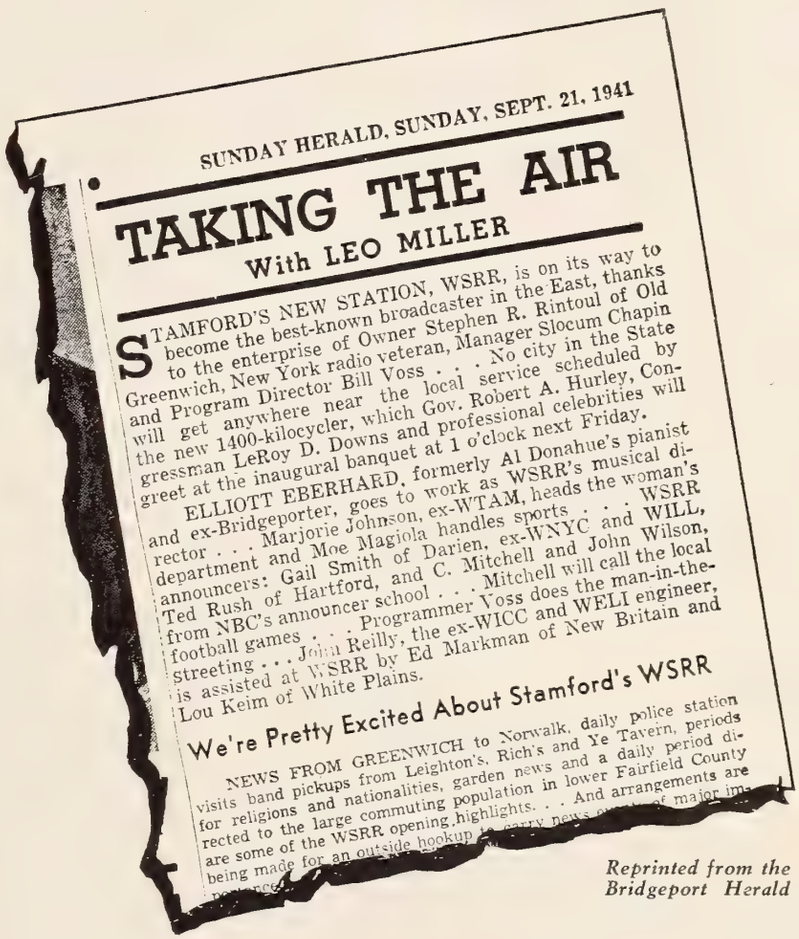
"Sherlock" by Grove

GROVE LABS., St. Louis (Bromo Quinine), following a summer layoff, on Oct. 5, through Russel M. Seeds Co., Chicago, resumed for 39 weeks, the weekly half-hour *Sherlock Holmes* on 67 NBC-Red stations, Sunday, 10:30-11 p.m. (EST). Tom McKnight continues as producer, with his wife, Edith Mesier, writing radio adaptations from A. Conan Doyle stories. Basil Rathbone and Nigel Bruce, film actors, again portray the characters of Holmes and Dr. Watson, respectively, and are assisted by a supporting cast. Lou Koslog's orchestra supplies background music.

WSRR

Stamford, Conn.

NOW SERVING ONE OF THE RICHEST MARKETS IN THE WORLD



SUNDAY HERALD, SUNDAY, SEPT. 21, 1941

TAKING THE AIR

With LEO MILLER

STAMFORD'S NEW STATION, WSRR, is on its way to become the best-known broadcaster in the East, thanks to the enterprise of Owner Stephen R. Rintoul of Old Greenwich, New York radio veteran, Manager Slocum Chapin and Program Director Bill Voss . . . No city in the State will get anywhere near the local service scheduled by the new 1400-kilocycler, which Gov. Robert A. Hurley, Congressman LeRoy D. Downs and professional celebrities will greet at the inaugural banquet at 1 o'clock next Friday.

ELLIOTT EBERHARD, formerly Al Donahue's pianist and ex-Bridgeporter, goes to work as WSRR's musical director . . . Marjorie Johnson, ex-WTAM, heads the woman's department and Moe Magiola handles sports . . . WSRR announcers: Gail Smith of Darien, ex-WNYC and WILL, Ted Rush of Hartford, and C. Mitchell and John Wilson, from NBC's announcer school . . . Mitchell will call the local football games . . . Programmer Voss does the man-in-the-streeting . . . John Reilly, the ex-WICC and WELI engineer, is assisted at WSRR by Ed Markman of New Britain and Lou Keim of White Plains.

We're Pretty Excited About Stamford's WSRR

NEWS FROM GREENWICH to Norwalk, daily police station visits band pickups from Leighton's, Rich's and Ye Tavern, periods for religions and nationalities, garden news and a daily period directed to the large commuting population in lower Fairfield County are some of the WSRR opening highlights. . . And arrangements are being made for an outside hookup [illegible] of major im-

Reprinted from the Bridgeport Herald

Two weeks old, WSRR already enjoys the patronage of 45 local and national accounts. For further details of WSRR's rich primary area of 400,000 population, write Slocum Chapin, general manager.

WSRR

1400 kc. Stamford, Conn. 250 watts

Owned and Operated by Stephen R. Rintoul

WSGN
Now 610

- *Tops on the Dial*

350 KC lower than any other station In Alabama.

- *Tops for Value!*

BRAND-NEW EQUIPMENT

- Operated by the Birmingham News-Age-Herald
- Represented by Headley Reed Co.

HOLMES RECORDS THE BLITZ

Blackouts the Worst Headache, Holmes of CBC Says Upon Return to Canada

IN RECENT weeks, Canadian Broadcasting Corp. has welcomed back a member of its Overseas Unit, whose enterprise and faithfulness to duty made history during the September blitz of 1940. Arthur Holmes has jotted down a few notes about the difficulties of broadcasting in Britain where conditions for the lads handling the portable equipment are very different from home:



Mr. Holmes

"When the CBC recording van arrived in England," says Mr. Holmes, "it caused quite a flutter of excitement among BBC employes and Englishmen in general, but especially among our own troops. Except for the CBC emblem, the outside was very much like that of the standard army trucks used by the Canadians.

"It was the inside, though, that was a surprise to everyone. The completeness of the unit seemed to be the amazing feature to most, together with the general smartness of the whole layout. The gasoline heater never failed to draw comment, as the English recording cars are not equipped with heaters, despite the raw, cold English winters. Heating, outside of the comfort angle, was found to be a necessity at times, as the discs will not cut properly in cold weather.

Night Driving

"To my mind one of the worst features of the work over there is blackout driving. Quite a bit of this is necessary because, during the winter, darkness lasts for as long as 16 hours and it often happens that the trip back from one of the camps has to be made at night.

"Dimmed headlights are allowed, but it is quite a strain if any distance is covered or if the territory is unfamiliar. Conditions in this respect are not nearly as bad now as they were last fall, when nothing but parking lights were allowed during a raid.

"These gave absolutely no illumination on the road, and it was a matter of feeling your way along. On top of this, bombings were new and the BBC asked us to do recordings for them during the raids. This meant a lot of city driving at night. If there were many fires this wasn't hard, but on dark nights there was always the danger of crashing into something or running into a bomb crater. A passenger in the truck is quite a help, as he can watch out his side. Unfortunately it so happened that in August and September when the headlight ban was on, Bob Bowman and Bert Altherr were on their trip to Canada. This meant driving alone most of the time.

No Sign of Life

"One night, I remember driving about five miles through the city during a raid without seeing a single person or any sign of life whatever. It appeared to be a city of the dead. Another time, coming up from Kent during a raid, I drove halfway through a large town before I realized I was not still in the country. I could just make out the white center marking on the road and was driving by that.

"Summer weather, however, is an entirely different matter. Daylight lasts until about midnight, and it is a distinct pleasure to drive out and visit the soldiers in their outdoor camps."



BIG CATCH, right off the salmon counter of Seattle's famed fish market, is claimed by these two unsoiled angling cronies, Hugh Feltis (left), commercial manager of KOMO-KJR, Seattle, and John Bates, of Ruthrauff & Ryan, N. Y.

Philadelphia Teachers

JAMES ALLEN, program director of WFIL, Philadelphia, and Joseph T. Connolly, director of sales promotion and special feature broadcasts of WCAU, Philadelphia, have been named to the faculty of The Junto, new adult school organized in Philadelphia. Last week, Kenneth W. Stowman, WCAU news and publicity director, was appointed to the teaching staff of Temple to conduct a course of study in radio program preparation.

Northwestern Games

BROADCASTS of Northwestern U football games will be sponsored on three Chicago stations this year. All six home games starting Oct. 4 will be sponsored on WAIT by Greyhound Management Corp. (bus lines), and on WBBM by Congress Cigar Co., Newark (La Palina cigars), which will also sponsor broadcasts of three additional Big Nine games. Beaumont & Hohman, Chicago, is the Greyhound agency, while Marschalk & Pratt directs the latter account. Ford Dealers of Chicago, through McCann-Erickson, Chicago, have purchased broadcasts of seven games—five N U home games, one away from home with Ohio State, and the Michigan vs. Illinois games. All Northwestern home games will be played at Dyche Field, Evanston, and the university receives one-hour station time rate for broadcasting rights to each game.

Texas Co. Back

TEXAS Co., New York, renewed the *Texaco Star Theatre* with Fred Allen on 85 CBS stations for the 1941-42 season, effective Oct. 1. The program will be heard as usual on Wednesdays from 9-10 p.m. There will be a repeat show for the West Coast at midnight. Format of the program will remain unchanged except for the appearance each week of a college singing or instrumental star, chosen as best in the guest university by his schoolmates. Portland Hoffa, Kenny Baker, Larry Elliott and Al Goodman and his orchestra round out the cast. Vick Knight is producer director. Agency is Buchanan Co., New York.

WHCU, Cornell U's commercially operated station at Ithaca, N. Y., has applied to the FCC for 5,000 watts fulltime on 640 kc., in lieu of its present 1,000 watts limited time on 870 kc.



In radio, too, it's better to be Lower

There are times when it's better to be lower. Take radio, for example. Stations at *lower* frequencies have a decided advantage. *Lower* frequencies mean *longer* wave-lengths; *longer* wave-lengths mean *stronger* signals, better reception. WMCA is lucky. It has New York's *lowest* frequency (570 kc.) and plenty of power (5000 watts) so that it can reach over 12,500,000 people *economically.*

WMCA
FIRST ON NEW YORK'S DIAL



KOIN and KALE
CBS • PORTLAND, OREGON • MBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

AURORA BOREALIS AND RADIO

Effect of Magnetic Disturbances Analyzed

By Bureau of Standards Scientist

By DR. J. H. DELLINGER
Chief, Radio Section
National Bureau of Standards

THE AURORA visible over the entire sky at Washington on the evening of Sept. 18 was of great interest in connection with the Bureau's studies of radio wave propagation. Auroras are caused by the electrical excitation of atoms in the rare part of the atmosphere known as the ionosphere. The ionosphere is that portion of the atmosphere from about 30 to 300 miles above the ground which reflects radio waves and makes long-distance radio possible.



Dr. Dellinger

Aurora and the accompanying radio, magnetic, and electric disturbances are manifestations of a turbulent condition in the ionosphere. This turbulence is caused by the arrival in the outer atmosphere of charged electric particles. These particles come from the sun, and are usually most prevalent when there are large active sunspots (i.e., sunspots in which visible changes are occurring, new spots being born, etc.).

In the Center

A group of large active sunspots appeared at the edge of the sun Sept. 10. As the sun has one revolution in about 27 days the sunspot group was about at the center of the sun Sept. 17. Tremendous quantities of electric particles were pouring forth from the sun at that time. In northeastern United States aurora was observed nightly starting Sept. 15, and radio reception from European stations was weak, accompaniel by a rushing or roaring electric noise on the high radio frequencies. At 1 a.m. (EST) on Sept. 18 there was a sudden tremendous increase in the number of electric particles entering the earth's atmosphere from the sun. As a result the ionosphere was violently agitated, the aurora became visible at Washington, and sky-wave radio transmission was severely disturbed. As the day went on the disturbances increased culminating in an extremely brilliant auroral display in the evening, and a complete disruption of the ionosphere and of radio transmission.

The auroral display was probably the most brilliant ever observed at Washington. Just after sunset a steady curtain of light appeared in an arc low in the northern sky. Then long bright shafts began to appear and disappear, and the display began to move southward toward the zenith. Shortly before 8 p.m. rays and streamers were visible over most of the sky. Flickering waves of green light appeared to travel upward toward the zenith along the rays. The peak of the display was about 8:15 p.m., and then the aurora began to fade out, most of it disappearing by 11 p.m.

When the aurora was at the peak, the rays seemed to converge to a point near the zenith at about 70° above the southern horizon, and slightly to the east.

The reason for this is that the incoming charged particles followed the earth's magnetic field and the rays, which appear along the paths of these particles, are thus everywhere parallel to the earth's field. At Washington, the earth's magnetic field is inclined at 70° to the horizontal and runs from slightly south of east to the northwest.

To an observer, then, it seemed as if he stood in the midst of a number of parallel lines of light, whose direction was that of the earth's field. At times of such an aurora it is thus possible to "see" the earth's magnetic field, just as iron filings enable one to "see" the field of a small bar magnet in a laboratory experiment.

A study of the effects accompanying this and other auroras has led to an understanding of what happens. Radio communication is adversely affected, not only during the aurora but for several days afterward. While no aurora was visible at Washington after the 18th, high-frequency radio transmission was unusually poor for a week thereafter.

Thus the aurora is only an evidence of the first stage of an ionosphere storm, the stage in which there is a tremendous increase in the number of electric particles entering the ionosphere. These particles plunging into the ionosphere tear up the regular ionized layers which normally reflect radio waves, and also produce intense ionization at unusually low levels which uses up the energy of radio waves thus reducing their intensity in addition to causing severe fluctuations.

During this turbulent stage of the ionosphere storm, high-frequency radio is very erratic, both signals and "static" surge violently, being transmitted with good intensity for short intermittent periods, interspersed with periods of complete failure. This indicates severe turbulence in the ionosphere with small unstable patches or clouds of high ionization densities. Fluttery transmissions can be heard at frequencies far in excess of those normally useful for long-distance communication. Not only auroral but the most severe fluctuations of terrestrial magnetism occur during this first or turbulent stage of the ionosphere storm.

The second stage, following the turbulent stage of an ionosphere storm, is characterized by an expansion and diffusion of the higher ionosphere, extending into latitudes farther south, the greater the intensity of the storm. This expansion and diffusion of the ionosphere increases the virtual heights and lowers the ionization densities of the ionosphere layers. The maximum usuable frequencies for night F-layer and daytime F_2-layer transmissions are much reduced because of the lowered critical frequencies and increased virtual heights. Thus the higher frequencies are not usable. Frequencies low enough to be received are usually abnormally absorbed, especially during the daytime.

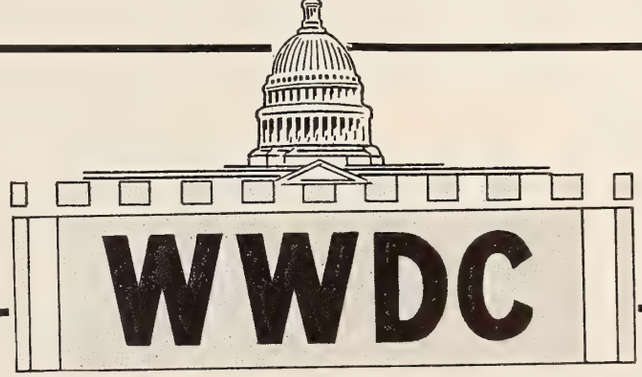
MAN! *Can I Actually Get All That Over ONE Washington Station?*

Amazing, what you can do with one station in the Nation's Capital.

When you buy time on WWDC you pay for one signal, but you get two. A new W.E. transmitter within sight of the Capitol Dome booms your message through the city proper; a booster station in the heart of suburban Washington does the job in wealthy, closely-packed Chevy Chase, Silver Spring, Bethesda and other Maryland sections.

The one for two rate is low, too. Not a cent more than the lowest rate in Washington.

Because WWDC is Washington's newest station it can still offer new advertisers choice spots at choice hours. That's a situation you can profit by, now.



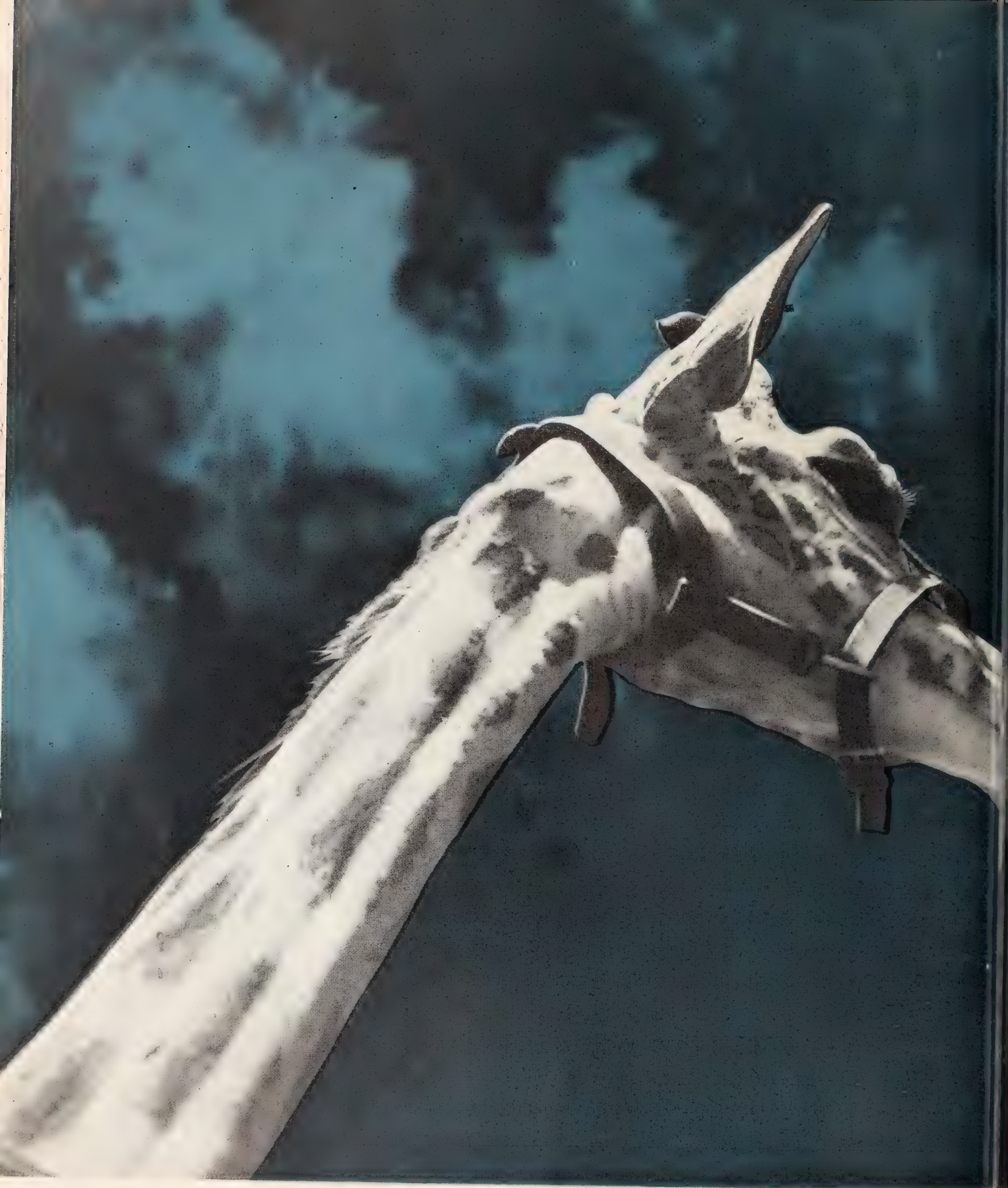
Edwin M. Spence
General Manager

WWDC

WASHINGTON, D. C.

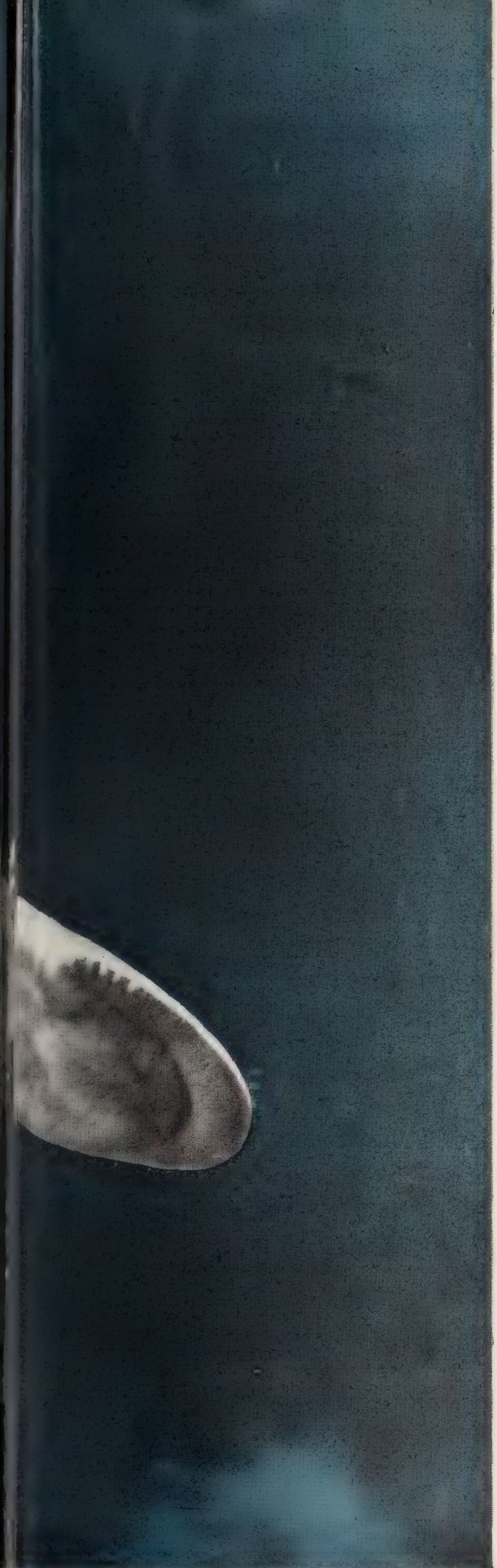
LOTS OF VALUE FOR ONE LOW RATE IN THE NATION'S FIRST CITY

- Two signals for the price of one.
- Blanket coverage of Washington and suburbs.
- Choice available spots morning, afternoon and night.
- Wide-awake, veteran programming.
- Full 24-hour AP news, NBC Thesaurus.
- Strategically situated in the busiest city in the United States.



NBC BASIC BLUE NETWORK • ST. LOUIS •

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AFFIL



The sky's the *Limit*

The sky's the limit for the towering giraffe but the giraffe, having no vocal cords, is powerless to utter an audible sound. Little wonder then that he envies KXOK's reaching voice that booms across the rich Mid-Mississippi Valley Market . . . a voice that is heard and heeded, bringing new sales records to KXOK sponsors. Because of the results they've obtained, advertisers have learned that KXOK offers a solid, responsive coverage of this valuable market at a cost so low that it produces greater profits through volume returns. If you want more for your advertising dollar, remember, the sky's the limit with KXOK.

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

ED WITH KFRU, COLUMBIA, MO., • OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

BROADCASTING and Broadcast Advertising

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Murder by Radio

IN OUR TIME we've heard lots of heavy talk about a "free radio" versus a "controlled radio". For most people in radio, however, this has been rarified atmosphere stuff—philosophizing about about something in the dim distant future.

The other day a couple of news items hit our desk, and struck us between the eyes. It brought home the answer as nothing ever did before.

From within Nazi-dominated Europe came a report that two persons had been sentenced to die before the firing squad for listening to "foreign" broadcasts. Listening to other than the Nazi-controlled radio is an offense now punishable by death.

The other item was from Worcester, Mass., where WTAG told of how radio had saved a life by identifying a little girl injured in an automobile accident, and bringing her mother to her side within a half-hour. Just one of the countless errands of mercy and succor performed by American radio.

Thus in America, where radio is free, it watches, warns and works to save a life. In the Greater Third Reich, where radio is controlled, they risk their necks when they listen.

Vice and Radio

THE DILEMMA faced by WGAC in Augusta, Ga., recently, when the station felt obliged to cancel the Sunday sermon of a prominent local Baptist minister, poses a new and difficult problem in public morals which radio must face. With the opening of hundreds of new Army camps, it was natural that the vice problem would become aggravated in towns adjoining miltary reservations.

In the Augusta case, General Manager J. B. Fuqua acted with dispatch, though knowing well that his action would bring powerful criticism. In this instance a recognized minister of the gospel wished to use his regular Sunday radio time to belabor officials of Augusta for their stand on the vice problem. These officials felt there should be some form of registration of prostitutes, evidently with medical examinations. On the other hand the minister, with the support of other clergymen, advocated a wholesale shutdown of disorderly houses.

Mr. Fuqua, in a statement explaining his action, maintained that the code of ethics of the broadcaster specifically forbade the broadcasting of subjects that would not be in good taste for discussion in a family group including small children. Previous to this he had banned the story from the station's newscasts on the same basis, though it would seem it could have been handled with proper restraint in the regular newscasts.

The problem, then, is whether this question involving an age-old sociological issue and the always distasteful but necessary topic of public morals should be debated pro and con on a recognized medium of family entertainment. For certainly if the minister was allowed to speak his opinion, it follows that the city officials could rightfully demand and receive time to present their opinions.

It won't help public morals to have this sociological problem kicked about on the ether. No radio station operator wants to be put in the position of restricting free public discussion of any issue. But the topic in point in Augusta could hardly be placed in that category, but rather one that should be threshed out by those charged with the civic and spiritual protection of public morals.

Vacations and Ratings

VACATION season is over. We can tell because the top-flight programs are back and because all is verve, vigor and vim, from press agent to president, and almost everybody is already figuring on what to do for a 1942 vacation.

But some of the wiser radio heads are disturbed about this vacation business—talent vacations particularly. They're glad the summer is over, and they hope it won't be the same next year. They are mindful of low ratings of network programs during last August, when just about all of the creme de la creme talent took vacations simultaneously. One survey organization, for example, reported there were fewer sets in use on a given August night than was reported in the morning for the corresponding week of last year.

We won't turn any statistical handsprings to relate the bleak story of who listens when, as shown by these surveys. But it is generally recognized that when the favorite programs are on vacation, listeners in all too many instances follow suit. But if vacations are staggered, so that Jack Hope is on when Kate Benny is aquaplaning at Waikiki, the listening level stands to remain fairly constant.

We've never heard of the whole crew of a newspaper, or a radio station, or a hat shop, walking out for a simultaneous vacation, with a relief crew moving in. Then why in radio? Unlike the theatre, or the flower show, the radio season runs 365 days a year.

The situation probably isn't serious now, and besides the 1941 vacation "season" is over. But it seems to us that good program service and good business augur for better seasonal control henceforth.

Guestitorial

Editor's Note: In the June 2 BROADCASTING, *Henry G. Wells Jr., general manager of WHJP, Jacksonville, offered an intelligent "brief" on the subject of sales promotion films sponsored by radio stations or associations in the radio field. This week, Alvan Sommerfield, who has worked with and used the power of the sales motion picture in other fields, offers corroboration to Mr. Wells' plea.*

"THEY STILL RING THE BELL"

By ALVAN SOMMERFIELD

ONE OF THE BEST loved men in the advertising business, Frank Braucher, uses with great effect an anecdote which has a moral for radio merchandisers as well as those who sell cars, soaps or foods. In the back country of England, a commercial traveler selling "up-to-date" signboards and advertising novelties was having no success in selling Percival Prune-Couch, draper and purveyors to the gentry (others too, if they behave!).

"Don't you know, old boy," said Percy with some distaste, "this establishment has been located right hyer for more than 200 ye-ahs? Everybody in the country knows the Prune-Couch company!" And there, he considered the matter of advertising closed.

Our salesman-hero, with no haste, cast his eyes beyond the blue of Percy's stare, looked through the dusty windows of the shop, up to a steeple on the hill.

"How long has the church been there?" he asked slowly. Percy perked up and answered quickly:

"Why—over 300 years, built in 1612 by Sir William Couch, ancestor of my uncle's . . ."

"They still ring the bell, don't they!"

As a raw recruit in radio, after years of promoting other media—magazines, newspapers and direct-mail—I feel like the proverbial brother-in-law whose only occupation is telling his hard-working relative what to do and how to do it. Nevertheless, all engaged in promoting the values of media have, basically, the same problems in common.

What radio station managers have to do (dramatize the service, value and effectiveness of broadcast advertising) publishers of newspapers and magazines also have to do . . . and these purveyors of "platforms" from which advertisers may sell their goods to the public, use *all kinds of publicity*, including so-called competing forms of advertising.

Proof of this can be found at hand. When *Collier's* found its editorial voice 15 years ago, the publishers plunged into radio with the *Collier's Radio Hour*, one of radio's first audience shows broadcast from the stage of the old New Amsterdam Roof Theatre (now used by a New York network affiliate for major air shows).

Likewise, today the *Saturday Evening Post* uses spots to dramatize the editorial highlights of the current issues. The list is long: *Woman's Home Companion* with Jean Abbey shoppers, *True Story, Liberty* and many other publications—all use radio to reach the public.

Also, you'll remember that the motion picture industry used radio with success. Which brings us to Mr. Wells' intelligent exposition

(*Continued on page 37*)

We Pay Our Respects To —



SIDNEY NICHOLAS STROTZ

WHEN you meet Sidney N. Strotz, NBC vice-president in charge of programs, and observe his square jaw and piercing gray eyes, you conclude that here is a man of experience and one who acts straight from the shoulder. You are right! Talking to him you sense his sophistication, that he has done a lot of living in rather a short time. Again you are right! And when you recall what he has done in radio, you realize how much versatility is invested in his youthful frame.

For these characteristics comprise Sid Strotz, who was born in Chicago April 26, 1898, and lived much of his early life in Europe and Mexico. Sid's father was vice-president of the American Tobacco Co. and travel was his hobby. The elder Strotz retired from active business at rather an early age and the family spent a lot of time in various parts of the globe.

In his early teens, Sid entered St. John's Military Academy, Delafield, Wis.; later, he enrolled at Cornell U. But along came the World War and Sid left college to serve in the 326th Battalion Tank Corps. He rose to Sergeant, First Class. Perhaps a key to his character is found in the awful day he spent at Point a Mousson during the war. That morning 117 Allied tanks crossed the little river on pontoon bridges. Strotz piloted one of the 16 tanks that came home.

After the war Sid joined the Automobile Supply Co., Chicago, manufacturer of accessories. He started as an "order taker", and rose successively to higher positions until he became vice-president. Having the foresight to realize that automobile companies would soon use, as regular equipment, gadgets similar to those his company produced, he recommended to the board of directors that liquidation would be the wise move. His advice was followed, and in 1925 he was named vice-president of Chicago's Wrap-Rite Corp., manufacturing machines to wrap bread and similar products.

In 1928 the streak of showmanship that later made him program director of NBC Central Division led Sid to organize the Chicago Stadium Corp., which built and operated the largest sports arena in the country. Named president in 1930, he promoted almost every form of entertainment from championship fights to grand opera, circuses, indoor football games and ice carnivals.

Niles Trammell, then manager of NBC Chicago, lived across the street from Mr. Strotz. Being suburbanites, they often rode to work together, the trips offering ample time for discussions of their respective fields. Trammell, during these rides, attempted to sell Sid on radio as a career. Sid showed another key to his character when he convinced Trammell that NBC should broadcast some of the prize fights he was promoting. Thus, the first major prize fight ever carried by NBC was that between Young Stribling and Otto Von Porat, leading contenders for the heavyweight title. Niles agreed to pay $5,000 for the complete fight. Unfortunately for the network, Stribling floored Von Porat in 59 seconds. Fortunately for the Stadium Corp., Strotz was announcing the color of the event and used the remainder of the allotted time to sell listeners on the arena's attractions.

Sid joined NBC in February 1933 as a member of the program department. Ninety days later he was named manager of the program and artists' service departments of the Central Division. He became manager of the division in January 1939, succeeding Trammell, who was transferred to New York as executive vice-president. In December 1939 Strotz was appointed vice-president in charge of the Central Division. This post he held until last Nov. 1, when he assumed his present position.

Many a prominent network show owes its present popularity to the early decisions of Mr. Strotz. Sensing the potentiality of *Vic & Sade*, he insisted the show be kept on the network despite the fact that it was unsponsored for a long time after its debut. *Fibber McGee and Molly*, Ransom Sherman and Don McNeil are among the well-known radio names for whose success Mr. Strotz is in a great measure responsible. One personality, however, which might have joined this list was Edgar Bergen. Strotz saw the ventriloquist perform at the Chez Paree, a Chicago night club, and invited him to NBC for an audition. The planning board agreed that the actor couldn't keep up interesting material for any length of time and voted no. Sid agreed, and accepted the decision. "I alone was responsible for this error in judgment," he says, which points out still another key to his character.

In his newly-appointed capacity, Sidney Strotz is again hand-clasping his first love in radio—programming. To get a shrewd analysis of the radio industry, ask him what he thinks of radio today and tomorrow. He'll say, "The miracle days are gone. Like most businesses, radio took the lines of least resistance. A surprising number of American stations are losing money. The answer is, we've got to go out and sell good radio—I mean good shows that are well and intelligently merchandised. Radio has depended too much on other entertainment fields for its talent. This trend, I am sure, will fade for radio *must* develop its own names now more than ever before. We must use radio wisely to sell radio to the public. We cannot predict what the future holds in store. We must be on our toes every minute, accept changes, interpret trends and when we decide which courses are right, act with determination."

In 1923 Mr. Strotz married the charming Frances Vyse. They have three children: Shirley, Charles N., and Sandra. He is a member of the Chicago Athletic Club, Knollwood Country Club, Merchants & Manufacturers Club, Chicago Golf Club and a Chi Psi. His hobbies include riding, hunting, golf and fishing. In the latter sport he holds the world's record for Yellowtail with a 71½ pounder caught off Catalina Island.

Personal NOTES

NILES TRAMMELL, NBC president, was host last Monday at a "get acquainted" luncheon for Leopold Stokowski, who will conduct the NBC Symphony Orchestra in eight concerts during the coming winter. Guests included the top executives of NBC and RCA.

WILLIAM L. WALLACE, formerly promotion and merchandising manager of KFBB, Great Falls, Mont., has joined the sales staff of WLOL, Minneapolis.

MICHAEL R. HANNA, general manager of Cornell U's WHCU, Ithaca, N. Y., is directing a course in radio instruction instituted by Ithaca College as part of the regular fall curriculum.

LEWIS WINNER on Oct. 1 became editor of *Communications*, technical ra lio journal published in New York by Bryan Davis Publishing Co.

MILTON SAMUEL, manager of the press department of KGO-KPO, San Francisco, has returned from a trip to the East.

STANLEY BREYER, account executive of KJBS, San Francisco, recently became the father of a baby boy.

JACK COWDEN, who resigned from CBS in April, 1940, to become director of sales promotion for KSFO, San Francisco, has rejoined CBS to work in the station relations department.

BILL GATFIELD, account executive of CKLW, Windsor, Ont., has been elected a regional representative to the Ontario Junior Chambers of Commerce at St. Catherine, Ont.

STEPHEN WILLIS, manager of WJNO, West Palm Beach, Fla., has been named chairman of the community advertising committee of the local chamber of commerce.

JAMES A. WILSON, formerly of WCHS, Charleston, W. Va., has joined the sales staff of WBLK, Clarksburg, W. Va.

DAVE SUTTON, of CBS radio sales staff, WBBM, Chicago, is the father of a girl born Sept. 28.

VICTOR M. SHOLIS, director of the Clear Channel Information Service, Washington, left Sept. 28 on a six-week tour of clear-channel stations.

S. S. FOX, president and general manager of KDYL, Salt Lake City, was a guest with Gov. Maw at the reviewing of troops stationed at Fort Douglas.

FRANK DURBIN, of the sales staff of KLZ, Denver, has been confined to the Veterans Hospital, Cheyenne, Wyo., with a siege of illness. Jack Ross, KLZ auditor, recently underwent an appendectomy.

WILLIAM S. LINDSEY, formerly commercial manager of WFBC, Greenville, S. C., has joined the commercial staff of WROL, Knoxville, Tenn.

HAROLD R. CARSON, CFAC, Calgary, and president of All-Canada Radio Facilities, is a national director of the recently formed Air Cadet League of Canada, a junior air force preparing high school boys for the Royal Canadian Air Force.

Changes Made by CBS In Net Sales Personnel

WITH THE departure of George Bayard, CBS Chicago network salesman, to take charge of the New York office of Russel M. Seeds Co., Oct. 15 [BROADCASTING, Sept. 29] several personnel changes have been announced.

Richard Elpers of WBBM sales replaces Mr. Bayard; Dudley Faust also of sales moves into Mr. Elpers position while Thomas H. Dawson of Radio Sales, Chicago, a CBS subsidiary, returns to WCCO, Minneapolis as sales manager. Mr. Dawson replaces Carl Burkland, who has joined Radio Sales in New York. Beatrice Ferbend, secretary to Publicity Director James Kane of WBBM, takes over the publicity job vacated by Chuck Logan who has been transferred to special events in Chicago.

Sam H. Kaufman replaces Robert L. Hutton Jr., as sales promotion and publicity director of WCCO. Mr. Hutton has been named sales promotion manager of WEAF and WJZ, New York [BROADCASTING, Sept. 29].

BEHIND the MIKE

WILLIAM McDOWELL SWEETS, pioneer NBC production manager, has returned to the NBC production staff after several years of free-lance producing. He first joined WRC, Washington, in 1925 as studio manager after working for United Press as cable editor and London correspondent.

ALLEN STOUT and Fred Pfahler, announcers of WROL, Knoxville, Tenn., have been appointed day and night supervisors, respectively. Roy Bass has joined the WROL announcing staff.

BOB LOCHNER, son of Louis P. Lochner, head of the Berlin office of the Associated Press, has joined NBC's international division as assistant to Maurice English, the department's national defense editor.

TOM SLATER, MBS sports coordinator, and producer and m.c. of the Mutual *This Is Fort Dix* program, has been made an Honorary Major of the 44th Infantry Division at Fort Dix.

EDWIN O'CONNOR, formerly of WBEN, WJNO and WPRO, has joined the announcing staff of WDRC, Hartford, Conn.

SHELDON PETERSON, of the news staff of KLZ, Denver, is to teach courses in radio news editing and reporting at the U of Denver during the 1941-42 school year.

ED BRADY, formerly of KVOD, Denver, has joined KOA, Denver.



SPORTS STARS Bud Thorpe and Lee Weelans of KLZ, Denver, hold the spoils of victory. Announcer Thorpe won the station's handicap golf tournament, licking his boss, Manager Hugh Terry, while Musical Director Weelans upset the dope by defeating acting Chief Engineer Harvey Wehrman at horseshoes. Engineers were favored to win the latter contest because the horse shoe court was located out at the transmitter site.

BENEDICT HARDMAN, news editor of WLOL, Minneapolis, will teach the radio courses at the College of St. Catherine this year. Hardman succeeds Thomas D. Rishworth of KSTP who was recently appointed assistant public service director for NBC's eastern division.

ARTIE MEHLINGER, Hollywood contact man of BMI, has severed his connections and is now in New York.

HAL RORKE, CBS West Coast publicity director, has sold an original radio drama, "His Own Backyard" to be produced for the CBS *Big Town* series, resuming Oct. 8 under sponsorship of Lever Bros. (Rinso).

RICHARD BROOKS, NBC Hollywood commentator, has sold three original stories, used on his nightly quarter-hour program, to Max Fleischer Studios, Miami. Stories will be dubbed into a cartoon film.

PEGGY FOLEY, of the special events department at KSFO, San Francisco, left Oct. 1 to join the Hollywood branch of Needham, Louis & Brorby, Chicago agency. She will handle talent and assist in production with Cecil Underwood and Van Fleming.

JOHN C. SCHRAMM, production manager of WBYN, New York, resigned effective Sept. 26.

JACK MARTIN, formerly of the WHN, New York, announcing staff, has joined WOPI, Bristol, Tenn. as sportscaster.

LEILA GILLIS has joined the sales promotion and publicity staff of WCCO, Minneapolis, succeeding Betty Carlile.

DON KEARNEY, formerly of WHAM Rochester, WKNY Kingston, WFAS White Plains, WAGE Syracuse, has joined the public relations staff of United Service Organizations in New York.

HUGH IVEY, staff announcer of WSB, Atlanta, who is also a ground school navigation instructor at Georgia Tech, will soon start instructing student pilots in navigation at Camp Gordon, Atlanta.

MAX DOLIN, one-time musical director of NBC San Francisco, has been appointed to a similar capacity at KIRO, Seattle.

TED BLISS, CBS Hollywood producer, is the father of a girl born Sept. 27.

HAL GIBNEY, Hollywood announcer, has been assigned to the weekly half-hour NBC *Capt. Flagg & Sergeant Quirt*, which started Sept. 28 under sponsorship of Mennen Co. He also collaborates with commentator Frances Scully on the twice-weekly quarter-hour *Speaking of Glamour*, which started Sept. 28 on 6 NBC-Pacific Blue stations with Pacquins Inc. (hand cream), as sponsor.

RICHARD KROLIK, graduate of Dartmouth College, new to radio, has joined MBS as assistant to Lester Gottlieb, Mutual publicity director, succeeding Edward J. Nickel, who has joined *Parade*.

RAYMOND KAY, summer relief announcer of WIP, Philadelphia, completed his assignment Sept. 25, and on the same day, received a letter from his draft board in Baltimore ordering him into the Army.

TEE CASPER, sportscaster of KGKO, Fort Worth, on Oct. 11 is to marry Dorothy Eisele.

PERRY HILLEARY, formerly of KFPY, Spokane, and KELA, Centralia, Wash., has joined KOY, Phoenix, as continuity writer.

JESS ALEXANDER, gag writer for Bob Hawk and staff member of WAAF, Chicago, has been inducted into the Army. A first lieutenant, Field Artillery Reserve, he has been assigned to the Signal Corps at Harvard U.

DICK LAWRENCE, CBS producer, and Eleanor Engle, CBS actress, both of WBBM, Chicago, were married Sept. 18 at Freeport, Ill.

HARRY CREIGHTON, sports editor of WAAF, Chicago, is back on the job after spending eight weeks in bed with two broken ribs which he received while playing baseball.

BOB PROVENCE, formerly of WMMN, Fairmont, West Va., has joined the announcing staff of WKBN, Youngstown, O.

HENDRIK BOORAEM Jr., has been named to direct and produce the new *March of Time* series which will make its debut on NBC-Blue Oct. 9.

DICK FLIEHR, announcer of WLOL, Minneapolis, has accepted a position in the speech department of the U of Minnesota.

CLIFF HOWELL, program director of KFSO, San Francisco, returns to CBS in Los Angeles where he will be associated with production on several shows.

THRILLING... CHILLING...

AUDIENCE-BUILDERS:



(AN NBC RECORDED PROGRAM)

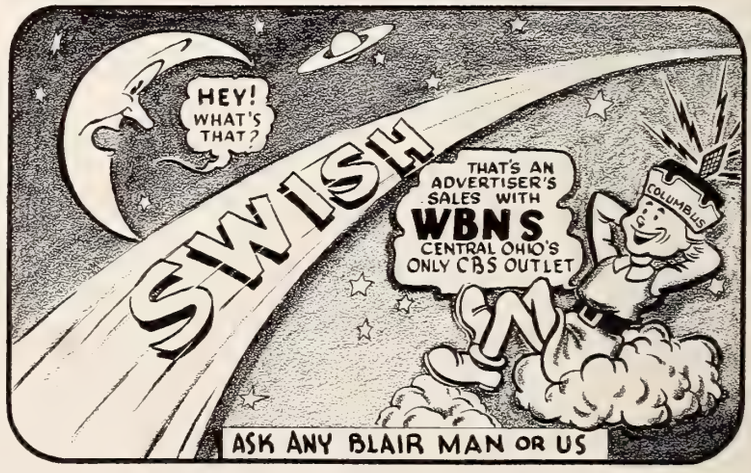
YOU'LL MARVEL at the action, suspense and entertainment packed in these capsule thrillers! Each is complete in itself, with the crime, the clues, and the solution—skilfully produced with top NBC talent.

"FIVE-MINUTE MYSTERIES"

is a series that keeps every listener on the edge of his chair . . . a "Sherlock Holmes" unraveling deep, dark secrets! Each of the 63 programs can be presented in a five-minute spot, with opening and closing announcements, or as a high-spot in a longer show. They have successfully sold coal, drugs, laundry service, meats, beverages, rugs, auto accessories and many other products. Sold as complete series of 63 shows . . . or in units of 26, 39 or 52 programs. *Write for rates and availability.*

Ask about other NBC recorded programs, too: Betty and Bob—Hollywood Headliners —Time Out—The Face of the War—Getting the Most Out of Life Today

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York
Merchandise Mart, Chicago • Trans-Lux Bldg., Washington • Sunset & Vine, Hollywood



Guestitorial

(*Continued from page 34*)

of the case for motion pictures as a sales promotion devise in radio.

The writer has seen how motion picture films did a job for both magazines and newspapers. There is no reason why such a medium can't do even better for radio stations. Specifically, here is what a good film can do:

1. Convince the general public on the public service their stations render.

2. Dramatize the efforts of the station to serve the community.

3. Explain why 'the wheels go round' and how they're made to run.

4. Influence important individuals and groups who might be apathetic or hostile to radio.

And as a sales-making tool, a motion picture can:

1. Explain the values of radio to prospects.

2. Help him enthuse his salesmen and dealers.

3. "Pre-sell" the forthcoming radio campaign to the entire trade.

4. Help the station manager 'merchandise' the sponsors' programs—and *the station* with *all* trade factors.

It is obvious that a good motion picture can find general audiences, such as those who attend theatres, and selected audiences, such as members of social and political and lunch clubs. This latter audience, of course, includes all the influential men of the community; those in trade, professions, government and the church. But after that, *the less obvious use* of films comes into its real "dollar-and-cents" own!

While the lustre of radio will never dull as long as those in it keep it exciting, some of the bloom is off the rose; not so frequently any more are heard the cheers and yells of a sales staff when a radio campaign is announced by the sales manager or account executive from the agency. The jargon of broadcasting is no longer a strange tongue; the salesman pounding his territory talks "Crossley's", "platters", "station-breaks", "multivolts" like a war-horse engineer.

Yes, dealers have been known to yawn while listening to the salesman explain his big radio show. Night and day, wholesalers and their staffs are exposed to some of the most intriguing picture-presentations by radio's competition—the local newspaper, the magazine and the billboard. All's fair in love and ad-war! The bang of radio "birthed" these competing sales-promotion jobs; the quick and economical way in which radio has piled up sales records created this new competition. The writer knows, having bucked it for 15 years.

Both Jobs Important

Undoubtedly, radio presumed no answer was necessary to the intensive jobs other media do with the wholesale and retail set-up in a great number of American cities. "Let George do it", radio said. "We'll stick to the main job of putting on programs and selling them." However, the record shows the most successful stations in the country are those who have considered the wholesaler and retailer, and have 'merchandised' the pants off them. Today, every one agrees that *merchandising is the thing!* Yet, like the weather, nothing much is done about it.

So, here are the two main uses of a promotion motion picture film:

1. To build goodwill for radio in the community.

2. To "merchandise" the station and the advertisers who use it.

Today, *both* jobs are equally important. And *both* jobs can be done with a film!

One suggestion is a "two-in-one film"; the first half a short and vivid picturization of the history of radio, and a 're-cap' of some of its tremendous achievements. The second half which, for convenience's sake we'll call 'The Sell', talks selling, how radio sells, how a wholesaler and dealer can harness this power, and gear it down to where it will work in the store, in the garage, in the bank and so on.

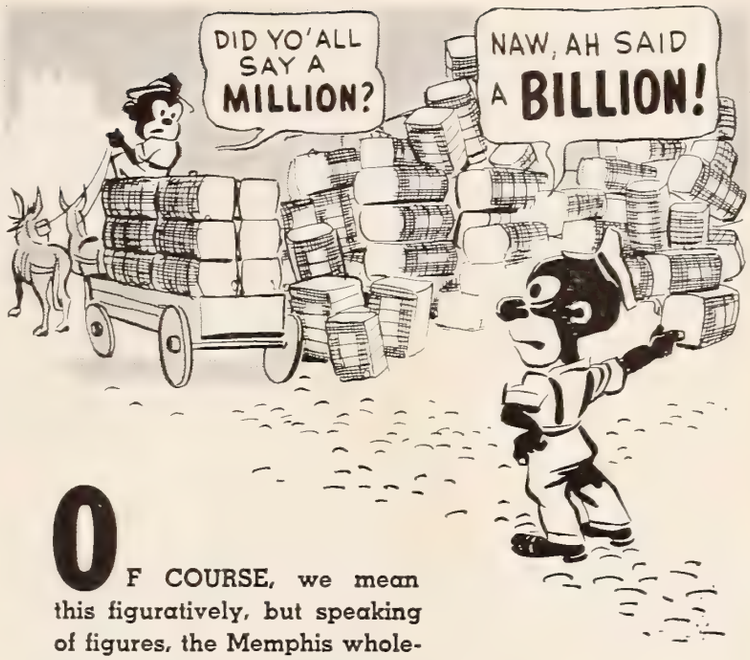
It would be a marvelous thing, for example, if NAB, or another group, would underwrite a full-fledged epic of the air to run, say, 25 minutes. This would be a general and inspiring picture of the conception of radio and a dramatic, rapid-fire recountal of its brief history.

Prints could be supplied to the various participating members who would add to this major effort, a locally made film pointing up a personalized story of the specific station. The local film could be in production concomitant to the larger effort. The group appointed to make the film could aid the local station in supplying good professional type of treatment for the local maker to follow.

It Worked for Others

This is just an 'off-the-top of the head' suggestion. If we have succeeded in stirring the imagination of the many creative minds who people this industry; if herein is a pin-point of light showing what the industry can do together in a workable job of needed 'horn-tooting', the writer feels well-paid for this midnight stint.

To sum up: The public service of radio, the drama of radio, the power of radio to influence people can sell goods at lower costs can be dramatized in the *voice-picture* technique. The writer has seen it do a job for other forms of media, and for other industries lacking the lure and the color found in radio. Motion picture films "paid-out" for them . . . they can pay out for radio!



OF COURSE, we mean this figuratively, but speaking of figures, the Memphis wholesale market is a billion dollar proposition. Yes, wholesale sales in Memphis and the Mid-South total more than one billion dollars . . . greater than all other Tennessee cities combined.

Check this with the wholesales sales volume of cities that are larger, such as Buffalo, Newark, Milwaukee and Indianapolis, and you'll see that the Memphis wholesale trade volume is greater. That's why WMC, the station that covers this rich market, is such an economical and productive buy.



5,000 Watts Day
1,000 Watts Night

WMC

NBC RED NETWORK

MEMPHIS, TENN.

THE *Billion Dollar* MARKET

★

Represented Nationally by THE BRANHAM CO.

★

Owned and Operated by

THE COMMERCIAL APPEAL

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

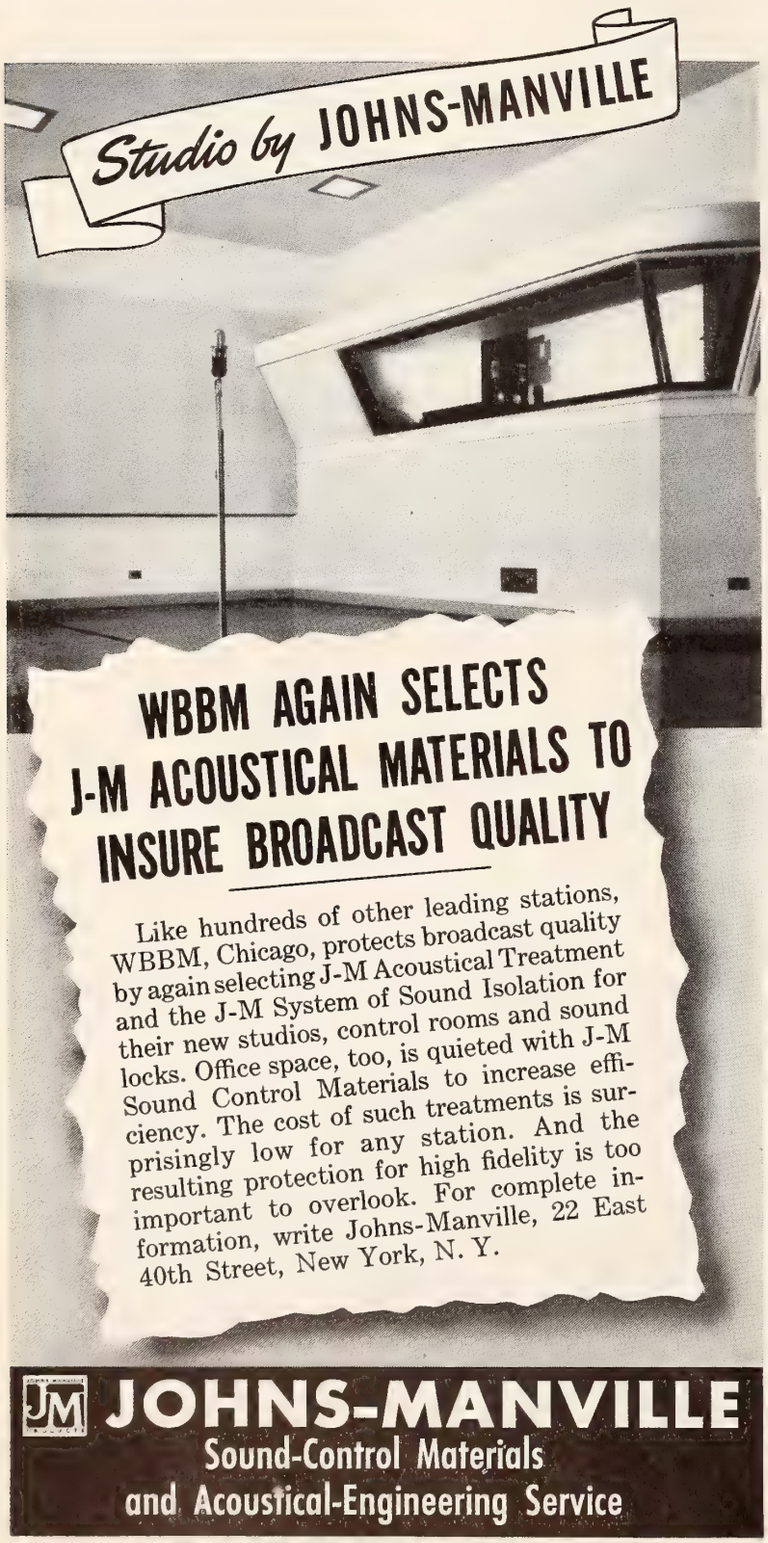
WMC—MEMPHIS
KARK—LITTLE ROCK
WJDX—JACKSON, MISS.
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

Pabst Drama

A DEADLINE DRAMA, and an oh so happy ending, was enacted by Pabst Sales Co., Chicago, with a last-minute decision to sponsor the broadcasts of Chicago Bears pro football games on WENR, Chicago. Through the agency, Lord & Thomas, Chicago, the contract was signed noon Saturday, and shortly after noon Sunday, Fort Pearson was on the air broadcasting the first game of the series on Sept. 20 from Green Bay. Pabst is also sponsoring broadcasts of the New York Giants on WHN, New York.

Big WISR Opening

THE ENTIRE city of Butler, Pa., turned out the night of Sept. 26 in a mammouth celebration of the opening of the new WISR. Following a parade which included visiting Pittsburgh fireman and police bands as well as floats of the Army "Jeep" or bantam tanks, manufactured in Butler, entertainment and fireworks were provided in the local ball park. On hand were Mayor Scully of Pittsburgh, Billy Conn, Fritzie Zivic and MBS Sportscaster Tom Slater. Station is owned by David Rosenbaum, local department store owner, and operates on 680 kc. with 250 watts. James L. Cox, formerly of the West Virginia Network, is manager.



Meet the LADIES



HAZEL KENYON

POSITIVE steps to insure the proper handling of public service activities were taken recently when KIRO, Seattle, announced the appointment of Hazel Kenyon to its staff as director of education. Miss Kenyon brings to Seattle a rich background of extensive experience in this field as well as national recognition of her efforts. Until recently she operated KBPS for the Portland, Ore., public schools where her radio productions gained national awards for excellence from the National Council of English Teachers and the Institute for Education by Radio.

A member of Phi Beta Kappa, scholastic honorary, Miss Kenyon is a graduate of the U of Washington. She has also done graduate work at Oregon, Northwestern, Columbia, New York U, California and La Sorbonne in Paris, in drama, radio, education and languages. She is a member of the National Advisory Board, School Broadcast Conference, National Advisory Board, Institute of Oral and Visual Education; National Organizational Committee, Association for Education by Radio; and National Exchange Committee of Radio Writers for Children.

'Ledger' Drops Column

GEORGE OPP, radio editor of the *Philadelphia Evening Public Ledger*, has resigned. With his departure the *Ledger* discontinued its daily radio column.

Interference in Canada By AFM in Pickup of Service Bands Claimed

REPORTS that the American Federation of Musicians had threatened to cut NBC, CBS and Mutual programs to the Canadian Broadcasting Corp. if the CBC again allowed the Royal Canadian Air Force band to play on the CBC, were current in Ottawa last week.

"So much has the musicians' union interfered with performances by RCAF bands . . . Air Minister C. G. Power recently was forced to rewrite service regulations governing activities of air force bands," the *Ottawa Journal* stated. "Mr. Power released to the *Journal* information taken from a letter recently directed to Walter Murdoch, Canadian member of the AFM, instructing that gentleman that RCAF bands would play 'where and when' the Air Council or officers commanding Air Force districts so decided. But this 'where and when' does not include CBC networks, even on engagements which might be arranged exclusively for recruiting purposes."

Ernest Bushnell, CBC program supervisor at Toronto, stated the union had made a verbal protest when the RCAF band played three months ago. He said the band was broadcast then and will be again. "Any time the Government wants us to broadcast the RCAF band, we will do so", he said. "We would broadcast it regardless of any threats or 'orders' from other sources. But there won't be any threats or orders from the musicians; there never have been. All our relations with the union have been on a very friendly basis.

"Three months ago, when we planned to broadcast the RCAF band, Mr. Murdoch of the union told me he was entering a protest. The CBC is not fighting the union. If there is anything to be settled it is between the Government and the union. We shall do all in our power to stimulate recruiting".

Candy Announcements

CYNTHIA SWEETS Co., Boston, on Sept. 29 started a 12-13 week campaign for its sweets and candy using thrice weekly transcribed and live announcements on eight New England stations, as follows: WBZ-WBZA, WLAW, WEAN, WDRC, WICC, WGAN and WLBZ. Agency is Albert Frank-Guenther Law, Boston.

SELL CENTRAL ILLINOIS

An Above Average Market

★ BLOOMINGTON—heart of the corn belt, has the third highest per capita income in Illinois.

★ McCLEAN COUNTY—ranks first in corn production in the United States, is one of the three richest agricultural counties in the country.

WJBC

BLOOMINGTON — NORMAL

Represented by International Radio Sales

CBS Teacher's Manual Is Sent to Many Nations

WITH start of the fall school term and the 13th season of the CBS *School of the Air of the Americas*, which resumes Oct. 6, CBS has distributed 260,000 copies of the corollary teacher's manual, published in conjunction with the program, to educators throughout the United States, Canada, Alaska, Hawaii, the Philippines and Latin America. Printed in English, 200,000 of the manuals are to be used in this country and Canada for classroom guidance. The other 60,000, in Spanish and Portuguese, are to be sent to Latin American countries through their embassies in Washington.

As in past years, the 1941-42 guide was prepared to assist teachers in making practical classroom use of the *School of the Air* programs. Included in the 126-page manual are suggestions for discussions, readings and other lessons in connection with the broadcasts.

Weiland Sells Stock

JONAS WEILAND, owner of WFTC, Kinston, N. C., and holder of a minority interest in WGBR, Goldsboro, N. C., was granted consent Oct. 1 by the FCC to relinquish his holdings in WMVA, Martinsville, Va., which he held in partnership with William C. Barnes, publisher of the *Martinsville Bulletin*. Under the new setup the assignee, Martinsville Broadcasting Co. Inc., will be 50% controlled by Mr. Barnes, with the other 50% divided among various businessmen of Martinsville with Kennon C. Whittle, an attorney, acquiring the largest share, 14.7%. Total cash consideration in the deal is $13,100. WMVA, authorized last year, went on the air last February and operates with 250 watts on 1450 kc.

Priorities Vex Canadians

CANADIAN Broadcasters through the Canadian Assn. of Broadcasters are now negotiating with the Priorities Branch of the Department of Munitions & Supply, Ottawa, for priorities on replacements and new equipment, a problem now acute in the Dominion where considerable broadcasting equipment is imported from the United States. Until recently Canadian stations had not experienced great difficulty in obtaining equipment, but now this is becoming more difficult. The CAB hopes to work out a system of priorities similar to that now in force in the United States. No Canadian station, the CAB reports, has at present a complete duplicate transmitter to take care of emergencies, as some in the United States are reported to have.

1-A for Harmon

SAME DAY that WJR, Detroit, entertained top-ranking business executives of the community Sept. 19 to meet Tom Harmon, the station's new sports director who will handle all U of Michigan football games this season, the All-America star was notified that he was given 1-A status by his draft board in Gary, Ind. His first broadcast was the Michigan-Michigan State game Sept. 27, coincident with the premiere of his picture, "Harmon of Michigan," in the Detroit Fox.

Mystery Resumes

STANDARD BRANDS, New York (Fleischmann's foil yeast), for the fourth consecutive season, on Oct. 6 resumes the weekly half-hour program, *I Love a Mystery*, on 64 NBC-Blue stations, Monday, 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Cast will continue to include Michael Raffetto and Barton Yarborough, with Gloria Blondell and Mercedes McCambridge as feminine interests. Paul Carson, organist, will supply musical background, with Dresser Dahlstead announcing. Carlton E. Morse is writer-producer. Kenyon & Eckhardt, New York, is agency.

Iowa Station Boosts

TWO IOWA stations procured improved facilities from the FCC Sept. 30 when it authorized KFVD, Fort Dodge, to go to fulltime with 250 watts on 1400 kc. as soon as KGFQ, Boone, now 100 watts specified hours on that frequency, is ready to move to 1260 kc. with 250 watts. The latter station, operated non-commercially by Boone Biblical College, was given a daytime assignment and was authorized to make changes in its transmitter and install a new antenna.

LOU LONDON, program director of WPEN, Philadelphia, became the father of a daughter, Dale Roberta, born Sept. 29.

Wichita Airplane Orders to Reach 500 Million

Sounds like Chamber of Commerce figures, doesn't it? Yet Wichita is already well along the way toward that figure. And new orders continue to pile in.

Looks like this would be a swell time for people with things to sell to start telling the folks in Wichita and in Kansas all about it.

KFBI is ready—with snappy programs—aggressive announcers and responsive listeners. **Are YOU?** Let's go!


The Pioneer Voice of Kansas
KFBI • WICHITA
5000 WATTS DAY • 1000 WATTS NITE

WJHP
N•B•C BLUE

Now MUTUAL and BLUE at WJHP.
Here's Double Value in every minute.
WJHP is a must in Jacksonville.
H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. G. DORMAN, Mgr. N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA
WJHP
JACKSONVILLE FLA.


THIS IS FOR DISTINGUISHED SERVICE!

ARMOUR AND COMPANY
GENERAL OFFICES: UNION STOCK YARDS
CHICAGO, ILLINOIS
ADVERTISING DEPARTMENT

June 12, 1941

Mr. R. P. Jordan, Manager
Radio Station WDBJ
Roanoke, Virginia

Dear Mr. Jordan:

We just want you to know that both the Armour and Company branch at Roanoke and this office appreciate the fine record WDBJ set on the TREAT TIME Chrysanthemum offer.

The fact that you ranked second on a cost basis among a total of 51 stations on the TREAT TIME list certainly proves that you have done an outstanding job -- and we are confident that our advertising on WDBJ will continue to be just as productive as in the past.

With very best wishes, we remain

Cordially yours,

ARMOUR AND COMPANY

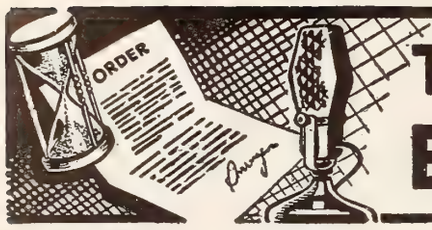
CLAIR HEYER

CH:rr

WE don't mean to boast by reproducing the letter above, but simply to point out what lots of advertisers are happily discovering: that on a *results-per-cost* basis, WDBJ (the *only* station completely covering the rich, responsive Roanoke-Southwest Virginia market!) is one of the best radio buys anywhere! Write for details.

WDBJ
ROANOKE, VIRGINIA
FREE & PETERS, INC.
Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.
CBS Affiliate—5000 Watts Full Time—960 Kc.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Hulman & Co., Terre Haute (Clabber Girl baking powder), 39 *sa* weekly, thru Pollyea Adv. Co., Terre Haute.
Russell-Miller Milling Co., Minneapolis (Occident flour), 140 *ta*, thru N. W. Ayer & Son, Chicago.
Schulze-Burch Biscuit Co., Chicago, 195 *sa*, thru Reincke-Ellis-Younggreen & Finn, Chicago.
Pinex Co., Fort Wayne, 330 *sa*, thru Russel M. Seeds Co., Chicago.
Vick Chemical Co., New York, 52 *sp*, thru Morse International, N. Y.
General Cigar Co., New York (Van Dyck), 26 *ta*, thru Federal Adv. Agency, N. Y.
Chase Candy Co., St. Joseph, Mo., 26 *sa*, thru Potts-Turnbull Co., Kansas City.
Chicago Gospel Tabernacle, Chicago, 312 *t*, direct.
Iodine Educational Bureau, New York, 52 *ta*, thru Simmonds & Simmonds, Chicago.
E. I. DuPont de Nemours & Co., Wilmington, 13 *sa*, thru BBDO, N. Y.
Olson Rug Co., Chicago, 21 *sp*, thru Presba, Fellers & Presba, Chicago.
Peter Paul Inc., Naugatuck, Conn., 157 *ta*, thru Platt-Forbes, N. Y.

WHN, New York

North America Wine Corp., Long Island City (San Martin Wines), 3 *sp* weekly, thru Nascon & Bourne, N. Y.
Thos. Leeming & Co., New York (Baume Bengue), *sa* daily, 25 weeks, thru William Esty & Co., N. Y.
General Motors Corp., Detroit (Chevrolet), *sa* daily, thru Campbell-Ewald Co., Detroit.
John F. Jelke Co., Chicago (Good Luck margarine), 3 *sp* weekly, thru Young & Rubicam, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), *sa* daily, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.

WHBF, Rock Island, Ill.

Manhattan Soap Co., New York, 5 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek), 5 *sa* weekly, thru Ferry-Hanly Co., N. Y.
Heileman Brewing Co., LaCrosse, Wis., 2 *sp* weekly, thru W. Ramsey Co., N. Y.
Schultz, Baujah Co., Beardstown, Ill. (feeds), 6 *sp* weekly, thru Mace Adv. Co., Peoria.
Marlin Firearms Co., New Haven, 5 *ta* weekly, thru Craven & Hedrick, N. Y.

KDYL, Salt Lake City

Gebhardt Chili Powder Co., San Antonio, 3 *sa* weekly, thru Pitluk Adv. Agency, San Antonio.
Thos. Leeming & Co., New York (Baume Bengue), 10 *sa* weekly, 25 weeks, thru Wm. Esty & Co., N. Y.
Tea Garden Products Co., San Francisco (food), 26 *sa* thru Erwin, Wasey & Co., San Francisco.
Lever Bros. Co., Cambridge (Spry), 10 *sa* weekly, one year, thru Ruthrauff & Ryan, N. Y.

WQXR, New York

Gambarelli & Davitto, New York (wines), 6 *sp* weekly, 52 weeks, thru DeBiasi Adv. Agency, N. Y.
Bulova Watch Co., New York, 81 *ta*, 13 weeks, thru Biow Co., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (Beech-Nut products), 6 *sa* weekly, 15 weeks, thru Newell-Emmett, N. Y.
United Artists Corp., New York (Lydia movie picture), 28 *sa*, one week, thru Buchanan Co., N. Y.

KSL, Salt Lake City

Peter Paul Inc., Naugatuck, Conn., 156 *sp*, thru Brisacher, Davis & Staff. San Francisco.
Lever Bros. Co., Cambridge (Rinso), 8 *sa*, thru Ruthrauff & Ryan, N. Y.

KPO, San Francisco

Denalin Co., San Francisco (dental plate cleanser), weekly *sa*, thru Rufus Rhoades & Co., San Francisco.

WCAO, Baltimore

Conservation Committee, 169 *ta* thru Olian Adv. Agency, St. Louis.
Admiration Labs., Newark (shampoo), 102 *ta*, thru Charles Dallas Reach, Newark.
Wm. Wrigley Jr. Co., Chicago, 978 *ta*, thru Vanderbie & Rubens, Chicago.
Wm. H. Wise & Co., New York (books), 52 *t*, 26 *t*, thru Northwest Radio Adv. Co., Seattle.
Pabst Sales Co., Chicago, 52 *sp*, thru Lord & Thomas, N. Y.
M. & M. Candy Co., Newark, 100 *sa*, thru Lord & Thomas, N. Y.
California Fruit Growers Assn., Los Angeles (Sunkist oranges), 100 *sa*, thru Lord & Thomas, Los Angeles.
Macfadden Publications, New York (*True Story* magazine), 30 *sa*, thru Arthur Kudner Inc., N. Y.
Proctor & Gamble Co., Cincinnati (Duz), 100 *sa*, thru Compton Adv., N. Y.
F. G. Vogt & Sons, Philadelphia (sausage), 26 *sa*, thru Clements Co., Philadelphia.
American Chicle Co., Long Island City (Dentyne), 200 *sa*, thru Badger, Browning & Hersey, N. Y.

WNEW, New York

Seeck & Kade, New York (Pertussin), 3 *sp* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Taylor-Reed Corp., Mamaroneck, N. Y. (Tumbo chocolate pudding), 3 *sp* weekly, 13 weeks, thru W. I. Tracy Inc., N. Y.
Plough Inc., Memphis (Penetro), 6 *sp* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Piso Co., Warren, Pa. (cough remedy) 6 *sp* weekly, 20 weeks, thru Lake-Spiro-Shurman, Memphis, Tenn.
Street & Smith, New York (*Pic* magazine), 6 *sp* weekly, one week, thru St. George & Keys, N. Y.
Lorr Labs., Paterson, N. J. (Duragloss nail polish), 3 *sp* weekly, 52 weeks, thru H. M. Kieswetter Inc., N. Y.
P. Lorillard Co., New York (Old Golds), 10 *sa* weekly, 16 weeks, thru J. Walter Thompson Co., N. Y.
Hurley Machine Co., Chicago (Thor Gladiron), 6 *sa* weekly, 13 weeks, thru E. H. Brown Adv. Agency, Chicago.
Bulova Watch Co., New York, 60 *sa* weekly, 13 weeks, thru Biow Co., N. Y.

WEBC, Duluth

Russel-Miller Milling Co., Minneapolis (Occident flour), 6 *sp* weekly, thru N. W. Ayer & Son, Chicago.
Lever Bros. Co., Cambridge (Swan), 15 *sa*, *ta*, thru Young & Rubicam, N. Y.
Vick Chemical Co., New York, 3 *sp* weekly, thru Morse International, N. Y.
Block Drug Co., Jersey City, 5 *ta* weekly, thru Raymond Spector Co., N. Y.
Pinex Co., Fort Wayne (proprietary), 10 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek), 17 *ta* weekly, thru Ferry-Hanly Co., N. Y.
W. H. Sheaffer Pen Co., Fort Madison, Ia., 2 *ta* weekly, thru Russel M. Seeds Co., Chicago.
Studebaker Co., South Bend (autos), 3 *sp*, thru Roche, Williams & Cunnyngham, Chicago.

KGO, San Francisco

Standard Beverages Co., Oakland, Cal. (soft drinks) weekly *sa*, thru Emil Reinhardt, Oakland.

KYW, Philadelphia

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 5 *sp* weekly, thru Rogers & Smith, Chicago.
Wheatena Corp., Rahway, N. J. (cereal), 5 *tp* weekly, thru Compton Adv., N. Y.
William S. Scull Co., Philadelphia (Boscul coffee), *sp* weekly, thru Compton Adv., N. Y.
Perfection Stove Co., Cleveland (Superfex heaters), 3 *tp* weekly, thru McCann-Erickson, Cleveland.
Conti Products, Brooklyn (shampoo), 5 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
McCall Corp., New York (*Red Book* magazine), 3 *sa* weekly, thru Joseph Katz, N. Y.
National Oil Products Co., Harrison, N. J. (Admiracion shampoo), 6 *sa* weekly, thru Charles Dallas Reach, Newark.
American Cigarette & Cigar Co., New York (Pall Mall), 24 *sa* weekly, thru Ruthrauf & Ryan, N. Y.
Vick Chemical Co., New York (cough drops), 5 *sa* weekly, thru Morse International, N. Y.
Philadelphia & Reading Coal & Iron Co., Philadelphia (coal), 4 *sa* weekly, thru McKee & Albright, Philadelphia.
Beech-Nut Packing Co., New York (chewing gum), 5 *sa* weekly, thru Newell-Emmett, N. Y.

WOR, New York

Agash Refining Corp., Brooklyn (French dressing and olive oil), 2 *t*, 2 *sa* weekly, thru Blaine Thompson Co., N. Y.
John F. Trommer Inc., Brooklyn (beer), 3 *sa* weekly, thru Federal Adv. Agency, N. Y.
Studebaker Corp., South Bend, Ind. (autos), 2 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Quaker Oats Co., Chicago (Sparkies), 5 *t* weekly, thru Ruthrauff & Ryan, Chicago.
L. N. Renault & Sons, Egg Harbor, N. J. (wines), 3 *sp* weekly, thru Gray & Rogers, Philadelphia.

KOA, Denver

Rit Products Corp., Chicago (dye), 11 *ta* weekly, thru Earle Ludgin Inc., Chicago.
Catspaw Rubber Co., Baltimore (rubber heels, soles), 2 *ta* weekly, thru S. A. Levine Co., Baltimore.
General Food Corp., New York (Post Toasties), 5 *t* weekly, thru Benton & Bowles, N. Y.
Oyster Shell Products Co., New Rochelle, N. Y. (poultry feed), weekly *sa*, thru Cecil & Presbrey, N. Y.

KFI, Los Angeles

Chatham Mfg. Co., Winston-Salem, N. C. (blankets), 2 *sp* weekly, thru M. H. Hackett Inc., N. Y.
Allcock Mfg. Co., New York (porous plaster), 3 *t* weekly, thru Small & Seiffer, N. Y.
Van Camp's Inc., Indianapolis, Ind. (food), 2 *ta* weekly, thru Calkins & Holden, N. Y.

KHJ, Hollywood

Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Douglas Oil & Refining Co., Los Angeles, 6 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

Z NET, THREE STATIONS THAT PRODUCE ASTONISHING RESULTS



CANADA SPONSORS NEW BOND SERIES

ANOTHER commercially sponsored war finance drive starts in Canada Oct. 8 with the first of seven half-hour Wednesday evening network variety shows featuring internationally known stars. At the same time a transcribed dramatized spot announcement campaign starts on practically every Canadian station. The campaign will promote the Government's War Savings Certificates and War Savings Stamps, the certificates selling at $4 for $5 maturity in 7½ years, and stamps in 25-cent denominations exchangable for certificates.

The first campaign of the Department of Finance started Jan. 31, the second April 21 and running to June. The autumn drive includes a 50-station English-language network carrying the Wednesday evening network show, and a similar French program going over practically all French-language stations in Quebec province. The transcribed spots start at one a day, go to two a day during the local regional four-week drive of greatest intensity.

Seventy English language stations and all French stations are booked to carry the spots. Stations will also cooperate with their local committees with free time, and as in previous campaigns commercial sponsors are expected to aid with announcements.

Nehi Breaks

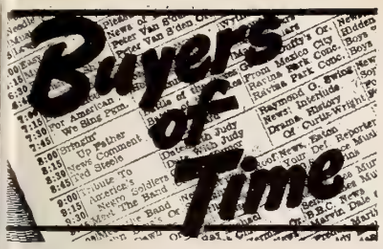
NEHI Corp., Columbus, Ga. (soft drinks), on Sept. 29 launched a campaign of transcribed station-break announcements on an undisclosed number of stations in major markets throughout the country. Among the stations being used are WGY WTAM KPO KDKA and WBZ-WBZA. Agency is BBDO, New York.

OFF AT MIDNIGHT

So KRSC Aims Program at 17,000 Workers

TEMPTING audience for any retailer is the crowd of 17,000 workmen leaving their shift at midnight and 12:30 a.m. at the Boeing Aircraft Co., Seattle. Cashing is on this high payroll population, Frederick & Nelson, local department store, has been getting results with a special 12:30-1 a.m. program, *We Are Americans*, on KRSC, Seattle.

When a survey showed that the majority of these departing workers had radios in their cars and that likely their wives, waiting up for them, also were listening to the 24-hour station at home, Frederick & Nelson started the specially designed patriotic program six nights weekly. The feature is tailored strictly for these listeners, and is used to sell men's furnishings, to publicize major store promotions and to obtain new accounts. Favorable results during a trial month resulted in extension of the program at least through the first of the year. *We Are Americans* is directed by John Heverly, Frederick & Nelson radio director.





JACK GALE

SELLING everything from bias tape to ice boxes provided the working background for John Douglas (Jack) Gale, timebuyer and account executive of Charles H. Mayne Co., Los Angeles. After finishing high school in his hometown, he attended U of Wisconsin (1927-1931), majoring English. An Alpha Delta Phi, he picked up extra money selling Real Silk hosiery. Upon graduation he was made assistant branch manager of that firm's Columbus, O., office.

During the next few years Jack managed to get his finger into many and varied selling pies, gaining valued experience. Contact work included selling thread and notions for Spool Cotton Co., covering of the Northwest for Ely Walker Dry Goods Co., and working with his father, engaged in the wholesale grocery business.

September of 1936 found Gale headquartered in Los Angeles as Arizona and California district manager of Dri-Brite Inc., manufacturers of waxes, polish, cleaners. Rather than be transferred to St. Louis, he severed relations. He became affiliated with KFAC, Los Angeles, in September, 1937, as account executive, holding that post for 18 months. From November, 1938 to November, 1940, Jack was with Ivar F. Wallin Jr. & Staff in a similar capacity. He then furthered his agency experience by joining Charles H. Mayne Co. His present position is devoted primarily to buying of radio time and servicing such accounts as Nylon Inc., Los Angeles (powdered cleaner); Mutual Citrus Products Co., Anaheim, Cal. (powdered lemon juice); House of Hollywood, Hollywood (cosmetics); E. J. Gallo Winery, Modesto, Cal. (Gallo wines). He also writes commercials and some newspaper copy.

Jack firmly believes radio has a lot to learn from newspapers in the way of merchandising. He also feels that higher entertainment value should be injected into commercials, making them an integral part of the show.

Hobbies are varied. Aside from enjoying tennis, bridge and gardening, he is deeply interested in mathematics. Since college days he has engaged in the prediction of gridiron outcomes based on a mathematical formula. Unmarried, he enjoys his work and is enthusiastic about the future.

On Schedule

THAT THE PASSENGER air-line service runs on split-second time is indicated by a 10:55 p.m. news broadcast introduced by the whirl of a plane motor over WDAS, Philadelphia. No sound effects are used on the program. A plane, on schedule, is over the skytop station studio nightly at 10:55 and the announcer simply places the microphone out the window to pick up the sound. The plane failed the station only once in six months.

Quaker in Canada

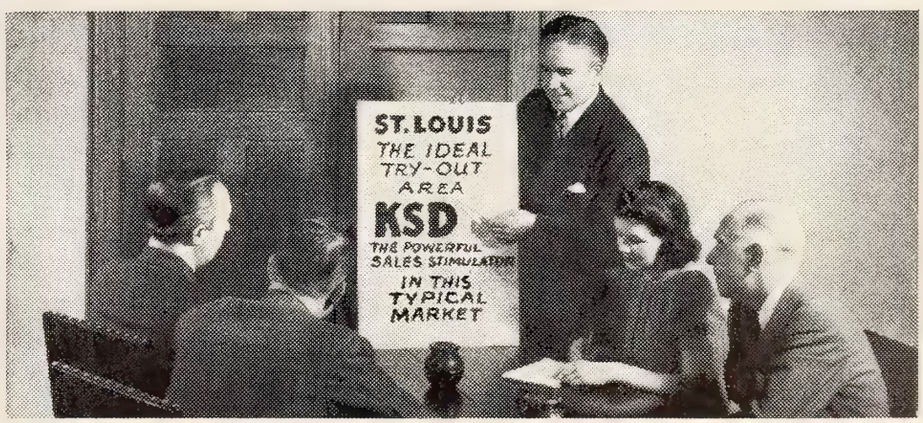
QUAKER OATS Co., Peterboro, Ont. (Quaker Puffed Wheat, Puffed Rice, Corn Flakes), has started *Little Orphan Annie* five times weekly on CBA, Sackville, N. B.; CBM, Montreal; CKPR, Fort William, Ont.; CBO, Ottawa; CBL, Toronto; CKY, Winnipeg; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CJOR, Vancouver. For Quaker Oats on Oct. 13 the same sponsor starts *That Brewster Boy*, weekly half-hour transcribed dramatic show, on 13 Canadian stations, and on Sept. 29 it started, for Quix Wheat Flakes, *The Air Adventures of Jimmie Allen* on CFRB, Toronto, five times weekly. Account is handled by Lord & Thomas of Canada, Toronto.

LOUIS J. APPELL, director of a local bank, pottery and poster advertising firm, has applied to the FCC under the name of the Susquehanna Broadcasting Co. for a new daytime regional in York, Pa., 1,000 watts on 900 kc.

THIS SALES MANAGER HAS A JOB - NOW HE WANTS AN OPPORTUNITY

I've known this man for several years. I can recommend his character and ability without qualification. His personality is refreshing because it's based on a positive attitude toward living and an earthy genuineness. He's doing a first rate job as Sales Manager of a 50,000 watt station carrying a regular net work schedule. He's happy in his present position but right now has the urge to tackle a bigger, tougher job where his unusual talents will earn him an income commensurate with the sales volume he produces. He's radio bred—twelve years as announcer, continuity writer, salesman and sales manager. His health is excellent. He has tremendous energy. He's this side of 35, married, gentile. You'll like this man on sight. He's the kind of a chap you'd want to represent your station. He makes friends and makes sales. If you'd like to meet him—or want more details, please write. A FRIEND. Address, Box No. 979, BROADCASTING.

KSD ST. LOUIS NBC RED NETWORK



The Nation's Tryout Area and the Station to Put It Over

St. Louis is truly a typical market. It is neither east, west, north or south. It is under the growing stimulation of defense efforts. KSD is the popular N. B. C. Red Network station in this rich, productive market, and has led in star program "firsts" selected in 18 National Polls. This assures sponsors ideal conditions for conclusive tryout campaigns. Inquiries invited.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Purely PROGRAMS

TO POPULARIZE serious music by American composers WQXR, New York, in cooperation with the National Assn. for American Composers & Conductors, is presenting a Sunday hour program titled *Meet American Composers*, with Sigmund Spaeth as commentator, composers and critics as guests and recorded music. So that other stations, colleges and organizations can follow the pattern of the programs, notes and commentaries and lists of the recordings played will be sent throughout the country by the association.

* * *

Stars for USO

OUTSTANDING Hollywood film and radio talent contribute their services to the weekly half-hour program, *Stars Salute USO* recently inaugurated on Don Lee Pacific Coast stations. Ted Yerza, who conducts the daily *Lamplighter* program on KHJ, lines up the talent and in addition makes arrangements for a different group of sailors, soldiers and marines to be studio audience guests each week. Jim Bloodworth is network producer, with a different name band, as well as announcer also volunteering services for the show.

* * *

False

TO ASSIST New York's Mayor LaGuardia in his campaign to prevent false fire alarms, WNYC, New York's municipal station, is presenting a series of three dramatized programs on the needless waste of such alarms.

Prognosticators

PIGSKIN PARTY, new half-hour variety sustaining feature, has been launched on NBC-Pacific Blue stations with Hank McCune as m.c. Martha Tilton is vocalist, and Charles Dant conducts the staff orchestra. During the studio audience broadcast, McCune asks for predictions on the following day's football games. Those giving best reasons for their prognostications are complimentary dinner guests at the Los Angeles Biltmore Hotel. A wrist-watch is also awarded to the week's outstanding gridiron performer. Ned Tollinger produces the program. Larry Keating is handling the announcing assignment.

* * *

Executive Views

SPEECHES by business, educational and civic leaders will be broadcast each Friday on W59C, Chicago FM station. Series started Oct. 3, and each program will originate at weekly meetings of the Executives Club held in the Sherman Hotel.

* * *

No Man's Land

WOMEN exclusively produce, perform and announce the new *Pot & Pan Club* of WSOY, Decatur, Ill. Girl singers, recipes and informative chats by Easter Straker constitute these all-women sessions.

Soup to Nuts

EVERYTHING from soup to nuts —the soup to be supplied by Home Economist Elinor Lee and the nuts by the rest of the show—is included in *Just for Fun* on WJSV, Washington. The show, conceived by Program Director Lloyd Dennis, is designed to please most of the people most of the time between 3 and 4, or thereabouts, five afternoons a week. News, organ music, singing, the amazing Emily, guests and anything else is presented.

* * *

Down the Chimney

LAZARUS, Columbus, O., department store, will present its juvenile program *Santa's Chimney Express* again this year over WHKC. Heard six days a week, the show emanates from a mythical North Pole station, XMAS in the store. Santa begins his nightly brodacasts two weeks before Thanksgiving and arrives in Columbus via TWA flagship Spirit of St. Nicholas.

* * *

Masters of the Classics

EACH Sunday afternoon Fred Smith, managing director of the College of Music, conducts *Face the Music* on WKRC. Cincinnati, asking questions about classical music of a different board of musical experts each week. Highest percentage of correct answers by a board member entitles that individual to an autographed album of symphonic recordings.

* * *

Sports Quiz

IN A HALF-HOUR weekly quiz show on WCBS, Springfield, Ill., titled *Sports Quiz With the Experts*, men and women well-known in central Illinois sports circles are queried by Sportscaster Sam Molen. Cash awards are paid to members of the studio audience who answer correctly questions which stump the experts.

* * *

Views of Citizens

TO PROBE the mind of Mr. Average Citizen on problems affecting domestic and foreign policy, WMCA, New York, has started a new Tuesday half-hour *Curbstone Forum* series, directed by Walter W. Stokes, Jr. Arguments are preset each week by listeners who write their opinions on subjects announced in advance.

* * *

Kiddie Hour

A SOLID HOUR for juvenile listeners is heard each day from 5 to 6 p.m. when four quarter-hour serials are carried on KWK, St. Louis, The programs in order are *Little Orphan Annie, Superman, Jack Armstrong* and *Captain Midnight.*

* * *

College Opinions

FORUM DISCUSSION of some timely question makes up the new *Intercollegiate Forum* program released by KFRC, San Francisco on Sundays. Representatives of four colleges appear on each program. Ten colleges of the San Francisco area will be on the schedule.

Fillers of Time

TO HELP ALONG gasless holidays and wartime economy, the Canadian Broadcasting Corp. has started a Friday late afternoon program *Fireside Fun*, a series of national network broadcasts which will range from an explanation of how to line up an amateur orchestra to the intricacies of soap carving and furniture making. The broadcasts are primarily to help organize home and club entertainment for young and old.

* * *

Kayo Quiz

BROADCAST from the boxing ring in the West Palm Beach Arena is the *Ring Quiz* of WJNO, West Palm Beach, Fla. The program, a quiz show, uses four teams with one in each corner and employs boxing terminology in connection with the questions, i.e., wrong answers are called fouls, stalling is clinching, nearly correct answers are close haymakers, "knockout" questions, etc.

* * *

Radio Milquetoast

BASED ON the famous cartoon character by H. T. Webster, *The Timid Soul* series of comedy-drama programs starring William Lynn as Caspar Milquetoast started Oct. 5 on WOR, New York. Each episode is complete and deals with "the human experiences all of us have . . . the little things in life that complicate living."

* * *

Young America

DESIGNED for the youth of today WEEI, Boston, started Oct. 4 its *Young Americans in the Making*, bringing feaures of interest to local high school age people. Opening broadcast included a quiz among students on citizenship; music by a school's double quartet; and a talk by a graduate now successful out in the world.

* * *

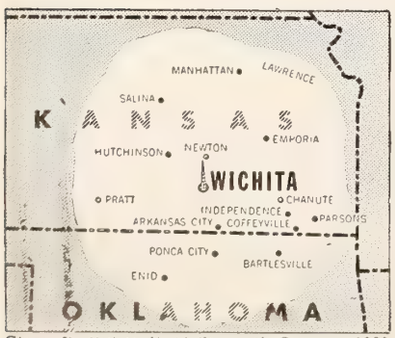
Songs of Conquered

A NEW network series, *They Shall Sing Again*, on Canadian Broadcasting Corp., will feature songs of nations now occupied by Germans. The series will be conducted by Leon Zukert from Toronto.

ATTEMPTING to reach every type of radio listeners with Defense Bond and Stamp information, the Treasury Department last week released a series of special announcements to be used on farm programs and football broadcasts. The farm announcements were prepared by Jud Woods, manager of KFAB, Lincoln, Neb.



It's Pumpkin Pickin' Time Out Wichita Way!



Glenn D. Gillett Field Strength Survey—1939
Map Shows Coverage to the .1 MV/M Line

Of course you've heard of Kansas . . . and its booming market, Wichita. You've heard, too, that long before Defense the average Wichita family had $268 more a year to spend on the things you sell than the average American family. No doubt you've heard the rumors, fantastic as they may seem, about the selling successes of KFH.

Now, however, you can go off the deep end, because Wichita has become one of the nation's first cities on a basis of per capita market potentials. Yes, Wichita with 40,000 happy, prosperous families has received over 525 million dollars worth of Defense contracts. That's all over and above—gravy, so to speak—Wichita's steady income from wheat, cattle and oil.

That's why we say it's Pumpkin Pickin' Time out in Wichita—the market that offers you the highest return on your advertising investment. And from past performance on successfully selling that market, you'll want to pick

That Selling Station for Kansas

KFH
WICHITA
The Only Full Time CBS Outlet for Kansas

CBS • 5000 DAY • 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE



Radio Advertisers

PRESIDENTIAL SILVER Co., Inglewood, Cal. (trophy manufacturers), new to radio, and placing direct, on Oct. 3 started for 13 weeks sponsoring a weekly quarter-hour woman's program featuring Eugenia Clair Flatto, commentator, on KNX, Hollywood. Series is based on stories of women in the news. Interviews with prominent women engaged in civic and club affairs are included. Don Kerr is writer-producer as well as announcer of the show.

DR. BELL'S VETERINARY MEDICINE Co., Kingston, Ont., on Oct. 13 starts for the sixth year *Circle Bell Ranch* thrice-weekly on CKCL, Toronto; CFNB, Fredericton, N. B.; CKNX, Wingham, Ont.; CKCO, Ottawa; CKX, Brandon, Man.; CJGX, Yorkton, Sask.; CFQC, Saskatoon; CFRN, Edmonton; CFGP, Grande Prairie, Alta. Program is produced by Dominion Broadcasting Co., Toronto.

BRITISH-ISRAEL FEDERATION, Toronto (evangelical), has started Sunday talks on CFRB, Toronto, which are recorded by Dominion Broadcasting Co., Toronto, for use on CFCF, Montreal; CJOR, Vancouver; CKOV, Kelowna, B. C.; CFRN, Edmonton, Alta.; CJRC, Winnipeg.

DAD'S ROOT BEER Co., Chicago, through Malcolm-Howard Adv. Agency, that city, is sponsoring the transcribed quarter-hour series, *Captain Danger*, thrice-weekly on WMAQ, Chicago. Contract is for 13 weeks, having started Sept. 29. Cascade Milk Co., Yakima, Wash., is also sponsoring that program for a similar period on KIT, with placement through Gordon Smith Adv. Agency, that city. Series is produced by Bennett-Downie Corp., Hollywood.

FLETCHER PRODUCTS Co., Los Angeles (Veg-Lax), new to radio, on Oct. 6 starts a five-weekly quarter-hour of recorded music on XEMO, Tiajuana, Mex. Contract is for 52 weeks. Agency is Chas. H. Mayne Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on a 52 week contract starting Oct. 6 will sponsor a thrice weekly quarter hour newscast on KOA, Denver. Agency is Raymond R. Morgan Co., Hollywood.



CALLED UP a few weeks back for active duty as a lieutenant in charge of radio communications for the Fourth Naval District, Philadelphia, Dr. Leon Levy, president of WCAU, poses in naval regalia after shucking off his private pursuits in favor of Navy duty.

CHAMBERLAIN'S, New Haven, said to be the oldest furniture store in the United States, has signed a 13-week contract with WELI, New Haven, for a thrice-weekly midday series featuring songs by Russell Mower from the local Paramount Theatre. At the organ will be Jimmy Morgan, and the program also includes poetry by Charles Wright.

DENALAN Co., San Francisco (dental plate cleanser), has started *Canary Chorus*, quarter-hour weekly program featuring mass of canary birds, on 3 Don Lee stations in California, KFRC, KHJ, KGB. Agency is Rufus Rhoades & Co., San Francisco.

LOS ANGELES SOAP Co., Los Angeles (Scotch soap), on Sept. 22 contracted for 52 weeks sponsorship of a five-weekly quarter-hour newscast on KWG, Stockton, Cal. Agency is Raymond R. Morgan Co., Hollywood.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, on Sept. 29, through Goodkind, Joice & Morgan, Chicago, affiliate of Raymond R. Morgan Co., Hollywood agency servicing the account, started sponsoring a five-weekly quarter-hour program of hillbilly music on WSM, Nashville, Tenn. Firm also uses a similar five-minute broadcast on WMC, Memphis. Contracts are for 13 weeks.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

MORE LISTENERS in the INTERMOUNTAIN MARKET

KDYL 5000 WATTS DAY & NIGHT



KDYL's new 5000-watt day and night directional broadcasting pattern is tailor-made to cover the population grouping in this heart of the intermountain market . . . and we do mean cover!

It means more people tuning in the top-flight NBC-Red Network shows they've always wanted to hear . . . more response to the always-alert showmanship of KDYL.

KDYL

THE POPULAR STATION

NBC RED NETWORK

JOHN BLAIR & COMPANY National Representatives — THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SALT LAKE CITY

SPEND LESS
...GET MORE
on WCOP

Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

GOING FULL TIME SOON!

WCOP
BOSTON'S
STAR RADIO SALESMAN

KARL'S SHOE STORES, Los Angeles (shoes), currently sponsoring a six-weekly quarter-hour newscast on KFWB, Hollywood, is planning an extensive Pacific Coast late winter campaign, concentrating on similar types of programs. J. B. Kiefer Adv., Los Angeles, has the account.

SMART & FINAL Co., Wilmington, Cal. (food), sponsoring the quarter-hour program, *Johnny Murray Talks It Over*, on KFI, Los Angeles, on Sept. 30 renewed the series for 13 weeks and increased broadcasts from three to five weekly. Agency is Heintz, Pickering & Co., Los Angeles. William T. Pickering is account executive.

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs), on Sept. 29 started series of transcribed spot announcements five times weekly on 17 Canadian stations. Account placed by Cockfield, Brown & Co., Toronto.

CLUETT PEABODY & Co. of Canada, Toronto (Arrow men's furnishings), on Sept. 26 started a series of live French spot announcements on CKAC, Montreal; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.; CHRC, Quebec; CFCF, Montreal. Account was placed by Cockfield, Brown & Co., Toronto.

ROBERT SIMPSON Co. Ltd., Toronto, national department store chain, on Sept. 27 started *What's the Answer?* a Saturday morning half-hour quiz and swing program on CFRB, Toronto, with 1,200 in the studio audience in the store's main dining room. Two high school teams compete each broadcast. Account was placed direct.

BRODIE & HARVIE Ltd., Montreal (flour), has started a spot announcement campaign on CKAC, Montreal, and CHRC, Quebec. Account placed by J. J. Gibbons Ltd., Montreal.

Subs for Plugs

WHBB, Selma, Ala., has initiated a new bit of cooperation with the Treasury Department's defense savings program. Julien Smith Jr., vice-president and manager of WHBB, recently wrote the Treasury stating that although the station carries many sponsored programs of MBS, it is not always scheduled to carry the commercial copy of the broadcasts. When this is the case, WHBB inserts a long Defense Bond and Stamp announcement in the time before their station break, he said. The Treasury Department, delighted with the idea, has written all MBS stations suggesting that they might follow suit when such programs are included on their schedules.

GENERAL FOODS Ltd., Toronto (Grape Nut Flakes), started on Oct. 1 a series of spot announcements Mon. thru Fri. on 23 Canadian stations. Account was placed by Baker Adv. Agency Ltd., Toronto.

IMPERIAL OPTICAL Co., Toronto (national chain opticians), has started *How We See* quarter-hour Sunday program on CFRB, Toronto. Account placed by Vickers & Benson Ltd., Toronto.

CANADA STARCH Co., Toronto (Crown Brand Corn Syrup), on Sept. 29 started *Secret Service Scout*, quarter-hour children's transcribed program on a number of Canadian stations three times weekly. Account was placed by Vickers & Benson Ltd., Montreal.

O. P. O. CLOTHING Co., New York (men's clothing chain), in late September started an announcement campaign in the San Francisco bay area, using transcribed spots. Agency is Allied Adv. Agencies, San Francisco. The station list includes KJBS, KYA and KLX.

PETRI WINE Co., San Francisco (wines), has started for 52 weeks William Winter, news analyst, on KSFO, San Francisco, five times weekly. Same sponsor on Oct. 13 will start 390 35-word announcements on WCFL, Chicago and a 15-minute newscast six nights weekly on the same station. Agency is Erwin, Wasey & Co., San Francisco.

BEN MARDEN'S RIVIERA, New York (night club), on Sept. 27 replaced a five-minute sports news period twice weekly on WABC, New York, with a quarter-hour straight news program, *Hughes-reel*, featuring Rush Hughes as newscaster, Tuesday and Thursday, 6:30-6:45 p.m. In addition the night club is using spots, news and participations on WOR WNEW WHN WMCA WQXR. J. R. Kupsick Adv. Agency, New York, handles the account.

GENERAL FOODS Corp., New York (Maxwell House coffee), for the fifth consecutive year will sponsor a Jewish radio series starring Molly Picon, Tuesdays 8 p.m. on WHN, New York, effective Oct. 7. Joseph Jacobs Jewish Market organization will produce under supervision of Benton & Bowles, New York.

UNION INVESTMENT CO., El Dorado, Ark. (insurance), is sponsoring all home and away football games of the El Dorado High School. Andress Oil & Gas Service (local Phillips 66 dealer) has contracted for sponsorship of a quarter-hour interview program in the stands prior to the game.

WESTERN FARMS DAIRY, Los Angeles, new to radio, in a 52-week campaign started Sept. 24, is sponsoring participation five times weekly in *Uncle Harry* on KMPC, Beverly Hills, Cal. Agency is Chas. H. Mayne Co., Los Angeles.

KNOX Co., Hollywood (Cystex), and Socal Oil & Refining Co., Los Angeles, through Barton A. Stebbins Adv. and Smith & Bull Adv., that city, respectively, are jointly alternating sponsorship of a twice-daily quarter-hour newscast six times per week on KRKD, Los Angeles.

WILLIAM CONNALLY, advertising manager of S. C. Johnson & Son, Racine, Wis. (wax), sponsor of the weekly NBC *Fibber McGee & Molly* program, was in Hollywood Sept. 30 for the initial fall broadcast.

LUDENS Inc., Reading, Pa. (cough drops), on Nov. 3 starts a twice-weekly five-minute musical program featuring Dave Lane, vocalist, on 3 CBS California stations (KNX KSFO KARM), Tuesday, 9:55-10 p.m. (PST), and Thursday, 9:25-9:30 p.m. (PST). Contract, placed through J. M. Mathes Inc., New York, is for 20 weeks. American Chicle Co., Long Island, N. Y. (Adams Clove gum), sponsors a similar five-minute morning program, featuring Lane, six times per week on KNX, Hollywood. Agency is Badger, Browning & Hersey, New York. Marney Food Co., Huntington Park, Cal. (pet food), through Ivar F. Wallin Jr. & Staff, Los Angeles, also currently sponsors the singer-conversationalist thrice-weekly for a quarter-hour, on that station.

BENEFICIAL CASUALTY CO., Los Angeles (investments), on Oct. 4 started sponsoring a weekly ten-minute newscast on KNX, Hollywood. Contract is for 13 weeks. Firm also sponsors a quarter-hour show titled *Captain Quiz* once per week on KFI and KECA, that city, as well as a weekly transcribed broadcast of that show on KFRC, San Francisco, and KOMO, Seattle. Latter station was added in late September on a 52-week basis. Agency is Stodel Adv. Co., Los Angeles.

WILLIAM B. REILLY Co., New Orleans (Luzianne coffee), on Sept. 29 started *Luzianne Serenade*, Monday through Friday, 10:30 a. m. Agency is Walker Saussy, New Orleans.

W. E. LONG Co., Chicago, baking specialists and representatives, has sold transcribed feature service to Asheville Baking Co., Asheville, N. C., for 52 weeks on WWNC and WISE, Asheville; to Erickson Baking Co., LaCrosse, Wis., for 52 weeks on WKBH, LaCrosse; to Sunlite Bakeries, San Jose, Cal., for 52 weeks on KQW, San Jose; KDON, Monterey; and KHUB, Watsonville, Cal.

ALFAR CREAMERY, West Palm Beach, Fla., has contracted for 52 weeks, following a 13-week summer test, for a daily sports review as well as all special events dealing with sports on WJNO, West Palm Beach.

JOHN A. COLBY & SONS, Chicago (furniture), has been signed as first local sponsor for the CBS Sunday news roundup, *The World Today*, on WBBM. Contract, placed direct, is for 13 weeks.

New Schaefer Series

F. & M. SCHAEFER BREWING Co., Brooklyn, on Oct. 2 started a new program of music and comedy on WJZ, New York, Thursday 7:30-8 p.m. Show features comedy team of Harry Savoy and Russ Brown, Allen Roth's 25-piece orchestra and the Schaefer Singers. The program replaces Schaefer's *Stoopnagle Stump Club* on WEAF, 7:30-8 p.m., which went off the air Sept. 23. Agency is BBDO, New York.



The selection of WSAI by the 4 largest department stores and 7 local breweries indicates the station which is used most by those who know Cincinnati best.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

in the CONTROL ROOM

BILL ROBINSON, chief engineer of WHEB, Portsmouth, N. H., is convalescing from an appendectomy.

WALTER VARNUM, engineer of WLS, Chicago, on Oct. 5 married Dorothy Caldwell.

TOM PRICE and Robert Kinney have joined WKBN, Youngstown, O., as engineers.

OWEN McREYNOLDS has been promoted to chief engineer of WROL, Knoxville, Tenn., succeeding Joe Wofford who resigned to join the field staff of the FCC at Boston. Jim Gilbert, new to radio, has been added to the transmitter engineering staff of WROL.

R. D. CARRIER has been appointed station engineer of KOA, Denver, while Lieut. J. A. Slusser is on duty in the Navy. R. C. Thompson has been appointed temporary assistant station engineer.

PAT McATEE, formerly of KITE, Kansas City and KOAM, Pittsburg, Kan., has joined the engineering staff of WFPG, Atlantic City.

F. WAYNE RHINE, engineer at the transmitter of WPAT, Paterson, N. J., reported last week to Fort Monmouth, N. J. as a second lieutenant in the electronics training group of the Signal Corps. John O. Bondy, also of WPAT's transmitter engineering staff, resigned recently to join the transmitter staff of WABC, New York.

TOM WATSON of the transmitter house staff at CKGB, Timmins, Ont., has moved to a similar post at CKVD, Val D'Or, Que. He is replaced at CKGB by Ernie Mott.

HOWARD FULLER, transmitter engineer of WTAG, Worcester, Mass., on Sept. 26 married Harriet Ricker, of Shrewsbury, Mass.

MERLE BJORK, formerly of KDLR, Devils Lake, N. D., has joined the engineering staff of WLOL, Minneapolis.

RAY KRAMER, formerly in the sound effects department of CBS, has joined Transamerican Broadcasting & Television Corp., New York, as director of sound effects.

STANLEY BRACKEN, engineer of manufacture of Western Electric Co., has been named general manager of WE manufacture, effective Oct. 1, according to an announcement by WE Vice-President William F. Hosford. The newly created post was made necessary by the increase in WE manufacturing activities, it was stated. Mr. Bracken lives in Maplewood, N. J.

Lance in Charge

H. H. LANCE is chief engineer and director of WGBR, Goldsboro, N. C., and not Bruce Mayo as reported in BROADCASTING, Sept. 29. Mr. Mayo has been named chief engineer of WGTC, Greenville, N. C., and has no connection with WGBR.

Jerry Branch to Train For Military Assignment

JERRY BRANCH, technical advisor to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, left Cincinnati last Monday to start a three-month training period at Harvard on a military matter. It is understood he will be sent to England for practical experience in the unrevealed study.



Mr. Branch

A reserve lieutenant, Mr. Branch is a 1934 graduate of Ohio State U, where he majored in radio communications. Joining the Crosley broadcasting organization upon graduation from school, he was named technical advisor to Mr. Shouse three years ago. Last January he was sent to Latin America, where he visited 22 republics to make technical signal measurements for WLWO, Crosley shortwave adjunct. He also assisted Antonia Rojas Villalba in establishing the WLWO shortwave network, Cadena Radio Americana.

WASK Gets 1230

ASSIGNMENT of a new frequency for the new WASK, Lafayette, Ind., was ordered in a decision of the FCC last Tuesday when it set aside a July 29 new station grant to WFAM Inc. (WASK) to operate on 1230 kc. with 100 watts fulltime and re-granted the new station to WFAM Inc. to operate on 1450 kc. with 250 watts fulltime, subject to the applicant filing for modification of its construction permit to 1450 kc. Action was precipitated by the petition of WBOW, Terre Haute, Ind., also on the 1230 kc., which had asked for a rehearing against the original FCC grant claiming that the "proposed station would result in objectional interference" to WBOW. Terre Haute and Lafayette are only about 70 miles apart.

World Listening

THE story of the operation and personnel of NBC's new listening post at Bellmore, L. I., is related in a new illustrated booklet, *Listening In On the World*, published recently by NBC. The 14 by 11-inch 12-page promotion supplements a written story of the development of NBC's listening post with pictures of the new plant, its personnel at work and NBC commentators all over the world.

HAL R. MAKELIM, president of Covert Co., Chicago, radio production, has announced change of the firm name to Hal R. Makelim Productions.

STILL GOING STRONG 15 HOURS A DAY!

Radio Station WSAU — Serving North Central Wisconsin — OWNED AND OPERATED BY THE NORTHERN BROADCASTING CO., INC

WAUSAU WISCONSIN

July 31st, 1941

Presto Recording Corp.
242-250 West 55th Street
New York, N. Y.

Gentlemen:

Please rush via parcel post two (2) rubber tires used with the rimdrive 62-A transcription turntable.

Incidently, our 62-A's purchased from you over a year ago have been operating fifteen hours daily without breakdown or expense for replacements. We are thoroughly satisfied with our Presto turntable.

Yours very truly,

Roland W. Richardt

Roland W. Richardt
Chief Engineer

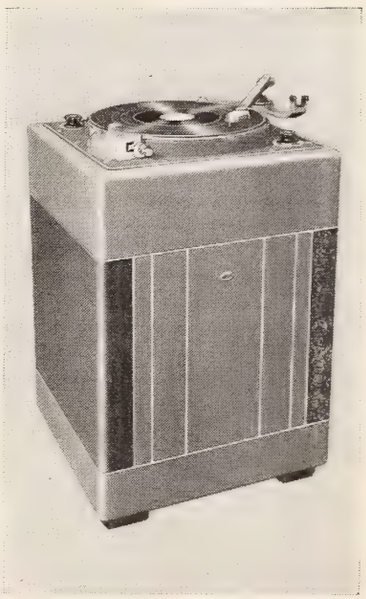
● It takes a real transcription table to keep up with a busy radio station. WSAU found what they wanted in the Presto 62-A...5000 hours of trouble-free service, one simple, inexpensive tire renewal.

If you want a table that gives you a quick jerkless start, always coming up to speed in exactly ⅓ revolution . . . if you want a table so completely vibrationless you don't know it's running . . . if you want a "wow-free" table that runs 33⅓ or 78 RPM. on the button . . . BUY PRESTO.

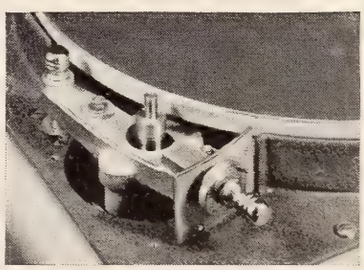
Once you see this Presto table in operation you'll know why an average of 15 radio stations a month are installing 1 to 3 Presto tables to replace their present equipment.

Presto tables give you the performance you've always wanted and they're ready for *immediate delivery.*

Write today for literature and the name of your nearest Presto distributor.



• *Presto 62-A transcription table for lateral recordings, list price, $385.00.*



• *Simple, foolproof Presto drive system—steel motor pulley drives against rubber tire on turntable rim, only 2 moving parts.*



• *Presto 16" dual speed turntable chassis only, list price, $155.00.*

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone: ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 • CHICAGO, Har. 4240 • CLEVELAND, Mc. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

IN PHILADELPHIA WFIL Influence Listeners Friends SELL THROUGH WFIL



"He's been awfully unhappy ever since his astrologer convinced him he could cover northeastern Michigan without using WFDF Flint."

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT
LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

PUBLIC SERVICE

CJOR's record of public service broadcasting has made this station a community institution for the past fifteen years.

CJOR

Vancouver—B. C.

1000 Watts

National Representatives
J. H. McGillvra (U. S.)
H. N. Stovin (Canada)

We sell your product as you'd sell it yourself—person-to-person . . . sincerely recommending it as one neighbor to another.
And it gets results!

WIBW The Voice of Kansas in TOPEKA

Agencies

RICHARD MARVIN, New York radio director of Wm. Esty & Co., is currently in Hollywood with Hildegarde Dixon, agency contact, to organize a unit of *Camel Caravan* entertainers to be routed into Army camps along the West Coast. Group will be under supervision of Eleanor Flaherty, agency contact.

ARTHUR C. RICHARDS, radio director of Adv. Arts Agency, Los Angeles, has recovered from pneumonia and returned to his desk.

HIXON-O'DONNELL ADV., Los Angeles, has moved to larger offices on the first floor of the Richfield Bldg., 555 S. Flower St. Telephone is Mutual 8331.

JOE LOWE, who formerly conducted his own agency, Lowe Features, which specialized in radio accounts, has joined D'Evelyn & Wadsworth, San Francisco.

RAY COFFIN, formerly Hollywood television producer of Don Lee Broadcasting System, has been appointed radio director of Davis, Harrison & Simonds, that city. Robert L. Latimer has joined the agency as production manager, with David Arlen as public relations director. Added to the staff as account executives are Joseph Miller, Russ Lelland and H. D. Grubbs.

GORDON CATES, New York account executive of Young & Rubicam, is in Hollywood for the initial NBC *Burns & Allen Show*, which starts Oct. 7 under sponsorship of Lever Bros. (Swan soap). Besides George Burns, Grace Allen and Paul Whiteman's band, talent lineup will feature Jimmy Cash, tenor.

ELWOOD K. GRADY, Seattle account executive of J. Walter Thompson Co., has been transferred to the agency's Los Angeles offices. John M. Aldren has also joined J. Walter Thompson Co. as account executive. He was formerly on the staff of BBDO, Hollywood.

KEELOR & STITES Co., Cincinnati, has announced the establishment of a Dayton, O., branch office in the Mutual Home Bldg. Earl Doty, formerly advertising manager of General Motors' Frigidaire division and previously in a similar position with GM's air conditioning subsidiary, has been named manager of the Dayton branch.

NORVAL SCHNERINGER, formerly publicity director of WFAA-KGKO, Dallas, has joined Couchman Adv. Agency, same city. Bert Heflin, formerly in charge of publicity at the Dallas Athletic Club, replaces him at WFAA-KGKO.

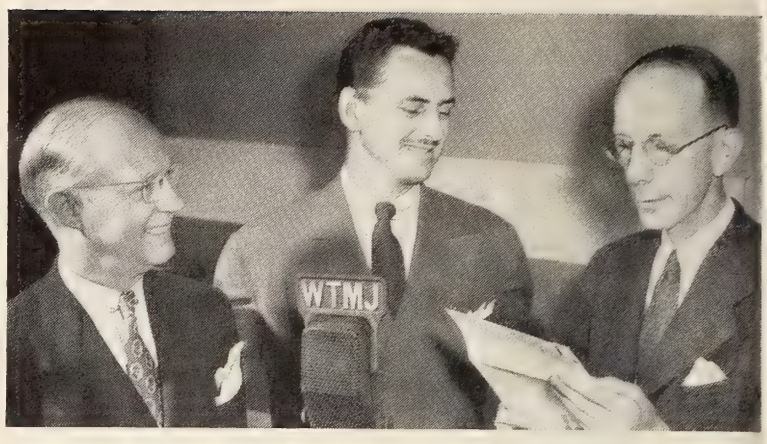
HOMER McKEE, formerly president of Blackett-Sample-Hummert, Chicago, has joined Roche, Williams & Cunnyngham, Chicago, in an executive capacity.

BLACKETT-SAMPLE-HUMMERT, Chicago, has appointed former Account Executives Robert Wilson and Kenath T. Sponsel vice-presidents.

SIDNEY GARFINKEL Adv. Agency, San Francisco, recently moved to larger headquarters at 26 O'Farrell St.

WILLIAM TUTTLE, formerly a program director of Ruthrauff & Ryan, New York, and previously producer and announcer of WOR, New York, has joined A. & S. Lyons, talent agency, to manager daytime programs. He continues to direct *The Shadow*, sponsored on MBS by the D. L. & W. Coal Co., on a freelance basis for Ruthrauff & Ryan.

ROBERT FOSTER, station representative with offices in Boston, has been appointed New England representative for the program service of Basch Radio Productions, New York, producers of *What Burns You Up?*, *It Takes a Woman* and other live and transcribed programs.



SPONSOR MAKES NEWS when he himself reads the commercial on a program. When the 7,500th announcement in nine years for Monarch Fine Foods was made recently on WTMJ, Milwaukee, it was read on the air by R. B. Newton (right), advertising manager for Reid, Murdoch & Co., Chicago, who made a special trip to Milwaukee for the occasion. While Mr. Newton does the announcing, he is watched by W. F. Dittmann, WTMJ sales manager (left), and Heinie, m.c. of *Heinie & His Grenadiers*, on whose program Mr. Newton was a guest.

ANA, AAAA FORUM PLANNED NOV. 12

AT A SPECIAL JOINT meeting to be held Nov. 13-15 at The Homestead, Hot Springs, Va., ANA and AAAA members will analyze current attacks on advertising, formulate answers and seek to determine a proper course to take in fighting the attacks, according to a joint announcement last Tuesday. The special meeting will immediately follow the annual closed meeting of the ANA to be held there on Nov. 12.

Purpose of the joint meeting, according to the announcement, is to place before the producers and users of advertising the facts relating to "the grave threats to national brands and the advertising of them", to present basic facts about the economic operation of advertising and its vital place in maintaining an expanding economy, and to consider what should be done.

Because of the exceptional importance of the subject, it was stated, the cooperation of other advertising groups also will be sought, and representative delegations are to be invited to the joint meeting.

Religious Series

HEBREW EVANGELIZATION Society, Los Angeles (religious), through Tom Westwood Adv. Agency, that city, on Oct. 5 started for 52 weeks sponsoring the weekly half-hour transcribed program, *Hebrew Christian Hour*, with Dr. A. U. Michelson as commentator, on 42 stations nationally. List includes KSAN KFKA WMBR WAIT WMT KSO WNAX KTSW KVGB WHB KSAL KFBI WCMI WLAP WGRC WSMB WJBK WKZO KATE WISN KGDE WLOL KVOX KWNO KFAB WINS KGCU KDLR KRMC KLPM WKRC KWJJ WPEN KABR WSIX KGNC KRIS KGKO KXYZ KTSA KRGV. Program is also being sponsored daily on KMTR, Hollywood. In addition, the transcribed series is scheduled to start on a weekly basis in early November on WDAE WDBO WFOY KADA KCRC KBIX KTOK KGFF KOME KUIN KORE KFJI KOOS KSLM KSRO KVOS KELA KGA KPQ WEAU WDSM.

AGENCY Appointments

BERSOL PRODUCTS, Rockaway Beach, N. Y. (Ripans), to Friend Adv. Agency, N. Y. Said to use radio.

BLUE CHANNEL Corp., Port Royal, S. C. (crabmeat), to C. L. Miller Co., N. Y. Said to use radio.

HOLLY SUGAR Corp., Colorado Springs, to Wm. B. Rodgers Adv. Agency, Pueblo. Said to use radio.

DETROLA Corp., Detroit, to L. J. Du-Mahaut Adv. Agency, Detroit.

E. FOUGERA & Co., New York (Don Juan lipstick), to Grey Adv. Agency, N. Y.

GUNTHER BREWING Co., Baltimore, to H. E. Hudgins Co., Baltimore.

REVERE KNITTING MILLS, Malden, Mass., to Grey Adv. Agency, N. Y.

BEAUTY COUNSELORS Inc., Grosse Point, Mich., and Windsor, Ont. (toiletries), to Campbell-Ewald Co., Detroit, Dan Buell, account executive.

AMERICAN LOCOMOTIVE Co., New York, to Kenyon & Eckhardt Inc., N. Y., for an institutional campaign to be announced later.

AWFUL FRESH MacFARLANE, Los Angeles (confectionery chain), to Dan B. Miner Co., that city. Currently using spot announcements and participation programs on local stations.

LE BARRY CLOTHES Co., Camden, N. J., operating men's clothing stores in Trenton, Passaic and Camden, all in New Jersey, to Philip Klein Adv. Co., Philadelphia. Radio is being scheduled for the first time.

Pet Milk Resumes

WITH Jessica Dragonette and Bill Perry as soloists this year, *Saturday Night Serenade*, weekly half-hour program on CBS, started its sixth year on the air Oct. 4 under sponsorship of Pet Milk Sales Corp., St. Louis. Program is on 56 stations and features Gustave Haenchen's orchestra. Agency is Gardner Adv. Co., St. Louis.

Head Los Angeles Club

MANN HOLINER, West Coast radio director of Benton & Bowles, has been elected president of Radio Producers Club, Hollywood. He succeeds Wayne Griffin, BBDO producer. Harrison Holliway, manager of KFI-KECA, Los Angeles, has been made secretary of the club. Murray Bolen, Young & Rubicam Hollywood producer is chaplain, with Tom McKnight sergeant-at-arms.

Studio Notes

WOAI, San Antonio, has named Bill Shomette as field representative to tour South Texas with the clear-channel presentation prepared by Clear Channel Broadcasting Service in Washington. Mr. Shomette will discuss clear-channel operation with community and farm organizations throughout the area.

CULMINATING eight years of the combined efforts of WJR, Detroit, and Duncan Moore, director of the WJR *Farm Forum*, to secure legislation providing that the State of Michigan return Confederate flags and trophies captured by Michigan forces during the Civil War, Gov. Murray D. Van Wagoner, at a special ceremony on the capitol steps at Lansing, recently gave back to representatives of the Southern States all of the war relics. Representatives of 13 Confederate States, including Gov. James H. Price, of Virginia, and Gen. Julius F. Howell, commander-in-chief of the United Confederate Veterans, were present to receive the trophies.

W55M, Milwaukee, is broadcasting Friday night high school football games effective Oct. 3. Bob Heiss, who has also covered games of the Green Bay Packers and the U of Wisconsin on WTMJ, Milwaukee, will handle the descriptions. Move allows W55M to schedule music on Saturday afternoon when most AM stations are carrying football broadcasts.

WHEB, Portsmouth, N. H., under sponsorship of Socony-Vacuum Oil Co., is carrying play-by-play broadcasts of the New Hampshire U football games during the 1941 season. Gordon Kinney, WHEB program director, handles the game descriptions.

WJJD and WIND, Chicago, for the fifth consecutive year will carry the official classroom broadcasts of educational programs prepared under the supervision of the Board of Education's Radio Council for Chicago public schools. Programs start Oct. 6 and will be broadcast school days on WIND at 1:30-1:45 p.m. (CDST) and on WJJD at 2:30-2:45 p.m. during the school year.

WROK, Rockford, Ill., has mailed to all high school principals in its area a copy of the station's first *Educators' Radio Notebook*, a ten-page mimeographed booklet that gives the details of local and MBS programs of an educational nature. Suggestions on how radio may be used by schools are included.

WBBM, Chicago, has placed George Morriss, graduate student of Northwestern U on a one-year service scholarship. Mr. Morriss, now taking an M.A. in business administration, will continue his regular studies in advertising at the university and also follow an integrated program at WBBM, spending a few months in each department. This is the second time WBBM has cooperated with Northwestern in providing a service scholarship.

WBIG, Greensboro, N. C., late in September carried a series of special programs featuring visiting Army talent, including vocalists and instrumentalists, who made studio appearances and gave an al fresco concert at the transmitter park on Battleground Road. The broadcasts were arranged with assistance of Lieut. T. B. Hilliard, morale officer of the 28th division.

KROD, El Paso, will carry the entire ten-game schedule of the Texas College of Mines and Metallurgy, a branch of the U of Texas, under the sponsorship of Standard Oil Co. Sponsor will also use KROD for the New Year's Day Sun Bowl game and the Thanksgiving game between two El Paso high schools. Morrison Qualtrough will give the play-by-play.

KGEI, General Electric international station at San Francisco, has started a series of new program features. Six times weekly it is presenting William Winter, in a report on American opinion of world events. This is beamed to the Orient. News in French and Dutch is broadcast across the Pacific six days weekly. In addition on Oct. 6 KGEI will augment its Spanish programs with *Live & Learn*, a weekly commentary by Isabel Diana Sanders and *Stanford U Salutes the Americas*, likewise a weekly event.

WJPF, Herrin, Ill., on Sept. 22 observed its first anniversary with a party at White City Park attended by 2,000 listeners who obtained free tickets at sponsors' stores. Dance music and specialties featured the special broadcast program from 9 p.m. to midnight, during which all members of the WJPF staff were introduced to the audience. Visitors received souvenir postcards.

WMFJ, Youngstown, has turned over part of its new building to the All Out for Britain local committee, including part of the second floor and bundle room in the basement.

WKRC, Cincinnati, adhering to its policy of bringing big sports names to participate on its weekly *Quiz Bowl*, sponsored by Congress Cigar Co. for LaPalina, recently featured Tommy Harmon, Michigan's All-American who now is sports director of WJR, Detroit. Format of program is the answering of fans' sport questions.

CANADIANS keep in touch with their armed forces at home and abroad through a series of broadcasts arranged by the Canadian Broadcasting Corp. The series has been augmented and rearranged for this season and starts with *Messages From the Beaver Club*, a Canadian recreation centre in London, on Sundays; *Gentlemen With Wings*, news from the Royal Canadian Air Force, on Tuesdays; and on Saturdays, *Letters From Britain* (personal messages), *Open Box* (messages and interviews prepared by the CBC Overseas Unit), *With The Troops In Britain* (visits to various units at work and play).

WNYC, New York's municipal stations, has received special permission from the FCC to remain on the air an extra quarter-hour each weekday evening during October until 6:45 p.m. so it can continue its programs of official Selective Service news and job news by the New York State Employment Service.

W59C, Chicago, has organized a special orchestra for its live FM broadcasts. Director will be Jan Tomasow, Argentine violinist, who will also play first violin. Other members are Hazel Simms, pianist; Richard Beidel, cellist; Edmund Weingart, second violin; Preston Sellers, organist.

BREAKFAST AT SARDI'S, currently a KFWB, Hollywood, five weekly, half hour participation program owned by Raymond R. Morgan Co., that city, has been taken over by NBC sales department on a six-months contract with five-year options, for release on Pacific Blue stations, effective Oct. 13. Show, geared to interest housewives, is remoted from Sardi's Restaurant, with breakfast guests joining in the informal format of song and chatter, conducted by Tom Breneman. John Nelson is director of the program.

WDRC, Hartford, on Oct. 1 created a new position of public service counselor naming the Rev. Charles Graves, minister-emeritus of the Unitarian Meeting House, to the post. The Rev. Graves will hold the same position for WDRC's FM adjunct, W65H.

KYW, Philadelphia, has extended its operating day a half-hour, now opening at 6 a.m. instead of 6:30. Gary Linn has been given permanent charge of the opening program.

GOPHER GAMES
Brought to 27 Stations Via Special Wire Hookup

A JOINT arrangement between four Minneapolis-St. Paul stations to handle out-of-town games of the Minnesota U football team started its third year Sept. 27 with the broadcast from Seattle of the Washington-Minnesota game. Under the arrangement, the broadcasts are fed to 23 other Northwest stations. The three-year agreement provides that the four Twin City outlets—WTCN, WCCO, KSTP, WLOL—alternate in making the remote pickups, with WTCN in charge for the 1941 season.

Using Class A circuits for the first time this year, the broadcasts are fed through the four Twin City stations to KFYR, Bismarck; WDAY, Fargo; KGCU, Mandan; KVOX, Moorhead; WCBS, Springfield, Ill.; KWNO, Winona; KATE, Mankato; KWLM, Willmar; KGDE, Fergus Falls; KRMC, Jamestown; KLPM, Minot; KABR, Aberdeen; KDLR, Devils Lake; WDSM, Superior; WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia; WLB, Minneapolis; WCAL, Northfield; KFAM, St. Cloud; KYSM, Mankato; KROC, Rochester.

Sports announcers representing the Twin City stations share the time equally. They are George Higgins, WTCN; Henry McTigue, WLOL; Eddie Gallagher, WCCO, and Halsey Hall, KSTP.

JOE MALONE and Rich Hall, CBS Hollywood writers, have been signed as a writing team by Warner Bros. film studio.

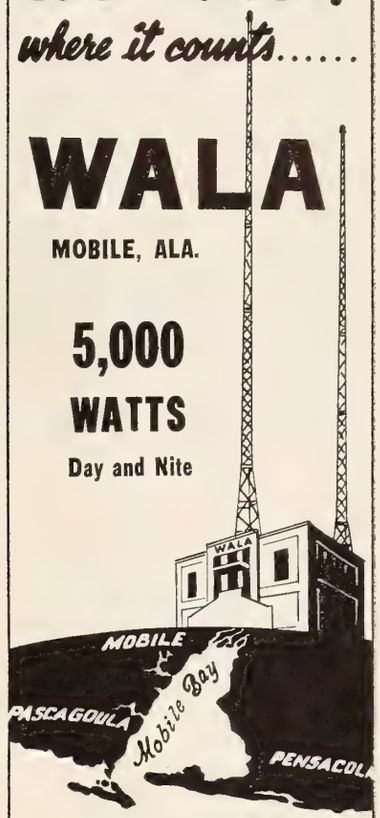
New Power! where it counts.....

WALA

MOBILE, ALA.

5,000 WATTS

Day and Nite



Positive Coverage In The Vital Gulf Coast Defense Area!

Reps.: John H. Perry Associates

TOLEDO
A Fort Industry Market

To Get HERE
(but Quick)

Start HERE

NBC Red

5000 Watts

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO



HERE'S
INDIANA

★ Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Large shaded area daytime 0.5 MV. Line 5000 watts — non-directional. Inside area 0.5 MV. nights 1000 watts.

Indiana's Friendly Station Serves Hoosierland

★ ★ WIBC ★ ★
INDIANAPOLIS
Mutual Broadcasting System

Represented by HOWARD H. WILSON CO.
New York, Chicago, Kansas City

Crosley

(*Continued from page 13*)

which the proposed regulation is based".

It added that "until such action is taken by the Commission, it cannot reasonably be expected to present intelligently any views concerning such regulation, and therefore requests that an opportunity to submit views be accorded it when the Commission has published its reasons in support of the proposed regulation and the objectives sought to be accomplished thereby."

Whether the FCC will comply with the request that a statement be issued was not indicated at the FCC. It was stated, however, that Chairman Fly probably would make an opening statement touching on this aspect.

General Rule, Perhaps

In some quarters the view was advanced that the Commission might have in mind writing a very general rule, sufficiently flexible to permit it to accommodate almost any situation. Then, it was pointed out, the Commission, by use of suasion, might bring about sales, exchanges and other alterations in ownership in given areas, to accomplish the desired result. As a matter of fact, it is known this has been done already in a number of cases, where Chairman Fly has advised applicants that grants of improved facilities would not be accorded one station unless the applicant disposed of a second station in the same community.

Arguments will be heard by the Commission, it is expected, in the order of briefs and appearances filed. These are as follows:

Oregonian Publishing Co. (KGW-KEX). Represented by John C. Kendall, Ben S. Fisher, Charles V. Wayland.

Buffalo Broadcasting Corp. (WGR-WKBW). Represented by Frank D. Scott.

Westinghouse Radio Stations Inc. (WOWO-WGL). Represented by Donald C. Swatland, Richard H. Wilmer.

Johnson Kennedy Radio Corp. (WIND-WJJD). Represented by Mabel W. Willebrandt.

Louis Wasmer Inc. (KHQ-KGA). Represented by John C. & John W. Kendall. Fisher & Wayland.

Reading Broadcasting Co. (WRAW) and Berks Broadcasting Co. (WEEU). Represented by George O. Sutton and Arthur H. Schroeder.

Delaware Broadcasting Co. (WILM) and WDEL Inc. (WDEL). Represented by George O. Sutton and Arthur H. Schroeder.

Gene T. Dyer (WSBC, WAIT, WGES). Represented by Andrew G. Haley.

Pittsburgh Radio Supply House (WJAS) and KQV Broadcasting Co. (KQV). Represented by George O. Sutton and Arthur H. Schroeder.

West Virginia Broadcasting Corp. (WWVA) and Monongahela Valley Broadcasting Co. (WMMN). Represented by H. L. Lohnes and F. W. Alberston.

National Broadcasting Co. Represented by D. M. Patrick and P. J. Hennessey.

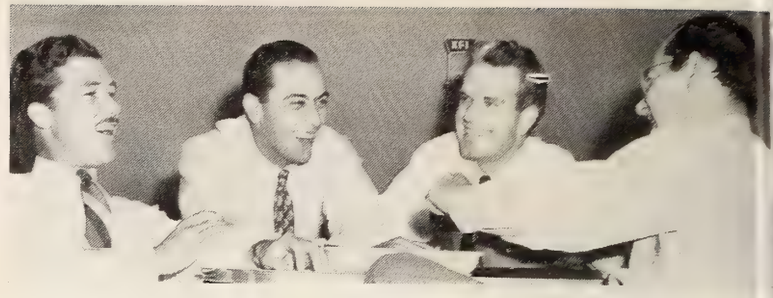
Massachusetts Broadcasting Corp. (WCOP) and Broadcasting Service Organization Inc. (WORL). Represented by Ben S. Fisher.

International Broadcasting Corp. (KWKH) and Tri-State Broadcasting System Inc. (KTBS). Represented by George B. Porter and Ben S. Fisher.

Fisher's Blend Station Inc. (KOMO-KJR). Represented by Donald G. Graham, Ben S. Fisher, C. V. Wayland, C. F. Duvall.

Evansville on the Air Inc. (WGBF-WEOA). Represented by Henry B. Walker.

Earle C. Anthony Inc. (KFI-KECA). Represented by Louis G. Caldwell and Reed T. Rollo.



OUTRIGHT GLOATING is being indulged in by this quartet of KFI-KECA, Los Angeles, announcers, who in addition to staff duties have entered the "big time" with start of the fall season by outside network program assignments. Pleased shirt-sleevers are (l to r): Jim Bannon, who announces the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co.; Herb Allen, handling commercials on *Dear John*, sponsored by Welch Grape Juice Co.; Wilson Edwards, who has West Coast cut-ins on the *Great Gildersleeve*, and Bill Stulla, commercial announcer of the NBC *Rudy Vallee Show*, National Dairy Products Corp.

Wilfred Guenther Joins Office of Col. Donovan

WILFRED GUENTHER, manager of WLWO, Cincinnati, Crosley shortwave station, has been appointed special radio consultant to Col. William J. Donovan, Coordinator of Information for the White House. He accepted his position Oct. 1 in New York and will work with other shortwave program directors throughout the country in assisting Col. Donovan with systematic scheduling and distribution of international programs.



Mr. Guenther

Mr. Guenther joined Crosley three years ago in the promotion department of WSAI. Successively he has held positions in the promotion department of WLW, coordinator of facsimile, television and international broadcasting for Crosley and in 1940 was named to his present post of general manager of WLWO.

New B & W Program

BROWN & WILLIAMSON Tobacco Corp., Louisville, on Oct. 7 will replace *College Humor* on 122 NBC-Red stations, Tuesday at 10:30-11 p.m. with a new show titled *Raleigh Program*. The new program, advertising Raleigh cigarettes, will feature Red Skelton; Ozzie Nelson's orchestra with Harriet Hilliard; Wonderful Smith, the negro comic, and Truman Bradley. Russel M. Seeds Co., Chicago, directs the account.

Johns-Manville News

JOHNS-MANVILLE Corp., New York, on Sept. 29 took over the five minute news period on CBS at 6:10 p.m. for Frazier Hunt, journalist and correspondent, to give straight news reports with some human interest material. Program is titled *Last Minute News From All Over the World*. Agency is J. Walter Thompson Co., New York.

FRED ALLEN, star of the CBS *Texaco Star Theatre*, is the subject of an article in the current *Saturday Evening Post*, written by J. Bryan III.



DOUBLE SAVINGS

- . . . through our COMBINATION RATES
- . . . and BONUS POINT ADVERTISING

Trying to cover the Texas Gulf Coast without the TWINS is like trying to paint a house without paint. This is a big year down here—money's flush—folks in a spending mood. The smart advertiser who blankets this market with KXYZ-KRIS is going to get the business. Will it be you or your competitor? It's up to you.

National Representatives:
THE BRANHAM COMPANY

KXYZ ★ KRIS
HOUSTON NBC • Blue
CORPUS CHRISTI NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

Ray Hamilton Is Named As Manager of WKZO

RAY V. HAMILTON, former manager of KXOK, St. Louis, has been named station manager of WKZO, Kalamazoo, by John E. Fetzer, president and general manager. He had left his connection with the J. M. West newspaper interests in Texas several weeks ago, and after a brief vacation joined the Kalamazoo CBS outlet.



Mr. Hamilton

Appointment of Paul H. Aurandt as program director of WKZO was announced. Originally with KXOK, Mr. Aurandt for two years has handled sports, special events and newscasting for KGU, Honolulu.

Mr. Hamilton was general manager of KXOK and its sister station, KFRU, Columbia, Mo., from 1934 to 1940. Prior to that, he was assistant sales manager of WLW-WSAI Cincinnati, and before that was on the sales staff of WTMJ, Milwaukee. He attended the School of Journalism at U of Iowa, and sold newspaper advertising before entering radio.

Press-Radio Hearing

(*Continued from page 18*)

press under his recommendations, Prof. Friedrich cited charges of news falsification by newspapers and emphasized the necessity for a "defense of truth". He remarked that perhaps the newspapers should install an "honor court", similar to that of the movies and radio, to decide what can be printed.

At one point in the by-play accompanying the philosophical exchanges between witness and counselfi when a joking comment mentioning marriage was passed by Prof. Friedrich, Judge Thacher addressed the bench: "We have already gone into the early days before Christ in this proceeding, but must we now go into the home?"

Citing the Portland, Ore., newspaper-station setup as an outstanding good example, Prof. Friedrich observed that while some newspaper-owned stations have provided excellent public service, with a high standard of programs, there is abundant evidence of others giving "lousy" service, where apparently the newspaper considers the station "a cow that should be milked but not fed".

Summing up his stand on newspaper-ownership, he said that a rule covering newspaper ownership, perhaps embodying a list of prohibitions to newspaper stations, should be developed. He cautioned, however, that he was not sure it would be a wise solution or remedy to lay down any rule prohibiting newspaper-ownership entirely.

Caldwell Has a Reason

With Prof. Friedrich occasionally challenging the relevancy of Mr. Caldwell's queries during cross-examination, Chairman Fly asked the WGN counsel to explain his line of questioning. To this Mr. Caldwell replied that he was attempting to show that "the witness doesn't know what he's talking about".

Observing that the public does not know what it wants until it gets a choice, which it may often miss in cases of newspaper operation of radio stations, Prof. Friedrich declared that one cannot argue about what the people want "merely because the wares you have on your stand are being bought".

He termed the use of the licensing power to control the actions of stations a "crude tool", adding that a code of some kind, for press as well as radio, would be a good influence, particularly if it incorporated sanctions against certain actions.

Prof. Chafee Appears

Third witness at the two-day seminar was Prof. Zechariah Chafee Jr., of the Harvard Law School, who read a prepared statement and then answered questions for an hour before leaving the stand. He declared that a considerable number of different sources of news and information will make for a more wholesome distribution of these commodities to the public, pointing out that when a newspaper and radio station in a city are separately owned, the public has two sources for its information and discussions. He maintained that danger exists from joint ownership, and a record of past impartiality does not insure future impartiality, and that "he who pays the piper calls the time".

Voicing scepticism about some surveys showing radio's leadership over newspapers in the news field, Prof. Chafee commented that radio appears to be much more timid than the press in burning questions. He held that a radio station very easily could and does escape criticism for unfairness or partiality by simply not allowing an argument on the air, while the press necessarily opens itself up to such criticism because it has to go into such subjects extensively once they have been granted space on the printed page.

From the beginning radio has established a fairly high standard for openmindedness, particularly through such programs as the *U of Chicago Roundtable*, he commented, adding that "the radio idea of impartiality is very valuable and ought to be preserved".

Sounding a note of caution to the FCC, he pointed out that while radio is the FCC's business, newspaper publishing is not, and since the inquiry itself is on the borderline, the Commission must proceed carefully. He declared that "the use of a political power designed for one purpose for another purpose is risky".

Prof. Chafee held also that stations and newspapers should have unrestricted access to press services whenever they are ready "to pay the fare". Although duplication of service should not be encouraged, exclusivity of service also should not be encouraged, he declared. "There is no reason why, because a newspaper started first, it should always get the news first", he commented.

Urges Flexibility

Concerning possible solutions to the situation, he held that since there are some cases where a newspaper station is the best answer to a particular economic situation, a flexible rule covering the proposition would be better than a rigid rule from the public welfare standpoint. He agreed with an observation by Judge Thacher that the effect of a rule against newspaper ownership of stations would be to deprive a man operating a radio station of his right to publish a newspaper.

He stated that the FCC probably should lay down certain qualifications or limitations on newspaper ownership, then proceed to make grants outside these, at its own discretion. This would assure every applicant at least a hearing, he agreed. Answering a query by Judge Thacher, he said he felt a complete prohibition against newspaper ownership would be better as a long-range proposition than allowing the FCC complete discretion in treating the newspaper-ownership question as it arose, case by case. He pointed out that unless there are guiding rules, an administrative body such as the FCC may easily take unfortunate actions.

WANTED!

A Tough Commercial Assignment

The Commercial Manager of a New York City Independent Station wants to tackle the prospects you can't sell!

He has an outstanding record for producing sales; he has an outstanding record for producing commercial ideas that sell; he has been an important factor in the 'making' of three nationally - known Independents in New York . . . stations with which you are more than familiar!

He wants to leave New York and will take a deal based wholly on results.

AND,—if you think he's exaggerating his background, write for the PROOF!

Box 980, BROADCASTING

WHO

at Des Moines is "Heard Regularly" all over IOWA with 50,000 WATTS from the center of the State

J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

Carries more local advertising than any other tri-city station by more than 3 to 1!

WTRY

TROY, N. Y.

1000W 980KC

Basic N B C Blue

An H. C. Wilder Station
Represented by Raymer

SOUTH CAROLINA'S No. 1 Market

FIRST IN—

- Total Population-White Population
- Wholesale & Retail Sales
- Industrial & Business Pay Rolls
- Automobile Registration

DOMINATED BY

5000 WATTS NBC RED NETWORK

WFBC-GREENVILLE

HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION

NATIONAL REPRESENTATIVE—WEED & CO.

New York Radio Lunches To Enter Third Season

EMBARKING on its third term, the Radio Executives Club of New York will hold its first meeting of the new season, Wednesday, Oct. 8, at Stouffers Restaurant, 45th & Fifth Ave., New York. Guest speakers will feature the weekly meeting which will be held every Wednesday throughout the year. Over 40 speakers appeared before REC members in 1940-41, including Col. Theodore Roosevelt Jr., Neville Miller, John Paine, Sydney Kaye, Sir Hubert Wilkins, Milton Berle, Jane Pickens, Dr. O. H. Caldwell, Gilbert Seldes, Wythe Williams, Bill Stern, Ted Husing, Red Barber, Mel Allen, Stan Lomax, Harry Hershfield, Benny Friedman, Henry Morgan, Cecil Carmichael, C. E. Hooper, Irving Kaufman, Mark Warnow, John B. Kennedy, Capt. Tim Healy, Phil Cook and others. The club is open to all members of the radio industry. John Hymes of Lord & Thomas is president.

O.P.O. on Coast

O.P.O. STORES, New York (men's chain clothiers), to announce opening of five West Coast retail stores, in an intensive campaign which started Sept. 23 is using an average of 30 transcribed one-minute announcements per week on KJBS KYA KLX KFMB KFSD KMPC KFVD KFOX KRKD KFAC KTAR.





ARMY GAMES were staged in September in the rocky regions of New England. Covering the games for WMEX, Boston, were (left photo, l to r) A. J. Pote, chief engineer; Bill Feruzzi, operator; Announcer Joe Grant; Lieut. George R. Beane. WTAG, Worcester, covered a tank battalion, with Gil Hodges, special events chief, listening to Lieut. Richard Reisinger (left) and Eugene C. Zack, soldier announcer.

Maneuvers

(*Continued from page 20*)

It is of the utmost importance that equipment be of the sturdiest, most compact type possible. Fancy cases, with intricate gadgets which are likely to get out of adjustment at the first bump are little more than entirely useless. Plan your equipment with an eye to speed in setting up. When the shooting starts, it might be over or moved to another location unless you can start on a few seconds notice. If you use transcriptions, make sure that you have some sort of arrangements made for motor generated current, because 110 volt A-C outlets are few and far-between in the spots the Army picks for its maneuvers. The motor generator we borrowed from the 112th Engineering Regiment of the 37th Division was quite mobile and completely adequate to run our turntable at a constant 33 1-3 speed. Choice of equipment is a point which cannot be considered too carefully.

Set Up in 45 Seconds

Our mobile broadcasting truck was in the mud up to its hubs on more occasions than we can remember. The extra equipment carried "just in case" (which somehow never gets used) necessitated another vehicle and many bulky cases which had to be unpacked with every stop, with the loss of much valuable time, and considerable patience, if any transcribing was in the offing.

In short, we were loaded down with broadcasting equipment but minus food and water. A situation which we rectified within 24 hours. From that day forward we stored the extra equipment, laid in a supply of "iron rations", carried a five-gallon can of water, and with a couple of rehearsals, were able to get our generator running and start transcribing within 45 seconds after we stopped our vehicles.

HARLOW WILCOX, Hollywood announcer, has been assigned to the weekly NBC *Maxwell House Coffee Time*, sponsored by General Food Corp.

Caught by KFYR

ASSOCIATED PRESS dispatches recently credited KFYR, Bismarck, N. D., with aiding the capture of three youths who robbed the Red Feather Cafe, St. Paul. They were caught in Stanley, N. D., shortly after a man who had just heard a KFYR broadcast of their descriptions spotted them and summoned the law.

Gov. Rivers in Melee

FORMER Gov. E. D. Rivers of Georgia, owner of WGOV, Valdosta, Ga., and Mrs. Rivers were attacked last Wednesday night in their home in Lakeland, Ga. by a man identified as H. W. Bikle, of New York City, who later committed suicide. A long ransom note found on the assailant indicated he had planned to kidnap Gov. Rivers, who had grappled with him after he gained entrance into the house posing as a Federal radio man and had been struck by a pistol butt several times over the head. Mrs. Rivers was bruised when she also fought the assailant. Gov. Rivers entered the broadcasting field in July, 1940 when he secured a license for the 250-watt WGOV.

WOSH Gets Ready

RCA STUDIO and transmitter equipment as well as a Blaw-Knox tower are being installed by the new WOSH, Oshkosh, Wis., which expects to go on the air about Dec. 1, according to Howard H. Wilson, Chicago station representative, who was awarded the construction permit Aug. 5 to operate on 1490 kc. with 250 watts. Ray Schwartz, recently-appointed general manager of WOSH, will announce the station personnel shortly.

War Ace Honored

KTAR, Phoenix, observed the 23d anniversary of the death of World War aviation ace, Frank Luke, with a special broadcast marking the dedicating of the new $5,000,000 advanced training base of the Army Air Forces near that city. The field is named for Lieut. Luke, who was known in the last war as the "balloon buster". During the program, which was carried by the NBC-Blue in the west, Mrs. Frank Luke, mother of the ace, was heard.

Baldwin Is Named Aide By Signal Corps Chief

JAMES W. BALDWIN, former secretary of the Federal Radio Commission, and former NAB managing director has joined the office of the Chief Signal Officer of the Army in Washington, as civilian assistant. He left his post as assistant to the president and plant manager of Finch Telecommunications Inc., to assume his Government assignment Sept. 17.



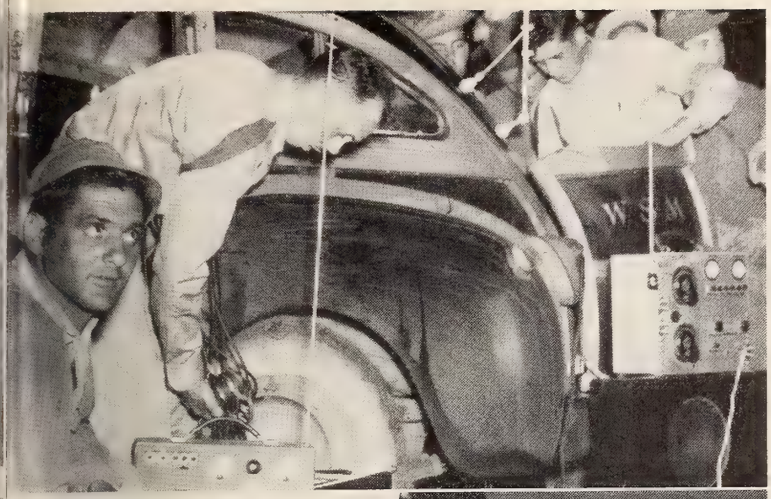
Mr. Baldwin

Mr. Baldwin was secretary of the Radio Commission from 1930 to 1933. He became assistant managing director of the NAB in 1933 and in 1935 succeeded to the post of managing director when Philip G. Loucks resigned to return to private practice of law. He left NAB in 1938 and afterward joined Finch Telecommunications Inc., headquartering both in Washington and Passaic, N. J.

Brig. Gen. Dawson Olmstead is acting chief of the Signal Corps. Mr. Baldwin is assigned to that office, in an expert capacity.

ROBERT PETRIE has joined the announcing staff of KROD, El Paso, succeeding John William Guffrey who was inducted Sept. 23 into the Army.







SOME STATIONS had their own crews, just like the networks, during the recent Army games in maneuver. WSM's schedule calls for coverage of all three of the major 1941 Army games. During evacuation of the Second Army, Engineers George Reynolds and Aaron Shelton of WSM check disc and FM equipment (top photo). Gen. Millard F. Harmon made a radio talk for WLW, Cincinnati, with James Cassidy of WLW at his side.

Sigma Delta Chi Asks Nominations for Awards

SIGMA DELTA CHI, professional journalistic fraternity, is inviting nominations for its 1941 Awards in Journalism. Prizes will be given for general reporting, editorial writing, editorial cartooning, radio newswriting, Washington correspondence, foreign correspondence, research in journalism, courage in journalism (to a newspaper).

The awards will be made on the basis of work done by Americans and published or broadcast in the United States during the period of Jan. 1, 1940 to June 30, 1941. The deadline for nominations is Oct. 18, 1941. Clippings or manuscripts should be sent to Professional Awards Committee, Sigma Delta Chi, Suite 1178, 35 East Wacker Drive, Chicago. Albert L. Warner, CBS Washington correspondent, won the 1940 newswriting award.

Buys Rights to Reds

EXCLUSIVE broadcasting rights to the 1942 baseball games of the Cincinnati Reds have been obtained by WKRC, Cincinnati, according to an announcement last Thursday by Hulbert Taft Jr., general manager of the station. Negotiations were completed at that time with Warren C. Giles, general manager of the Cincinnati baseball club. Announcer to handle the play-by-play has not been named yet. WKRC, through MBS, is carrying exclusive broadcasts of the World Series in Cincinnati.

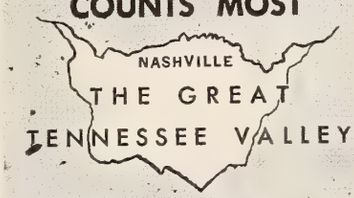
BECAUSE it is now devoting its entire resources to the production of transmitter tubes for national defense orders, Heintz & Kaufman Ltd., San Francisco, reports the sale of its compressed gas condenser business to Lapp Insulator Co., New York [BROADCASTING Sept. 29] involves transfer of all tool dies, patterns, designs and stock of parts.

SMITH TROUBLES
WGRC Has Too Many of Them
For One Station

WGRC, Louisville, is having its troubles. First, it was musicians, now its the "Smiths". There's T. Parker Smith, he's news editor. Then there's H. Parker Smith, salesman, and finally there's J. Porter Smith, assistant manager.

In Louisville Porter sounds like Parker over the phone and Parker sounds like Porter. Thus Porter gets the calls for both Parkers and the Parkers spend half their time taking sales calls when its news they want. Manager S. A. Cisler is not hiring any more Smiths.

POWER!
—WHERE POWER COUNTS MOST



WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

New Local in Pasadena Would Shift to 830 kc.

AUTHORIZED last Aug. 22 to construct a new 1,000-watt daytime station in Pasadena on 1430 kc., Southern California Broadcasting Co., headed by Marshal S. Neal, Pasadena merchant, last week applied to the FCC for a modification of construction permit, asking for the same power on 830 kc. Limited time is sought, 830 kc. being the clear channel of WCCO, Minneapolis. Already operating limited time on the same channel is WNYC, New York City municipal station.

The projected new station, to be known as KWKW, was the second within a space of a few weeks granted in Pasadena. The other grant, 10,000 watts full time on 1110 kc. for KPAS, was made Sept. 9 to Pacific Coast Broadcasting Co., headed by J. Frank Burke, chief owner of KFVD, Los Angeles [BROADCASTING, Sept. 15].

Lang Protests to Legion

JOSEPH LANG, general manager of WHOM, Jersey City and chairman of the Foreign Language Committee of the NAB has sent to the American Legion a strongly worded protest on the resolution condemning foreign language broadcasts adopted at the Legion's recent Milwaukee convention. Citing FCC Chairman James L. Fly and other Government officials on the value of these broadcasts in Americanizing our large population of foreign-speaking peoples, Mr. Lang denounced the Legion action as "Un-American" and "Detrimental to the cause of national unity".

THE HEART OF WLAW 5000 WATTS NEW ENGLAND

They Put It At 680.....and They Stay PUT!

This is not just an idle claim, but a fact based on an exhaustive study of radio listening habits in the Merrimack Valley area. Write for complete information and learn why so many advertisers are making WLAW a "MUST" in New England.

WLAW
LAWRENCE, MASS.
5000 WATTS • 680 KC.
CBS COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

The

RADIO EXECUTIVES CLUB

of NEW YORK

Cordially Invites

ALL MEMBERS OF THE RADIO INDUSTRY TO ITS OPENING LUNCHEON MEETING, Oct. 8, 1941, HELD AT STOUFFERS RESTAURANT, 45th & Fifth Avenue, 4th floor, New York City.

Weekly luncheons, featuring outstanding guest speakers, will be held every Wednesday from October 8, 1941 to June, 1942.

The past season, 1940-41, over 40 speakers entertained REC luncheoneers. Some were: Col. Theodore Roosevelt, Jr., Sir Hubert Wilkins, Neville Miller, Milton Berle, Jane Pickens, John Paine, Sydney Kaye, C. E. Hooper, Ted Husing, Red Barber, Bill Stern, Dr. O. H. Caldwell, Alan Dinehart, Irving Kaufman.

John Hymes, *President*
Lord & Thomas, N. Y. C.

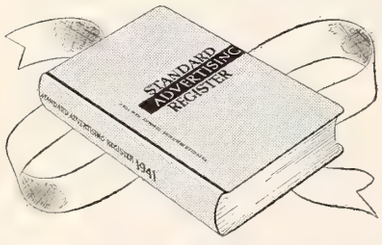
ACA Signs Contracts With WNEW and WBNY

RENEWAL contracts were signed last week by WNEW, New York, and WBNY, Buffalo, with broadcast Local No. 1 of the American Communications Assn. (CIO), covering station technicians. The WNEW pact calls for a 15% salary increase during the coming year with an immediate 7½% increase for engineers and supervisors. At WBNY, wages are increased up to $10 per week with an extra day's pay for technicians unable to take off time for lunch.

Negotiations are still in progress between ACA and WOL, Washington, WBAL, Baltmiore, and in New York with WHOM, WHN and WBNX. In the case of WNYC, New York's municipal station, ACA is awaiting a ruling by the courts as to whether or not unions may represent city employes before continuing with negotiations. NLRB hearings on ACA charges that the management of WOV, New York, failed to negotiate in good faith with Local No. 1 of the ACA, will continue this week. ACA members employed by RCA communications are taking a strike vote following a deadlock in negotiations.

SPONSORSHIP of Drew Pearson and Robert Allen, authors of the *Washington Merry-Go-Round* column, by the Serutan Co. on NBC-Blue 6:30-6:45 p.m. (EST) with repeat for Pacific Coast 6:30 p.m. (PCT) was started Oct. 5 through Raymond Spector Co., New York agency, which announces it has signed the Washington newspapermen to a five-year contract for Serutan.

The Advertising Who's Who



ADVERTISERS who use Radio

as well as those who do not

are all listed in the Standard Advertising Register. That is why so many radio stations prefer and use this valuable service.

It lists over 12,000 national and sectional advertisers, giving the executive personnel of each advertiser; including the advertising manager, sales manager, divisional managers, etc. It shows the agency or agencies placing the account, in most instances with the agency account executive.

In fact, it gives you all necessary information to effectively solicit the advertiser or agency either in person or by mail. Get more information about this valuable service

write our nearest office.

NATIONAL REGISTER PUBLISHING CO., Inc.
330 W. 42nd St. New York
333 N. Michigan Ave. Chicago

54.1% Heard Fight

THE Louis-Nova championship fight broadcast on MBS last Monday evening was heard by 54.1% of the country's radio families, the Cooperative Analysis of Broadcasting reports. The bout ranked third from the standpoint of radio audience, according to CAB figures. First was the Louis-Schmeling match of June 22, 1938, broadcast on a combined NBC Red and Blue network, which achieved the top prize-fight rating of 63.6. The Louis-Conn fight on MBS June 18, 1941 ranks second with a CAB rating of 58.2, last week's bout is third, and the Louis-Pastor fight on Sept. 20, 1939, fourth with 47.6.

Bathasweet Places

BATHASWEET Corp., New York (soap), on Sept. 30 began a quarter-hour participation on *Early Bird*, Tuesday and Thursday, 7:30-7:45 a.m. on WFAA, Dallas. On Oct. 5 the company renews its Sunday news period 11:30-11:45 p.m. on WEAF, New York. Bathasweet also sponsors *Bob Garred Reporting* on 7 CBS-Pacific stations. Agency is H. M. Kieswetter Adv. Agency, New York.

Gen. Foods Plans

GENERAL FOODS Corp., New York (Grape-Nuts Wheat Meal), is planning to use one-minute announcements on an unnamed number of stations in 29 markets in addition to the announcements made on the *Kate Smith Variety Hour* on 87 CBS stations [BROADCASTING, Sept. 22). Young & Rubicam, New York, handles the account.

Heileman in Midwest

HEILEMAN BREWING Co., LaCrosse, Wis. (lager beer), on Sept. 18 started a quarter-hour transcribed program, *Korn Kobblers*, one to three time weekly for 26 weeks on 12 midwestern stations, as follows: WCCO KFYR KABR KMA WHBF KGIR KRBM KPFA WTAQ KOIL KWNO WKBH. Agency is L. W. Ramsey Co., Chicago.

Florida Fruit Spots

FLORIDA CITRUS COMMISSION, Lakeland, Fla., is planning its first advertising compaign through its new agency, Blackett-Sample-Hummert, New York [BROADCASTING, July 14], to get under way in a few weeks. Radio will be one of several media used with spot announcements to be placed on an undisclosed number of stations.

Football on WOR's FM

THE football broadcasts of four Princeton U games sponsored by Atlantic Refining Co., Philadelphia, on WOR, New York, also will be heard on W71NY, WOR's FM station, which will carry the entire schedule of Princeton games as well for the benefit of New York alumni and as special promotion for FM.



ON THE LINE for sponsorship of Wisconsin U football broadcasts, eight games to be heard on the nine-station Wisconsin Network between Oct. 4 and Nov. 22, goes the signature of E. G. Six, president of Plankinton Packing Co., Milwaukee. Fred Hessler, of WIBU, Poynette, will announce the games. Witnessing the contract are (l to r) R. L. Ward, Plankinton advertising manager; Charles A. Lamphier, manager, WEMP, Milwaukee; William F. Huffman, owner, WFHR, Wisconsin Rapids, and president of Wisconsin Network; Holland Engle, radio director of Cramer-Krasselt Co., Milwaukee, the agency handling the account.

May Name Durr

(*Continued from page 7*)

of Milwaukee, for a year-and-a-half, and with the Birmingham firm of Martin, Thompson, Turner & McWhorter from 1925 until 1933. He has been with the RFC continuously since 1933.

Political Backing

Regarded as one of the ace attorneys in the Government, Mr. Durr was a member of the advisory committee of lawyers which studied and made recommendations for civil service employment of attorneys in the Government organization. He also is a member of the board of legal examiners created last June by Presidential order to deal with the problems of lawyers in civil service.

Senator Hill, majority whip, had been committed to endorsement of Mr. Thompson for reappointment. Senator Bankhead, on the other hand, had opposed the reappointment of Mr. Thompson, who had been a political adversary in Alabama campaigns. Both Senators Hill and Bankhead, it is understood, desire to see an Alabaman reappointed and both are agreed that, on a merit basis alone, Mr. Durr is highly qualified for the FCC post.

Clifford Judkins Durr was born in Montgomery on March 2, 1899, the son of John Wesley and Lucy Judkins Durr. He married Virginia Heard Foster, of Alabama, in 1926. They have three children, Anne Patterson, age 14; Lucy Judkins, age 5, and Virginia Foster, age 2.

Mr. Durr served in the Fourth Officers' Training Camp at Camp Pike, Ark., from October through December, 1918. He is a member of Phi Beta Kappa and Sigma Alpha Epsilon. He is a Presbyterian and resides on Seminary Hill in Alexandria, Va., Washington suburb.

Book Test

HALDEMAN-JULIUS Co., Girard, Kan. (Little Blue books), is conducting a test campaign of five-minute recorded talks by Sidney Walton, broadcast three to six times weekly on 12 stations throughout the country. If campaign is successful, company expects to expand to 50-100 stations during the winter. Huber Hoge & Sons, New York, handles the account.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K.C.
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

FM
with *Simplified* CIRCUIT DESIGN
GENERAL ELECTRIC
160-17

Income Tax Spots

THE INCOME TAX Division of the Canadian Department of National Revenue used spot announcements on practically all Canadian stations during the last week of September to remind income tax payers that they could start paying income tax on their 1941 incomes before Sept. 30 on a 12-month installment schedule. This adds another Canadian government department to the growing number which in the last year have used paid advertising on the air. The income tax campaign was handled by Russell T. Kelley Ltd., Hamilton, Ont.

RCA Repair Ads

RCA MFG. Co. is placing a series of full pages every month in *Colliers*, beginning Oct. 11 featuring "what every man, and woman, too, should know about radio service during the national emergencies". In two colors, the full page initial ad pictures a typical man and wife looking somewhat mystified, into the back of a console receiver while a radio service man points to a worn out tube. Text points out desirability of keeping old radios operating efficiently, in view of the present limitations on the production of new receivers caused by shortages in essential materials.

WANTED IMMEDIATELY

Experienced Announcer

Answer by letter only, stating qualifications and salary expected.

WHAI

Greenfield, Massachusetts

CRYSTALS by HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS**, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted—Smart, creative writer preferably situated New York area to collaborate on comedy script. Write immediately. Box 992, BROADCASTING.

Licensed Operator—Voice adaptable announcing. Experience unnecessary. Prefer young married man draft exempt. State qualifications, salary, picture. Rocky Mountain West. Box 984, BROADCASTING.

Wanted—Two technicians, if possible with some announcing experience, but not essential; steady, and congenial working conditions; unusually low living costs; $140 per month. Airmail application, with picture; also recording of voice, if possible. KICA, Clovis, New Mexico.

Situations Wanted

Operator—Experienced, transmitter, control room, remotes. Want pemanent connection. Box 998, BROADCASTING.

Sports Announcer—Now employed 50KW wishes connection to build real sports department. Box 993, BROADCASTING.

Ace Newscaster-Special Events—Nine years' regional experience—ad lib emcee—draft deferred—now employed. Box 983, BROADCASTING.

Announcer—Three years' experience. Married. Draft exempt. Desires position in New England territory. Living wage. Can produce. Box 988, BROADCASTING.

Operator—Some transmitter and announcing experience, wants position. Married, age 45, 7 years a ham. Radio-telephone first. Box 991, BROADCASTING.

Salesman—Exp. Independent station operation. Desires connection with affiliated station. Excellent record and references. Single, 28, draft exempt. Box 995, BROADCASTING.

Chief Technician—10 years kilowatt network station, age 32, draft III A, work suitable hours to complete degree in college town. Box 990, BROADCASTING.

Operator—First class radio telephone license. One year at 5 KW transmitter. BS degree radio communications. Draft deferred, will go anywhere. State salary. Box 982, BROADCASTNG.

You Can Develop Me—Into a first rate radio man. 8 years' experience as copy writer, announcer, program director. 24, college graduate, married, deferred. References. Box 989, BROADCASTING.

Announcer-Newscaster—Three years special student in business radio. Experience in directing drama, informal shows, announcing, news, remote dance orchestra. Draft exempt, age 25. Preferably West or Southwest station. Box 985, BROADCASTING.

Situations Wanted (Continued)

Station And Commercial Manager—Thirteen years' experience; 7 years manager of 5,000 watt Columbia, 6 years including commercial programming and managing 1,000 watt outlet. Age, 38. Reliable. Box 999, BROADCASTING.

Announcer—Has tested and commercially successful morning ad lib show. Thoroughly experienced in all fields. College education, married, 31 years old. Wishes position with network affiliate. Now employed. Address Box 986, BROADCASTING.

Radio Director—For advertising agency. Excellent past performance record on large national accounts. Producer, writer, talent and time buyer. Knows how to build shows that will get rating. Presently employed. Desires change. Single. Box 997, BROADCASTING.

Salesman—5 years' experience with shows that click, program production, all-sports announcer, ad lib, promotion ideas, copywriter, 30 yrs. old. Now employed, best references and proof of many successful promotions and programs. Go anywhere. Box 987, BROADCASTING.

Executive—13 years' experience as European representative leading Hollywood motion picture studio. Board member same company for various European divisions. Experience included complete authority covering sales, administration, etc., in many countries of Europe and the Near East. Age 35. Speaks 10 languages. Graduate commercial engineer. Will gladly furnish complete details and excellent references. Box 996, BROADCASTING.

Wanted To Buy

Complete—Used equipment for local station. Write Box 976, BROADCASTING.

Wanted—Late model RCA, Western Electric, Gates or Collins 250 watt transmitter. Radio KICA, Clovis, New Mexico.

Wanted To Buy—Four used Lapp double cone compression base insulators No. 9862 with sectionalized castings. Box 981, BROADCASTING.

Wanted—1-5 KW transmitter. Must be first-class condition. Give full information covering length of service, make, price, et cetera, first letter. Box 978, BROADCASTING.

For Sale

Truscon Tower—264 feet with three Lapp insulators, two years old, Station KFJZ, Ft. Worth, Texas.

$5,000 Stock In W. Va.—250 W station. Only experienced men with capital and managerial experience considered. Box 994, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AFCCE
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!



Here's what you buy when you say "yes" to advertising space in BROADCASTING. ¶ *You buy the all-radio medium* . . . because BROADCASTING is 100% radio, nothing but radio. ¶ *You buy prestige* . . . because you're using a prestige medium. ¶ *You buy tested advertising power* . . . because 85% of BROADCASTING's clients renew. ¶ *You buy blanket coverage of clients and prospects* . . . because BROADCASTING completely blankets national radio advertisers and their advertising agencies. ¶ *You buy economical advertising* . . . because BROADCASTING's circulation has increased 400% in 10 years, but its advertising rates only 20%. ¶ *You buy the No. 1 Advertising Choice* . . . because BROADCASTING is first in the trade paper reading preferences of advertising agency executives and national radio advertisers. ¶ Isn't that 50,000 watts of advertising space for your money?

Buy
BROADCASTING
Today!

* WRITE FOR 5 SURVEYS OF ADVERTISING AGENCY AND NATIONAL RADIO ADVERTISER TRADE PAPER PREFERENCES.

ASCAP Approval Asked

(*Continued from page 8*)

Miller entered into a detailed summary of the proposals. In a comparison of the costs, he said that the figures indicated that the cost if music to the average station will be decreased by at least 40%, depending upon its classification and the kind of license taken, while the cost to the networks will be increased approximately 60%. He pointed out that in 1940 the industry paid to ASCAP about $5,100,000 and that the estimated 1941 costs, based on the contracts which were rejected, would have amounted to $8,700,000. He compared this to total ASCAP revenue under the proposed new contracts of $3,139,065.

Breaking down the cost to stations, Mr. Miller said that under the former contract a station paid ASCAP an arbitrary sustaining fee plus 5% of its gross, or a total of between 6 and 7% of gross. Under the new ASCAP proposals and with BMI music available, he said that the total cost would amount to less than 3%, or a savings of over 50% as compared to ASCAP music costs alone under the old contracts. His analysis of costs to stations and networks follows:

COST TO STATIONS: Under the former contracts, a station paid ASCAP an arbitrary sustaining fee plus 5% of its gross, or a total of between 6% and 7% of its gross.

Under the new ASCAP proposals and with BMI available, with clearance at the source on commercial transcriptions and on network programs, a station has a variety of choices and can largely regulate its music costs, depending upon what it thinks it needs. For example, a small independent non-affiliated station taking only a BMI blanket license would pay 1% of its gross, or with a BMI blanket and an ASCAP per program could still keep its cost down to the minimum. Or if it took a BMI license (1%) and an ASCAP blanket both commercial (2¼% — really 1.91%) and sustaining ($12), the total would be under 3% as compared with 6% or 7% before—a saving of over 50%.

As for network affiliates, they are asked to reimburse the network in the amount of 2¾% on network business. Formerly, they paid 5% on network business. They too have an opportunity to control their costs on local business due to clearance at the source of commercial transcriptions and the per program local ASCAP license.

If they desire to have available both BMI and ASCAP music on a blanket basis, they may do so by taking a BMI blanket license (at cost of 1% to 1.66%), and an ASCAP blanket sustaining license (at cost of $12, or ¼ or ½ hour card rate monthly depending upon gross business), and an ASCAP blanket commercial license (at cost of 2¼%, really 1.91%). The total of the above costs, plus reimbursement to the networks of 2¾% on network business, would in the case of an average station, amount to approximately 4% (slightly more in the case of the larger stations), as compared to between 6% and 7% formerly—a saving of approximately 30%.

COST TO NETWORKS: Previously no payment was made to ASCAP by the networks on network revenue as such, but the networks paid a much higher than average sustaining fee on key stations and paid the usual fees for M&O stations.

In 1940, NBC paid ASCAP $410,000. Applying the new proposals to 1940 business the net payment by NBC for both M&O stations and network business after reimbursement by affiliates would be approximately $500,000. Add to this sum, NBC's payment to BMI of $160,000, and it brings NBC's total cost of music to $660,000 or $250,000 more than formerly—an increase of over 60%.

In 1940, CBS paid ASCAP approximately $384,000. Applying the new proposals to 1940 business the net payment by CBS for both M&O stations and network business after reimbursement by affiliates would be approximately $454,000. CBS paid BMI approximately $167,000 making a total cost of music to CBS about $621,000 or an increase of approximately $237,000 more than formerly—an increase of over 60%.

Can Be Cancelled

Mr. Miller explained that the contracts run from date of signing until Dec. 31, 1949, with provisions for extension. Moreover, he pointed out the agreement can be cancelled or the fee reduced by arbitration in event of substantial diminution of ASCAP's catalog or impairment of its usefulness.

Special paragraphs were devoted to the reduction of ASCAP's right to restrict numbers, the rights given to stations to switch over from one form of contract to another, the waiver to the networks on state statutes, which make operation of ASCAP illegal or otherwise restrict ASCAP's operations, and the release given by ASCAP with respect to alleged infringements occurring subsequent to Jan. 1, 1941.

Mr. Miller brought out that stations are not required to pay on revenue from political broadcasts, but the amount received must be included in total receipts for the purpose of determining station classifications for sustaining blanket license fee.

Discussing the logging requirements of the ASCAP contracts, Mr. Miller said it was obvious that some of these are not necessary to ASCAP's operations and that he had discussed the subject at length with ASCAP and hoped to work out a "letter of modification which will clarify the logging requirements."

Regarding clearance of transcriptions, Mr. Miller pointed out the per-program forms exempt the station from copyright fees where transcriptions have been cleared at the course. NAB, he said, has secured from ASCAP written assurance that the clearance at the source fee will be no greater than the fees mentioned in the commercial per-program license fee, or 8% and 2%, depending on extent of use. The consent decree, he said, does not require clearance at the source of libraries.

"No form of agreement has been drafted or negotiated for the joint signature of ASCAP and the transcription companies as yet, although we understand that transcription companies are to work out the form of license in the near future. Stations that desire their transcriptions to be cleared at the source might so advise the transcription companies at once."

Objections Cited

Taking up objections which have been made to the current proposals, as well as to "any proposals," Mr. Miller essayed to summarize them and provide the explanations. These he covered as follows:

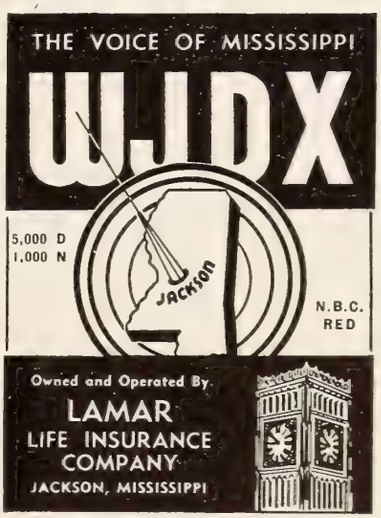
WHY MAKE ANY ASCAP CONTRACT NOW: Many broadcasters state that the public and the advertisers are satisfied, that business has increased since January 1, that BMI is furnishing an adequate supply of music, so why incur any additional expense for ASCAP music. On the other hand it is well to remember that broadcasters' primary business is radio, that they need music and were forced into the music business because ASCAP had a monopoly and would not negotiate. For these reasons it became necessary for broadcasters to create a supply of music through BMI. At that time the public, the advertisers and agencies were sympathetic because of the unreasonable terms demanded by ASCAP. However, today ASCAP is offering reasonable terms to those desiring ASCAP music and some of the large national advertisers are becoming restless and are insisting on having ASCAP music since it can be had on reasonable terms. Also recently the industry has been faced with new and more threatening problems in the nature of taxes, Government regulations and Congressional action and it is believed that any arbitrary or unreasonable action by

Saving Avery

WOR, New York, thought it would be a novel idea to air a broadcast of the rider's sensations as he rode a bucking broncho. Only it needed the man to do it. A call went out and Ira Avery, WOR production man and a former riding instructor answered it. Julius F. Seebach, stations vice-president, called Avery into the office for a few preliminary questions. "This is OK with me," he said, "but isn't there a chance you might fall?" "Of course I'll fall," Avery came back. "When you get on top of a bucking broncho, you expect to fall. Besides it will make the broadcast better." That scuttled the idea for Mr. Seebach and WOR.



Youngstown
America's *35th Market
WFMJ
Youngstown's Favorite Station
NBC AFFILIATE
*U. S. Census Bureau





TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

broadcasters at this time would have serious repercussions in other quarters. Therefore, the majority of the NAB Executive Committee believes it would be extremely wise to settle the music problem now on the terms offered which they think reasonable for those desiring ASCAP music so as to eliminate the problem, protect our public and governmental relations, and devote our time and energy to our other problems.

CLAIM THAT DEAL PERPETUATES OLD OBJECTIONABLE PRACTICES: The industry has gone on record a number of times in favor of payment on basis of use of music. Therefore some broadcasters are of the opinion that the proposals should not contain any blanket license provisions and that there should be offered in addition to per program licenses per piece licenses so they could pay a flat fee for any song they desire played.

No per piece license is offered because it is believed that the cost of keeping records would be prohibitive. It is even thought by many that the logging required under a per program license is extremely onerous. However, so that those who desire to pay on the basis of use might do so, ASCAP not only offers a per program form of contract, but also gives a choice so that a per program license can be taken for all business or only for sustaining, or only for commercial business.

Further, the stations have a right to a second guess as they may revise their choice of licenses each year. It is believed that this flexibility should give the broadcaster the type of contract he desires.

Complaint is also made of the fact that the networks are taking blanket licenses not only for network operations, but also for their M&O stations, and are thereby setting a pattern for the industry. In their respective letters, the networks set out in detail the reasons why each prefers a blanket license. However, no broadcaster need follow this pattern unless he believes a blanket license is more suitable for his operations than a per program license. Again, it should be pointed out that his choice is not final, but he may switch to any combination which experience indicates advantageous.

PAYMENT ON NETWORK PROGRAMS HIGHER THAN LOCAL PROGRAMS: Some complaints have been made that the payment on network business is on a basis of 2¾% which is ½% higher than payment on local business. These percentages were part of the deal and the networks agreed to a higher percentage so as to give the stations a more favorable deal on local business.

EFFECT ON BMI: Many broadcasters believe that acceptance of these proposals will be disastrous to BMI. Pledges of continued support of BMI have been received from NBC and CBS and the future of BMI is covered later in this analysis.

LOGGING PROVISIONS: The logging provisions are onerous. These provisions were discussed at length with ASCAP and ASCAP claims that it is expensive to audit per program contracts, that it is necessary to have complete information both for auditing purposes and for distribution purposes and that no request for logging will be made except such as is necessary for the operation of ASCAP. It is hoped that after ASCAP has had some experience with the present contracts, it will be possible to review these provisions and eliminate any unnecessary features.



HONORING the representative of a good advertiser, Kansas City, radio and newspaper representatives recently gathered for a special dinner to observe the 30 years' service of Mrs. Mary Jones as office manager of the local division office of Studebaker Sales Corp. Mrs. Jones, long a favorite with the Kansas City advertising fraternity, was presented a commemorative plaque and lots of flowers. In their places around the festive board are (l to r) Art Penticuff, *Kansas City Journal;* Ken Morris, *Kansas City Kansan;* A. E Beck, *St. Joseph News-Press* and KFEQ; Frank Padock, *Kansas City Star* and WDAF; R. E. Donovan Studebaker Sales Corp.; Herman Petrus, Lorenzer & Thompson; Mrs. Jones; J. H. Story Jr., WIBW Topeka; Ellis Atterbury, KCKN, Kansas City, Kan.; Gordon Gray, The Katz Agency Inc.; George Dillon Dillon & Kirk; Charles Clark, Capper Publications; T. J. Flanagan Jr., The Katz Agency Inc.; Mr. Jones

Future of BMI

Because of the questions raised about the future of BMI, Mr. Miller devoted a section of his letter to that organization. He said:

It goes without saying that everything that broadcasters have succeeded in doing has been due to your foresight in organizing and supporting BMI until it has become the largest and most successful publishing house in the world. What is of vital importance to broadcasters at the present time is that BMI should be continued and perpetuated in order to insure the continuance of our power to deal on an equal basis with ASCAP for all time. We know that stations are loyal to BMI and that they will support it unhesitatingly. We already have the pledges of NBC and CBS, given at NAB Board and Executive Committee meetings, that they will continue their support of BMI for the entire nine year period of the ASCAP contract and more, provided that the stations will also continue their support to it.

BMI is needed not only by the broadcasting stations and other users of music but by the listening public as well. To the broadcasters and other users of music BMI means a guaranteed free and competitive market. It also means that ASCAP or any other performing rights society which now exists or which may hereafter come into existence, will be subject to the normal operation of the law of free competition.

To the listening public and to composers, both old and new, it means an open door to opportunity and thus will stimulate creative effort in this country. We can never close the open door which we have created for American composers and lyricists and for the numerous excellent publishing firms which have come into being as a result of BMI and whose continued competition is essential to the well being of everybody.

Moreover BMI must continue its full service for those stations who do not feel that they need ASCAP music at all, and for those stations which use ASCAP per program licenses and, therefore, need BMI as a backlog. Furthermore, there are numerous questions in the future which cannot be settled here. ASCAP itself says that it does not have television rights. Some day BMI will be of vital importance in this respect.

Moreover, any long term contract depends upon the cooperation between the parties. Such cooperation exists to a far better extent where there is healthy and honest competition within the field. We will then have more than one supplier of music. That is the situation which exists now and which has been so much to our advantage, and is the situation which must continue throughout all times in the future.

The BMI operating executives point out that since BMI was organized to create competition it must be prepared to face competition and that it expects to serve the industry regardless of who signs or does not sign with ASCAP provided only that the industry as a whole gives BMI its continued support.

It is undoubtedly the desire of all broadcasters to achieve a stable and

THE NEW DAY HAS DAWNED

WFBR

A BALTIMORE INSTITUTION IS NOW ONE OF THE KEY STATIONS OF THE MUTUAL NETWORK

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.

On the Dials of the El Paso Southwest

You'll find the pointers set at 600 — El Paso's Columbia Station, KROD. It's easy to get your story across in Southern New Mexico, Southeastern Arizona and West Texas when you use KROD.

KROD

1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
Howard H. Wilson Co., *Natl. Reps.*

satisfactory relationship with the creators and publishers of music. It would, however, be extremely dangerous for any broadcaster to believe that the millennium has at last been achieved.

There are many problems still remaining. There are undoubtedly many reforms which can and will be achieved in the future. The present agreements with ASCAP represent a step forward. The spirit of cooperation and understanding manifested by this industry during the past few years with respect to musical copyright problems will undoubtedly carry it forward in the years to come and thus bring everybody closer to a final solution.

Refusal to Negotiate

Concluding, Mr. Miller brought out that ASCAP had started the fight by refusing to negotiate. BMI was organized to create the competition which would place broadcasters in a negotiating position by the elimination of "ASCAP's monopoly and the creation of a fair and open competitive market for music," he said.

While BMI has accomplished much in a short time, Mr. Miller said the problem has not been completely solved and that it was evident that broadcasters "are determined to continue BMI so as to complete the job." Continuance of BMI, he said, "will guarantee the perpetuation of a free and unrestrained market and will assure broadcasters permanent freedom from monopolistic and objectionable practices by any performing rights society.

"It was never the objective of broadcasters to get along without any music that they could obtain on reasonable terms. Obviously the objective of the broadcasting industry was to make it possible for stations to give their listeners all the music at reasonable terms. We feel that BMI has accomplished this objective, and that with BMI as permanent competition for ASCAP, it would be wise now, for such stations as desire ASCAP music, to accept a reasonable contract which would result in fair compensation for authors. Whether an individual station desires to accept these terms at the present time is, of course, up to the station, and the station will determine this according to its individual case and to the demand from its audience. That choice can be made at any time during the initial term of the contract.

"The NAB has no authority to act for you or to commit you to these proposals and no commitment has been made.

"For years the music copyright problem has not only been one of the most troublesome problems facing the industry, but also has been the cause of much dissension which has added to the industry's other troubles. We have at last established competition in the music field, and because of that fact the contracts now offered are better than we anticipated we could secure when we started out three years ago. Now is the time for all broadcasters to read the contracts, analyze them, study them, and express their views."

Trammell and Klauber Letters Seek Quick Action on ASCAP

Affiliates Urged to Sanction Blanket Contract As Fair Basis for Purchase of Music Rights

AFFILIATES of NBC and CBS were implored by Niles Trammell, president of NBC and Edward Klauber, CBS executive vice-president, to sanction the blanket form of contract for network use of ASCAP music in letters received early last week. CBS hopes to have the music back on the air by Oct. 15, but NBC mentioned no starting date, but asked for "earliest possible" action.

NBC's Position

In his letter sent to all NBC affiliates along with copies of the proposed contracts, Mr. Trammell, NBC president, explains NBC's wish to make a deal with ASCAP as follows:

"It has always been the belief of NBC, and I believe of the majority of radio stations affiliated with it, that it was desirable to have a full and complete catalog of all available music, in order to be in a position to render a complete service to the public and our advertisers.

"The only qualification to this statement has been that it was necessary that we be in a position to obtain such catalogs at a reasonable fee, and that music should be an open and competitive commodity. It is our feeling that this has been accomplished in the proposed agreement with ASCAP, and the new arrangement with BMI."

NBC desires to complete the arrangement with ASCAP, the letter continues, because: "ASCAP has offered us reasonable terms for the use of its music;" the anxiety of "a considerable number of our larger advertisers . . . to restore ASCAP music to their programs;" the government contest decree, "effected in order that broadcasters might have an opportunity to deal with ASCAP on a fair and economical basis," and the fact that "one of our competitive networks now has the use of the ASCAP catalog and many of its stations have also entered into local agreements with ASCAP."

After a detailed comparison between the new and old ASCAP contracts, Mr. Trammell declares: "ASCAP, in our opinion, has realized to the fullest extent the mistakes made in the past. It has executed a consent decree with the Government, and experience during the past nine months has demonstrated that its music is not indispensable. I believe for any broadcaster to take an arbitrary position against the use of ASCAP music at this time, in the face of the fair and reasonable offer that has been made by ASCAP, would cause advertisers and others to direct at the broadcasters the same criticism that had previously been directed at ASCAP.

"Furthermore, I am of the opinion that there is a possibility that unless an arrangement is made with ASCAP, that the Society may disintegrate and that broadcasters will then be in a position of having to deal individually with publishers and composers. This would be an untenable position, not only from an economic standpoint, but would result in innumerable lawsuits on infringement."

The CBS Attitude

The CBS conclusions, as outlined in the letter to its affiliates, written by Mr. Klauber, are:

"ASCAP music should be restored to the network, and to those stations that want it as we do for our owned and operated stations.

"Broadcast Music Inc. should be strongly and adequately supported by the entire industry in order that we may never again find ourselves without an alternate competitive source of music."

CBS, he adds, "is willing to bind itself to giving such substantial support so long as the stations are willing to maintain BMI." The broad basic principles of the music situation he describes as follows:

"Broadcasting should have available to it the fullest and richest supplies of good music of all kinds so that musical programs may offer to the listening audience the best that there is.

"Broadcasters should always be willing to pay enough for such music so that there may be a substantial inducement to a large number of persons and organizations to produce it for our use and so that the source of one of the most important elements in our program building shall not dry up.

"Broadcasters should never be in the helpless position which confronted them for many years, of having to buy their music very largely from one source and thus of being robbed of any substantial bargaining or negotiating power.

Live and Let Live

"Once being in a negotiating position, broadcasters should never seek the economic destruction of any organization offering to sell its music under fair terms and condition, but should be willing to deal on a live-and-let-live basis.

"Above all, broadcasters must never boycott anybody's music, and must never use their own organization, BMI, as an instrument of boycott."

Reviewing the situation between ASCAP and the broadcasting industry over the past several years: The failure to negotiate a satisfactory contract, the formation of BMI, the break Jan. 1 and the re-

WDRC
CONNECTICUT'S PIONEER BROADCASTER
First in E.B.I.
WDRC's Primary Market is Connecticut's Major Market—and Connecticut still leads the country in Effective Buying Income. You can't afford to miss your sales opportunity in this market—and on this station.
Basic CBS for Connecticut

Now You Tell One!
Advertisers by the score are telling their story over WAIR. NOW YOU TELL ONE. When you check results, you're mighty likely to say "It ain't so!"
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

INS
"FLASH and EXCLUSIVE are words potent on any newscast. INS affords their use often." Henry Orbach, KARK, Little Rock.
INTERNATIONAL NEWS SERVICE

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

cent renewal of negotiations, Mr. Klauber continues:

"It became evident that, although we could and did maintain and increase our business without ASCAP music, since ASCAP controlled the rights over very substantial and important parts of the good popular music of the past 56 years, our programs could never reach their utmost in quality and variety without the ASCAP catalogs. It was, therefore, desirable to get this music back on the air as soon as a fair deal could possibly be negotiated.

"We can say to you that in our judgment the contract into which we now propose to enter with the society is the first fair and equitable one we have ever been able to negotiate with it.

"The fact that some very great advances have been made in this respect is, we hope and believe, testimony that we are dealing with an ASCAP which is manifesting a new spirit and which is now willing and eager to meet the broadcasters on the ground of fair business dealing in the hope of re-establishing with all of us sound, harmonious and profitable relationships, over a long period of years."

Analyzing the network contracts, both letters begin by pointing out that stations need not take out local ASCAP licenses in order to carry network programs of ASCAP music, under the clearance-at-the-source provision which also requires ASCAP to indemnify stations against liability for network infringement suits.

Former requirement that stations must have ASCAP contracts to get network service gave ASCAP a strong club to make stations sign up that it no longer has. In place of former five-year contracts, new one runs for more than eight years, with an automatic renewal at the same scale and provision for arbitration or cancellation by the broadcasters if ASCAP requests increases they do not like, the letters state, stressing also the fact that the stations are not asked to pay anything for network sustaining programs and only 2¾% of their income from network commercials, as compared to the 5% formerly paid ASCAP.

Clearance at Source

The CBS letter also mentions the provisions for extension of the clearance-at-the-source principle to transcribed commercial programs as well as network, for indemnifying music in ASCAP's foreign catalogs, and for arbitration or cancellation in case of "substantial diminution in either the use which can be made of ASCAP music or in the present repertory itself" as notable improvements over previous ASCAP contracts.

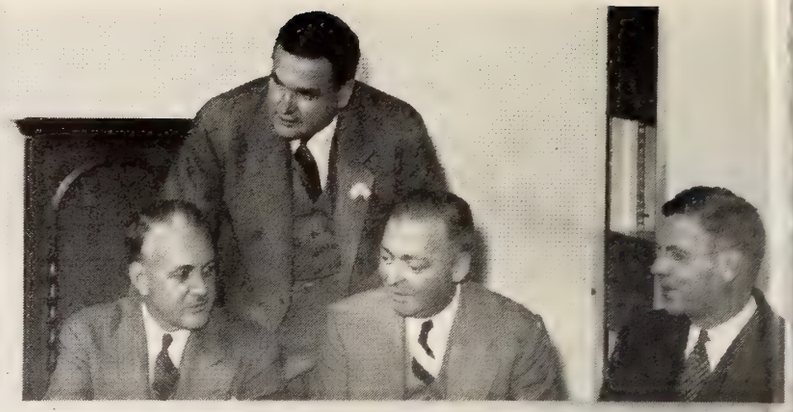
Both network letters illustrate the lowered music costs to stations for both local and network commercial programs under blanket license. For local commercials, they state, the station pays to BMI a maximum of 1.66% of time sales, and is asked to pay ASCAP 2.25% of 85% (15% is allowed for sales costs), or 1.9% of full local sales. The total is slightly under 3.6% for both BMI and ASCAP music, "a reduction of more than 28% from the flat 5% which you paid for ASCAP music alone in 1940," as CBS explains.

Calculating the Rates

For network programs, the station would pay the 1.66% to BMI plus 2.75% to ASCAP, or 4.41% of its income on such programs for all music in both repertories, compared to 5% for ASCAP alone last year. NBC also describes the per program licenses, pointing out that the 8% fees for commercial programs using ASCAP music and the 2% fees for those using ASCAP music incidentally apply after deduction of discounts and commissions, bringing them down to 6.8% and 1.7%, respectively. On the per program sustaining license of 1% of highest card rate of time used, NBC emphasizes that "in no event shall the total fees paid under this form of license exceed that which you have paid under the blanket sustaining license."

Both networks stress the fact that their payments for music under the proposed contracts will increase as those of the stations decrease. CBS says that "our increased cost for BMI and ASCAP music on the basis of our 1940 revenue is $237,000," while NBC estimates its annual increase at more than $250,000. Both leters ask for prompt replies, CBS expressing the hope "to put this music back on the air on Oct. 15" and NBC stating the importance of closing the agreement and advising its clients "so they can start their programming plans at the earliest possible moment."





CONTROL ROOM CONFERENCE with the sponsor and agency represented, preceded the return of *Tom Mix Ralston Straight Shooters* on NBC-Blue Sept. 29. The children's quarter-hour is heard Monday through Friday at 5:45 p.m. Seated (l to r): Charles E. Claggett, radio director of Gardner Adv. Co., St. Louis; Ted MacMurray, NBC producer of the program; C. L. Mesner, NBC national production manager; Elmer G. Marshutz, president of Gardner; Donald Danforth, president of Ralston Purina Co., St. Louis. Standing: M. R. Schoenfeld, NBC salesman. The program has a wide adolescent following.

Mennen Gift Spots

MENNEN Co., Newark (shaving materials), during November and December will use a series of one-minute announcements to plug four Christmas gift boxes designed by leading artists at the end of each broadcast of *Captain Flagg & Sergeant Quirt*, Sunday 7:30-8 p.m., on the same 62 NBC-Blue stations. H. M. Kieswetter Adv. Agency, New York, is handling the account, while Russel M. Seeds, that city, handles the net show.

Local FM Drive

LOCAL CAMPAIGN to promote sales of its FM radios is currently under way in Rochester by Stromberg-Carlson Telephone Mfg. Co. dealers, who, in addition to using other media, are sponsoring *Treasury of Music*, halfhour six times weekly program on W51R, Rochester's FM station. Series features high fidelity recordings of classical and semi-classical music with Wednesday nights shows devoted to live talent and FM demonstration records. At the conclusion of the first week of the campaign, to run through December, Stromberg officials indicated the program had produced "more favorable reactions and interest in FM than at any time during the past few years." Agency handling the dealer advertising is McCann-Erickson, New York.

Restaurant Resumes

TO GIVE those unable to attend the World Series a play-by-play summary of each day's game, Howard Johnson's Ice Cream Shops and Restaurants in the Eastern area sponsored last week on WEAF, New York, the period 5:45-6 p.m. with Charles Noble describing the plays of each inning. Agency in charge is M. H. Hackett, New York.

Parker Series on MBS

PARKER PEN Co., Jonesville, Wis., on Oct. 5 started a musical series on MBS using Sunday quarter-hour programs featuring song hits from Walt Disney's movies and titled *Walt Disney's Song Parade*. All tunes broadcast are ASCAP tunes, and the series is heard in the interests of Quink, the company's ink product. Agency is Blackett-Sample-Hummert, Chicago.

WGNY
1000 WATTS
NEWBURGH, N. Y.

SINCE 1933

Eight years of intimate dealing with Hudson valley people and business concerns has earned for WGNY an apprecictive listening audience . . . in an able-to-buy market.

Now, with 1000 watts of power on a clear, regional channel, WGNY is equipped to do a banner job for you and your clients this fall . . . and next year, too.

Don't fail to include WGNY on your list of "must" stations.

BUY WGNY

WGNY
REPRESENTED BY
HEADLEY-REED CO.

5,434 MAIL REQUESTS IN 28 DAYS
(Certified Mail Count Aug. 24 thru Sept. 20)
"The Listening Habit of Central New England"
750 Kc. WHEB 1000 Watts
PORTSMOUTH, N. H.

Sweeney Quits WMCA

RAY SWEENEY, for the last two years director of continuity of WMCA, New York, will resign Oct. 10. He will be succeeded by Irwin Naitove, present assistant director. After a month's rest, Mr. Sweeney will take up new duties, as yet unannounced. He was formerly a writer with Pedlar & Ryan, New York, and afterward with KMOX, St. Louis. Prior to entering radio he was a reporter on the *Kansas City Star*.

Smoker Cigar Spots

WEBSTER-EISENLOHR, New York (Smoker cigars), is planning a campaign of one-minute announcements on an unnamed number of stations to start within the next few weeks. Company is also using spots on 16 stations for Tom Moore cigars, placed through N. W. Ayer & Sons, New York [BROADCASTING, Sept. 15]. Roberts & Reimers, that city, handles Smoker cigar advertising.

Camel Renewal

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on Oct. 16 renewed for 13 weeks sponsorship of *Xavier Cugat and His Music* on WRCA and WNBI, NBC's international stations. Program to Central and South America is a Spanish version with announcements, as prepared by Ken Smith of the international division, of Cugat's regular NBC-Red program on Thursdays. Wm. Esty & Co., New York, is the agency.

Barber Gets Trophy

WALTER L. (Red) BARBER, sports announcer of WOR, New York, has been awarded the *Sporting News* trophy as "best play-by-play baseball announcer". Presentation was made Oct. 2 by J. Taylor Spink, editor of the magazine. It is the second time Barber has won the trophy. Last year Bob Elson, his World Series partner, was winner.

Plans for Lava

PROCTER & GAMBLE Co., Cincinnati (Lava soap), through its new agency, Biow Co., New York, which took over the Lava account effective Sept. 15, is planning a campaign of one-minute transcribed announcements to get under way Oct. 13 or 20 on about 25 stations in as many markets.

Wilbert Series

WILBERTS PRODUCTS Co., New York (No-Rub floor and shoe polish), on Sept. 30 launched a campaign of one-minute transcribed announcements on an undisclosed number of stations. Campaign is to run through November 15. Agency is W. I. Tracy Inc., New York.

Jaeger to Compton

HAROLD JAEGER, formerly an account executive of J. Walter Thompson Co., New York, and Benton & Bowles, New York, has joined Compton Adv., New York, in the same capacity.

Five Cities Named For AFRA's Code

Would Be Added as Points of Network Originations

AMERICAN Federation of Radio Artists is preparing a letter to go to advertising agencies this week announcing the union's intention of adding five cities to the four already covered as network origination points under the provisions of the AFRA network commercial code of fair practice. Code as now drawn covers network programs emanating from New York, Chicago, San Francisco and Hollywood, and if the proposed extension goes into effect Cincinnati, Cleveland, Detroit, St. Louis and Washington will be added.

Code extension would establish for all network programs originating from the five extra cities minimum wages at 20% beneath the minimums set for the major origination points. This 20% differential has already been set up for all stations in those cities with which AFRA has contracts, the union stated, and the proposed extension would make it uniform for all network programs from those cities.

Fee for Cut-Ins

AFRA has also established a $5 minimum fee to be paid announcers for making cut-in announcements on network programs. Rate will apply, AFRA states, at all stations who present AFRA contracts do not call for a higher minimum for such announcements.

Negotiations between AFRA and the managements of KGKO, Fort Worth, and WFAA, Dallas, have reached an impasse and it is probable that Emily Holt, national executive secretary of AFRA, will go to Texas early this week in an effort to effect a settlement. Stations, according to information available in New York last week, have refused to give the union recognition as exclusive bargaining agent for staff artists. WFAA is licensed to A. H. Belo Corp., publisher of *The Dallas News*, which is also half-owner of KGKO, whose remaining stock is held by Amon Carter, publisher of the *Fort Worth Star-Telegram*.

AFRA board last week ratified contracts recently negotiated with WINX, Washington, and WKAT, Miami. Contracts are said to be standard AFRA pacts, calling in each case for wage increases for staff employes.

Reynolds Resumes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert pipe tobacco), on Sept. 30 resumed *Jim Britt's Sports Review* on 18 Yankee Network stations, Tuesdays, Thursdays and Saturdays 6:15-6:30 p.m. Company sponsored the program last year but discontinued it in December. In addition, R. J. Reynolds sponsors *Penthouse Party* and *Xavier Cugat* on NBC and *Blondie* on CBS. William Esty & Co., New York, handles the account.

Nehi Using 325

NEHI Corp., Columbus, Ga., is starting the most extensive radio campaign in the history of the company, using one-minute transcribed jingle announcements and chain breaks three to six times a week on approximately 325 stations—a 300% increase over last year's drive—to advertise Royal Crown Cola. Contracts for 52 weeks were placed through BBDO, New York.

Wilson News

WILSON & Co., Chicago (Ideal dog food), is using a varied schedule of news broadcasts on WSB WMAQ KRLD KTRH KDYL KMOX; participations on WICC WABC WOW KYW KDKA WGY; one-minute announcements on WLW KLZ KSTP WREC WADC, and a 50-word announcement six times daily on WDGY, Minneapolis. U. S. Adv. Corp., Chicago, is agency.

Rockwood Spots

ROCKWOOD & Co., Brooklyn (chocolate bits), is currently launching its fall campaign of participations, 3-6 times weekly, on the following 19 stations: WFBR WLBZ WAAB WBZ-WBZA WLS WGAR KLZ WTIC KHJ KSTP WLLH WOR KDKA WCSH WJAR WSBT WRC WTAG. Campaign is to run through next February. Federal Adv. Agency, New York, handles the account.

General Mills Discs

GENERAL MILLS, Minneapolis (Wheaties), sponsors of *Jack Armstrong*, children's quarter-hour on MBS Monday through Friday at 5:30 p.m., is placing the serial on 25 stations on a spot basis via transcription. Program is recorded off the line by NBC Radio-Recording department, Chicago. Knox Reeves Adv., Minneapolis, is agency.

Dodge Drive

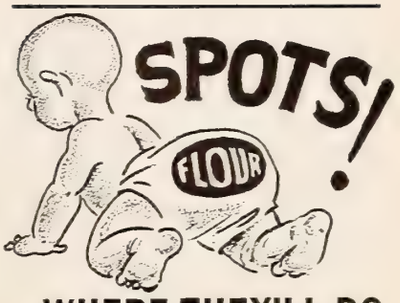
DODGE DIVISION, Chrysler Motor Corp. (Dodge cars), is conducting an intensive two-week campaign of one-minute transcribed announcements ending Oct. 12 for the new Dodge on 89 stations in 74 cities throughout the country. Agency is Ruthrauff & Ryan, New York.

Talent Sale in Court

PROTEST against CBS for the recent sale of its Artist and Concert Bureaus to Music Corp. of America has been filed in New York Supreme Court in a test action brought by Calvin E. Fritts, holder of 50 shares of Class B CBS stock. Plaintiff claims prices of $150,000 and $176,000 obtained by CBS were "inadequate" and is seeking appraisal of his stock and payment from CBS. Justice Peter Schmuck has reserved decision following the network's motion for dismissal of the case, and no further action will be taken until the decision is rendered.

Meet-the-Misses Spots

ELITE SOCIAL Introduction Club, Los Angeles (lonely hearts club), to promote membership, on Oct. 5 launched a four-week test campaign, sponsoring a weekly half-hour program of recorded music on KFVD, that city. Robert Swan is announcer. This is said to be the first time that such an organization has included West Coast radio in its advertising schedule.



WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
560 KC 1000 WATTS NBC BLUE FULL-TIME
KFDM BEAUMONT
ted by HOWARD H. WILSON COMPANY

KINY
"The Friendly Voice of the Capital"
KINY has hundreds of prominent visitors each year. On its guest books are such names as the late Will Rogers, Lew Ayers, Freeman Cosden, Patty, Robert Taylor, Harold Ickes, Jim Farley, and Thomas Beck.
Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.
Juneau-Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Where Sales Multiply


WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO. INC.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 27 TO OCTOBER 3 INCLUSIVE

Decisions . . .

SEPTEMBER 30

WMAL, Washington—Application for voluntary assignment license to M. A. Leese Radio Corp. placed in pending file under Order 79.

OCTOBER 1

KFEQ, St. Joseph, Mo.—Granted CP increase 5 kw, hours to unl., install and move new transmitter, directional D & N.

KDON, Monterey, Cal.—Granted CP increase 250 w unl., install new transmitter.

WMVA, Martinsville, Va.—Granted consent voluntary assignment license from William C. Barnes and Jonas Weiland to Martinsville Broadcasting Co. for $13,100.

DESIGNATED FOR HEARING—**WLOL, Minneapolis**, CP new transmitter, change 630 kc increase 5 kw D; **WMIN, St. Paul**, CP 630 kc increase 1 kw N 5 kw D directional, new transmitter (jointly with WLOL); **KFDA, Amarillo, Tex.**, license renewal; **WELL, Battle Creek, Mich.**, same; **KSAN, San Francisco**, CP change 1460 kc 1 kw D & N, new transmitter; **NEW, John R. Scripps, Ventura, Cal.**, CP new station 1460 kc 1 kw unl. (jointly with KSAN).

MISCELLANEOUS—**WGST, Atlanta**, denied petition reconsider and grant without hearing license renewal; **WBOW, Terre Haute, Ind.**, denied petition rehearing against WASK grant and specifying WASK modify CP new station to 1450 kc 250 watts unl.

KFGQ, Boone, Ia.—Granted CP change 1260 kc increase 250 w D.

KFVD, Fort Dodge, Ia.—Granted modification license fulltime on 1400 kc when KFGQ shifts frequency.

WFAA, Dallas; WBAP, Fort Worth—Dismissed petition rehearing against WAIT grant; modify grant to ltd. sunset Dallas; declared Order 74 not applicable to WAIT under grant of 4-30-41.

Applications . . .

SEPTEMBER 29

WKWK, Wheeling, W. Va.—Modification license 250 watts.

WFIG, Sumter, S. C.—Modification license 250 watts.

NEW, J. M. West, J. Marion West, Wesley W. West & P. M. Stevenson, Houston—Amend applic. CP new station to omit name J. M. West (deceased).

KXRO, Aberdeen, Wash.—CP change 1520 kc increase 1 kw install new transmitter.

KIDO, Boise, Ida.—CP increase 5 kw D & N install new transmitter.

NEW, Greater New York Broadcasting Corp., New York—CP new FM station 48.7 mc 8,500 sq. mi. 11,431,600 population. (received Mar. 1, 1941, but FCC through error failed to report).

SEPTEMBER 30

WAGE, Syracuse, N. Y.—CP increase 5 kw, directional changes, install new transmitter.

NEW, McKeesport Broadcasting Co. Inc., McKeesport, Pa.—CP new station 960 kc 1 kw D.

OCTOBER 2

NEW, Midstate Radio Corp., Utica, N. Y.—Amend applic. CP new station 1470 kc 1 kw directional D & N.

NEW, The Baltimore Radio Show Inc., Baltimore—CP new FM station 45.9 mc 4,980 sq. mi. 1,393,884 pop.

WLAV, Grand Rapids, Mich.—CP change 930 kc increase 1 kw install new transmitter directional N.

WIBC, Indianapolis, Ind.—CP increase 5 kw N 10 kw D with equipment changes.

KTAR, Phoenix—CP change directional system to N only.

KWKW, Pasadena, Cal.—Modification CP change frequency to 830 kc.

Tentative Calendar . . .

NEW, Utica Observer-Dispatch Inc., Utica, N. Y., CP new station 1450 kc 250 w unl.; **NEW, Utica Broadcasting Co. Inc., Utica**, same; **Midstate Radio Corp., Utica**, same (consolidated hearing, Oct. 6).

Oral arguments in connection with hearing multiple ownership under order No. 84. (Oct. 6).

KIDW, Lamar, Col., license renewal. (Oct. 8).

WSAM, Saginaw, Mich., modification license 1400 kc 250 w (Oct. 10).

Radio Easy to Install Is Developed for Ships

TO MEET speed requirements of the emergency shipbuilding program, Federal Telegraph Co., a subsidiary of IT&T, has designed and is producing a new type of commercial marine radio equipment which can be installed on board ship in one-fifth of the time usually required.

The new unit combines in a single cabinet the radio equipment which ordinarily requires as many as 12 separate units and eliminates the intricate system of interconnecting wires in the radio cabinet. It is practically ready to plug in at the power supply and antenna when delivered aboard ship. Among vessels on which it is to be installed are the 312 Liberty-type ships now being built by the Maritime Commission.

ACA-WHN Negotiations

AMERICAN COMMUNICATION Assn. (CIO) reports that negotiations for a contract covering the technical employes of WHN, New York, are under way with the station management. ACA says it has organized engineers at WBAL, Baltimore, and has asked the station for recognition. ACA has also filed charges against WBAL with the NLRB for the discharge of two men (allegedly for union activities. Station staff was organized by Lou Littlejohn, head of ACA's Broadcast Local 1.

NEW YORK FM LINK
NBC Equips WEAF and WJZ For Emergencies

AN ADDITIONAL safety factor to ensure the uninterrupted broadcasting of NBC programs in New York, network engineers have installed FM receivers at the transmitter houses of WEAF and WJZ, New York keys of the Red and Blue networks, located at Port Washington, L. I., and Bound Brook, N. J., respectively.

These receivers, equipped with special antennas mounted atop the transmitter houses, will be always tuned to W2XWG, NBC's experimental FM station, whose transmitter is located in the tower of the Empire State Bldg., site also of NBC's television station, WNBT.

Should breaks occur in the lines connecting the NBC studios in Radio City with either WEAF or WJZ, the programs of that station would immediately be switched to W2XWG, whose signal would then be picked up by the receiver at the transmitter and, by the turn of a key, be fed directly into the input of the transmitter. FM broadcasting's freedom from static created by storms, which would also be responsible for line breaks, would make an FM link between studio and transmitter a satisfactory substitute for the regular lines, it was said.

KMA, Shenandoah, Ia., reported that an estimated 75,000 people attended the 16th annual KMA Jubilee celebration in Shenandoah, Sept. 24-27.



Courtesy Nation's Business

"They Want Time-and-a-Half for Overtime or They Won't Go On With It!"

Stromberg Loudspeaker Granted U. S. Patent

PATENT claims for a coaxial loudspeaker system offering four major improvements in reception in high-fidelity FM receivers have just been granted by the U. S. Patent Office to Benjamin Olney, director of research of the Stromberg-Carlson Telephone Mfg. Co. Rochester.

Dr. Ray H. Manson, general manager of the company, in describing the importance of Olney's new invention, listed the improvements springing from the use of the new systems as follows: (a) It makes possible a wide and smooth audio frequency range of 50 cycles to 15,000 cycles, as required for the maximum audio transmission made possible by the FM system of broadcasting; (b) the result is achieved with no peaks and valleys to give boomy reproduction in the bass, and no harsh or disagreeable reproduction in the treble end of the scale; (c) the high frequencies are spread through a comparatively arc, so as to give natural reproduction to listeners located outside the exact axis of the speaker system; (d) the audio volume capacity of the speaker system is stepped up to accommodate the increased dynamic range made possible by the FM system of broadcasting.

WJZ's 20th Year

SPECIAL NBC programs as well as local broadcasts and announcements will be presented all this week in honor of WJZ, New York, NBC-Blue outlet, which on Oct. 5 celebrated its 20th year on the air. First broadcast of "WJZ's 20th Anniversary Week" was heard Sunday evening when the "old-timers" of radio got together for a nostaglic half-hour of reminiscences with Milton Cross and Tom Powers as m.c.'s. Television, too, in 1921 unrealized in its present form, will salute WJZ this week with a special program on NBC's television station WNBT featuring former and present radio stars re-enacting programs as they were done 20 years ago.

WE Names McKernan

JOHN F. McKERNAN, until recently chief of equipment in the OPM Production Division, has returned to Western Electric Co. in the newly-created post of manager of defense program planning, according to a recent WE announcement. Headquartering in Kearney, N. J., Mr. McKernan is to set up an organization to integrate defense production with the manufacture of telephone apparatus for the Bell System. He will be assisted by George R. Logan, who was associated with him in Washington after previous experience with Western Electric.

To Honor Fr. Murgas

A CAMPAIGN for funds to commemorate the achievements of the late Rev. Joseph Murgas, of Wilkes-Barre, Pa., in the field of radio research, was decided upon Sept. 26 in Reading, Pa., at the closing session of the convention of the Slovak Russian and Greek Catholic Union. A committee named to organize the campaign reported that Father Murgas, who died in 1922, "is credited with the first important discoveries in the radio field which eventually led to present-day radio." The union will prepare a brochure of Father Murgas' works and sponsor research into his career.

Network Accounts

All time EST unless otherwise indicated.

New Business

PARKER PEN Co., Janesville, Wis. (Quink ink), on Oct. 5 started *Walt Disney's Song Parade* on 78 MBS stations, Sun., 3:30-3:45 p.m. Agency: Blackett-Sample-Hummert, Chicago.

JOHNS-MANVILLE Corp., New York, on Sept. 29 started *Last Minute News From All Over the World* with Frazier Hunt on CBS, Mon. thru Fri., 6:10-6:15 p.m. Agency: J. Walter Thompson Co., N. Y.

TIME INC., New York (magazine), on Oct. 9 starts *The March of Time* on 110 NBC-Blue stations, Thurs., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Oct. 8 starts *Penthouse Party* on 100 NBC-Blue stations, Wed., 9:30-10 p.m. Agency: Wm. Esty & Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert pipe tobacco), on Sept. 30 resumed *Jim Britt's Sports Review*, Tues., Thurs., Sat., 6:15-6:30 p.m. Agency: William Esty & Co., N. Y.

STUDEBAKER SALES Corp., South Bend (autos), on Sept. 30 started five weeks *News & Views* with John B. Hughes on 32 Don Lee stations, Tuesday, Thursday, Saturday, 7-7:15 p.m. (PST). Agency: Roche, Williams & Cunnyngham, Chicago.

JOHNS MANVILLE Corp., New York (building materials), on Sept. 29 began *Frazier Hunt News* on 27 CBS stations, Mon. thru Fri., 6:10-6:15 p.m. Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS, Toronto (Jello), on Oct. 2 starts *Le Curi de Village* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CHCK, Hull, Que.; Thurs. 8-8:30 p.m. (EDST). Agency: Baker Adv. Agency, Toronto.

PEOPLE'S CREDIT JEWELERS, Toronto (chain stores), on Sept. 28 started *People's Musical Class* on CFRB, Toronto; CHML, Hamilton, Ont.; CKCO, Ottawa; Sun. 8:30-9 p.m. (EDST). Agency: MacLaren Adv. Co., Toronto.

TUCKETTS Ltd., Hamilton, Ont. (cigarettes), on Oct. 7 starts *Buckingham Cigarette Program* on 15 eastern Canadian Broadcasting stations, Tues. 8:30-8:55 p.m., with repeat on 14 western CBC stations Tues. 12-12:30 p.m. (EDST). Agency: MacLaren Adv. Co., Toronto.

GENERAL FOODS, Toronto (Jello), on Oct. 5 started *Jack Benny* on 27 Canadian Broadcasting Corp. stations, Sun. 8-8:30 p.m. (EDST). Agency: Baker Adv. Agency, Toronto.

UNDERWOOD ELLIOTT FISHER, Toronto (business machines), on Oct. 12 starts *Ernest Seitz Musicale* on CBL, Toronto; CBO, Ottawa; CFCF, Montreal; Sun. 1:30-1:55 p.m. (EDST). Agency: J. J. Gibbons Ltd., Toronto.

Renewal Accounts

EVERSHARP Inc., Chicago (pens and pencils), on Oct. 5 renewed *Take It or Leave It* on 73 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

UNION OIL Co., Los Angeles, on Oct. 6 renewed for 39 weeks *Nelson Pringle*, news analyst, on 3 CBS Pacific Coast stations (KNX KSFO KARM), Mon. thru Fri., 7:45-8 a.m. (PST). Agency: Lord & Thomas, Los Angeles.

P. LORRILARD Co., New York (Beechnut cigarettes), on Oct. 15 renews for 11 weeks *Tommy Riggs & Betty Lou* on 6 NBC Pacific Red stations, Thurs., 8:30-9 p.m. (PST). Agency: J. Walter Thompson Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Sept. 22 renewed *Story of Bess Johnson* on 63 NBC-Red stations, Mon. thru Fri., 10-10:15 a.m., for 53 weeks. Agency: Sherman & Marquette, Chicago. Program formerly advertised Palmolive soap, placed through Ward Wheelock Co., Philadelphia.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Nov. 3 renews *Your Hit Parade* on 108 CBS stations, Sat., 9-9:45 p.m. Agency: Lord & Thomas, N. Y.

Network Changes

GENERAL MILLS, Minneapolis (Wheaties), on Oct. 6 replaces *By Kathleen Norris* with *Stories America Loves* on 32 CBS stations, Mon. thru Fri., 9:45-10 a.m., adding a rebroadcast on nine CBS Pacific stations, 11:45 a.m.-12 noon. Agency: Knox-Reeves Adv., Minneapolis.

S. C. JOHNSON & SON, Racine (floor wax), on Sept. 30 added 30 stations to *Fibber McGee & Molly*, making a total of 129 NBC-Red stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

D. L. CLARK Co., Pittsburgh (candy bars), shifts *Service With a Smile* on 43 NBC-Blue stations, Thurs., from 8-8:30 p.m. to 8:30-9 p.m. after the initial broadcast, Oct. 2. Agency: A. P. Hill Co., Pittsburgh.

PROCTER & GAMBLE Co. of Canada, Toronto (Oxydol), on Sept. 29 changed *Women In White* from 10:30-10:45 a.m. to 12:30-12:45 p.m. (EDST), Mon. thru Fri. Agency: Blackett-Sample-Hummert, N. Y.

S. C. JOHNSON & SON, Brantford, Ont. (floor wax), on Sept. 29 replaced the previously planned French show *Voulez-Vous Savoir, Madame* with *The Old Schoolmaster* on CBF, Montreal; CBV, Quebec, and CBJ, Chicoutimi, Que., Mon., Wed. and Fri. 10:30-10:45 a.m. (EDST). Agency: Vickers & Benson, Toronto.

WEEKLY PUBLICATIONS, New York (*Newsweek*), on Oct. 1 shifted *Ahead of the Headlines* on 22 NBC-Blue stations from Thurs., 10:30-10:45 p.m. to Wed., 10:30-10:45 p.m. Agency: Tracy-Locke-Dawson, N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), on Oct. 7 replaces *College Humor* with *Raleigh Program* on 122 NBC-Red stations, Tues., 10:30-11 p.m. Agency: Russel M. Seeds Co., Chicago.

PROCTOR & GAMBLE Co., Cincinnati (Duz), on Nov. 3 replaces *The Goldbergs* with *The Bartons* on 31 NBC-Red stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: Compton Adv., N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Oct. 10 resumes *Grand Central Station* on 65 NBC-Red stations, Fri., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

Streamlined Breaks

WHEN A KXOK announcer makes a station break these days, he no longer reels out the standard "This is KXOK, the *Star-Times* in St. Louis". Instead, his break might sound something like: "This is KXOK, the station that brings you the *Quiz Kids* at 8 o'clock tonight!" Realizing that many listeners identify the station to which they listen not by call letters nor by network, but by their favorite program, KXOK has adopted this streamlined method of plugging station and programs at one swoop.

Lambeth Plans Opening Of Greensboro Station

RALPH M. LAMBETH, president and general manager of the new WGBG, Greensboro, N. C., announced last week the new local expects to go on the air in late November. Mr. Lambeth, who has been manager of WMFR, High Point, N. C., for the last two years, is 40% stockholder in WGBG, with his parents, James E. Lambeth, Thomasville, N. C., furniture manufacturer, and Helen McAulay Lambeth holding 20% and 40% respectively.

The Lambeths, who also own WMFR, received their construction permit for WGBG last Aug. 5 when the FCC authorized operation on 980 kc. with 1,000 watts. Western Electric transmitter, Gates speech equipment and a Blaw-Knox tower have been ordered. Mr. Lambeth expects to announce additional staff appointments soon.

WMUR Joins Blue

WMUR, Manchester, N. H., on Oct. 2 joined NBC as a Basic Blue Supplementary station, while WFEA, Manchester, switched to the NBC-Red network. WMUR, owned by Radio Voice of New Hampshire, operates on 610 kc., 5,000 watts day and 1,000 watts night. WFEA, operating on 1370 kc., 1,000 watts day, 500 night, is owned by New Hampshire Broadcasting Co.

KC on 100

JAQUES MFG. Co., Chicago (KC Baking Powder), in the most extensive radio campaign in the company's history, is placing one-minute and half-minute live and transcribed announcements 12 times weekly on more than 100 stations. Business is being placed direct by Charles Hendrickson, advertising manager.

WTRY Names Walker

CECIL T. WALKER has been named service director of WTRY, Troy, N. Y., in charge of the station's new merchandising department, according to William A. Riple, WTRY commercial manager. The station will offer a complete merchandising service to advertisers in the Tri-Cty area for the first time, Mr. Riple stated in making the announcement. Mr. Walker formerly was with WSYR, Syracuse.

Lowest National Rates in New Orleans!
QUARTER HOUR—ONE TIME
Daytime
RED 30.00
BLUE 30.00
C.B.S. 65.00
MUTUAL (WNOE) . . . 20.00
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

CHNS
HALIFAX, NOVA SCOTIA
ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA
U. S. Representatives:
JOS. WEED & CO.
350 Madison Ave.
New York

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

LATEST LOG OF MEXICAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Mexican Ministry of Communications and Public Works as of September 1, 1941)

Where two or more power figures are used, upper is authorized power, lower is latest reported operating power.

N—Night Power. *D—Day Power.* *C—Ciudad (City)*

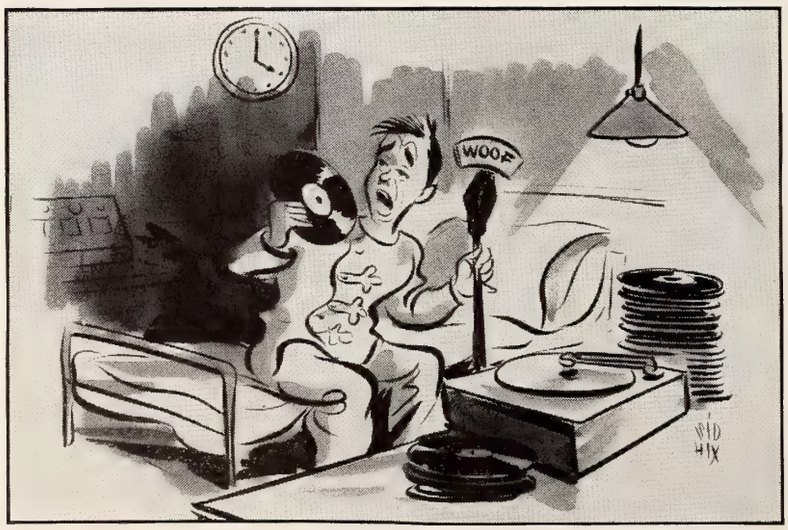
Call Letters	Location	Power in Watts
	580 KILOCYCLES	
XEMU	Piedras Negras, Coah.	250
	600 KILOCYCLES	
XEZ	Merida, Yuc.	2,000
	610 KILOCYCLES	
XEBX	Sabinas, Coah.	500
XERJ	Mazatlan, Sin.	500
	630 KILOCYCLES	
XEFB	Monterrey, N. L.	500
	660 KILOCYCLES	
XEBZ	Mexico, D. F.	500 100
	680 KILOCYCLES	
XED	Guadalajara, Jal.	1,000
	690 KILOCYCLES	
XEN	Mexico D. F.	5,000 1,000
XEAC	Tijuana, B. C.	5,000
	730 KILOCYCLES	
XEQ	Mexico, D. F.	50,000
	790 KILOCYCLES	
XERC	Mexico, D. F.	1,000 500
	810 KILOCYCLES	
XEFW	Tampico, Tam.	5,000 300
	830 KILOCYCLES	
XELA	Mexico, D. F.	1,000
	860 KILOCYCLES	
XEMO	Tijuana, B. C.	5,000
XEUN	Mexico, D. F.	5,000 1,000
	900 KILOCYCLES	
XEW	Mexico, D. F.	100,000
	910 KILOCYCLES	
XEAO	Mexicali, B. C.	250
	920 KILOCYCLES	
XEBH	Hermosillo, Son.	1,000
	940 KILOCYCLES	
XEDP	Mexico, D. F.	150,000 500
	950 KILOCYCLES	
XEGM	Tijuana, B. C.	2,500
	960 KILOCYCLES	
XEFE	Nuevo Laredo, Tam.	1,000 250
XEU	Veracruz, Ver.	500
XEHK	Guadalajara, Jal.	250 125
	970 KILOCYCLES	
XEK	Mexico, D. F.	500 200
XEJ	C. Juarez, Chih.	5,000 1,000
	980 KILOCYCLES	
XEFQ	Cananea, Son.	500
XEXT	Tepic, Nay.	1,000
	990 KILOCYCLES	
XET	Monterrey, N. L.	5,000
XECL	Mexicali, B. C.	5,000 1,000
	1010 KILOCYCLES	
XEJB	Guadalajara, Jal.	5,000
	1050 KILOCYCLES	
XEG	Monterrey, N. L.	150,000 50,000
	1090 KILOCYCLES	
XERB	Tijuana, B. C.	50,000
XEHR	Puebla, Pue.	250
	1110 KILOCYCLES	
XEFO	Mexico, D. F.	20,000 5,000
	1140 KILOCYCLES	
XENT	Nuevo Laredo, Tam.	50,000
	1150 KILOCYCLES	
XEJP	Mexico, D. F.	600 100
	1170 KILOCYCLES	
XECD	Puebla, Pue.	350
	1190 KILOCYCLES	
XELO	Tijuana, B. C.	50,000 10,000
	1220 KILOCYCLES	
XEB	Mexico, D. F.	100,000 20,000
	1250 KILOCYCLES	
XEAT	Parral, Chih.	600 250
XEH	Monterrey, N. L.	D–1,000 N–500
XETF	Veracruz, Ver.	100 500
XEDK	Guadalajara, Jal.	500 250
	1260 KILOCYCLES	
XEL	Mexico, D. F.	750 250
XEBL	Culiacan, Sin.	500
XEBM	San Luis Potosi, S. L. P.	150
XEDW	Minatitlan, Ver.	250
XEBU	Chihuahua, Chih.	100
XEBP	Torreon, Coah.	250
XEDF	Nuevo Laredo, Tam.	250
	1270 KILOCYCLES	
XEAX	Oaxaca, Oax.	500
XEFM	Leon, Gto.	100 20
XEBA	C. Guzman, Jal.	250 20
XEFV	C. Juarez, Chih.	250 100
XEME	Merida, Yuc.	500 400
XEGL	Navojoa, Son.	500
	1280 KILOCYCLES	
XEX	Monterrey, N. L.	500
XEE	Durango, Dgo.	100 50
XEOX	Los Mochis, Sin.	250
XELK	Zacatecas, Zac.	100
XEBW	Chihuahua, Chih.	600 250
XERL	Colima, Col.	250
XEAG	Cordoba, Ver.	250
	1290 KILOCYCLES	
XEDA	Mexico, D. F.	1,000 200
XEAP	C. Obregon, Son.	100 50
	1300 KILOCYCLES	
XEP	C. Juarez, Chih.	500
XES	Tampico, Tam.	5,000 100
	1310 KILOCYCLES	
XEC	Tijuana, B. C.	100
XEHV	Veracruz, Ver.	1,000
XEAD	Guadalajara, Jal.	500 150
	1320 KILOCYCLES	
XEAI	Mexico, D. F.	500
	1330 KILOCYCLES	
XEKS	Saltillo, Coah.	100
XEBO	Irapuato, Gto.	600
XECF	Los Mochis, Sin.	1,000 150
	1340 KILOCYCLES	
XELW	Guadalajara, Jal.	250
XEDH	Villa Acuna, Coah.	250 200
XEBK	N. Laredo, Tam.	100
XEFZ	Coatzacoalcos, Ver.	250
XECA	Tampico, Tam.	250
XECW	Cordoba, Ver.	250
XEFC	Merida, Yuc.	250 100
XEXS	Toluca, Mex.	100 75
XEMA	Fresnillo, Zac.	100
XEAA	Mexicali, B. C.	250 200
	1350 KILOCYCLES	
XEQK	Mexico, D. F.	1,000 400
XETB	Torreon, Coah.	500
	1360 KILOCYCLES	
XEBI	Aguascalientes, Ags.	250
XESA	Culiacan, Sin.	500
	1370 KILOCYCLES	
XEMR	Monterrey, N. L.	500
XEHF	Nogales, Son.	1,000
XEHL	Guadalajara, Jal.	500
XEA	Campeche, Cam.	250
XETQ	Orizaba, Ver.	250
	1380 KILOCYCLES	
XEMX	Mexico, D. F.	500 100
	1390 KILOCYCLES	
XEM	Chihuahua, Chih.	500
XEAZ	Reynosa, Tam.	250
	1400 KILOCYCLES	
XEAM	Matamoros, Tam.	250
XEAJ	Navojoa, Son.	100
XEI	Morelia, Mich.	250
XEKJ	Acapulco, Gro.	250
	1410 KILOCYCLES	
XEBS	Mexico, D. F.	750 200
	1420 KILOCYCLES	
XEDS	Mazatlan, Sin.	50
XEF	C. Juarez, Chih.	10
XEON	Tijuana, B. C.	2,00
	1430 KILOCYCLES	
XECZ	San Luis Potosi, S. L. P.	1,00 10
XEOK	Progreso, Yuc.	10
	1440 KILOCYCLES	
XELZ	Mexico, D. F.	1,00 25
XEFI	Chihuahua, Chih.	1,00
	1450 KILOCYCLES	
XEY	S. L. Rio Colorado, Son.	25
XEGC	Zamora, Mich.	10
XEBQ	Torreon, Coah.	25 10
XEDJ	Magdalena, Son.	10
XEPK	Merida, Yuc.	10
XERK	Tepic, Nay.	10
XEXE	Texcoco, Mex.	10
XEBJ	C. Victoria, Tam.	10
XEPP	Orizaba, Ver.	10
	1460 KILOCYCLES	
XETU	Tampico, Tam.	1,00
	1470 KILOCYCLES	
XEAU	Tijuana, B. C.	5,00 25
XESM	Mexico, D. F.	D–5,00 N–1,00 50
	1490 KILOCYCLES	
XEJR	H. del Parral, Chih.	10
XEDR	Guaymas, Son.	10
XECH	Toluca, Mex.	25
	1500 KILOCYCLES	
XERH	Mexico, D. F.	50 40
	1550 KILOCYCLES	
XEBG	Tijuana, B. C.	1,00
	1570 KILOCYCLES	
XEAW	Reynosa, Tam.	100,00
	1590 KILOCYCLES	
XEMC	Mexico, D. F.	5,00 20

WSON Starts Soon

WITH Hecht Lackey as manager, the new WSON, Henderson, Ky., is expected to start operating on or about Nov. 10, according to Pierce E. Lackey, president of Paducah Broadcasting Co., licensee also of WPAD, Paducah, and WHOP, Hopkinsville. Gates transmitter and spech input and a Wincharger tower are now being installed. Complete staff has not yet been selected, but C. G. Sims has been named chief engineer, with Ernie Hall and William Walker as his assistants. The station will operate with 250 watts daytime on 860 kc.

Cranberries on 29

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries), on Oct. 19 will launch a campaign of chain-break announcements, four times weekly, on 29 stations in United States and Canada. Contracts are for 6-13 weeks. BBDO, New York, handles the account.



Drawn for BROADCASTING by Sid Hix

". . . and Now, Folks of the All-Nite Frolic Club, We'll Play That Old Favorite, 'All the World Is Waiting for the Sunrise'!"

Rice's Campaign

RICE'S BAKERY, Baltimore, Sept. 29 launched a month-and-a-half campaign of one-minute transcribed announcements, 12-30 times weekly, on WRC and WMAL Washington; WBAL, WFBR WCAO, Baltimore, and WDEL Wilmington. William A. Schaul Inc., New York, handles the account.

New UP Clients

TOTAL of 46 stations in 24 States have started United Press radio news service or have contracted for UP service since March, according to A. Harrison, UP radio sales manager bringing the total subscribers to more than 520 stations. New clients are WSRR WPER WATL WRB WAYX WMBI WTAX WBO KROS WHLN WRDO WDB WJMS WJIM WMFG WHLB WJP KFUO KRBM KGIR KPFA WFP KAVE KGFL WOV WBBB WCB WRRN KADA KSWO WES WAZL WGAL WMRF WIP WOR KBWD KIUN KVWC WJMA KVC KRKO KTBI KPQ WIGM KWE

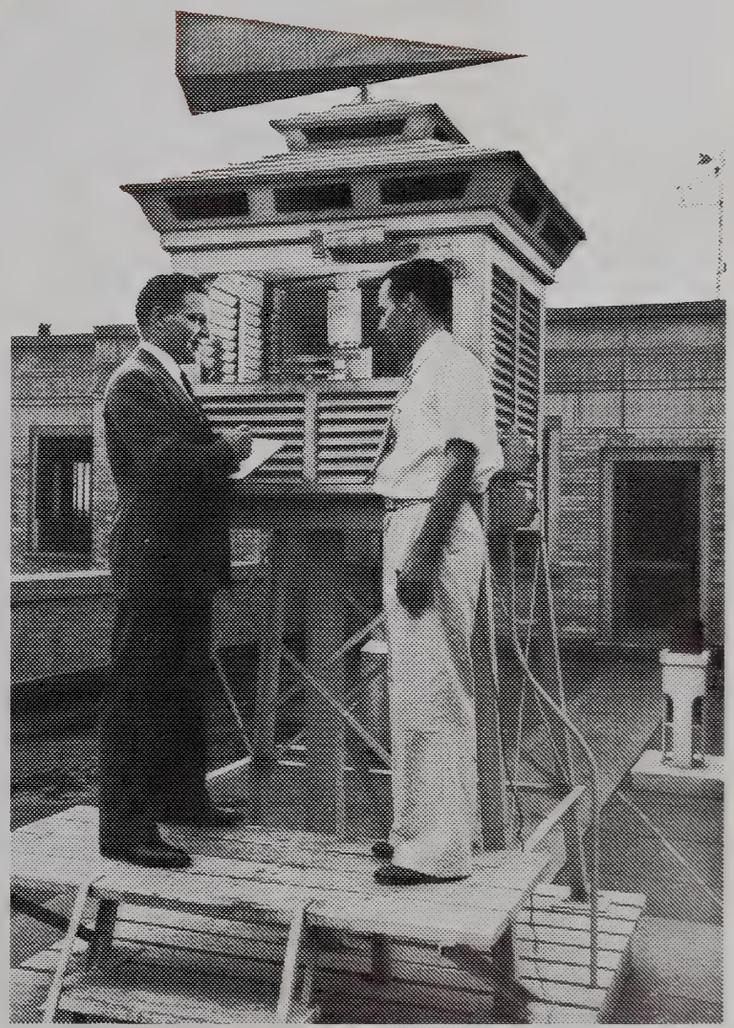


WEATHER OR NOT...

"Your forecasts have put money in my pocket, and I know they will do that for every farmer and save him a lot of grief," writes Arthur Roy Kinzer of Route 3, Hillsboro, Ohio, of WLW's weather service. "If we hear the forecast is rain, we wait until the weather forecast is for clear weather for two of three days before we mow our hay down. That gives us a chance to get our hay in dry. When a zero wave is predicted we always clean our chicken house and get it good and dry and adjust our ventilators for it, so it helps in poultry, too."

Mr. Kinzer's letter is just like hundreds of others received every year by James C. Fidler, WLW's staff meteorologist. WLW, one of the few stations with its own staff meteorologist, gives the complete weather picture for the entire United States every six hours. The reports are compiled from weather maps of the U. S. Weather Bureau, and correlated with reports from the Civil Aeronautics Authority.

"Whether it's cold, or whether it's hot, we shall have weather, whether or not" . . . and farmers in WLW's wide listening area will know about it—in up-to-the-minute reports compiled by an expert from the best sources available. WLW's weather service is only a part of the effort we make to discharge the obligation imposed upon clear channel facilities—a service made complete by added emphasis on news, markets, and a well rounded schedule of vitally interesting farm programs.



Staff meteorologist James C. Fidler, left, makes weather observations at Cincinnati's Lunken Airport weather station.

CLEAR CHANNEL

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



REPRESENTATIVES: New York—Transamerican Broadcasting & Television Corporation — Chicago—WLW, 230 N. Michigan Avenue, San Francisco—International Radio Sales.



IN THIS, YOU ALSO SERVE...

That big "B" above, and its code counterpart, are a private campaign of ours . . . and "any similarity to any other campaign is purely coincidental."

It stands for "Beat the Promise"—RCA's promise to the American Government to deliver the defense-goods we have been called on to deliver. Around that "B" as a symbol, 27,000 RCA workers have rallied enthusiastically to avert waste, to obtain fullest possible production from every production-facility, and —in short—to meet and beat our delivery dates.

Why It's Your Job, Too

We said that "Beat the Promise" is a private campaign of ours. But in a larger sense, it's a campaign in which all RCA customers and friends have a part. We need *your* support.

Defense Comes First

Defense comes *first,* we know you agree. Priority requirements on materials may reduce and delay at least a portion of our normal production of RCA Broadcast Equipment. You may have to wait a little for *your* RCA needs.

But—if you *should* have to wait a little for RCA equipment—we are sure that RCA equipment will more than ever be *worth* waiting for!

Use RCA Radio Tubes in Your Station for Finer Performance



RCA

Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

OCTOBER 13, 1941
Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 15
WASHINGTON, D. C.



"BUT WHY DON'T YOU HAVE JUST ONE BIG SIGN?"

● Stop us if we're wrong—but isn't it a fundamental principle of advertising that one big sign in any location is better than many small ones?

Well, the same general idea applies to *radio stations in Iowa*. Most Iowans have radio sets that will "bring in" at least *several* stations. But 59.5% of all Iowans "listen most" to Station WHO (nighttime), whereas the *next*-most-popular Iowa commercial station gets only 5.8%!

(Incidentally, the people who name WHO as "listened-to-most" spend 71.2% of their listening time with WHO alone—only 23.7% with stations named as "heard regularly"—only 5.1% with all others!)

In other words—WHO *alone* in Iowa gives you *most* of the attention of *most* of the listeners. This means that WHO's cost, per actual listener at any given moment, is the merest fraction of what you'll pay for any other individual station or group of stations . . .

And this isn't rhetoric. Ask Free & Peters—or write us direct. How about it?

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

WMMN*

SOON BOOSTS ITS NIGHT TIME POWER TO 5000 WATTS

MM* In our language, "MM" has come to mean "more mail". In 1940, WMMN pulled 327,495 pieces of mail (most of them containing proof of purchase). We're going to smash that record this year—and imagine what we'll do in 1942 as we enter the year with an increase in power (from 1000 to 5000 watts night-time).

CBS Affiliate

WMMN

A FORT INDUSTRY STATION

FAIRMONT W. VIRGINIA

Represented Nationally by JOHN BLAIR & CO.



alike?

When it comes to power they're alike as peas in a pod. But comparison shows one picks up twice as much yardage

IN RADIO IT TAKES MORE THAN POWER TO GAIN SALES

Entertainment . . . education . . . information, these, not power, are what make them listen. And that's why WSM so conscientiously studies listening habits . . . why WSM programs have won two Variety showmanship awards, Radio Stars Program Award, Radio Varieties Gold Cup Award and Billboard's Exploitation Award. Yes, that's why one of radio's largest talent and technical staffs keep always alert for new and better programs . . . and prove their worth with national favorites like the "Grand Ole Opry." Showmanship! That's the difference between power and effective advertising, and when it's coupled with 50,000 watts on a clear channel with one of America's lowest frequencies, you get a sales power that reaches a lot of people, makes them listen . . . and buy!

WSM's market is right in the heart of the South . . . America's fastest growing market which produces 70% of America's rayon; 67% of the nation's crude oil; 60% of the natural gas; 48% of the coal; 100% of the bauxite.

HARRY L. STONE, Gen'l. Mgr. WSM NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

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When you think of

NEW ORLEANS

you think of:

The first "SKYSCRAPER" in the Mississippi Valley



and

WWL

NEW ORLEANS

50,000 WATTS

(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

October 13, 1941

CONTENTS

House Plans FCC Probe; Net Rule Delay 7
Strikes Threaten Industry 7
New Building Ban Unlikely For Radio 8
Nets Claim Good Response on ASCAP 9
Arnold Warns Advertisers 10
Independent Regionals Plan Group 10
Press Associations Grilled 12
Another Radio Coordinating Agency 14
Coca Cola Conflict With Blue 14
KQW Becomes CBS Affiliate 16
100 Kw. Shortwave For Orient 16
Coast Creamery Shows Way With Radio 18
Simpson Charges Biddle Censorship 20
Radio Unaffected By Propaganda Probe 20
Federal Warning on New Tax 20
Easing of Multiple Rule Seen 24
How the Family Spends Its Dollar 28
Mr. A on Symphonies 41
Sellers of Sales 53
Abolish Changes in Time—Egolf 58
Army, Navy Buy Newspaper Space 66

DEPARTMENTS

Agencies 43
Behind the Mike 38
Buyers of Time 28
Classified Advertisements 50
Control Room 48
Editorials 36
FCC Actions 64
Meet the Ladies 40
Merchandising 30
Network Accounts 51
Personal Notes 37
Purely Programs 32
Radio Advertisers 45
Station Accounts 44
Studio Notes 42
We Pay Respects 37
Hix Cartoon 66



FOUND: $108,500,000.00.* Part of this money is yours! Write KOIL for details on getting your share.

KOIL

OMAHA, NEBR.

(*Retail sales last year in the city of Omaha.)

WHO IS THE BEST DARN SALESMAN IN RADIO ADVERTISING?

Plenty of people cast their vote for the BROADCASTING YEAR BOOK. Neat, intelligent, accurate and easy-to-understand, the YEAR BOOK Number is respected and esteemed throughout the radio advertising industry. It's a glutton for work, and a real master-mind when it comes to answering the industry's questions. Buyers consult it every day in the year (Sundays and holidays included). This salesman extraordinary wants to work for you at an amazingly low yearly wage: $192 per page; $108 per half page; $60 per quarter page, subject to regular frequency discounts. Reserve space in the 1942 YEAR BOOK Number. Write to BROADCASTING, National Press Building, Washington, D. C.



"Don't forget me, Boys!"

● Almost every advertiser we've talked to agrees that he isn't going to let his regular customers forget him during this Defense period. You agree, too, no doubt. But how will you keep your customers reminded?

From the standpoint of psychology as well as economics, we believe that *radio* is the answer. Radio gives you really effective mass coverage at *lower cost.* And in times of stress, the big demand is for *entertainment,* for music, for release from the tension of the times. And that automatically means *radio.*

That's why radio in 1941 and 1942 is the best medium you can select for your "future-insurance" advertising program. And speaking of such matters—would you like a list of stations which really reach the million-and-a-half men now in the Service—the big new *cities* of 1941? Ask your Agency to ask the Colonel!

EXCLUSIVE REPRESENTATIVES:

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WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAZAMOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE



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Since May, 1932

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BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 15 WASHINGTON, D. C., OCTOBER 13, 1941 $5.00 A YEAR—15c A COPY

House to Probe FCC; Fly Pops Net Rules

New Draft Viewed As Even Worse; Durr Slated

WASHINGTON'S radio regulatory front erupted violently last week with the disclosure by Chairman Clarence F. Lea (D-Cal.) that his House Interstate Commerce Committee will begin hearings in January on the Sanders Bill to reorganize the FCC.

This action came just as FCC Chairman James Lawrence Fly launched a new move to invoke modified chain monopoly regulations by Nov. 15. A special meeting of the FCC was to be held Saturday (Oct. 11) to consider and possibly vote out the revised rules.

Chairman Lea's announcement, hailed as significant in view of futile efforts in the Senate to revise the 15-year-old Communication's Act, cited the need for revision of the present law and took cognizance of sharp complaints against the FCC's actions under Chairman Fly's direction.

This likewise came hard on the heels of the revelation the preceding week [BROADCASTING, Oct. 6] that Speaker Sam Rayburn had admonished Chairman Fly against any move toward "social reforms" in broadcasting during the national emergency.

Railroading Tactics

Meanwhile, Chairman Fly last Wednesday called a meeting to consider final chain monopoly rules, held to be more "vicious" than the original mandates which reverberated up and down Pennsylvania Avenue. He sought to have the Commission vote on the rules last Friday morning, with the objective of making them effective Nov. 15, but illness of two members plus the observation by a third that he would not be prepared to vote, forestalled this, since a quorum would not have been available.

The revised rules, carefully phrased, in effect would make all network outlets non-exclusive, despite a veiled inference to the contrary. Affiliates would be permitted to anchor to networks under two-year contracts on this non-exclusive basis, with station licenses issued to run concurrently.

The mooted forced sale by NBC of the Blue Network would be compromised by indefinite suspension of this rule, with the stipulation that it would not be invoked except under six months' notice. This was designed, it is presumed, to reassure Blue Network affiliates that there won't be a sale overnight.

It is expected Chairman Fly, who has directed the preparation of the revised rules by the law department, will seek to have the Commission vote on them promptly—probably at the Saturday meeting. But there a battle looms. Chairman Fly last week tried several times to procure from NBC, and indirectly from CBS, the commitment that they would not seek to enjoin the FCC from making the rules effective if certain concessions were made. So far as known, such commitments were not made.

Await Durr Action

Also having a bearing on the regulatory outlook is the imminent appointment to the Commission by President Roosevelt of Clifford J. Durr, assistant general counsel of the RFC. Expected last week, the nomination was not sent to the Senate because it was in session only two days and because the President was represented as having been preoccupied with defense matters. In informed quarters it is stated the nomination will be transmitted to the Senate this week and that there has been no change in the President's conclusion to name the Alabaman as the successor to Frederick I. Thompson [BROADCASTING, Oct. 6].

Chairman Lea unqualifiedly committed his committee to consideration of the Sanders Bill and "other proposals for revising the Radio Act". In an interview last Thursday, Mr. Lea said the committee had not yet decided definitely when it would hold hearings but that "we expect it to be around the first of the year—about Jan. 1."

"The committee has no ideas and no axes to grind," said the Californian, "but we feel that it is our duty to consider questions raised in connection with the administration of the Act and developments in the industry since the original Act was passed.

"There have been complaints about the doubtful use of authority by the Commission. We believe that if there is doubt over the use of authority that it should be cleared up—either the Commission be given the authority or to make it clear it hasn't the authority it exercises."

Preliminary Study

Mr. Lea commented on current Commission activities and said that on the newspaper-divorcement issue, the question would be gone into extensively. Some people contend, he declared, that the Commission does not have the authority and he feels it is up to Congress to clear it up.

Asserting that a preliminary study already had been made, Mr. Lea said the committee has been forced to put off the hearing until January because of pending legislation involving projected revision

Strikes Threatened in Several Areas

Pittsburgh, New York, Dallas, Fort Worth Are Affected

STRIKES and threats of strikes rose last week to upset the normal broadcasting routine on several fronts as negotiations between broadcasters and union leaders failed to achieve agreement on the number of men that should be employed and the wages they should be paid.

In Pittsburgh, the American Federation of Musicians local pulled its members from the Brennen stations, WJAS and KQV, and the national AFM office ordered all remote band pickups from CBS and NBC-Blue to prevent such programs reaching the Pittsburgh stations. In Brooklyn, the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers called a strike of the technical employes of WBYN, throwing the station off the air 45 minutes.

In New York, Broadcast Local 1 of the American Communications Assn. authorized its officers to call a strike at WHN when and if they deemed such a move necessary, following a break-down in negotiations. In Fort Worth and Dallas, Emily Holt, national executive secretary of the American Federation of Radio Artists, conferred with executives of KGKO and WFAA and with officials of the AFRA local who were on the verge of calling out all AFRA members employed by those stations.

Remotes Cancelled

Details of the difficulty between the musicians union in Pittsburgh and WJAS and KQV were not immediately available in New York, where the AFM national headquarters reported their information was limited to a report from the local that after a week's negotiations with the stations' management for a renewal of their previous contract had shown no signs of progress, the local had withdrawn the staff musicians from the stations.

Immediately following receipt of this information on Wednesday evening the union requested CBS and NBC-Blue not to feed any more musical remotes to the stations. Since the networks' contracts require them to supply such service to all affiliates, they met the union's request by cancelling these pickups from the entire networks, replacing them with studio programs.

NBC a few weeks ago had faced a similar situation with its Red network, when an AFM strike was called against WSMB, Red outlet in New Orleans, and had built up a strong schedule of late evening programs, fed to the network from the studios of various Red affiliates. This schedule has been continued to the present time, despite the settlement of the strike which ended the necessity for it, on the theory that there might be listeners for other types of programs than dance music after 11 p.m. as well as in the earlier hours.

So, when the Blue's remotes were cancelled, NBC temporarily linked its two networks together after 11 p.m. to carry this already proven schedule, meanwhile rushing to prepare a similar program lineup for the Blue, with the expectation early this week of again providing its normal dual program service throughout the complete broadcast-

(*Continued on Page 54*)

of the Securities & Exchange Commission Act. The committee will be able to decide in a few weeks on the latter, he said, and then be in a position to set the Sanders Bill hearing date. In that fashion, he declared, the FCC and the industry would be given "ample time for the hearings".

Two-Division Plan

The Sanders Bill (HR 5497) was introduced last August by Rep. Jared Y. Sanders (D-La.) and proposes a thorough-going revamping of the FCC, splitting it into two autonomous divisions—broadcasting and common carrier—with clearly delineated functions for each. The Commission would be precluded from exercising regulatory control over business aspects of broadcasting and the chairman would be made the executive officer and would not be assigned to either of the two autonomous divisions.

While Chairman Fly, in another of his oft-repeated attempts, tried to squelch any "leak" on the purport of the proposed new rules, word trickled out. Observers felt that they were even more onerous than the original regulations, in that exclusive time options are eliminated entirely, since stations would be free agents to option time to any network on 58 days' advance notice.

Where the rules as originally drafted would have banned exclusive affiliations, a compromise arrangement wherein stations could option time exclusively to particular networks in markets having three or more fulltime outlets had been projected.

The revised rule on option time, proposes three hours of option time in each of four five-hour segments, but no differentiation was made between cities having less than three stations and those having a multiplicity of outlets. The presumption was that stations could deal with all chain organizations at the same time on a first come, first serve basis, but could exercise the right to reject any commercials for valid reasons.

Will Want the Best

Such a provision, network representatives had commented in testimony before the Senate Interstate Commerce Committee and before the FCC, would only mean that choice network business would gravitate to the top station in each market, with the others in competition for whatever remained. Moreover, they contended it would reduce the status of the major networks to that of commercial program brokers, with no incentive for production of sustaining programs. Clearance of national defense programs over networks, it was pointed out, would become exceedingly difficult since free agent affiliates would not be disposed to remove the commercials of one chain to make way for the sustainings of another.

If the non-exclusive option provision remains, no network would be able to guarantee given facilities in any market. While the regulations talk about time options as such, the effect of the regulations are said to preclude anything of that nature. Time could not be cleared satisfactorily either on a commercial or sustaining basis, it is felt.

In effect, only two of the eight original rules are redrafted. These are Rule 3.103, defining an affiliate, and 3.104, defining time options.

That banning of dual network operation remains on the books but is suspended indefinitely, with the statement of policy by the Commission that it opposes the dual network operation but that in order to avoid a "forced sale" at least six months' notice will be given if the Commission proposes to invoke that regulation.

The manner in which Chairman Fly proposed consideration of the propected rules provoked considerable intra-Commission agitation. The meeting suddenly was called by Chairman Fly last Wednesday morning for 11 a.m.

Shortly before the designated hour, however, the meeting was postponed by the chairman, who asked members to stand by. Shortly after 11 a.m. carbon copies of the proposed rules, covering some 15 typewritten pages, were dispatched to each Commissioner. The meeting then was called for 11:15 a.m. There developed a heated exchange on the "blitzkrieg" tactics, it is understood, and finally it was decided to postpone consideration until Friday morning.

Thursday afternoon, however, it was learned that Commissioner George H. Payne was ill in New York, while Commissioner Norman S. Case, who has opposed the regulations, suffered a relapse of a foot ailment. Commissioner T. A. M. Craven, who has led the opposition, afterward reported to Chairman Fly that he would not be prepared to discuss the regulations at the suggested early Friday meeting. Chairman Fly then called the Saturday morning session, presumably satisfied a quorum would attend.

The indicated vote, if one is taken, is 4 to 2 with Craven and Case dissenting, probably in written opinions. Both Case and Payne have left their proxies, the former against and the latter for the rules.

Ready to Appeal

It was obvious that if Chairman Fly mustered sufficient votes to ratify the revised rules, NBC and CBS would seek to enjoin the Commission from enforcing them. The time option rule has been the main bone of contention, conferences having been held over a period of several months with Chairman Fly and the law department to evolve an acceptable compromise.

But these fizzled, and Chairman Fly several weeks ago issued what amounted to an ultimatum to the networks. This did not hold, however, and the effective date of the regulations, originally set for Sept. 16, was postponed indefinitely. Oral arguments were held before the Commission Sept. 12, at which last-ditch efforts were made to prevail upon the FCC to suspend the rules for the duration of the emergency.

The whole tenor of the proposed new rules was regarded as misleading, in that they mention exclusive options but actually did not provide for them. It was expected that suggestions for sweeping modification would be made to the Commission, but that probably the Fly-directed majority would override them. It was evident, also, that all efforts to "appease" the networks were without avail and that litigation would ensue.



PERCHED ATOP A CONSOLE, Mary Patton, NBC actress, swings a $300 5 kw. transmitter tube in champagne style to dedicate the new enlarged Studio T of NBC, Chicago. Admonishing her to spare that tube are Howard Luttgens (left), NBC central division chief engineer, and B. F. Fredendall, construction engineer.

Defense Ban on New Building May Not Hinder Broadcasting

FEARS that new station construction, power increases and frequency shifts would be hard hit by the new policy of the Supply Priorities and Allocations Board banning all public and private construction projects using such critical materials as steel, copper, brass, bronze and aluminum, were somewhat allayed last Friday when BROADCASTING ascertained that stations would be considered on an individual basis and that priority allocations would probably be made in each case after consultation with the FCC and DCB.

The Priorities Division has been instructed to apply the two following tests to applications for priorities on building projects: (1) Does this construction involve the use of appreciable quantities of critical materials? (2) Is the construction directly necessary for national defense, or clearly essential for the health and safety of the civilian population?

Where construction has actually started and a substantial portion has been completed efforts will be made to get the critical materials needed to finish the job.

Up to the FCC

Unofficially, it is felt that in the case of either under construction or about to be built, the word of the FCC as to their function in the national defense set-up, probably as determined by the DCB master plan, would be a determining factor. Radio already has a quasi-essential national defense ranking.

At present the FCC has in round numbers approximately 150 construction permits outstanding for power increases, frequently shifts, equipment changes and new stations.

Of these 25 are new station grants. In addition, there are about 50 FM stations authorized for construction and about 12 television stations. All of these are affected by the new policy to the extent that it will be necessary to prove that they are "necessary" to the "health and safety" of the nation. No blanket approvals for critical materials will be granted.

The new SPAB policy, no doubt, will be a major topic of discussion when the DCB priorities liaison committee meets with industry representatives to formulate a plan for materials ratings Oct. 20. It is hoped at this meeting a blueprint will be drawn for priority allocations and ratings, covering the entire communication industry to be the basis for the Priorities Liaison Committee's recommendations to the DCB itself. Then the latter board will, if the proposals are approved, transmit the program to Donald Nelson, priorities director of the OPM.

Meanwhile, industry sources admit that the situation stemming from the priorities bottleneck is growing steadily worse especially as regards tubes. It is reported the Government is making inquiries of equipment manufacturing companies looking toward a stupendous increase in orders for tubes, both transmitter tubes and electronic devices. This is over and above a $66,000,000 total order mentioned during the recent NAB meeting in Washington and which is described as ten times the present capacity of the industry.

Nets Claim Good Response on ASCAP

But Regional and Independent Groups Take Strong Steps Against Early Approval of New Music Contracts

DESPITE intra-industry steps to delay ratification of network contracts with ASCAP for prompt return of its music to the air, both NBC and CBS last week reported that "favorable responses" from affiliates were coming in satisfactorily. But there was no indication that contracts would be consummated by Oct. 15 or even shortly thereafter.

Action of a group of regional stations in Chicago last week, calling a meeting of some 100 affiliates for this Tuesday to seek clarification and possible changes in the ASCAP proposals, among other things, plus expressions at current NAB district meetings and by other trade groups, appeared to augur for considerably more discussion before the whole industry is aligned with ASCAP. NIB President Harold A. Lafount said his organization is opposing acceptance of the contracts until they have been clarified.

Texts of statements on ASCAP-network proposals by George B. Storer, Fort Industry Co., the CBS Committee of IRNA and Ed Craney, KGIR-Z Bar Network, will be found on pages 22-23.

Storer's Proposal

While the number of favorable responses received by NBC and CBS in support of the proposal for rebate of 2¾% of affiliate network income from commercial programs, was not divulged, NBC said that when it first reached an agreement last August with ASCAP, a majority of its stations had consented. CBS, whose first letter on the contracts was not mailed until after completion of the drafting two weeks ago, apparently does not yet have a substantial majority of its affiliates aligned.

A proposal that the networks call meetings of their affiliates promptly to explore and explain the ASCAP proposals, was made by George B. Storer, president of the Fort Industry Co., operating stations in Ohio, West Virginia and Georgia, and promptly was echoed by a number of affiliates.

Indicating the temper of ASCAP was its action last Thursday, overriding General Manager John G. Paine on the release of the musical score of the Disney picture "Dumbo" for free use by unlicensed broadcasting. ASCAP announced following a meeting of its board that it had disapproved Mr. Paine's action in authorizing the release on the ground that Mr. Paine had acted beyond his authority in authorizing free use.

ASCAP said it has "repeatedly granted free licenses to religious, educational and charitable institutions for the use of the society's music on non-commercial programs" and that its entire catalog has been released for use on the programs sponsored by the Treasury Department as part of the national defense program, but "the board felt that granting a free license for the use of music for commercial purposes would be contrary to the interest of its membership."

What steps will be taken by Disney and by Irving Berlin Inc., publishing the "Dumbo" music and a publisher member of ASCAP, to make the tunes available for broadcasting could not be immediately determined, but it was believed that an attempt would be made to license the music directly to broadcasters as provided for by the consent decree accepted by ASCAP early this year.

The decree permits such direct licensing, subject to the approval of the author, composer and publisher, provided any revenue from the license is turned over to ASCAP for distribution in the usual manner. In this case there would be no revenue as the purpose of the license is to get the music on the air as a means of promoting attendance at the theatres showing the cartoon film.

The music from "Playmates", RKO film featuring Kay Kyser, is being licensed by Southern Music Publishing Co. with the consent of the writers, for the free use on the air as provided for by the decree [BROADCASTING, Oct. 6]. Both publisher and writers are ASCAP members.

The ASCAP board on Thursday also extended for another weekend its permission for the use of any of its music in connection with football broadcasts, which had also been given for the previous two weekends. Action is believed to indicate an attitude of cooperation with radio and an unwillingness to cause any trouble at this time when negotiations with NBC and CBS are in their final stage.

Some Reservations

While discordant notes were heard from several quarters, the preponderant view was that a deal would be made with ASCAP with the terms reached by the networks was problematical.

The action of the regional independent's group in Chicago (see page 10) calling a meeting of nearly 100 affiliated station operators in Chicago for Oct. 14 to discuss the ASCAP contracts, among other things, was cited as an indication of the temper of one segment of the industry. While a substantial number of stations already had signified to NBC and CBS their intentions of signing, many of them are understood to have made reservations, and expressed anxiety over BMI's future and the rebate provision.

The suggestion made by Mr. Storer that a conference of the networks with their affiliates be held to explain the network positions, was picked up by many broadcasters. Mr. Storer had written the networks [see page 23] opposing the proposed contracts. Afterwards, however, he notified NBC he would accept the proposal on a month-to-month basis for the balance of his stations' affiliation contracts, because he did not want to be in the position of an "obstructionist".

Denounced by Craney

The CBS committee of IRNA, comprising I. R. Lounsberry, WGR-WKBW, Buffalo, Don S. Elias, WWNC, Asheville, and John A. Kennedy, WCHS, Charleston, West Va., took the position that while the contracts were not perfect they nevertheless felt that the request for reimbursement "is fair under the circumstances" and that the overall deal constitutes the best that can be obtained.

Ed Craney, operator of KGIR and the Z-Bar Network, vehemently denounced the network proposal as a "dollars and cents" solution and as one that precludes an equitable use basis [see page 22].

NAB President Neville Miller said that at the series of NAB district meetings to be held during the next ten days he would be in a position to observe station reactions to the proposals. Asked regarding the Storer suggestion for network affiliate sessions to explore industry opinion, Mr. Miller said he would be in a better position to comment after he had felt the industry's pulse at the district sessions.

Safeguards Needed

Mr. Storer, after writing the networks in opposition to the contracts, received from Mark Woods, NBC vice-president and treasurer, an explanation of the reason NBC turned to the blanket, rather than the per-program basis. Mr. Woods, in his reply of Oct. 6, explained that the per-program basis would cost NBC and its affiliates $396,585 more than the blanket license basis, out of which NBC has asked the stations to reimburse them 2¾% on those programs using ASCAP music which would have made their proportion $176,278.

Answering Mr. Storer's argument that equally as important is the principle of maintenance of BMI so the industry never again will be in the position in which it found itself with ASCAP, Mr. Woods said that before consenting to the blanket license, NBC analyzed this possibility and felt sufficient safeguards had been provided.

Support for BMI

In the first place, he said NBC intends "to continue the support of BMI". Moreover, he said, NBC intends "to use and publicize BMI music on its network's sustaining programs." He continued:

"We believe that advertisers will use both BMI and ASCAP on the majority of their musical programs especially if BMI music continues its popularity.

"Many local stations will take a sustaining per program license with ASCAP paying for its music on a 'pay-as-you-go' basis and also will continue to use library service and phonograph records of BMI music.

"As far as the local stations' commercial licenses are concerned, most of them will evaluate their musical programs as contrasted with their spot announcements and other non-musical programs to determine whether to take a per-program ASCAP commercial license or a blanket license".

Mr. Woods concluded that the whole formula is designed to maintain a "free and open market for music and I sincerely believe that this will be the result".

Not a Dissenter

In his reply of Oct. 8, Mr. Storer advised Mr. Woods that he was not insensible to the "compelling reasons given in your letter for acceptance by your network of the blanket ASCAP license arrangement." He added, however, that he felt a 5% per-program basis commercial license payment with a 1% incidental music or sustaining program fee would be infinitely more desirable and "might have been negotiated".

Inasmuch as the payments under such a plan would approximately equal those under the 2¾% network blanket license fee proposal, he asked if there was not a possibility that ASCAP "would accept this tender even now, especially so if 100% of the network affiliates will agree thereto, prior to submission of same to ASCAP." Under the 5% and 1% network payments, based on a per-program analysis, Mr. Storer estimated the figures would be $615,270 per year against $632,603 under the 2¾% blanket deal.

Asserting he did not wish to be an obstructionist, Mr. Storer said said that "against our better judgment", his organization would be prepared to accept the current pro-

(*Continued on Page 62*)

Independent Regional Outlets Projecting a Protective Group

List of 88 Stations Invited to Oct. 14 Session In Chicago Following Action Last Tuesday

PROPOSING to establish a "protective group" that would represent independent regional stations in combating moves toward superpower, dealing with the musicians' union and acting on the ASCAP license problem, 19 operators of 26 stations met in a highly secret session in the Hotel Drake in Chicago last Tuesday to lay the groundwork of a permanent organization designed to function entirely apart from the NAB, NIB or IRNA.

After spending a full day in discussing mutual problems, the group designated a committee of five to send a telegraphed invitation to a selected list of 88 stations to be representd at a formal organization meeting to be held at the same place on Tuesday, Oct. 14. The committee signing the invitation comprised William J. Scripps, WWJ, Detroit; Eugene Pulliam, WIRE, Indianapolis; Hoyt Wooten, WREC, Memphis; Stanley Hubbard, KSTP, St. Paul; Bill O'Neil, WJW, Akron.

No Clears Present

The committee, in its telegraphic call, emphasized particularly its stand against the proposed ASCAP licenses, asserting they should be "modified and clarified" before they can be accepted, and expressing the view that the contracts do not "reflect the opinions and desires of a majority of affiliates in view of the fact that affiliates never were polled for their opinions and desires." The committee which called the initial meeting had conferred with FCC Chairman Fly during the NIB convention in Chicago Sept. 22-23.

The list of invited stations was not divulged, nor were the names of the 19 operators attending, all of whom were pledged to deepest secrecy. It was learned, however, that the five persons signing the invitation were present, as were, among the others, Walter J. Damm, WTMJ, Milwaukee; Henry Slavick, WMC, Memphis; Ronald Woodyard, WING, Dayton; Wesley Dumm, KSFO, San Francisco; Truman Ward, WLAC, Nashville.

It was made clear that only owners of stations or duly appointed proxies of owners attended last Tuesday's meeting and were expected at the meeting this week. No clear-channel stations and no network managed and operated stations were invited, although it is understood all of the stations on the list of 88 are network-affiliated. The plan is to keep the new organization, a name for which has not been selected, utterly free of "network domination". One name suggested at the meeting was Independent Radio Stations, and it was indicated that most of the stations expected to join are located in major markets.

Discussion at the meeting covered the whole gamut of independent broadcasters' problems. None of those present had as yet signed the projected new ASCAP contracts. All of the 19, it was said, had attended the recent NIB convention but they were not satisfied that the organization of NIB into an entity paralleling or rivaling NAB was the answer to their particular problems.

Personnel of the proposed organization was not discussed, but it was generally conceded that a one-man office would probably be able to handle the common problems of the station. All that the group would make public was the text of the telegram calling the Oct. 14 meeting, after which it was said full details of organization plans, name of setup and functions would be released. The telegram read as follows.

"At a meeting of independent regional broadcasters representing 26 stations affiliated with the major networks held in the Drake Hotel here today it was unanimously agreed that there is an immediate need for an organization of independent broadcasters to protect our interests in combating the demands of the superpower applicants before any of these applications are granted, in dealing with the demands of the musicians' union and by immediately acting on the ASCAP license problem, consideration of which has been expedited by the request of the networks for a refund from affiliates on network payments to ASCAP.

ASCAP Opposition

"The group meeting here today believes proposed ASCAP licenses should be modified and clarified before they can be accepted notwithstanding the approval of ASCAP contracts, including the per-program contract, by NAB and IRNA. The group meeting today does not believe these contracts reflect the opinions and desires of a majority of affiliates in view of the fact affiliates never were polled for their opinions and desires.

"Therefore this group is issuing an invitation to you as one of a selected list of independent regional broadcasters to join in a meeting at the Drake Hotel at 10 o'clock next Tuesday morning, Oct. 14, at which time not only the ASCAP license proposals but superpower, musicians' union contracts and other problems of immediate urgency confronting us will be discussed and an organization formed to protect our mutual interests.

"We do not believe an expensive personnel and elaborate headquarters are required to provide effective action, but immediate action is imperative if we are to obtain an equitable solution of these problems. Kindly advise one of the undersigned committee who were appointed today to arrange for next Tuesday's meeting whether or not we can count on your attendance at Chicago on Oct. 14."



TROPHY PROVIDED by WGNY, Newburgh, N. Y., was awarded by the State Junior Chamber of Commerce to the Poughkeepsie chamber, adjudged winner as a result of eight pre-regatta programs. Harold W. Cassill, WGNY executive manager, congratulates Russell W. Hadden, president of the winning group.

Musterole's Spot List Placed on 116 Stations

MUSTEROLE Co., Cleveland (cold remedy), will use 116 stations for its fall campaign of announcements and news, to get under way Nov. 3 [BROADCASTING, Sept. 1, 8]. Most contracts run for 26 weeks with a few for 4 and 22 weeks, placed by Erwin, Wasey & Co., New York. Entire list includes:

WCCO	KSFO	WHAS	WHN
WBEN	KGB	KWKH	WOV
KHQ	KLZ	WWL	WGY
WSB	KOA	WLBZ	WFBL
WBBM	WTIC	WGAN	WHAM
WIRE	WRC	KDAL	WTIC
WBAL	WJSV	WDBJ	WOW
WCLE	WIOD	WRVA	WBIG
WICC	WJAX	KIRO	WBT
KGW	WDOD	WCHS	WFBC
WOAI	WNOX	WCAO	WPTF
KSTP	WFAA	WBZA	WTAM
WGAR	KRLD	WEEI	WADC
KOMO	KPRC	WTAG	WLW
WAPI	KDYL	WLAW	WBNS
WPRO	KSL	WWJ	WKY
WNAX	WTOC	WJR	KTUL
KSOO	WMAZ	WJBK	KOIN
WCSC	WCFL	WOOD	WCAU
WIS	WMAQ	WDAF	WGBI
WSM	WGN	KSD	KYW
WMC	WCBS	KMOX	WPEN
KVOA	WLS	KWTO	KDKA
WALA	WTAD	KWOS	WHP
KARK	WOWO	KFEQ	WJAR
KFI	WHO	WEVD	WMMN
KNX	WIBW	WOR	WWVA
KPO	KFH	WMCA	WSAZ
XEAW			WISN

P. LORILLARD Co., New York (Old Golds) has bought the Tom Harmon sports review on WJR, Detroit, three evenings a week, through J. Walter Thompson Co., New York.

Advertising Warned Not to Take Part In Passing Excessive Costs to Public

THOUGH most advertising is clean, Thurman Arnold, Assistant Attorney General in charge of anti-trust law enforcement, stated last Tuesday his office is ready to prosecute cases in which advertising is used to pass excessive costs on to consumers, and to operate in conspiracy to crush new competitive industries.

Before entry into advertising combinations, the plans should first be submitted to a court for ruling, either with or without the Justice Department's consent, he suggested, if freedom of worry from anti-trust prosecutions was desired.

Question exists whether producers have the right to include advertising costs in the sale of their product under new price ceiling regulations, he said. His address was delivered before a joint meeting of the Advertising Women of New York and the Advertising Club of New York.

On the subject of defense, Mr. Arnold said material shortages may tend to curb advertising during the critical period ahead.

Fears that the department may launch an attack on advertising are entirely unfounded, he said. The anti-trust division is not interested in whether advertising is fair or whether it is unfair, since this is a function of the Federal Trade Commission, he added.

No Plan to Prosecute

Stating that cases of prosecution of advertisers are almost always cases with which advertising men themselves have nothing to do, Mr. Arnold listed three typical anti-trust law violations by advertisers. "Full line forcing," which is using advertising to make a product so popular that all dealers must stock it and then refusing to allow dealers to handle it unless they also handle the advertisers full line of unadvertised products, is one form of violation, he said.

Another is when, having built up a demand for his product, the advertiser goes beyond full line forcing and tells the trade they can't carry his product if they carry any competitive products. A third violation, even more common, he stated, is the use of advertising to fix prices, such as a group of grocers in a town who got together and advertised that during next week all beef would be 50 cents a pound. In such cases, he said, the conspiracy does not lie in the advertising, but the advertising is used to further the conspiracy.

Raymond Rubicam, chairman of the board of Young & Rubicam, in an address which traced the development of advertising to its present scope of accomplishment, described the current wave of criticism as natural "at a time when every institution with powerful effects on the public welfare is in question."



—where power counts most!

THE power of a giant tank is almost irresistible as it crashes all before it in a mighty surge of power.

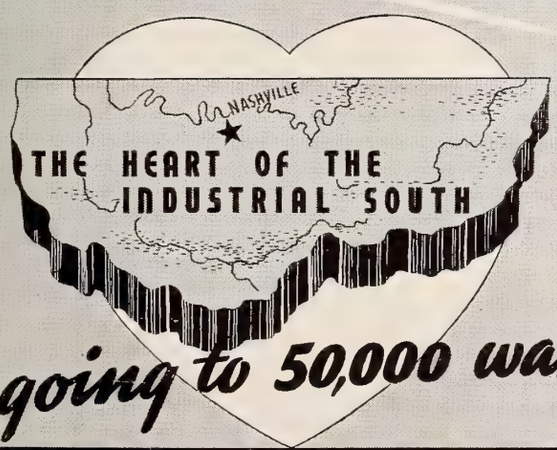
And the power of 50,000 watts, crashing through one of the nation's richest industrial areas, is also irresistible in producing sales.

Yes, the rich Tennessee Valley area, developed from prime power, economically produced by more than $500,000,000.00 worth of dams, is to be the happy hunting grounds of station WLAC.

Find out what that means to you.

COVERED FULLY AND INTELLIGENTLY BY

WLAC



Nashville, Tenn.

J. T. WARD, OWNER F. C. SOWELL, MANAGER

going to 50,000 watts before the end of 1941

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

FCC Probe Touches News Services

Tries to Show Efforts To Keep News From Radio Stations

PINNING DOWN individual instances in an attempt to show purported coercion exercised on news services by newspapers, to the detriment of broadcast stations seeking press service reports, FCC counsel developed the framework of its case in the press association phase of the Newspaper-Ownership inquiry at a two-day session last Thursday and Friday.

The Commission, sitting en banc, heard testimony of eight witnesses called by FCC counsel, along with rigid cross-examination led by Judge Thomas D. Thacher, chief counsel of the Newspaper-Radio Committee.

With hearings scheduled to resume for two days on Thursday and Friday, Oct. 16-17, no announcement of coming witnesses had been made by the FCC as BROADCASTING went to press. However, it is understood the sessions will continue with testimony by Joseph V. Connolly, president of King Features Syndicate, parent of International News Service, who was on the stand when FCC Chairman James Lawrence Fly recessed the proceedings last Friday, and an appearance by Herbert Moore, president of Transradio Press Service.

It is also thought the FCC will offer some of the corrections called for in Commission exhibits offered earlier in the inquiry, and challenged as to their accuracy by industry counsel.

Commission examination of witnesses was handled by Marcus Cohn, FCC special counsel to whom the press association phase of the inquiry was assigned. Counsel Cohn and Judge Thacher occasionally precipitated snappy exchanges, although the last session lacked much of the fireworks of preceding meetings.

During his examination of witnesses, Counsel Cohn emphasized a series of individual cases in which radio stations had attempted to secure press association news service in the face of strong newspaper opposition, with the opposing papers exercising various restrictive powers on the news service. Both station operators and news service officials were heard in connection with these situations, with the press associations asserting flatly that their radio policies provided open sale of their services to any and all stations with which proper terms could be arranged, and without regard to any newspaper opposition that may develop in particular cases.

The eight witnesses including Mr. Connolly, were Rogan Jones, president of KVOS, Bellingham, and KPQ, Wenatchee, Wash.; W. J. McCambridge, vice-president and general manager of Press Association, and AP assistant general manager; Lloyd Stratton, AP assistant general manager and assistant secretary; Louis Wasmer, owner of KHQ-KGA, Spokane; Edwin M. Williams, UP vice-president and sales manager; Truman Green, advertising manager of the *Tampa Tribune* and in charge of the newspaper's station, WFLA; James D. Poag, counsel of WMRC, Greenville, S. C.

In marked contrast to previous sessions, there was little bickering between the bench and Commission counsel. Mr. Cohn was the fifth member of the FCC legal staff to participate actively in the proceedings. Flanking Judge Thacher, as associate Newspaper-Radio Committee Counsel, were Sydney M. Kaye, New York, and A. M. Herman, Forth Worth, along with Louis G. Caldwell, counsel for WGN, Chicago.

Rogan Jones Tells of Press Service Problems

The press association phase of the inquiry, conducted by Marcus Cohn, special FCC counsel, opened with the appearance of Rogan Jones, president of KVOS, Bellingham, and KPQ, Wenatchee, Wash. Mr. Jones related his difficulties during the last two years in securing press association news service for the two stations.

Mr. Jones stated that the stations had suspended their contracts with INS early in 1940 because the INS regional service available to them was considered inadequate. The stations next used Transradio Service for several months, but decided to dispense with this service also when it was thought that the Transradio bureau in Seattle was to close.

Mr. Jones stated that he was first approached by a representative of Press Association in March, 1941. Early in April a PA contract for the Wenatchee and Bellingham stations was signed, he said, after conversations had shown that AP was anxious to avoid stirring up a 1934 fight in Bellingham between KVOS and the *Bellingham Herald*, an AP member, which at that time had charged KVOS with "pirating" its AP reports for use on the air and sought to prosecute the station.

Mr. Jones continued that a few days after the contract had been signed, and pending final approval by AP, he had been advised that the PA service for KPQ had been approved but that approval of the KVOS contract would have to await a meeting of the AP Board, since the local paper had voiced opposition to the station's use of the service. However, he stated, he had decided to "take a chance" on securing AP's approval of a contract covering both stations rather than proceeding with negotiations to secure UP service for the stations.

Mr. Cohn introduced a series of seven exhibits, copies of letters, telegrams and memoranda, between Mr. Jones, W. J. McCambridge, vice-president and general manager of PA and AP assistant general manager, and other AP and UP officials.

Mr. Jones stated that PA service started on May 13, 1941 at KPQ, Wenatchee. On May 23, he said, he was notified that the AP board of directors had declined to approve the Bellingham contract, whereupon he immediately contacted UP to work out a deal as soon as possible.

He declared UP notified him that its previous offer had been made on a two-station basis, and that it was not interested in a contract for the single station, KVOS. Mr. Jones stated that he approached both INS and Transradio in an effort to secure some sort of news service for the station, which ultimately had no wire news service for six weeks before it finally secured a UP contract.

On May 30 UP offered a new contract for KVOS, Mr. Jones indicated, providing radio wire service at a rate of $130 a week, which amounted to about twice the previously offered price. This offer was accepted, he said, after an arrangement was included in the agreement under which KPQ might eventually secure UP service also. He commented that although the price appeared high, if the KPQ situation were worked into the picture it would become quite equitable.

Mr. Jones' appearance closed with Counsel Cohn and Judge Thacher reading into the record, for about 20 minutes, excerpts from court decisions bearing on the Bellingham newspaper-radio case. The long exchange of legal reading came after Judge Thacher had protested the injection of a "lawyer's argument" into the record. Judge Thacher also held that in view of the court's findings, the Bellingham newspaper's case did not represent an "environment" indicative of the ordinary relations between press services and their clients. Taking issue with Counsel Cohn's emphasis on certain findings in the *Bellingham Herald* case, he commented, "why pick a paper guilty of bad conduct and cite that bad one as typical of all newspapers?"

McCambridge Tells of PA Organization

Second witness called by Counsel Cohn was Mr. McCambridge, PA general manager, who said Press Association had been incorporated in December, 1940, but had not begun to really function until March, 1941. He identified a list of PA radio subscribers, covering 123 stations, Don Lee, and MBS, as of June 30, 1941. Mr. McCambridge explained that PA has access to the entire AP news report, which is rewritten by special editors with a view to providing "service for the listener rather than the reader." He pointed out also that PA is a 24-hour operation, necessitated by the 24-hour radio service.

Counsel Cohn offered a series of 12 exhibits which traced developments incident to the Bellingham situation and the general question of supplying AP and PA service to radio stations in one way or another. One document to which Mr. Cohn called particular attention was a telegram to Kent Cooper, AP general manager, from 12 Northwest AP newspaper members, asserting their right of protest.

The wire stated that the group of publishers "emphatically protest the sale of the AP news report to radio stations, either in the abbreviated form or otherwise, without the consent of the AP member in the community in which the radio station is located."

Another of the exhibits, a letter to Mr. McCambridge from Joseph Pigney, of the AP staff in the Northwest, indicated that S. A. Perkins, owner of the *Bellingham Herald*, was firmly opposed to serving KVOS with AP reports.

The other exhibits indicated that Charles L. Sefrit, business manager of the *Herald*, also was opposed to any such move, contending that "it will embarrass the *Herald* if KVOS is served the AP news report in view of the court fight between the paper and the radio station."

It was also indicated that the paper "might consider" discontinuing its AP franchise if the KVOS deal with AP went through. The letter to Mr. Jones from Mr. McCambridge, dated April 24, 1941, told of the AP board's action in postponing indefinitely its approval of an agreement with KVOS "because of the situation which developed between AP and KVOS involving a large financial expenditure," i.e. the protracted litigation following the alleged "piracy" of the *Herald's* AP dispatches.

Queried, Mr. McCambridge declared he knew of no instance of a refusal to sell PA service to a radio station where the station and PA could get together on terms. Responding to a question from Chairman Fly, he said PA had not refused any application from a Greenville, S. C., station, since no application had been received, although PA had approached the nonnewspaper affiliated station there.

Under cross-examination by Judge Thacher, Mr. McCambridge reasserted that PA service was available to any and all stations on "proper terms". He said he knew of no case where a proper application would be turned down, observing that AP member newspapers have no right of protest against any PA applicants.

Questioned by WGN Counsel Louis G. Caldwell, Mr. McCambridge said that AP serves some 1400 newspapers in the United States, Canada, Latin America and Europe, uses about 300,000 miles

(*Continued on Page 55*)



Congratulations, old man!

Becoming the chief engineer of a radio station is a big job with a lot of responsibility. It's a job which should give you a great deal of personal satisfaction, for it puts you on the road to accomplishing many things you've dreamed of doing.

The roots of your job go deep. For the chief engineers of the past 20 years—through their eternal quest for new and better ways to put a signal on the air—have contributed much to the high technical plane on which the industry is now established.

Now and in years to come, you can count on Western Electric to help you in every way possible to advance the art of broadcasting still farther.

Since radio began, Western Electric has played a leading role in changing it from a dream into a vital part of everyday life. Stabilized feedback, crystal control, vertical radiators, directional antenna arrays, the Doherty high efficiency amplifier, are a few of the improved tools provided by Bell Labs and Western Electric to help you in your job.

And now, although our energies are engaged in cooperating with the Defense Program, you may be sure that our interest, and the interest of our distributors, in broadcasting and in you who are a part of it, is as keen today as in the past.

DISTRIBUTORS:

In U. S. A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corporation.

Western Electric
EQUIPPED FOR BETTER BROADCASTING

Another Radio Coordinating Agency

New OFF to Give Clear Picture of Defense Policies

DEFINITE indication that the Administration is developing a far-reaching plan for cooperation among existing Government radio agencies for a more effective dissemination of information through radio came last Tuesday when it was learned that President Roosevelt had approved the creation of a new Government agency, the Office of Facts & Figures, to coordinate the work of established Government agencies in presenting a clear and detailed picture of the Administration's defense and foreign policies.

To be set up in quarters now occupied by the Office of Civilian Defense, the OFF administrator would report to Mayor Fiorello H. LaGuardia, OCD chief. It is understood the OFF directorship has been offered to Archibald MacLeish, Librarian of Congress.

Lewis May Direct

Although detailed organizational plans cannot be completed until the chairman is selected, it was indicated that an OFF radio division, presumably to be headed by some well-known industry figure, is to be organized. Probably playing the vital role in the setting up and operating of this group would be William B. Lewis, CBS vice-president in charge of programs, who several weeks ago was called to Washington, on leave from CBS, to serve as expert broadcasting consultant to Director LaGuardia.

It also has been indicated that the OFF radio division would function as part of the big OFF plan, and would not operate as an OCD radio office. It was explained that OCD's radio needs would continue to be served, as heretofore, by the OEM radio division, directed by Bernard Schoenfeld.

Col. William J. Donovan, Coordinator of Information, now organizing a world-wide American information service to combat enemy propaganda, will continue control over external defense radio activities.

Not to Censor

An important factor in the plan to clarify the picture offered to the public will be the Interdepartmental Advisory Committee, headed by Mr. MacLeish, which has already been established, with members from the Departments of War, Navy, State, Treasury, Justice, Interior, OEM, OGR and OCI. Among the representatives on this committee are Lowell Mellett, director of the Office of Government Reports, and Col. Donovan.

Mayor LaGuardia has emphasized that the new OFF would not be used to censor facts essential to complete public understanding of the purposes and progress of the Government. Its purpose was rather to reveal than to conceal the facts of defense and foreign policy, he said. It was also stated that the new agency, which bears the approval of Cabinet members dealing with national defense, will not be a super-press bureau. It will issue no news releases and have no direct contact with information media.

Although OFF is not to displace Government press departments, nor has it the authority to dictate what news should be released and what withheld, its function is to attempt to prevent one department not having all the facts about defense at its disposal from issuing information distorting the overall defense picture, it was explained.

Revelation of the new OFF plan came a fortnight after Mayor LaGuardia had dropped a bombshell into the organized radio ranks of Government agencies by sending each of them a letter from which it was "incorrectly inferred," according to OCD, that OCD would take over coordinating and clearing all Government radio programs [BROADCASTING Aug. 4, Sept. 22].

The letter, termed "unfortunate" by many observers, resulted in a furor of opposition in the affected agencies, and OCD apparently dropped any intention of following through on its request that each agency furnish a complete list of its radio activities to enable Mr. Lewis to familiarize himself with Government radio activity.

"Whatever anybody says, OFF is not a propaganda agency," Mayor LaGuardia declared last Tuesday. "The OFF is a sort of reservoir with a purification process. It's not a news-sheet, hand-out agency. The people are entitled to the facts, and they're going to get them."

The new agency is understood to have been formed principally for two considerations—agitation in Congress for "more facts on both national defense and foreign policy," and insistence by the President that the public not only is entitled to know the facts, outside the narrow field of military information, but also deserves to be presented a body of well-organized facts rather than a hodge-podge.

Mayor LaGuardia also revealed last week several personnel appointments made at his request—Capt. Robert E. Kintner, former Washington columnist, and Lieut. Barry Bingham, publisher of the *Louisville Courier - Journal* and owner of WHAS, who were released by the War and Navy Departments for special duty with OFF, and Dr. Frank King Don called as a special consultant with OFF.

SPECIAL MEETINGS SCHEDULED BY NAB

STARTING last Thursday with the District 7 meeting in Louisville, a tentative schedule for the special series of meetings to be held in all 17 NAB districts before the new year was announced last Friday. The meetings are scheduled in three series.

Tentative schedules as announced by the NAB, are:

District. 1: Worcester, Mass., Oct. 28, Bancroft Hotel.
District 2: Syracuse, N. Y., Oct. 29-30, Syracuse Hotel.
District 3: Philadelphia, Oct. 31-Nov. 1.
District 4: Greensboro, N. C., or Richmond, Va., Nov. 3-4.
District 5: Atlanta, Nov. 5-6 (Georgia, Alabama); Jacksonville, Nov. 7-8. (Florida)
District 6: Memphis, Nov. 17-18, Peabody Hotel.
District 7: Louisville, Oct. 9-10.
District 8: Grand Rapids, Mich., Oct. 13-14. Pantland Hotel.
District 9: Chicago, Dec. 15-16.
District 10: Omaha, Oct. 15-16, Fontenelle Hotel.
District 11: Minneapolis, Dec. 11-12, Hotel Nicollet.
District 12: Tulsa, Okla., Oct. 17-18, Tulsa Hotel (to be held concurrently with AFA Southwestern District convention).
District 13: Fort Worth or Dallas, Nov. 20-21.
District 14: Salt Lake City or Denver, Dec. 8-9.
District 15: San Francisco, Nov. 28-29.
District 16: Los Angeles, Nov. 24-25.
District 17: Portland, Dec. 1, Seattle, Dec. 2.

U of IOWA has issued a bulletin booklet in which the various activities of the university's WSUI, Sioux City, Ia., are reviewed.

Sunnyvale Spots

SUNNYVALE PACKING Corp., San Francisco (Rancho Soups) spasmodic user of radio, heretofore on a small scale, on about Dec. 1 will start for 13 weeks a daytime quarter-hour dramatic serial, three times weekly on 6 CBS stations in the West. Account was closed by Charles E. Morin, CBS San Francisco manager. The broadcast will probably originate in Hollywood. Agency is Lord & Thomas, San Francisco. The station list: KNX KSFO KARM KROY KSL KOY. In addition Sunnydale is using one-minute transcribed dramas five times weekly on 7 western stations—KPO KSFO KNX KFI KARM KSEI KIDO.

Shaler on 46

SHALER Co., Waupun, Wis. (Rislone motor oil), through Kirkgasser-Drew, Chicago, has purchased daily one-minute spots on 46 stations for a week in November. The transcribed announcements, produced by Hal R. Makelim Productions, Chicago, have been placed on the following stations: KADA KOB KGNC KVSO WSB WEEI WBEN WBBM WTAM WFAA KLZ WHO WJR KGNO KTSM KCRC KFPW KPRC WIRE WJAX WDAF KLRA KNX WHAS WREC WTMJ WCCO KBIX WSMB WABC KTOK WOW KYW WCAE KOY KOIN KSL WOAI KSFO KWKH KIRO KGFF KMOX WFLA KOME KANS.

Coca Cola Series Conflicts on Blue

NBC to Hold Stations for Sterling Products Pair

STATIONS which are affiliated both with NBC-Blue and MBS and which have been sold as outlets for both the Coca Cola broadcasts on Mutual and the Sterling Products broadcasts on the Blue have received notice from NBC they will be expected to carry the Sterling Products programs.

In sending the 28-day removal notices to the six stations involved, NBC pointed out that the two Blue programs, *Monday Merry-Go-Round* for Dr. Lyons' toothpowder and *Melody Hour* for Bayer's aspirin, occur at 10-10:30 p.m. on Monday and Wednesday evenings respectively, which is network time, and that the stations are obliged to carry them under the terms of their affiliation contracts with NBC.

Other Dispute Solved

These programs start on Oct. 20 and 22. The Mutual Coca Cola series, to begin Nov. 3, calls for 10:15-10:30 p.m. broadcasts Monday through Friday, and 10-10:30 p.m. on Saturday. Blackett-Sample-Hummert, New York, is the agency for the programs on the Blue; D'Arcy Adv. Co., St. Louis, handles the Coca Cola advertising.

Signing of the Wednesday evening 10-10:30 program relieves NBC of the necessity of settling a dispute between R. J. Reynolds Tobacco Co. and American Tobacco Co.

Sale of the Wednesday evening spot to Sterling got NBC out of the middle of a dispute between two tobacco companies over seven Blue outlets in the West. When R. J. Reynolds Tobacco Co. moved its *Penthouse Party* to the Blue on Wednesdays, 9:30-10 p.m., it requested that these stations be removed from the schedule of the Kay Kyser show, broadcast 10-11 p.m. Wednesdays, sponsored by American Tobacco Co. for Lucky Strikes, under the NBC rule prohibiting continuous broadcast of competitive products. Latter program is a Red Network show, but used the Blue stations in the Western cities as supplementary outlets. When Sterling bought the Blue network 10-10:30 and preempted these stations, the contiguity was removed, automatically ending the dispute.

Old Dutch Mills Spots

OLD DUTCH MILLS Inc, New York (Old Dutch coffee), on Oct. 12 started a series of announcements for 26 weeks on four New York stations, WQXR WOV WHN WMCA. Starting Oct. 13, the company is to sponsor *Spice of Life* Monday through Friday 9-9:05 a. m. on WEAF, New York. Program, also for 26 weeks, features oddities in the news, humor and music. Agency is Peck Adv. Agency, New York.



P. A. Starck Piano Company
MANUFACTURERS
STARCK PIANOS
603 NEWBURY STREET
COR BROOKLINE AVE AT KENMORE SQUARE
TELEPHONE KENMORE 6344
BOSTON, MASS.

January
6th,
1940

Mr. George Lasker,
Station WORL,
Myles Standish Hotel,
Boston, Mass.

Dear Mr. Lasker:

You and your organization will be glad to know, that the 920 Club has done a phenomenal job of advertising for us.

After continual advertising for several months with gradual improvement, we finally hit the peak of our business during Christmas week, 1939, and the 920 Club was directly responsible for better than $4000 worth of business that week, at a cost of only $150.

We are glad to state, that in our estimation, the 920 Club has proven to be one of the best advertising mediums in Boston for us.

Wishing you and your organization a very Happy and Prosperous New Year.

Yours very truly,
P. A. STARCK PIANO CO.
F. E. Hemeon
MANAGER

FEH:AMcG

WORL—ONLY RADIO STATION USED!

Selling $4,000 worth of merchandise in one week through WORL advertising is no miracle! Phenomenal sales increases are being registered every day for advertisers using the 920 Club on WORL. The 920 Club, unique in format, with a powerful sales impact—gets results... and by results we mean *sales.* It's America's outstanding radio program.

MOVE MERCHANDISE OFF RETAILERS SHELVES..but fast!

Doughnut sales up 147% in one week! Sales increase over 100% for a soft drink! Whatever your client's product...high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

BUY A PARTICIPATION IN THE 920 CLUB NOW!

15 minute programs are open! Write for availabilities and 15 big success stories today!

950 Kilocycles **WORL** 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS

KQW, San Jose-San Francisco, To Become Affiliate of CBS

Agreement Reached With Brunton, to Start Jan. 1; KQW Asks Dismissal of Protest by KSFO

KQW, SAN JOSE-SAN FRANCISCO, will become the CBS Bay Area outlet in lieu of KSFO on Jan. 1 under an affiliation agreement reached by Ralph R. Brunton, president of KQW, with CBS officials in New York last week.

Notice of the shift was divulged in a pleading filed with the FCC last Thursday by KQW in connection with KSFO's opposition to a recent grant of 50,000 watts to the Brunton station on 740 kc. KSFO also is an applicant for this facility with 50,000 watts.

The present KSFO affiliation with CBS expires Jan. 1. The network has not exercised its option to renew and has notified Wesley I. Dumm, owner of KSFO, of the contract with KQW. No details regarding the contract were announced, but it is understood that it does not encompass the project for acquisition by CBS of a 38% interest in KQW.

Opposition Filed

The disclosure of the new affiliation came in the filing of an opposition of KQW to the petition of KSFO for reconsideration of the FCC's action of Sept. 9, granting the KQW application for 50,000 watts, subject to approval of a plan of independent financing. When the Commission granted the KQW application, it simultaneously set the KSFO application for the same facilities for hearing [BROADCASTING, Sept. 15-29].

KSFO, through former Commissioner E. O. Sykes, on Sept. 24 petitioned the Commission for reconsideration of its grant to KQW, contending that the Commission has "unwittingly done a grave injustice" to KSFO. It asked that a consolidated hearing on the competitive applications be set in San Francisco.

In the opposition filed last Thursday, Elmer W. Pratt, attorney for KQW, asked that the Commission dismiss and deny the KSFO petition on the ground that it was not a "party aggrieved or adversely affected" by the KQW grant. It is expected the Commission shortly will consider the KSFO motion and the KQW opposition.

The affiliation contract of KQW with CBS, it is understood, covers its operation on 740 kc. as a 5,000-watt station. It is presumed, however, that provision is made for a revised arrangement in the event the station successfully prosecutes its 50,000-watt construction permit. CBS, because of the competitive picture in San Francisco, long has been desirous of procuring a 50,000-watt outlet.

KSFO, in its quest for 50,000 watts on 740 kc., proposed that KQW be given its present facility on 560 kc. with 5,000 watts day and 1,000 watts night. KSFO at present utilizes the CBS studios built several years ago at a cost of approximately $135,000. Whether these will be turned over to KQW under lease, as a part of the new transaction, was not divulged. It was evident, however, that KSFO proposed to resist, all down the line, the effort of KQW to procure a regular grant on 740 kc.

Sale Commitment

KQW is a sister station of KJBS, San Francisco. It is understood that as one of the conditions to the grant of the 50,000-watt construction permit to KQW, FCC Chairman James Lawrence Fly exacted from the Brunton company the commitment that KJBS would be disposed of, in line with the inferred policy against multiple ownership where duplicating service is involved. It is reported that several transactions involving disposition of the station are under consideration.

Two Morrell Series

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Oct. 8 started six one-minute live announcements weekly for 11 weeks on KLZ, Denver; and on Nov. 3, five participations weekly on *Mary Margaret McBride*, WEAF, New York for 39 weeks. Company is renewing thrice-weekly participations on *Nancy Craig Booth*, WJZ, New York; and the transcribed thrice-weekly quarter-hour *Shopping With the Missus* on WBBM, Chicago. Morrell for E-Z Cut ham has placed the quarter-hour transcribed shopping program three days a week, 52 weeks, on KDKA, Pittsburgh; WABC, New York; WCAU, Philadelphia. Henri, Hurst & McDonald, Chicago, is agency.

Band Plays On

DESPITE reported threats by the American Federation of Musicians against the Royal Canadian Air Force Band playing on Canadian Broadcasting Corp., networks [BROADCASTING Oct. 6], the RCAF band has started a biweekly series of Monday evening concerts on a CBC western network originating at Winnipeg. Air Minister C. G. Power recently was reported as saying the band would play "when and where" it pleased. The new series is being aired as part of a recruiting campaign.



COPPER CONTAINER, hermetically sealed, was placed in the cornerstone of the *Milwaukee Journal's* new Radio City by Walter J. Damm (left), general manager of radio for the company, operating WTMJ and W55M. The box holds transcriptions, including recordings made during the ceremonies. An investment of a million dollars is involved in the project.

Sorry, Mr. Damm!

EDITOR, BROADCASTING:

I would very much appreciate a correction of your item concerning me as it relates to your statement "Some significance attached to the fact that three members of the 1938 NAB reorganization committee—Craney, Edward A. Allen, WLVA, Lynchburg, and Walter J. Damm, WTMJ, Milwaukee—participated in the drafting of the NIB reorganization plan."

While I attended this open NIB meeting for the purpose of "simply looking around", I was not asked to serve nor did I serve on any committee appointed at that meeting to draw up reorganization plans for the NIB.

I believe my name was mentioned after there were several withdrawals in connection with the resolutions committee. As I explained to Ed Allen, I did not feel that I should serve on that committee, and I did not so serve.

WALTER J. DAMM
General Manager of Radio
The Milwaukee Journal

Milwaukee, Oct. 1, 1941

Store Using 6

BLAUNER'S Inc., Philadelphia (department store), has started a radio campaign on six stations in the Mid-Atlantic area for its women's apparel store. Started Sept. 30 and to continue for 52 weeks, a quarter-hour program conducted by Bettina Brown, called *Morning Music Box*, and featuring fashion hints and recorded music, is scheduled Tuesday, Thursday and Fridays at 9 a.m. at each of the six stations. The program originates in the studios of WIP, Philadelphia, and talks are transcribed by Wm. Robinson Labs. for WFPG, Atlantic City; WGAL, Lancaster, Pa.; WEST, Easton, Pa.; WTNJ, Trenton, N. J., and WILM, Wilmington, Del. Agency is Harry M. Dittman, Philadelphia.

Join KDAL, Duluth

RECENT additions to the staff of KDAL, Duluth, Minn., are Bob Owens, salesman, formerly of KWNO, Winona; John Otsby, from WDSM, Duluth-Superior; Charles Ross, announcer from KMPC, Beverly Hills, Cal.; Helen Green, bookkeeping; Bea Lade, publicity and promotion from WDSM.

100 kw. Shortwave To Orient Planned

Wesley I. Dumm Proposes to Build Powerful Outlet

ESTABLISHMENT of a new 100,000-watt international broadcast station in San Francisco, to serve the Far East, Australia and Central and South America, is proposed in an application filed with the FCC last Wednesday by Wesley I. Dumm, owner of KSFO, San Francisco.

With the inferred blessing of Col. William J. Donovan, coordinator of information for the President, the application is expected to receive expeditious handling. Col. Donovan's office, which is supervising external communications and intelligence, has been deeply interested in broadening the scope of international broadcast service. Nathan David, former FCC attorney, is the radio liaison officer of Col. Donovan's office.

Dellar Would Direct

Said to involve approximately $150,000 in construction costs, the new station proposes to use a 100,000-watt General Electric transmitter, described as the highest powered international broadcast unit in this country or possibly in the world.

The station would be built in San Francisco and operated, from the programming standpoint, in conjuction with KSFO. Lincoln Dellar, general manager of KSFO, is slated to become the directing head of the international transmitter, under Mr. Dumm's supervision.

Precise frequencies to be used by the station were not disclosed, though it was expected that wavelengths in several bands might be designated to provide beamed service to various outlying areas. There was some speculation as to whether frequencies now used by other international broadcast stations might not be assigned on a time-sharing basis to the projected new transmitter to accomplish this result. Moreover, the time differential might make this expedient, it was pointed out.

KGEI, General Electric station in Oakland, is the only other international broadcast unit on the Pacific Coast supplying service to the Far East.

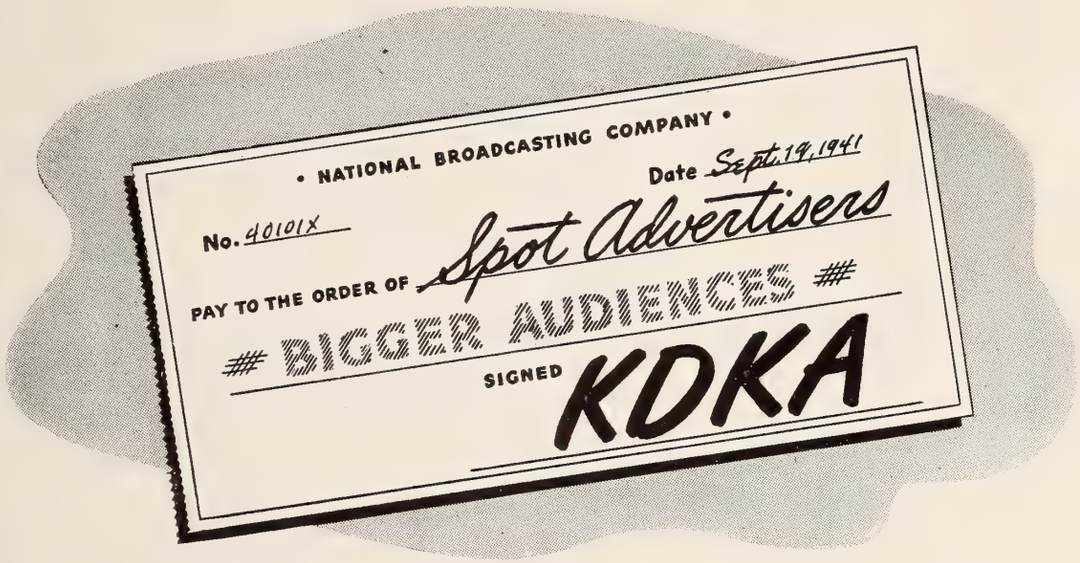
Because of the desire of the Government to improve international broadcast service, it was expected that priorities and other possible obstacles to prompt construction would be overcome through Government intercession.

NBC Gets Bowls

NBC has signed a five-year contract covering exclusive broadcasting rights to the annual Rose Bowl football games played New Year's Day in Pasadena, and this year also will have exclusive coverage of the Sugar Bowl game Jan. 1 in New Orleans.

America's Oldest Station

DECLARES A DIVIDEND!



The Station Most People Listened to First! Joins the Network they Listen to Most!

To Spot Radio Advertisers, 50,000-watt Westinghouse Station KDKA has become a bigger buy than ever! For *more dials* than ever, throughout the booming Tri-State Area, will stay tuned to KDKA by day and by night, stimulated by the unmatched leadership of NBC RED programming.

And when we say "unmatched" ...we mean just that! For instance:

NBC RED had the *highest* average daytime audiences . . . the *highest* average nighttime audiences . . . during *every* month of 1940. And during *every* month of 1941 so far! First in top-ranking programs, too, NBC RED boasts *seven* of the top *ten* network shows now on the air . . . more than twice as many as all the other networks combined!

Add that kind of programming to the power and prestige of KDKA—which ALONE blankets the *expanded* 71-county Pittsburgh market of today—and you have a story typical of the kind of leadership NBC offers to spot and local radio advertisers in *11* great American markets . . . the Golden Zones where money flows freely and products sell fast!

Check the list of NBC Key Stations yourself . . . then ask to hear the *whole* story. A phone call to your nearest NBC Spot Sales Office will bring it in a jiffy!



Tillamook Gets $10.90 for Every $1

Coast Creamery Has a Radio Formula That Works on Low Budget

By DAVID M. BOTSFORD
President and General Manager
Botsford, Constantine & Gardner

WHEN the trumpets blare and the expensive comedians tear off gags and the guest stars perform for their fancy checks, the men who made Tillamook just sit back and smile. For the peaks in the audience surveys mean nothing for them. Instead, they are riding along contentedly with a low-cost regional network program that brings $10.90 for every $1 spent on advertising —principally radio. This great creamery cooperative on the Coast needs only a moderate budget to command a premium price from the buying public. And Mr. Botsford tells why.

SET A MAN and a woman to talking about good eating—buy them 15 minutes on six radio stations every Friday morning for $336 — insert a few mentions about a cheese you'd like to sell — nothing very sensational about it all, is there? The Tillamook County Creamery Assn., started doing just this nine years ago. They're still doing it.



Mr. Botsford

Tillamook embarked on the Pacific Coast NBC-Red network in 1933 with seasonal campaigns via the participating program, *Woman's Magazine of the Air*. Every spring and fall the association came back on WMA until 1936, when it took that program's master of ceremonies, Bennie Walker, and its own cooking expert, Nancy Parker, and built a quarter-hour show around the two.

All the Year

Today there's nothing seasonal about Bennie Walker's *Tillamook Kitchen*. Every Friday morning 9-9:15 listeners to KPO KFI KMJ KGW KOMO KHQ hear it as regular as clockwork, month in, month out, the year 'round as it wings to the West from NBC's San Francisco studios to those six Pacific-Red stations.

Unglamorous is the program in an industry loaded with high-priced variety shows and solid five-a-week dramas. But colossal are the results—colossal enough for the most sensational show.

Tillamook County Creamery Assn. is made up of 17 farmer-owned cheese factories in Western Oregon's lush Tillamook dairy region. Preston Williams is president. Carl Haberlach is manager and has been since the group was formed over 20 years ago. Each year the association produces nearly 10,000,000 pounds of cheese and butter valued at 1¾ million dollars and distributes them along the Pacific Coast.

Tillamook members pay 4/10-of-a-cent per pound of cheese for advertising purposes. Their secretary, manager and the agency, Botsford, Constantine & Gardner, work out the plans. A part of that budget goes into insertions in *Sunset Magazine*, a percentage goes to recipe folders and direct mail. The greater proportion ends up in the Tillamook NBC-Pacific Red network radio program.

Does the advertising work? Listen to this! For every dollar spent by the cooperative, $10.90 has been returned. A clear profit of $9.90! For *Tillamook Kitchen* not only increases demand for a highly competitive product—actually it even maintains a price advantage for members of the cooperative. From 1903 to 1918 with no advertising, Tillamook prices remained practically on a level with those of Wisconsin cheese. Since advertising, Tillamook has enjoyed a price advantage over Wisconsin *every year*. Since radio advertising was inaugurated that advantage has never fallen below 2c per pound. In 1940 the advantage was 3.33c or a total extra return to the producers of $327,449.61 on the basis of cheese production that year. In its advertising history Tillamook has spent $574,456, and brought back in price gains alone $6,279,782.

Not Among Survey Elite

If "radio success" is synonymous with "high rating" in your mind, this Tillamook experience story will hardly fit. For Bennie Walker's *Tillamook Kitchen* doesn't attract a large radio audience. It rates regularly around a humble 2 in the Hooper and Facts Consolidated surveys.

Advertiser and agency look at it this way—the 130 most popular evening network programs pay an average of $3,685 a show for talent, according to a study recently made. Assigning a 10% pro rata share to this for covering the Pacific Coast gives a night average program cost of $369. The average evening Hooper network program rating on the Pacific Coast NBC-Red network is around 10. This means that the average Pacific advertiser pays $37 a point for audience.

Now take the *Tillamook Kitchen*. Its rating is 2. Its talent cost (lowest of any NBC program) is virtually the same per point as the big night shows. But Tillamook pays exactly one-half as much as the night shows for time, on the very same line-up of high-powered network stations. So Tillamook's radio advertising is, therefore, just twice as efficient. The big difference between Tillamook's effectiveness and that of the high-rated programs is the difference between *extensive* and *intensive* advertising.

Probably the *Kitchen's* rating in rural areas is higher than in the cities where surveys are made. But even assuming that the 2 rating applies to the whole of Coast Red's 2½-million daytime radio families, Tillamook speaks weekly to 50,000 Western homes at an over-all time and talent cost of 8 mills apiece. And these are loyal, intensely interested, *buying* homes.

Tillamook keeps track of its audience by frequent premium and contest promotions. In both it sensibly correlates awards with its product, keeps expense at a minimum. Prizes are grills, covers to keep cheese fresh, tablecloth sets, cheese graters, cheeses. Premiums are cheese recipes, cooking booklets, picnic-planning folders, binders to hold loose-leaf recipes, stamps, kitchen decorations.

A sales slip or a piece of cheese rind bearing the stamped trademark "Tillamook" must be enclosed in each letter, sometimes accompanied by coin. The response, overpowering in more ways than one, makes the NBC mail room an appetizing place during Tillamook "deals".

Near the Top

Mail response per listener reaches a terrifically high figure. Thirty-two thousand recipe requests were received in one year from radio time and magazine space. A campaign offering a metal cheese grater for a rind plus 25c exhausted the supply of 10,000 in a few months. Ordinary promotions pull in four figures monthly, regularly put this exclusively Pacific Coast show among the top 25 NBC programs nationally for mail response.

Tillamook Kitchen doesn't fit any of the pat formulas for successful radio programs. What it does have is perfect correlation between program content and commercial content. When the sales plug is inserted, it appears as a natural continuation of rotund, good-natured, food-loving Bennie Walker's cheery patter. As the *Portland Oregonian* wrote in its radio column last May 16, "Bennie's appetizing recipes are known famously from host to host; you can practically smell his concoctions over the radio."

And of course Walker brings to *Kitchen* the vast following he has won through a dozen years as m.c. on NBC-Red's *Woman's Magazine of the Air*, KGO's *Homestead Amateur Hour* and hundreds of personal appearances up and down the Coast.

What does all this prove for others? We think several things:

1. Regional radio can be successful for advertisers with a budget of little more than $400 a week.

2. A program can be successful without high-priced music, drama, stars—or even quiz!

3. Daytime radio can be successful without the necessity of programs three or five times a week.

4. Radio offers a prime opportunity for small food cooperatives, wherever located.

We have found our one 15-minute program a week an effective and economical basis for a campaign covering the West Coast market.

New Chicago Newspaper Shows Interest in Radio

CHICAGO'S new morning newspaper, financed by Marshall Field III, will devote considerable space to news of radio, it was stated by Publisher Silliman Evans at a press conference held last week at which the appointments of Editor Rex Smith and Managing Editor George DeWitt, formerly managing editor of *Washington Times-Herald* were announced.

Mr. Smith, editor of *Newsweek*, and who has supervised the production of the current weekly quarter-hour, *Ahead of the Headlines* sponsored by the publication on NBC-Blue, said he considered radio one of the most important news fields, and newspapers generally have not done as adequate a job as the national news magazines on the coverage of radio. The radio editor will be announced shortly, it was said.

In the meantime promotional plans, which include radio, are going forward with the announcement of a $10,000 contest for the selection of a name and the best reply to the question, "Why does Chicago need another morning newspaper?" An intensive schedule of spot announcements will be placed on Chicago stations through Schwimmer & Scott, Chicago. It is expected that the paper will be in publication by the first of the year.

STANDOUT facts

"There is no station on the White King schedule that is doing better than KLZ when it comes to rendering co-operation." Multiply that voluntary statement from the Raymond R. Morgan Company by the number of KLZ accounts, and you'll have some idea why KLZ's merchandising service is a STANDOUT in the minds of advertisers throughout the country . . . why program productiveness is higher on this station than in most places.

When Hugh M. Woods, president of the mercantile company bearing his name, signed a recent KLZ renewal, it marked the 14th year of association between the two companies . . . established Mr. Woods as KLZ's oldest advertiser. Like many another Denver merchant, Mr. Woods credits radio with a large share in his business success . . . uses the city's STANDOUT station exclusively.

"Sheer genius!" they're saying of "Junior Genius" —a KLZ kid show that is piling up fan mail from six states at a pace unusual even for this station. Produced on Saturday mornings, "Junior Genius" is a striking demonstration of two important points for advertisers: 1. KLZ's programming and production experts know how to build STANDOUT shows; 2. There's no such thing as poor time on this station . . . a 'round-the-clock audience stays with KLZ, every day in the week.

With increasing use of spot copy, advertisers are viewing approvingly KLZ's array of STANDOUT Fall and Winter shows . . . knowing that a larger-than-ever audience stays tuned to this station. With station mail more than double last year to date, advertisers are finding KLZ's audience bigger, more responsive, than ever.

Is your market the rich, populous, balanced Rocky Mountain zone east of the Great Divide? Do the buying regions of Colorado, northern New Mexico, Wyoming and western Kansas and Nebraska, with their lush farms and teeming industrial and mining centers, offer profit for your products? Then reach them, economically, efficiently and completely, through Denver's STANDOUT station . . . the pioneer station of the West . . . KLZ.



DENVER'S **STANDOUT** STATION

5,000 WATTS

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY
AND WKY — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Federal Warning on New Tax Indicates Widespread Violation

Price Quotation Attributing Increase Is Due to Recent Levies and Liable to Heavy Penalty

EXTREME CAUTION must be exercised by stations and advertising agencies quoting prices on articles subject to the new Federal manufacturers' excise taxes, as the result of a warning by Commissioner of Internal Revenue Guy T. Helvering.

Mr. Helvering warns that any person stating in writing or orally that any part of the sale price of such articles consists of a tax imposed by the Federal Government and knowing that such a statement is false or that the tax is not as great as the portion of the sale price attributed to the tax, may be subject to a $1,000 fine or to imprisonment for a year or both.

Many Violations

Special agents of the Bureau have been instructed to be on the lookout for such violations, which, it is understood, are fairly widespread evidently due to a misunderstanding of the law or inaccurate interpretation. Mr. Helvering said a published statement that manufacturers are prohibited from quoting the tax separately, although they may add the tax as an element of cost and thereby raise their prices, is incorrect. However, he said, when the tax is passed on, the manufacturer may bill the amount of the tax as a separate item or include such amount in the sale price of the article.

Leon Henderson, administrator, Office of Price Administration, has asked manufacturers, wholesalers and retailers dealing in articles subject to the excise taxes to exert their utmost efforts to prevent price increases to ultimate consumers exceeding the actual amount of the additional taxes.

Manufacturers excise taxes, that is taxes which must be paid before the goods are sold to jobbers or retailers, effective Oct. 1, apply to such articles as electric, gas, and oil appliances, including flat irons, fans, stoves, mixers and vacuum cleaners; to a large list of rubber products, excluding footwear, and to electric light bulbs. Such articles as automobiles, tires, tubes, radios and household refrigerators already carry excise taxes, but under the new law the amount has increased double or nearly double.

Seek Prosecution

The Bureau of Internal Revenue will first seek prosecution of the merchant, who for example, increases the price of an article 20% to cover a 10% tax, and then advertises that the entire increase is due to added taxation; and second, any dealer who, by purchasing in large quantities, undersells smaller competitors and calls attention to his accomplishment by telling the public, through advertising, "we absorb the tax". The only articles taxed on the retail price are furs, jewelry and cosmetics.

Tax on Old Stock

Another violation, considered to date as inadvertent by the bureau, is the practice of charging consumers a tax on goods in the retailers hands before Oct. 1. The manufacturers excise taxes apply only to articles delivered to retailers after that date and Treasury Department officials have told consumers they need not pay such taxes if they can determine that the goods were on hand before that date.

Section 3325 of the existing Internal Revenue Act provides that anyone who knowing his statement to be false "leads anyone to believe that the price or part of the price of any article subject to a manufacturers excise tax is due to the imposition of an internal revenue tax shall be considered guilty of a misdemeanor and shall be subject to a fine of $1,000 or a year imprisonment or both."

The Act, which became effective Oct. 1, provides "that whoever . . . makes any statement, written or oral, in advertisement or otherwise, intended or calculated to lead any person to believe that the price of the article does not include the tax imposed . . . shall on conviction thereof be punished by a fine of not more than $1,000."



FIRST FM commercial contract in the Deep South is the claim made by W45BR, FM affiliate of WJBO, Baton Rouge, La. Watching T. J. Daigre (right), local Coca Cola dealer, affix signature is H. Vernon Anderson, WJBO - W45BR vice-president and general manager. The beverage firm is sponsoring all Tulane games on W45BR. Club Chanticleer has signed to broadcast all high school games.

Oelwein List

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo Mineral Compound), has started a 26-week campaign using a thrice-weekly schedule of one-minute announcements on WNAX KWAT WDAY KGDE KATE KFAM KROC KYSM WLS KMA WHO, and a quarter-hour news broadcast on WMT, Cedar Rapids, Ia. Agency is Cary-Ainsworth, Des Moines.

Rit Announces

RIT PRODUCTS Corp., Chicago (tints and dyes), has started a campaign of 15 one-minute transcribed announcements weekly on 20 stations, continuing for the balance of the year. Agency is Earle Ludgin Inc., Chicago.

Simpson Charges Biddle Censorship

Claims U. S. Official Was Factor in Cancellation

CHARGING New Deal censorship in prompting cancellation of a Sept. 30 NBC broadcast by Attorney General George F. Barrett, of Illinois, Rep. Simpson (R-Pa.) in a prepared statement last Wednesday declared that the situation "appears to merit inquiry" by the House Committee on Interstate & Foreign Commerce. He charged that U. S. Attorney General Biddle had been instrumental in bringing about cancellation of the broadcast, which had been arranged and cleared with NBC several weeks in advance.

According to Rep. Simpson, Attorney General Barrett, scheduled to address an Indianapolis meeting of the National Assn. of Attorneys General on Sept. 30, had submitted his speech, termed "a vigorous attack upon Communism and Fascism and an appeal for a restoration and revitalization of American constitutional procedures in Washington," to NBC a week before the broadcast.

Censorship Charged

The speech was cancelled after a conference between Attorney General Biddle and Earl Warren, of California, president of the association, Rep. Simpson declared. Mr. Barrett, resigning from the association, later delivered his address over an Indianapolis station, he added.

"This is not an isolated case of New Deal radio censorship," he commented. "There have been many other instances recently which suggested growing radio censorship by the Administration —a most unwholesome and thoroughly un-American development. I think it proper for our committee to inquire whether Attorney General Biddle influenced this cancellation.

"Suppression of free speech must not be tolerated in America. If our great broadcasting systems have been so intimidated by the FCC that a mere nod from the U. S. Attorney General can cancel a broadcast arranged weeks in advance, then we have arrived at Government censorship of the radio as complete as that which prevails in the dictator countries of Europe."

Alkine Placing

ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn) on Oct. 27 starts participations on *Ramona & the Tune Twisters*, Monday, Wednesday and Friday 10:45-10:55 p. m., on WOR, New York. At the same time company is planning an intensive campaign of spot announcements, participations and programs on 10 stations in three markets, also to get under way during the latter part of this month. Redfield - Johnstone, New York, handles the account.

Industry Is Expected to Get Off Easily In Probe as Clark Praises Fair Policy

PRESAGING a comparatively easy time for radio, as against motion pictures, when broadcasters are called to testify on the alleged use of radio for pro-war propaganda purposes, Chairman D. Worth Clark (D-Ida.), of the Senate Interstate Commerce subcommittee holding hearings on a Senate resolution proposing a full-committee investigation of charges that radio and the movies are being used to arouse interventionist feelings, in an Oct. 4 CBS broadcast from Washington declared that "by and large the radio networks have been eminently fair in granting time to both sides on debatable public questions."

Handled With Fairness

"If they had not been, I would not be speaking to you tonight," Senator Clark commented. "If one of our interventionist Senators gets 15 minutes to whoop it up for war, then anti-war Senators can usually get 15 minutes to reply.

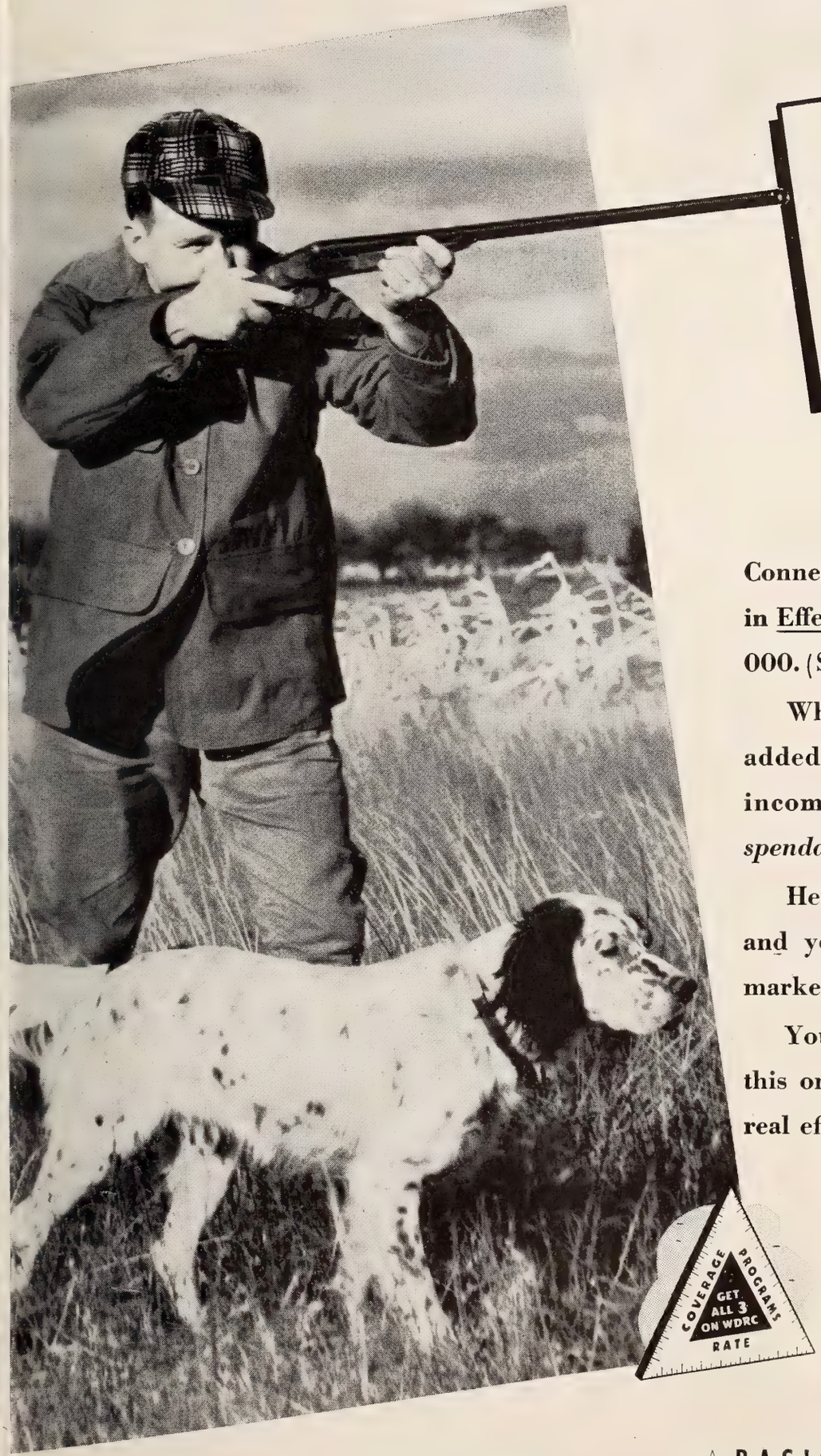
"So to this extent, at least, the radio industry has handled its enormous power with fairness and without discrimination. Whether, however, war propaganda has crept into the radio programs to an unwarranted degree is a question for future study."

Since the subcommittee hearings started Sept. 9, observers have seen definite indications from members' comments that radio would have little difficulty in meeting and refuting the propaganda charges [BROADCASTING, Sept. 15, 22].

More Movie Witnesses

With several more movie industry witnesses scheduled to appear before this phase of the inquiry is completed, it is thought hearings on the radio phase could not possibly start before early November. In some quarters it is even predicted that the radio phase will not be covered, since radio was not the primary target of the proceeding and since committee members appear cognizant of its efforts to remain nonpartisan.

AIM YOUR ADVERTISING AT THIS



E.B.I.

Connecticut's INCREASE over last year in Effective Buying Income is $424,000,000. (Sales Management's current report).

When this amazing sum of money is added to Connecticut's normally good income, *this state leads the country in spendable money per family.*

Here's a target worth shooting at—and you can score a bull's eye in this market by using WDRC in Hartford.

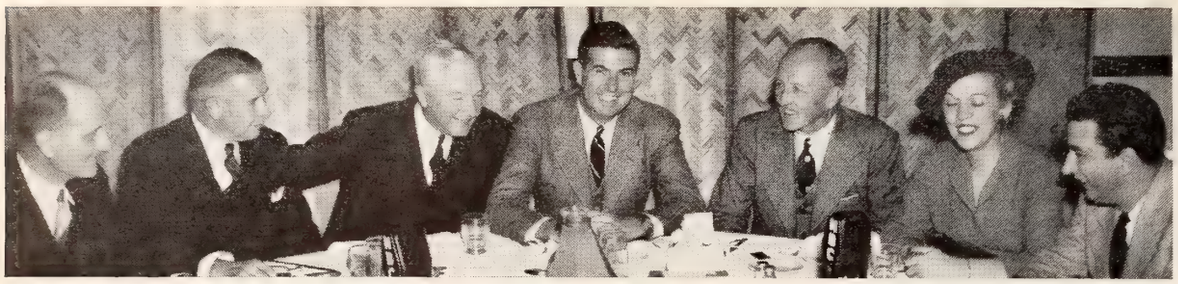
You cover the best part of the state on this one station—at a low cost and with real efficiency.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

5000 WATTS • HARTFORD

☆ BASIC CBS FOR CONNECTICUT



FOLLOWING A MYTHICAL visit to the plant of Swift & Co., Chicago, on the early morning *Breakfast Club* sponsored thrice-weekly on NBC-Blue by the company, Don McNeill (center), m. c. of the program, buckled down to breakfast bacon with these executives of Swift (l to r): H. H. McKee, asst. general superintendent; J. A. Revelle, general plant sales department manager; R. H. Gifford, branch house sales department manager; L. O. Alkire, table-ready meats department manager; Mrs. B. B. McCain, home economics director; and G. J. Stewart, vice-president. On the table were bacon (Swift) and microphones.

ASCAP Contract Plan Fair, Says IRNA-CBS Committee

Holding that the request of CBS for reimbursement by affiliates of a portion of its expenditures for ASCAP music is "fair under the circumstances", the CBS committee of Independent Radio Network Affiliates on Oct. 2 sent to all CBS outlets a letter urging approval of the contract provisions.

The letter is a sequel to that dispatched by the NBC committee of IRNA last month to NBC outlets. Members of the CBS committee are John A. Kennedy, WCHS, Charleston; Don S. Elias, WWNC, Asheville and I. R. Lounsberry, WGR-WKBW, Buffalo. The letter follows in full text:

You have received from the network copies of the proposed ASCAP contracts and its letter of analysis.

You also have received an analysis prepared by the NAB.

We believe that no purpose would be served by repeating the explanations given in these various communications and we have no wish to add to the volume of material which you will have to go through in arriving at your decision on this subject. However, there are certain points of major importance, or points which we feel have not been sufficiently stressed, which we would like to make in this letter.

In the first place, we do not think that the ASCAP contracts are perfect, but we do believe that they are the best that can be obtained; and that they are more fair and equitable than most of us thought would be possible.

Music Victory

We believe that the reporting provisions required under the per program contract are much more voluminous than need be, but ASCAP has claimed that the information called for in these agreements is the minimum with which they can get along. They take the position, however, that they have no more wish than the stations to handle unnecessary paper work and that as experience shows that some of the forms are unnecessary, or that they are calling for greater detail than is necessary, they will consider the matter with an open mind.

Another point we should like to make is that this music victory is one of which the entire industry should be proud. It never could have succeeded without the support of all elements in the industry—networks, affiliates and independents. A united industry did the job. We went into this fight with the understanding that no element of the industry was going to try to take care of itself and stick the cost on another element of the industry. That is, that we weren't going to try to load all the costs on the network, and vice versa, that they weren't going to load them off on the stations.

An analysis of the costs of music which was contained in the network letter shows how substantial have been the increased music costs to the network and how substantial the savings to stations. We don't think that there is any use in repeating or amplifying the figures with which you are already familiar, but we do think that they clearly demonstrate a good deal is now being offered. Likewise we feel they completely justify us in urging upon you your prompt agreement to help get ASCAP music back on the air on network programs.

Columbia has given its assurances that it will continue to give adequate support to BMI over a long period. We quote Mr. Klauber's letter:

"Broadcast Music Inc. should be strongly and adequately supported by the entire industry in order that we may never again find ourselves without an alternate competitive source of music. This company is willing to bind itself to giving such substantial support so long as the stations are willing to maintain BMI."

We believe that this removes all doubt that BMI can and will survive if the broadcasters generally want it to and most certainly we think that it should.

In Close Touch

We would further like to point out that as members of the IRNA Negotiating Committee we have been in close touch with the developments in the music copyright situation ever since it began to look as though a solution with ASCAP were possible. We consulted and advised with Columbia last July, before it made its original offer to ASCAP, and we have been advised and have sat in on meetings, from time to time, ever since.

When the terms of an agreement were finally about settled, we attended a joint meeting with the NAB Executive Committee and gave our approval to the agreement. It is this agreement which has since been reduced to final contract form and which was mailed to you last Saturday.

It is because of our familiarity and participation in these negotiations from the beginning of the present controversy that we even presume to take the liberty of calling this situation to your attention.

We are not attempting to give you any advice upon which form of local contract, if any, you should take out for your local operations. We do believe that the network's request for reimbursement is fair under the circumstances, and take this method of announcing that individually in behalf of our stations and as members of the IRNA Committee that we will sign the agreement to reimburse Columbia on the basis suggested in its letter.

Ringside Seat

LISTENERS may envy the MBS engineer handling the ringside equipment for the broadcasts of the 20th Century Sporting Club fights, but they shouldn't. Lou Powers, an ardent fight fan, was glad to get the job until he found out his equipment was located directly below the ring platform. He can't see a thing, and what's more he's had to monitor the Spanish descriptions shortwaved to Latin America and can't understand a word.

Craney Criticizes Rebate to Network

Argues Chains Continue to Cloud the Music Issue

Contending that the networks wish to "continue to cloud the music issue," Ed Craney, operator of KGIR, Butte, and the Z-Bar Network, and leading proponent of a per-use method of music payment, last Tuesday telegraphed NBC that he could not agree to "rebate any percentage of gross network receipts for music". His telegram follows:

Cannot agree to rebate any percentage of gross network receipts for music. Your acceptance of blanket license indicates your controversy with ASCAP has been one of dollars and cents only. Your statement that advertisers not using music would demand a reduction in rates shows you wish to continue to cloud music issue. Just why should you force one advertiser to help pay the music cost of another advertiser when you do not follow the same procedure either with special talent cost or in forcing all advertisers to use the complete facilities of your network?

An Open Market

You say it is impossible for you to dictate to a client whether he use BMI or ASCAP music. May I ask why you should have the power to do this any more than it would be right for you to force all advertisers to use the same artists? It is time you face the issue honestly. We can only have a free and open market for music if it is purchased on a use basis. This is the only way to assure today's unknown composers an opportunity to be heard and paid for their talents tomorrow.

You know as well as I that all radio can exist and thrive on but a single blanket license and that, with ASCAP. Your blanket license theory, a dollar-and-cents deal favorable to you only, puts all music negotiations back where they were in 1932 and the fight shall continue. I wonder if this time, though, the non-ASCAP user advertisers will not have something to say. I started early this year to give a reduction in rates to those not using music or clearing music at the source. This is the honest way to conduct your business. It complies with the intent of the Government's consent decrees. Your blanket license theory does not.

Du Mont-RCA Video Pact

CROSS-LICENSING of patent licenses between RCA and Allen B. DuMont Labs., was announced last Tuesday by Allen B. Du Mont, president of the firm bearing his name. Under the plan Du Mont is licensed under standard RCA patent license agreements. Du Mont in turn grants RCA a non-exclusive nontransferable license under Du Mont patents.

Storer Letter to Networks Gives Basis For Opposition to ASCAP Contracts

EDITOR'S NOTE: *George B. Storer, president of the Fort Industry Co., operating WSPD, Toledo, (NBC-Red), WWVA, Wheeling, (NBC-Blue); WMMN, Fairmont (CBS); WAGA, Atlanta (NBC-Blue); WLOK, Lima, O. (NBC-Red), and WHIZ, Zanesville (NBC), also is president of the Standard Tube Co., of Detroit, a steel manufacturing company. In the following letter sent to both NBC and CBS, he outlines his objections to the proposed ASCAP contracts for return of its music to the air. Because of the intense interest in the whole subject,* BROADCASTING *publishes the letter in full:*

Your communication of Sept. 26, together with the accompanying alternate proposed forms of contracts with ASCAP have been read and re-read by the writer.

At no time since the inception of broadcasting, I suppose, would cooperation between different elements within the industry be more beneficial.

Therefore, it is with great reluctance that I must inform you that my associates and I would prefer not to accede to the terms currently offered by ASCAP.

The basis for our reservation of the acceptance of these proposed contracts is simple.

Partial Use of Catalog

We only desire a license to use music belonging to a licensor upon a per use or per piece basis.

We can see no fundamental reason why the *partial* use of ASCAP's catalog should compel us to pay a license fee on *all* of our net revenue.

As an illustration—Some years ago in the manufacture of welded steel tubing, in which industry the writer is also engaged, two different patented methods of tube manufacture were developed. The oxy-acetylene method and the electric resistance type.

We were licensed under both patents. We paid a royalty on each foot of electric resistance welded tube sold, and likewise a separate license fee per foot of tubing produced by the oxy-acetylene method.

Now the electric weld method, like ASCAP, was entitled to a larger license fee than was the case with the oxy-acetylene method.

However, as time passed we continued to use both processes and the oxy-acetylene process improved greatly, being prodded by the necessity of competing with the electric process. Consumers and manufacturers thus had available the alternate processes, resulting in lower prices and costs and a healthy competitive situation.

To continue the illustration and analogy, how utterly stupid we would have been to have agreed to pay a royalty on *all* of *our production* to the owners of the electric process, irrespective of whether our product was made by the electric method or by some other method. What possible chance would have been afforded the owners of oxy-acetylene method to develop their process? Gradually we would have found ourselves at the mercy of the owners of the electric process.

Now I submit that the above illustration is exactly applicable to the present ASCAP and BMI relationship to the broadcasting industry.

Why should we pay a license fee on *all* of our *net sales* for the *partial use* of ASCAP music?

The fact that we are willing to accept a blanket license from BMI, a creation of the broadcast industry, as a temporary expedient, does not of itself imply that such action is sound. Rather to the contrary. It is just as unsound as the proposed payment on total net sales' volume to ASCAP.

Danger of Monopoly

We quite agree that it behooves the broadcast industry to make available to the listening public and to the radio advertisers a complete catalog of music.

However, I feel that to agree to pay a license fee precentum on the total volume of income for the partial use of any music catalog is a complete fallacy.

In only a short time broadcast stations in the interest of economy will choose to pay such a blanket fee to a single music licensor. This action will result in a growing monopoly which will have to be fought all over again.

I do not agree with the statement that it is impractical for ASCAP to supply a catalog. Whenever the writer has had something for sale my customers have always had the right to know exactly what they are getting, and most of them have been very careful to exercise that right.

The statement has been made that an analysis shows that a few hundred ASCAP tunes are regularly used. A cross-indexed file could be supplied covering these with lesser known works available on application.

A low cost blanket license fee covering both BMI and ASCAP tunes used in sustaining programs, theme, and background music, would, I feel, be acceptable.

A Sound Basis

However, we feel that a per piece, cleared at the source contract with ASCAP or BMI is the only sound basis for payment on commercial programs.

The writer is sympathetic with your desire to return ASCAP music to the air speedily via your network, and especially so since one network has chosen to secure a temporary advantage by accepting ASCAP's proposal.



GEORGE B. STORER

We wish to reserve final decision on this proposal until the attitude of a substantial majority of the network affiliates has become evident. Were it not for the fact that we sincerely believe that in acceding to the network portion of ASCAP's proposal a wedge will be furnished which can be used to breakdown the entire broadcast industry's independence, we would accept at once without such reservation.

It is not the amount of the 2¾% payment which impels us to write as per the above, but rather the hope that we may persuade you and others that a blanket license accepted at this time in the interest of expediency will prove to be unfortunate later.

Detroit, Mich.
Oct. 2, 1941

Stations in Miami Area On Duty During Storm

ALL THREE of the Miami area stations — WKAT, WIOD and WQM—were mobilized last Monday in a public service gesture to warn residents of the near-hurricane storm that struck 13 miles south of the Florida city. Although not as fierce as expected, the storm allowed the stations to rehearse the role that they would have played in an emergency.

WKAT went on the air at 6 a. m. Monday interviewing mayors of the communities in the storm-struck regions and when it was indicated that Sarasota was in the path of the storm, a special broadcast of preparations in that city was carried. WIOD carried weather bureau bulletins and countless other public service features. During the night WIOD's mobile unit went to the Red Cross disaster headquarters where a special program was originated. WQAM served throughout the emergency describing preparations for the storm and enlisting the aid of volunteers in the area.

WJNO, West Palm Beach, went on the air Sunday at 8 a.m. and remained on until midnight Monday, carrying 1526 public service announcements in 43 consecutive broadcasts.

WTSP, St. Petersburg, Fla., has appointed Joseph Hershey McGillvra its national sales representative.

Earnings by NBC Revealed in Court

Profit From 1926 Until 1941 Shown to Be $30,041,173

TOTAL PROFIT earned by NBC in the period from its organization in 1926 until Dec. 31, 1940, was $30,041,173. according to Manton Davis, vice-president and general counsel of RCA, who revealed the figures Oct. 7 at a hearing before Referee Abraham J. Halprin in New York on the $1,000,000 offer made by General Electric Co. and Westinghouse Electric & Mfg. Co. for full settlement of all pending suits by RCA stockholders.

Of this total, Mr. Davis stated, $22,550,000 was turned over to RCA in dividends, while an additional $2,050,000 was contributed by NBC, an RCA subsidiary, toward research activities in the radio field. At present, Mr. Davis testified, NBC is capitalized at $6,500,000.

Other Pleas Denied

Halprin was appointed referee by the New York Supreme Court to determine the fairness of the GE and Westinghouse offer. Meanwhile, Justice Peter Schmuck of the Supreme Court on Oct. 7 denied an application by six RCA stockholders to set aside the hearings and refused them permission to intervene in the other stockholder suit for $250,000,000 covering alleged illegal transfer of RCA stock to GE and Westinghouse for certain patent rights. Justice Schmuck ordered six suits pending in courts other than the N. Y. Supreme Court to be consolidated and directed that all RCA stockholders be stayed from prosecuting their suits until Referee Halprin turns in his report.

NEWS LATE AT NIGHT

Survey Shows 4% of Families In New York Listen

SUBSTANTIATION of the well-known fact that new commentators and news programs are popular with all income classes, was brought out for the first time with conclusive evidence by the latest of WOR's continuing surveys of New York listening habits. This analysis also found that 4% of typical Gotham families are available to listen to their radio during the 2 a.m. to 6 a.m. period. The station researchers arrived at this percentage by personally interviewing members of 11,633 families.

The WOR study showed that while certain previous program audience checks had been confined to those homes having telephones, the WOR study sampled the homes of all income groups—with and without phones—revealing that certain programs which had been rated low actually had a much higher listener rating. Finally the report showed that baseball broadcasts are favored among all kinds of listeners in all groups of income.

INSTITUTE of Radio Engineers has announced its winter convention will be held in the Hotel Commodore, New York, Jan. 12-14.

Easing of Multiple Ownership Rule Seen

Gradual Elimination of Duplicate Holdings May Be Tried

MODIFICATION by the FCC of its proposed rule to ban multiple ownership of broadcast stations where overlapping service is involved, was foreseen last week following a full day of oral arguments Oct. 6, pursuant to Order No. 84, proposing the dual ownership ban.

After hearing the views of representatives of a dozen-and-a-half units which presumably would be affected by the proposed drastic rule, the Commission took the arguments under advisement. In virtually all cases, the peculiar interests of the existing dual ownership licensees were cited, as a showing of public service. In several instances the jurisdiction of the FCC under the existing statute was challenged and the impracticability of applying a rigid yardstick was demonstrated.

May Adopt Policy On Future Grants

While no crystallization of FCC view could be gleaned, it was thought the logical move would be for the Commission to revamp the proposed rigid rule to ban, as a matter of policy, future dual ownership operations in the same areas.

In one official quarter it was thought the Commission might decree that it will not license more than one station in the same market except under extenuating circumstances and where it is shown that the public interest, as the paramount consideration, would be served through such dual operation. Thus, exceptions to the rule could be authorized where the Commission felt the public interest would be served.

The FCC, it is evident, already has embarked upon such a policy. FCC Chairman James Lawrence Fly, for example, has exacted commitments in several instances from broadcasters seeking improved facilities, that they will dispose of second stations as a condition precedent to the dominant station grant. Similarly, applicants for second stations in the same market consistently have been advised that their chances are less than negligible.

How fast the Commission may work on the revised rule has not been indicated. Technically, there are two requests before the Commission dealing with the issue. Crosley Corp. [BROADCASTING, Oct. 6] asked the FCC for a statement of facts, principles or theory which would justify its proposed regulation and the same point was presented briefly by William J. Dempsey, counsel for WLW and WSAI, Cincinnati, in the arguments last Monday.

Louis G. Caldwell, on behalf of KFI and KECA, Los Angeles, owned by Earle C. Anthony Inc., espoused a legislative hearing on the multiple ownership question, following procedure which he said had been adhered to in the past on all policy matters on which any jurisdictional question appeared to be involved.

Conspicuously absent were a majority of the stations which might be affected by the rule as now written. This, presumably, was on the theory that the order itself specified a six-month effective date and also on the premise that the Commission, by statute, must accord full hearings before it can force such separations. There appeared to be no question that the Commission's jurisdiction, in one fashion or another, would be challenged under any rule it may propose to adopt in forcing the multiple ownership ban.

The dominant view was that the Commission majority would seek to knock off multiple ownership situations one by one through suasion, urging stations to sell, trade or move within a reasonable length of time.

Limit Is Placed on Time for Argument

With all six commissioners present as the proceedings started, Chairman Fly in his introductory remarks announced that a 30-minute limit on oral arguments would be enforced. He pointed out that three respondents had asked for more time, but ruled they would be required to stay within this limitation.

The first appearance, by Judge John C. Kendall, was on behalf of Oregonian Publishing Co., owning KGW-KEX, Portland, Ore., and Louis Wasmer Inc., licensee of KHQ-KGA, Spokane. Judge Kendall declared he had failed to find, upon his own independent inquiry and study, any specific instance of complaint against the multiple ownership or dual operation of the stations he represented. He observed also that he was uncertain about just what ground was to be covered in the proceeding, remarking that the "culprits", the multiple-station owners, never have had any objective indication from the FCC about "what should or should not be done in this case."

Pointing out that the FCC itself had indicated, before issuing Rule 84, that Congress would be asked for amendatory legislation covering the multiple ownership situation, Judge Kendall declared that he could think of no other reason for the rule than prevention of monopoly. With this in mind, he questioned the legal right of the Commission to define "monopolistic practice" and to set out to regulate the matter.

Quotes White and Dill On Intent of Congress

Declaring that "two men are in a position to indicate the Congressional intent" behind the Communications Act, Judge Kendall cited comments by Senator Wallace H. White, Jr. (R-Me.) and former Senator Clarence C. Dill, indentified as the authors of the organic radio acts, indicating the FCC did not have the power it was seeking to assume. Senator White was quoted as saying during hearings this year on his resolution calling for an FCC investigation, that it was quite definitely indicated there had been no intent, in writing the Act, to give the FCC authority "to write an antitrust act of its own nor to say what is or is not a monopolistic practice."

Judge Kendall also read excerpts of a Sept. 22 letter from former Senator Dill, now in private law practice in Spokane, to Louis Wasmer in which Mr. Dill declared that "the order in effect is a new provision of radio law", that Congress had refused to include any such provision in the Act, that by no grant of power in the law did Congress give authority to the FCC to issue any general order such as No. 84. Mr. Dill was quoted as saying also that if he were still a member of Congress, he would insist that both houses move to prevent such FCC action, which is purely a legislative function. [See text of letter on this page.]

Buffalo Stations Term Rule Undesirable

Representing Buffalo Broadcasting Corp., licensee of WGR-WKBW Buffalo, Counsel Frank D. Scott declared the proposed rule was "unnecessary" and "undesirable" to secure the results desired by the FCC. Pointing out that Congress had chosen not to limit the licensing of stations, Mr. Scott observed that although the FCC could wield great power through its licensing authority, Congress had defined operations aspects in a manner "pointing out unmistak-

Intent of Congress on Dual Ownership Is Explained in Letter by Ex-Senator Dill

EXCERPTED by Judge John C. Kendall, counsel for KGA-KHQ, Spokane, during oral arguments before the FCC last Monday on the multiple ownership question, the following letter from former Senator Clarence C. Dill, author of the organic radio act, to Louis Wasmer, owner of KGA and KHQ, was offered as an authoritative indication of Congressional intent behind the Communications Act of 1934:

"Dear Mr. Wasmer:

"My attention has been called to a proposed order by the FCC under which no individual will be allowed to operate more than one radio broadcasting station to serve any given area.

"This order is in effect a new provision of radio law. Congress placed no such restriction upon station ownership. As a co-author of both the Radio Act of 1927 and the Communications Act of 1934, I recall distinctly that the Committee in charge of writing those laws positively refused to incorporate any such provision, although it was repeatedly proposed and discussed in Committee sessions.

Power to Renew

"Instead, Congress provided that the Commission should have the power to grant or renew or refuse to grant or refuse to renew a station license upon consideration of individual applications either with or without hearings.

"In Section 303 Congress specifically set out a series of special powers which it granted the Commission. By none of those grants of power nor by any other grant of power in the law, did Congress intend the Communications Commission should have authority to issue a general order with the effect of a statute forbidding dual ownership as such.

"Not only was it the intent of Congress to refuse to grant this power, but no language of the law can be fairly interpreted to permit the issuance of such a general order applicable to radio station owners without specific inquiry into the conditions existing in each individual case of dual ownership, as to its effect upon the 'public convenience, interest or necessity.'

"Nor can the order of the Commission be justified on the ground that dual ownership constitutes a monopoly. Section 313 specifically states that monopolies must have been so declared after judicial proceedings. Again I recall that those who framed the radio law were most careful to set out this requirement of a judicial proceeding as a necessary method of determining whether or not a monopoly in radio service exists in any particular area or in any particular kind of radio service.

"I hope you will urge these facts upon the Commission most emphatically at the general hearing to be held Oct. 6, 1941. If I were still a member of the Senate, I would insist that both Houses of Congress take immediate action to prevent the Commission's exercising this power, which is nothing less than the law making power."



"This is Station WJZ!"

20 Years ago this week, New York's Oldest Station was born!

October 5, 1921! Harding in the White House... Vaudeville booming... Prohibition a novelty, and —the threshold of the Radio Age!

One-third of all present listeners in WJZ's area were still unborn the night that the ether over Manhattan first vibrated to the words: "*This* is Station WJZ!"

They were proud words then—for any radio transmitter represented a tremendous achievement ...the surmounting of tremendous obstacles! And they are *prouder* words *today*... for behind them lies a record of 20 years of day-by-day service to advertisers and audiences, in the world's richest market.

20 years is a mighty big slice of radio history ... almost all of it, in fact. We've seen radio receivers progress from crystal detectors to home-recording combinations. We've seen development follow development in broadcasting itself, as year by year we found *new* ways to do the old jobs better!

Today WJZ looks forward to its *next* 20 years —toward still finer service in the "public interest, convenience and necessity!"

WJZ
NEW YORK
50,000 WATTS · 770 KC.

KEY STATION OF NBC BLUE NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

ably" that FCC actions terminating operation of a station must be done in the public interest, convenience and necessity.

Observing that all the present multiple ownership setups were made possible by the FCC and its predecessor agencies, after long hearings and testimony in many cases, Counsel Scott declared it would be "unwise and undesirable to say that your own and your predecessors' previous actions were fundamentally wrong".

Declaring that the multiple ownership ban would amount to "punishment for a general condition your Government has permitted, aided and abetted", Mr. Scott maintained that the FCC has been responsible for "the very thing you propose to limit by rule". As custodians of this Government's integrity, the FCC's word must be as good as your bond", he declared.

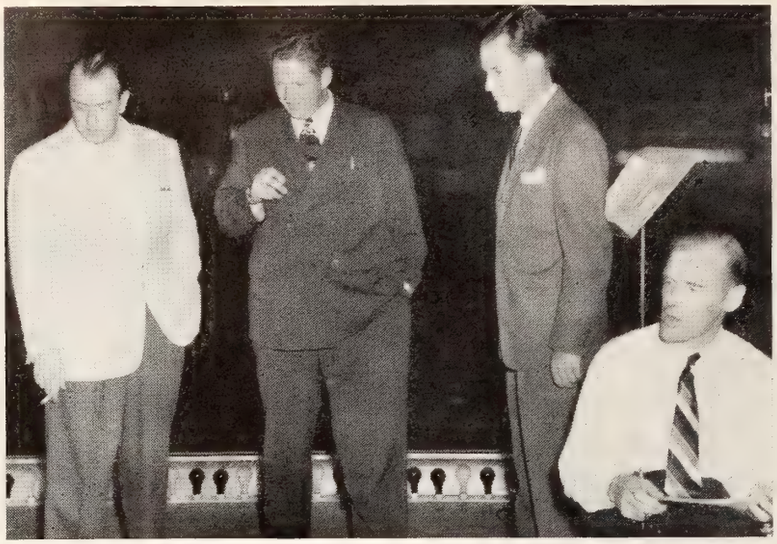
Westinghouse Brief; Chicago Viewpoint

Third appearance of the day was made by Richard H. Wilmer, representing Westinghouse Radio Stations Inc. (WOWO-WGL, Fort Wayne, Ind.), who merely called attention to the brief that already had been filed by Westinghouse.

Representing Johnson Kennedy Radio Corp. (WIND, Gary, Ind.) and WJJD Inc. (WJJD, Chicago), Mabel Walker Willebrandt commented that although she may differ from other counsel in not holding flatly that the FCC was without authority to issue Order 84, she nevertheless maintained that the Commission could not enforce its proposed rule on an equitable basis. Mrs. Willebrandt held that although the FCC may have the literal power to issue such an order, the action contemplated under the rule could not be enforced soundly under equity, pointing out that the question involved was how far "should" and not how far "may", an agency go in exercising its powers. She declared that when this exercise of power goes beyond the fair bounds of equity, it becomes unlawful.

In addition to exceeding its equitable powers, Mrs. Willebrandt maintained, the FCC was placing a wrongful burden of proof on licensees. She added that she could not find in any law, whether communications or antitrust statutes, any provision that the burden of proof be assumed by the person charged. She held that the FCC should decide each case on its merits, rather than on any broad, all-inclusive rule, with all licensees assured of a full hearing.

Speaking specifically of the WJJD-WIND operation, she commented that the "community of interest" in the stations has resulted only in better operation and service to the public. She discounted flatly any charge of "monopoly" that might be lodged against the stations, pointing out that they constitute only two of the 18 stations in the Chicago area.



PRODUCTION PROBLEMS absorb the undivided attention of this group of executives during rehearsal for the weekly CBS *Arkansas Traveler* program sponsored by Campbell Soup Co. They are (l to r) Ashmead Scott, writer of the show; Merrit Barnum, New York radio executive of Ruthrauff & Ryan, agency handling the account; William Forbes, CBS Hollywood network sales service manager; Thomas Freebairn-Smith, agency producer of the show.

Called "Short-Circuiting" By George Sutton

During his appearance, for Reading Broadcasting Co. (WRAW) and also Berks Broadcasting Co. (WEEU), Reading, Pa., Delaware Broadcasting Co. (WILM) and WDEL Inc. (WDEL), Wilmington, Del., along with Pittsburgh Radio Supply House (WJAS) and KQV Broadcasting Co. (KQV), Pittsburgh, Counsel George O. Sutton declared that the proposed rule represented a "short-circuiting procedure" inconsistent with the Communications Act. Mr. Sutton declared that the FCC was not empowered to make rules inconsistent with the terms of the Act, as he held was the case with Order 84.

By its wording that no person may directly or indirectly own more than one station, Mr. Sutton held, the proposed order in effect says that "no license is to be issued", although such words do not actually appear in the order. In an exchange with Chairman Fly, he declared that if it is to be the policy of the FCC that multiple ownership should not exist, it probably would be proper to make a statement to that effect, although no rule should be written which the FCC must necessarily follow and which would preclude any benefit accruing to a station from a hearing on its particular case. If the FCC policy against multiple ownership is clear-cut, then the Commission should go to Congress for an amendment to the Act, he declared.

Chicago, West Virginia Groups Testify

Appearing on behalf of Gene T. Dyer, part-owner of three Chicago stations — WGES, WAIT and WSBC — Andrew G. Haley, commenting on monopoly considerations, declared that one big station in a big-city economic and cultural center like Chicago has more of a monopoly on public thought and action than several small local or regional stations. He pointed out that the three stations he represented account for only 2.9% of the power in the Chicago area, and do only 4.4% of the business. He maintained that each case in which the multiple ownership question arises should be examined on its merits and determined on standards of public interest, convenience and necessity.

Expressing uncertainty on the application of the proposed rule to his specific situation, Horace L. Lohnes, counsel for West Virginia Broadcasting Corp. (WWVA, Wheeling) and Monongahela Valley Broadcasting Co. (WMMN, Fairmont, W. Va.), asked the Commission what might be meant by "substantial duplication" under the rule.

Pointing out that although there is no overlapping service between WWVA and WMMN today, with both operating at 5,000 watts, some duplication will result when WWVA goes to 50,000 watts. With 50 kw. operation, he estimated that WWVA will have an audience of about 1,600,000 listeners both day and night. During daytime operation about 400,000 listeners would get duplicated service, he indicated, with overlap shrinking to only 85,000 at night. He emphasized the importance of the FCC's definitely indicating where the duplication line must be drawn, holding that the rule would be self-operative and that hearing evidence would be limited to whether there were common ownership or duplication.

NBC Challenges Commission's Power

Duke M. Patrick, NBC counsel, pointed out that NBC owned and operated three sets of stations in New York (WEAF and WJZ), Chicago (WMAQ and WENR), and San Francisco (KPO-KGO), while in Washington it owned WRC and leased WMAL under a management contract, which would be covered by the rule. Challenging the FCC's jurisdiction, Mr. Patrick held that the Act granted no authority to promulgate any regulation such as Order 84 and that the proposed rule did not carry out any provision of the Act.

He declared the rule cannot be justified either as an aid to or an adjunct of the FCC's licensing power. Neither can it represent any "administrative definition of monopoly", he said, because the FCC is given no such power to define and because it is a matter to be adjudicated by the courts and not by the Commission.

NBC asserts that, rather than having an adverse effect, ownership of stations by the network has become a big factor in NBC's success and has resulted in a greatly developed public service, he stated. Declaring that the proposed rule would act in derogation of the continuing high quality of public service in radio, Mr. Patrick held that parties should have full opportunity to present all pertinent facts in their case and get a hearing from an open-minded commission. He pointed out also that NBC had assumed ownership or operation of the stations only after it had secured full consent of the Radio Commission, and that it had invested several million dollars after obtaining approval.

Appearing for Massachusetts Broadcasting Corp. (WCOP) and Broadcasting Service Organization Inc. (WROL), both of Bos-

(*Continued on Page 33*)

The boss said you wouldn't read this ad because it's too tight, - but when you've got a B I G story to tell in a little space you've got to crowd! Anyway, WWNC is the sellingest station for miles around, - it's the only station that serves ALL of Western North Carolina, - & that's a mighty good market. Food Sales, Auto Sales, General Merchandise Sales here are far above the national average. Can't tell a complete story here, but if you'll write us we will send some eye-opening data right away. Take a dare and write now!

WWNC

570 Kc. CBS Affiliate

ASHEVILLE, N.C.

A GREAT PAIR



CRAIG WOOD—*1941 U. S. Open Golf Champion; also winner 1941 Augusta Master's Open*

THE GREAT STATIONS OF THE GREAT LAKES

It was a great pair of wrists that made Craig Wood the acknowledged 1941 national golf champion ★ It is a great pair of radio stations which advertisers are choosing to drive their messages into the greatest of all the nation's defense-busy markets ★ The forceful selling power of WJR and WGAR "takes you around in less" in America's foremost industrial area.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATIONS · · · COLUMBIA BROADCASTING SYSTEM · · · G. A. RICHARDS, PRES. · · · EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE

KTSM
NBC
BLUE & RED
EL PASO
TEXAS
Announces
IT IS
NOW
Operating on
1000
WATTS
Power!

How American Family Spends Its Money Analyzed in New Governmental Report

THE AMERICAN family and how it spends its income is analyzed in a 209-page book, replete with tables, published last Wednesday by the National Resources Planning Report, reporting to the President.

Taking expenditures of some 60,000 selected families, the report covers the year 1935-36. It is described as the most comprehensive analysis yet made of family spending and saving at different income levels. It includes a breakdown of expenditures into more than 90 items. Separate data are given for farm, rural non-farm and urban families along with comparative estimates for white and negro families, for five geographic regions and for three sizes of family. Also shown is the magnitude of expenditures for durable, semi-durable and non-durable goods.

Third in the series of reports on purchasing power and consumption requirements of the American people, the book includes over 400 statistical tables together with appendices.

How They Spend

Of the 48 billion dollar income received by 29,400,300 families, the report shows, nearly 86% was spent for current family living; about 3% was used for gifts and contributions; 1½% for income, poll and other taxes; the remaining 10% was saved.

Taking the 41 billion dollars devoted to current consumption needs, the report shows less than 9% spent for automobiles, household equipment and other durable goods, with less than 10% for semi-durable goods. Perishable goods accounted for 47%, with food claiming the major share. The remaining 34% was about equally divided between housing expenditures and all other consumer services.

Considering all families together, the average income per family came to $1,622. Food claimed 29% of this amount, averaging $467 for the year, or $2.27 per person per week. Housing expenditures—including the imputed value of the use of owned homes and of rented farm houses—came to $248 for the year, and household operation and furnishings to $209.

Rural and Urban

The average family clothing bill was $141, with women spending $47 on the average, men $41, and girls and boys of 2 to 15 years of age $18 and $17 respectively. The average amount spent for the purchase of new and used family cars was $54, and for automobile operation $60. Medical care took $64, recreation $41, barber services and other personal care $28, and tobacco $26.

Comparing rural and urban families, the report shows an average income of $1,215 for the farm group, $1,409 for the rural non-farm group and $1,855 for families living in cities. More than one-third of this lower figure, for farm families, it should be noted, represents the imputed value of the use of the farm dwelling and of farm-furnished food, fuel and ice, leaving only $786 available for all money expenditures for family living during the year and for gifts, taxes and savings.

The report was prepared by Dr. Hildegrade Kneeland and a technical staff under the direction of the Industrial Committee of the National Resources Planning Board. The estimates are based primarily on data from a nation-wide study of consumer purchases conducted by the Bureau of Home Economics of the Department of Agriculture and the Bureau of Labor Statistics, in cooperation with the Work Projects Administration. The results are expected to prove of immediate value both to business groups and to Government agencies, in analyzing changes in civilian consumption and individual savings during the present defense period, and in planning for the post-defense years. It can be obtained for 50 cents from the Superintendent of Documents, Washington, D. C.

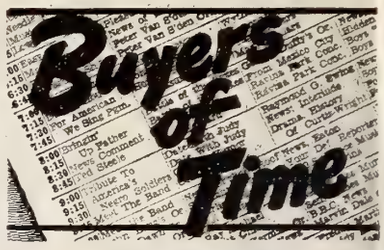
KEEPING THEM FIT
Physical Culture Programs —Are Heard on KFBI—

WITH interest in physical qualifications reaching an all-time high due to selective service requirements, KFBI, Wichita, Kan., is capitalizing on a corresponding interest among people to correct physical defects. Noticing the number of draftees being rejected, KFBI executives visited the county medical association and further learned that 32% of the registrants were being rejected for physical deficiencies with 12% of those passed being finally rejected by induction board physicians.

Then in cooperation with Phil Cope, physical director of the YMCA, KFBI started a nightly series on physical culture to make people more health conscious. Mr. Cope explains that while correct exercising and advice will not correct all defects, it will help to build up a person so that they will not be susceptible to future ailments. KFBI executives hope that other stations continue the campaign for higher physical standards.

Boake Carter Returns

AFTER a month's absence from the air, Boake Carter, MBS news commentator, is returning Oct. 20 with a five times weekly program at 4:45 p.m., to be sponsored Monday, Wednesday and Friday by Land O' Lakes Creameries, Minneapolis. Although the commercial contract is for 20 Mutual stations, all other MBS outlets may carry Carter's newscasts on a sustaining basis. He also will be heard twice-weekly on WOR, New York Mutual outlet, for Piel Bros. beer. Agency for the Creameries is Campbell-Mithun, Minneapolis.





GEORGE KERN

SIX and seven-column figures are the terms that Timebuyer George Kern, head of the radio media department of Benton & Bowles, New York, thinks about. Just a year ago George accepted his present position with B & B and he buys approximately $4,000,000 annually in radio time for accounts which include General Foods Corp., Procter & Gamble, Hudnut Sales Corp., Hecker Products (shoe polish division), and the Prudential Insurance Co.

Raised in Chicago, George graduated from Northwestern U and entered the advertising business from the ground floor during the post-war era. For seven years he learned the fundamentals of the trade at BBDO, eventually taking over management of the production and service departments. In 1931, he accepted a new post with Blackett - Sample - Hummert, where he spent nine years devoting much of his time to developing some of the early daytime "soap operas" on the Procter & Gamble account. Early in 1940 he became director of the media department at B-S-H and later in the year went to B & B, his present position.

Debonair George Kern lives in bachelor ease in an apartment on 53d St. in New York. He keeps in condition at the ping-pong table, which holds a permanent place among his household furnishings.

More Burma Shave

BURMA VITA Co., Minneapolis (Burma Shave), is testing a 26-week schedule in Detroit and Cincinnati. In the latter market company is using one-minute transcribed announcements twice-weekly on WCKY, and WKRC, thrice-weekly on WCPO, five-weekly on WSAI, which is also carrying two weekly participating announcements. In Detroit, participating announcements were placed weekly on WXYZ, twice weekly on CKLW (Windsor, Ont.), one-minute transcribed announcements four-weekly on both stations, and twice-weekly on WWJ. Agency is Hays MacFarland & Co., Chicago.

PROGRAM RIGHTS UPHELD BY COURT

SETTLEMENT of the injunction suit brought against Muzak Corp., wired music company, by MBS and Gillette Safety Razor Co. was effected Oct. 4 in New York Supreme Court with the signing by Muzak of a consent decree giving Mutual exclusive property rights to its programs.

The plaintiffs brought suit after learning that Muzak was feeding the exclusive Mutual play-by-play description of the World Series to its subscribers, and sought a preliminary injunction, which was issued. Justice Ernest E. L. Hammer then handed down the decision that Muzak's action was a violation of the plaintiff's rights.

According to the consent decree signed by Muzak, permission was granted for it to carry the remaining World Series games provided that streamers were posted in Muzak outlets stating the games were broadcast by Mutual and Gillette with special courtesy mention at the beginning and end of the broadcasts crediting the plaintiffs. The stipulation established a precedent in giving a broadcasting company an exclusive property interest in its programs so that companies like Muzak cannot take programs off the air and feed them to its subscribers without violating the rights of the broadcasting system. Lawyer representing Mutual was Emanuel Dannett of Leon Lauterstein, New York law firm.

Central Illinois Group Holds Program Session

OFFICIALS of five Central Illinois radio stations and representatives of 13 women's clubs met in Peoria recently with Mrs. Dorothy Lewis, vice-chairman of the National Radio Council for Children's Programs, for a discussion of women's and children's programs. Prior to the meeting, the radio officials had met in the studios of WMBD for a conference with Mrs. Lewis, who is scheduled to make other appearances throughout the country. So far she has visited Indianapolis, Peoria, Rockford, Ill., and Cedar Rapids.

Attending the Rockford meeting were: Mrs. L. R. McNeil, WDZ, Tuscola; Edgar L. Bill, WMBD; Brooks Watson, WMBD; Jake Higgins, WDAN, Danville; Merrill Lindsay, WSOY, Decatur; Mrs. Ruth Shaheen, WCAZ, Carthage; Mrs. John Palmer, WCAZ; Jo Wetzler, WMBD; Clair Hull, WDZ.

League to Buy Time

RADIO, either as a network program or in transcription form, will be included in the nationwide campaign starting Oct. 25 by the Cooperative League of America in an effort "to acquaint America with the actual facts and advantages of consumer cooperatives and to strengthen the movement by increasing membership, trade and capital." Campaign plans will be discussed at a national membership drive meeting attended by members of regional cooperatives Oct. 23 in Indianapolis, after which details will be announced, according to Wallace Campbell, assistant secretary of the league.

the Winning Hand



In your play for the important EL PASO WEST TEXAS SO. NEW MEXICO MARKET

Other Reasons Why KTSM is your best bet

1. It has always had most of the listeners most of the time.
2. It has a larger, more experienced staff.
3. KTSM has been increasingly successful in serving this market, its people, its merchants, and its national suppliers for 12 YEARS.
4. It has the outstanding programs and the most favorable day-in and day-out schedule.
5. It has the facilities of both NBC Red and Blue Networks.
6. It has a FAIR Rate Policy and steadfastly maintains its published rates for its own and your protection.
7. KTSM is the "Showmanship" station.
8. It has 65% of the non-network National Business.
9. It has 55% of the 23 hours of National Sponsored time on El Paso stations.
10. It has 81% of the programs and 78% of the time paid for by local advertisers.

Here's a hand you can play "pat." Push in all your blue chips because you ***can't lose.*** KTSM's 1000 watts now enables this influential station—already the favorite in the El Paso zone—to expand its service to many thousands of added listeners in a very materially enlarged territory. And since there's no increase in rates, KTSM's an even better "bet" than ever to win sales for your product in this —one of America's ACE MARKETS.

KTSM

NBC Red and Blue Affiliate
El Paso, Texas
KARL O. WYLER, Manager
GEO. P. HOLLINGBERY CO.
National Representatives

KTSM's POWER IS UP ➡ to 1000 Watts

Merchandising & Promotion

Tea Records—Cork Drama—Bank's Show
Bob's Tale—Novelty Mail

RADIO PROMOTION on a grand scale in a tie-up between the Thomas J. Lipton Co., Hoboken, N. J., Columbia Recording Corp. and Bandleader Horace Heidt succeeded in placing the Heidt recording of "I'm a Little Teapot" on the Columbia best seller list within three weeks, according to Patrick R. Dolan, CRC advertising manager.

Lipton adopted the tune for special merchandising and promotion offers, playing it on daily spot announcements on 90 CBS stations and on Heidt's *Treasure Chest* program, sponsored on NBC-Red by Lewis-Howe Medicine Co. The recording of the song also was sent to 500 stations throughout the country with special announcements and mention of the tie-up between Lipton and Columbia.

* * *

More Vs

WSYR, Syracuse, distributed thousands of "V for Victory-WSYR" buttons during the recent New York State Fair.

Contest for Kids

CONTESTS to uncover new talent for the *Quiz Kids* program sponsored by Miles Labs., Elkhart, Ind., on NBC-Blue are being promoted through large department stores, in coopertion with public schools, in key cities throughout the country. Winner of each contest, chosen from public auditions in the store, appears on program, also receives a $100 Defense Bond and a vacation trip with parent to New York or Washington. All entrants receive Quiz Kid lapel buttons and subscriptions to *Quiz Kids Magazine*, a monthly publication containing news of the Kids' other contests and activities, bought by each store and distributed to its juvenile customers.

Armstrong Series

TO STIMULATE interest and explain purpose of the weekly CBS *Armstrong Theatre of Today*, sponsored by Armstrong Cork Co., a Southern California employes' rally was staged in the network's Hollywood studios on Oct. 4. Besides hearing the initial broadcast of the series, which emanates from New York, employes were informed by Kenneth Stephenson, regional sales manager of the firm, of the sales campaign to be conducted in conjunction with the radio program. George Moskovics and Edwin Buckalew, CBS West Coast sales promotion and sales service managers, respectively, revealed cooperating plans of their organization.



To shoppers thruout the Middle West, State Street with its great array of department stores and specialty shops is most truly "Chicago."

Likewise, WGN with its Chicago origin and heritage most truly represents "Chicago" to the midwestern radio audience.

Because of this kinship, WGN can most influentially deliver your advertising message to these people.



A Clear WGN Channel Station
50,000 WATTS 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. • PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Coffee Songs

BROADCASTING MUSIC INC. is cooperating with the Pan-American Coffee Bureau which sponsors talks by Mrs. Eleanor Roosevelt on NBC-Blue in a contest designed to select a song emphasizing the part played by coffee in friendship between the Americas. Promotion for the contest, to run Nov. 1 through Jan. 2, 1942, will be made through announcements on the program, and the prize-winning song will be broadcast on the show. Prizes include $100 for first, silver coffee cups as second and third, and 12 runner-up prizes of jumbo china cups, each inscribed with the name of the winner.

* * *

Sales Session

MORE THAN 400 employes and executives of Title Insurance & Trust Co., Los Angeles, witnessed the staging of the firm's sponsored weekly quarter-hour *Romance of the Ranchos* on KNX, Hollywood, during a sales meeting Oct. 1 held in the studios. In addition, Stuart O'Melveny, president of the firm, and George L. Moskovics, CBS Pacific Coast sales promotion manager, explained purpose of the radio campaign and outlined what is being done by the network to promote the program. Frank Graham, program narrator, briefly outlined his part in the success of the series.

* * *

Book for Bob

PEPSODENT Co., Chicago (toothpaste), as promotion for the weekly NBC *Bob Hope Show*, has issued a 96-page book under title of *They Got Me Covered*. Written by Hope, the illustrated book tells progress of the star on stage, screen and radio. A total of 4,000,000 books have been printed with Paramount Pictures Inc., having bought 10,000 copies to be distributed among exhibitors and the press, tying it in with the film, "Nothing But the Truth", which stars Hope.

* * *

Ruler, Glass, Peas

A SERIES of unusual mailing pieces was part of a campaign launched by KMO, Tacoma, Wash., when it increased its power to 5,000 watts. A celluloid ruler was attached to one of the direct-mail originations, a magnifying glass to another, and three seed peas in a cellophane bag to a third. A prize of $100 worth of announcements was offered to the first peruser who could find a minute sentence hidden in a map accompanying the magnifying glass.

* * *

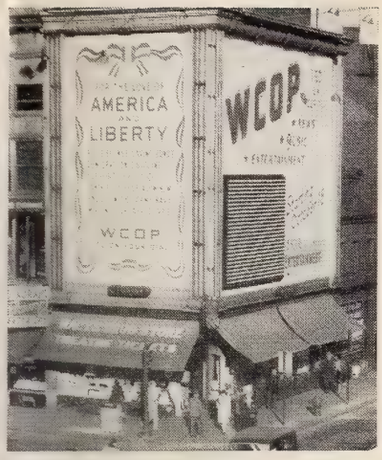
Minnesota Data

ASSOCIATION of Twin City Newspapers in cooperation with KSTP, WCCO, WDGY, WLOL and WTCN, Minneapolis-St. Paul, have issued an eighth annual Minnesota Business Index in folder form citing statistics on farm income, retail sales, employment and other vital facts about Minnesota.

* * *

Color Scheme

ADVERTISING men of Baltimore received a telegram and a red carnation reminding them that WBAL, Baltimore, is now a basic member of the Red network. Red carnations were also distributed at the Advertising Club luncheon to over 300 guests with the compliments of the station.



FOR THE CAUSE of national defense, WCOP, Boston, has donated half of this big corner sign to messages about defense bonds, gasoline conservation, aluminum, enlistment and similar topics.

* * *

Symphony Service

IN RESPONSE to requests from listeners, a special program note service is available this season for the MBS broadcasts of the Philadelphia Orchestra Concerts to those subscribing for membership in the Philadelphia Orchestra Radio Club. Annotated programs are mailed in advance of each Friday afternoon broadcast. The money accrued from the subscription fee is used to distribute tickets to the concerts free to servicemen.

* * *

Scare Copy

CKCW, Moncton, N. B., is scaring its friends with a clever promotion piece announcing its power increase from 100 to 250 watts. Mailed in an envelope marked "personal" is a V-shaped gadget that flies up in your face when the letter is opened. The jitter-bug epistle says "Jump? We did too, from 100 to 250 watts. The only thing that hasn't jumped is our rate."

* * *

Chest of Hope

CKRN, Rouyn, Que., has started a cooperative program *The Hope Chest* in which a key to a hope chest is given with every purchase from a sponsoring merchant. To the person holding the key which will open the hope chest will be given the cedar chest filled with $100 in merchandise plus $50 in cash.

BROCHURES
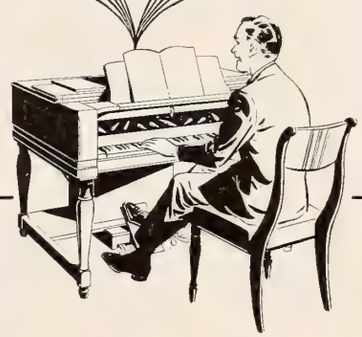
CKCH, Hull, Que.—Four-page two-color folder titled *The Prime Minister* depicting in words and pictures the station's handling exclusively in the Ottawa area of the Canadian premiere of the Warner Brothers picture of that title, and the coverage of the station of the French-speaking population of the Ottawa-Hull region.

NBC-Red—12-page brochure, illustrated with pen-and-ink drawings, on the success story of Vitalis' *For Men Only* and *Mr. District Attorney* on NBC-Red.

Pepper Young's 1,500th

SPONSORED by Procter & Gamble Co., Cincinnati for White Naphtha Soap, on 67 NBC-Red stations, Monday through Friday 11:15-11:30 a.m., *Pepper Young's Family* celebrated the broadcast of its 1,500th program last Friday. Compton Adv., New York, is the current agency.

ENRICH YOUR MUSIC WITH THE NOVACHORD!



Any pianist can create an incredible array of distinctive musical styles with the Novachord. He can produce brilliant "fill-in" music . . . distinctive themes and signatures . . . and complete musical programs with this remarkable instrument.

With the Hammond Novachord your pianist has at his fingertips a wide variety of rich, colorful instrumental effects . . . and, it's *easy* to play!

The Novachord, with its unique adaptability to almost every musical requirement, is a practical and profitable investment for radio stations both large and small.

Call your Hammond dealer for a demonstration of the Novachord's amazing possibilities . . . his name is in the classified telephone directory. Or, if you haven't received your FREE recording of Collins Driggs at the Novachord, write to: Hammond Instrument Company, 2989 N. Western Ave., Chicago. There's a full half hour of thrilling Novachord music on its two sides—all in Public Domain for you to use any time you wish.

Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:

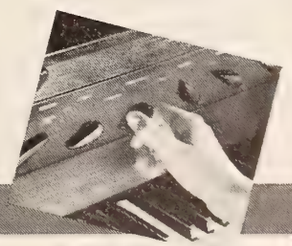
Piano	Celeste
Violin	Oboe
Flute	Saxaphone
Trombone	Bass Viol
Cello	French Horn
English Horn	Piccolo
Bassoon	Banjo
Guitar	Clavichord
Harmonium	Vibraphone
Harpsichord	Music Box
Cornet	String Ensemble
Brass Ensemble	Hawaiian Guitar
Sleigh Bells	Clarinet
Chimes	
Trumpet	

and

Many More

The NEW idea in music — by the makers of the HAMMOND ORGAN

USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE.



See . . . Hear . . . Play

THE HAMMOND Novachord

Your fingers touch the piano-like keyboard . . . and as you turn the Tone Selectors you color your music with effects of orchestral instruments.

HAMMOND ORGAN STUDIOS • in New York: The Hammond Bldg. 50 West 57th Street . . . in Los Angeles: 3328 Wilshire Boulevard

WINDY (Ky.) BLOWS NO SALES GALE!

When it comes to sales possibilities, Windy (Ky.) is a soft summer zephyr—typical of lots of small towns in the State! Whereas the Louisville Trading Area—with its effective buying income 33% *greater* than the rest of Kentucky *combined*—is a roaring gale! To "harness" this hurricane, all you need is WAVE, the station that delivers the *whole* Louisville Area at lowest cost! How about us helping blow some business your way?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Purely PROGRAMS

STUDIES in behaviorism are the focal point of a new series of programs based on the pathological, which started last Thursday 10-10:30 p.m. on WMCA, New York. Written by Marjorie Hayes Camp, staff writer, series is titled *Listen to a Strange Tale*, and while not shying away from horror, will run the whole gamut of the strange and unusual.

* * *

Looking at Ballet

BALLET as it looks to members of the Corps de Ballet, the stars, the composers and the critics, is the subject of a series on WNYC, New York. Titled, *Ballet, Backstage and Audience*, series features integrated interviews dealing with the four aspects of the ballet. The programs are separately titled: *Ballet from the Chorus Line, Ballet Spotlight, Ballet From the Orchestra Pit*, and *Ballet on the Aisle*.

* * *

Know Their Business

WITH the Raleigh Merchant's Bureau as sponsor, WRAL, Raleigh, N. C., presents a weekly quarter-hour titled "He Knows His Business." Each week the bureau sends a representative of a commercial service in its membership to WRAL to be interviewed by Announcer Frank Mansuy.

Labor in the Crisis

IMMEDIATE PROBLEMS confronting wage-earners in the national crisis will be discussed by leading men and women representing labor, government and academic opinion on *Labor—Its Responsibilities & Possibilities* to start Oct. 16, 9:15-9:30 p.m. on WEVD, New York. A feature of the forum will be the participation of a trade union audience in the discussions.

* * *

FM View of Chicago

NEW SLANT on travelogues is a program series originated by W59C, Chicago, a sight-seeing tour by radio titled *See Chicago* broadcast five days a week. Program presents little-known facts of Chicago's history.

* * *

What They Say at Mrs. A's

ROUND-TABLE discussions on current topics held at the home of Mrs. Lionel Atwill, Washington hostess, are heard direct from the Capital on weekly forum programs *Dinner at Mrs. Atwill's* on WHN, New York.

* * *

Listeners' Critique

WDNC, Durham, N. C., makes public its letters of criticism by presenting a weekly quarter-hour, *For Better or for Worse*, during which the listeners' opinions of the programs are aired.



HIS HONOR, the Mayor of Portland, Ore., Earl Riley, is inducted into the KEX Kitchen Kings. The organization, formed by Marie Hornbeck, director of woman's activities for the Portland station, sends invitations to leading Oregon citizens, asking if they like to cook, and if so, to send in their favorite recipes. For their trouble, they receive aprons such as you see the Mayor wearing.

Abbott and Costello Signed

STANDARD BRANDS, New York (coffee), through J. Walter Thompson Co., that city, has signed Lou Abbott & Bud Costello, comedy team, to a new contract as features of the weekly NBC *Chase & Sanborn Show*. Contract is for four years, with yearly renewal options at a salary reported to be 50% over their former salary, which was $1,250 per broadcast.

NATIONAL UNION RADIO Corp., Newark, has published the annual edition of *Radio Foto Log*, edited by Samuel Kaufman. The 28-page magazine contains logs for long and short-wave listening and television, along with features and photographs. The publication is distributed by radio dealers and servicemen.

JOHNNIE O'HARA

FOUR STAR FEATURE

★ Mass Audience Acceptance in the great St. Louis market.

★ Continuous Sponsorship for five years with three sponsors.

★ Listener confidence proved with unusual sales results.

★ A six day feature on the "First in Sports" station.

ST. LOUIS
KWK
Represented by Raymer



SKY HIGH REPORT on the progress of the new 300-foot towers of KDAL, Duluth, Minn., was broadcast recently by Ellis Harris, special events director (r), who scaled the rising structure to interview Roy Briley, superintendent of construction of the Ace High Construction Co. KDAL, in preparation for its move to 610 kc. with 1,000 watts, is building the two new towers, a completely new transmitter, auxiliary tower and tuning houses on the banks of the St. Louis River.

Multiple

(*Continued from Page 26*)

ton, International Broadcasting Corp. (KWKH) and Tri-State Broadcasting System Inc. (KTBS), Shreveport, La., and Fisher's Blend Station Inc. (KOMO-KJR), Seattle, Counsel Ben S. Fisher enumerated inequities resulting under the rule, prominent among them the indication that no provision is to be made for recovering "pioneering losses" incurred by a licensee in developing a second station.

He pointed to the case of KOMO-KJR, declaring that disposal of KJR under the new requirements would amount to a forced sale that would not repay the licensee for all the money spent and losses sustained in developing the facility. He held that the overlapping service limitations should be definitely defined in the rule, along with extent of joint ownership, and that some consideration should be given cases where acquisition of a second station was virtually required of an existing licensee in former days.

Declaring that he was representing the "little fellow", Henry B. Walker, of Evansville On the Air Inc. (WGVF and WEOA, Evansville, Ind.), held that even if the FCC does have the right to enforce the proposed rule, it will be abusing its power if it enforces Order 84. Asserting that sale of the second Evansville station to an independent licensee would be "an enormous loss to us", he maintained that the present operation of the two stations was in greater public interest than if they had been separately owned and operated.

Caldwell Urges Delay In Enforcing Rule

Appearing for Earle C. Anthony Inc., owning KFI-KECA, Los Angeles, Counsel Louis G. Caldwell declared the FCC had gone too far in a "very drastic broad principle" in the proposed rule. Pointing out that he had been unable to prepare any brief because none of the facts wanted by the Commission had been made known to him or any other counsel, Mr. Caldwell declared that in failing to hold the usual legislative hearing on the multiple ownership proposition the FCC had lost its opportunity to do justice and develop a fair policy.

Mr. Caldwell declared that enforcement of the proposed rule should be held up pending the determination that the FCC does in fact have the authority to promulgate such a regulation. He observed also that there appears no need for any immediate, drastic action before court action on the network cases.

For the time being, he recommended, the Commission might develop its multiple ownership policy along three lines—(1) forbid ownership of two stations in the same area to new applicants; (2) refuse more than one station to one applicant in a city having no more than a given number of stations, with the number to be determined by the Commission; (3) forbid extension of multiple ownership in cases where it results in "undue concentration of power" in the light of existing licenses.

Final appearance of the day was made by William J. Dempsey, former FCC general counsel, representing Crosley Corp. (WLW-WSAI, Cincinnati), who merely called attention to the Crosley brief previously filed.

Musical Shows Picked For Sterling on Blue

TWO NEW musical shows will debut on NBC-Blue on the spots purchased recently by Sterling Products, Wheeling, W. Va., for its subsidiaries, R. L. Watkins Co., New York (Dr. Lyon's Tooth Powder) and Bayer Co. that city (Bayer's aspirin) [BROADCASTING, Oct. 6]. The new Dr. Lyon's show, to start Oct. 20 and to be known as *Monday Merry-Go-Round*, will feature Bea Wain, formerly soloist on the *Hit Parade*, Phil Dewey, vocalist, Victor Arden and his orchestra and a chorus of 13 mixed voices, on 63 NBC-Blue stations, Monday, 10-10:30 p. m.

The show for Bayer on Wednesday, 10-10:30 p. m. on the same number of stations, starts Oct. 22 and will be a half-hour of semi-classical music and song with Conrad Thibault and Vivian della Chiesa as vocalists. Title is *American Melody Hour*. Blackett-Sample-Hummert, New York, handles both accounts.

WRNL, Richmond, on Oct. 1 joined MBS as the network's 183d affiliate. Owned by the Richmond Radio Corp., WRNL operates on 910 kc., with 1,000 watts unlimited time.

NORTH CAROLINA IS THE SOUTH'S NO. 1 INDUSTRIAL STATE!

VALUE of MANUFACTURED PRODUCTS



NORTH CAROLINA $1420.6 (MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES $536.5 (MILLIONS)

Source: — Census of Manufactures, 1939

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

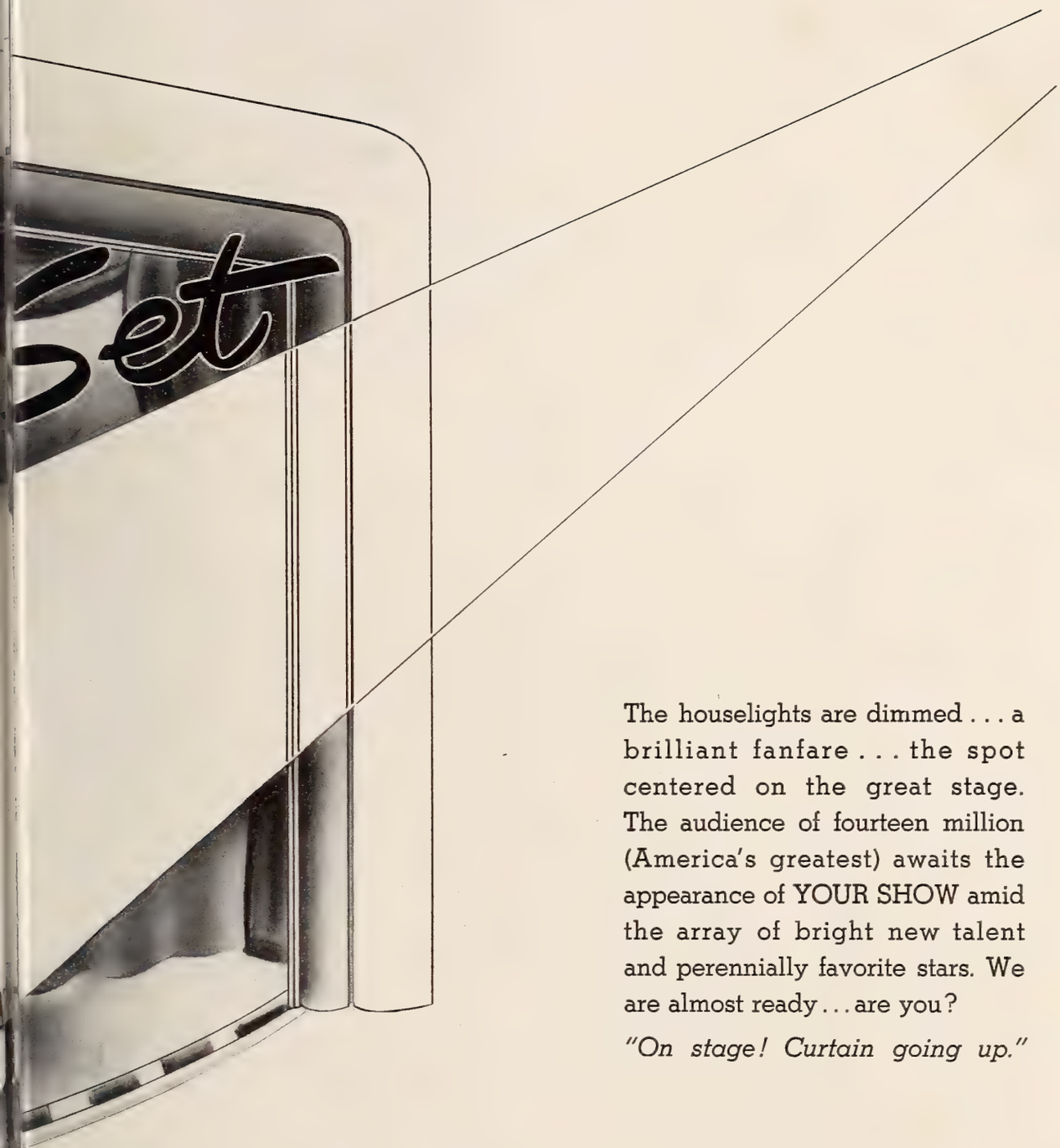


FREE & PETERS, Inc., National Representatives



AMERICA'S MOST POWER

NEW YORK: 1540 Broadway -



The houselights are dimmed . . . a brilliant fanfare . . . the spot centered on the great stage. The audience of fourteen million (America's greatest) awaits the appearance of YOUR SHOW amid the array of bright new talent and perennially favorite stars. We are almost ready . . . are you?

"On stage! Curtain going up."

L INDEPENDENT STATION

OFFICE : 360 N. Michigan Ave.

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Toward ASCAP Peace?

ASCAP again hits high C as radio's No. 1 problem of dollars versus principle. Many affiliated stations are up in arms over the rebate provisions in the proposed network contract with ASCAP to restore its music for the first time since last Jan. 1. But a strong segment of important affiliates believes the deal is a good one—far better than any hoped for when the controversy erupted last year and ASCAP put on the heat for doubled tribute.

There can be no doubt that the deal is far more advantageous than any heretofore proferred. By the same token, however, the type of contract offered by ASCAP, with the onerous logging requirements and inhibitions, virtually eliminates the "pay as you use" method—the principle for which the industry has fought for nearly a decade. Similarly, ASCAP's lethargy in providing an adequate catalog of its works mitigates against any practical application of a per use system.

At this stage, the outlook is anything but tranquil. Affiliates, before they kick over the traces, must ponder several fundamentals. They must decide whether the proposed contract is [illegible]nable, and provides an equitable solution. Dollar-wise, we are told it saves affiliates 40% of their overall music costs, while the networks must spend 60% more.

Under the Government consent decrees of last March, ASCAP cannot go out of business without serious repercussions for BMI, which provided competition in music. There must be at least two relatively strong competitive pools to provide that competition. Yet that certainly doesn't mean the industry perforce should pay a percentage of its receipts on a blanket basis to any music pool.

NBC and CBS are goading their affiliates into quick approval of their blanket arrangement with ASCAP. Here and there, the rebate provision appears to have boomeranged. Moreover, a number of affiliates are not entirely satisfied that BMI will be continued, either by the individual stations or by the networks, once ASCAP is back on a preponderantly blanket basis.

The suggestion has been made that the affiliates, either as network groups or jointly, should be called together by NBC and CBS to explain their respective positions. This plan, strongly advanced by George B. Storer, head of the Fort Industry Co., has definite merit. But there is one danger to be averted. The industry cannot act in concert, under the Department of Justice consent decrees. With proper safeguards it would appear proper for affiliates to foregather to discuss the whole matter, preparatory to negotiation of individual contracts.

The NAB will hold three important district meetings during the next week—in Grand Rapids, Omaha and Tulsa, aside from that in Louisville last week. There NAB President Neville Miller will be able to glean reaction of a substantial cross-section of stations on the whole issue. If dissatisfaction and misapprehension predominates, then the network-affiliate sessions would seem desirable. Only in that way can any unanimity result.

Broadcasters should make no mistake about one hard, cold fact. A BMI without competition would be even more vulnerable than a monopolistic ASCAP. Litigation might ensue, and the Department of Justice would not be disposed to let the broadcasting industry own and control its own raw material. A deal must be made, but not necessarily that now profferred. It can be done without another overdose of name-calling and rabbit-punching. Mr. Storer's proposal, if found expedient, can supply that safety valve.

Tom Symons

RADIO MOURNS the loss of one of its outstanding personalities with the untimely passing of Thomas W. Symons Jr., who died suddenly Oct. 2 on his farm near Newberg, Ore. He had pioneered broadcasting in the West, having established KFPY, Spokane, in 1922, later participating in the establishment of KGIR, Butte. Even before that, he saw in aviation a blossoming public service and took part in the establishment of one of the first commercial transport services after having served in the last war as a flight commander.

Tom Symons was a credit to American radio. A stalwart independent, he operated his stations, including his recently acquired KXL, Portland, Ore., as institutions dedicated to the public service. In his modest, unobtrusive way, he got things done. His interests transcended his own station operations; he spent much of his time and energies over the years in Washington toward the goal of a stable and healthy industry.

His bereaved widow, his mother, his daughter and his son, now an aviation cadet in the Canadian Air Force, will find solace in the knowledge that Tom Symons was revered and respected by his fellow broadcasters as epitomizing the best in American radio.

Prices and Excises

ONCE again radio's perennial nightmare—price quotations—is back to haunt the front office. The Treasury Department, through the Bureau of Internal Revenue, advises caution in advertising prices upon goods affected by the new manufacturers excise taxes. It is pointed out that anyone who knowingly misrepresents the amount of such taxes insofar as they affect prices is subject to fine or imprisonment, or both.

While it is doubtful the Treasury would prosecute a radio station which unwittingly accepts copy violating this provision of the Internal Revenue Act, there's no doubt the station would have some embarrassing moments and a little explaining to do. Already instructions have been issued to tax investigators to be on the lookout for violations and if it is shown that prices were misrepresented or that false "we absorb the tax" advertising was used, prosecution will be instituted.

To avoid this new pitfall it is evident that an accurate interpretation of the Internal Revenue regulations should be obtained before copy quoting prices on the various articles subject to the excise taxes is used on the air.

Anchors Awry

THE NAVY, we have no doubt, knows its business. But it certainly misses the mark on what might be described as its industry relations. We have ranted in these columns before over the Navy's purchase of about a million dollars worth of space in small newspapers to promote enlistments, while radio contributed free spots for the same purpose.

Radio, as a measure of patriotism, is more than willing to contribute its substance to military recruiting, bond drives and other defense essentials. But now the Navy, after having expended these funds, gratuitously announces that the effectiveness of this *paid* newspaper advertising is shown by increases in Navy recruiting in three centers—Indianapolis, Des Moines and St. Louis.

We have no doubt that the newspaper schedules did contribute to the increased enlistments cited. But no mention is made of the fact that there were free spots, transcriptions and programs in those same areas at the same time. Or that theatres and billboards cooperated. Stations have been contributing an average of 10 announcements per week for Navy enlistments.

These smaller market newspapers have been using the paid campaigns with telling effect in soliciting other business away from their radio competitors. They dun their prospects with the story that even though radio gives it away, Uncle Sam still buys newspaper linage to get the job done. And unquestionably they use it as a selling device with agencies on national business too.

This new letter is not an isolated incident. It is difficult for us to fathom how an agency of government can help one competitive medium to wean business away from another business which smaller stations must have if they are to continue to contribute free service in the interest of national defense.

We Pay Our Respects To —



EDWIN KING COHAN

EDWIN KING COHAN has been a radioman most of his own life and all of the life of the industry. He as been director of the CBS engi- eering department for 11 years, nd has helped the network grow rom a small chain of 20-odd sta- ons to the largest regular net- ork in the world.

A native New Yorker, born Sept. 1900, Eddie Cohan broke into ngineering when he was eight ears old by rigging up a telegraph ystem circuit with some other kids his neighborhood. He remembers is first scientific boner as the time e thought "earthing" a wire eant burying it in a flowerpot— ut that happened before he was ine.

A 14-year-old veteran in 1914, ohan ran one of the first dozen am stations in New York City, MY, and he thinks some oldtime mateur operators may remember ose call letters. When he was 17, e took a summer vacation job as ireless operator with the Panama anal Commission and foreshad- wed his career as CBS's globe- otting representative by taking o trips through the Canal to the tern coast of South America.

As soon as he got back in New ork the Navy asked the promis- young engineer to go to work the Naval Radio Laboratories; e remained there till after the end World War I. His position with ie Navy involved testing and ex- ining equipment and inspecting stallations on battleships and erchant vessels entering or leav- g the New York harbor.

In 1919 Cohan got back into vilian pursuits and started seven ars of hard labor that carried through every phase of the business except broadcasting. ng this period, he and L. D. urgesser co-designed the first gh-fidelity audio-amplifier kit of- ed for public sale.

All that was necessary to as- mble the parts was a wrench and rewdriver, combined in one tool, and the invention was a sure-fire commercial success. They sold it to the Spartan Electric Co. and Burgesser and Cohan tossed a coin to see which one would supervise the manufacturing of the kit and which would travel around the country showing distributors how it worked. Cohan travelled.

In 1926, with plenty of rich experience in designing and marketing behind him, Cohan took a position as engineer with WOR, Newark, which shortly afterward became key station of the 14-station Columbia Network. In those days CBS broadcast ten hours of programs a week and Cohan was technical supervisor for all of them. After constructing and equipping studios for Judson Radio Program Corp., Cohan rejoined Columbia in 1930 as the head of all engineering operations. He has been with CBS ever since.

Under Mr. Cohan, the CBS engineering department has supervised all engineering for the Columbia-owned and operated stations, which have constantly been sharpened and spruced up to keep abreast of technical developments. He has had personal charge of the CBS mobile engineering units which help affiliates construct transmitters and studios.

Under Cohan's active supervision, 16 Columbia stations operate with 50,000-watt transmitters. He has been Columbia's flying representative at conferences in Warsaw, Paris, Bucharest, Cairo, and most recently in Santiago, Chile. An airplane enthusiast, Cohan gave up counting his air mileage at 200,000 miles, and that was some time ago. Another of his direct responsibilities is CBS short wave transmission, which is reaching a peak now in the construction of two new 50,000-watt transmitters and intense, hemisphere - minded activity in South America.

Mr. Cohan's store of radio anecdotes is inexhaustible, but one that tops them all is the story some of his veteran associates tell of him. In the winter of 1932, President-elect Roosevelt was in Miami with the late Mayor Anton Cermak of Chicago. Roosevelt was speaking over local CBS station WQAM, and Cohan, whose car even at that time was radio-equipped, was riding around Miami on vacation but listening in. Suddenly the broadcast was interrupted by two sharp reports, which Cohan immediately recognized as pistol shots even though the announcer, to forestall a panic, said they were merely photo flash-light explosions. Cohan raced to the scene of the broadcast and found that Mayor Cermak had been fatally wounded by a bullet intended for the President. He rapidly reversed the network circuits to Miami, and within 30 minutes put an eye-witness account of the shooting on CBS—the first news the public had of it. That was one of radio's earliest news scoops, engineered by an engineer in a day when radio news was generally not as quickly-geared and independent as now.

Another big day comes in the life of Eddie Cohan, Oct. 18, when it's expected that WABC's new transmitter on Columbia Island in Long Island Sound goes on the air. The new transmitter is unique inasmuch as the island was nothing more than a tideswept point of granite until CBS moved in and built an ultra-modern transmitter house and 410 foot tower.

Cohan won a commission as lieutenant in the Naval Reserve in 1934, and this year was awarded the Marconi Medal of Achievement in Radio. His hobby is yachting and he boasts that has has the "largest" 30-footer in the world. It is certainly one of the most perfectly equipped from a radio standpoint, and, logically, is named *Electron.* He is married and has a daughter, Jane, 10 years old. The Cohans live in New York City.

Personal NOTES

BOB TROUT, CBS ace special events and news broadcaster, on Oct. 14 is flying via Clipper to London to serve as CBS European news chief while Edward Murrow, now in that position returns to the United States [BROADCASTING, Sept. 22], for several months of rest and lecturing, his first trip home since February 1939.

WALTER LINK, sales manager of WGAC, Augusta, Ga., is confined to a hospital following an emergency operation.

CLAY DANIEL, program director of WDNC, Durham, N. C., before joining WSJS, Winston-Salem last May, has been named night manager of WSJS.

ROBERT SMITH, salesman of WOR, New York, last Monday received an inscribed watch at a WOR sales meeting in recognition of his qualification for membership in the station's "Million Dollar Club." Three other WOR salesmen have passed the million-dollar sales mark, according to Gene Thomas, WOR sales manager.

LOUIS T. RIGDON, formerly of WSB, WCHS and WSAZ, on Oct. 15 joins WTOC, Savannah, Ga.

CHARLES BEARDSLEY, formerly of the sales staff of WMRN, Marion, O., has joined a Columbus, O., advertsing agency.

HOWARD WALSH, formerly of Messerow & Associates, Chicago advertising agency, has joined the sales staff of WIND, Gary, Ind.

GLEN H. TICER, for ten years a member of the NBC sales staff in San Francisco, has joined KQW as account executive.

STANLEY BRACKEN has been named general manager of manufacture of Western Electric Co. Mr. Bracken has been engineer of manufacture.

WALLACE W. LOCKWOOD has been appointed advertising manager of the Taylor Instrument Cos., Rochester, N. Y., succeeding Elmer E. Way, resigned. Mr. Lockwood was formerly with the David Tynion Adv. Agency of Syracuse.

C. ROY HUNT, general manager of KOIN-KALE, Portland, Ore., is at Rochester, Minn., where he will spend the next month to six weeks recuperating from an operation.

GEORGE H. THOMAS, manager of KVOL, Lafayette, La., and manager of the Evangeline Hotel which houses KVOL, was recently elected president of the Louisiana Hotel Assn. at the hotel convention.

WILLIAM PARKER, formerly of the CBS Detroit office, has been appointed to the vacancy created by Tom Dawson's return to Minneapolis [BROADCASTING, Oct. 6] and will manage the Detroit branch of CBS Radio Sales out of WBBM, Chicago.

JOHN SUTPHEN, of the commercial department of WTRY, Troy, N. Y., on Oct. 3 married Barbara Ann Ballard of New Rochelle.

J. M. REGOTTAZ, who has been with RCA Mfg. Co. for 19 years in various capacites, has been appointed export manager of the company to direct and coordinate export distribution activities from headquarters in Camden.

Hough Names Enoch

ROBERT D. ENOCH, formerly of WKY, Oklahoma City, has been named general manager of KTOK, Oklahoma City by Harold V. Hough, KTOK president. He replaces Ted McCorkhill who is returning to Arthur H. Hagg & Associates, station representatives. In his new job Mr. Enoch will assume the post of managing director for the Oklahoma network of seven stations.

Emil W. Kimmelberg

EMIL W. KIMMELBERG, 69, first vice-president of Albert Frank Guenther Law, New York, died Oct. 6 of a heart attack at his home in New York. In June 1938, Mr. Kimmelberg completed 50 years in the advertising field, having joined the agency in 1888. Surviving are his wife, a son, and two daughters.

Watson Back at WMBD

BROOKS WATSON, who for the last six months has been serving under Edward M. Kirby in the Radio Branch of the Bureau of Public Relations for the War Department, has returned to WMBD, Peoria, Ill., as program director, a position that he held prior to his appointment to the Radio Branch. Mr. Watson had been with WMBD for five years, coming in 1937 from a Peoria newspaper to assume an announcing position.

BEHIND the MIKE

TOMMY SMITH, formerly program director of WPEN, Philadelphia, now stationed at Indiantown Gap, Pa., with the 103d Engineers, has been appointed editor-in-chief of the Army camp newspaper. He will be transferred to Harrisburg, Pa., to fulfill his new duties.

AXEL GRUENBERG, a former member of the NBC production staff in Chicago, and Roy Lockwood, recently with the British Press Service, have joined the NBC production staff in New York.

ROY COLLINS, page boy of WOR, New York, as well as songwriter, tap dancer and singer, last week won first prize for his acting on the amateur radio theatre program *People's Playhouse*, heard weekly on WOR, New York.

PAUL HADLEY, news editor and special events announcer of WWNY, Watertown, N. Y., leaves shortly to join the Naval Reserve.

JIM ROSE, formerly of WNYC, New York, and Bob Walters new to radio, have joined the announcing staff of WWNY, Watertown, N. Y.

ARTHUR VAN HORN, formerly announcer of KFRC, San Francisco, has joined the announcing staff of WOR, New York.

JOHN T. VORPE, formerly production manager of WHK, Cleveland, and previously publicity director of WTAM, Cleveland, has joined MBS as program service supervisor, concentrating on the Coca Cola Co. account and new program ideas.

Mrs. Barber Honored

MRS. WALTER BARBER, wife of "Red" Barber, ace sportscaster of WOR, New York, last week received a fitted traveling case as a token of appreciation from his friends at WOR. An accompanying letter from Alfred J. McCosker, WOR president, stated that the gift was sent to make up in part for "the many hours Red has spent on the air and away from home," and as thanks "for your cooperation and efforts which have spurred him on to greater achievements."

LORING KNECHT has left KFYR, Bismarck, N. D., to join WCAL, Northfield, Minn. He is replaced by Bill Weaver, formerly of Aberdeen, S. D.

TED GRACE, announcer of WJR, Detroit, recently qualified as an ensign in the Naval Reserve, and expects to receive orders for active duty by mid-October.

JOHN D. WHITMORE, formerly director of publicity of WJHP, Jacksonville, has been named program director of WLOF, Orlando, Fla.

ROY HANSEN has been appointed chief announcer of WLOF, Orlando, Louise Grant, publicity director, and Charles F. Dallas, chief auditor.

BILL McCORD, announcer of the *Boys Town* and *Easy Chair* programs of WLW, Cincinnati, has been called to do civilian work in the emergency personnel department of the Secretary of War. He assumed his new duties Oct. 6.

ALLEN WARD, formerly of WTSP, St. Petersburg, Fla., has joined WPAT, Paterson, N. J., as announcer and commercial copywriter. Also new to the WPAT announcing staff is Hal Kosut, formerly of WWRL, New York.

JACK MARTIN, formerly announcer on the *Fashions in Music* program on WHN, New York, has rejoined WOPI, Bristol, Tenn., as sports announcer.

RAY REEVE has been promoted to program director of WRAL, Raleigh, N. C.

PHIL COHEN, radio director-producer recently head of the radio research program of the Library of Congress on a Rockefeller Grant, has joined WNYC, New York's Municipal station, as acting program director in charge of production.

PRIVATE THOMAS DeHUFF, formerly in the advertising and promotion department of NBC, has received a specialist rating and is serving in the Public Relations Office at Ft. Monmouth, N. J. He recently completed a series of Army broadcasts on WCAP, Asbury Park, N. J. Also serving in the same Public Relations Office and promoted to corporal Oct. 2 is Alfred M. Scott, former in the NBC sound division.

MARJORIE HAYE CAMP, free-lance radio writer and formerly on the editorial staff of *Time* and *Life* Magazines, has joined WMCA, New York, as a continuity writer. Also joined WMCA on the production staff is Waring Gillespie, formerly of J. W. Pepper Adv. Agency.

BILL HUCK, formerly of WGAC, Augusta, Ga., is now in the Naval Air Corps.

WILLIAM S. BARKENTIN, formerly of the Oliver Sayler Publicity Office, has joined WOR, New York, as a continuity editor, succeeding Robert Blake, who last Monday was inducted into the Army.

PAUL STEWART, formerly of KFBI, Wichita, Kan., has joined the announcing staff of KWBW, Hutchinson, Kan.

GENE MARTIN, news editor of WFAA, Dallas, Tex., on Oct. 3 married Gertrude Buchanan of Denver.

JIM DOYLE, Hollywood announcer, has been assigned to the thrice-weekly quarter-hour *News & Views* with John B. Hughes, which started Sept. 30 for five weeks under sponsorship of Studebaker Sales Corp., on 32 Don Lee stations.

HUBERT MOREHEAD, of Columbus, O., has joined the announcing staff of WMRN, Marion, O.

TOM DYER, of the promotion department of KSO-KRNT, Des Moines, is the father of a baby girl born Sept. 23.

BYRON PALMER, of CBS Hollywood guest relations staff, has been made an announcer. Clark George has taken over his former duties.



IT'S THE MIKE on the flying trapeze as WSIX, Nashville, does an interview with members of the Peaches Sky Revue at the Tennessee State Fair. Jack Wolever, program director of the station, sits 100 feet up for his interview with one of the members of the act.

BOB SEAL, of KGO-KPO, San Francisco, is now conducting the weekly class in radio writing at the U. of California extension division in place of Arnold Marquis who recently transferred to NBC Hollywood.

HAROLD MODLIN, announcer of WIBC, Indianapolis, is taking instructions in flying.

JACK SULLIVAN, formerly of WNBC, New Britain, Conn., has joined WFCI, Pawtucket, R. I., as editor and newscaster.

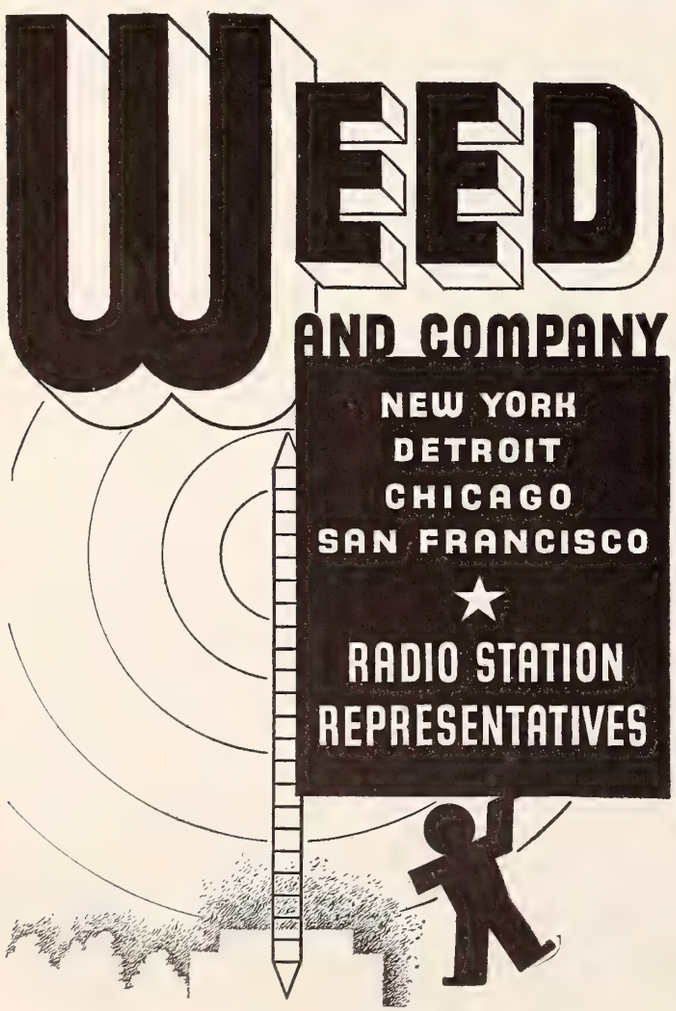
BILL ADAMS, formerly of WSAZ, Huntington, W. Va., has joined WCHS, Charleston, W. Va. Ronald Dawson, formerly of WOL and WJSV, Washington, has joined WCHS as production manager and continuity chief.

BILL MURPHY, continuity director of KIT, Yakima, Wash., is the father of a baby boy born Sept. 24. Dave Lindberg, KIT traffic manager, on Sept. 24 became the father of a girl.

VIC HURLEY, formerly continuity director of KOMO-KJR, Seattle, has joined KHQ-KGA, Spokane, Wash., as program director. H. J. McAllister, acting production manager of KHQ-KGA, has been named chief announcer.

GEORGE HALL, former editor of the *St. Louis County Observer*, has joined the news staff of KMOX, St. Louis, replacing Don P. Owenby, who has resigned to take a job in the East.

MRS. WILL R. ATKINSON, former studio hostess at WLW-WSAI, and former soprano soloist with the Cincinnati Symphony, died Oct. 2 at her home in Cincinnati at the age of 60.



ATTENTION

The Commercial Manager of a New York City Station . . . a young man with an acknowledged record of achievement in Sales . . . considered one of Radio's most prolific producers by the top men in the Industry . . . a salesman to whom the commercial success of several of New York's Independents owe a substantial portion of their national recognition — seeks a similar berth in any promising market elsewhere. The deal? One based on results and production of business! All negotiations strictly confidential.

Box 5A, BROADCASTING

LUCIEN DAVIS, KNX, Hollywood, assistant commercial editor, has been appointed to CBS producer contract on sponsored shows. He succeeds Ray Erlenborn who recently took a leave of absence to join the CBS *Al Pearce & His Gang* show for Camels.

CHARLES GARLAND, KMPC, Beverly Hills, Cal., sales promotion and publicity director, has resigned to devote fulltime to his twice-weekly quarter-hour commentary, *Hollywood on Parade*, sponsored by West Coast Construction Co.

LEITH STEVENS, Hollywood musical director of the CBS *Big Town* series, sponsored by Lever Bros. (Rinso), has composed an original score for the RKO picture "Syncopation", now in production.

ROSELLEN CALLAHAN, CBS New York fashion editor, is currently in Hollywood covering network programs originating from the West Coast.

CLIFF ARQUETTE, Hollywood actor featured on the weekly NBC *Point Sublime*, sponsored by Union Oil Co., has been made mayor of Sherman Oaks, Cal.

DICK BERTRANDIAS, writer-producer of KPO-KGO, San Francisco, is scheduled to leave soon for a special training course with the Naval Reserve, in which he recently was commissioned an ensign.

DAVE VAILE, announcer, formerly of KOA and before that with KYA, has joined KFRC, San Francisco.

JOE GILLESPIE, announcer of KPO-KGO, San Francisco resigned Oct. 4. He reported for duty at Palo Alto Airport to take advanced non-college civilian pilot training in the program of the Civil Aeronautics Authority.

PARKER GAYMAN, announcer, formerly of KLS, Oakland, Cal. has joined KPO-KGO, San Francisco.

ROBERT DUMM, son of Wesley I. Dumm, principal owner of KSFO, has been named program director. For several years he has been in charge of the special events department. He succeeds Clif Howell, who resigned to go to the production staff of CBS in Hollywood. Ken Craig, formerly chief announcer, had been named KSFO production manager.

BOB MURPHY, news commentator of KSTP, St. Paul, is the father of a recently-born baby boy, Martin Michael.

BERTRAND HEFLIN has been named publicity director of WFAA-KGKO, Dallas, succeeding Norval Schneringer who joined the Couchman Agency, Dallas.

FRANK COOLEY, formerly of KMOX, St. Louis, and KSLM, Salem, Ore., has joined the announcing staff of KIRO, Seattle, Wash.

BRIT GRINDLING, formerly of WELL, Battle Creek, Mich., and Art Madeley, formerly of WPAX, Thomasville, Ga., have joined the announcing staff of KPAC, Port Arthur, Tex.

BOB LANNING, of CBS Hollywood mail department, has been promoted to the public relations division. He replaces Ray Rosecrans who resigned to join the sales staff of KDB, Santa Barbara, Calif.

EDDIE DOOLEY, sportswriter, is again forecasting the week's football games Thursday evenings at 11 p.m. on MBS.

CARL S. HESTER, continuity editor of WOOD-WASH, Grand Rapids, Mich., has been promoted to traffic manager of the station, succeeding David H. Harris who was transferred to the Detroit offices of King-Trendle Broadcasting Corp. Robert Gray, formerly of McCann-Erickson, Chicago, becomes the WOOD-WASH continuity editor.

RAY D. WILLIAMS, formerly announcer of WHIP, Hammond, Ind., has joined WATW, Ashland, Wis.

GENE GERMINO, formerly of WDNC, Durham, N. C., has been appointed a sergeant in the 71st Quartermaster Corps, Camp Shelby, Miss.

ROBERT BLAKE, for the last year continuity editor of WOR, New York, left Oct. 3 to join the Army at Fort Dix, N. J.

Strangers

ALTHOUGH they both originate a news commentary on WRVA, Richmond, Va., several times a week W. E. Debnam, newspaper editor, and Joseph Reed, writer, never met until a few days ago when they both happened to drop into Business Manager Barron Howard's office.

THEODORE TOLL, formerly editor of *Down Beat*, has joined NBC Central Division production staff as a director.

VERNICE SHIELS of Howard H. Wilson Co., Chicago, was married to Arch Greisen Oct. 10 in Chicago.

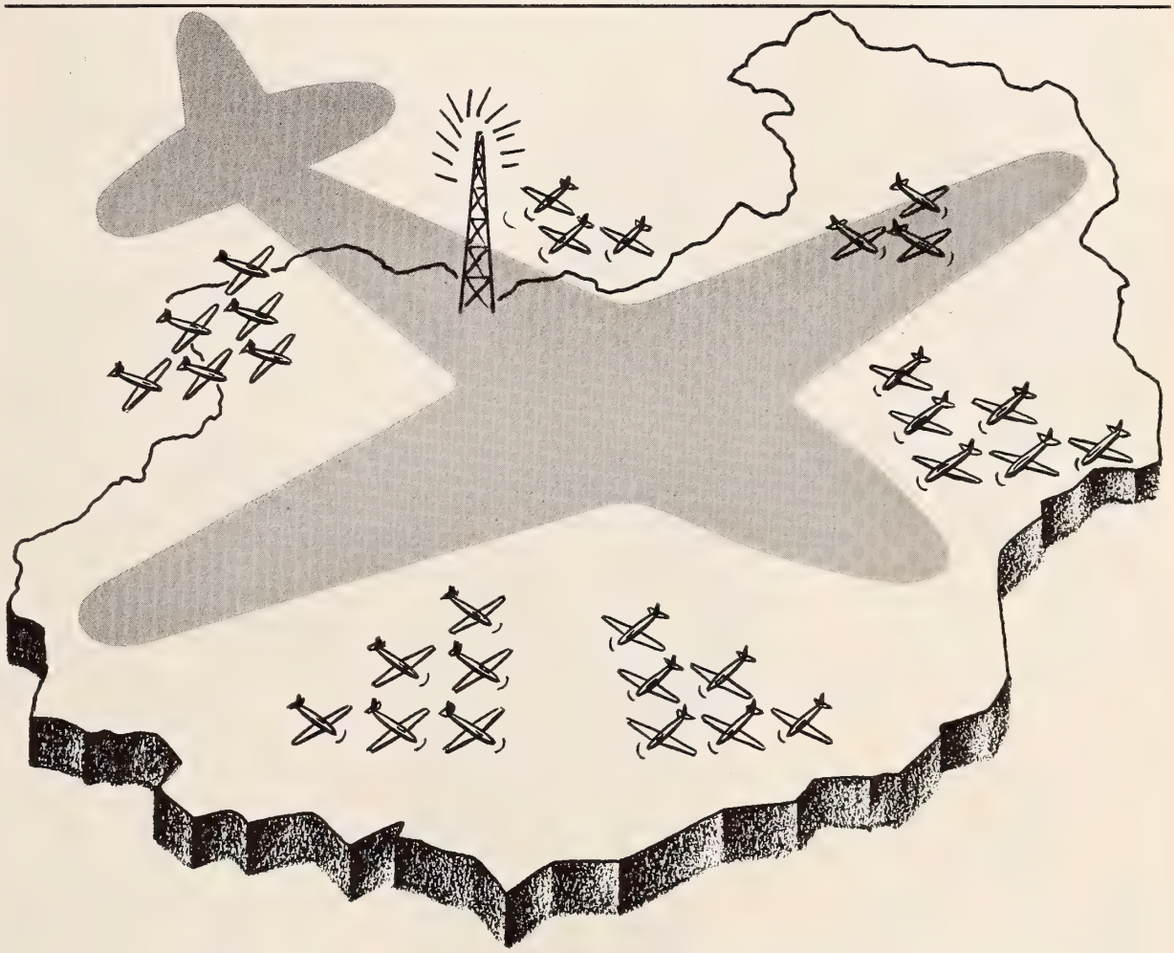
BOB McCREERY, announcer of WFMD, Frederick, Md., has announced his engagement to Miss Dorothy Wilcox, of Washington.

JEAN PAUL KING, veteran announcer, formerly on many New York network commercials, is now in Tacoma, Wash., where he has an executive position at his father's undertaking firm. He keeps in touch with the microphone by presenting occasional sports programs on KVI and newscasts on KTBI.

DON OTIS, KFAC, Los Angeles, music department director, recently became the father of a girl.

STAN WARWICK, formerly of KHQ, Spokane, has joined the announcing staff of KOIN-KALE, Portland, Ore.

TOM HARMON, sports director of WJR, Detroit, is doing a two-a-week football story for the *Detroit Times* in addition to his radio work.



WHAMland *"Keeps 'em Flying—"*

Lights burn through the night in the machine shops, the factories and the hangars of WHAMland. From their lathes and presses, furnaces and assembly lines come a multitude of parts and completed planes for Uncle Sam's birdmen. The workers of WHAMland are busy.

Defense has brought added prosperity to always prosperous WHAMland. Throughout the whole 43 county primary area where WHAM's clear channel 50,000 watts brings the best in entertainment to some 900,000 radio homes there's a market more prosperous than ever. For approximately one-third the cost of localized coverage of the same area, it can be yours, with WHAM.

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

WSGN

BIRMINGHAM, ALA.

Now **610**

Coverage Proves Kc.
Count More Than Kw.

Headley-Reed Co.
National Representatives

BOB FORWARD, formerly KFRC, San Francisco, announcer, has joined KHJ, Hollywood.

PAUL HENNING, Hollywood writer of McKee & Albright, on the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp., (Sealtest), is the father of a girl born Sept. 30.

RANDY BLAKE, formerly of WHAS, Louisville, has joined KNX, Hollywood, as announcer-m.c., and is conducting a six weekly, early morning program.

EDWARD PADULA, formerly NBC New York television producer, has joined Paramount Pictures, Hollywood, as a director.

STAN WARWICK, formerly of KHQ, Spokane, has joined the announcing staff of KOIN-KALE, Portland, Ore.

FRANK HEIBECK has been named program director of WLOK, Lima, O., while Harley Lucas has been named chief announcer. Additions to the announcing staff include Henry Stambaugh and Robert Miller, while Catherne Goeke will handle women's programs.

MARTY GLICKMAN, sportscaster of WHN, New York, on Oct. 1 became the father of an 8½-pound baby girl, Elizabeth.

MBS Signs Eaton

RICHARD EATON, newscaster who has spent 20 years abroad as Russian correspondent for the *London Daily Mail* and the *Paris Matin*, a writer and publisher in Paris, and owner and managing editor of the French Newspaper Union, has joined the MBS staff of commentators. On Oct. 13 he starts broadcasting Mondays through Thursdays, 3-3:15 p.m., and 6-6:15 p.m. on Fridays.



Versatile Bob

BOB INGHAM, of WTOL, Toledo, has been voted the most popular baseball announcer in Ohio. But late in September, when a local clergyman failed to appear for WTOL'S *Morning Altar* feature, Bob sprung to the breach and delivered a first-class inspirational message. His treatment of the Scriptures drew commendation from the Rev. Harlan Frost, executive secretary of the Toledo Council of Churches. A week later, with the Rev. LaMarr Rice out of the city for a convention, Rev. Frost again prevailed upon the sports commentator to handle the program, giving him further claim to a Billy Sunday sort of life, mixing sports and religion.

Meet the LADIES



VIRGINIA DAVIS

AN AVID interest in news from the woman's standpoint as well as a realization that news broadcasts have become an integral part of the ladies' listening habits, qualifies Virginia Davis for her new post of director of women's programs of KXOK, St. Louis. For the past two years Miss Davis has broadcast the KXOK *Food Scout* program thrice-weekly. Now in her new capacity she will also do a news commentary, Monday through Friday, in which she will interview prominent and interesting names in the news. Virginia is a graduate of Sarah Lawrence College, Bronxville, N. Y., and the Missouri U School of Journalism. Besides her radio work Miss Davis writes a daily Food Scout column for the St. Louis *Star-Times*.

KMOX Teachers

SIX staff members of KMOX, St. Louis, will teach in their spare time in local schools during the coming semester. Arthur Casey, director of publication relations, will teach radio production at the Adult Study Center of Washington U; J. Soulard Johnson, director of sales promotion, will conduct classes in advertising at Washington U; Ellen Lee Brashear, director of education, is a consultant in radio writing at the Adult Study Center; Larry Neville, head of the continuity department, and his assistant, Richard Sharp, will teach radio writing at Jefferson College; Gordon Sherman, engineer, will head a class in radio principles at St. Louis U.

True Runs for Council

HAROLD TRUE, newscaster of WXYZ, is one of 122 candidates who have filed petitions to run for the Detroit Common Council. Interest in the council race has been heightened this year, accounting for the heavy run of candidates, due to the fact that four of the nine members have been ousted after indictment in a housing graft scandal. True, who is 50 has been with WXYZ for 11 years and is widely known in the radio listening audience of the Detroit area. Born in Hornell, N. Y., he attended Cleveland Law School and has been a Detroit resident since he joined the station in 1930.

Rosenberg a Candidate

JACK ROSENBERG, president of Local 802 of the American Federation of Musicians, will be a candidate for New York's City Council in the November mayoralty elections on the American Labor Party ticket. Chairman of the theatre craft union committee backing Mr. Rosenberg is Bob Miller, president of the Music Publishers Contact Committee.

WROK Advisors

ORGANIZED by WROK, Rockford, Ill., to give local groups a voice in the station's programming policies, 50 representatives of civic and fraternal organizations have volunteered to join the Rockford Radio Council. The first conference meeting, held early in October, featured appearances by Dorothy Lewis, vice-chairman of the Radio Council on Children's Programs, WROK Manager Walter M. Koessler, Program Director John J. Dixon, Promotion Manager W. R. Traum and Florence L. Shugars, in charge of public relations.

DOUG EVANS, KFI-KECA. Los Angeles, producer, has been signed by Universal Pictures for a role in "Melody Lane," currently in production. Evans recently completed an acting assignment in a Dick Tracy serial film, released through Republic Productions.

TED COLLINS, manager and business partner of Kate Smith, noted radio singer, has bought the Long Island Indians, one of the six teams in the American Assn. Pro Football League.

HAVE YOU OVERLOOKED
CENTRAL NEW ENGLAND?

1000 Watts on 750 Kc

WHEB

PORTSMOUTH, N. H.

the Clear Channel Station

Mr. A on Symphonies

BY MAURICE CONDON

Mr. K. W. Amplistat, gimlet-eyed cliché sleuth, having declichéd the dance band announcer, and the sportscaster, now turns his attention to the heavy-voiced announcer of serious music programs. Mr. Condon, of WGAR, Cleveland, presented the dialogues between Mr. A and a dance band announcer in the Aug. 11 issue and a sportscaster Aug. 25.

Q. And you, sir, are commentator for the serious music program?

A. Precisely.

Q. At the commencement of a symphony, I assume you inform the audience that the conductor is taking his place before the orchestra?

A. The conductor does nothing of the kind. He ascends the podium.

Q. Is he a capable conductor?

A. An interpretative giant, I assure you.

Q. Does he enjoy the orchestra's cooperation?

A. He plays on the orchestra as on a great organ.

Q. Is he responsible for unusual effects?

A. He moulds subtle harmonies . . . ever-changing nuances.

Q. How do you identify the type of music which is presented?

A. It is music which has endured through the ages.

Q. If there is particular emphasis given to the violins, how do you reveal this fact?

A. I point out that the entire string section will play as one man.

Q. What kind of crescendoes will be heard?

A. Mighty crescendoes.

Q. What might a typical serious music program include?

A. In our delve into the classics, we may include Papa Hadyn, father of the string quartet, and one of the most prolific of composers.

Q. If Beethoven is on the program, you will name him . . .?

A. The immortal Beethoven.

Q. Haven't you forgotten something?

A. Certainly not. I will make reference to his deafness.

Q. How about Schubert?

A. Schubert is the immortal melodist.

Q. Mozart?

A. The child prodigy.

Q. Haven't you overlooked something?

A. True. It is my custom to speak of this genius as Wolfgang Amadeus Mozart.

Q. You refer to Wagner's music by saying. . .

A. I point to its heroic grandeur . . . its mysticism . . .

Q. Tchaikowsky is . . .

A. The gifted Russian classicist.

Q. If there is a guest artist, he or she is what?

A. One of the outstanding virtuosi of our times.

Q. And should the artist play a Stradivarius, it is . . . .

A. A mellow Strad.

Q. If there is any doubt in your mind as to the correct classification of a selection, you name it . . .

A. Tone poem.

Q. Very good. And one last query. After the applause that greets the conductor, what falls over the audience?

A. Definitely, beyond all question, a hush.

Book Participation

BOOK HOUSE FOR CHILDREN, Chicago (book publishers), is sponsoring weekly participations on *What's New*, WTMJ, Milwaukee; *Style & Shopping*, KDKA, Pittsburgh; *Ruth Welles*, KYW, Philadelphia; *Carol Cabot*, WEEI, Boston; *Consumer's Foundation*, WLW, Cincinanti; *Jessie Young*, KMA, Shenandoah, Ia.; *Barbara Brent*, WFAA, Dallas. One station in Chicago, and several in the Midwest and on the Pacific Coast will be added, according to the agency, Presba, Fellers & Presba, Chicago.



The famous Chicago Blackhawk hockey games broadcast by WENR Thursday and Sunday nights for the 1941-42 season are now available for sponsorship.

7,500,000 paid admissions is the record of attendance at hockey games last season, and even that represents only a small percentage of the people who are interested in the sport.

The famous Chicago Blackhawk hockey games broadcast to millions over Station WENR—the 50,000 watt Chicago key station of the NBC Blue Network—is a hard-hitting, high-scoring sales weapon.

Here's your chance to score a winning point with sports-loving people—through a vehicle they will appreciate. Their goodwill is bound to result in more sales and greater profits for you.

Get the sponsorship of this popular series of broadcasts NOW and complete your plans for a BIG sales campaign this fall. . . . Complete information will be sent to you upon request by station

WENR Chicago

SUPERIOR 8300

Or NBC Spot Sales Offices in

NEW YORK CHICAGO BOSTON WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

You'll Get

A-1 PRIORITY

in the Washington Market with these programs now available on WRC

KENNETH BANGHART

An established News Program (with AP Service) now on five days per week, 9:30 to 9:45 a. m. Sponsored three days weekly by SweetHeart Soap—avaliable Tuesday and Thursday, at a cost of only $17 per program, net, plus time.

THE WRC HOME FORUM

Mary Mason's program has been on the air longer than any other show featuring items and products of special interest to women. On Monday, Wednesday and Friday, 1:15 to 2:00 p. m. and Tuesday and Thursday, 1:30 to 2:00 p. m., the WRC Home Forum has condensed participations available at $15, and detailed participations for $30—subject to regular discounts.

RAY MICHAEL

For more than four years Ray Michael has done football, baseball, golf matches, ice hockey and basketball games, as well as general sports reviews on WRC. His enthusiastic audience likes his delivery as well as his complete knowledge of all types of sports. Available for five minutes or ten minutes 3 times, 5 times or 6 times per week at low program cost, including talent and news.

THE WOMAN'S WORLD

After more than six years of experience in radio, Joan Harding came to Washington and has been doing a news program of interest to women and about women for over six months. The program is unusual—it's new—it's listenable—and men as well as women like it. In ten or fifteen-minute units your cost for talent and program material will be small for either three or five times weekly.

YOUR TIMEKEEPER

By far the highest rated program of any of the musical clocks of any station in Washington, proven by repeated surveys. Gordon Hittenmark has the morning audience. Announcements are available Monday through Saturday from 7 to 9 a. m. (on a rotated time basis) at only $12.50 per announcement, subject to discounts up to as high as 25%. The best mass appeal buy in Washington.

Many more available . . . sure to suit your product, pocketbook or preference. Ask us about them.

980 k. c. WRC 5000 Watts

Red Network of National Broadcasting Company

Represented Nationally by NBC Spot Sales Offices in
Washington • New York • Chicago • San Francisco
Boston • Cleveland • Denver • Hollywood

Studio Notes

WGN, Chicago, has recorded an attendance of 70,331 at its studio shows during the summer months, June through September, and conducted an additional 5,610 visitors on tours.

KPAC, Port Arthur, Tex., is credited with saving ship owners from great damage during the recent Texas hurricane, when the station stayed on the air for 44 consecutive hours tracing the course of the storm for Gulf Coast listeners and bringing latest Government Weather Bureau information every fifteen minutes.

OVER 1,000,000 votes were cast in a popularity contest conducted for children on KOY, Phoenix, recently. All the votes were proof of purchase, votes being accompanied by wrappers.

KOA, NBC Red outlet in Denver, and KFBC, Cheyenne, Wyo., affiliate of NBC, scored a beat by originating a network broadcast from Devil's Tower, Wyo., where George Hopkins, former RAF parachute instructor, had been marooned. The flyer on Oct. 1 was isolated on the top of the thousand-foot natural rock monolith and on Oct. 4, the stations originated their broadcast from the wild region at the base.

DUE to increased activity out of Chicago, MBS has expanded its Chicago office, moving from the 12th to the 21st floor of Tribune Tower. New telephone number is Whitehall 5060.

WPTZ, Philco television station in Philadelphia on Oct. 8, televised the entire performance of the Hamid-Morton Circus, sponsored by the local Shriners, direct from the Philadelphia Arena.

FIRST MAJOR sustaining religious series to be presented by MBS started Oct. 12 as a weekly half-hour program titled *Mutual's Radio Chapel*, and produced in cooperation with the Protestant, Catholic and Jewish faiths. Leading speakers of the three denominations are featured on the series, which originates in various cities throughout the country.

CKLW, Windsor, Ont., gave its 50 employes a bonus during September in lieu of a cost-of-living weekly pay increase, as given recently by the Canadian Broadcasting Corp. to most of its employes.

WOR, New York, last week announced its decision not to appoint a new manager for its Chicago office. John Shelton and Bob Wood continue as salesmen out of Chicago, reporting directly to Rufus Maddux, WOR sales director in New York.

SOCIAL WELFARE work in Chicago is the theme of *The Story of Constance Worth*, quarter-hour sustaining dramatic serial started again on WBBM, Chicago, on Oct. 11 after a five-month absence.



Annual Report of CBC Has $183,585 Surplus

A NET operating surplus of $183,585 for the year ending March 31, 1941 was disclosed by the Canadian Broadcasting Corp. in its annual report submitted to War Service Minister Thorson by Rene Morin, chairman of the Board of Governors, and made public Oct. 6 in Ottawa. Income amounted to $4,092,794 against expenditures of $3,909,209.

By far the largest item of income was the $3,140,259 received in radio license fees, with commercial broadcasting accounting for $895,066, and subsidiary hookups $44,647. Expenditures on programs totaled $1,721,755; station network $725,969; engineering, $746,154. The surplus of $183,585 remained after deductions for depreciation of fixed assets and equipment.

WHIP, Hammond, Ind., now operating 22 hours daily under new fulltime grant, has moved its general executive offices in Chicago from the Kimball Bldg. to larger quarters at 165 N. Michigan Ave. New phone number is Randolph 3727. Station will continue to broadcast from Hammond and will also carry programs originating in two studios at the new Chicago location. Mark Love, soloist with the Chicago Symphony Orchestra and the Chicago Opera Company, has been made artistic director.

TO GIVE listeners of WELI, New Haven, and members of the New Haven Ad Club a first-hand account of life in warring England, the station has arranged for Homer Jenks, United Press correspondent recently returned from London, to speak Oct. 13 on a half-hour broadcast, followed by an informal question and answer session.

WCED, DuBois, Pa., is enjoying a heavy schedule of remotes with a technician assigned to fulltime handling of such programs. On a recent Saturday, WCED carried two football games, two street quizzes, a kiddie hour, a musical recital, a dance remote and a Saturday night hillbilly jamboree.

W59C, FM adjunct of WGN, Chicago, has published its initial rate card. Between 6:30 and 10:30 p.m. rate is $75 for one-hour, $55 for half-hour, with quarter-hour periods not quoted; before 6:30 p.m. and after 10:30 p.m. one-hour is $37.50, half-hour $27.50, quarter-hour $20. Discounts are 5-10-15% for 13-26-52 weeks, with additional frequency discounts scaled up to 35% dependent on number of broadcasts per week. Station break announcements range from $1.50 to $5 and hourly five-minute newscasts are quoted at package rates scaled downward from $119 for 13 weeks.

KHQ-KGA, Spokane, Wash., has acquired additional space in its Radio Central Bldg., headquarters covering more than 1,800 square feet of floor space. KHQ-KGA now occupy the entire top floor of the building and practically all of the fifth floor.

WDLP, Panama City, Fla., claims one of the longest remotes in Northwest Florida radio history. The station carried a description of the Bay Pensacola High Schools football game from Pensacola Oct. 3. Panama City is 104 miles from Pensacola.

WLAC, Nashville, Tenn., is presenting a weekly series of talks from Washington by Rep. Wirt Courtney (D-Tenn.). They are heard Sunday morning at 9 a.m.

CFCT, Victoria, B. C., has changed its call letters effective Oct. 1 to CJVI. The station is now operated by the Island Broadcasting Co., and is affiliated with the *Victoria Daily Colonist*.

Agencies

LIEUT. EDWIN P. CURTIN, formerly director of radio publicity at BBDO, New York, has been promoted to captain in the Army reserves at Camp Wheeler, Ga., where he is acting as the post's public relations officer.

JAY BURNS Inc., has been formed by Jay E. Burns, Chicago banking, business research and management official. The firm will conduct a general advertising agency business and is located at 75 East Wacker Drive. Associated in the new agency are Sam T. Pierce formerly with NBC, who will be radio director, and J. H. Latchford, formerly in outdoor advertising.

JOHN TAYLOR, script supervisor of Pedlar & Ryan, New York, will deliver a series of ten lectures on program requirements and the technique of writing and selling programs before the Garden City Community Club, starting Oct. 15 through February 1942.

POTTER & BLACK ADV. AGENCY, Hollywood, has moved to larger offices at 648 N. Fuller, that city. Telephone is Wyoming 1121.

BEN ALCOCK, formerly in the copy department of Sherman K. Ellis & Co., New York, has joined the copy staff of Warwick & Legler, New York. Dean Avery, formerly with the art department of J. Walter Thompson Co., New York, and Anna Russell, formerly with Compton Adv., that city, have joined the art department while B. L. Moyer, formerly in the media department of Ruthrauff & Ryan, New York, has joined Warwick & Legler in a similar capacity.

DON LOGAN, well known in the Western radio advertising field has joined the San Francisco staff of Erwin, Wasey & Co. where he will specialize in radio production. He recently was continuity chief of KROW, Oakland.

JESSIE STEARNS, formerly secretary to John Livingston, Pacific Coast manager of International Radio Sales, has joined the publicity and advertising firm of Lee & Losh, San Francisco.

CARROLL NYE, assistant publicity director of Young & Rubicam, Hollywood, has a role in the current MGM film, "Blossoms in the Dust".

DON STAUFFER, New York vice-president of A & S Lyons Inc., talent agency, was in Hollywood for the initial fall broadcast on Oct. 3 of the CBS *Al Pearce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co., (Camel).

LOUIS GRIMM, formerly with RKO Radio Pictures, New York, has joined Cesana & Associates, Hollywood, as account executive.

RICHARD COLE, formerly vice-president of Allen & Reynolds Inc., has established his own agency with offices in the Insurance Bldg., Omaha, Neb. Mr. Cole will operate a direct-by-mail agency and counselor service.

LEWIS CONARROE, formerly of Sherman K. Ellis & Co., New York, and previously of N. W. Ayer & Son, New York, has joined the copy department of Lord & Thomas, New York.

JOHN E. PEARSON has been named exclusive national representative of the following Missouri stations: KFVS, Cape Girardeau; KDRO, Sedalia; KHMO, Hannibal.



ON HAND TO GIVE *Lum & Abner* a sendoff in the new series sponsored on NBC-Blue by Miles Labs., Elkhart (Alka-Seltzer), were the sponsor, agency, and NBC executives. The occasion was a party after the premier broadcast, Sept. 29, given at the M&M Club, Chicago, by Wade Adv. Agency, which directs the account. Seated (l to r) are: Harry C. Kopf (extreme left), newly-appointed vice-president of NBC central division, Norris Goff (Abner); O. B. Capelle, sales promotion manager, and Charles Miles Jr., of Miles Labs.; E. R. Boroff, NBC central division Blue network sales manager. Standing (l to r): Jules Herbuveaux, NBC central division program manager; Jeff Wade of the agency; Robert McGee, NBC-Blue salesman on the account; and Chester Lauck (Lum).

Quaker's 52

QUAKER OATS Co., Chicago (Sparkies), has placed transcribed quarter-hour *Orphan Annie*, broadcast five weekdays for 13 weeks, on 52 stations. Ruthrauff & Ryan, Chicago, is agency.

MacLaren Expands

MacLAREN ADV. AGENCY, Toronto, has installed a complete auditioning and moving picture studio in its expanded radio department in the Sterling Towers, 372 Bay St. As far as known, this is the first Canadian agency to build such studios within its own offices, with full Presto and Baldwin equipment for auditioning recorded programs and talent. The agency's radio department is headed by Maurice Rosenfeld.

Leaders in Advertising Slated at Tulsa Session

AMONG the score of national advertising figures to appear before the 10th District Advertising Federation of America convention in Tulsa, Okla., Oct. 16-18 are NAB President Neville Miller; Frederic Gamble, AAAA managing director; John W. Barndollar, ANPA, and Frank Pellegrin, of the NAB department of broadcast advertising. Tying in with convention activity, the District 12 NAB meeting has been scheduled for Oct. 17-18.

Sponsored by the Tulsa Advertising Federation, headed by Willard D. Egolf, commercial manager of KVOO, Tulsa, the convention is to feature, in addition to addresses and discussions by visiting notables, and a western party Oct. 16 at Cafe de Petrol on the grounds of the International Petroleum Exposition. Advertising men from Oklahoma, Texas, Louisiana, Arkansas, Kansas and Missouri have been invited to attend.

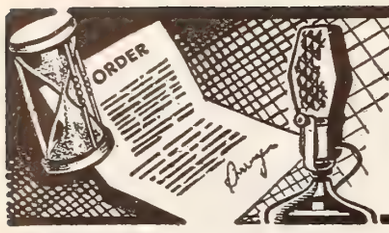
WABC
50,000 WATTS
NEW YORK
CBS

Smartest radio buy, per dollar invested, in New York

Ask any Radio Sales office for more information about WABC, one of the eighteen CBS 50,000 watt stations.

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-KGKO, Dallas, Texas

Duncan Coffee Co., Houston, 42 *sp.* 260 *sp.* thru Steele Adv. Agency, Houston.
Skinner Mfg. Co., Omaha (cereal), macaroni), 800 *ta,* thru Ferry-Hanly Co., Kansas City.
Beechnut Packing Co., Canajoharie, N. Y. (chewing gum), 109 *ta,* thru Newell Emmett Co., N. Y.
Walker's Austex Chili Co., Austin, Tex. (chili), 52 *sa,* thru Crook Adv. Agency, Dallas.
Penick & Ford, New York (desserts), 87 *ta,* thru BBD&O, N. Y.
Book House for Children, Chicago, 26 *sp,* thru Presba, Fellers & Presba, Chicago.
Potter Drug & Chemical Co., Malden, Mass. (soap), 624 *ta,* thru Atherton & Currier, N. Y.
General Mills Minneapolis (flour), 175 *sp,* thru Blackett-Sample-Humbert, Chicago.
Peter Paul Inc., Naugatuck, Conn. (confections), 65 *ta,* thru Platt-Forbes, N. Y.
Wm. Wrigley Jr. Co., Chicago (chewing gum) 13 *t,* thru Arthur Meyerhoff & Co. Chicago.
McGaugh Hosiery Mills, Dallas (hose), 52 *sa,* thru Rogers & Smith Mfg. Agency, Dallas.
Chatham Mfg. Co., New York (blankets), 26 *t,* thru M. H. Hackett Inc., N. Y.
Perfection Stove Co., Cleveland (heaters), 26 *t.* thru McCann-Erickson, N. Y.
Gulf Brewing Co., Houston, 22 *sp,* thru Rogers-Gano Adv. Agency, Houston
Quaker Oats Co., Chicago (cereal), 19 *t,* thru Sherman & Marquette, Chicago.
National Biscuit Co., New York (crackers), 39 *sp,* thru McCann-Erickson, N. Y.

WCAU, Philadelphia

Skinner & Eddy Corp., New York (Minute Man soup mix), 3 *sp* weekly, thru J. M. Mathes, Inc., N. Y.
Popular Science Monthly, New York (magazine), *ta* weekly, 26 weeks thru Joseph Katz Co., N. Y.
Piso Co., Warren, Pa. (cough drops) 6 *sa* weekly, 26 weeks, thru Lake-Spiro-Sherman, Memphis.
Lehn & Fink Products Co., New York (Hinds Honey & Almond Cream), 3 *ta* weekly, for 14 weeks, thru William Esty & Co., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 6 *ta,* weekly, for 26 weeks thru William Esty & Co., N. Y.
P. J. Ritter Co., Bridgeton, N. J. (catsup), *t* weekly, 13 weeks, thru Clements Adv., Philadelphia.

KFRC, San Francisco

Denalan Co., San Francisco (dental plate cleanser), weekly *sp,* thru Rufus Rhoades & Co., San Francisco.
Carter Products, New York (Arrid), 260 *ta,* thru Spot Broadcasting, N. Y.
Postal Telegraph Cable Co., New York, 2 *sa* weekly, thru Biow Co., N. Y.
W. T. Hanson Co., New York (corn salve), 62 *ta,* thru Leighton & Nelson, Schenectady.

WBBM, Chicago

Vick Chemical Co., New York, 12 *sa* weekly, 26 weeks, thru Morse International, N. Y.
Procter & Gamble Co., Cincinnati (Draft), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Noxzema Chemical Co., Baltimore (Noxzema cream), *sp* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

WINS, New York

Gardner Nurseries, Osage, Ia., 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
National Schools of Los Angeles (electrical courses), 6 *sp* weekly, 3 weeks, thru Huber Hoge & Sons, N. Y.

WEAF, New York

Benson & Hedges, New York (Virginia Rounds, Parliament and Deb cigarettes), 5 *sp* weekly, thru Maxon Inc., N. Y.

WBT, Charlotte

BC Remedy Co., Durham, N. C. (proprietary), *sp* weekly, thru Harvey-Massengale Co., Atlanta.
Great Atlantic & Pacific Tea Co., New York, 3 *ta* weekly, thru Paris & Peart, N. Y.
Drug Trade Products, Chicago, 6 *sp* weekly, thru Benson & Dall, Chicago.
Hurley Machine Co., Chicago, 5 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.
Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, thru Young & Rubicam, N. Y.
National Toilet Co., Paris, Tenn. (Nadinola), *sa* series, thru Roche, Williams & Cunnyngham, Chicago.
Scott Paper Co., Chester, Pa., 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Vick Chemical Co., New York, 3 *t* weekly, thru Morse International, N. Y.

WROL, Knoxville

Johnson & Johnson, New Brunswick, N. J. Tek), 8 *ta* weekly, thru Ferry-Hanly Co., N. Y.
Miami Butterine Co., Cincinnati (Nu Maid margarine), 11 *ta* weekly, thru Ralph H. Jones Co., Cincinnati.
Raladam Co., Detroit (Marmola), 3 *ta* weekly, thru Spot Broadcasting, N. Y.
Foster-Milburn Co., Buffalo (Doan's), 2 *ta* weekly, thru Spot Broadcasting, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill., 5 *ta* weekly, thru Sherman & Marquette, Chicago.
Plough Inc., Memphis (proprietary), 42 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

WHK-WCLE, Cleveland

Buick Motor Co., Flint, 26 *ta,* thru Arthur Kudner Inc., N. Y
Great Atlantic & Pacific Tea Co., New York, 52 *sa,* thru Paris & Peart, N. Y.
Brewing Corp. of America, Cleveland, weekly *sp,* thru Hubbell Adv. Agency, Cleveland.
American Cigarette & Cigar Co., New York (Pall Mall), 63 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Musterole Co., Cleveland (proprietary), 130 *sp,* thru Erwin, Wasey & Co., N. Y.

WHEB, Portsmouth, N. H.

Lydia Pinkham Medicine Co., Malden, Mass., 60 *t,* thru Erwin, Wasey & Co., N. Y.
H. P. Hood & Sons, Boston (dairy products), 15 *t,* thru Harold Cabot & Co., Boston.
Hamilton Fountain Pen Co., Chicago, 6 *sp* weekly, thru Frank R. Steel Assoc., Chicago.
Princess Pat Ltd., Chicago (cosmetics), 6 *sa weekly,* thru Frank R. Steel Assoc., Chicago.

WNBH, New Bedford, Mass.

Wm. Wrigley Jr. Co., Chicago, 13 *t,* thru Arthur Meyerhoff & Co., Chicago.
Stanback Co., Salisbury, 6 *sa* weekly, 52 weeks, direct.
H. P. Hood & Sons, Boston (dairy products), 24 *ta,* thru Harold Cabot & Co., Boston.
Continental Baking Co., New York, 13 *ta,* thru Ted Bates Inc., N. Y.
Macfadden Publications, New York (True Story), 28 *ta,* thru Arthur Kudner Inc., N. Y.

WLW, Cincinnati

Beaumont Labs., St. Louis (4-Way Cold Tablets), *sp,* thru H. W. Kastor & Sons, Chicago.
Utilities Engineering Institute, Chicago (schools), *sp* series, thru First United Broadcasters, Chicago.
Philip Lome Co., Chicago (cameras), *sp* series, thru Henry J. Handelsman Inc., Chicago.
Dr. Hess & Clark, Ashland (poultry remedies), *sa* series,, thru N. W. Ayer & Son, N. Y.
Lewis-Howe Medicine Co., St. Louis (Tums), *sp* series,, thru Stack-Gable Adv. Agency, Chicago.
Brown & Williamson Tobacco Corp., Louisville, *sp,* thru Russel M. Seeds Co., Chicago.
H. Fendrich, Evansville, Ind. (cigars), *sp* series, thru Ruthrauff & Ryan, Chicago.
General Foods Corp., New York (Maxwell House coffee), *sp* series, thru Benton & Bowles, N. Y.

CFCO, Chatham, Ont.

Federal Govt. Dept. of Finance, Ottawa, 2 *sa* daily, thru E. W. Reynolds Co., Toronto.
National Drug Co., Montreal (gin pills), 65 *sa,* thru A. McKim Ltd., Montreal.
Northrop & Lyman Co., Toronto (Dr. Thomas' Electric Oil), 26 *sa,* thru E. W. Reynolds & Co., Toronto.
George Weston Ltd., Toronto (biscuits), 3 *t* weekly, thru Richardson-MacDonald, Toronto.
Standard Brands, Toronto (Fleischmanns), 4 *sa* daily, thru J. Walter Thompson Co., Montreal.
Canada Starch Co., Toronto (corn syrup), 3 *t* weekly, thru Vickers & Benson, Montreal.
Imperial Tobacco Co., Montreal (Ogdens), 2 *t* weekly, thru Whitehall Broadcasting, Montreal.

CFCH, North Bay, Ont.

Mantle Lamp Co., Chicago (Aladdin Lamps), 26 *t,* thru Presba, Fellers & Presba, Chicago.
Laura Secord Candy Shops Ltd., Toronto (national chain stores), 15 *t.* thru Cockfield Brown & Co. Ltd., Toronto.
Pepsodent Co. of Canada Ltd., Toronto (toothpaste), 10 *sa,* thru Lord & Thomas of Canada Ltd., Toronto.
Tip Top Tailors Ltd., Toronto (national chain stores), 26 *sa,* thru McConnell-Eastman Ltd., Toronto.

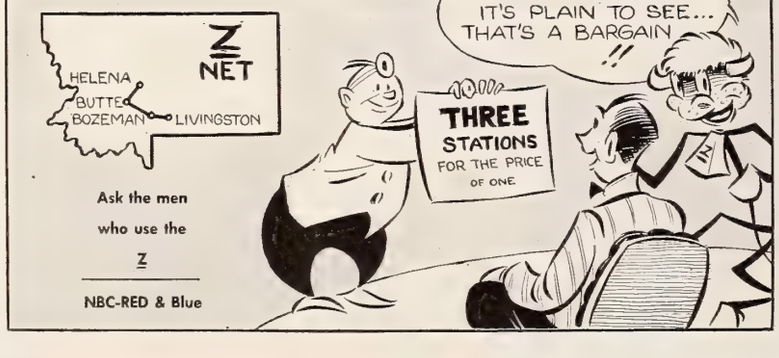
WMAQ, Chicago

Richman Bros., Cleveland (men's clothing), 3 *sp* weekly, 48 weeks, thru McCann-Erickson, Cleveland.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 268 *ta,* 26 weeks, thru Joseph Katz Co., Baltimore.
Popular Science Publishing Co., New York (*Popular Science* magazine), 26 *ta,* 2 monhts, thru Joseph Katz Co., N. Y.

WINS, New York

Beech-Nut Packing Co., Canajoharie, N. Y. (Beech-Nut products), 12 *sa* weekly, 15 weeks, thru Newell-Emmett Co., N. Y.
Hudson Canadian Furs, New York, 52 *sp,* 8 weeks, direct.
P. Lorillard Co., New York (Old Gold Cigarettes), 307 *sa,* 15 weeks, thru J. Walter Thompson Co., N. Y.

3 — 4 — 1



MILES DISC SERIES RENEWED 13 WEEKS

MILES LABS., Ind. (Alka-Seltzer) has renewed the *Lum 'n Abner* transcription series on 124 stations of Keystone network, Keystone Broadcasting System announced last week. The first 13-week campaign ended Sept. 28.

L. J. Nelson, timebuyer of Wade Adv. Agency, Chicago, was quoted by Keystone as follows:

"When we first launched this campaign we felt that the secondary markets of the country represented a business potentiality that has never fully been tapped before. We welcome the opportunity to project our advertising message via radio into these territories, in the hope that results will prove comparable to our broadcasting activities in other markets of the country. To the many local stations who have had unprofitable years, the Keystone network offers possibilities to prove their worth to national advertisers. The coming weeks will tell the story."

Additions to the network during recent weeks, as announced by Keystone are: WKNY, Kingston, N. Y.; WMFF, Plattsburg, N. Y.; WCBT, Roanoke Rapids, N. C.; KWAT, Watertown, S. D.; KFRO, Longview, Tex.; KEUB, Price, Utah; KTBI, Tacoma, Wash.; WCLO, Janesville, Wis.; WIGM, Medford, Wis.; KPOW, Powell, Wyo.; KIDW, Lamar, Col.; KGNO, Dodge City, Kan.; KFAM, St. Cloud, Minn.; WPID, Petersburg, Va.; WHUB Cookeville Tenn.; WSOY Decatur Ill.; WHDL, Olean, N. Y.; KRBA, Lufkin, Tex.

Greeting Card Retailers Are Urged to Use Radio

URGING retailers of greeting cards to use their local radio stations for promotion, Harold E. Christiansen, vice-president of Henri, Hurst & MacDonald, Chicago, told the annual convention of the National Stationers Assn. at the Palmer House, Chicago, last Monday that they must adopt more aggressive advertising methods or lose an increasingly large percentage of their business to house-to-house canvassers.

Mr. Christiansen directs the account of Hall Bros. Co., Chicago, greeting card manufacturers who sponsor *Tony Wons Radio Scrapbook* on NBC-Red. "Retail advertising of greeting cards will pay if it is done right—and that means a consistent well planned advertising campaign. The sale of greeting cards is growing and this year promises to be bigger than ever," Mr. Christiansen told the convention.

Maca Yeast Revision

NORTHWESTERN YEAST Co., Chicago (Maca yeast), has revised the schedule of stations carrying *Songs of a Dreamer* [BROADCASTING, June 2]. Program has been renewed for 13 weeks on the following stations and will be broadcast twice weekly on WJR WCCO WMT KLZ; thrice-weekly on WSYR KQW WTAD WIBA WMBD KWTO WNAX KMMJ KFEQ WIBW KHQ KOIN. Company will also use one-minute transcribed announcements five times a week on WDZ, Tuscola. Agency is Hays MacFarland & Co., Chicago.

Radio Advertisers

FORD DEALERS ADV. FUND, Los Angeles, is sponsoring a thrice-weekly quarter-hour newscast, *Bob Garred, News*, on KNX, Hollywood. Contract is for 13 weeks, having started Oct. 6. Agency is McCann-Erickson, Los Angeles.

FOREST LAWN MEMORIAL PARK, Glendale, on Oct. 2 started for 13 weeks a weekly quarter-hour of recorded music, *Musical Tapestries*, on KNX, Hollywood. Firm's current schedule includes a live 15-minute weekly show, *Your Singing Neighbor*, on KNX, as well as twice-weekly participation in *Art Baker's Notebook* on KFI, and the transcribed five-minute *Miracles of Faith*, three times per week on KHJ. Agency is Dan B. Miner Co., Los Angeles.

CONSOLIDATED DRUG Trade Products, Chicago, on Oct. 13 starts for 26 weeks sponsoring an early morning, six-weekly hour program titled *Early Bird Hour* on KNX, Hollywood. Series features recorded music, with Randy Blake as announcer-m.c. Benson & Dall, Chicago, has the account.

KNUDSEN CREAMERY Co., Los Angeles, in a one-month campaign to promote a new cream product, Half & Half, is using daily spot announcements on three Los Angeles area stations, KFI KFAC KFOX. Firm, in addition, sponsors participation in the weekly half-hour *Top O' the Morning*, on KNX, Hollywood. Latter contract is for 13 weeks, having started Oct. 4. Heintz, Pickering & Co., Los Angeles, is agency, with W. T. Pickering account executive.

NELSON BROS. Co., Chicago (furniture), has started two 52-week schedules of live quarter-hour programs on WGN, Chicago, *Sunday Serenade* one day a week and *Radio's Voice* six days weekly. Agency is George H. Hartman Co., Chicago.

ANDY LOTSHAW Co., Chicago (Body Rub), on Sept. 30 started the quarter-hour *Your Date With Don Norman* program twice weekly for 13 weeks on WGN, Chicago. Arthur Meyerhoff & Co., Chicago, is agency.

PISO Co., Warren, Pa. (cough syrup), on Oct. 1 started a five-minute INS news program five weekdays for 26 weeks on WENR, Chicago. Agency is Lake - Spiro - Shurman, Memphis.

MINNESOTA MILK FOUNDATION, Minneapolis-St. Paul (local dairies), is sponsoring a half-hour musical show featuring Amanda Snow on KSTP, St. Paul. Agency is McCord Co., Minneapolis.

Canada Ruling

THE CANADIAN BROADCASTING Corp. has ruled that "it will no longer be permissible to incorporate in radio continuity appeals for agents on behalf of a product or products advertised." This eliminates from Canadian commercial broadcasting solicitations of agents for products advertised by radio.

FITZGERALD BROS. BREWING Co., Troy, N. Y., has renewed *Five Star Final Sports Review* with Roy Shudt, daily on WTRY, Troy. Renewal is for a year. Agency is Hevenor Adv. Agency, Troy.

CENTRAL MARKETS (super-market chain), is sponsoring a quarter-hour morning commentary by Col. Jim Healey, Monday thru Friday, on WTRY, Troy, N. Y. Leighton & Nelson, Schenectady, is agency.

WAKE UP SYSTEM, Indianapolis (independent oil chain), on Sept. 29 started quarter-hour *Jimmie Allen Aviation Mysteries*, five weekdays, 26 weeks, on WISH, Indianapolis. Program is featured on the station's regular children's hour broadcast. Barth Agency, Indianapolis, placed the account.

LAURA SECORD CANDY SHOPS, Toronto (chain stores) has started twice-weekly quarter-hour *Songs for Tonight* on CFRB, Toronto, and CBM, Montreal; and will expand in November to about eight other stations. The program originates at CFRB where it is recorded for use on the other stations. Account is placed by Cockfield Brown & Co., Toronto.

BRONX COUNTY TRUST Co., New York (loans), starting Oct. 4, is sponsoring a 15-minute program of transcribed music, *The Cheering Section*, on WJZ and WEAF, New York, each Saturday during the quarter-hour period preceding the football games broadcast on the stations that day. Company has been sponsoring *Al Helfer*, Saturday and Sunday, 11:15-11:20 p.m., on WOR, New York, but discontinued last week. Agency is Callo-McNamara-Schoenreich, New York.

LUNDSTROM HAT STORES, San Francisco (chain) on Oct. 31 starts 8 *Mysterious Hats*, a murder mystery series in which the audience is invited to solve the crimes, weekly on KPO, San Francisco. Agency is Theodore H. Segall Adv., San Francisco.

NEWART CLOTHING Co., Chicago (men's clothing), on Oct. 12 started quarter-hour *Amusement Weekly* program Sundays for 13 weeks on WAAF, Chicago. Malcolm - Howard Adv. Agency handles the account.

ORANGE CRUSH Co., Chicago (Bidu beverage), on Oct. 1 started one-minute transcribed announcements six weekdays, 13 weeks, on WMAQ, Chicago. Aubrey, Moore & Wallace placed the account.

STANTON BREWERY, Troy, N. Y., new to radio, has signed for three five-minute *Melody Time* programs daily for 52 weeks on WTRY, Troy. The programs include a live opening, transcribed music and a transcribed one-minute commercial, cut by Advertisers Recording Service, N. Y. Leighton & Nelson Agency, Schenectady, handles the account.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Best in Music
PHILADELPHIA SYMPHONY
CHICAGO SYMPHONY
GRANT PARK
RAVINIA
ASCAP and BMI
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

DON'T PIDDLE AWAY YOUR DOUGH BY TRYING TO COVER THE RED RIVER VALLEY WITH "OUTSIDE" STATIONS. WDAY AT FARGO IS THE ONLY STATION REACHING IT ALL!

WDAY
FARGO, N. D. 5000 WATTS-NBC
-AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES



HUDEPOHL BREWING Co., Cincinnati, has signed for another 52-week's sponsorship, ending Sept. 29, 1942, of *Hudepohl Highlights* on WSAI, Cincinnati, featuring Roger Baker, sportscaster. The program, heard 6:45 p.m. EST, Monday through Saturday, started in April, 1940, for the baseball season and was extended to cover all seasonal sports.

J. L. GRIMES, advertising manager of the Wheeling Steel Corp., Wheeling, whose program *Musical Steelmakers* made its debut Oct. 5 on NBC-Blue, has been elected president of the newly-organized Ohio Valley Press Club.

CONTINENTAL BAKING Co., New York (Staff bread), for one month, during October, is conducting a series of one-minute transcribed announcements on KPO and KSFO, San Francisco. Placements were made through Ted Bates Inc., New York.

BOSCO Co., New York (milk amplifier), recently started sponsorship of *Bosco Presents the Music You Want*, Sunday through Friday, 11:30-12 midnight on KYW, Philadelphia, while discontinuing its *Musical Clock*, broadcasts on the same station. Company is sponsoring news, participations and music on eight other stations. Agency is Kenyon & Eckhardt, New York.

Listen to Football

A SURVEY of listeners in Detroit Saturday, Sept. 27, for the 1:45-4:30 period during the Michigan-Michigan State football game showed 55.5% owning radios and listening to them in those hours, according to Commercial Services Inc., Detroit. Using the roster-recall technique, the surveyors covered 463 homes, starting immediately after 4:30 p. m. the same day.

TRYCO Co., Los Angeles (ointment), currently using three announcements daily, five times per week, on KFWB, Hollywood, plans extension of its radio schedule to include other Southern California stations in late fall. Agency is T. Tyler Smith Adv. & Merchandising, Hollywood.

WILMINGTON TRANSPORTATION Co., Santa Catalina Island, Cal. (resort), in a 13-week fall and winter campaign to promote tourist trade, is using 10 to 15 transcribed singing spot announcements weekly on a group of Southern California stations. List includes, KNX KFOX KGER KFXM KVOE KFAC KMPC KMTR KIEV. Agency is Arthur Meyerhoff & Co., Los Angeles.

THREE new sponsors on Oct. 6 started participation on the early morning two-hour *Breakfast Frolic* broadcast six days a week on WJJD, Chicago: The Pen Mar, Chicago (pens), through United Adv. Cos., Chicago; Empire Diamond Co., Jefferson, Ia. (wedding ring sets), through Lessing Adv. Agency, Des Moines; Willard Tablet Co., Chicago (stomach tablets), through First United Broadcasters, Chicago.

PETER HAND BREWERY Co., Chicago (Meister Brau beer), has purchased 2½ evening hours a week on WGN, Chicago. Company is sponsoring half-hour transcribed weekly *Barrel of Fun;* quarter-hour *Hoople Hour*, featuring Henry Hoople four times a week; quarter-hour combination news and sportscast four times a week by Guy Savage and Hill Sanders. Mitchell-Faust Adv. Co., Chicago, is agency.

CONSOLIDATED DRUG Trade Products, Chicago, on Oct. 13 starts a one-hour daily participation on *Suppertime Frolic* program for 52 weeks on WJJD, Chicago, through Benson & Dall, Chicago.

BOURJOIS Inc., New York, for its cosmetics on Oct. 14 will sponsor Richard Willis' *Here's Looking at You* program thrice-weekly, 2:30-3 p.m. on WOR, New York. Program gives hints on beauty and make-up and has been running sustaining on WOR for several weeks. Agency is Lord & Thomas, New York.

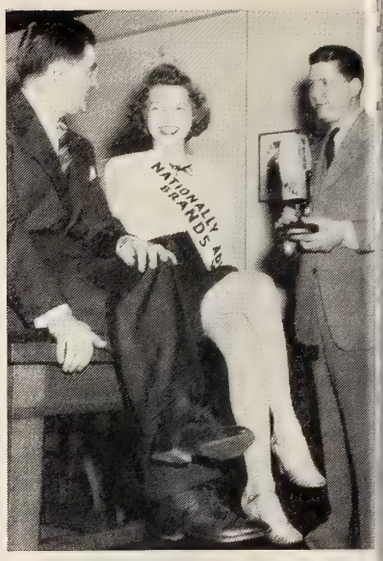
ALEXANDER SMITH & SONS Carpet Co., Yonkers, N. Y. (Colorama & Floor-plan rugs), starting Oct. 4 is sponsoring *Today in Sports*, a roundup of local scholastic football scores in the Westchester County area, on WFAS, White Plains, N. Y. Program, to be heard Saturdays 6:45-7 p.m. for 13 weeks is of an institutional nature with no products mentioned, and features John Dillon, sportscaster, interviewing local high school stars of the day and their coaches in addition to giving the scores. Company is also conducting a spot campaign on 27 stations [BROADCASTING, Oct. 6]. Anderson, Davis & Platte, New York, handles the account.

MILES LABS., Toronto (One-A-Day Tablets, Alka-Seltzer) has started *Lum & Abner* transcribed quarter-hour program 4 times weekly on CFRB, Toronto; CFCF, Montreal; CFPL, London, Ont.; and CKY, Winnipeg. Account was placed by Cockfield Brown & Co., Toronto.

TEXAS RETAIL GROCERS' Assn., Fort Worth, has signed for 26-week sponsorship of *We Who Are Young*, new script series by Della West Decker, on four Texas Quality Network stations—WBAP, Fort Worth, WFAA, Dallas, KPRC, Houston, WOAI, San Antonio — Tuesday, Thursday, 4:45-5 p.m. Account is handled direct.

W. K. BUCKLEY Ltd., Toronto (medicinal) on Nov. 1 starts twice-daily transcribed spot announcements on 35 Canadian stations and twice-weekly quarter-hour studio programs on CFRB, Toronto, and CKAC, Montreal. Account was placed by Walsh Adv. Co., Toronto.

SECURITY FIRST NATIONAL BANK, Los Angeles (investments), in a 13-week fall campaign which started Oct. 1 is using six spot announcements per week on a group of Southern California stations. List includes KXO KVEC KMJ KTMS. Firm also uses two announcements weekly on KNX, Hollywood. Dana Jones Co., Los Angeles, is agency.



SPECIAL PROGRAM devoted to druggists was broadcast by WTAG, Worcester, Mass., during Nationally Advertised Brands Week. Participating were Katharine Norsten, WTAG secretary (that's her with the nifty gams), who naturally enough was Queen of Nationally Advertised Brands Week in Central New England. She is talking to George LaMontaigne (left), of the State Pharmaceutical Assn., and Louis J. Rossetti, president of Worcester County Druggists' Assn.

CHILD STUDY FUND

Superman Inc. Grant Will Finance Survey

BECAUSE "no authoritative evidence has been unearthed that children suffer any emotional ill effects as a result of listening to such programs as *Superman, Jack Armstrong, Tom Mix* and others, Superman Inc., New York, which produces the program of the same name, has made a grant to the Juvenile Group Foundation for a survey of the question by a group of psychologists and child experts headed by Dr. Robert L. Thorndike of the Columbia U School of Education. Results will be announced upon completion.

In announcing the grant, Robert Maxwell, radio production director of Superman Inc., reported that Josette Frank, staff advisor for the Radio Committee of The Child Study Assn. of America, has been appointed script consultant to the *Superman* program, currently on approximately 72 stations in the United States and Canada.

Philip Morris Hunting

PHILIP MORRIS & Co., New York (cigarettes) is looking for a replacement for *Crime Doctor* on 62 CBS stations, Sunday 8:30-8:55 p.m. Indicating that the program will not be replaced "unless a worthy successor is found", Biow Co., New York, agency handling the account, stated that among the many stars being considered are Gertrude Lawrence, actress, and Walter O'Keefe, comedian.



FOCUS on an able-to-buy audience



CLICK in the Central Southwest

KWKH is focused on 425,683 listening families—and your campaign clicks in one of the richest and fastest growing markets in the nation, center of the world's biggest producing oil and gas area.



CBS Audit of Night-Time Coverage

50,000 WATTS • CBS

Member South-Central Quality Network
KWKH KTBS KARK
WJDX WSMB WMC

Represented by the Branham Company

A Shreveport Times Station

KWKH SHREVEPORT LOUISIANA



KROW The Showmanship Station

SAN FRANCISCO-OAKLAND • 1000 Watts • 960 Kc

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

AGENCY Appointments

R. B. DAVIS Co., Hoboken, N. J. (Davis Baking Powder and San Fay Toilet Tissue), to Charles Dallas Reach Co., Newark. No radio plans.

U. S. PRODUCTS Corp., San Jose, Cal. (Signet fruits in glass), to Richard Jorgensen Adv., Los Angeles.

OHIO OIL Co., Findlay, O., to Stockton, West & Burkhart, Cincinnati.

ORANGE CRUSH Co., Chicago, to Aubrey, Moore & Wallace, Chicago.

PRINCE MATCHABELLI Perfumery, New York to Abbott Kimball Co., N. Y.

STANDARD REMEDY Co., Baltimore, to Redfield-Johnstone, N. Y.

COCA-COLA EXPORT SALES Co., (Coca Cola) to McCann-Erickson. Agency will handle all advertising in Brazil.

BAXTER'S Inc., Seattle (women's retail shoes), to Martha's Adv. Service, Los Angeles.

PHILADELPHIA MILK EXCHANGE, Philadelphia, to McKee & Albright, Philadelphia.

Lamar Assignment

ALREADY cited for hearing last Wednesday on the renewal of KIDW, Lamar, Col., C. R. Anderson, business manager and 49% stockholder of the station, applied last week to the FCC for involuntary assignment of the licensee Lamar Broadcasting Co. to the other principals in the operation of the stations—W. G. Brown, Pueblo lumberman and 50% owner of KIDW, and Arthur C. Gordon, local lawyer. Previous efforts to realign ownership within the station had caused the FCC to cite the principals for hearing to determine if the license should be renewed. According to the FCC, Mr. Anderson's action obviously was precipitated by internal dissension within KIDW when Brown and Gordon failed to reach an agreement with Anderson.

WEIM on the Air

GOING into operation as an MBS affiliate, the new WEIM, Fitchburg, Mass., took the air Oct. 6 under the managership of Milton H. Meyers, local attorney. Station is owned by Ruben E. Aronheim, part owner and general manager of retail furniture stores in Connecticut and Massachusetts, and operates with 250 watts on 1340 kc. Staff in addition to Mr. Meyers consists of Sidney Miller and Stuart Postle, commercial department; Lonny Starr, Isabelle Smith, Stuart Underwood and Henry Wadsworth, announcers; James Binner, chief engineer; Lionel Smith and Michael Kozac, engineers. Equipment has been purchased from RCA and Collins and a Lehigh tower erected.

Lever Test

LEVER BROS. Co., Cambridge, is conducting a test campaign of one-minute live and transcribed announcements on WPRO, WEAN and WJAR, Providence for a new vitamin mineral product, Vimms [BROADCASTING, Sept. 29]. BBDO, New York, agency in charge, is planning an extensive campaign for Vimms, if test is successful.

100% Response

WHEN a 17-day strike at the McKinnon Industries plant, General Motors subsidiary, at St. Catharines, Ont., ended late Saturday night, Sept. 27, with an agreement between the company and the United Automobile Workers Union, question arose about informing all the 4,500 employes that they could return to work Monday morning. With all printed media closed over Sunday, CKTB arose to the occasion, carried hourly announcement on the back-to-work agreement and told workers to be on the job Monday morning. The station drew a formal letter of thanks from company officials for its work in securing a 100% response from workers.

Skornia to WIRE

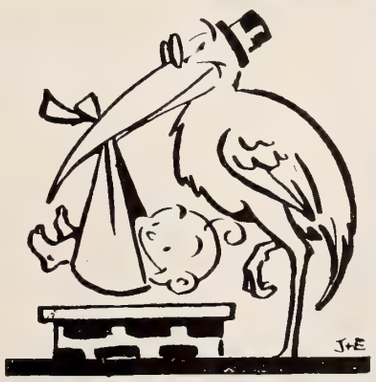
DR. HARRY J. SKORNIA, who formerly was assistant professor of romance languages at DePauw University, has been named program director of WIRE, Indianapolis. In his new post he succeeds Josephine Mason. A graduate of Michigan State College and the University of Michigan, Dr. Skornia has spent several summers traveling in European countries and during the last summer was employed as continuity writer at WIRE.



Dr. Skornia

Milk Firm Widens

MORNING MILK Co., Salt Lake City (evaporated milk), on Sept. 29 started local sponsorship of *This World Today* on KSL, six times weekly. Sponsor has started a spot announcement campaign, using 18 a week on KDYL, Salt Lake; 30 weekly on KIT, Yakima, and KUJ, Walla Walla, Wash. The firm, using radio for the first time, plans to expand its air advertising to include several additional stations in Washington and Oregon and late this fall will open a campaign in California markets. Agency is Jean Scott Frickelton Adv., San Francisco.



"WFDF has a kilowatt on 910. Am I glad to be delivered at Flint, Mich.!"

Many Breweries Using Ziv Transcribed Series

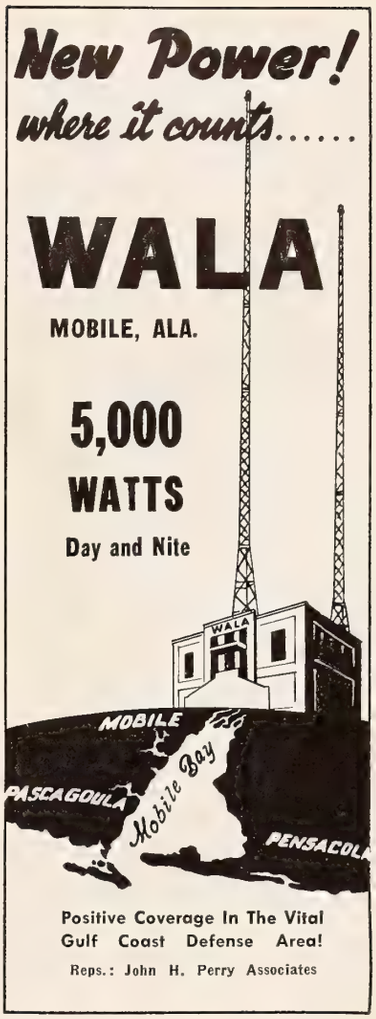
SPONSORSHIP by various breweries of a series of 130 quarter-hour musical show, featuring Alan Courtney as m. c. with the Korn Kobblers orchestra, has been announced by Frederic W. Ziv Inc., Cincinnati, producers of the transcribed series.

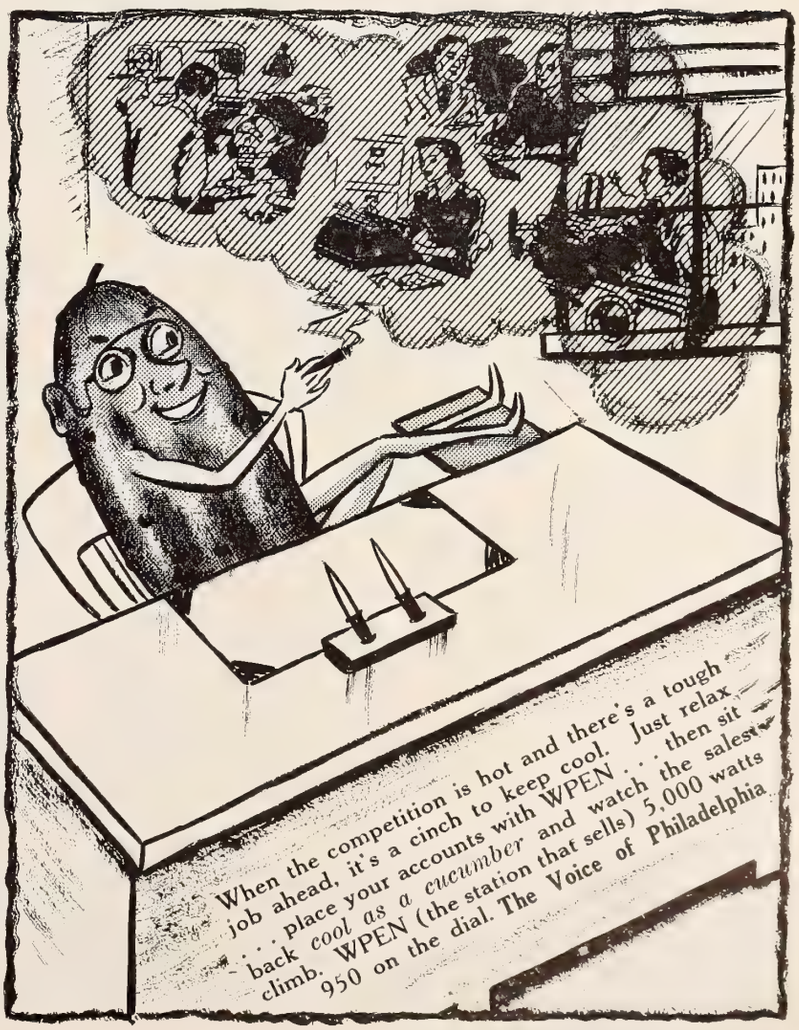
A second series of 130 programs will go into production soon, according to the Ziv agency, with a total of 520 quarter-hours planned.

Breweries and their stations include: G Heileman Brewing Co., WCCO WTAQ KGIR KABR WKBH WHBF KFYR KMA KOIL KWNO; Pfeiffer Brewing Co., WKBZ WTCM WCAR WSOO WTOL; Pittsburgh Brewing Co., KQV WMBS; Terre Haute Brewing Co., WGL WCMI WMSD WLAC; Falls City Brewing Co., WAVE WFBM; Fesenmeier Brewing Co., WCMI WJLS WHIS WCBS WSAZ WLOG WBTH; Krueger Cream Ale, WGST; New England Brewing Co., WTIC; Erie Brewing Co., WERC; Galveston - Houston Brewing Co., KGKO; Drewery's Ale, WSBT; George F. Stein Brewery Inc., WBEN; Hyde Park Beer, KFVS WSOY WJPF WMBH KWOS WPAD WMBD WTAD KDRO WTAX KWTO WDZ WAOV KMOX.

Omar Again

OMAR Inc., Omaha (Wonder flour), has renewed its weekly quarter-hour transcribed program, *Musical Meditations*, for 13 weeks on all the 12 stations originally scheduled [BROADCASTING, Aug. 18]. Hays MacFarland & Co., Chicago, placed the account.





• *To Serve Well* •

The Broadcasting Engineer

REPUTATION *for* **RESULTS**

The records of hundreds of CREI students throughout the broadcasting field, who today hold positions of importance, are proof of the high standards and thoroughness of CREI technical training in Practical Radio Engineering.

The success of an educational institution is not marked by dollars and cents . . . but by the achievements and results enjoyed by its students.

The remarkable achievements made by CREI men throughout the broadcasting industry are convincing testimony that our efforts, properly confined to this one important course in Practical Radio Engineering, have been of real value to radio in the training of better broadcast engineers. The fact that radiomen in more than 450 broadcasting stations enrolled for CREI training to increase their ability — *and did so* — proves the point.

Alert chief engineers are quick to recognize the value of CREI technical training and the important part it plays in increasing the efficiency of their own personnel. CREI-trained men are the ones to whom added responsibilities and added technical duties can be relegated.

We, at CREI, are proud to add our contribution to broadcasting by training men who are equipped to fulfill your demands. The recommendation of our home study courses to your associates is a step in the right direction for them and for you. May we send you our interesting booklet and pertinent facts?

"Serving the Radio Industry since 1927"

CAPITOL RADIO
Engineering Institute
E. H. RIETZKE, *President*
Dept. B-10
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.



THROAT MIKE of the Army and Navy was utilized by Fulton Lewis jr. during a broadcast from the Kearney, N. J., plant of Western Electric, one of the MBS *Your Defense Reporter* series designed to bring up-to-the-minute reports on defense industries from the plants. The throat mike picks up the vibrations of the vocal chords and because it rests firmly against the fleshy part of the throat, all outside sound is cut off. It is invaluable to airplane and gunnery crews, tank drivers and other branches in the service where outside noise interferes with communications.

in the CONTROL ROOM

EDWARD E. GURVEY, formerly chief engineer for the Yankton, S. D. police station, has joined KSCJ, Sioux City, Ia., as transmitter engineer.

KENNETH L. KREIDER has been named operator-announcer at WGAL, Lancaster, Pa.

EDWARD DAYTON, formerly on the engineering staff of WICC, Bridgeport, Conn., has joined WSSR, Stamford, Conn., as control operator.

JOHN W. SCHELNICK, graduate of the Gulf Radio School, has joined the technical staff of WCBI, Columbus, Miss.

BOB WILLIAMS has joined the engineering staff of WDZ, Tuscola, Ill.

WILLIS F. JOHNSON, has transferred from WKY, Oklahoma City, to the engineering staff of KLZ, Denver, replacing Douglas Russell who shifted to WKY.

CHARLES J. FOX Jr., formerly in the radio supply business in New Orleans, has joined the transmitter staff of WWL, New Orleans, succeeding Lieut. Daniel Francis Hynes, now in the 122nd Observation Squadron.

BOB NICHOLAS, engineer of KXOK, St. Louis, has been commissioned a second lieutenant in the Army, having enlisted in the Signal Corps, and is waiting for orders to fly to England to study wartime radio operation.

DEAN V. McLAUGHLIN, summer relief technician of KHQ-KGA, Spokane, has joined KODL, The Dalles, Ore.

T. K. ABERNETHY has joined the transmitter staff of WRAL, Raleigh, N. C. B. F. Spencer has joined the technical staff.

Girl at Controls

THOUGH it is unusual for a college-age girl to hold down an engineering job in a standard broadcasting station, nevertheless young Hazel Weaver does that very job at KIUL, Garden City, Kan., working at the controls at the transmitter as well as doing occasional announcing stints.

Worcester FM Boost

BOOST for FM broadcasting in Worcester, Mass., was announced last week by E. E. Hill, managing director of WIXTG, FM adjunct of WTAG, stating that three local first-run theatres have installed FM receivers to improve the caliber of reception when such special events as Presidential speeches, etc. are broadcast in the theatre. The theatre management will allow station call letters before the broadcast and will publicize the theatres' use of FM by placards in the lobbies.

W2XQR Shift

W2XQR, FM affiliates of WQXR, New York, on Oct. 13 changes its frequency from 48.7 to 45.9, its permanent place on the dial when it becomes W59NY by authorization of the FCC.

JAMES PARKS Co., radio production, has moved from S S. Michigan Ave. to 333 N. Michigan Ave., Chicago. Henry Hoople has been added to the Chicago sales staff.

LEONARD THOMAS, engineer of WJSV, Washington, is recuperating from an appendectomy.

ROBERT ARMSTRONG has joined the engineering staff of KGNC, Amarillo, Tex.

MIKE YONKOVIG, formerly of Radiomarine, New York, has joined the engineering staff of WWNY, Watertown, N. Y.

Film Engineers to Hear Papers on Television

TENTATIVE Program for the 1941 fall convention of the Society of Motion Picture Engineers, to be held Oct. 20-23 at the Hotel Pennsylvania, New York, lists a general session with papers on television and a special sound session.

Subjects at the general session are "Mobile Television Equipment", by R. E. Kessler, R. L. Campbell, R. E. Rutherford and K. V. Landsberg, Allan B. DuMont Labs; "Color Television", by P. C. Goldmark, CBS chief television engineer; "The I. R. System: An Optical Method for Increasing Depth of Field", by Alfred N. Goldsmith, New York consulting engineer, and "A New Dichroic Reflector and Its Application to Photocell Monitoring Systems", by G. L. Dimmick, RCA Mfg. Co., Indianapolis.

At the session on sound, J. G. Frayne and F. P. Herrnfeld of Electrical Research Products, Hollywood, will read a paper on "A Frequency - Modulated Control - Track for Movietone Prints."

Hartford FM Client

FIRST commercial client of W65H, FM adjunct of WDRC, Hartford, Conn., was announced last week by Manager Franklin M. Doolittle with the signing of Watkins Bros., Hartford, to sponsor a weekly musical series. W65H was one of the first independently-owned FM stations in the country to go on the air and this contract represents the first commercial FM program in Connecticut.

FM in Kansas City

CONSTRUCTION of the new K49KC, Kansas City's first commercial FM station is under way, according to Everett L. Dillard, owner of Commercial Radio Equipment Co., permittee of the new high-frequency station. Mr. Dillard reports that the studios of K49KC will be located in the Porter Bldg., formerly the Medical Arts Bldg.



CANADA PROVINCES SELL VOTING TIME

PROVINCIAL elections in British Columbia and Nova Scotia, scheduled for Oct. 21 and 28 respectively, are taking considerable radio time in those provinces. Under Canadian regulations all election broadcasts must be approved as to time by the Canadian Broadcasting Corp. to insure a time interval between election broadcasts.

In the current campaigns most radio time has been bought in British Columbia where three political parties are contending. Liberal, Conservative and Cooperative Commonwealth Federation. Eleven network broadcasts have been bought by the first two parties, the Liberals buying seven half-hour broadcasts on CBR, Vancouver; CHWK, Chilliwack, B. C.; CFCT, Victoria; CKWX, Vancouver; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKLN, Nelson, B. C. Stewart-McIntosh, Vancouver, is handling the campaign.

The Conservative network campaign of three half-hour and one full-hour programs are being placed on CBR, Vancouver; CFJC, Kamloops; CHWK, Chilliwack; CKOV, Kelowna; CJAT, Trail; CKLN, Nelson, with the Vancouver office of Russell T. Kelly Ltd. handling the account. No networks have yet been booked for the Nova Scotia election, according to CBC offices at Toronto, where records of all election broadcasts are kept.

DARTMOUTH
New Gaspipe Station is Opened at Dartmouth

DARTMOUTH Broadcasting System, new undergraduate controlled-wire broadcast facility, on Oct. 6 started its first trial week at Dartmouth College, Hanover, N. H. The transmission system is similar to others successfully operated at several eastern schools, with radio signals sent by telephone wires to campus buildings where transmitters have been installed to radiate to a specific wavelength, carrying not more than 200 feet from each building.

Directed by Manager William Mitchell, senior from Teaneck, N. J., and an eight-man directorate, DBS during its initial week conducted a listening survey among campus listeners. Backed by the college, the station's income from commercial sponsors is to be used to repay the original investment and meet operating costs and maintenance. Present plans call for a daily three-hour broadcast schedule, with time given each evening to Dartmouth professors for student discussions.

Canadian CP's Dropped

CONSTRUCTION permits for two new stations issued by the Canadian Dept. of Transport—one in Halifax, N. S., and the other in North Battleford, Sask.—have been cancelled. Both were to be newspaper-owned stations. Two years ago a CP was issued to the publishers of the *Halifax Chronicle & Star* for 1,000 watts on 1290 kc. Last year one was issued to C. R. McIntosh, publisher of the *North Battleford News*, for 100 watts on 1420 kc.

1,846-Mile Remote

LONG-DISTANCE remote of the Arizona Broadcasting Co. was accomplished Sept. 27 when the U of Arizona traveled to South Bend, Ind., to meet the Notre Dame football team. The broadcast was carried back on a 1,846 mile direct wire.

Need of Audience Data For Video Is Stressed

NEED for a television CAB, which would compile information on video audiences by breaking them down into geographical, age and income groups, without which it is almost impossible to sell television time to advertisers, was stressed by Myron Zobel, president of Telecast Productions, New York, before a recent meeting of the American Television Society.

In a survey conducted by his company Mr. Zobel said he found there are about 4,800 sets in operation in the New York area with about 2,000 more on dealers' shelves for sale with no more being manufactured, making an absolute ceiling of approximately 6,800 sets, with many of these still to be converted to FM.

Taking about four persons to the set at home and about 25 viewers to the sets in public places, there is a potential audience of about 50,000, he said. But since a visual message is nine to 10 times as potent as an aural one, there is an available audience of about the equivalent of a half million listeners to an aural program. These figures are far from accurate, Mr. Zobel said, but they are an indication what has to be done.

Power Boosts Awarded WNAX, WMFD, WBTM

AN INCREASE in power from 5,000 watts day, 1,000 watts night to 5,000 watts fulltime on 570 kc. was authorized for WNAX, Yankton, S. D., by the FCC at its meeting last Tuesday.

WMFD, Wilmington, N. C., was granted a modification to increase its power at night from 100 to 250 watts on 1440 kc. fulltime.

WBTM, Danville, Va., was granted a construction permit to install a new antenna and increase its night power to 250 watts on 1400 kc. fulltime.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

New WRRN Personnel, Warren, O., Is Picked

COMPLETED staff of the new WRRN, Warren, O., which planned to go into operation Oct. 15 [BROADCASTING Oct. 29], was announced last week by the station. Manager is Robert L. Bowles, formerly of WJW, Akron, and WJJD, Chicago, and more recently of WIZE, Springfield, O.

Salesmen are James Sivert, of Warren, and John Tritsch, formerly of WHKC, Columbus, O. Mr. Tritsch will also serve as announcer along with Eric Norman, formerly of WTAX, Springfield, Ill., who is chief announcer, and Dick Hatton and Harris Martin, both of Warren. Marguerite Petrin, formerly of WAKR, Akron, is program director. Engineering staff, headed by James F. Raney, formerly of WFMJ, Youngstown, O., consists of Duke Rosenberg, formerly of WJW, and James Barnhart from WGTC, Greenville, N. C., Margaret Rogers, formerly of WADC, is receptionist and in charge of women's features.

WRRN was authorized last Aug. 5 to Frank T. Nied, Akron business man for 26 years, and Judge Perry H. Stevens of the ninth district court of appeals, Akron, to operate on 1400 kc. with 250 watts. Studios are located in the Second National Bank Bldg. BMI music, Lang-Worth music library and UP news service will be used.

WROL, Knoxville, Tenn., has announced installation of new Presto dual turntable, recording and reproducing equipment which included new RCA vertical-lateral pickups.



YOU CAN STILL HAVE ALUMINUM BASE RECORDING BLANKS



If you keep your used recording blanks in good condition—unbent, unscratched, undented—we can recoat them for you any number of times. We strip and recoat any make of recording disc, return it to you promptly in perfect condition for recording. The cost of recoated discs is somewhat less than new discs.

Recoating service is offered only on 12"—16" and master discs as it is not economical to recondition the smaller sizes.

The distributor who regularly supplies you with discs will be glad to handle the shipment of used discs to our plant at this address. Ask them about this important new service today.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Farm purchasing power in WIBW's 6-state market hits a 20-year high. We are the dominant sales force in this area. 'Nuf said!

WIBW The Voice of Kansas in TOPEKA

Canada Buys Time

CANADIAN governmental units continue to buy time on broadcasting stations, latest sponsored program being a one-time Saskatchewan network on Oct. 7 for a half-hour speech by Hon. J. G. Gardiner, Minister of Agriculture, on "The Wheat Situation" which was carried on CJRM, Regina; CJGX, Yorkton; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; CBK, Watrous. Time was bought for the Department of Agriculture by J. J. Gibbons Ltd., Regina.

Mary Marlin's Eighth

DRAMATIC serial *The Story of Mary Marlin*, sponsored on both NBC-Red and CBS by Procter & Gamble Co., Cincinnati, for Ivory Snow, on Oct. 6 started its eighth year on the air, in which time its estimated length has reached 3,600,000 words. According to Benton & Bowles, New York, the agency, Author Jane Crusinberry has written about 1,800 scripts, each numbering around 2,000 words.

KFWB Names Rambeau

APPOINTMENT of William G. Rambeau & Co. as national representatives of KFWB, Hollywood, regional independent, was announced last Wednesday by Harry Maizlish, general manager of the station. Mr. Rambeau, who headquarters in Chicago, and Bill Wilson, New York manager, spent 10 days in Hollywood conferring with the station prior to the announcement.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AFM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00 Payable in advance. Count three words for box addrss. Forms close one week preceding issue.

Help Wanted

Wanted—Engineer-Announcer—Give experience and salary expected; send transcription. Availability. WBRW, Welch, W. Va.

Copy Writer—For modern local. Either male or female. Excellent opportunity for ambitious person. Write Box 21A, BROADCASTING.

Experienced Morning Pgm. Annor.—For Florida regional network station. Send full particulars, salary expected, references, picture. Box 19A, BROADCASTING.

Combination Announcer-Engineer—Wanted by local network affiliated station. In detailed reply state age, experience, starting salary expected, present connection, references. Enclose recent snapshot. Box 8A, BROADCASTING.

Good Local Salesman—Who knows New England market. City of 65,000; primary over 400,000. Only local station in area. Good deal for right salesman. WSRR, Stamford. Owned and operated by Steve Rintoul.

Program Director—With ideas and aggressiveness to carry thru. Give full details in first letter. Box 22A, BROADCASTING.

Situation Wanted

Salesman—With confidence and ability to produce in a good market near New York. We want to sell time rather than announcements on a station programmed to refined tastes, specializing in good music. Perhaps the man for this job is currently employed but seeking a steady salaried position in which his earnings will reflect his ability. Give full details in first letter. All replies confidential. Our own employees know of this ad. Box 23A, BROADCASTING.

My Income Requirements Are Not Low—But — my programming, announcing, writing and production **SELL** sponsor's products. Box 7A, BROADCASTING.

Technician—Draft exempt. Presently employed. Wide experience in all technical phases of radio, handle code. RCA graduate. Box 16A, BROADCASTING.

Announcer—Three years' experience. Married. Draft exempt. Desires position in New England territory. Living wage. Can produce. Box 3A, BROADCASTING.

Chief Technician—10 years kilowatt network station, age 32, draft III A, work suitable hours to complete degree in college town. Box 4A, BROADCASTING.

Radio Executive Available—Dependable, experienced, married man. Tops on sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 1A, BROADCASTING.

Permanently Employed Program-Production Manager—On network station desires change location. Ten years' experience program-production and station management on local and network stations. Family man, draft exempt, and giving satisfaction on present job. Best references. Box 9A, BROADCASTING.

Situations Wanted (Continued)

Salesman—Two years' experience small station—married—wants increased opportunities. Box 14A, BROADCASTING.

Program Director—10 years' experience in radio—small and large stations. Box 12A, BROADCASTING.

Commercial Manager—Wants opportunity in city of 50,000—experienced—in radio 10 years. Box 13A, BROADCASTING.

Radio Salesgetter—Consistently successful for 11 years. Energetic. Resourceful. Age 38. Highest recommendation. Can handle any position in Commercial Department. Wire or write Box 15A, BROADCASTING.

Newscaster—Thoroughly experienced in editing and rewriting from all news wires, three years commercial experience on regional stations. College degree, single, draft exempt. Employed, but desires change. Box 11A, BROADCASTING.

Transmitter Engineer—Now employed on 5 KW in South, desires position with good 5 KW station or larger farther North or in the East. Married, draft deferred; co-operative, concientious worker. References. Box 10A, BROADCASTING.

Attention New Station Owners ! ! !—We can put your station on the air and get you a miraculous billing in less time than you can say "Marconi". Four men with the average of seven years in radio as an unchallenged unit. A complete announcing staff, with technical ability and Program Department. Versatility with outstanding qualifications is what you need now—here it is ! ! ! Draft-exempt men with the all-around knowledge. Opportunity knocks, why don't *YOU* answer the door! ! ! ! Box 6A, BROADCASTING.

Wanted to Buy

250 Watt Used Transmitter—Frequency Monitor, Modulation Monitor, and 150-200 foot Tower. Box 18A, BROADCASTING.

Wanted To Buy—Four used Lapp double cone compression base insulators No. 9862 with sectionalized castings. Box 2A, BROADCASTING.

1 KW Transmitter—Must be good condition. State make, price and length of service. Box 1120, Aberdeen, Wash.

Wanted—Bliley BC46T or Bliley BC46 Ovens with or without crystals. Air mail price wanted to Box 17A, BROADCASTING.

For Sale

For Sale—Or Will Trade . . . Gates Limiting Amplifier . . . WMFF, Plattsburg, New York.

Truscon Tower—264 feet with three Lapp insulators, two years old, Station KFJZ, Ft. Worth, Texas.

2 Fairchild Recorders—Two Fairchild feedback recording amplifiers; used 25 hours. Private owner. Box 20A, BROADCASTING.

Network Accounts

All time EST unless otherwise indicated.

New Business

LAND O' LAKES CREAMERIES, Minneapolis (butter products), on Oct. 20 starts for 39 weeks *Boake Carter* on 20 MBS stations, Mon., Wed., Fri., 4:45-5 p.m. Agency: Campbell-Mithun, Minneapolis.

R. L. WATKINS Co., New York (Dr. Lyon's tooth powder), on Oct. 20 starts *Monday Merry-Go-Round*, on 63 NBC-Blue stations, Mon. 10-10:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Bayer's aspirin), on Oct. 22 starts *American Melody Hour*, on 63 NBC-Blue stations, Wed. 10-10:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

COLGATE-PALMOLIVE-PEET Co. Toronto (toothpaste) on Oct. 13 starts *The Gay Troubadours* on CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec; CJBR, Rimouski, Que.; CHLT, Sherbrooke, Que.; Mon. thru Fri. 11:30 a.m.-12 noon (EDST). Agency: Lord & Thomas of Canada, Toronto.

DENALAN Co., San Francisco (dental plate cleanser), has started *Canary Chorus* on 3 California Don Lee stations, Sun., 9:30-9:45 a.m. (PST). Agency: Rufus Rhoades & Co., San Francisco.

IRONIZED YEAST Co., Atlanta, on Oct. 13 starts *The Helping Hand*, on four CBS stations WBBM WABC WJR WFBM), Mon. thru Fri. 3:15-3:30 p.m. shifting to 3-3:15 p.m. on Oct. 27. Agency: Ruthrauff & Ryan, N. Y.

IMPERIAL OIL, Toronto, on Nov. 1 starts *National Hockey League* broadcasts on 49 Canadian Broadcasting Corp. stations, Sat. 9 p.m. (EDST). Agency: MacLaren Adv. Co., Toronto.

Renewal Accounts

WM. WRIGLEY Co., Toronto (gum) on Oct. 7 renews with a number of station changes *Treasure Trail* on CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa; CFCF, Montreal; CFRC, Kingston, Ont.; CFRB, Toronto; Tues. 9:30-10 p.m. (EDST). Agency: Tandy Adv. Agency, Toronto.

PLANTERS NUT & CHOCOLATE Co., San Francisco, on Oct. 3 renewed for 52 weeks *What's on Your Mind*, on 10 CBS Pacific Coast stations, Fri., 6-6:30 p.m. (PST), and on Oct. 10 added 5 stations (KOY KTUC KSUN KGGM KVSF). Agency: Raymond R. Morgan Co., Hollywood.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC 160-17



DEBONAIR GROUP representing agency and talent combined dotting of "i's" and tossing off tea when they signed a 39-week contract for start Oct. 7 of the weekly NBC variety show, *Red Skelton & Co.*, under sponsorship of Brown & Williamson Tobacco Co. (Raleigh cigarettes). Dotted-liners are (l to r), John Richardson, vice-president of Russel M. Seeds Co., Chicago, servicing the account; Red Skelton, star of the program and featured movie player; Freeman Keyes, agency president.

NBC Studio Guards

PASSES for representatives from the trade press and newspapers are now being printed by NBC for distribution in view of the restrictions on visitors to the network put in force on Oct. 9. Certain areas of NBC in New York are posted with guards and the policing of the building is somewhat similar to that in effect in government and technical buildings in Washington as suggested by Defense Communications Board.

BERNARD SCHOENFELD, director, and William F. McMorrow, script writer, of the Office of Emergency Management, are the authors of "America, the Party's Over," a 15-minute drama to be heard on the Bendix-sponsored *Millions for Defense* on NBC-Blue Oct. 14.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), on Oct. 15 renews for 13 weeks *Tommy Riggs & Betty Lou* on 6 NBC Pacific Red stations, Thurs., 9:30-10 p.m. (PST). Agency: J. Walter Thompson Co., N. Y.

SIGNAL OIL Co., Los Angeles, on Nov. 9 renews for 52 weeks *Signal Carnival* on 14 NBC-Pacific Red stations, Sun., 8-8:30 p.m. (PST). Agency: Barton A. Stebbins Adv. Agency, Los Angeles.

STANDARD BRANDS, Montreal (Fleischmann's yeast), has renewed four transcribed spot announcements daily on 38 Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Oct. 15 shifts Kay Kyser's *College of Musical Knowledge* on 115 NBC-Red stations, Wed. 10-11 p.m. from Hollywood to New York. Agency: Lord & Thomas, N. Y.

COLGATE-PALMOLIVE PEET Co., Toronto (toothpaste), on Nov. 6 changes its French network program *La Mine d'Or* to CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec; Thurs. 8:30-9 p.m. (EDST). The program has been on CKAC, Montreal; CHRC, Quebec; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que. Agency: Lord & Thomas of Canada, Toronto.

WJOB and KNET Transfers Granted

Hammond, Ind., Palestine, Tex. Sales Are Approved

CONSENT for the voluntary assignment of licenses in two cases —WJOB, Hammond, Ind., and KNET, Palestine, Tex.—along with a routine transfer of control of WFEA, Manchester, N. H., was granted at a meeting of the FCC last Tuesday.

In the WJOB transaction Dr. Fred L. Adair, partner of O. E. Richardson, general manager of the station, gives a 10% interest to his son, George C. Adair. The younger Mr. Adair was formerly commercial manager of WJOB but is now serving as a second lieutenant in the Army. Mr. Richardson's 50% interest is unaffected. The Richardson-Adair combination is interested also in the ownership of the new WASK, Lafayette, Ind., local granted last July 30 by the Commission, with Mr. Richardson having 33 1/3% of the stock; Dr. Adair, 16 1/6%; and Lieut. Adair, 16 1/6%.

KNET Transfer

Bert Horswell, onetime Chicago station representative and later manager of KRIC, Beaumont, Tex., acquires KNET from Boner Frizzell, the present owner, with the Palestine authorization. Mr. Horswell under the new Palestine Broadcasting Corp. setup holds 34% of the stock with his wife owning 33% and his mother-in-law, Pauline M. Gordon, having the remaining 33%. Consideration is reported to be $5,000.

The Manchester deal merely involves the transferring of WFEA from Adelaine B. Rines, executrix of the estate of Henry P. Rines, to Mrs. Rines personally. WFEA operates with 5,000 watts on 1370 kc.



Ann Tenna *says:*

Wanta cut down your waste-line so your radio budget just fits the Metropolitan New York area? Let Ann show you where every dollar WINS

(My spots are your spots— Come up and take your choice)

WINS

An $8 Hat Wins a $2 Prize!

Yes sir! One of the more than 500 entries in a sponsored 5-minute jingle contest over WCBM was a hat retailing at $8! The winner? Sure! Just like the station that "pulled" it!

PENNY FOR PENNY COVERAGE BETTER THAN ANY!

★WCBM★

BALTIMORE, MD.

MEMBER NBC BLUE NETWORK

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago

San Francisco

WCAR

We've Got

POWER 1000 Streamlined Watts

PROGRAMS Built by a Big Time Production Staff

COVERAGE That Hits Into Widespread Industrial & Rural Markets

LISTENERS With Money to Spend Who Prefer WCAR

all at LOW COST!

GET THE FACTS FROM WCAR

PONTIAC • MICH.

THE FOREMAN CO., NATIONAL REPS.

CHICAGO • NEW YORK

WABC Ceremonies

CEREMONIES when the switch is thrown, putting into operation the new 50,000-watt transmitter of WABC, New York, located on man-made Columbia Island in Long Island Sound, will be broadcast Oct. 18, 10-11 p. m. on WABC and CBS. WABC will carry a local program from 10 to 10:15, midway in which the actual transferring from the old WABC transmitter in Wayne, N. J., will take place. Then at 10:15 the CBS network will join in a salutory program that will feature such stars as Kate Smith, Orson Welles and Ed (Archie) Gardner among others.

Big Fight Hookup

AN AVERAGE of 200 stations in the United States, Canada and Hawaii are linked to MBS for its exclusive coverage of boxing bouts sponsored by Gillette Safety Razor Co., Boston, setting an all-time high in network stations carrying a regular series. Since June 1, 1941, when Mutual acquired the rights to the bouts from the 20th Century Sporting Club, eight matches have been broadcast with the lists of outlets never totaling under 200 and reaching 205 for the Louis-Nova fight on Sept. 29.

ACA to Meet

ASSN. OF CANADIAN ADVERTISERS will hold its 27th annual convention at Toronto at the Royal York Hotel, Oct. 30-31. Among problems to be discussed will be the effect of priorities on the supply of raw materials with consequent threat to "brand survival", and the importance of market research in wartime. Four awards will be made at the convention for the best advertising of the year with gold and silver medals going to advertising managers, agency executives, artists and media.

MIKES ON DISPLAY

AT&T Windows Show Types Used by Stations

RADIO in its most familiar form, the microphone, is being exhibited throughout the greater New York area by the American Telephone & Telegraph Co. Beginning Sept. 19 all the various offices of AT&T have had window displays of the various types of microphones with descriptive material. On each microphone is given the call letters of the broadcasting company using the particuliar instrument and other pertinent information about the station.

The mikes are those used by 17 of New York's stations. The radio display by the telephone company was made because of the increasing public interest in radio and since the telephone company wires so vital in network hookups. Of the nation's 880-odd stations nearly 500 are connected by 75,000 miles of Bell System wire networks.

Transmission of radio programs by wire began on Oct. 28, 1922 when WEAF, New York, broadcast the Princeton-Chicago football game in Chicago. AT&T established WEAF in July of that year, later selling to the newly-formed National Broadcasting Co. in 1926.

THRIFTEE MAKES SOME MONEY

Clothing Store, Overstocked, Discovers Radio Can Start a Shelf-Emptying Wave

By BERT A. PHILLIPS

United Advertising Agency
Los Angeles

THE OFT-REPEATED statement that "advertising costs too much" is perhaps responsible for more local advertisers remaining local than any other mistaken merchandising ideas. But you can't tell Thriftee Outlet Co. executives that advertising costs too much for that firm's entire business has been built by radio advertising and at a low cost-per-sale. Advertising dollars well directed on radio shows this firm that "advertising costs nothing". In fact it actually makes money.



Mr. Phillips

Had to Be Moved

Primarily wholesale jobbers of men's clothing, Thriftee Outlet Co. of Los Angeles found itself so hopelessly overstocked at the end of 1940 that a decision was quickly reached to sell direct to the public. But the fact had to be regionally announced, so an extensive advertising campaign covering three media — newspaper, direct mail and radio—was launched.

Then a careful check was made with each customer. As a result, in January of 1941 our client's advertising schedule was cut to include only two media, direct mail and radio.

The latter, the leading business getter, received the lion's share of the firm's advertising appropriation. At this writing, radio and direct mail are still the only media used. But direct mail today goes only to customers brought into the store by radio.

Mainstay of Thriftee Outlet Co.'s radio is western music and we find it an excellent puller. We didn't just plunge into this type of programming. Considerable thought was given to the kind of radio that would do the best selling job. Several surveys were made. Then in January of this year all programs were rearranged into 30 minutes, one hour and 2½-hour blocks, with recorded western music used exclusively. And we have deviated little from that policy.

Currently on KRKD, Los Angeles, a total of 15½ hours per week of western music is sponsored. This is on a schedule of two half-hours daily, with a mid-morning program titled *Prairie Schooner*, and a late afternoon show called *Songs of the Saddle*. In addition to a daily 60 minute early morning program of similar music, there is a one-hour Sunday morning show on KRKD titled *On the Ranch*. Thriftee also sponsors a 2½-hour block of time Friday nights on that station, the program being tagged *Merry-Go-Roundup*.

Last half-hour of this program is devoted to a western hit parade song contest, with the ten top cowboy tunes selected by written ballot. Although no prizes are awarded, this latter half-hour, released at 10 p.m. is a great mail puller.

As an added attraction every Friday night at 11 o'clock, a suit of clothing is given away for the best 100-word commercial announcement sent in by listeners. A pair of men's slacks is also awarded for the best commercial poem written about Thriftee Outlet Co. Audience mail runs close to 1,500 letters per week on these features alone. They come from persons in all walks of life. They are from cowboys in Nevada and from Hollywood motion picture stars. It is interesting to note that there are just as many women writing those letters as men.

Pal of Listeners

To tie-in with the general idea, all western musical programs are announced by the same personality, The Foreman, as he has become known. Commercials are informal and directed in a friendly, personalized style, another excellent mail puller. No high-pressure salesmanship is used. The Foreman is just a pal to the listener.

Pleased with results obtained through this local station, our client in early April expanded its radio advertising to include a Thursday night half-hour program of recorded western music on KHJ, Hollywood. This was replaced five weeks later with a live talent show featuring Texas Jim Lewis and his Lone Star Cowboys.

Recently the schedule was increased to thrice-weekly, the program taking a 6:30 a.m. spot for balance of the 13-week contract. Thriftee is currently sponsoring a half-hour participation, thrice weekly in the early morning *Rise & Shine* program on that station, having started June 16 for 13 weeks.

In addition to the 17 hours per week of sponsorship on those two stations, five other local outlets are currently releasing one-minute transcribed announcements on an average of thrice-weekly.

Thus with such a schedule as maintained by Thriftee, we reiterate that advertising doesn't cost too much if the advertising dollar is well directed and placed in the right media.

"Highlight" Listing

TO GIVE radio advertisers "highlight" listing of their programs in newspapers, Sponsored Radio Programs Inc., New York, is offering a 13-week test service for sponsors to promote their shows in 23 daily and 19 Sunday papers of 12 major cities in the East. Titled "Today's Selection of Sponsored Programs," the listing gives the time, network and type of program presented with a small reproduction of the packaged goods sold by the sponsor. Company is located at 366 Madison Ave., telephone is Vanderbilt 6-4656. President is June Shepherd.

WLOL Names Laws

FRED F. LAWS, well-known Twin City radio executive, has been appointed sales manager of WLOL, Minneapolis. He has been with WLOL since January of this year. Mr. Laws was first sales manager of WCCO back in 1926 when the Washburn-Crosby Corp. took it over from the old WLAG. In 1931 he left to join KSTP where he remained until 1940, successively becoming assistant sales manager and assistant to the president of KSTP.



Mr. Laws

BMI Disc Clearance

BMI announced last week it had established a clearance-at-the-source provision for transcribed commercial programs, applicable to all such transcriptions made since Sept. 1, 1941, and had notified advertisers that where stations are not BMI licensees, licenses for clearance at the source may be obtained from BMI by recording companies or advertising agencies. Rate is the same as the station per program license fee, with the maximum rate of 5.55% applying unless station supplies dota proving it entitled to a lower classification.

Russ Hodges to WOL

RUSS HODGES, sports editor of WBT, Charlotte, resigned Oct. 8 to join WOL, Washington, effective Oct. 27. Hodges has been handling the descriptions of the Washington Redskins professional football game since the beginning of the season and will take over two additional daily sports programs. No successor has been named at WBT. Tony Wakeman, who has been sports editor of WOL, on Oct. 13 joins WINX, Washington.

McKEESPORT Broadcasting Co. is applying for a new local in McKeesport, Pa., seeking 1,000 watts for daytime operation on 960 kc. Principals are George C. Raikes, retired executive of G. C. Murphy Co., who is president and holder of 20% of the total stock to be issued; Robert M. Cox, of McKeesport, vice-president, 6 2/3%; Paul Norton, attorney, 3 1/3%; L. J. Shaw, 3 1/3%.

Youngstown

America's *35th Market

WFMJ

Youngstown's Favorite Station

NBC AFFILIATE

*U. S. Census Bureau



ROYAL SCARLET PLAYS ITS NAME

A YEAR-AND-A-HALF is a long time for a distributor of a well-known brand of food products to go with little or no advertising. Many things could happen in the interim to cause the public to forget the brand name.

R. C. Williams Co., New York, distributors of Royal Scarlet brands was aware of this. But since early 1940 when the company was taken over by Jaburg Bros., under the management of Hugo Jaburg, president, it had been going through a period of reorganization and readjustment and had let its advetrising lag.

About May of this year, Williams Co. officials came to Alley & Richards, New York, their advertising agency, to talk about an advertising campaign to put their name before the public again. The problem was: What was the least expensive way of reaching a large audience in the Metropolitan area? The answer was not far to seek. Radio was given a unanimous nod.

A Coffee Test

On June 2 the company started a 13-week test of *Arthur Godfrey* on WABC, Monday, Wednesday and Friday, 7:15 to 7:30 p.m. But it was not as easy as all that. Williams Co. wanted radio to pass an acid test. It was decided to use Royal Scarlet coffee as the spearhead of the new campaign because "coffee was about the hardest product to hit the New York market with".

Evidently radio proved its worth, for within a month Williams Co. purchased another program, *John B. Kennedy News*, Monday, Wednesday and Friday, 7:30-7:45 p.m. on WNEW.

Recently at a dinner given by Williams for more than 250 of its sales representatives, fall plans were announced. It was pointed out that radio had done the groundbreaking for a campaign about to be launched in several media—and radio had done its work well. Since July for two-week periods different Royal Scarlet products were plugged a "special" on the programs and salesmen reported retailers and customers getting into the habit of asking them: "What's your radio special for next week?"

During that sales meeting it was announced that a new program had been purchased to supplement the newspaper advertising about to get under way. Starting Oct. 1, *Zeke Manners & His Gang* was to be heard on WNEW, for 52 weeks, Monday through Saturday, 9:30-9:45 a.m., for Royal Scarlet products.

WNEW, cooperating with Williams Co. in launching the new series, issued a promotion piece to Williams' salesmen, with a picture of Zeke Manners in the upper corner. Written in letter-form, with hillbilly dialect, the piece tells of the new program and Royal Scarlet products. It says in part: "Hy'ar is news that'll bring cheer to men behind the counters selling Royal Scarlet vittals:—Me and the Gang will be tellin' the good women-folk of this hy'ar town every mornin' of the week ('cept Sunday) all about the goodness and richness of Royal Scarlet food products.

Rapid Expansion

"We tell 'em how R. C. Williams Co. keeps the quality high and the prices low—so git set for what the advertisin' fellers call 'Sales Action'!" A post script adds that John B. Kennedy continues at his regular time on the station for the same sponsor.

Thus in less than four months the Williams Co. has expanded its radio time threefold. Both the company and its agency feel that radio has helped substantially in the job of putting the Royal Scarlet brand-name back into the public's mind and the Royal Sarlet products on the retailer's shelves and in the consumer's kitchen.

Cugat Honored

XAVIER CUGAT, conductor of the NBC-Red *Cugat Rhumba Revue*, sponsored on WRCA, NBC's International station, by R. J. Reynolds Tobacco Co., on Oct. 5 received the Order of Honor & Merit of the Cuban Red Cross with the Rank of Commander, given at the instigation of the Cuban Dept. of War "for his meritorious service to the people of Cuba in promoting Cuban music and artsts in America."

Where they listen
790
"THE MIDDLE OF THE DIAL"
is where you'll find
WEAU

ANNOUNCING

WEAU's full-time coverage of all the West Central Wisconsin area, and a move to 790 on the dial for easier, better listening. Nearly 750,000 folks in our area, whose dollars are yours, when you tell them your message on popular WEAU!

CLYDE RIDDLE,
Commercial Manager

WEAU
EAU CLAIRE
WISCONSIN

DOUBLED COVERAGE

5000 WATTS
DAYTIME • • • 1000 NIGHT

IN PHILADELPHIA
WFIL
in Friends Influence Listeners
SELL THROUGH WFIL

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office



ASK THESE
111 Merchants!
111 merchants in 29 cities within a radius of 69 miles REGULARLY advertise their services and products over . . .
WKNE
5000 Watts
Member C.B.S. network
KEENE, NEW HAMPSHIRE
An H. C. Wilder Station
Represented by Raymer

INS
"FLASH and EXCLUSIVE are words potent on any newscast. INS affords their use often." Henry Orbach, KARK, Little Rock.
INTERNATIONAL NEWS SERVICE

Strikes Threatened

(*Continued from Page 7*)

ing day. Ironically enough, the cause of the Blue's loss of dance pickups was a station which had joined the Blue only one week before, on Oct. 1, when KDKA, former Blue affiliate in Pittsburgh, transferred to the Red network.

The walkout of the technicians at WBYN on Thursday came as a surprise to industry observers, as on the previous Friday, less than a week before, ABTU had announced the reaching of agreement with the station calling for increases averaging about 15% for the eight studio and transmitter engineers. According to Union spokesmen after the agreement was reached they prepared contracts for the station owners to sign on Saturday, but were put off from day to day. On Wednesday the union demanded contracts be signed and returned by the following morning or a strike would be called. Thursday morning, when only three of the four owners had signed, ABTU extended the deadline until noon and then, when the final signature was still lacking, called out the men at 12:15 p.m.

Peter Testan, licensed radio engineer who is part owner of WBYN, rushed to the transmitter and got the station back on the air in approximately 30 minutes, according to WBYN officials, who stated that "delegates of the union served a three-minute ultimatum" on the station Thursday noon, and that "while the conference with the union delegates continued the technicians left their posts, putting the station off the air from about 12.15 to 12.45 p.m."

Brooklyn Surprise

"The only point in dispute involves a management request for a list of union members at WBYN, and the management reaction when it discovered that some of the technicians were not members of the union and the contract would apparently cost these men their jobs," the management stated.

On Friday BROADCASTING received reports from several sources that the announcers at WBYN were also planning to walk out of the station, but at press time they were still on the job. Group is unaffiliated with any union at present, but will ask AFRA to take them in as a group and to represent them in negotiations with the station management if a strike occurs, according to these reports.

There was still hope last weekend that a settlement without strike action might be reached between officials of WHN and ACA, each group on Friday waiting for the other to make the first move. Negotiations for a renewal contract between the station and the CIO technicians union had been under way for several weeks, when they were suddenly terminated last Tuesday, following which the WHN engineers met at union headquarters and voted to strike if their leaders thought it necessary.

Breakdown occurred when WHN offered to give the engineers a 10% increase in place of a 13% raise previously offered, the union charging the station with reneging on its offer and the station stating that the union had itself rejected the first offer and that on checking wage scales for other New York stations WHN had discovered that its original offer had been out of line and so when it was rejected had not renewed it.

On her return from Texas last Friday Mrs. Holt stated that the managements of WFAA, Dallas, and KGKO, Fort Worth, have as yet failed to give AFRA recognition as representing a majority of staff artists. She said that Vic Connors, AFRA field representative will go to Texas within the next few days to conduct negotiations, and predicted that the union would have both recognition and contracts within the near future.

Hyman Faine, another AFRA field man who has been in Cincinnati but is now transferring his headquarters to Boston, will go to Rochester, N. Y., Mrs. Holt said, to investigate the situation at WHAM, where an announcer is reported to have been discharged for union activities. Mrs. Holt said she was not very familiar with the Rochester situation as it has all been handled by the AFL local Central Trades and Labor Council and declined to comment until she has heard from Mr. Faine. AFRA has no contracts in the city.

CBS Strike Unlikely

Not all the labor news of the week was bad, however. Strike of the technicians at the CBS M & O stations, threatened when negotiations for wage increases broke down in mid-September, appeared extremely unlikely last week when the network and union agreed on John Lapp, labor counsel for the Rural Electrification Administration, as an arbitrator. If Mr. Lapp is able to serve, which was not known on Friday, the union's original demands for increases averaging roughly 20% above present wages will be submitted for his decision, with arguments pro and con from union and company.

Selection of Mr. Lapp was agreed upon on Wednesday, after meetings had been held in New York the first three days of last week. Russ Rennaker, national business manager of ABTU, and Lester Hatfield, president of New York Local 1212, represented the union. CBS Vice-President Mefford Runyon and H. Leslie Atlass, who had come from Chicago for the meetings, acted for the network.

ABTU also reported that a contract had been signed with WPAT, Paterson, covering technicians.

Continuing its recent move into the recording field, begun the previous week when an ABTU contract covering the technicians employed by Columbia Recording Corp. [BROADCASTING, Oct. 6], the union stated last week end that an agreement had been reached with Brinckerhoff Studios, New York.

MICHIGAN U OPENS NEW RADIO SEASON

UNIVERSITY of Michigan on Oct. 25 starts its 16th season of programs on WJR, Detroit, and its second on WCAR, Pontiac, Mich., with WJR carrying six programs lasting two hours and WCAR five 15-minute programs.

Under direction of Prof. Waldo Abbot, in charge since the service started, time will again be donated by WJR and WCAR. WJR has presented much of the equipment used at the university studios. Time donated last year by the stations had a commercial value of $25,874, according to Prof. Abbot.

David Owen has joined the university staff. He was with CBS 12 years and was the original Jack Armstrong.

Among the programs this year will be Dr. Joseph E. Maddy's historic hymn series; a folk song series by Dr. Maddy; discussion of world events by Prof. Preston Slosson; medical drama; series titled *Why Save Democracy?;* short story dramas; program for parents with sons at Camp Custer; campus news; dramas on achievements of youth; programs aimed at promotion of Latin American goodwill.

Correction

BROADCASTING rights to the 1942 baseball games of the Cincinnati Reds have been obtained by WKRC, Cincinnati, though not on an exclusive basis as erroneously stated in BROADCASTING, Oct. 6. BROADCASTING regrets its error.



Newspaper

(*Continued from page 12*)

of domestic wire lines, with from 150,000 to 200,000 words filed daily through the New York bureau. He estimated that about 40,000 words per day are furnished on the PA radio report.

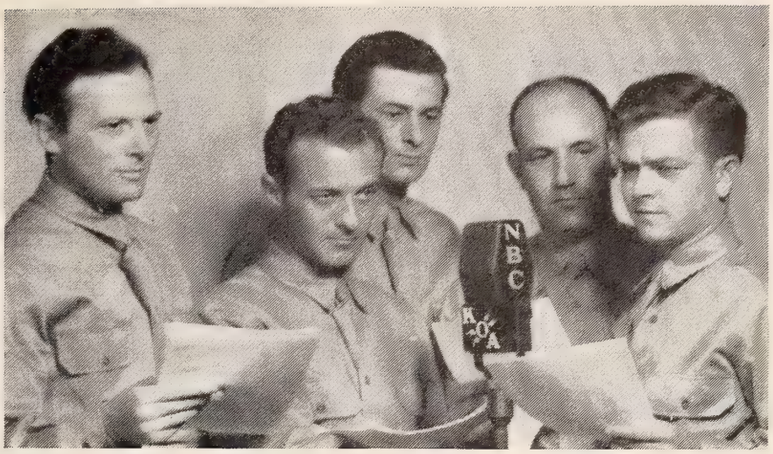
Right of Protest By AP Members

Lloyd Stratton, AP assistant general manager and assistant secretary, upon taking the stand, was asked by Counsel Cohn whether an AP member ever had the right to protest the sale of AP service to another applicant in his territory. He declared that under the AP by-laws, a member of five years or more gets a "right of protest" applying to the sale of AP service in his community. He said various reasons for protest arose, but that they were always different. He refused to estimate any percentage of successful protests, indicating, however, that only "maybe three or four" protests were received in a year.

Mr. Stratton was questioned briefly on three cases in which a station unsuccessfully sought to acquire AP service—KGA, Spokane, KPAB, Laredo, and KWEW, Hobbs, N. M. Pointing out that all these cases had arisen before the organization of PA, he stated that his only knowledge of the individual cases lay in the fact that he had seen letters pertaining to them.

Cross-examined by Judge Thacher, Mr. Stratton commented that the original court in which the Bellingham case arose was found subsequently to be without jurisdiction, and that the cause of action extended only to AP, rather than the local newspaper. He said AP had pursued the case no further.

On redirect examination by Counsel Cohn, he declared there was nothing in the AP by-laws providing a protest right to members against the use of AP news on the radio. He declared also that the AP board of directors could sell PA service to any radio station, despite protests from AP members. "The board of directors is the one who decides in the end if something is going to be done," he said.



ARMY DRAMA is presented each week by KOA, Denver, in its weekly half-hour *Lowry Field Theatre of the Air*, from Lowry Field, Col., written and produced by Hal Kanter, who in civilian life is an NBC writer. With Pvt. Kanter are other members of the show (l to r), Pvt. George Sorgatz, formerly of the WSM, Nashville, Stock Company; Pvt. Alan Haemer, a commercial artist; Pvt. Kanter; Pvt. Louis Harris, a newspaperman; and Pvt. Walter Harrison Jr., formerly of CBS, Oklahoma City. Lloyd E. Yoder, KOA general manager, reports that after a trip to New York where NBC officials listened to transcriptions of the show, a possibility exists that it might be placed on the network.

Ford's Midget

FACED WITH the problem that radio record turntables are just over three feet high, Art Ford, six feet four, who turns the records from 12 midnight to 2 a. m. on WBNX, New York, hired a midget, British-born Leonard Frank, to save his back. Now Art is free to answer requests sent in by listeners to his *All Through the Night* show.

Tells of Negotiations With Spokane Papers

Recalled for additional testimony on the KGA-KPAB-KWEW cases, Mr. McCambridge stated that late in 1940 KGA had started negotiations with Spokane newspapers to arrange for the use of AP stories. He said it was merely a local situation, and that the negotiations had apparently stalemated when the question of newspaper credits could not be agreed upon. As for KPAB, he said, the station had made an inquiry about AP service, and was referred to the local member to work out the situation.

However, the newspaper had turned down the proposition, "under prevailing circumstances", which he said had to do with certain aspects of the management of the station. He pointed out that later, after a change of management at the station, the newspaper had indicated it would be "only too glad" to cooperate. He said the KWEW case had got nowhere because the AP member and station management could not get together on economic considerations.

Called to the stand briefly to review the KGA situation, Louis Wasmer, licensee of KGA and KHQ, indicated that a principal reason that talks with the local newspapers had fallen through arose from failure of the parties to agree on credit announcements. When these negotiations failed, he said, KGA had subscribed to UP service, and that although an approach was made by PA shortly thereafter, the station already had signed the UP contract.

Edwin M. Williams, UP vice-president, indicated that about one-third of UP's revenue, on a "comparable service" basis, came from radio sales. He identified an FCC exhibit, compiled under his supervision, listing 447 UP radio subscribers as of June 30, 1941, along with comparative lists of radio subscribers from 1935 to the present. He also identified exhibits covering the corporate organization of United Press Associations, E. W. Scripps Co. and the Edward W. Scripps Trust. Copies of the UP standard agreements with radio stations and publisher subscribers also were entered in the record.

Says UP Has No Exclusive Contracts

Mr. Williams declared that UP has no "exclusive" contracts with radio stations, nor with newspapers, although some of the contracts may be interpreted as being "restrictive".

Mr. Williams stated that "asset value" clauses have been included in some contracts since 1929. He declared that these clauses do not in effect preclude UP from serving another ownership in the same community, holding that it only gives a subscriber an equity for having built up the service in previous years. He claimed that only about 13% of the 1,498 newspaper clients of UP have the clause in their contracts. He said that he thought the asset value provision doubtless would hold for facsimile broadcasting and probably video.

(*Continued on Page 56*)

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

"THAT'S RIGHT, MRS. SAX!"

This is Jim Deline and you're the 1250th listener I've called on Red and White Stores' "Musical Bee" during the three years we've been on WFBL.

Can you recognize the tune now being played?"





. . . . . and Mrs. Sax (typical of WFBL's responsive audience) did name the tune and won $1 worth of Red & White groceries.

This powerful Saturday morning LOCAL show has produced tremendous results for its sponsor FOR THREE SOLID YEARS. To sell Upstate New York . . .

Your Logical Choice is

WFBL

SYRACUSE

CBS • 5,000 Watts Day & Night

Chairman Fly was not present during the Friday morning session. Commissioner Paul A. Walker presided, with Mr. Williams remaining on the stand through the entire morning session.

He was questioned on a series of situations involving radio stations' efforts to secure UP service in the face of alleged opposition of UP newspaper subscribers. In addition to the Bellingham case, where UP service eventually was supplied to both KVOS and the *Bellingham Herald*, somewhat similar situations in Tampa, Fla., Twin Falls, Ida., Des Moines, Galveston, Tex., Nashville, Columbia, S. C., San Bernardino, Cal. and Dayton were reviewed.

From his line of questioning, counsel apparently attempted to show that in each of these cases radio stations' difficulties in arranging for UP service arose mainly from the opposition of competing newspapers, which in most cases did not own a radio station themselves.

It was shown that an asset value clause existed in several of the contracts held by the objecting newspapers, although they were not strictly enforced and some of the stations eventually acquired UP service. Mr. Williams stated that where no UP contract resulted between the station and the press association, difficulty came merely because they could not agree on terms.

In a general discussion of the situation, Mr. Williams declared that UP has had objections from subscribing newspapers only infrequently, and in no case has the objection of a newspaper prevented a radio station from securing United Press service. Maintaining that newspaper subscribers have nothing to do with the service offered to radio stations, he pointed out that with UP serving some 530 stations, if the newspaper objection problem were a great factor, many more cases than those cited certainly would have arisen.

Scripps-Howard Papers Not a Factor

He declared that UP's policy is to sell its service to any radio station on "proper terms". He observed that although UP does not like to have newspapers object to extending service to radio stations, the press association tries to point out to publishers why they should not object in particular cases. He also denied that UP quotes rates to stations so high that is it certain the stations will not be interested in the proposition, observing that rates in general are premised on several factors, including power, audience, card rates, and cost of delivery.

FCC Counsel Cohn, pointing to the E. W. Scripps Co. as controlling stockholder of UP and the Scripps-Howard papers, asked Mr. Williams if UP salesmen ever offer "favorable relations with or publicity in Scripps-Howard papers". Mr. Williams answered that they do not, since they cannot do so because UP has no relationship with these papers other than supplying a news service.

Cross-examined by Judge Thacher, Mr. Williams stated that UP serves at least one radio station in each of 19 cities in which Scripps-Howard newspapers are located, with more than one station served in several of the cities, i.e., in Washington, D. C., UP serves four stations, none of them newspaper-owned.

Pointing out once more that there were only 192 asset value contracts out of some 1,500 negotiated by UP, Mr. Williams declared that in 95% of the towns represented in these contracts UP served radio stations "and it would be glad to serve stations in the other 5%".

With Chairman Fly again presiding as the afternoon session opened, Mr. Williams observed, under further cross-examination by Judge Thacher, that if UP had listened to newspaper objections rather than following its declared radio policy, it could not have extended service to the 530 radio clients it has today. He commented that although UP may have lost "a paper or two" because of its radio policy, it nevertheless had registered a gain each year since 1935 in both its newspaper and radio clientele.

Truman Green Outlines Tampa Situation

Appearing as a Commission witness, Truman Green, advertising manager of the *Tampa Tribune* and in charge of its radio operation at WFLA, testified on various phases of that station's acquisition of United Press service.

Referred by Counsel Cohn to a pair of correspondence exhibits indicating on their face that the *Tribune* was interested in an unduplicated news service for WFLA, Mr. Green stated that in his dealing with UP on behalf of the paper the matter of exclusivity of contract was not discussed as such, although he said it was assumed that some protection would be afforded the paper through the contemplated agreement for the station.

James D. Poag, counsel for Textile Broadcasting Co., owning WMRC, Greenville, S. C., also appearing as a Commission witness, narrated that station's difficulties in securing any wire press service because of alleged opposition of the *Greenville News-Piedmont*, which also operated the other Greenville station, WFBC. Mr. Poag declared that the *Greenville News-Piedmont*, at the time Textile Broadcasting Co. was trying to secure service for its new station, license for which had not yet been actually granted, held "a complete monopoly on the dissemination of news in that community."

Noting that the newspapers subscribed to AP and INS for themselves, as well as UP for themselves and the radio station, Mr. Poag pictured his client's futile efforts to obtain service from at least one of the four press associations. He charged that while WMRC was attempting to make a connection with one or the other of these services, WFBC also signed a contract with Transradio Press, completely blanketing the outside news field in Greenville.

In each case, he said, WMRC was confronted with the problem of gaining the consent of the *News-Piedmont* or WFBC, headed by Senator Roger C. Peace. He stated that Mr. Peace had sewed up the news field so tightly that the new station could get no service at all, with Mr. Peace indicating that he wanted to do nothing that would jeopardize the primary venture of maintaining the newspaper properties. Under that situation, although UP service ostensibly was available, because of previous commitments to the papers and WFBC the rate to WMRC would have been "so prohibitive as to be out of the question."

Reports Difficulty To the Commission

With WMRC's only news coverage coming from its broadcast of MBS news programs, he finally reported the condition to the FCC, Mr. Poag said. When the Peace interests had purchased 49% of the WMRC stock, INS then was made available to the station at the originally offered rate. WMRC still has this service.

Cross-examined by Judge Thacher, Mr. Poag revealed that INS service actually had been made available under contract to the station on Oct. 2, nine days after WMRC had started operating. He also stated that subsequently an option had been taken on the holdings of the Peace interests in WMRC and this stock had been distributed among some 40 local investors.

Responding to a question by Commissioner Craven, he indicated that the station probably could not afford more than the INS service, and that apparently it would have no difficulty in getting AP service.

Final witness of the session was Joseph V. Connolly, president of King Features Syndicate, of which INS is a subsidiary. Counsel for King Features, T. A. Brennan and Clarence J. Shearn, Jr., as Mr. Connolly took the stand, reserved the right to challenge the jurisdiction and findings of the FCC, although they did not oppose the appearance of Mr. Connolly, who originally had been a witness when the proceedings opened in July.

Mr. Connolly declared that INS' policy was to provide identical service to both newspaper and radio subscribers, with no separate wires and providing each with the same volume of news. Mr. Connolly identified a series of exhibits showing INS radio clients from May, 1935 to 1941, with 159 listed as of July 11, 1941. He also identified a list of 10 so-called "exclusive radio contracts", which he defined as providing that the service would not be sold to any other station in the subscriber's service area, with the subscriber in some cases being allowed to drop the service.

FCC Counsel Cohn introduced a group of seven correspondence exhibits pertaining to the Greenville situation. Questioned on these documents, Mr. Connolly outlined INS' side of the case, which revolved around a July 8, 1940, "asset value" contract with the *News-Piedmont* and WFBC. He explained that this contract had been superseded Oct. 4 by another agreement which provided for INS newspaper service only, and which indirectly allowed sale of the service to WMRC.

FOR CHRISTMAS REMEMBRANCES

No matter how "oversold" you may be you are never oversold on good will.

A New Bastian item that's as personal as it is really unusual.



THE LUCKY COIN KNIFE

The New Knife Sensation That Will Carry Your Message with Instant Appeal To Male America!

- Popular handy light half-dollar size.
- Two mirror polished, razor sharp blades hinged within the circle.
- Silver finished with your advertising trade mark or with stock crest and personal initials.
- Furnished with or without matching watch chain at pleasingly low quantity prices.

FREE SAMPLE. Executives of rated concerns clipping coupon below to business letterhead will be sent for their personal use, a free sample of this new Bastian item. Fill it in now and mail.

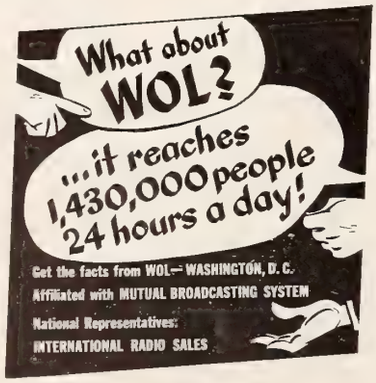
NAME ..... TITLE.....

FIRM .....

CITY ..... STATE.....

BASTIAN BROS. CO.

1500 Bastian St. Rochester, N. Y.



COCA COLA MEETS WITH MBS GROUP

TO DISCUSS promotion, publicity and merchandising plans for the new series of musical programs starting Nov. 3 on MBS under sponsorship of Coca Cola Co.—largest contract ever placed on Mutual for one producer — managers of 125 Mutual stations met last week in a two-day session at the Hotel Traymore, Atlantic City, with network officials, executives of the company and the D'Arcy Adv. Agency, which handles the account.

The meeting opened Oct. 9 with addresses by Price Gilbert Jr., Coca Cola's vice-president in charge of advertising; James A. Farley, chairman of the board of the Coca Cola Export Corp.; Alfred J. McCosker, chairman of the MBS board; Alfred N. Steele of the D'Arcy agency; Steve Hannagan, who handles publicity for the beverage company, and Fred Weber, MBS general manager, who presided.

Following these talks, 10 Mutual station managers outlined briefly some of the publicity and promotion plans they would put into effect for the programs, which will feature the nation's leading dance bands six times weekly. Mutual also scheduled two other sessions at the conference, both for the station affiliates—one devoted to an informal discussion of the Coca Cola program, the other to general network affairs — and closed the meeting with a formal dinner.

WCKY and KSTP Join NIB Membership Roll

TWO 50,000-watt stations—WCKY, Cincinnati, and KSTP, St. Paul—are among new enrollees of National Independent Broadcasters since the special convention of the group in Chicago last month.

A list of new NIB members released by its Washington headquarters, bringing the aggregate enrollment up to approximately 100, included also KMBC, Kansas City; WMC, Memphis; WDAY, Fargo; WFBR, Baltimore; KJBS, San Francisco; KWFT, Wichita Falls; WJJD, Chicago; WDGY, Minneapolis; WAIT, WGES and WSBC, Chicago; KXL, Portland; KGIR, Butte; KFRO, Longview; WTOC, Savannah; WELI, New Haven; WPEN, Philadelphia; WEW and WIL, St. Louis; KFOX, Long Beach, Cal.

ARTHUR VAN HORN, newscaster of KFRC, San Francisco, has joined WOR, New York.



Third for Swing

RAYMOND GRAM SWING, MBS news analyst, on Oct. 1 celebrated his third anniversary of sponsored programs on WOR, Mutual New York outlet, with his sponsor General Cigar Co., New York, noting the occasion by omitting the opening commercial on his 10 p. m. broadcast and inserting a tribute to Swing and his role in radio journalism. In addition to his five weekly broadcasts on MBS, Swing also does twice-monthly programs for the BBC which are shortwaved abroad.

McEldowney Married

MARRIAGE of Lt. James R. McEldowney, of the sales staff of KLZ, Denver, and of Sheldon Peterson, KLZ news man, occurred last week. Lt. McEldowney, on active duty at Lowry Field and on leave of absence from the staff, married Miss Priscilla Van Voorhees, of Oklahoma City. Mr. Peterson married Miss Pat Fletcher, of the stenographic department of KLZ.

Blackout Oscillograph

ALLEN B. DU MONT Labs., Passaic, N. J., announces a new oscillograph which can be used under poor light conditions or in total darkness if necessary, which, the announcement states "may be particularly desirable in certain military operations." Called Blackout Panel Type 208 Oscillograph, the instrument has its steel panel treated with a non-radio active luminous paint that retains its maximum luminosity for several minutes after exposure to ordinary light and can be comfortably observed for an hour or more after that, Du Mont explains, adding that the glow is the same color and intensity as that of the cathode-ray screen, which minimizes eye-strain.

WBYN Names Gellard

SAMUEL H. GELLARD, formerly manager of WLTH, Brooklyn, and now one of the partners of WBYN, Brooklyn, has been named assistant general manager and sales manager of WBYN. New WBYN program manager is Norman Warenbud, formerly the station's assistant production manager on foreign language programs, and previously program manager of WLTH, one of the stations merging to form WBYN. Adrian Kent, formerly announcer at WARD, Brooklyn, another of the merger stations, has joined the WBYN announcing staff.

Pan American Concerts

CONCLUDING the series of 22 weekly *Good Neighbor* programs, devoted to hemispheric solidarity and good will, the NBC Symphony Orchestra under the direction of Dr. Frank Black next Thursday will present a concert of music of the Americas at the Pan-American Union. Broadcast over NBC-Red will be heard from 10:30 to 11 p.m. and will be shortwaved to Latin America over NBC's international stations, WRCA and WNBI. At the time a testimonial will be presented NBC by ambassadors and ministers of the 21 Latin American countries for NBC's effort on behalf of inter-American good will.

Record Making Gift

WHEN Hubert Abfalter, NBC Chicago studio engineer, married Frances Morton, department secretary last week in Chicago, his colleagues set up portable recording equipment in church to catch their wedding ceremony, later presenting the couple with this articulate certificate.

Remodeling Under Way For KROS, Clinton, Ia.

FORMAL opening of new studios and quarters about Thanksgiving Day is planned by the new KROS, located in the Jacobsen Bldg., Clinton, Ia. The studios proper have been completed, and remodeling of lobby and offices is proceeding.

Since its recent debut on the air the station has signed some 60 contracts, including a heavy sports schedule. Red Stangland, new to radio, has joined the announcing staff. Members of the sales staff are Bob Wickstrom, formerly of WMAM, Marinette, Wis.; Herb Heuer, formerly of WOC, Davenport; Walter Teich, Milwaukee, and Vern Carstensen, of Clinton, both new to radio. In the office are Lucille De Leers, formerly of WMAM, in charge of traffic; Doris Gray and Millie Leahy, of Clinton, both new to radio; Darlene Gordon, formerly of WMRO, Aurora, Ill.

NBC Shortwave Beam

A NEW high-gain directional beam antenna specially built to serve the British Isles and Central Europe will be put into NBC shortwave service beginning Oct. 15. Schedules and wave-lengths have been rearranged for both NBC shortwave statons, WNBI and WRCA, to assure best possible reception throughout the world. Among the more important changes will be the increase of the daily Spanish and Portuguese news periods beamed to Europe from 15 minutes to a half-hour.

Beverage Test

CHICAGO Distilled Water & Beverage Co., Chicago (Dad's Root Beer), is testing radio with a transcribed quarter-hour juvenile dramatic program, *Captain Danger*, broadcast three days a week for 13 weeks on WMAQ, Chicago. Malcolm-Howard Adv. Agency, Chicago, placed the account.

Don Winslow Disc

GENERAL FOODS Corp., New York (Grape-Nuts, Grape-Nut Flakes), extensive user of radio, on Oct. 6 began sponsorship of *Don Winslow* transcriptions, Monday through Friday, 4:30-4:45 p.m., on WGN, Chicago. Agency is Young & Rubicam, New York.

Magazine Breaks

PARENTS magazine, New York (*True Comics* magazine), is planning a test campaign of transcribed chain break announcements in about six markets to get under way the latter part of October. Joseph Katz Co., New York, handles the account.

Battle of Brains

IN A RECENT *Quiz of Two Cities* broadcast for Noxema on KFRC, San Francisco, and KHJ, Los Angeles, radio trade paper representatives from BROADCASTING, *Variety*, *Billboard* and *Radio Daily*, were pitted against each other. The San Francisco team won with more than double the score of the Los Angeles scriveners.



Or Here's Something Just as Good

A Plaintiff Plea to Abolish Change In Time

By WILLARD D. EGOLF
Commercial Manager, KVOO, Tulsa

THERE'S TIME for sale, and lots of it. What kind of time? Well that's something else, and that eloquent orator on behalf of elmination of time changes—Willard Egolf—has another episode to submit to honest and thoughtful broadcasters. In the Feb. 3 BROADCASTING, he debated the subject with a prominent timebuyer, Jack Laemmar, head of the radio department of Lord & Thomas. In this instalment Orator Egolf slips a bit of commercial ethics into the discussion. And he has a simple solution that will be found in the last paragraph.

TIMEBUYERS want to be lied to. They won't help us go straight. They act as the "fence" for our "hot" spots and sell them to unsuspecting advertisers. The best we can say of them is that they take a spot advertiser's money and deal in "futures". They have worse than no assurance of delivery. They have, in fact, every assurance of non-delivery! Are they unscrupulous? No! It's the best they can do. They must have something to sell in order to get the appropriation in the budget.



Mr. Egolf

It's not their fault. It's not our fault. Who's fault is it?

It's the fault of Change of Time, the great deceiver, the one thing that makes a radio man ashamed of his business.

Some Choice Spots

Along about July 1, when we've barely recovered from Change of Time in the spring, the first inquiries begin to trickle in from our representatives.

"Sam Glint, of the Bulgy Agency, says that Amalgamated will okeh a schedule of 10 one-minute daytime transcriptions on your station, to start effective with Change of Time, if you can furnish good ATC (After Time Change) availabilities. Sam says he must have your ATC availabilities not later than Aug. 15, etc."

Now, there's nothing wrong with Amalgamated's starting effective with Change of Time, except that Amalgamated is skipping radio for the whole month of September and probably spending that money with the newspapers. But we drove them to it several years ago, with the uncertainties of Change of Time. We can't holler now that Amalgamated and two or three hundred others withhold a few million dollars in radio billing each year for the month of September, until we get through clawing the spots off each other, like a pack of jungle leopards. Why shouldn't Amalgamated keep out of that scrap? It's their money they're spending.

But what happens? I'll tell you what *should* happen. An honest radio operator writes back and explains that it will be impossible to quote ATC times earlier than two weeks prior to Change of Time. He *means* that, because "availabilities" include preceding and following programs and no one has any reasonable assurance what they will be—not even the networks.

The representative, however, replies that Sam Glint's hands are tied. He must have availabilities before he can get the appropriation approved. The station will probably lose the business. Too bad!

Here, the station operator may weaken. If he is strong, he thinks of the advertisers who are running with him at that moment and who will continue right through Change of Time. He owes allegiance to those advertisers. Normally they would move one hour later with Change of Time and retain the same relative positions as to preceding and following programs.

They're All Looking

But he knows that nothing is normal about Change of Time, therefore many of them will be looking for availabilities just like the new advertisers. The regular customers want good positions, too, and deserve them, but again the operator isn't sure where they will be. He tries to explain this to the representative, who replies: "Aw, look, you can pick out 10 one-minute daytime availabilities from your present schedule and hold them for Amalgamated. Sam's gotta have these spots or it's too bad for your station!"

The station operator is weakening. He may inquire timidly: "But does Sam Glint realize that I can't promise to deliver those spots effective with Change of Time?"

The rep replies: "Sam is my sister and we don't talk about that."

The station operator is caught. Some of them go to the trouble of picking out spots themselves. Others say, "If I'm going in for this sort of thing, I'm going in strong. Here's our present schedule. Estimate what Change of Time will do to it and pick out the best spots you can find. Pick out the spots that Sam will like, regardless of who's in there now. Make the Amalgamated crowd happy until we send you our ATC schedules, then they can cry their eyes out when they see where they *really* are."

If the advertising manager of Amalgamated heard these conversations, what would he think? What would old Graypate think, the chairman of the board?

Somebody, somewhere, would call it fraud, taking money under false pretenses.

How to Choose

Misrepresentation or at least a breach of faith is bound to occur if a station operator handles requests for ATC availabilities *one at a time.* He must prepare his ATC schedule at a specified time, preferably about two weeks prior to Change of Time, with the entire picture before him *as of that date.* Preference should be granted advertisers in the following order:

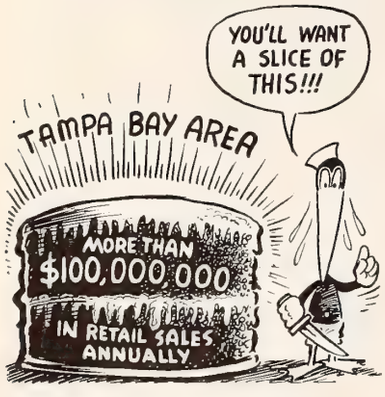
1. Regular advertisers continuing through Change of Time.
2. Advertisers who start prior to Change of Time.
3. Advertisers who file definite contracts beginning with Change of Time, without demanding definite times.
4. Advertisers who promise to issue contracts starting with Change of Time, if satisfactory availabilities are offered.
5. Advertisers who want to start after Change of Time perhaps within 30 days. (These should be requested to wait until ATC schedules are definitely set and approved by all concerned.)

The safest prescription is to abolish Change of Time. Radio is suffering untold agonies in the clutches of this monstrosity. Millions of dollars in revenue are being lost to broadcasters because Change of Time is deteriorating the quality of broadcast advertising. Time salesmen are being made to sell a deteriorated product, one that does not have year-'round uniformity. This is the worst crime that an industry can commit against its salesmen. I hope that every salesman will join me in a plea to the heads of our industry:

"Don't make me sell a deteriorated product! Abolish Change of Time!"

Last May, at the St. Louis NAB Convention, there was a resounding salvo from the higher-ups "Roosevelt will proclaim universal Daylight Saving Time!" This spacious umbrella, lifted over our heads then, has collapsed. I am reminded of the men in trouble who

It's Cake Cutting Time On Tampa Bay



WTSP Offers You Florida's Leading Population Area

The St. Petersburg-Tampa Metropolitan Area (Pinellas-Hillsboro counties) has a population of 272,000, largest of any metropolitan area in the state.

Plus a DOUBLE BONUS

1. More than 250,000 tourists spend approximately $40,000,000 here every winter.
2. Government agencies in this area—Army, Navy and Coast Guard have a payroll of $4,000,000 and it's constantly going up.

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-Tampa Sales Territory
A REGIONAL STATION
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

KINY
"The Friendly Voice of the Capital"



1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

You Can Dominate the Omaha Great Plains Market WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC. 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co. Representatives

cry out the name of the Saviour. A favorite retort in these parts is: "Call on somebody nearer to you!"

That's what we'd better do. Forget about Universal Daylight Saving Time. It would be only temporary, anyway. Forget about Franklin Delano Roosevelt in our emergency. Call on somebody nearer to us. If you don't think I mean the networks, who's that fellow looking down your throat?

SPONSORS RECORD NEW SPOT SERIES

SEVEN new and two renewal orders for transcriptions have been received recently by NBC Chicago Radio Recording Division, according to Frank E. Chizzini, manager.

New sales orders included a series of quarter-hour discs of *Jack Armstrong*, for General Mills, Minneapolis, through Knox-Reeves, that city; 400 one-minute spot announcements for William Wrigley Jr. Co., Chicago, through Vanderbie & Rubens, that city; 78 five-minute programs for Quaker Oats Co., Chicago (Aunt Jemima), through Sherman K. Ellis, that city, announcements for Shaler Co., Waupun, Wis., through Hal R. Makelim Production, Chicago; five quarter-hour programs for the Loyal Order of Moose, Mooseheart, Ill., through L. W. Ramsey Co., Chicago; announcements for Pinex Co., Fort Wayne, Ind., through Russel M. Seeds, Co., Chicago, and for Burma-Vita Co., Minneapolis (Burma Shave), through Hays McFarland, Chicago.

Renewal orders are three quarter-hour *Songs of a Dreamer* discs for Northwestern Yeast Co., Chicago, through Hays McFarland Co. and a series for Omar Inc., Omaha, through the same agency.

In Iceland for NBC

BJORN BJORNSON, formerly an editorial writer on the *Minneapolis Tribune*, who offered to cover Iceland for NBC prior to American military occupation of the island, has been named the network's correspondent in Reykjavik, capital of Iceland, and will be heard on the NBC-Blue *News of the World* roundup program. Son of a leading Icelandic family in Minneapolis, Bjornson speaks the language in addition to four others. His brother Val is a news commentator on KSTP, St. Paul.

FLETCHER AVE. Savings & Loan Assn. has purchased sponsorship of all Indiana and Purdue home games over WFBM, Indianapolis, with Hal Totten coming over from Chicago to handle play-by-play.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK



ALL KANES were welcome to the first St. Louis performance of "Citizen Kane" by Myron J. Bennett (standing at right beside his photo), on behalf of KWK. The Kanes were admitted free to the movie by Bennett, who served as Orson Welles' personal representative. Bennett conducts the *MJB Shows* on KWK.

Defense May Restrict Latin American Radio, Walter Bomer Asserts

FEAR of serious economic dislocation resulting in the closing down of many newspapers and radio stations in Latin American countries and consequent weakening of the Hemispheric defense effort, was expressed by Walter L. Bomer, vice-president in charge of export, Bristol-Myers Co., New York, in a speech before the Export Advertising Assn. Luncheon in New York last Wednesday, if priorities forced the curtailment or cession of flow of American advertised goods.

He said that on the average 43% of the income of radio stations and newspapers in Latin America comes from United States business. These stations and papers "depend in large part upon the revenue from United States advertisers for their maintenance as successful business institutions, and since the war, they are more than ever dependent on us," Mr. Bomer stated.

"Only from the United States and Canada can they today buy their supplies of printing paper, foundry metal type, broadcasting equipment, replacements parts and other essential supplies. Practically all other sources of these basic needs are closed to them. Here again is illustrated the vital role that United States advertising plays in helping to maintain these friendly media. Only through our advertising can they acquire the dollar exchange necessary to pay for the material required to keep their presses rolling, to keep their airwaves open."

For UP in Moscow

DENNIS McEVOY, 23-year-old linguist, reporter and Far Eastern authority, has been selected as Moscow correspondent for CBS, replacing Novelist Erskine Caldwell. Son of J. P. McEvoy, noted humorist, Dennis is a former member of the United Press Tokio bureau and has served on UP's night cable desk in New York. He speaks seven languages and has done much broadcasting.

GE's FM List

GENERAL ELECTRIC Co., Bridgeport, Conn. on Oct. 13 launches its campaign for FM sets [BROADCASTING, Sept. 8], featuring five-minute transcriptions of *Hazel Scott & the Golden Gate Quartette*, on WBNS WWSW KHJ WDRC WGY WHEC WBRK and WTAG. Discs are played three to five times weekly and contracts are for 13 weeks. Other stations will be added. Maxon Inc., New York, handles the account.

OUT OF THE WOODS
Yankee-Colonial Quick to Tell About Tot

CLAIMING a "first" in presenting the saga of the modern babe in the woods, 5-year-old Pamela Hollingworth, Yankee-Colonial networks last Tuesday morning carried from North Conway, N. H., two on-the-spot nationwide network pickups, covering the rescue of the Lowell, Mass., tot after she had been lost for eight days and nights without food in the wilderness of Mount Chocorua.

At 8:30 a. m. the Yankee-Colonial special event crew at North Conway broadcast a special program from the scene to all affiliated stations, followed at 10:30 a. m. by a pickup for MBS featuring appearances by the child's parents. Fred A. McLaughlin, Yankee-Colonial special events director, conducted the interview with the parents and Pamela's rescuers, Forest Ranger Bill Matson and CCC Leader Larry Ruymaza.

WEEI, CBS station in Boston, also claimed a first with the news of the finding of the child. The broadcast was presented over the New England network of CBS from 9 to 9:15 Tuesday morning by Jay Wesley, special events announcer, and Stuart Novins, who aired the news story from lines set up in North Conway, operation center for news services, newsreels and radio.

In CANADA—It's the 'All-Canada' Stations



Lasso the Western Markets with 'ALL-CANADA' Stations

In the Canadian West, every one of the 'All-Canada' stations has a tight hold on listener preference in the locality it serves—the best of all reasons why you should make sure you choose the 'All-Canada' stations to carry your advertising to the rich markets of Western Canada this year. Ask your advertising agency or All-Canada representative.

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail.....CJAT
Kelowna.....CKOV
Vancouver.....CKWX
Kamloops.....CFJC

Alberta
Calgary.....CFAC
Edmonton.....CJCA
Grande Prairie..CFGP
Lethbridge.....CJOC

Saskatchewan
Moose Jaw.....CHAB
Prince Albert....CKBI
Regina.....CKCK, CJRM

Manitoba
Winnipeg.....CJRC

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA—All-Canada Radio Facilities Limited

Cities Report Increasing Use of Radio

One in Four Is Found To Use Broadcasts Regularly

INCREASING use of radio in reporting municipal activities to the local citizenry is revealed in a survey by David D. Rowlands, collector and administrative assistant of Downers Grove, Ill., in the magazine *Public Management*.

Mr. Rowlands found that at least one in every four cities of 50,000 population or more has made more or less regular use of radio, among them Austin, Tex., Chicago, Cleveland, Cincinnati, Dayton, Grand Rapids, Los Angeles, Louisville, New Haven, New York, Oakland, Rochester, San Francisco, Springfield, Mass., Toledo and Utica.

Free and Sponsored

For the most part, Mr. Rowlands found in his survey response from 47 cities, the typical program is a series of talks by leading officials, but recently there has been a tendency to dramatize everyday happenings in city departments. A few cities, like Atlanta, Camden, Charleston, Glendale, Cal., Kalamazoo, Norfolk, Portland, Ore. and Racine, Wis., have used radio on special occasions during the year such as for delinquent tax collections, fire prevention week or in explaining proposed bond issues.

"In one-third of the cities," Mr. Rowlands states, "the city's using the radio was first suggested by the local radio stations. Radio stations invariably grant free or 'sustaining' time to cities. Several radio stations in Cleveland made spot announcements about city activities on commercially sponsored programs at no cost to the city. Only a few cities paid for radio time. Asheville paid $35 for each 15-minute broadcast, and Boston paid regular rates for weekly broadcasts in the early evening hours. The *Know Your City* programs of Akron and Knoxville were sponsored by commercial concerns at no expense whatever to the municipality."

Mr. Rowlands' article goes on to describe how radio has been used in various municipalities, and he winds up with this list of "suggestions based on the experience of cities in the use of radio in reporting to the citizens" which he states may be helpful to municipal officials who plan to use the medium:

1. The radio programs should be entertaining as well as educational or informative. Radio listeners want their informative programs to be more than just pedantic harangues. A municipal radio program must be of a high caliber, appeal to the widest group possible, and sustain interest.

2. Certain advantages are to be gained from a series of programs broadcast at regular evening hour over the same station. Various surveys indicate that the best time for getting a potentially large audience is from 8 to 10 p.m.; next best are the two hours immediately preceding this period.

3. The municipal radio program should, if possible, be broadcast over the station which has the largest audience.

Unit Responsibility

4. A single municipal official or employe should be assigned the responsibility for developing the program and making the necessary arrangements for its production. That official may be advised and assisted by a planning committee composed of representatives from various departments which are to be covered in the broadcast, a representative of the radio station, and perhaps one or more interested citizens. This group could help the person in charge to decide on the type of broadcast to be used, and results to be achieved, and the participants to be selected. Assistance also may be obtained from the radio division of a local educational institution and the staff of the local broadcasting station.

5. Speakers or participants in municipal radio programs should be selected on the basis of their qualifications for radio broadcasting rather than on the basis of their positions. It may be desirable, of course, in many instances for city officials to appear on the program because they are well known and because of their knowledge of municipal activities. A good voice and ability to put across the information to the radio audience are just as important as the message that voice is intended to convey.

6. The script to be used should be prepared or edited by trained script writers and should be reviewed by persons trained in radio production and techniques. The contest of the program or the series of programs must be carefully planned before the script is written. The task of preparing the tentative draft might well be assigned to a municipal employe whose work can then be turned over to the person in charge of the program, who, with the help of a trained script writer, will put it into shape for actual use.

Writing of the script involves consideration of the method of presentation which will be the most effective. In this connection, city officials will find very useful the 15 radio dramatizations on municipal government which are available from the United States Office of Education. Information on the technique of script writing is available from the Educational Radio Script Exchange in the U. S. Office of Education and from colleges and universities that offer script writing course.

Need of Rehearsals

7. Considerable revision is frequently necessary to synchronize the program accurately to the "continuity" of the program, which includes the introductory remarks, the talk, skit, or other program which follows, and the final closing announcements. In this connection, one of the principal advantages of prepared script is that the programs can be accurately timed and can be improved as a result of rehearsals.

Representative of the radio station should be consulted for rehearsal plans, especially if the program is to take the form of a drama or roundtable discussion. Quite frequently the radio station aids in the general preparation and production of the program, because a program without continuity lacks balance and may adversely affect the station's prestige. Some radio stations may be willing to make a record of the rehearsal, which would make it possible to criticize constructively the shortcomings that are evident in the preliminary program.

8. Most programs on the air have developed a style of their own. The same person each week introduces the speaker, explains the setting if a drama is scheduled, or conducts the interview—all of which makes for recognition of the program when it comes on the air. Definite listening habits also can be developed by outlining the programs that will appear in a series.

9. In the talk or the interview type of program special consideration must be given to (1) the selection of the material; (2) outlining and writing the speech; (3) delivery techniques. The subject must be capable of logical treatment within the time allotted. Human interest stories, case histories, or humorous episodes should be included. A concise style is desirable, generalization should be avoided, and the use of statistics restricted.

10. The opening paragraph of a talk largely determines whether or not the speech will be an "attention getter." The success attained by Cleveland's programs is attributable, some believe, to the type of story or anecdote which precedes the actual interview.

Other Tips

11. In any roundtable discussion there should be the ability to give and take, maintaining interest by this element of conflict, coupled with the knack of extemporizing quickly under fire. Questions asked on a "question box" program should be comparatively short and specific, not exceeding 25 words. Long and difficult questions are not appreciated by either the studio or home audience, but the latter can rectify matters by a turn of the dial.

12. The people should be informed as to what and when the city is broadcasting. A notation should appear in the radio log of local newspapers on the day of the broadcast. Other means, such as notices in busses, street cars, and schools should be utilized whenever possible.

13. Offers of anything free—contest prizes, safety badges, or pamphlets—get more response or "mail pull" than merely a request that listeners write in suggestions or criticisms.

Wired Approach

NOVEL sales approach was evolved by Ruth Kendall, of KCKN, Kansas City, when Sam Gorman, Kansas City's big radio advertiser, said he was too busy to listen to her explain why he should sponsor temperature reports each hour. The undaunted Miss Kendall then sent telegrams to Mr. Gorman each hour giving the temperature and citing one reason why he should sponsor. Following the eighth wire Mr. Gorman phoned Ruth Kendall that he was sold and the very thorough Miss Kendall slipped out to phone the telegraph company as the contract was being signed so that the last telegram congratulated Mr. Gorman on his buy.

COCA COLA BOTTLING Co., Atlanta, is sponsoring all Georgia Tech football games on WSB, Atlanta which has assigned Marcus Bartlett and Ernie Harwell to handle the broadcasts.



Mantle Lamp Discs

MANTLE LAMP Co. of America, Chicago, has placed weekly quarter-hour transcribed programs featuring Smilin' Ed McConnell on WNAX KVOO WFAA WSM KARK WDAY WBT KWTO KFAB KFYR WLBZ XEAW; weekly half-hour of live talent on WHO; quarter-hour on WLS KSTP; early morning thrice-weekly quarter-hour on KMBC; one-minute spot announcements six times a week on WIBW KMA. Agency is Presba, Fellers & Presba, Chicago.

Full-O-Pep Spots

QUAKER OATS Co., Chicago (Full-O-Pep poultry feed), on Oct. 4 started the weekly half-hour transcriptions of *Man on the Farm* program, broadcasts live on WLS, Chicago [BROADCASTING, Sept. 1], for an indefinite period on the following stations: WAPI KOA WJAX WIOD WSB WHO WWL WBBC WCCO WDAF KMOX WOR WSLB WSYR WTRY WBT WLW KVOO KDKA WMC WSM KGNC WFAA-WBAP WOAI WSVA WRVA. Agency is Sherman & Marquette, Chicago.

HIZZONER SAYS

Plenty on KSTP Forum, and So Do the Citizens

CITY GOVERNMENT and local issues are analyzed and discussed by Mayor John J. McDonough of St. Paul and leaders in civilian life in a new sponsored weekly half-hour forum of KSTP, St. Paul.

The series, *Mayor McDonough's Forum*, sponsored by Nash Coffee Co., Minneapolis, was placed through Erwin, Wasey & Co. Commercial copy is withheld during the course of the discussions on the broadcasts and confined solely to opening and closing courtesy announcements.

Mayor McDonough and those participating accept no fee for their services, but rather as a matter of public information enlighten Twin City listeners on school affairs, city budget problems, defense industries and civic details.

Randolph Asks CP

REP. JENNINGS RANDOLPH (D-W. Va.), chairman of the House District of Columbia Committee, heads the Allegheny Broadcasting Corp., applicant for a new local 250 watts on 1240 kc. in Elkins, W. Va. Principals, in addition to Rep. Randolph who is president and holder of 1 of the 250 shares of stock issued are Jas. A. Wilverding, of Elkins, treasurer and business manager, 148 shares; H. C. Clark, of Wheeling, secretary, 50 shares; C. S. Hoffman, of Wheeling, 50 shares; E. L. Maxwell, of Elkins, 1 share.

IN ADDITION to his Sunday evening quarter-hour news program for General Foods Corp., New York, William L. Shirer, noted CBS Berlin correspondent now in America, is conducting a Thursday evening quarter-hour program of news analysis on CBS.

FCC's Quickie

LATEST FCC move to speed up its operations is installation of Telautograph equipment in its meeting room, connecting with the license division and the minute clerk's office. According to unofficial explanations, just like that used by train dispatchers, is to be used in getting snappy service on license information and other filed facts for the Commission while it is sitting.

WTIC News Expansion

EXPANSION of the news department of WTIC, Hartford, Conn., was announced last week by the station with the appointment of a news editor and an assistant news editor as well as the addition of AP and INS news wires to augment the station's present Transradio Press service. N. Thomas Eaton, for seven years with Transradio, is the new news editor, with Sidney P. Stewart, also from Transradio, becoming his assistant.

Kelly Joins RAC

JAMES E. KELLY, of Knox Reeves Adv., Minneapolis, who has handled baseball broadcasts for several years, has been appointed to take charge of the Chicago office of Radio Advertising Corp., station representatives, effective Oct. 15. RAC is exclusive national representative of KSAN, San Francisco; KMYR, Denver; WJTN, Jamestown, N. Y.; WCLE, Cleveland; WHKC, Columbus; WTOL, Toledo; KRSC, Seattle; WMBS, Uniontown, Pa.

Dr. Zworykin Honored

DR. VLADIMIR K. ZWORYKIN, associate director of RCA Laboratories, and inventor of the Iconoscope and Kinescope tubes which made electronic television possible, received the Rumford Award from the American Academy of Arts and Sciences at its annual meeting last Wednesday in Boston. The award is presented every two years for any important discovery or useful improvement in the fields of light or heat, made in any part of America.

Guests at Opening

CINCINNATI society figures interested in the arts were guests at a tea given by Mr. and Mrs. L. B. Wilson, owner of WCKY, at the Hotel Gibson in honor of the opening broadcast of the new CBS Helen Hayes series. The guests listened to the program and then were interviewed on their reactions to the show by Rex Davis, WCKY announcer.

ARIZONA'S FIRST STATION
First on the dial
First with listeners
First in results for advertisers
KOY
CBS PHOENIX
550 KC
Mail response means sales response—and KOY pulled over 90,000 letters in 1940!
JOHN BLAIR & COMPANY
AFFILIATE STATION WLS CHICAGO

Marion Kyle

MARION KYLE, 44, head of the Los Angeles agency bearing his name, died in San Francisco Oct. 7 from injuries received in an auto accident several weeks ago. Mr. Kyle for more than a year was an NBC San Francisco account executive, following which he was associated with Lord & Thomas before establishing his own agency three years ago. He was a member of the Lafayette Escadrille during the first World War, receiving the Croix-de-Guerre from the French government.

Dr. Pepper Audition

DR. PEPPER Co., Dallas (beverages), has auditioned a new half-hour variety program for possible network sponsorship. Featuring Dick Foran and Martha Mears, vocalists, with the Texas Rangers, a transcribed version of the proposed show was produced by Hollywood executives of Benton & Bowles, agency servicing the account, and forwarded to company officials for consideration.

Philip Morris Change

UNA MERKEL will star in a weekly skit, *Nancy Bacon Reporting*, which Nov. 4 becomes part of the *Johnnie Presents* show, sponsored by Philip Morris, Tuesday, 8-8:30 p. m. on NBC-Red. The skit, revolving about the adventures of a newspaper woman, replaces the dramatizations of well-known short stories, now part of the show. The Biow Co., New York, handles the account.

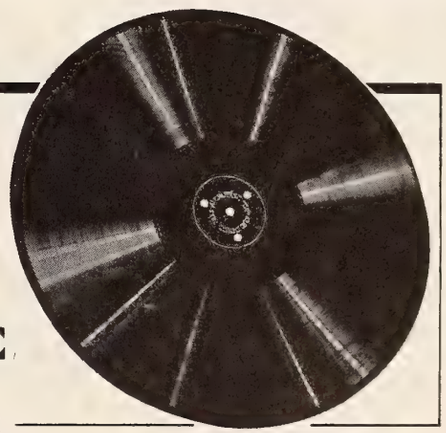


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At New York's Grand Central Terminal just toss your bag to a porter and say "Hotel Roosevelt" . . . He'll escort you through our private passageway, direct to the Roosevelt lobby . . . Time-saving convenience and complete comfort . . . Satisfying meals . . . Attractive rooms with tub and shower, from $4.50.

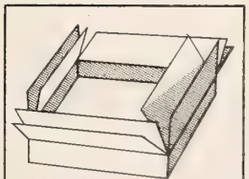
HOTEL ROOSEVELT
BERNAM G. HINES, *Managing Director*
MADISON AVENUE AT 45th ST., NEW YORK

back to normalcy with this sensational new . . .
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Specially designed and equipped safety cartons now available to you *at cost* for reshipping 1 to 3 glass base Audiodiscs.

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AUDIO DEVICES INCORPORATED 1600 BROADWAY NEW YORK CITY

ASCAP

(*Continued from page 9*)

posal of the 2¾% deduction, with the reservation (1) that it be limited to a month-to-month or 30-day basis only for the balance of Fort Industry's network affiliation contracts and (2) complete acceptance by all network affiliates. On the latter score, Mr. Storer said he felt it would be manifestly unfair for a single dissenter or group of holdouts to enjoy immunity from this payment when the majority of loyal affiliates are willing to pay.

Mr. Storer had advised NBC he felt definitely that a meeting of individual network affiliates should be called at once, together with the representatives from each network and ASCAP, to express their respective positions. He pointed out that IRNA had endorsed the proposed network-ASCAP contract "without taking a referendum among its own members" and that therefore he regarded the affiliate-network meeting, including both members and non-members of IRNA, as necessary even at this late date.

He said also it seemed to him that this is a matter to be settled by all network affiliates assembled together "to prevent the application of pressure upon individual affiliates by networks".

G. Richard Shafto, general manager of WIS, Columbia, S. C., on Oct. 8 advised William S. Hedges, NBC vice-president, that his station could not execute the refund agreement for several reasons. He said that while he found no disagreement in principle with NBC's request, he felt the unsatisfactory state of the local station license forms would make it "untimely and unwise" to aid in the return of ASCAP music to network programs".



BRINGING HOME THE FISH are these members of the staff of WAAT, Jersey City. The combined catch amounted to 700 pounds and was made in the Atlantic off Brielle, N. J., from the launch of Harold Paynton, rod and real editor of the *Jersey Observer*. In front of the haul (l to r) are Henry Dabrowski, transmitter engineer; Lester Giroux, transmitter engineer; Frank V. Bremer, technical director; Jay Stanle, musical director, and Eugene Sywak, recording engineer. In the party, but not shown, was Anthony Castellani, chief engineer.

Viewed As Premature

Enumerating his objections, Mr. Shafto said the decision of the networks to take ASCAP licenses on a blanket basis has apparently resulted in a local station per-program contract that leaves much to be desired. Only through further negotiations with ASCAP by parties primarily interested in per-program licensing can the terms of the per-program agreement be made equitable, he commented.

Premature return of ASCAP music to the network will work "to the disadvantage of stations endeavoring in good faith to negotiate a reasonable per-program concontract", Mr. Shafto held. In the absence of a generally acceptable per-program license, the premature return of ASCAP music is "unfair to the non-network advertiser".

Calling the per-program license agreement "impractical and inequitable", Mr. Shafto said that no manner of use of ASCAP music could possibly be obtained to the advantage of the broadcast user under the per-program contract in comparison with the blanket contract.

He observed he was inclined to the use of ASCAP music with a blanket sustaining fee and a per-program commercial license. He said he was communicating with ASCAP regarding other phases of the operation not contemplated in any form of the existing license agreement, such as the feeding of local programs to WOLS, Florence, S. C., a WIS bonus station.

"As soon as we can negotiate a per-program license free from the unnecessary and onerous requirements of the existing draft, we shall be pleased to reimburse NBC for ASCAP license fees to the extent which you have requested", Mr. Shafto concluded.

Lafount Protests Disc Ambiguities

Says ASCAP Pact Must Be Clarified to Suit NIB

NATIONAL Independent Broadcasters is opposing acceptance of the network ASCAP contracts until they have been clarified, according to NIB President Harold A. Lafount, who stated the license agreements as they now stand are ambiguous in many respects.

As a single example of the need for amplification, he cited the subject of clearance at the source for transcriptions, which is not mentioned in the various station license forms but is covered by a letter from John G. Paine, ASCAP general manager, to Neville Miller, stating:

> ASCAP will not decline upon request of any manufacturer of transcriptions, or any advertising agency on whose behalf the transcriptions are made, to issue its license covering public performance of specified commercially sponsored programs by all stations enumerated by the license upon "a clearance at the source" basis, under a formula providng that payment be made at the rate of 8% of the amount paid for the time, or 2% where only secondary use is made.

Many Inquiries

Mr. Lafount said he had received numerous inquiries from broadcasters pointing out that since the networks are asking their affiliates to rebate their share of the ASCAP network fees it may be expected that the transcription companies will do the same asking if stations which have taken blanket commercial licenses from ASCAP will be asked to pay 8% of their income from those cleared-at-the-source transcriptions in addition to the 2¼% blanket fee, making a total payment of 10¼% for the business.

The result would be to make the cost of accepting such business prohibitive for the stations, Mr. Lafount declared.

If such a double charge is not intended, the NIB insists that the contracts shall clearly specify that the clearance-at-the-source principle will be applied only to stations which have not taken out ASCAP blanket commercial license, Mr. Lafount stated. This is only one of a dozen or more such ambiguities, he added.

BMI last week pointed out the requirement of the Government consent decrees accepted by both BMI and ASCAP that clearance-at-the-source be offered for transcriptions and that BMI has already established such provisions, applicable to all such discs recorded since Sept. 1, 1941.

Both NBC and CBS last week reported that favorable responses from stations were coming in satisfactorily, although the number received to date was not specified.

CHANGES IN STAFF EFFECTED BY WFIL

ROGER W. CLIPP, vice-president and general manager of WFIL, announced important changes in the personnel of the station. Edward C. Obrist comes in on Oct. 20 to become the new program director, succeeding James Allan. Mr. Obrist is now with Ralph H. Jones Co., Cincinnati, and previously had been with WSYR, Syracuse, for two years and seven years with WBEN, Buffalo, as producer and writer. He joined the agency in 1937.

To broaden the activities of the WFIL press department, Mr. Allar has been promoted to the position of director of public relations. In addition to publicity, he will handle special events and public service features. He had served as program director of WFIL for the past two years, coming from a similar post at WIP, Philadelphia.

William B. Caskey, now director of sales promotion, will step into the newly-created position post of business manager of the station. In addition to his executive duties in his new job, he will continue to supervise sales promotion. Prior to joining WFIL, Mr. Caskey was an executive with N. W. Ayer & Sons.

The re-alignment, according to Mr. Clipp, is in anticipation of increased activities of the station especially in public service features and special events.





ASCAP Appeals Decision of Court

Asks Reversal of Ruling to Retain BMI as Plaintiff

ASCAP has filed an appeal with the Appellate Division of the New York Supreme Court from the ruling of Supreme Court Justice Aaron Steuer denying ASCAP's motion to have BMI eliminated as a plaintiff in the Marks-BMI suit against ASCAP to determine whether the publisher or the composer of a musical number holds the performing rights [BROADCASTING, Sept. 29].

ASCAP has also asked that it not be required to file an answer to the suit until its appeal has been heard and decided, a move which evoked charges of stalling from BMI executives, who claim that ASCAP, fearing the results of the suit on the morale of its membership, is attempting to prevent it from coming to trial until contracts with NBC and CBS have gone into effect.

BMI has added five new stations to its list of subscribers: WWPG, Lake Worth, Fla.; WGDM, Stockton, Cal.; KPFA, Helena; KRIC, Beaumont, Texas, bringing its total to 722 stations, 66 of which have joined BMI since negotiations between ASCAP and the networks got under way, BMI reports.

Songwriters Suit Active

Further action is indicated momentarily in the suit for $1,217,500 damages filed last April in New York Supreme Court by 14 songwriters against the NAB, NBC, CBS and BMI, the plaintiffs to seek examinations under oath of all executives involved before the trial. The two networks, Sydney Kaye, BMI executive vice-president, and other officers and directors of the companies have already been served, and last week papers were being served on other of the defendants, notably BMI.

The group of songwriters, including 13 ASCAP members and one nonmember, charged in the suit that the defendants conspired unlawfully to acquire control of the songwriting business at the time of the ASCAP-BMI disagreement, forcing NBC and CBS affiliated stations to buy BMI stock and play BMI music, and issuing "false and misleading statements" about ASCAP. Three months later, Daru & Winter, counsel for the group, filed a brief with the Senate Interstate Commerce Committee requesting "an investigation of the so-called radio music war and all related matters."



FIRST FM CLUB in Pennsylvania was organized by W47P, affiliated with WWSW, Pittsburgh. Listeners are admitted if they inform the station of the time and content of an FM program. The reverse side of this two-color membership card, drawn by Cy Hungerford of the *Pittsburgh Post-Gazette*, contains signatures and membership data.

FOOTBALL GAME COOPERATION

Stations and Schools Make Tieup With Army in Paying Tributes to Alumni in Service

RADIO BRANCH, Public Relations Bureau of the War Department, is contacting sponsors of football broadcasts, radio stations and schools throughout the country suggesting a tribute to alumni who have entered the Army since graduation.

Edward M. Kirby, chief of the radio branch, has written over 100 schools throughout the country urging that one football game on the school's schedule be dedicated to the soldier-alumni and that appropriate ceremonies be held at half-time which would be broadcast direct from the field. Seven schools and nine stations have already set games while 24 schools have promised to participate, although the particular game has not been decided upon.

T. F. Stone, who is the War Department contact on arrangements, expects many more schools will participate before the season is over. Elmer Layden, commissioner of the National Football League, has sent copies of Mr. Kirby's letter to the owners of the 10 professional teams in that league as well as to the presidents of the American Football Assn. and the Dixie League.

The games and stations already set are:

Oct. 11—Kentucky vs. Vanderbilt, WHAS, WLAP.

Oct. 18—Rutgers vs. Ft. Monmouth; Kansas State vs. Oklahoma U, WNAD, KFH, KMBC; Delaware U vs. Dickinson, WDEL.

Oct. 23—South Carolina vs. Clemson, WCOS.

Nov. 1—Marquette vs. Mississippi, WISN; Arizona U vs. Texas Mines, KTUC.

General Mills Cereal

GENERAL MILLS, Minneapolis, is marketing a new ready-to-eat cereal, Cherrie-Oats. Through the agency, Blackett-Sample-Hummert, Chicago, tests have been made with quarter-hour transcribed children's daytime serial, *Treasure Island* in a few selected markets. Although no plans have been revealed, it is understood further radio will be used.

Radio Executive Club Opens New York Season

HOLDING its first luncheon of the 1941-42 season, some 85 members of the Radio Executive Club of New York met Oct. 8 and voted annual dues of $3 for all New Yorkers while out of town stations wishing associate memberships will pay $1.50.

Johnny Hymes, Lord & Thomas, president of the club, announced luncheons would be held every Wednesday throughout the year at Stouffers Restaurant, 45th & Fifth. Guest speakers from all branches of business will appear. Visiting station executives were John Runyon, KRLD; Ben Ludy, WIBW; Ken McAllister and Alex MacDonald, WGY; Harold Cassill, WGNY; Mrs. S. B. Berk, WAKR.

Concerts for Sale

NBC-BLUE is offering advertisers a package deal for the NBC Symphony concerts at $300,000 for the 24-week period starting Nov. 4 when Leopold Stokowski becomes guest conductor. That price is fixed minimum, and the deal is not subject to any discounts to advertisers sponsoring other NBC-Blue programs. It is also exclusive of the cost of the announcer and commentator. The concerts started Oct. 7 with Samuel Chotzinoff as commentator, and will be heard through the season Tuesdays, 9:30-10:30 p.m. on about 100 Blue stations.





ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 4 TO OCTOBER 10 INCLUSIVE

Decisions . . .

OCTOBER 4

MISCELLANEOUS—**WBRY, Waterbury, Conn.**, granted motion amend applic. CP 1590 kc.; **WAAF, Chicago**, hearing continued to 11-17-41; **NEW, Wilkes-Barre, Pa.**, continued hearing motion granted; **NEW, Midstate Radio Corp., Utica, N. Y.**, granted continuance Oct 6 hearing for 60 days; **KIDW, Lamar, Col.**, denied petition dismiss hearing date of Oct. 8.

OCTOBER 7

WNAX, Yankton, S. D.—Granted CP increase 5 kw directional N.

WJOB, Hammond, Ind.—Granted consent voluntary assignment license to O. E. Richardson, Fred L. Adair and Robert C. Adair.

WFEA, Manchester, N. H.—Granted consent transfer control for estate of Henry P. Rines, deceased, to Adeline B. Rines.

WMFD, Wilmington, N. C. — Granted modification license to 250 w unl.

WBTM, Danville, Va.—Granted CP increase 250 w N. Move transmitter.

KNET, Palestine, Tex.—Granted consent voluntary assignment license to Palestine Broadcasting Corp.

DESIGNATED FOR HEARING—**NEW, Forward Wheeling Radio Corp., Wheeling, W Va.**, CP new station 1450 kc 100 w unl.

OCTOBER 8

NEW, Roy St. Lewis, Norfolk, Va.—Denied in default CP new station.

WTMC, Ocala, and WDLP, Panama City, Fla.—Extended date for filing proposed findings of fact and conclusion re revocation proceedings to 10-25-41 and filing briefs to 11-10-41.

MISCELLANEOUS — **WGAN, Portland, Me.**, dismissed petition to intervene in application WBRY; **WHAS, Louisville**, withdrew petition amend application to 750 kw; **NEW, Hennessy Broadcasting Co., Butte, Mont.**, granted petition to ake depositions re new station hearing; **NEW, Homer Rodeheaver, Winona Lake, Ind.**, granted petition amend application 1250 kc 1 kw remove from hearing docket; **WGST, Atlanta, Ga.**, denied petition for hearing re WGST license renewal; **WMBR, Jacksonville, Fla.**, granted motion amend application 1460 kc 5 kw remove from hearing docket; **KALB, Alexandria, La.**, continue hearing 60 days; **KGLU, Safford, Ariz.**, granted petition continue hearing to 11-14-41.

Applications . . .

OCTOBER 6

WORL, Boston—Modification license decrease 500 w auxiliary transmitter.

WTIC, Hartford, Conn.—Transfer control from The Travelers Indemnity Co. to The Travelers Insurance Co. thru transfer 95 shares common stock.

NEW, WKAL Inc., Kalamazoo, Mich.—Amend applic. CP new station 1230 kc 250 w facilities of WGRB.

NEW, Allegheny Broadcasting Corp., Elkins, W. Va.—CP new station 1240 kc 250 w unl.

NEW, Raymond C. Hammett, Talladega, Ala.—Amend applic. CP new station to 1230 kc 250 w.

WJNO, West Palm Beach, Fla.—Transfer control from Laura O'Brien, executrix of J. J. O'Brien, deceased, to Louis Marshall Heminway and John Hylan Heminway through transfer 67 1/3 shares stock.

KIDW, Lamar, Col.—Involuntary assignment license C. R. Anderson.

OCTOBER 8

WFBR, Baltimore—CP increase 10 kw install new transmitter directional changes.

NEW, McKeesport Broadcasting Co., McKeesport, Pa.—Amend applic. CP new station to 1 kw.

WKBN, Youngstown, O.—Transfer control 430 shares common stock from W. P. Williamson to W. P. Williamson Jr.

WHBC, Canton, O. — CP equipment changes install directional increase 1 kw change 1480 kc contingent on WGAR shift.

WSBT, South Bend, Ind.—CP increase 1 kw equipment changes.

KBPS, Portland, Ore.—Amend CP increase 250 watts to share time with KXL.

OCTOBER 9

WRCA, WNBI, Bound Brook, N. J.—Modification license requesting additional frequencies amended to operate 50 kw to 100 kw on 9670 kc.

NEW, Percy C. Klein, Alexandria, Va.—CP new station 740 kc 1 kw D.

NEW, Nashville Radio Corp., Nashville—Amend CP new station 1450 kc 250 w.

WIBC, Indianapolis, Ind.—CP increase 5 kw N 10 kw D equipment changes.

Tentative Calendar . . .

NEW, Scripps-Howard Radio Inc., Houston, CP new station 1230 kc 250 w unl.; **NEW, Texas Star Broadcasting Co., Houston**, same; **NEW, Greater Houston Broadcasting Co. Inc., Houston**, same (consolidated hearing, Oct. 13).

KGLU, Safford, Ariz., license renewal (Nov. 14).

WJNO Transfer

CARRYING out the terms of the will of Jay J. O'Brien, New York sportsman and broker, who owned 66 2/3% of WJNO, West Palm Beach, Fla., his widow, Laura O'Brien, has applied to the FCC to transfer the WJNO holdings from the O'Brien estate to her two sons, the stepsons of Mr. O'Brien. Assignees are Louis Marshall Hemingway, employe of Standard Brands Co., and John Hylan Hemingway, who is connected with Riter & Co., Wall Street firm. Deal is a transfer involving no money. Mr. O'Brien died in April, 1940. The remaining 33 1/3% of WJNO is held by John R. Beacham, West Palm Beach attorney.

To Fete Gen. Mauborgne

VETERAN WIRELESS Operators Assn. and the American Signal Corps Assn. will serve as co-sponsors of a testimonial dinner to Maj. Gen. Joseph O. Mauborgne, who retired Sept. 30 as chief signal officer of the Army. Dinner will be held Oct. 25 at the Offices Club on Governor's Island, New York.

PRAISE FOR LEAR
General Gets Orchid From KTBS, Shreveport

LIEUT. GEN. BEN LEAR, commander of the Red Army (Second) which protected Shreveport during the recent maneuvers, was awarded the 287th orchid presented by the weekly *Orchids to You* program, heard over KTBS. Gen. Lear was cited in the script as being a leader whose personal attributes of courtesy, zealousness, and high morals were exemplified in his men.

Both KTBS and KWKH were in the thick of things as their city was threatened by the attacking Third or Blue Army led by Lt. Gen. Walter Krueger. Soldiers moved in, slept in the studios, patrolled the foyers, fired anti-aircraft guns from the roof, and discarded their rifles to battle Third Army attackers with their fists as the latter attempted to capture the stations by entering through a fire escape.

Although the attackers entered the city and the battle raged furiously around the KTBS and KWKH studios, they were never captured. A company led by Capt. Barney Oldfield of KELD, El Dorado, Ark. fame [BROADCASTING, Sept. 22] protected the station and broadcast uninterruptedly during the battle.

JEAN PATRICK, woman commentator who during the New York World's Fair conducted interview programs from the Fair studios of WWRL, New York, has been awarded the "de Merite Lebanese"—a diploma award and silver medal from the president and secretary of state of the State of Lebanon, Asia.



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". . . and if you need new furniture folks, hurry right over to the Quality Furniture Company . . ."

WIP's FM Slogan

FIRST COMMERCIAL FM contract in Philadelphia was signed Oct. 8 by Benedict Gimbel Jr., president of WIP, for FM station W49PH, and the Harry M. Dittman Adv. Agency, Philadelphia, for Adams Clothes stores of Philadelphia, Chester, Pa., Allentown, Pa., Wilmington, Del., and Trenton, N. J. WIP is constructing its FM transmitter and antenna atop the Gimbel Bldg., housing the station, and expects to start operation around the first of the year.

WILLIAM L. KLEIN, owner of United Broadcasting Co., Chicago transcription and production firm, has applied for a local station in Oak Park, Ill., suburb of Chicago. Requested is 250-watt fulltime operation on 1490 kc.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published weekly at Washington, D. C., for October 6, 1941.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared Norman R. Goldman, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.

Editor — SOL TAISHOFF, Washington, D. C.

Managing Editor — J. FRANK BEATTY, Silver Spring, Md.

Business Manager—NORMAN R. GOLDMAN, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.; Ella April Codel, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

NORMAN R. GOLDMAN.

Sworn to and subscribed before me this 2nd day of October, 1941.

NATHAN SINROD
(Seal) *Notary Public.*

(My commission expires November 1, 1943.)

Opening of KPRO Slated for Oct. 24

Riverside Station Is Delayed By Defense Priorities

DIFFICULTY in obtaining equipment due to national defense priorities has postponed until Oct. 24 the starting date of the new KPRO, Riverside, Cal., originally scheduled to go on the air last Friday, according to W. L. Gleeson, general manager and chief owner in the new enterprise.

KPRO was authorized by the FCC last May with issuance of a construction permit to Broadcasting Corp. of America for a 1,000-watt fulltime outlet on 1440 kc. Principals in addition to Mr. Gleeson, who is owner of the Progressive Optical Co. and associated with the Miller Adv. Agency, Oakland, as well as 54% stockholder in KPRO, are E. W. Laisne, with the same optical firm, 20%; John H. Tolan Jr., secretary to his father, Congressman Tolan, 20%; John B. Smith, attorney, 2%; Loyal C. Davis, attorney 2%; Phil Davies, 2%.

Equipment Ordered

Transmitter and input equipment for KPRO have been purchased from the Collins Mfg. Co. and microphones, turntables and recording equipment from RCA Mfg. Co. Antenna is a 366-foot Truscon self supporting tower located 1½ miles north of downtown Riverside.

Mr. Gleeson who will also be commercial manager, announced Harry D. Black, sportswriter of the *Riverside Press* and *Enterprice* and formerly a publicity man, has been named assistant commercial manager. Other recent staff appointments include Howard Ray, formerly of KTSM, KOB, and WJAY and national radio manager of the Townsend Plan in 1936, to be in the San Bernardino commercial department of KPRO; Hap Polite, former newspaper reporter, commercial department; Dick Gifford, formerly of several midwestern and western stations, commercial department; Barton Bachman, formerly a teacher of music and concert star, program director; Paul L. Fisher, formerly research expert of the Dept. of Agriculture, farm editor; Grant Holcomb, 1940 graduate of the U of California, news and sports announcer;; Robert McGaughey, formerly of KYCA, KOY and KPHO, announcer-technician; Norman Dewes, formerly chief engineer of KYCA, Prescott, Ariz., chief engineer; Jayne Stout, office manager; Betty Peterson, receptionist.

Doughnut Scores

AN ENTERPRISING New York doughnut shop devised a unique stunt for announcing World Series scores to the public during the last series. With one ear glued to an account of the game on WOR, New York, a white-capped baker sat in a Times Square front window keeping a box score using doughnuts for numerals.

Velvet Planning

LIGGETT & MYERS TOBACCO Co., New York (Velvet smoking tobacco), will sponsor a new variety show of song and comedy, titled *Hank Keene & His Radio Gang*. No plans have yet been set for a starting date, nor is the agency, Newell-Emmett, New York, certain whether it will be a network show or go to local stations via transcription. Details are being worked out, and will be announced in a week or two, the agency indicated.

Ziv N. Y. Office

FREDERIC W. ZIV, Cincinnati production company, opens New York offices about Oct. 20 with John L. Sinn, vice-president, in charge. Mr. Sinn will serve as eastern sales manager and will also supervise casting and production of *Korn Kobblers* and *Across the Wilderness*, respectively, comedy and dramatic series of quarter-hour transcriptions recorded by World Broadcasting System.

Co-Op Campaign

LONG ISLAND VEGETABLE Institute, Riverhead, Long Island (cooperative), last Wednesday began a two-week campaign with probable extensions promoting the season's fresh vegetables on WOR WQXR WBZ-WBZA WCAE WFBR and WFIL. Agency is Paris & Peart, New York.

Agash Extends

AGASH REFINING Corp., New York, which has been sponsoring the transcribed weekly quarter-hour program *America's Famous Fathers* for its edible oils on WBZ-WBZA, Boston, and WFMJ, Youngstown, for the past five weeks, on Oct. 10 started the program on WOR, New York, for its French dressing. Permanent M. C. of the show is Howard Lindsay, star of the Broadway play, "Life With Father," who introduces well-known fathers. Listeners sending in the best recipes for salad dressing each week receive tickets to the Lindsay play. Newly-appointed agency is Blaine-Thompson Co., New York.

Scott's Campaign

RITCHIE & JANVIER, Bloomfield, N. J., is conducting a campaign of spot announcements five to six days weekly for Scott's Emulsion cod liver oil tonic in four markets, Houston, Kansas City, Atlanta and New Orleans. Agency is Atherton & Currier, New York.

THE CURRENT best-seller written by William L. Shirer, *Berlin Diary*, former CBS Berlin correspondent, started Oct. 13 in 62 newspapers in the United States and Canada in 24 instalments as a United Feature Syndicate feature.

Colgate Director

JOHN K. COLGATE, secretary-treasurer and a director of Van Strum & Towne, investment counsel, has been elected a member of the board of Colgate-Palmolive-Peet Co., Jersey City. Mr. Colgate is a son of Russell Colgate, who until his death July 31, 1941, was a director of the comany.

McAvity Catalog

THOMAS A. McAVITY, who resigned as vice-president and radio director of Lord & Thomas, New York, last July 18 [BROADCASTING, July 28], is now doing free lance production, and is building a catalog of productions to be submitted to agencies on a package basis.

FM Vocalist Contest

A STATEWIDE contest for young men and women singers, 18 to 25, will be started Dec. 5 by W55M, Milwaukee Journal-WTMJ FM outlet. Winners will receive $50 cash prizes and paid solo appearance with Wisconsin Symphony Orchestra.

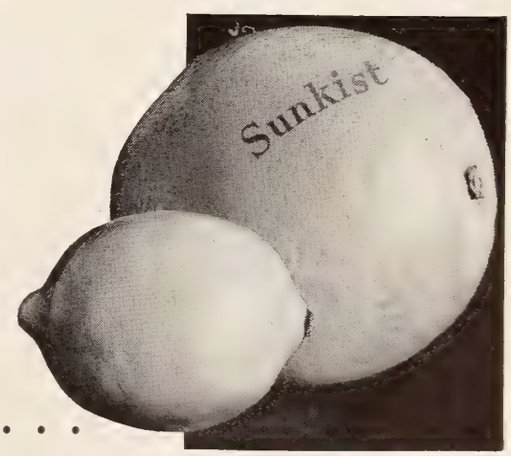
THE early morning devotional *Sacred Heart Program*, originating at WEW, St. Louis, under the supervision of Father Eugene P. Murphy S.J., is being transcribed by Technisonic Recording Labs., St. Louis, and made available to stations throughout the country.

Why is WMBD Specified for NETWORK PROGRAMS? (FROM CBS BASIC SUPPLEMENTARY GROUP) ...for Example

THE HEART OF ILLINOIS

by CALIF. FRUIT GROWERS EXCHANGE

In November, 1939, the CALIFORNIA FRUIT GROWERS EXCHANGE specified WMBD as a VITAL, ADDITIONAL outlet for their program, "Hedda Hopper's Hollywood", advertising SUNKIST ORANGES and LEMONS. This program is still running on WMBD. *Significant* — when *only* WMBD and one other station were specified outside the Basic Network group.



Here's Why . . .

WMBD has established GOOD WILL with the family budget-keepers—has become a three-to-one women's favorite over other competitive stations heard in the busy industrial and thriving agricultural population of "Peoria*area*". This good will has been created by personalities and programs which appeal strongly to housewives. Add these helpful, local women's programs to popular network features and you'll understand why WMBD is listened to by so many housewives.

FREE & PETERS, INC. Exclusive National Representatives

5000 WATTS DAY 1000 WATTS NIGHT

TEST SPOT OF THE NATION

MEMBER CBS NETWORK

WMBD PEORIA, ILLINOIS

Showmanship THAT WINS Intermountain Audiences

KDYL

The POPULAR Station

Salt Lake City

National Representatives: JOHN BLAIR & CO.

NBC RED NETWORK

FAIRCHILD PORTABLE RECORDER

• Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations. Write for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD Sound Equipment Division AVIATION CORPORATION 88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Levine to Manage Artists for NBC

All Deals Off, Says Trammell In Making Appointments

STATING that "current negotiations for the sale of NBC's talent divisions have ceased," Niles Trammell, NBC president, last week announced appointment of Marks Levine as managing director of NBC's Concert Division and O. O. Bottoroff and D. L. Cornetet as president and vice-president respectively of Civic Concert Service, Inc., a wholly owned subsidiary of NBC.

Daniel S. Tuthill, who for some months has been negotiating with NBC for the acquisition of the talent divisions, with the deal supposedly near culmination, will continue as an executive in the network's program and talent sales department, the announcement stated.

Praised by Trammell

Mr. Levine has been associated with the Concert Division for more than 12 years in various key positions, and in a letter to the artists under NBC's management Mr. Trammell stated that much of the success of NBC in the artist management field was directly attributable to Mr. Levine's untiring efforts. Among the many name artists in the concert field handled by NBC are, Kirsten Flagstad, Gladys Swarthout, Fritz Kreisler, Sergei Rachmaninoff, John Charles Thomas, Ezio Pinza, Giovanni Martinelli, Jarmila Novotna and Efrem Zimbalist.

Civic Concert Service, sponsoring Civic Music Assns. in several hundred leading cities throughout the country, has brought to those cities concert stars such as those listed above and also the major American symphony orchestras under Koussevitsky, Rodzinski, Ormandy, Goosens and other leading conductors. One of the organizers of the Civic Music plan 21 years ago, Mr. Bottorff subsequently became vice-president and general manager, position he held until his new appointment as president of the service. Before joining this organization he had been director of audience promotion for the Chicago Opera Co.

In their new capacities Levine and Bottorff are taking over positions formerly filled by George Engles, who recently resigned as NBC vice-president, managing director of the NBC Concert Service and president of Civic Concert Service [BROADCASTING, Sept. 15], reportedly to set up his own talent bureau, although he has made no announcement of future plans as yet.

Mr. Cornetet has been with Civic Concert Service for 10 years, most recently as assistant manager in charge of the western division, with headquarters in Chicago. He will continue to operate from Chicago as vice-president.

S. Hurok, independent booking agent for many top ranking artists, will continue his affiliation with NBC's Concert Division, through which his artists are booked for apearances outside of New York, it was stated.



Drawn for BROADCASTING by Sid Hix

"Quick, Tony, Round Up the Quartette—I've Got the Manager of WOOF in the Chair!"

NBC RELAXES RULE FOR TIME SERIES

TO COOPERATE with Time Inc. and Young & Rubicam in making the *March of Time*, which returned to the air last week as a half-hour Thursday evening Blue Network program, as effective as possible, NBC has relaxed its rules against dramatizations of war scenes and impersonations of world figures.

Series will also on occasion utilize recordings of speeches and of songs and music necessary for authentic radio presentation of current events, although recordings are usually forbidden from the networks except as sound effects.

Everything possible to make these new *March of Time* broadcasts realistic and impressive will be done, according to NBC, where it was explained that when the sponsor is a publishing company with full realization of its responsibility to the public it is entitled to special consideration in instances where application of the customary network rules would adversely affect the program. Each such case will be considered as it arises on its own merits, it was stated, with decisions being made as necessary from week to week.

Stera-Kleen to Expand

STERA-KLEEN Co., Jersey City (false teeth cleanser), recently started participations on *920 Club*, Monday through Saturday, 3-3:15 p. m. on WORL, Boston. Company last week finished test participations on *Yankee Network News*, Tuesday and Thursday 7-7:15 a. m. Extension to other markets is contemplated in the near future. Redfield-Johnstone, New York, handles the account.

New Yeast Series

IRONIZED YEAST Co., Atlanta, on Oct. 13 starts sponsorship of *The Helping Hand* on four CBS stations (WBBM WABC WJR WFBM) Monday through Friday, 3:15-3:30 p.m. Featuring John J. Anthony, conductor of the *Good Will Hour* Sunday, 10-11 p.m. on 52 NBC-Blue stations for the same sponsor who continues in that capacity, the new show will present dramatizations of true-to-life problems. Dan Hancock will be the announcer, Ruth Borden, the writer and Elsie Thompson, organist, will play the incidental music. On Oct. 27 the program will shift to 3-3:15 p.m. Ruthrauff & Ryan, New York, handles the account.

Mutual Theatre in N. Y.

OPENING of "Mutual Theatre" for the first broadcast of the new Coca Cola broadcast on Nov. 3 [BROADCASTING, Sept. 29] was assured last Wednesday when MBS signed a long-term lease on the former Maxine Elliot Theatre, 109 West 39th St., New York. "Mutual Theatre" seats 963 and will be redecorated at an estimated cost of $50,000. Broadcasts of all types will originate there, though MBS stated that Coca-Cola holds preferred position. All the six-a-week Coca-Cola shows during the first four weeks of their run will come from the new theatre, and it is estimated that 60% of the entire series will originate there.

Naval Reserve Discs

PUBLIC Relations Office of the First Naval District has released to New England radio stations the first in a series of transcribed programs on the duties of the Inshore Patrol and Class M-2, the newest branch of the Naval Reserve. The first program features interviews with officers of the service with a musical background of Lou Bonick and his orchestra, a girl trio and other entertainers. Following programs will follow the same same format, bringing other officers to the microphone as well as outstanding name bands of New England.

Radio Gives Time; Army Buys Space

Newspaper, Magazine Fund; Navy Lauds Space Test

THE ARMY, through the recruiting service of the Adjutant General's office, is placing a campaign amounting to between $100,000 and $300,000 in newspapers and magazines, currently urging enlistment in the Air Forces and flying cadets. It is similar to one placed last year by the same office through N. W. Ayer & Co., Philadelphia.

Simultaneously, spot announcements, transcriptions and live programs are being donated by about 700 radio stations at the request of the Army. Time on the stations is given free of charge in the interests of national defense.

Navy Statement

The Navy Department, which had placed a newspaper test campaign a few months ago in Indiana, Iowa, and Missouri, last week announced that enlistments in the test area increased almost fourfold as a result of the campaign. The Navy's endorsement of newspaper advertising came in a letter from Capt. F. E. M. Whiting, director of Navy Recruiting to William A. Thomson, director, Bureau of Advertising of American Newspaper Publishers Assn.

The letter failed to state that virtually every station in those States had contributed free announcements, transcriptions and live programs in the interest of Navy recruiting. Nor did it mention billboards or the fact that many theatres in the area carried pictures directly or indirectly urging enlistment.

Capt. Whiting's letter was in response to one from Mr. Thomson who asked what results the newspaper campaign had brought in the way of additional enlistments. A compilation of the figures released in the letter shows that in May the number of recruits at the principal stations in those States was 371. In September the total was 1,048. The first ad was run the week commencing July 7 and the last in the last week of August. The newspaper campaign, placed through BBDO, is now running in 16 States with two others, Michigan and Wisconsin, to be added shortly.

More on Marlin List

MARLIN FIREARMS Co., New Haven (razor blades), has recently added to its extensive schedule the following stations carrying one minute announcements 2-21 times weekly for 13 weeks: KDA WGBF KMJ WROL KNX WHEC WEEU WRAW WPIC WTAG. In addition company has been conducting one and two week tests of announcements two to six times weekly on WAAT WIP KAL WSAY KJBS and WLW. Craven & Hedrick, New York, handles the account.

"YES...we listen to WLW

. . . every last one of us," say the Harvey Hoewischers, whose farm is located near Sidney, Ohio.



Prize Winners! These ribbons have been won by Harvey Hoewischer's Belgian horses this year at Ohio, Indiana and other state fairs.

DAD SAYS:

"I've listened to WLW for a good many years, and if there's ever been a loyal booster of the Nation's Station, I'm one of 'em. Even tho' I am quite an active member in the Belgian Breeders Association, much of my work centers about the farm. And so, I'm naturally interested in all the new methods of farming. WLW makes it possible for me to get these new ideas, gives me the market and weather reports. Why . . . I don't think I've missed that Weather Observer, Jim Fidler once . . . since he's been on the air."

MOTHER SAYS:

"Well, I'm quite a stay-at-home. I enjoy sewing and listening to the radio. And when I say Radio . . . I mean WLW for I hardly ever listen to any other station. I have lots of favorite programs. One that I like especially well, 'Boys Town.' I never miss it. I know that there must be thousands of Mothers like myself who are mighty grateful to WLW for their fine programs."

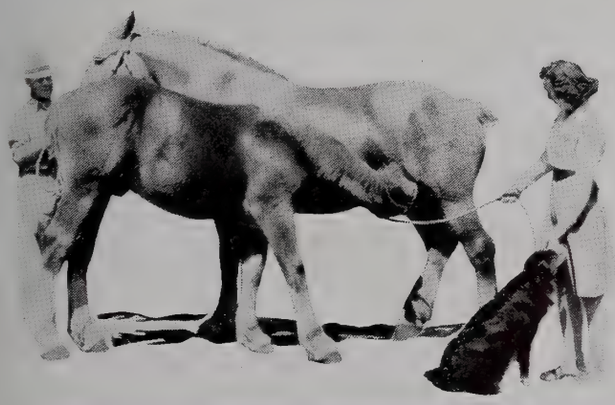
SON SAYS:

"I graduated from Ohio State last year, majoring in Agriculture. I thought when I left school that I'd really have the 'jump' on Dad when it came to new farming methods. But . . . WLW had the jump on me. I soon found out that Dad was 'right on his toes' . . . when it came to employing time-saving devices on the farm. Since then, I've got an 'earful' of sound farming ideas by listening to 'Everybody's Farm Hour.' "

DAUGHTER-IN-LAW SAYS:

"I'm being quite frank when I tell you that I wasn't accustomed to getting up at the crack of dawn when I came to live on the farm. But now . . . I really look forward to Hal O'Halloran and 'Top Of The Mornin' on WLW. I'm sure that in a few short weeks I'll be as WLW-minded as the rest of the family because we listen every day."

YES—PROGRAMS WITH A DISTINCTIVE SECTIONAL FLAVOR PLUS CLEAR CHANNEL FACILITIES MAKES WLW A FRIEND TO FARMERS IN THE MIDWEST!



CLEAR CHANNEL

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



REPRESENTATIVES: New York—Transamerican Broadcasting & Television Corporation. Chicago—WLW, 230 N. Michigan Avenue. San Francisco—International Radio Sales.

Complete Flexibility

250 to 1,000 Watts



RCA TYPE 1-K Broadcast Transmitter

- Frequency-Response within ± 1½ db., 30-10,000 cycles
- Maximum Carrier Shift less than 5%, 50-7500 cycles
- Maximum R. F. Harmonics less than 0.05%
- Audio Distortion less than 3%, 50-7500 cycles
- High Level Class B Modulation
- Frequency Stability within ± 10 cycles per second

High-fidelity characteristics are combined with extreme simplicity, ruggedness and dependability in the RCA Type 1-K. All parts are easily accessible; all components amply protected. And it operates with exceptional efficiency at either 250, 500 or 1000 Watts.

WHETHER your station is now on 250-watt operation, using the RCA Type 250-K Transmitter . . . or whether you contemplate a totally new installation when you go to 1,000 Watts . . . the RCA Type 1-K Transmitter offers you important advantages in flexibility, efficiency and economy.

The RCA Type 1-K consists basically of the Type 250-K Transmitter plus a matching amplifier unit. This arrangement permits efficient, convenient operation at 1,000 Watts, 500 Watts, 500/1,000 Watts, or 250/500 Watts . . . Stations already equipped with the 250-K need to add only the amplifier unit (RCA Type MI-7185).

Extremely low *operating* costs, too, help to make the 1-K your logical choice. Thanks to its RCA-engineered Class B Modulation, it draws only 4800 Watts from your powerline, while operating at average program-level with 1,000 Watt carrier. Write for complete data and literature, yours on request.

Use RCA Radio Tubes in Your Station for Finer Performance



RCA

Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Av

PRINTED IN U.S.A.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

OCTOBER 20, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 16
WASHINGTON, D. C.

Better than we thought

One sponsor has been on WOR for 15 years; another for 14 years. Six have profitably used WOR for 13 years—two for 7 years—one for 12 years—one for 11 years, and nine for 5 years. The only reason why WOR is here to report these facts is the same reason why these people are still with the station: WOR sells a lot of things fast—at low cost—to more people—more often.

WOR . . . THAT POWER-FULL STATION

In Over 70 Midwest Cities



People Listen to WLS *REGULARLY*

Most people in radio and advertising know that WLS has a tremendous farm audience . . . that it's probably the nation's dominant station in that field. Ask any big advertiser or agency man with an agricultural account. But don't overlook this, either: There are 70 cities with over 10,000 population in the WLS Primary Area—and WLS has a tremendous audience in these cities, too!

Last year WLS received a letter from one of every 3.4 families in these 70 cities—definite evidence of "action" listening in these city markets, too. There was a letter from one of every four families in Metropolitan Chicago, half the families in Bloomington and Danville, Illinois; Michigan City, Indiana, and Janesville, Wisconsin, and two out of three families in Niles, Michigan. Other cities, large and small, in the WLS Major Coverage Area responded in like manner.

People in the cities *do* listen to WLS and respond. They have confidence in WLS, the kind of confidence, too, that extends to any product associated with the WLS name.

50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS
REPRESENTED BY JOHN BLAIR



CUT THE CLOTH *New England* TO FIT THE PATTERN...

THE COLONIAL NETWORK, with 19 stations in key locations is "tailored to measure" for coverage and "perfect fit" in the New England market.

Because each of these stations is an integral part of the buying area where it is located, loyal listenership is a local, long-established custom.

This is the type of thorough, effective acceptance that has delivered consistent results over a period of years for scores of national advertisers. That's why they renew their contracts with The Colonial Network year after year.

Right now is a good time to reserve time for intensive, inexpensive promotion on the network and in the market of proven sales responsiveness . . . and right at the bottom of this advertisement is the information you need to get action.

Investigate before you make any radio investment for fall and winter in New England.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WLLH	Lowell, Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland
WELI	New Haven

The Colonial Network

21 BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



Humpty Dumpty sat on the wall..

. . . BUT DIDN'T FALL.

In fact, eggs this year are higher than ever—over twice the 1940 price level. All dairy products are up. So are beef cattle. And hogs and sheep.

Nebraska farmers have *money.* Plenty. And they're *spending* it!

Reach them quickly, economically, through *their* station—KFAB.

KFAB *sells* farm and small town market, because it knows *how!*

KFAB

FOR THE CITY LISTENERS, USE THAT 7-POINT-PLUS MERCHANDISING STATION IN OMAHA KOIL

LINCOLN, NEBR.

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO, INC., NAT'L REP'R.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

October 20, 1941

CONTENTS

Rule Relief Up To Congress, Courts	7
Rule Stay Commitment Made	7
ASCAP Changes Contracts	9
AFM Stops Net Sustainers	10
NBC, CBS Protest AFRA Code	10
FCC To Probe Clears, Superpower	12
Regionals Convene In Chicago	14
Navy, OCI Censorship May Conflict	14
KFSO Gets Shortwave Grant	16
Defense May Absorb Radio Production	18
Radio's Priority Reaffirmed	18
Prompt Durr Confirmation Seen	20
Coca Cola Stars Mexican Program	28
CAB Plans February Meeting	35
Text of FCC Network Orders	49
Case, Craven Dissenting Opinion	50
Registration of Chicago Regionals' Meeting	60
NAB District Meetings	64
Thirty Million In FM Reach	66
Plans for Press Probe Discussed	70

DEPARTMENTS

Agencies	43	Merchandising	45
Agency Appointments	59	Network Accounts	68
Behind the Mike	40	Personal Notes	39
Buyers of Time	34	Purely Programs	44
Classified Advertisements	50	Radio Advertisers	47
Control Room	42	Station Accounts	46
Editorials	38	Studio Notes	32
FCC Actions	68	We Pay Respects	39
Meet the Ladies	41	Hix Cartoon	70



FOUND: $108,500,000.00.* Part of this money is yours! Write KOIL for details on getting your share.

(*Retail sales last year in the city of Omaha.)

KOIL
OMAHA, NEBR.

CONVOY YOUR SALES

with

WFIL Charted Merchandising



MULTIPLY THE STRIKING EFFECTIVENESS OF YOUR SALES CAMPAIGN

It pays to buy WFIL—the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems. CHARTED MERCHANDISING! Unsolicited letters of commendation from agencies and advertisers conclusively demonstrate its "plus value." WFIL CHARTED MERCHANDISING has received national recognition winning both Billboard's and Canada Dry's "Information Please" top awards.

You can sell more effectively in Philadelphia when you use WFIL CHARTED MERCHANDISING plan. This year 52.5% more advertisers are using WFIL facilities as compared to a year ago. Join this growing army of new advertisers who have learned that WFIL's CHARTED MERCHANDISING plan is definitely helping them to do a more concrete Philadelphia market sales job.

NATIONAL REPRESENTATIVE—EDWARD PETRY & CO., INC.

NBC BLUE — KEY STATION QUAKER NETWORK

WHAT DO YOU KNOW ABOUT OKLAHOMA CITY?

If you have never stopped to look up the facts about Oklahoma City, listen to *this:* Oklahoma City alone accounts for nearly one tenth of Oklahoma's total population—does nearly one fifth the State's entire retail business—does nearly HALF its entire *wholesale* business. And remember—in effective buying income, Oklahoma City ranks ahead of Birmingham, Miami, and Nashville!

But Oklahoma City is only one dot on the KOMA coverage map. KOMA, near the center of the State, has primary in 40 of Oklahoma's 77 counties—and this includes a *lot* of the very best agricultural and industrial counties in the State.

Best of all, KOMA is a merchandising station that actually does capitalize on the full potentialities of its territory. We've got some interesting case histories that will convince you better than ten thousand words. If Oklahoma is anything less than one of your *best* markets, let us *show* you what KOMA can do. "Ask your Agency to ask the Colonel".

KOMA

5000 WATTS • C.B.S.

OKLAHOMA CITY

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . .IOWA. . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . .SOUTHEAST. . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . .SOUTHWEST. . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . .PACIFIC COAST. . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 · NEW YORK: 247 Park Ave., Plaza 5-4131 · DETROIT: New Center Bldg., Trinity 2-8444 · SAN FRANCISCO: 111 Sutter, Suiter 4353 · LOS ANGELES: 650 S. Grand, Vandike 0569 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 16 WASHINGTON, D. C., OCTOBER 20, 1941 $5.00 A YEAR—15c A COPY

Relief From FCC Up to Courts, Congress

Banning of All Option Time a Mystery; House Group Plans January Probe

AN ALL-OUT battle is under way against the FCC chain-monopoly regulations, now reduced to a ban on time options which threatens to cripple NBC and CBS while providing succor for MBS, with both the courts and Congress to be enlisted in the offensive.

While a Nov. 15 effective date faces the networks and all affiliated stations on the time option ban, industry spokesmen optimistically predict a stay, either on the FCC's own motion, through injunctive relief by the courts, or through Congressional intercession. Dislocations that would result to the industry, it was pointed out, are of such far-reaching magnitude that it is felt the Administration would not be disposed to risk such eventualities in these tense times.

Forced Through By Fly

Forced through the Commission under the spur of Chairman James Lawrence Fly by a 4-to-2 vote Oct. 11, the new rules in effect make every station a free agent, since no network may exclusively option time on any given outlet. Stations, however, can have "first call" on the time of a given network but the network would not enjoy the same privilege.

Indefinite postponement of the forced sale of the Blue, which resulted from the furore precipitated by the requirements of the original rules, developed, it is understood, with the consent of the White House. But the banning of all option time found no explanation in any quarter, other than statements by Chairman Fly that it would eliminate the tendency toward monopoly and result in public good.

Close on the heels of the announcements of William S. Paley, CBS president, and Niles Trammell, NBC head, that their networks would appeal from the FCC rulings on jurisdictional grounds, the House Interstate Commerce Committe last Wednesday at a special meeting decided definitely to begin hearings in January on the Sanders Bill (HR 5497) to reorganize the FCC and clearly delineate the limitation of its functions [BROADCASTING, Oct. 13].

Simultaneously, Senator Wallace H. White Jr. (R-Me.), co-author of the existing radio act, took steps to have the Senate Interstate Commerce Committee reconsider his resolution to stop the FCC rampage, which was the subject of hearings last June.

The networks also placed reliance upon statements made to the Senate Interstate Commerce Committee by Chairman Fly in his testimony last June that the Commission would stay the operation of the regulations pending adjudication of the jurisdictional issue. No new statement came from the Commission on this phase, however.

COMPLETE text of FCC supplemental order on chain broadcasting, dissenting report and related statements will be found beginning on page 49.

Delay In Filing Suits

Precisely when NBC and CBS will carry their grievances to court was not indicated, though both network heads said they would promptly institute proceedings. Analysis of the regulations as revised and perfecting of the suits, it was thought, might entail delay until latter October or early November.

It was expected the suits would be brought before a three-judge statutory court, probably in New York, where the networks are headquartered. To be brought in equity, the cases presumably will seek injunctive relief and a stay of the regulations, pending their final adjudication.

Fly-Paley Battle

Bitter exchanges between Chairman Fly and CBS President Paley ensued immediately following release of the amended regulations Saturday, Oct. 11. NAB President Neville Miller also sharply denounced the regulations, with the industry generally (save for MBS) lining up solidly behind the minority opinion of Commissioners T. A. M. Craven and Norman S. Case. [For texts of majority and minority reports plus statements, see page 49.]

MBS officials made no formal statement apropos the regulations, though the network was represented as being "highly pleased".

Broadcasters were pleased with the Commission's decision to issue broadcast licenses for two years instead of one, and with the indefinite postponement of the sale of NBC's Blue network. Utter confusion, however, prevailed over the banning of exclusive time options.

The view most generally expressed was that the large stations in each market would be in a position to pick the choice network programs, with other outlets forced to divide the leavings. While stations would be free agents, and theoretically could decide to work on a "first call" basis with a given network, few broadcasters thought the top stations in each market would be disposed to operate on that basis.

Rough On Sustainers

Deterioration of outstanding programs was also predicted, on the ground that no network would be disposed to spend money on other than revenue-producing features. Moreover, network spokesmen said the national public service feature, so important in the emergency, may be all but blocked out as a network undertaking because networks will not be in a position to option or clear time for nationwide presentations. Commercial time disposed of to other networks or for national or local spot could not be cleared easily or with-

Fly's Promise to the Senate To Stay Net Rules if Appealed

IRRESPECTIVE of what the courts or Congress may do to forestall the Nov. 15 effective date of the FCC's new rules and regulations applicable to chain broadcasting, attention is focused upon commitments made by FCC Chairman James Lawrence Fly to the Senate Interstate Commerce Committee last June during hearings on the White Resolution.

On several occasions during his examination, Mr. Fly said the Commission would be disposed to stay the operations of the proposed regulations pending the adjudication of the Commission's power.

His statements to the committee become timely now that the die is cast, and the networks have announced their intention of filing suit (though Chairman Fly said he would be "surprised" if litigation were initiated).

Rely on Fly's Promise

Niles Trammell, NBC president, announced Oct. 12 that NBC in good faith and as expeditiously as possible, is ready to appeal the far-reaching questions raised by the regulations. He added:

"We rely upon Chairman Fly's statement that he will stay the operations of these regulations, pending the final outcome of the court proceedings."

The transcript of June 2 reveals that at one point Senator Clark (D-Idaho) asked Chairman Fly:

"If the broadcasting chains that feel themselves aggrieved by your regulations should decide to go into court and test out the question of jurisdiction, or whatever other question might be permissible, I take it from your statement that as long as the court proceeding was undetermined you would not press the matter, even though an injunction or something of the kind might not be obtained from the court. In other words, you would not undertake to force the doing of something that could not reasonably be done within that limit in the interest of the industry. Do I make myself clear?"

To which Chairman Fly responded:

"Yes; I think you are clear. Now, as to the application of these rules to any station or to any

(*Continued on page 58*)

out protest over independent stations which had no responsibility to a given network, it was said.

Moreover, on the sponsor side, industry spokesmen predicted the time option ban would be reflected in an upsurge of national spot and transcription business. They pointed out that the inevitable confusion stemming from free network competition would make desirable spot placements, where stations could be picked in particular markets without regard to network availabilities and where the expense of line charges, loops and connections would not be entailed.

Hearings Planned

As Chairman Fly and the network heads engaged in angry exchanges, steps were taken on Capitol Hill looking toward revision of the Communications Act. Chairman Lea (D-Cal.), of the House Interstate Commerce Committee, called his committee together last Wednesday, Oct. 15. An agreement was reached to hold hearings on the Sanders Bill, as well as any other legislation which might be introduced, looking toward rewriting of the Communications Act. The hearings will be held between Jan. 15 and Feb. 1, it was said, and probably will run three or four weeks, with the committee sitting five days a week.

Chairman Lea stated that ample time would be given the FCC and the industry to prepare for the proceedings, and a date probably would be set in November or December. There was no opposition to the proposal that hearings be held, with the preponderant committee sentiment in favor of revision of the Communications Act, now nearly 15 years old. It was pointed out that terms of the original Radio Act, which became law in 1927, were carried into the Communications Act passed in 1934. During that span, radio has made swift progress and it is felt the law is not abreast of the art.

Whether the committee will seek to have the FCC stay the effective date of the regulations, pending its inquiry, was not indicated, though there was some discussion of such a move. Moreover, there was a possibility the Senate committee might step in, particularly since it has pending before it both the White Resolution to stop the Commission in its tracks until there is a reappraisal of the law, and the White Bill (S-1806) to reorganize the FCC, setting up two separate autonomous divisions of three men each—one to handle broadcasting and related services, and the other common carriers. The chairman would be the executive officer.

The Sanders Bill is similar, in its organization provisions, to the White measure. Whereas the White Bill would clearly define the limitations of the FCC's jurisdiction, preventing it from exercising any control over business aspects of broadcasting stations, the Sanders measure propounds a series of questions dealing with this subject, on which testimony would be sought to shape future legislative policy.



COKES WERE SERVED by Steve Hannagan (left), publicist, to Alfred J. McCosker (center), MBS chairman of the board, and Price Gilbert Jr., Coca Cola vice-president in charge of advertising, during the recent Coca Cola convention in Atlantic City on behalf of its new MBS program.

White To Act

Senator White, immediately following release of the Commission's regulations, sought to confer with Chairman Wheeler on reopening of hearings or reconsideration by the committee of his resolution. Last Tuesday, however, Senator White was called back to his home in Auburn, Me., to attend the funeral of a friend and was gone the balance of the week. It is expected he will take up the matter with Senator Wheeler early this week.

A consistent critic of the FCC because of its purported unauthorized forays into fields purposely closed to it, Senator White said he seriously questioned the Commission's power to issue the regulations. He declared he would ask Chairman Wheeler to reconvene the committee as soon as possible, either to act on his resolution or on his bill to reorganize the FCC. In his resolution, he asked that the FCC regulations be stayed until such time as Congress investigated the whole subject of its jurisdiction, contending that the rules "constitute an attempt upon the part of the Commission to exercise a supervisory control of the programs or the business management of the policy to be employed by radio broadcasting stations".

The FCC majority sugar-coated its Saturday afternoon announcement of the modified rules with the statement that they were designed to achieve "a greater measure of stability throughout the broadcasting industry". Chairman Fly announced the Commission "will always stand ready, upon any appropriate showing, to review the rules in the light of actual operations".

The Craven-Case minority, however, reiterated previous objections to the original report, when issued last May, holding that they exceeded the Commission's power and that the public interest would be hurt rather than helped.

Talk in the majority's report of "non-exclusive options" was branded as "deceitful". There can be no such thing as a non-exclusive option, it was argued.

On Friday, Oct. 10, the day preceding release of the modified regulations, rumor was rampant that Chairman Fly had conferred with the President on them. He did not have a date at the White House, however, and it was thought he probably had discussed the matter with the President by telephone.

It is understood, also, that at the Commission meeting on Saturday, at which the rules were adopted, considerable discussion was precipitated over "indefinite postponement" of the rule requiring NBC to dispose of the Blue. Chairman Fly, it is understood, insisted upon use of the phrase "indefinitely postponed", over the opposition of Commissioner Walker.

SARNOFF SEES FDR
But Talk Centered About Radio and Defense

THAT NBC will appeal to the courts for a review of the legality of the FCC chain-monopoly regulations was reiterated by David Sarnoff, president of RCA and chairman of the board of NBC, following a luncheon conference last Tuesday with President Roosevelt.

Mr. Sarnoff said he did not discuss with the President the matter of the new regulations but that he responded to an invitation to review the use and development of radio for defense purposes. A colonel in the Signal Corps Reserve, Mr. Sarnoff spent an hour-and-a-half with the Chief Executive, and he indicated the application of radio to Army and Navy activities was the primary topic, with civilian defense radio also embraced in the conversation.

Apropos the FCC's chain regulations, Mr. Sarnoff said that the statement of Niles Trammell, NBC president (see page 5[c]), represents the position of NBC. "We will appeal to the courts for a review of these regulations", he said.

The bulk of the 16-page report of the majority dealt with the contraverted time option rule. This proved the only point in real controversy during the long-drawn-out negotiations between Chairman Fly and the network executives, which followed the June hearings on the White Resolution. The majority went to great lengths in justifying its position, striking at the hold of NBC and CBS over affiliate operations.

The Minority

Following release by the Craven Case minority of its report expressing fear that the nation's radio service "may be seriously impaired at a time when efficient service is most needed", Chairman Fly issued a second press release. In this he reiterated that the controlling objective of the amendments was to achieve greater stability. He talked about the benefits accruing from the two-year license period and the suspension of the rule requiring NBC to dispose of the Blue.

After Mr. Paley had launched his attack upon the rules and had charged that Chairman Fly had been willing to make greater concessions than those announced to the major networks, if they agreed not to contest the Commission's jurisdiction, Chairman Fly issued a third statement, asserting that the regulations contained "generous modifications not even discussed with Mr. Paley", and charged that CBS had consistently refused to submit to any form of regulation.

This brought another rejoinder from Mr. Paley that "Columbia's reputation is in its own keeping not in Mr. Fly's", and that he did not believe "demagogic charges that we defy lawful and proper regulation will fool a public that has known us all these years".

Chairman Fly followed up his attack on the networks at a press conference last Monday, Oct. 13. He said he would "be surprised if anybody goes to court" on the regulations, reiterating his view that the rules should be given "an actual trial through operation".

That 'Pressure' Crack

He said that most reaction has been "quite favorable" and that "a considerable degree of optimism" had been expressed by responsible persons in the industry and the Government. "We've got the basis of stable operations here, particularly in view of the open door policy", he asserted.

Asked about Senator White's comment that he would request hearings on his bill or reconsideration of his resolution, Chairman Fly said it was his impression that "that is all over". He said the matter had been completely discussed and argued "all over town, and now it's time to get down to brass tacks and see how it will work, not in terms of extreme

(*Continued on page 57*)

ASCAP Modifies Provisions on Logging

Quick Return of Music Is Seen; Nets Ready

See Regional Meeting on Page 14

APPROVAL in toto of modifications in the station per program contract worked out in Chicago earlier in the week by ASCAP officials with officials of the newly-formed Independent Broadcasters Inc., was announced last Thursday by the ASCAP board of directors. These were said to clear up all objections raised to logging and reporting provisions, among others, making them less onerous.

At a meeting Friday at ASCAP headquarters in New York, Ed Craney, KGIR, Butte, a member of the IBI copyright committee, William J. Scripps, WWJ, Detroit, acting secretary of IBI, and Walter J. Damm, WTMJ, Milwaukee, perfected a letter covering the changes. They met with John G. Paine, ASCAP general manager, and E. Claude Mills, chairman of the administrative committee.

A letter covering the changes promptly was sent air mail to all stations Friday night (Oct. 17) by the committee, along with a covering letter from ASCAP. It was made clear that the changes were in the nature of interpretations, to be appended to the contracts. Mr. Craney procured approval of E. C. Pulliam, WIRE, Indianapolis, IBI acting chairman, and Hoyt C. Wooten, WREC, Memphis, copyright committee member.

It was explained to stations that this completed the committee's work on this phase of the problem and that it therefore would be unnecessary to call another IBI meeting for ratification.

Quick Action Seen

With the acquiescence of ASCAP to the wishes of broadcasters who have rebelled most strenously against ratification of the network ASCAP licenses, predictions were made that these contracts will be signed within the next few days and that ASCAP music will be back on NBC and CBS "before the end of the week".

Officials of both NBC and CBS reported Friday that approximately 75% of their affiliates already had agreed to rebate to the networks 2¾% of their revenue from commercial network programs, to enable the chains to restore ASCAP music. It was deemed likely that granting of their demands for modifications in station contracts would lead most of the stations to give their approval to the network contracts, since what is held to be a feasible "pay - as - you - play" method now has been perfected.

With this favorable prospect, the ASCAP board again gave blanket permission to all networks and stations to use the Society's music as desired in connection with the broadcasts of football games during the weekend, the fourth successive week such permission has been granted. At a special meeting earlier in the week the board heard the plea of Saul Bornstein, general manager of Irving Berlin Inc., for reconsideration of its veto of the release of the score of the Disney picture "Dumbo" [BROADCASTING, Oct. 13], but permitted its rejection to stand unaltered.

Meanwhile, Southern Music Co., which recently secured the score of the RKO picture "Playmates" and made it available for use by all broadcasters whether ASCAP licensees or not, repeated the process with another RKO picture, "Four Jacks & A Jill", in each case the publishing house, which is an ASCAP member, secured the consent of the writers, as required under the consent decree, and notified ASCAP of its intention of licensing without charge all broadcasters without ASCAP licenses.

Film Rebellion

The agreement on per program contract changes was reached tentatively at a conference last Wednesday in Chicago, attended by members of the IBI copyright committee and the ASCAP officials [see page 14]. It is said to comply with virtually every suggestion advanced from the floor of the IBI meeting on Tuesday as conditions precedent to full acceptance of the much-revised ASCAP proposal for return of its music to the air.

It was freely admitted prior to the final conversations with the ASCAP executives that unless some agreement was consummated by Oct. 20 ASCAP would face a serious reorganization. Several of the more important publisher members, notably those owned by motion picture producers, were said to have decided to get performance of production numbers on the air with or without ASCAP because of the exploitation value reflected in their box-office receipts.

Tacit agreement on the changes was reached at the conference at the Drake Hotel Oct. 15, attended by Messrs. Mills and Paine for ASCAP and by Messrs. Craney, Eugene Pulliam, WIRE, Indianapolis, temporary chairman of IBI; Hoyt C. Wooten, WREC, Memphis, and Stanley Hubbard, KSTP, St. Paul, members of the IBI copyright committee. Others present were John Shepard 3d, president of Yankee-Colonial Networks, and Walter J. Damm, WTMJ, Milwaukee.

The memorandum on modification reminded that time "is of the essence" and that the IBI committee would do everything possible to expedite earliest consideration of the revised proposals by independent stations.

Aside from the changes accepted in the station contracts, it was agreed the IBI committee, representatives of ASCAP and representatives of the transcription companies would meet as soon as possible to work out a clearance-at-the-source formula for transcriptions. No date for the meeting has been set.

Contract Changes

Modifications in the station contract, approved in substance, were as follows:

(1) Warranty covering foreign repertoire—It was understood that upon application from a broadcaster, ASCAP will clear or refuse to clear a definite composition or list of compositions for a particular program or programs. If cleared, ASCAP's warranty fully applies for the particular cleared use only. ASCAP will endeavor as expeditiously as possible to adjust the entire foreign copyright situation and will in the meantime endeavor to secure a definite warranty covering the entire repertoire of the British Performing Rights Society.

(2) Music logs under per-program licenses—To comply with objections made by the broadcasters to the burden imposed upon stations incident to fulfilling requirements for musical logs as to both sustaining and commercial programs, it is agreed that Clause 5 of the "local station program commercial license" be interpreted so the rigid requirements calling for minute description of each number performed are eliminated. Also, the requirement that FCC logs be supplied to ASCAP is eliminated.

As to reporting all library transcriptions, manufacturers will furnish ASCAP complete detailed lists of numbers recorded, showing the serial number of the transcription and a complete list of the numbers recorded. As to such transcriptions, stations may report simply the serial number of the record, name of the manufacturer and number of the cut which was played. As to transcriptions not so reported by the manufacturer to ASCAP, the station will be obliged to furnish full details of titles, names of composers, authors, etc.

As to ordinary commercial phonograph records, if listed to stations on customary service reports, it will be sufficient for the station to report manufacturer's name or brand, serial number and side of record played. If, however, ASCAP has not listed the record on its usual service reports, the station is required to list the full details shown on the label.

Sustaining Programs

Detailed reports on compositions played on sustaining programs will not be required if the station has either a blanket sustaining license or no sustaining license. In the latter instance, however, if an ASCAP composition is discovered to have been played on a sustaining program (not licensed), it may be regarded as an infringement and treated accordingly. It is clearly understood that if a station has a "per-program" commercial license, it reports only on music used on commercial programs, or if only a "per-program" sustaining license it reports only on music used on sustaining programs.

(3) Use of music at football games—Special consideration must be given to work out a plan for temporary regional networks set up for occasional broadcasts of football games. Otherwise, it was agreed that the terms of the contract as stated are acceptable. It was agreed that such temporary networks must be regarded as chains and fees paid in respect of broadcasts over them must be paid at the source. It was agreed that for these special setups stations will furnish or make a special written application setting forth details, such as listing of stations to be interconnected, amount to be paid, etc., and apply for particular

(*Continued on page 63*)



WET ASSIGNMENT greeted Sieg Smith (left), special events announcer of WIS, Columbia, S. C., as he covered Army maneuvers. Aided by a private who held camouflage branches and radio equipment, Smith described destruction of a pontoon bridge.

Agreement Is Reached In AFM's Walkout

Sustainers Upset By Pittsburgh Discord

At 7:30 p.m. Friday as BROADCASTING was going to press, it was announced in New York that an agreement with AFM, ending the walkout and permitting immediate resumption of normal operations, had been reached.

ATTEMPTS of the American Federation of Musicians last week to speed a settlement of the strike of staff musicians at WJAS and KQV, Pittsburgh, by curtailing the supply of music available to these stations from their networks—CBS and NBC-Blue, respectively—produced one of the most mixed-up situations in radio history, with union and network executives issuing completely contradictory statements.

Practically the only point on which AFM and network spokesmen agreed last Friday was that negotiations had been resumed Thursday in Pittsburgh between the stations and the AFM local in that city and that every effort was being made to effect an early settlement. Situation was complicated by the absence of H. J. Brennen, owner of both stations, who was confined to his bed in Chicago after a gall bladder attack suffered Tuesday, his physician refusing to allow him to return to Pittsburgh. G. S. Wasser, general manager of WJAS-KVQ, and R. M. Thompson, commercial manager, were handling the negotiations for the stations.

Substitute Sustainers

While negotiations in Pittsburgh continued, AFM also continued its plan of curtailment by calling the 130 staff musicians at WEAF and WJZ, NBC New York key stations, from all sustaining program work at 3:15 Friday afternoon. Network officials reported program service "continuing as usual" and stated they had arranged a line-up of substitute programs, both from New York and from the NBC affiliates throughout the country, which would be more than ample to fill vacancies in the network schedules created by the withdrawal of the New York musicians.

In pulling their men from New York, AFM had by Friday evening cut off all musical network sustainers on CBS and NBC Red and Blue networks originating from New York, Chicago and Hollywood, and for NBC only from San Francisco. These are the network key cities from which most of their program originate, but before a complete blackout of sustaining music on these networks can be secured Mr. Petrillo will have to remove his men from the studios of every NBC and CBS affiliate in the country, it was stated.

As BROADCASTING went to press industry circles were wondering what the next move would be. All AFM officials were reported to be "out of the office" and could not be reached, but it was believed unlikely that the union would stop its application of pressure on WJAS and KQV until a settlement is reache. It was expected Mr. Petrillo would not hesitate to take action against commercial programs if he should consider that further step necessary to achieve a victory in Pittsburgh.

Various Versions

Confusion over details extended even to the cause of the dispute. According to one account, WJAS had agreed to employ a staff orchestra for 44 weeks and maintains that it has fulfilled that contract, while the union maintains the band has played only 29 weeks since the starting date of the contract.

Another version is that the orchestra worked 15 weeks before the contract was signed and that the union is now asking for an increased number of men, while the station insists that no such request is proper until 44 weeks after the date of the contract.

KQV has not recently employed a staff band, but after its affiliation with NBC-Blue Oct. 1, the union is reported to have demanded that KQV engage a band as large as that at WJAS, which the management rejected as unreasonable since KQV's income is much less than that of the other station.

Following the action of the local union in calling a strike against the stations, the national AFM office asked CBS and NBC-Blue not to feed the stations with any remote dance band pickups and as a result such pickups were withdrawn from both networks Oct. 8 [BROADCASTING, Oct. 13]. When no settlement had been reached early last week, the AFM announced Wednesday that it had ordered all musicians employed at network key stations not to play for any sustaining network programs, as a further means of depriving struck stations of musical programs.

First station affected was WABC, CBS key station in New York, whose staff orchestra walked out at 4 p.m. Wednesday, necessitating a substitution for the Columbia Concert Orchestra broadcast scheduled at that time. WBBM, Chicago, and KNX, Hollywood, are other CBS stations which lost their staff orchestras for sustaining programs at midnight Wednesday, when the musicians at NBC's stations in Chicago, Hollywood and San Francisco were also pulled. Strangely enough, however, staff musicians at WEAF and WJZ, New York, were not called out and on Friday were still supplying music for the Red and Blue stations throughout the country, including KQV.

When this was pointed out to AFM, a union official stated the men had been called out and if they were still at NBC they were not working, and finally if they were playing it was for local programs only and no network sustaining musical programs were going to the Pittsburgh station. "We are checking Pittsburgh and those stations are receiving no network music except on commercial programs," he declared. This statement was emphatically denied by executives at both CBS and NBC who said that studio programs from various affiliated stations where the house orchestras were still on duty were being fed to their networks and so to WJAS and KQV, although they could not state positively that these stations were broadcasting those programs.

Why NBC's men in New York were still working and why the men in other cities had been ordered not to play for Red network programs as well as for those on the Blue were unanswered questions at the weekend. But these were merely part of the general confusion which began as soon as the union started to withdraw its men. In Chicago, the staff orchestra at WBBM, CBS outlet, was called at noon Wednesday, but returned that evening to broadcast a half-hour program at 11 p. m., going out officially at midnight. Conductor of the WBBM orchestra is Caesar Petrillo, brother of James C. Petrillo, national president of AFM and also head of the union's Chicago local.

Played in Washington

One explanation advanced for the failure of AFM to call out the 130 staff musicians at WEAF and WJZ, NBC stations in New York was that this act would have necessitated canceling the final broadcast of NBC's *Good Neighbors* series Thursday evening.

Final program originated from the Pan-American Union in Washington before an audience which included diplomatic representatives of the 21 American republics

(*Continued on page 67*)

AFRA Extends Practice Code, Drawing NBC, CBS Protest

AMERICAN Federation of Radio Artists on Oct. 15 put into effect changes in its code for commercial network programs, extending its provisions to cover originations from five new cities in addition to the original four and establishing a minimum fee for cut-in announcements, evoking immediate letters of protest from CBS and NBC.

No protest was reached from MBS nor from any advertising agency, according to Emily Holt, executive secretary of AFRA, who expressed surprise that the networks, which themselves produce only a few commercial programs and those only from the four major cities covered in the original code, should protest a situation which the advertising agencies who produce the programs involved have accepted without comment.

Affects Three Stations

Code originally applied to network commercials originated in New York, Chicago, Hollywood and San Francisco. Since last Tuesday it has included such programs coming from Cincinnati, Cleveland, Detroit, St. Louis and Washington, D. C., setting minimum fees for those cities at 20% below the minimums set for the major origination points. Since this differential scale has already been put into effect at all stations in cities where AFRA has contracts, the extension actually affects network programs from only three stations, Mrs. Holt explained—WCKY, CBS outlet in Cincinnati; WJR, CBS outlet in Detroit, and WOL, MBS outlet in Washington. All other network affiliates in the five cities are operating under individual AFRA contracts, she said, so that in extending the code AFRA is merely taking a short cut to effect uniformity for network commercials nationally.

For cut-in announcements made locally on network commercial broadcasts, the union has established a minimum fee of $5, to apply at all network affiliate stations except those which have AFRA contracts setting a higher minimum fee.

Network protests were sent to AFRA following a meeting of the radio committee of the American Assn. of Advertising Agencies Oct. 10 to discuss the code alterations, of which AFRA had notified all producers of programs under the code in a letter dated Oct. 4 [BROADCASTING, Oct. 6]. Copies of the network protests were also sent to these agencies.

Last week brought no new developments in the AFRA negotiations at WFAA, Dallas, and KGKO, Fort Worth, Mrs. Holt stated, explaining that none was expected until the arrival of Vic Connors, AFRA field representative. Hyman Faine, AFRA field man who is setting up new headquarters in Boston, is expected to visit Rochester in the near future. Mr. Faine will also extend his activities to a number of southern New England cities from which the union has received inquiries from announcer-actor groups of various stations.



"Don't ask me where I got the dope, Chief, but there's no question about it... WKY is miles out in front in Oklahoma City! Not only that, Chief ... it's actually right up at or near the top in rating among NBC-Red stations in 31 leading U. S. markets.

"Take afternoons from 3 to 5, for instance: WKY has the highest rating of the whole 31! During other periods of the day it's 2nd, 3rd, 4th, 5th... never lower than 7th among those 31 stations!

"The other Oklahoma City stations? Oh, them? They don't even come close to WKY at any time of day!

"That sort of puts WKY out in front, doesn't it Chief? No wonder they say 'It's WKY 3 to 1 in Oklahoma City.' I guess you know where to put your business now, don't you Chief?"

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

Superpower, Clear Channels Slated for Early FCC Probe

REAPPRAISAL of the clear-channel policy, embracing possible allotment of superpower to a selected group of Class I-A stations, largely as a national defense measure, is expected to be the subject of a hearing soon to be called by the FCC.

A technical study on relocation of clear channel stations, prepared by the FCC engineering department, was discussed at the FCC meeting last Tuesday and passed over for further consideration—possibly this week. It is understood to cover the pros and cons of retention of clear channels, or of breaking them down, in the light of improvement of broadcast service throughout the country.

Maximum Service

One phrase of the report is understood to discuss at length the virtues of a new allocation structure which would embrace some 25 superpower stations of 500,000 watts or more, strategically located to provide maximum service. By and large the report concludes there would have to be a full-scale reassignment of clear channels to set up such a structure, without regard to economic considerations but based solely on geography. Clear channels on the East and West Coasts would be eliminated entirely, since presumably maximum coverage could not be supplied with superpower at present locations.

Because of the controversy over clear channels and superpower, it is expected the whole issue must be set for hearing. There are now pending a half-dozen applications for power of 500,000 watts or greater on clear channels, with several other licensees contemplating revision of applications pending since 1936, to make them conform to current procedures.

Indicative of the FCC's apparent desire to move slowly on the superpower issue was its action last Tuesday in designating for hearing the application of W8XO, experimental superpower transmitter of WLW, seeking changes in the transmitter to increase maximum operating power from 500,000 watts to 750,000 watts. The station operates with 500,000 watts during the early morning hours. WLW also has pending an application for increase in regular broadcast power to 650,000 watts.

On the other side of this picture are a batch of applications seeking a breakdown of East-West Coast clear channels, which forcibly placed before the FCC the whole question of redefinition of policy. Breakdown of the 850 kc. channel through granting of fulltime to WHDH, Boston, over the protest of KOA, Denver, dominant station on the wave, is regarded as the first step in the direction of a change of policy.

There now is pending, also, the application of KGIR, Butte, Mont., operated by Ed Craney, for a Class I assignment on 660 kc., the clear channel occupied by WEAF, New York, NBC-Red key. Mr. Craney seeks a I-A assignment on the channel without a directional antenna and proposes to reduce the status of WEAF to a I-B or II station. He seeks amendment of the existing regulations.

Wheeler Resolution

Another complicating factor is the so-called Wheeler Resolution, adopted in 1938, expressing it as the sense of the Senate that power in excess of 50,000 watts should not be granted any standard broadcast station. The Commission, it is believed, would be loath to authorize power in excess of that output until there is a new expression from the Senate. It is felt the facts would have to be presented to the Senate before any alteration of existing policy.

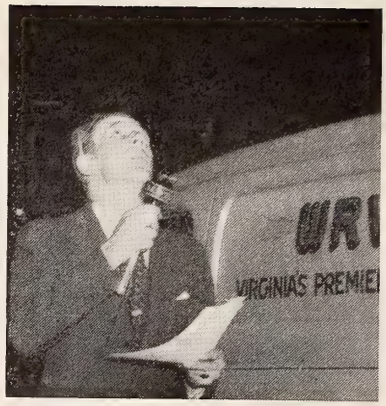
The clear-channel study, with emphasis on geographical location and coverage rather than the ability of the particular markets to support superpower stations, was ordered several months ago by the Commission at the instigation of Chairman Fly. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, presented by Chief Engineer E. K. Jett, did not come up for official scrutiny until the meeting last Tuesday.

TELETYPE INQUIRY ORDERED BY FCC

FCC last week, on its own motion, ordered an investigation into the "lawfulness" of rates, charges, classifications, regulations and practices of the AT&T interstate and foreign press-private line teletypewriter service. Hearings will be held in Washington.

The investigation is the outgrowth of a complaint filed last January with the Commission by Transradio Press [BROADCASTING, Jan. 20], charging that AT&T rates for this type of service are unreasonably high; that the ratio between the charges for 60-word service and 40-word service is unreasonably high and that the ratio between the charges for duplex (two-way) and simplex service is unreasonably high. The complaint also pointed out that the present rates were set in 1916 and there has been only one reduction since then, this resulting from a change in the method of computing mileage.

AT&T in February denied [BROADCASTING, Feb. 24] Transradio's charges and asked the FCC to dismiss the complaint. No action had been taken on the Transradio charges until last week when the investigation was announced.



INVISIBLE FLASHLIGHT was used to shoot this photo during a blackout. Warde Adams, assistant program service manager of WRVA, described a mock air raid, with the photographer using an infra-red flash bulb of the type which was developed in London.

GROSS ENDS STUDY OF BRITISH RADIO

GERALD C. GROSS, assistant chief engineer of the FCC, returned to his desk last Tuesday after six weeks in England to study the use of radio in war time. He made the trip with Robert E. Sherwood, assistant to William J. Donovan, coordinator of information for the President.

Returning to this country by clipper, Mr. Gross said he would submit a report to Col. Donovan on his observations. It is expected Mr. Gross' report will cover technical details, while that of Mr. Sherwood will relate to other factors in connection with use of radio in England.

The two officials surveyed activities throughout the nation during their six-week trip. It is assumed certain phases of British radio operations and intelligence methods will be adapted in planning of both the Donovan office and the Defense Communications Board.

Dr. Pierce's Spots

PIERCE'S PROPRIETARIES, Buffalo, through H. W. Kastor & Sons Adv. Co., Chicago, has placed one-minute spot announcements 5-10 times weekly for Dr. Pierce's Favorite Prescription on WGR WHAM WHP WEEU WFIL WGBI WBAL WTAR WDBJ WRVA CKLW WOOD-WASH WCAR WCFL WISN WGAR WPIC KQV WMMN WLW WLAC WNOX WDOD WGST WMAZ WTOC KWK KXOK WDZ WOC WHB KWTO WIBW; also, one-minute announcements five to six times weekly for Dr. Pierce's Golden Medical Discovery on WHAM WKBW WSYR WCAU WHP WGBI WPIC KQV WSM WNOX WOW WHB KWTO WBAL WTAR WDBJ WRVA WJR WLS WISN WGAR WHK WMMN WWVA WCHS WSB WBT KMOX WIBW KERN KMJ KWG KFBK KOH KSAN KMED KSLM KXL KELA KRSC.

WKNY, Kingston, N. Y., on Nov. 15 joins MBS as the network's 184th affiliate. Owned by the Kingston Broadcasting Corp., the station operates on 1490 kc., 250 watts unlimited.

Beaumont Begins Spot Drive for 4-Way Tablets

BEAUMONT Co., St. Louis (Four-Way cold tablets), on Oct. 9 started a schedule of one-minute announcements 3 to 21 times weekly on WSFA KFI WDAF KPO KROW WTIC WRC WOL WJAX WIOD WFLA WMAQ WCFL WIND WIBC WIBW WWL WBAL WCAO WEEI WNAC WSAR WLAW WJR WOOD-WASH WJDX WHB KXOK WCAU KWTO WOW WBEN WOR WHN WSYR WCPO WTAM WGAR WKY KVOO WHP KYW WDAS WPRO WCSC WIS WMC WFAA KWFT KSL WTAR WDBJ WCHS.

Beaumont also has started 30-word announcements six times weekly on KNX, Los Angeles, 14 times weekly on WLW, Cincinnati, five times weekly on WCAU, Philadelphia; 50-word announcements 14 times weekly on WBT, Charlotte, N. C.; 100-word announcements four times weekly on WTMJ, Milwaukee; quarter-hour programs one to six times weekly on KARK WMAZ WMAQ WBBM WHO WWL KWKH WJR WCCO KWK WEAF WLW KDKA WMC WSM KGKO KTRH WRNL; five-minute programs three to six times weekly on WOR WTAM WGY KSD WWL WSB KOA WAPI; ten-minute programs three times weekly on KSD, St. Louis, and WSM, Nashville. Agency is H. W. Kastor & Sons, Chicago.

Paramount Single

PARAMOUNT PICTURES, New York, has purchased a 70-station MBS hookup 9-9:30 p.m., Saturday, Nov. 1, for a special broadcast in connection with the premier of "Birth of the Blues". To originate in the studios of KHJ, Los Angeles, the program will feature Bing Crosby, Mary Martin, Brian Donlevy, Caroline Lee and Dave Rose's orchestra. Agency is Buchanan & Co., New York. Last week United Artists Corp., New York, used a 15-station MBS hookup, Thursday, 11:30-12 midnight, for a program from the lobby of the 4-Star Theatre, Hollywood, during the premiere of the film "Sundown". The Los Angeles office of Buchanan handles the account.

Elgin's Plans

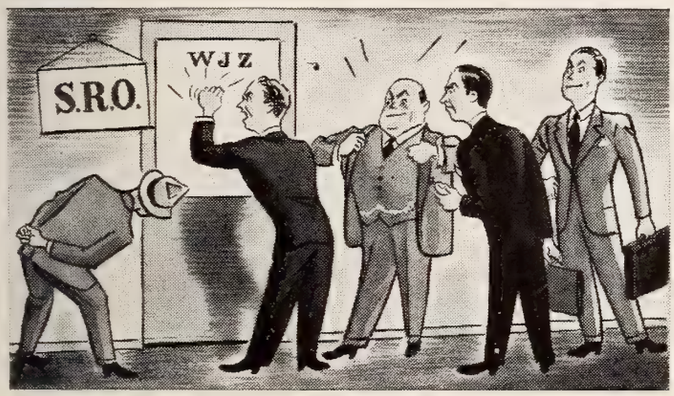
ELGIN NATIONAL WATCH Co., Elgin, Ill., will return to network radio for the first time since 1936 with a series of four programs during December, starring Shirley Temple in a group of Christmas plays to boost the sale of Elgin watches during the holiday season. Programs will be heard Fridays, Dec. 5, 12, 19 and 26, 10-10:30 p.m. on 65 CBS stations during the seasonal layoff of *Hollywood Premiere* sponsored by Lever Bros. for Lifebuoy, which occupies that spot the remainder of the year [BROADCASTING, Sept. 22]. Rest of cast and orchestra have not been picked according to William Esty & Co. New York, the agency.

FOR THE THIRD successive year WNYC, New York's municipal station, is broadcasting three of the Army football games from the West Point field, with Joe Hasel as announcer.



"Science says I Cheated!"

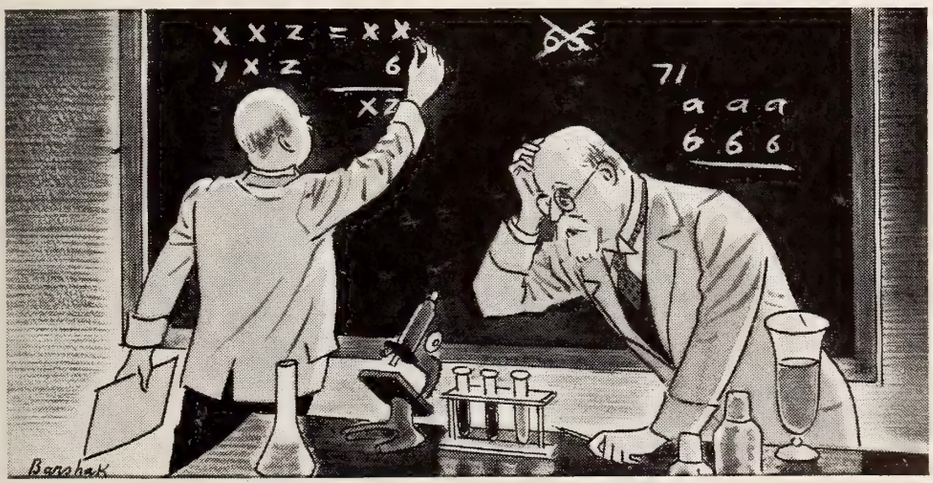
...BUT NANCY BOOTH CRAIG, WJZ's FAMED "WOMAN OF TOMORROW" FINDS A WAY TO PUT 45 MINUTES INTO A HALF-HOUR...MORE OR LESS!



1. "WOULD-BE SPONSORS SNORTED when I explained that we couldn't pack more than a bare 30 minutes into *any* half-hour! There *must* be a way, they insisted: Call in the Scientists! You see, they wanted to participate in *The Woman of Tomorrow* 9 to 9:30 morning program on WJZ . . . and we *had* all the sponsors we could really talk about in 30 minutes! Besides, *The Woman of Tomorrow* is a *very short* half-hour (our listeners tell us) . . . one of the shortest on the air! We've been sold out for some time!



2. "THOUSANDS AND THOUSANDS OF WOMEN had been writing in for months about the products I mentioned, these indignant late-comer buyers reminded me. They wanted to get *their* products in. Edgewise, even! They were very flattering. They said I had a Golden Touch that had skyrocketed sales for over 40 sponsors, in the world's richest market. They said females *simply stormed* the stores, after hearing *The Woman of Tomorrow! Do* something, they added . . . or ELSE!



3. "SO SCIENCE TO THE RESCUE . . . but Science *failed*. And then—I worked it out all by myself! Like this: We've added ANOTHER QUARTER-HOUR! From 12 noon to 12:15, Monday through Friday, in fact! Maybe that's not exactly the same as getting 45 minutes into a half-hour. Science says I cheated . . . but it *works*, doesn't it—? And besides—*noon* time is a *grand* time* to reach women! Already, some new contracts have been signed for this new period . . . but there's still room for a *few*** non-competitive products, as we go to press!"

*Nancy's right—80% of all women in the area are available for listening, 12 to 12:15 P.M.

**Nancy's right again—but better work fast! Phone or wire your nearest NBC Spot Sales Office. First come, first served!

1921—1941

WJZ

NEW YORK'S PIONEER STATION

50,000 WATTS · 770 KC.

KEY STATION OF THE NBC BLUE NETWORK

Represented Nationally by National Broadcasting Company. SPOT Sales Offices in New York • Chicago • San Francisco • Boston • Cleveland • Denver • Hollywood • Washington

Regionals Hit ASCAP, Favor BMI

Chicago Meeting Takes Firm Stand Against Superpower

FORTY-FOUR invited broadcasters representing the ownership and management of some 70 stations gathered in Chicago's Drake Hotel last Tuesday to vent their criticisms of the projected contracts with ASCAP, to voice their conviction that BMI must be preserved at all hazards and to take a firm stand against what some of them foresaw as the re-advent of "superpower" under the guise of national defense.

Meeting to set up a new organization of regional network affiliates, which will be known as Independent Broadcasters Inc., the group set up three committees — organization, copyright and superpower — which were ordered to begin functioning at once. Final organization plans, however, were deferred until another meeting at the same place to be called in about two weeks by the temporary chairman, Eugene C. Pulliam, WIRE, Indianapolis.

Protective Function

Mr. Pulliam, prime mover in the new association, was one of the five signers of the telegraphed invitation to 88 selected regional station owners to attend the Oct. 13 meeting after a group of 19 had met the week earlier to lay the groundwork for the organization [BROADCASTING, Oct. 13].

The organization was originally projected as a "protective group" to represent the invited stations in their common problems, such as copyright, superpower, union troubles and the network-monopoly issue. The six hours of discussion of copyright and superpower last Tuesday allowed but little time for union problems, which some of those attending asserted were matters of local jurisdiction anyhow, and no time at all was devoted to network-monopoly despite the fact that it had been added to the tentative agenda.

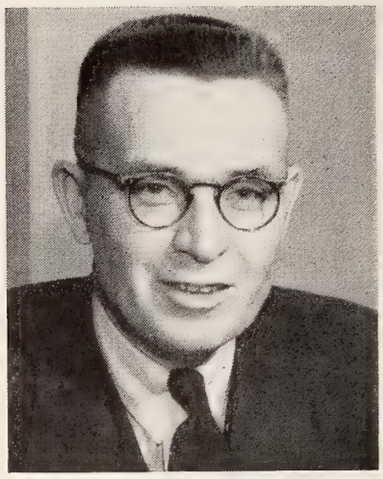
While Mr. Pulliam was designated temporary chairman and William J. Scripps, WWJ, Detroit, temporary secretary, it was indicated that a full slate of officers would be elected at the next meeting and that counsel and possibly an executive officer would be named. Most of the active duties, however, will rest with committees, particularly the copyright and superpower committees, and it is planned to elect a board of directors of 12 members—three affiliates each from the four major networks.

Besides the 44 station men attending last Wednesday's meeting, telegraphed or mailed replies from about 20 others unable to be present but endorsing the movement were received by Mr. Pulliam and the original invitation committee. This—plus the fact that membership is now open not merely to a restricted invitation list but to all regionals that are network affiliates but not network owned or operated —is said to augur a substantially larger turnout at the next meeting.

The organization committee, which will also function as the membership committee and which has already drawn up bylaws, comprises Walter J. Damm, WTMJ, Milwaukee, chairman; Henry Slavick, WMC, Memphis; Ronald Woodyard, WING, Dayton; Campbell Arnoux, WTAR, Norfolk; William M. O'Neil, WJW, Akron.

Copyright Group

The copyright committee, which spent last Tuesday evening and Wednesday in huddles with ASCAP, BMI, NBC and CBS executives who were in Chicago expecting to be called into the main meeting, comprises John J. Gillin Jr., WOW, Omaha; Hubert Taft Jr., WKRC, Cincinnati; Hoyt Wooten, WREC, Memphis; Stanley Hubbard, KSTP, St. Paul; Ed Craney, KGIR, Butte, and Z-Bar Network. Mr. Pulliam acted as temporary chairman of this committee, whose primary function, it was said, is to secure clarification of provisions of local copyright contracts, particularly the per-program contracts.



MR. PULLIAM

The superpower committee is headed by Mr. Craney and includes John Shepard 3d, Yankee-Colonial Networks; Luther L. Hill, Iowa Broadcasting System; John A. Kennedy, West Virginia Network; Mr. Scripps.

Mr. Pulliam is ex-officio member of both the copyright and superpower committees. Mr. Gillin and Mr. Shepard are members of the NAB board, and Mr. Kennedy is a member of the CBS committee of IRNA and a leading figure in that organization. Mr. Shepard and Mr. Damm are members of the BMI board.

The sessions, like those of the preceding week, were shrouded in utmost secrecy, as were the meetings of the copyright committee with the network and music officials who were in town for the occasion. At first it was expected that, following out the George B. Storer suggestion [BROADCASTING Oct. 13], the affiliates would meet with such officials and hear what they have to say, but this was ruled out. Instead, caucuses were held and these were reported to have made good progress with the officials concerned. President Niles Trammell and Vice-President Mark Wood were on hand for NBC, Executive Vice-President Edward Klauber for CBS; Vice-President Sidney Kaye and Carl Haverlin for BMI and General Manager John G. Paine and Administrative Committee Chairman E. Claude Mills for ASCAP—and all were seen by the IBI copyright committee whose spokesman said its main concern was "no question of price but rather a question of terms and definitions".

When a suggestion was made in the main meeting that Messrs. Paine and Mills be called in, it was disapproved on the objection that they could not "speak with authority", as evidenced by their parrying of questions at the recent NIB convention and their statement that they must go to their boards before expressing opinions on certain of the subjects then brought up.

"Trick Clauses"

For the most part, it was learned the expressed sentiments at the closed meeting were strongly opposed to the present terms of the station ASCAP contracts. The discussion, it was said, was largely along the same lines as the NIB copyright session, with particular resentment expressed against the allegedly "trick clauses" in the ASCAP station contracts. Some opposition was voiced also against the 2¾% rebate provision in the network contracts and there was constant reiteration that "BMI

(*Continued on page 60*)

Navy Proceeding With Censorship Plan, Possibly Conflicting With Donovan Unit

SECRETARY of Navy Frank Knox said last week that plans for Navy censorship of overseas communications are now well under way but emphasized that absolutely no censorship of domestic news publication or news broadcasts is involved, other than the voluntary method now in operation.

Expressing gratification over what was termed the excellent cooperation demonstrated by the various services in voluntarily avoiding publicity on restricted matters, Mr. Knox said the Navy's plan to scrutinize overseas communications is in line with its policy of preparing for emergency measures.

Stopping Leaks

The secretary said that supervisory control (censorship) of all communications passing out of the United States during a period of national emergency is obviously vital to the national security to prevent leakage of military, naval and economic information to enemy or unfriendly powers. As the "first line of defense", it was pointed out, the Navy is charged with the responsibility of cable and radio communications censorship.

The Navy's plans are being made to insure a minimum of interruption and inconvenience to legitimate business, it was stated. At present officer personnel enrolled from various businesses which are the heaviest users of cables and radio communications — press, banks, shipping, export and import trades—are being trained so that the traffic of these interests can be handled by experts. The training classes are being conducted under the direction of the Commandant of the Third Naval District in New York.

This confirms a published report [BROADCASTING, Sept. 22] that a floor of a downtown office building in New York—near the location of headquarters of the various overseas communications agencies —had been taken by the Navy with a view toward setting up censorship headquarters there.

Possibility of an inter-departmental conflict was seen in Mr. Knox's statement inasmuch as the Office of the Coordinator of Information, headed by Col. William J. Donovan, also is making plans to check shortwave broadcasts. Under the plans made before the Donovan office was created by President Roosevelt, the Navy was to be charged with the operation of external communications while the Army was to have jurisdiction over internal operations, including broadcasting. The entrance of OCI complicates this picture for if both the Navy and the OCI carry out their intended plans, it would appear that both would be doing a similar operation.

The Donovan office has repeatedly stated that it does not plan any type of censorship, but is highly interested in the content of shortwave programs beamed abroad by American international stations.

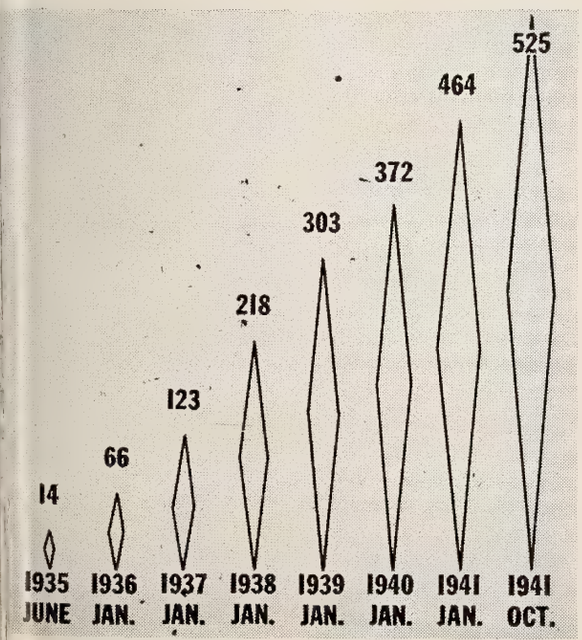
Desired by Navy

Possibility that the Navy might turn the censoring of outgoing international station material to the OCI was suggested in Washington sources, but this was considered doubtful unless the President specifically ordered such a setup, for the Navy has not only gone ahead with plans to perform this task but it is known to consider it essential to its other operations.

AT RECORD HEIGHT



...and climbing faster than ever!



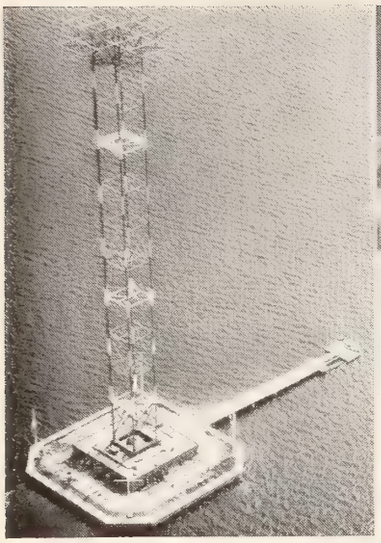
United Press began distributing radio news six years ago to an initial group of 14 stations.

Today the number of United Press radio news clients has reached the record height of 525—topping the total of all other news services combined. And today the rate of climb is faster than ever before.

United Press was the first—and is the only news agency—to establish a coast-to-coast wire service exclusively for radio, the first to provide a bonus of sponsorable wire features expressly for radio.

United Press radio news is pre-eminently first in usage because it is consistently first in service.

UNITED PRESS *Radio news*







HERE IS THE NEW PLANT of WABC, CBS New York key, located in Long Island Sound a mile off New Rochelle. It went into operation Oct. 18. This aerial shot shows the 410-foot tower and 75-foot square building, located on a tiny island. The 30-foot ferry was made to order to carry employes to the man-made concrete island. Prow is steel-plated for ice breaking. Engineer in charge of project was James Middlebrooks (right).

Dumm Is Granted Shortwave Outlet

New 100 kw. Station Will Be Beamed Toward the Orient

STRONGLY supported as a national defense project to counteract Axis propaganda, the FCC last Wednesday authorized Associated Broadcasters Inc., licensee of KSFO, San Francisco, to construct a new 100,000-watt international shortwave station in San Francisco. The new station, to operate on six assigned frequencies, some of which are to be shared with Eastern shortwave outlets, will beam signals to the Orient and Australia [BROADCASTING, Oct. 13].

Authorization of a construction permit for the new international outlet, second of its kind on the Pacific Coast, came just one week after application had been filed with the FCC by Wesley I. Dumm, owner of KSFO. The project drew the support of the Defense Communications Board and Col. William J. Donovan, Coordinator of Information, and it was indicated the way had been cleared to assure priorities on construction materials needed to put the new $150,000 station into operation as soon as possible.

Program Plans

The new Pacific Coast outlet, to use a 100,000-watt General Electric transmitter, will operate on 6060, 9570,11870,15350, 17760 and 21610 kc., sharing time in some cases on these frequencies with CBS' WCBX and WCRC, New York, Westinghouse's WBOS, Hull, Mass., and World Wide Broadcasting Corp.'s WRUL and WRUW, Scituate, Mass. Its program service, according to the FCC announcement, is to include from 16 to 20 hours a day of news and entertainment in English, French, Dutch, Spanish, Portuguese, Japanese, and possibly Chinese, Thai, Russian and Korean.

"Though about a dozen international broadcast stations now operate in the United States, only one —KGEI, licensed to General Electric—is on the West Coast (near Belmont, Cal.), "the FCC announcement said. "The other stations, being located in the Eastern part of the country, cannot serve the Orient. Distance is too great, and the path through the North Polar regions plays hob with transmission. Yet the desirability of broadcasting across the Pacific is self-evident in the light of international conditions. The Defense Communications Board urged additional facilities, and the Coordinator of Information has arranged for delivery of a 100-kilowatt transmitter from the General Electric Co. to speed this new service".

New Transmitter of WABC Is Opened; Island Plant Has Technical Innovations

THE NEW 50,000-watt transmitter of WABC, New York key station of CBS, began regular operation last Saturday evening between 10 and 10:15 p.m., if all went off according to schedule. Switch was made during a local broadcast, but at 10:15 WABC joined the network for a dedicatory program featuring New York's Mayor Fiorello H. LaGuardia, as well as most of the CBS "name" talent, with Alexander Woollcott making his contribution from London.

The transmitter is located on Columbia Island in Long Island Sound, about a mile off the mainland, a site selected because it is in the center of the New York, Westchester and Long Island population area and because it is completely surrounded by salt water.

Federal Equipment

A custom job, the transmitter was built by the Federal Telegraph unit of International Telephone & Radio Mfg. Corp., manufacturing subsidiary of IT&T, to specifications drawn by CBS engineers. Federal engineers also collaborated with CBS technicians in designing the unique antenna system. The 410-foot tower was constructed by the Pittsburgh-Des Moines Steel Co. Complete installation, from plans to operation, was supervised by James Middlebrooks, CBS transmitter construction chief, at a cost between $600,000 and $700,000.

Starting with a point of granite about the size of a 10-ton truck at high tide, CBS now has an artificial island 150 feet square.

From the white, one-story, 75-foot square transmitter building, housing both appartus and personnel, rises the antenna tower, supported by four yard-thick concrete pillars that go through the building without touching it, making the tower an independent structure. Within the transmitter building are the main 50-kw. unit and an auxiliary 5-kw. transmitter.

The Federal vacuum tubes in the main transmitter are water-cooled; the auxiliary transmitter is air-cooled so that a failure of the water supply would not completely cut off service.

The auxiliary unit can be used to provide driving power to the high power output amplifier in case trouble develops in the low power stages of the main transmitter. Parts of the equipment are provided in duplicate.

Current at 4,000 volts comes to the transmitter by steel-armored cable, along a different route. A gasoline-driven generator is available. Program transmission lines are encased in steel cable and laid beneath the Sound in duplicate. If both fail, an emergency cable can be unreeled and hooked to a short terminal within 20 minutes and an ultra-high frequency radio system connects the studio and transmitter buildings.

Rule On Time Signals

ANNOUNCEMENT of the requirements, as revised last June 13, to be fulfilled by stations wishing to rebroadcast Naval Observatory time signals has again been made by the FCC, complying with a desire of the Navy Department that they be released publicly at regular intervals to remind stations of the availability of the service. The FCC simultaneously released a schedule of the Navy stations at Washington, San Francisco, Honolulu, Puerto Rico and the Canal Zone transmitting the signals listing times of broadcasts.

Engineering Teachers Join Technical Drive

TO ENCOURAGE radio technical training courses in educational institutions and provide an adequate backlog of trained personnel for the war emergency, a meeting of professors of engineering schools in North Carolina, South Carolina and Virginia will be held Oct. 24 at Norfolk, Va., at the invitation of Dean Blake R. Van Leer, of the engineering department of North Carolina State College. Dean Van Leer also is administrator for this area for the engineering, science and management defense training project of the U. S. Office of Education.

Lynne C. Smeby, engineering director, and Arthur Stringer, promotion and industry exploitation director of the NAB, will address the session. Tht NAB has sponsored development of engineering training courses throughout the country since the war emergency because of the fast growing need for trained operators, engineers and technicians in the broadcasting industry, in defense pursuits and in other industrial efforts.

Third Fresno Station

A THIRD station in Fresno, Cal., was authorized last Tuesday when the FCC issued a construction permit for a new local outlet to J. E. Rodman, Fresno Chevrolet dealer. Grant was for the facilities about to be vacated by KARM, Fresno—250 watts on 1340 kc. KARM at the present time has a construction permit outstanding for 5,000-watt operation on 1430 kc. The other Fresno station is KMJ which operates with 5,000 watts on 580 kc. The new station is the 43d thus far authorized this year by the Commission.

Heding Heads Teletype

STANLEY BRACKEN, recently named general manager of manufacture of Western Electric Co., on Oct. 14 resigned as president of Teletype Corp. Gustave Heding, associated with Teletype Corp. and predecessor organizations since 1907, was elected Teletype president.

BASIL (Bud) HEATTER, 23-year-old son of Gabriel Heatter, MBS news analyst, has volunteered in the U. S. Navy and is stationed temporarily on Staten Island, New York. Bud has written several radio scripts which were produced on the networks.



As designers and manufacturers of the transmitting equipment for this great new broadcasting station, the Federal Telegraph unit of the International Telephone & Radio Manufacturing Corporation is proud to be associated with this magnificent project by the Columbia Broadcasting System, to bring to its millions of listeners quality and performance characteristics unsurpassed by any similar installation in the history of broadcasting.

International Telephone & Radio Manufacturing Corporation

1000 Passaic Avenue • East Newark, N. J.

Defense May Take All Radio Output

Billion Dollars Worth Of Equipment Said To Be Slated

STOPPAGE of practically all broadcast equipment production, to accommodate the requirements of the Army and Navy for communications equipment, is foreseen unless prompt steps are taken to keep the industry supply lines open as a national defense measure.

While no official announcement has been made, it is understood the Army and Navy are offering in excess of one billion dollars worth of communications equipment orders to the radio manufacturing industry—an amount said to be even greater than that budgeted for tank manufacture.

Irrespective of priority ratings for broadcasting and related fields, it is felt, the handling of this stupendous production will foreclose routine manufacture of broadcast equipment under existing regulations and procedures. Only by provision of a separate source of supply to accommodate the minimum needs of the industry could broadcasting, aviation, police and other services dependent upon replacements be served.

Big Plants Swamped

Moreover, it was thought in informed quarters that eventually the military requirements will be such that even receiving set plants will be saturated with Government orders, precluding any appreciable civilian set production. Already several of the larger manufacturing plants, such as RCA, Philco and Westinghouse, are so swamped with Government work that regular receiver production of necessity has been curtailed sharply.

FCC Chairman James Lawrence Fly took cognizance of the situation last Monday, on the heels of the order of the Supply Priorities & Allocations Board banning all public and private construction projects using critical materials.

At his press conference, the chairman said "there is an awfully difficult problem to be met". New construction of ordinary broadcast stations in areas already adequately served will be faced with "definite impediments", he asserted.

Military Needs

While the FCC has no plans under way to delay applications or grants, Mr. Fly said he would not be surprised if some emergency action would be necessary. The simplest rule of thumb would be to provide against any new grants unless there is a definite defense angle such as provision of service to an area not now receiving primary service, he said. Broadcasting already is pegged as a vital defense operation insofar as maintenance of public morale is concerned, as well as the most expeditious means available of keeping the public informed.

What effect the SPAB order, plus the production bottleneck, may have on power increases and other modifications was described as questionable by the chairman. However, at the Office of Production Management [BROADCASTING, Oct. 13], it was stated that priority allocations would be made after consultation with the FCC or the Defense Communications Board, of which Chairman Fly also is head.

The military project, which is said to involve also production of upwards of $60,000,000 in vacuum tubes and other electronics items, far surpasses the capacity of the radio manufacturing industry.

Details of the Army-Navy radio construction project, for military reasons, have not been divulged. But it was pointed out by observers that in modern warfare, two-way radio communications is the nerve-center of operations from tanks, planes, field forces and virtually every branch of military and naval power. This lesson, presumably, has been learned from the Nazi brand of mechanized operation, with radio serving as the eyes and ears for attacking forces.

As for priorities per se, it has been apparent since the emergency developed that the most aggressive industries are getting preferred treatment. The broadcasting industry has gone to bat with SPAB officials. Unless there is follow-through, however, it is thought that less important industries, due to their diligence, will get preferential treatment.

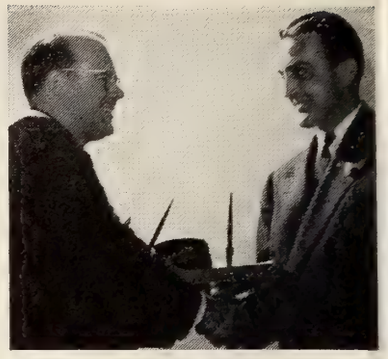
The whole subject of radio priorities will come before the new DCB priorities liaison committee when it meets with industry representatives Oct. 20 to form a plan for materials ratings. The meeting hopes to draw up a blueprint for priority allocations and ratings, covering the entire communications field. The Priorities Liaison Committee, recently authorized by the DCB, then will formulate its recommendations to DCB for transmittal to Donald Nelson, OPM priorities director.

Under current procedures, priorities are being considered on individual application. As the FCC, for example, makes a new station grant, OPM seeks to determine whether the area at present has adequate service. If there is sufficient service, then there is little likelihood of authorization of materials for the construction unless some other defense angle is developed.

Priorities Studied

If, on the other hand, DCB certifies that the new installation is necessary to provide service in an area not now having adequate broadcast service, OPM, under ordinary conditions, would open the way for preferential treatment.

The DCB already has stated that it plans to authorize increased power in given localities to complete the coverage pattern of the broadcasting structure. Superpower has gone under consideration in this connection, though no formulation of policy yet has resulted. Chairman Fly stated that increases in power definitely have a defense aspect.



REMEMBRANCE GIFT from the staff of KMOX, St. Louis, in the form of a desk set was presented Kenneth W. Church (left) by Merle S. Jones, KMOX manager, as the former left the station after nine years to become the director of national sales and sales promotion of WKRC, Cincinnati.

Radio's Priority Is Affirmed But There Still Are Doubts

POINTING UP the uncertain effect of expedited priorities for commercial broadcast operations was an announcement last Thursday by Donald M. Nelson, Director of Priorities, of an amendment to Preference Rating Order P-22 reaffirming an A-10 priority rating for maintenance and repair materials for commercial broadcasting and communications and including a large number of other industries beyond the 20 "essential industries" originally encompassed by the order when it was announced Sept. 10 [BROADCASTING, Sept. 15].

Although broadcast operations ostensibly become eligible for a desirable defense rating status in the priorities schedules — contrasting sharply with the non-defense B ratings formerly accorded radio manufacturers — industry observers have expressed doubt that the A-10 rating amounts to all it is cracked up to be.

They point out that while commercial broadcasting definitely has been included among the essential industries accorded an A-10 rating under Order P-22, amendment of the order has included so many industrial plants that available supplies of material, even for maintenance and repair, must be split up to such an extent that radio's position in reality is improved only a little, if at all.

Restrictions Imposed

On the other hand, it is pointed out, amendment of the order holds potential benefit for broadcasters since it definitely prescribes an A-10 rating for maintenance and repair parts—although the original Order P-22 carried the same sort of provision, OPM's practical administration of the plan extended only to repair parts, with no preference given to maintenance parts and operating supplies which probably would be held in store until an emergency arose at a station. Several stations are known to have had to secure special A-1 ratings to secure immediate delivery of transmitter tubes and such essential equipment when tubes suddenly burned out without replacements on hand.

The situation remains critical in other phases of the material supply picture as it effects radio. Manufactures for domestic consumption appear to face further production cuts for certain, with Government orders for such items as vaccum tubes far in excess of actual production facilities [BROADCASTING, Oct. 13]. Receiver construction, in general outside whatever priority protection may be accorded other phases of radio construction, will suffer increasing curtailment, observers freely predict.

Under amended Order P-22, any plant or business qualified to use the A-10 rating can do so without making application to OPM. A station or manufacturer needing a repair part, for example, simply places his repair order with a supplier, writing on the face of the order the following statement:

"Materials for maintenance, repair, or operating supplies—Rating A-10 under Preference Rating Order P-22, as amended, with the terms of which I am familiar."

The order provides that such purchase orders must be made up separately from all other orders, and the A-10 rating must not be used if the material can be obtained without a rating. OPM also pointed out in its announcement that misuse of the plan may result in direct punitive action, and emphasized that anyone using the plan should become acquainted with Order P-22, as amended.

In its definitions the order provides that "maintenance", "repair", and "operating supplies" do not include material (1) "for the improvement of a producer's property or equipment through the replacement of material in the existing installation with material of a better kind, quality or design; (2) for additions to, or expansion of, such property or equipment; (3) which is of a type not heretofore carried on the producer's books."

Philadelphia

city of **RADIO** *homes*



Philadelphia's 507,000 places of family dwelling have justly earned for it the designation, "city of homes". Today with latest available figures showing 102 radios for every 100 homes, Philadelphia rightly becomes "the city of *RADIO* homes".

Radio will reach people in Philadelphia for you quickly and surely. WCAU will do it quickly, surely and economically, for WCAU has 32.7% more regular listeners than any other Philadelphia station.

WCAU

50,000 WATTS IN ALL DIRECTIONS

★ *The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey*

Philadelphia • WCAU Building, 1622 Chestnut Street . . . New York City • CBS Building, 485 Madison Avenue . . . Chicago, Ill. • Virgil Reiter, 400 North Michigan Avenue . . . Boston, Mass. • Bertha Bannon, 538 Little Building . . . Pacific Coast • Paul H. Raymer Company

Prompt Senate Approval Seen For Durr FCC Nomination

Early Decision by Committee Is Indicated as No Signs of Opposition Are Apparent

PROMPT Senate approval of the nomination of Clifford J. Durr, assistant general counsel of the RFC, as a member of the FCC, was foreseen last week by members of the Senate Interstate Commerce Committee.

Possibility of committee approval this week was seen, though no definite meeting has yet been scheduled. The nomination was sent to the Senate last Monday by President Roosevelt, confirming previously published reports [BROADCASTING, Aug. 25, Oct. 6] that Mr. Durr would be named. Whether the committee will ask the 42-year-old Alabaman to appear in person for questioning is problematical.

May Poll Members

There is no indication of opposition. Because of the pressure of defense legislation, if the committee does not find it expedient to hold a formal hearing its membership may be polled, with a favorable report regarded as assured. Senator Lister (D-Ala.), one of the chief Durr sponsors, has asked Chairman Wheeler to expedite consideration in the hope of confirmation this week.

Mr. Durr preferred not to comment on the appointment, other than to express his gratification. He said he was not familiar with FCC activities, problems or procedures, and therefore was not in a position to discuss current policy or other considerations involving broadcasting or communications. He said he is devoting his immediate attention to clearing his desk at the RFC, where he is assistant general counsel, and at the Defense Plant Corp., RFC subsidiary, where he is general counsel.

Friends and associates of Mr. Durr described him as a tactful, modest man, who expresses himself in no uncertain way once he has reached a determination on a given issue. He was described as a tremendous worker and as highly intelligent.

The White House apparently did not follow customary procedure by notifying the committee in advance of the actual transmittal of the nomination.

Senator Hill announced Monday forenoon that he had been advised that the Durr nomination would be sent to the Senate that day. The committee, of which Senator Wheeler (D-Mont.), is chairman, had not been notified, however.

Precisely how Mr. Durr will fit in at the FCC, now split into two definite camps on major policy questions, is conjectural. A New Dealer and a lawyer, Mr Durr was represented as adhering more or less to the philosophies of his liberal brother-in-law, Supreme Court Justice Hugo Black. At the RFC, working under Jesse Jones, Mr. Durr has accumulated vast experience in administrative legal practice since he first joined the agency in 1933.

With Mr. Durr's appointment there will be five lawyers on the seven-man FCC. Other barristers are Chairman James Lawrence Fly, former Gov. Norman S. Case, Paul A. Walker and Ray C. Wakefield. Commissioner T. A. M. Craven is an engineer by profession and a former Naval officer, while Commissioner George H. Payne has served in the newspaper and publicity fields and is a former Tax Commissioner of New York.

Rejected It Once

Mr. Durr succeeds Frederick I. Thompson, fellow Alabaman whose term expired last June 30 and who was not reappointed by the President. Mr. Thompson had served for two years, filling the unexpired term of former Commissioner E. O. Sykes. The new appointment is for seven years from June 30.

The next vacancy on the FCC occurs June 30, 1942, at which time the term of Chairman Fly expires. The Chairman of the Commission is designated by the President. Mr. Fly was named in 1939 to fill the unexpired term of Frank R. McNinch, former chairman, who resigned because of ill health.

Mr. Durr originally had been offered the post last summer but is understood to have expressed little desire for it. Afterward, however, he was prevailed upon to accept but asked to be permitted to finish certain work at the RFC. He was selected from among a group of more than a dozen candidates.

Clifford Judkins Durr was born in Montgomery on March 2, 1899. He married Virginia Heard Foster, of Alabama, in 1926. They have three daughters—Anne Patterson, 14; Lucy Judkins, 5, and Virginia Foster, 2.

The Commissioner-designate received his A.B. degree from Alabama U and his law degree from Oxford in 1922, as a Rhodes scholar. After his graduation from Oxford he returned to the United States and worked with the Montgomery law firm of Rushton, Crenshaw & Rushton for a year. He then served with Fawsett, Smart & Shea, of Milwaukee, for a year-and-a-half, and with the Birmingham firm of Martin, Thompson, Turner & McWhorter from 1925 until 1933.

Four years after joining the RFC legal department in 1933, Mr. Durr was named its assistant general counsel. With the creation of the Defense Plant Corp. last August, he doubled as its general counsel. Mr. Durr was a member of the advisory committee of lawyers which studied and made recommendations for civil service employment of attorneys in the Government organization. He also is a member of the board of legal examiners created last June by Presidential order to deal with the problems of lawyers in civil service.

Mr. Durr served in the Fourth Officers' Training Camp at Camp Pike, Ark., in 1918. He is a member of Phi Beta Kappa and Sigma Alpha Epsilon. He is a Presbyterian. He resides with his family on Seminary Hill in Alexandria, Va., Washington suburb.

Durr's Radio Purr—

WHILE the FCC Commissioner designate, Clifford H. Durr modestly disclaims any wide knowledge of radio, it was recalled in Washington last week that he has had at least one interesting experience in the field. It was Mr. Durr in 1937 who handled the arrangements for the famous radio speech of his brother-in-law, Associate Justice Hugo Black, when the latter answered charges that he had been a member of the Ku Klux Klan. At that time, after several days of hectic pulling and hauling among networks, newspapers and newsreels—the latter two agencies being barred from the scene of the speech—Mr. Durr remarked, "I would never have gotten into this thing, if I had known it was going to be like this."



HEAVY ASSIGNMENT is given Hizzoner Cliff Arquette, Hollywood star of the weekly NBC serial, *Point Sublime*, sponsored by Union Oil Co. who was recently elected mayor of Sherman Oaks, Cal. Expectantly awaiting gavel fall are (l to r) Jim Jordan, president of Encino, Cal. Chamber of Commerce, who also portrays Fibber on weekly NBC *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son (floor wax); Andy Devine, mayor of Van Nuys, Cal., and featured comedian of CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co.; Cliff Arquette; Don E. Gilman, NBC Western division vice-president; Robert L. Redd, writer-producer of *Point Sublime;* William J. Pringle, Los Angeles account executive of Lord & Thomas, agency servicing Union Oil Co. account; Robert L. Phillipi, advertising director of latter account.

FREE PRESS, AIR VIEWED AS VITAL

DANGERS of governmental censorship, which might lead to punishment of editors and broadcasters as well as those who express views, were pointed out by Nicholas Roosevelt, editor of the *New York Herald Tribune*, in a recent address during a patriotic pilgrimage to Gunston Hall, Washington. Mr. Roosevelt's speech was placed in the *Congressional Record* of Oct. 9 by Senator Capper (R-Kan.).

"Freedom of the press is, as a matter of fact, separable from freedom of speech and freedom of the air," Mr. Roosevelt said. "When a government takes over control of what may be said in print or over the air, this control is not limited to what the publishers and broadcasters themselves may say. Government censors will hold these men responsible for what they print or allow to be broadcast—which means that they will be held responsible for what other people say, as well as for what they say themselves.

"Not only will they not be permitted to air views of their own which the censor does not like, but they will be forbidden to circulate the views of anyone else which rile the censors. In this manner government will easily assume control over everything which anyone may write or say. It is but a step from such censorship to the punishment, not only of publishers, editors, writers, and broadcasters, but also of any individual who persists in expressing his own views or in circulating articles, pamphlets, books or broadsides which express his views."

Woolworth Queries

F. W. WOOLWORTH Co., New York (chain), through its agency, Lynn Baker Co., New York, has been querying stations directly on local rates for announcements of new store openings and local anniversaries. Last year Woolworth placed similar business through station reps, but the agency stated that the different type of promotion planned for the coming year could be more quickly and accurately executed through the direct contact route.

ALREADY UNAPPROACHED
BY ANY LOCAL STATION
IN AUDIENCE ACCEPTANCE

WBEN

beams your message via a NEW transmitter to the Great Western New York Market

WBEN now operates on 5 KW day and night, with complete new transmitter and antenna installations geared to the compact Buffalo area of 400,000 families. But long before this increase in power and facilities, WBEN was outstanding in audience acceptance. All this means further supremacy in one of the nation's major centers of inland industrial and agricultural production.

NBC Basic Red Network

•

WBEN
BUFFALO, N. Y.

•

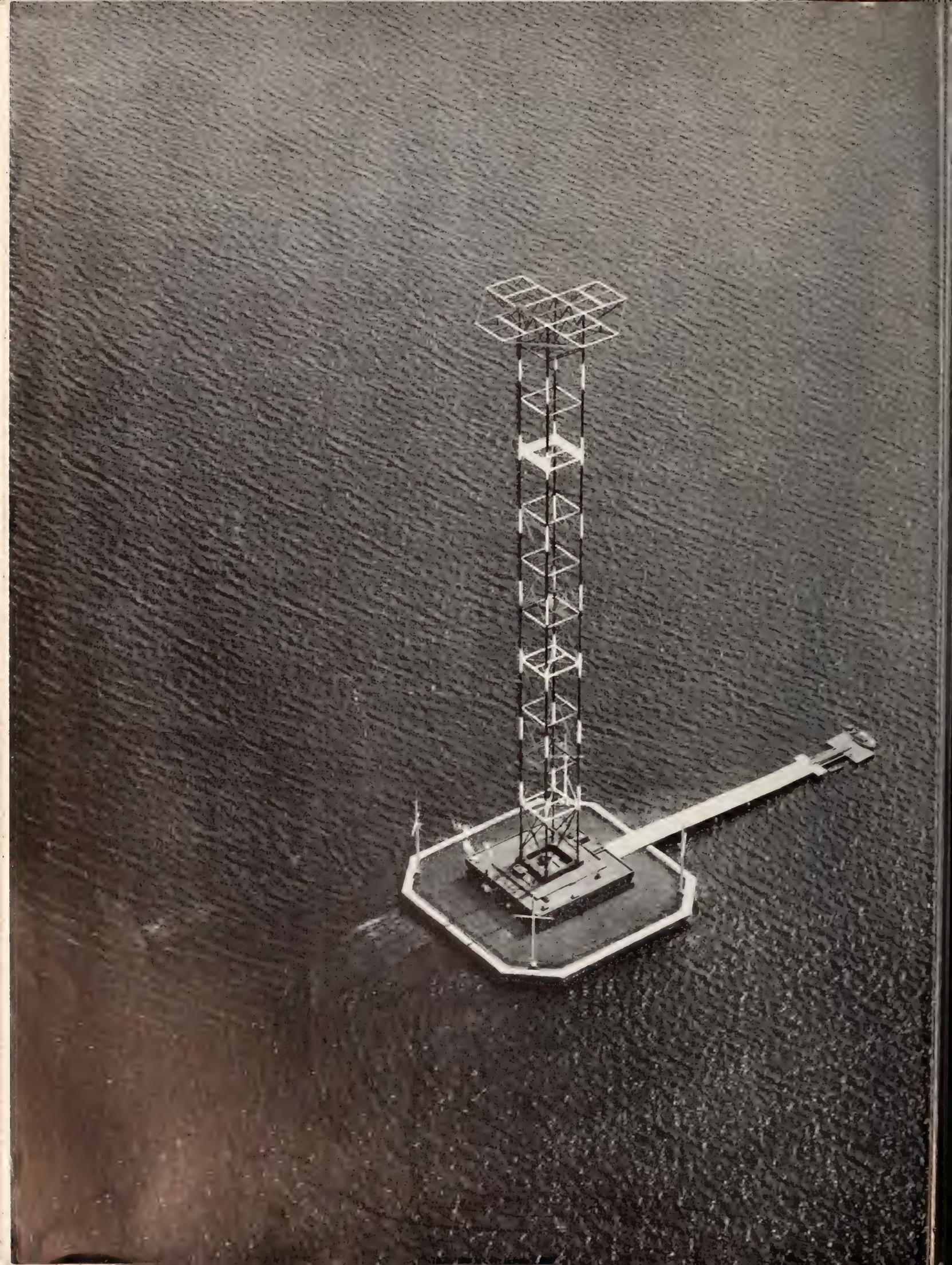
930
KILOCYCLES
in the center
of the dial

•

Represented by
EDWARD
PETRY & CO.



"The Preference of the Audience is the Choice of the Advertiser"



FOR 15,000,000 LISTENERS

A *mile* from shore, in the middle of Long Island Sound, stands a man-made island—sea-born foothold for a giant tower with a giant's voice. This is WABC's new 50,000-watt transmitter—the perfect voice of radio, serving 15,000,000 listeners as they have never been served in the past. Serving 10,000,000 of them with a signal two to ten times stronger than before!

The secret?

The secret is *that mile*—the most important mile in radio—the mile of salt water which surrounds this engineering miracle *on all four sides.*

That "salt-water-start" for a radio program, that first perfect mile, is like the first perfect skip of a stone—which sends it true and far.

WABC is the only 50,000-watt station on the eastern seaboard with this over-water start in *all* directions—east to both shores of the Sound—south through Queens and Brooklyn—north through New York and Connecticut—west through the heart of Manhattan and the homes of New Jersey.

Key station of the Columbia network, feeding CBS programs to 124 network stations and 120,000,000 listeners from coast to coast—the new WABC delivers those programs to the 15,000,000 *nearest* listeners with new strength, new clarity, new brilliance!

The New WABC, New York

KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

Book List Picked

BLUE RIBBON BOOKS, New York, recently opened its fall radio campaign, which features condensed high school training, on 18 stations. Agency is Northwest Radio Adv. Co., Seattle. The station list: KIRO KINY WPRO KQW WAIT KYA XENT KVEC KROD KHQ WHAS WBAL WFBR KMA KWFT KXA WOV WBAX. Others may be added.

B. W. FRANK, assistant manager of WEED, Rocky Mount, N. C., is secretary-treasurer and 24.5% stockholder in the application of the Tar Heel Broadcasting System Inc. for a new 1,000-watt daytime station in Washington, N. C., on 930 kc. Other principals are W. R. Roberson, Sr., owner of the local Dr. Pepper Bottling Co., president and 51% stockholder; W. R. Roberson, Jr., bookkeeper for his father, vice-president, 24.5%.

Station Operation Starting at 4 a. m. Is Permitted Under Revised FCC Rules

CLARIFYING its regulations covering early-morning broadcast operations, the FCC last Tuesday amended its rules to allow daytime facilities apart from certain specified exceptions and cases where undue interference would result, to start operating as early as 4 a.m.

Interference Clause

The new Section 3.87 of the FCC rules supersedes Order No. 74, issued by the FCC on June 10, 1940, which had drawn the criticism of some operators on grounds that it operated unfairly against them.

Under the new regulations, daytime stations may begin operating as early as 4 a.m. and until local sunrise—provided that time-sharing stations agree between themselves which shall operate before local sunrise; that no Class II stations causing interference by use of the daytime facilities shall use them during the early-morning hours; and that Class II stations on I-A channels not assigned to this country under the Havana Treaty shall not transmit programs during these hours using the daytime facilities.

The rule also provides that stations causing interference through such early-morning operation shall, upon notice from the FCC, stop such operation, and that the period from 4 to 6 a.m. shall not be included in determining compliance with the rule requiring a specified daily operation period for daytime facilities.

Text of Changes

Text of the amended section of the rules and regulations follows:

Section 3.87 Program Transmissions Prior to Local Sunrise.

(a) The provisions of Section 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities, provided:

(1) stations regularly sharing time during daytime hours under either a time sharing agreement or operating specified hours reach an agreement as to which of such stations may operate prior to local sunrise.

(2) no Class II station causing interference by use of the daytime facilities (as determined by the Standards of Good Engineering Practice and the North Amercan Regional Broadcast Agreement, within the 0.5 mv/m 50% skywave contour of any Class I station, either U. S. or foreign) may transmit programs during such hours using the daytime facilities.

(3) Class II stations on I-A channels not assigned to the United States under the North American Regional Broadcast Agreement may not transmit programs during such hours using the daytime facilities.

(b) Any station operating during such hours receivng notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commisson.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with Section 3.71 of these rules.

THEY PREFER JINGLES
Variety Show Replaces Series
But Gets a Squawk

ELMER CANDY Co., New Orleans, for 60 weeks sponsored a half-hour quiz show, *Jingle Jamboree*, for 60 weeks on WWL, New Orleans. During this time the program averaged some 3,000 letters a show and drew audiences of 700 to 800 persons. After 60 broadcasts the sponsor decided the public might like a change, replacing the quiz feature with a variety show costing twice as much.

After the first broadcast of the new show, Morel Elmer, advertising and sales manager of the sponsor, called Howard Summerville, WWL, manager, requesting an immediate conference. The candy company had been overwhelmed with phone calls, letters, wires, and personal requests from listeners and dealers, all protesting discontinuance of the original show. The following week Elmer Candy Co. had returned *Jingle Jamboree* to the air—augmented by a studio orchestra.

Feather Series

PROGRESS FEATHER Co., Chicago (feather merchants), on Nov. 3 will start a 26-week campaign of one-minute live spot announcements on eight midwestern stations, WEAU WKBH WIBA KRNT WMT WNAX KSAL KGGF. Present schedule of three announcements weekly will probably be doubled in December, when other stations will be added. Agency is Lieber Adv. Co., Chicago.

Sets Cut in Canada

A CUT OF 25% has been ordered by the Canadian Government in the production of certain electrical appliances, including radios. The announcement was made by Munitions and Supply Minister C. D. Howe on Oct. 1, and will mean that there will be 123,000 less radios built annually in the Dominion. The reduction was made on the 1940 output, and no guarantee was given manufacturers that materials will be available for the production on the lower basis. Substantial quantities of steel, copper, brass, aluminum, bakelite, hardwood veneers and other materials as well as foreign exchange will be saved for war purposes by this move. Much of the labor saved will be absorbed into essential wartime production of radios for the armed services.

"Air Stadium of the Northwest"



FOOTBALL FANS

keep tuned to

WTCN

ST. PAUL NBC STATION MINNEAPOLIS

The Station That is the Center of Attraction in the Northwest is a Good Place for Your Advertising.



for

- ALL UNIVERSITY OF MINNESOTA GAMES.
- "BEFORE THE KICKOFF" . . . a pre-Minnesota game broadcast of football dope.
- "FOOTBALL SCORE ROUND-UP" . . . analysis of Minnesota games, and scores from the nation's gridirons.
- "SPORTS REVIEW" . . . Daily resume of football news.
- "FOOTBALL CAVALCADE" . . . Highlights of Minnesota games.
- NBC BROADCASTS OF COLLEGE GAMES.
- PROFESSIONAL GAMES BY NBC.
- HIGH SCHOOL GAMES.

And Other Football Broadcasts

FREE & PETERS, INC., *Exclusive National Representatives*

New York Chicago Detroit Los Angeles San Francisco Atlanta

● Industrial wealth! Agricultural wealth! And a population greater than Tennessee's largest city! . . . that's the rich Appalachian area. And WJHL is the only single advertising medium that offers adequate coverage of this market at one low cost.

1000 WATTS • 910 KC • NBC BLUE

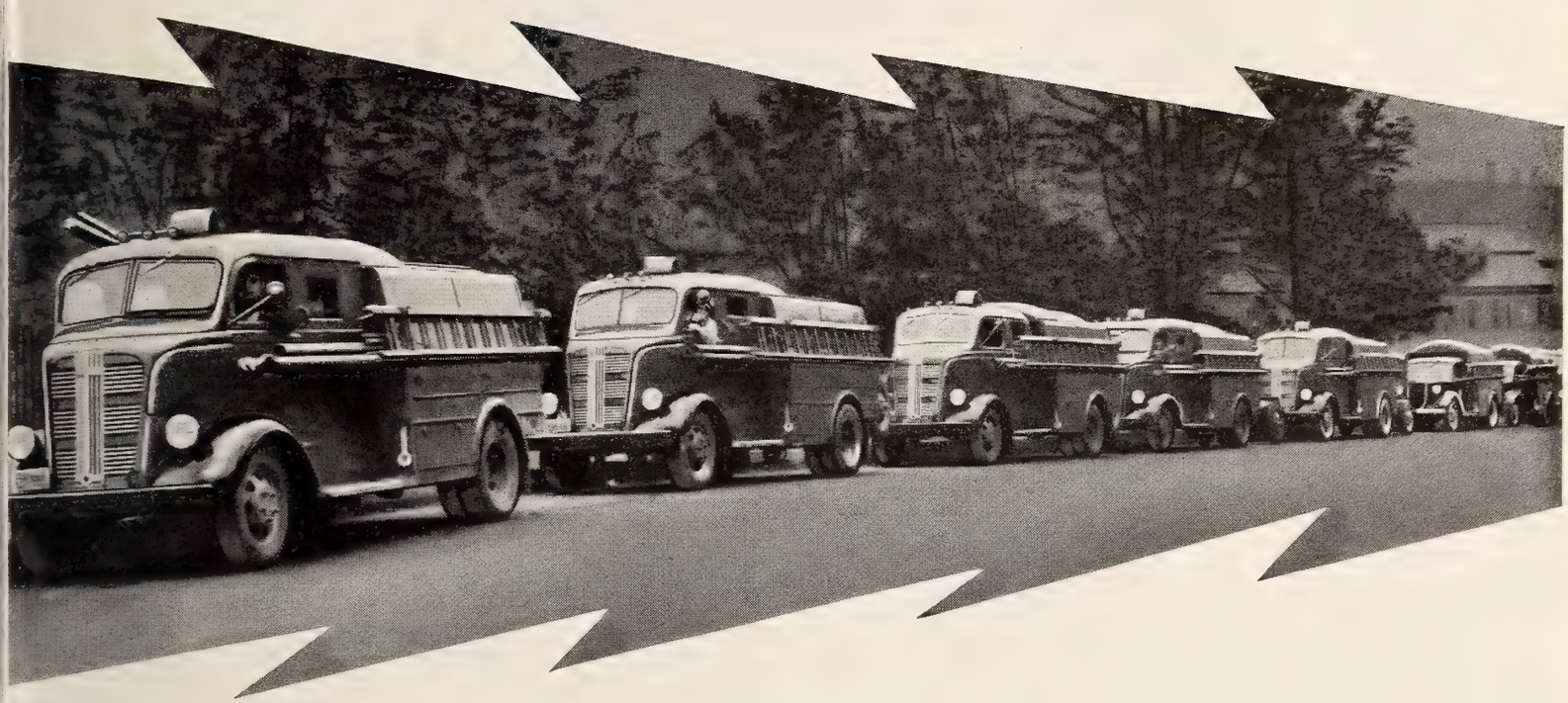
WJHL

Johnson City, Tenn.

International Radio Sales
Representatives

W. Hanes Lancaster
Manager

"Mechanized Division"



"IT MAY surprise you to learn that the biggest company owned fleet of motor vehicles in industry belongs to the Bell Telephone System. This great 'mechanized division' of ours is made up of about 22,000 vehicles — trucks mostly, but along with the trucks, large numbers of other kinds of cars.

"Some of our heavier trucks are rigged up with earth-boring machinery—so that we can set poles quickly. Others have bodies especially designed to carry winches, derricks or reels for wire or cable. Each truck in fact is designed, equipped and bought for a particular type of job.

"Even more important is the fact that throughout the Bell System this special equipment is of uniform design. Repairs, replacements and substitutions can be made quickly without delaying the job. The common sense of this was shown in a recent emergency when 600 motor vehicles were mobilized in one area — from far and near and from many different Bell companies — and they all did yeoman service.

"With such equipment, the Bell System is prepared to act promptly to keep the lines open and ready for service — no matter what the test may be or where it may come."

This quotation is from THE TELEPHONE HOUR, *a regular program heard each Monday night over the N. B. C. Red Network. It helps to point out the value of uniform equipment in the unified telephone system which has served radio networks since the very beginning.*

Standard Oil Resumes Pacific School Series

STANDARD OIL Co. of California, San Francisco, on Oct. 16 resumed its weekly *Standard School Broadcasts* on 31 Don Lee-Mutual stations, which are listened to by more than a half-million students in 5,000 Pacific Coast schools. This is the fourteenth year the program has been on the air. The series is designed especially for children and is accompanied by a teacher's manual approved by educators, musical authorities, parents and students themselves.

The programs have been recognized for their artistic integrity by four of the big universities on the Pacific Coast, which have given credits for the completion of the Standard courses. The broadcasts are presented in conjunction with the *Standard Symphony Hour*, released Thursdays.

RCA Tries New Show

RCA MFG. Co., Camden, on Oct. 15 is testing a replacement of its weekly *Music You Want* program of recordings on WEAF, New York, with a live show featuring Victor artists discussing music with Ted Cott, who formerly conducted the quiz show on CBS, titled *So You Think You Know Music*. Program is heard 11:15-11:30 p.m., immediately following the quarter-hour of news by George Putnam, also sponsored by RCA. Account is handled by Lord & Thomas, New York.





LADIES OF THE RADIO and press from Washington went on a junket to the Norfolk Naval Operating Base last week to see how the Navy treats its young enlisted men. Before the junketeers left the Nation's Capital, Elinor Lee, women's activity director of WJSV, interviewed some of the party on the deck of the steamer *District of Columbia*. Starting at the left is Ann Cottrell, *Newsweek;* Miss Lee; Esther Van Wagoner Tufty, Michigan League of Home Dailies; Melvina Stephenson, *Kansas City Star;* Mrs. Louise Daniels, newly-appointed women's editor of the Navy Department press and radio bureau.

PROF. YEEND'S 89 GRADUATES

Washington Educator Claims Larger List of Radio Graduates Than Prof. Abbot

KENNETH YEEND, director of KWSC, the 5,000-watt non-commercial station of the State College of Washington, accepts Dr. Waldo Abbot's challenge to any institution to produce a larger list of graduates now in radio than the U of Michigan's list [BROADCASTING, Aug. 11].

In checking over the records of people who have done radio work at KWSC, Mr. Yeends finds that 62 are professionally employed in actual broadcasting compared to Prof. Abbot's 43. A total of 89 are known to be employed in broadcasting and other radio-communication functions. This, of course, does not include a large number of former radio speech students who use their radio training in other unrelated occupations.

Founded in 1913

KWSC claims to be the Northwest's first radio station, established in 1913 on an experimental basis. The State College of Washington, which owns and operates the station, is noted for its program of training in engineering and operating as well as in radio speech, writing, and management. The college has a total enrollment of 4,274.

Here is the list of Washington State College graduates who are now professionally engaged in radio broadcasting.

Ed Murrow, Chief, CBS European Staff, London; Art Gilmore, announcer, KNX, CBS; Jim Campbell, announcer, NBC, Chicago; Harry Stanton, staff artist, NBC, San Francisco; Mahlon Merrick, producer, NBC, San Francisco; Lester Hatfield, engineer, CBS, New York; James Hatfield, chief engineer, KIRO, Seattle; Art Edwards, announcer, KFI, Los Angeles; William Mock, director, special events, KGW-KEX, Portland, Ore.; Ralph Rogers, program manager, KGW-KEX, Portland, Ore.; Hartley Sater, announcer, KGW-KEX, Portland, Ore.; Eddie Butherus, announcer, KGW-KEX, Portland, Ore. (now in Army public relations); Tom Decker, continuity, KOIN-KALE, Portland, Ore.; Clarence Talbot, announcer-producer, KOIN-KALE, Portland, Ore.

Harvey Wixson, manager, KHQ-KGA, Spokane; Del Cody, announcer, KHQ-KGA, Spokane; Louis Gillette, announcer, KHQ-KGA, Spokane; Stan Warwick, announcer, KOIN-KALE, Portland; Bill Phreaner, announcer, KOL, Seattle; Ruth Harris, staff artist, KHQ-KGA, Spokane; Page Ellis Davis, staff artist, KHQ-KGA, Spokane; Harold Zent, commercial dept., KHQ-KGA, Spokane; Bill Gordon, continuity, KFPY, Spokane; Dick Green, commercial dept., KFPY, Spokane; Ronnie Rule, announcer, KFPY, Spokane; Warren Green, operator, KHQ-KGA, Spokane.

Bob Gentry, announcer, KOMO-KJR, Seattle; Harold Moan, announcer, KOMO-KJR, Seattle; Reg Miller, announcer, KOMO-KJR, Seattle; Dick Downie, announcer, KEVR, Seattle; Miriam Smith, continuity, KIRO, Seattle; Dorothy O'Neill, continuity, KOMO-KJR, Seattle; Paul Corbin, program manager, KIEM, Eureka, Cal.; J. Elroy McCaw, manager, KELA, Centralia, Wash.; Sam Norin, engineer, KIRO, Seattle; Charles Herring, announcer, KUJ, Walla Walla, Wash.; James Nolan, announcer, KUJ, Walla Walla, Wash.; Bob Phillips, continuity, KHQ-KGA, Spokane; Charles Foster, announcer, KIT, Yakima, Wash.; Jack Bernard, chief engineer, KWLK, Longview, Wash.; Norman Mann, announcer, KRLC, Lewiston, Idaho; Robert D. Smith, commercial dept., KWLK, Longview, Wash.; William Beauner, announcer-operator, KFIO, Spokane; Curtis Roberts, radio actor, NBC, Chicago; Herbert Wixson, commercial dept., KHJ, Los Angeles; Hal Byer, commercial manager, KWIL, Albany, Ore.; Judith McWhorter, continuity, KOL, Seattle, Wash.; George Allison, operator, KGHL, Billings, Mont.; Evelyn Sparlin Ayres, musician, KFPY, Spokane; Carl Brewster, announcer, KFCD, Hollywood; Aubrey Ison, announcer, NBC, Hollywood; Norm Thue, staff musician, KFPY, Spokane; Ernest L. Spencer, general manager, KVOE, Santa Ana, Cal.; Jim Scott, announcer, KIRO, Seattle (now in Army); Edwin Watson, director, KWIL, Albany, Ore.; Bill Rhodes, announcer, KGA, Spokane; Lewis Julian, music-production, NBC, New York; Joan Cannon, producer of *Dr. Christian* programs; Ed Canepa, announcer, KSRO, Santa Rosa, Cal.; Bill Aya, announcer, KEVE, Everett, Wash.; Jerry Walker, announcer, KOAC, Corvallis, Ore.; Virginia Van Hoy, secretary, KUJ, Walla Walla, Wash.

Former students employed in radio work other than actual broadcasting include:

John Herber, chief installation 50,000-watt transmitter Bell Telephone Laboratory, New York; Hugh Allen, engineer, RCA, New York; Emmet L. Kuntze, engineer, Radio Developments, Bell Telephone Laboratory, New York; Kenneth King, Bell Telephone Laboratory, New York; Syd Lines, FCC, Portland, Ore.; Lewis North, FCC, Miami; Del Lawrence, FCC, New Orleans; Larry Mallack, FCC, Juneau, Alaska; Theodore O'Neil, Radio Research Work, Bell Telephone Labs.; C. B. Carpenter, engineer, Pacific T. & T. Co., Portland, Ore.; Harold Vance, manager, Chicago Sales Office, RCA; Neal Eaden, transmission engineer, Pacific T. & T. Co., Lewiston, Idaho.

Lester Fowler, RCA Labs., Camden, N. J.; Chester Calbick, research engineer, Bell Telephone Labs.; Harry Palmer, Radio Engineer, General Electric Co., Schenectady; Clifford Pommer, radio engineer, General Electric Co., Schenectady; Eddie Clark, Radio Labs., General Electric Co., Schenectady; Harry Meahl, Radio Labs., General Electric Co., Schenectady; Henry Kahl, Research Labs., Bell Telephone Co.; Carl Yerian, Radio Laboratories, General Electric Co., Schenectady; Col. Caldwell, radio specialist for Geophysical location petroleum deposits, Gulf Oil Co., Texas; Doran Hierath, engineer salesman on FM Transmitter, GE, N. Y.; W. W. Cramer, Pacific T. & T. Co., Portland, Ore. (holds several patents on teletype machine); Marshall Ingling, radio instructor, Khanute Field, Ill; Sydney Burton, supervisor of Federal radio beam stations east of Mississippi River.

Stations Seeking News Cooperation

NAB Meetings Acting Toward Improving of Coverage

LOOKING toward closer coordination of material for news and defense programs, resolutions calling for formation of a special committee of radio news editors in each State are being offered at each of the 17 NAB district meetings this fall. Identical resolutions already have been adopted at the meetings of Districts 7, 8, 10 and 12, and adoption at the remaining 13 meetings is expected without opposition.

Under the plan, radio news editors of stations in each of the 48 States would meet to coordinate their efforts in the interest of accuracy and gathering background information. Advanced by the NAB, the plan has the active support of the radio branch of the War Department Bureau of Public Relations.

Army Cooperation

Edward M. Kirby, director of the radio branch, and Jack Harris, news and special events director, participated in discussions at the first four district meetings. Bob Coleson, administrative executive of the radio branch, is to attend the NAB meetings on the Pacific Coast late in November.

Mr. Kirby and Mr. Harris indicated at the meetings that the Bureau of Public Relations will cooperate with broadcasters in developing their background on the Washington defense scene, as well as working along similar lines with press associations and news services serving radio.

The resolution, as adopted at the NAB meetings, follows:

Whereas, the present emergency calls for the greatest effort by radio in a national undertaking;

And whereas, radio desires to meet this challenge in a manner that will promote most effectively the national interest;

And whereas, the crisis adds responsibility to those charged with the broadcasting of news and defense programs;

And whereas, it is the belief that best effort can be made through the closest cooperation and coordination by those engaged in such specialized work;

Be it therefore resolved that the _____ district of the NAB have appointed a committee chairman for the purpose of arranging in the district this close cooperation and coordination, for the furthering of high standards of craftsmanship in radio newscasts, and for working in close cooperation with the War Department and other national defense agenceis;

And be it further resolved that the _____ district recommend adoption of a similar plan by all the districts of the NAB.

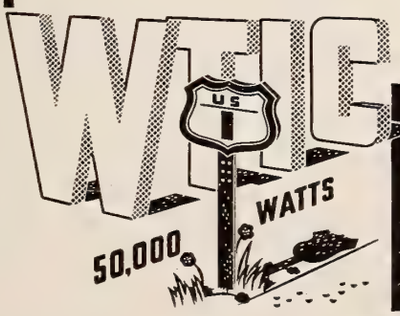
ASSOCIATED PRESS
INTERNATIONAL NEWS
TRANSRADIO NEWS

AS THE only station in New England and one of the few in the whole country subscribing to these three services, WTIC now offers its advertisers the most complete news available.

A few choice periods are now open for sponsorship as indicated in the following schedule:

WTIC NEWS BROADCASTS

WEEKDAYS	SUNDAYS
6:25-6:30 A.M. (sold)	8:00-8:10 A.M. (available)
6:55-7:00 A.M. (available—new)	11:00-11:15 A.M. (available)
7:25-7:30 A.M. (sold)	12:45-1:00 P.M. (sold)
8:00-8:15 A.M. (sold)	6:00-6:15 P.M. (sold)
1:00-1:15 P.M. (sold)	11:00-11:15 P.M. (available)
6:00-6:15 P.M. (available 3 nights)	
11:00-11:15 P.M. (available 3 nights)	



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

KINY
"The Friendly Voice of the Capital"

No other region in the world depends more on radio than Alaska! To Alaskans, radio means entertainment, news, emergency messages, market prices, and generally keeping up with the world.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

KFRU
COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

MRS. BLOOM BOOMS ELSEWHERE

Greensboro Furniture Store Finds Radio Solves a Merchandising Problem

TREKING northward after a successful season at WIS, Columbia, S. C., Winefred Bradford Bloom dropped into WBIG, Greensboro, N. C., for a visit some weeks ago.

Gil Hutchinson, station salesman, thought the name sounded familiar. Bloom? Oh yes, it must be the heroine of an article in the July 14 BROADCASTING titled "Mrs. Bloom's Boom Zooms Sears' Sales".

That gave him an idea. He recalled that the Morrison-Neese furniture store was having trouble selling its budget line since installation of a fancy floor of expensive rooms.

W. W. Morrison, head of the big store, was interested when he saw the magazine article. He was sold when Mrs. Bloom was presented and offered her ideas.

Now Morrison-Neese is heard three mornings a week on behalf of the budget line. Monday morning Mrs. Bloom tells about the Budget Room of the Week. The Wednesday program consists of a straight, chatty copy; Fridays there are homey bits about the store and its personnel.

"And does this informal, artistic creation that is Winefred Bradford Bloom's morning broadcast sell the listener?" rhetorically inquires WBIG. Its answer is:

Others Present

"You can bet your life it does! Even though she has been at WBIG less than a season, she's already taught the public that Morrison-Neese is as ripe with real furniture bargains as any other dealer in town. And what is more, she has sold furniture.

"One salesman traced $370 in sales directly to her, in one day. Another accounted for seven customers who, in the space of six or eight hours, had been drawn into the store by her broadcasts. And the Morrison-Neese switchboard girl is getting used to calls that run like this: 'Can you tell me if that desk Mrs. Bloom talked about yesterday is still there?' Winefred Bloom, who just happened to come up from Columbia, is selling 'em out at Morrison-Neese."



MRS. BLOOM

Davidson Taylor Back

DAVIDSON TAYLOR, producer of the *Columbia Workshop* programs on CBS last season, will return as producer with the Nov. 9 broadcast, first to follow the "26 by Corwin" series presented through Nov. 2. As last year, Mr. Taylor will encourage new writing, acting and directing talent, with emphasis on new comedies and comedians. Two directors, developed by Taylor last year, have since been added to the directors' staff of the CBS program department—Guy della Cioppa, who has been collaborating with Bremster Morgan on *Report to the Nation* and *Spirit of '41*, and Perry Lafferty, now directing *Kay Thompson & Company*.

ADDITION of KAST, Astoria, Ore., to Mutual network has been postponed to Nov. 3, due to telephone line availability difficulties.

Land o' Lakes Is First Northwest Net Sponsor

WITH Land o' Lakes Inc., Minneapolis (creamery) as the first sponsor, the newly-formed Northwest Network keyed from KSTP, St. Paul, has gone into operation, according to Stanley Hubbard, KSTP director. The creamery company, largest cooperative in the world, purchased the 6:45-7 a.m. segment of the *Sunrise Roundup* six days weekly, directing the programs to the farm audience. Campbell - Mithum, Minneapolis, handles the account.

The new hookup comprises, in addition to KSTP, WEBC, Duluth; WDAY, Fargo; KFYR, Bismarck; WEAU, Eau Claire; KROC, Rochester; KFAM, St. Cloud; KYSM, Mankato. This network will operate separately from the Minnesota Radio Network, on which Shell Oil Co. is sponsoring before-and-after U of Minnesota football games keyed from KSTP to WEBC, KROC, KFAM and KYSM.

Pacquin Adding

PACQUIN, Inc., New York (hand cream), sponsoring the twice-weekly quarter-hour *Speaking of Glamour* with Frances Scully on 6 NBC-Pacific Blue stations (KECA KGO KFBK KWG KERN KOH), on Oct. 12 added KTMS, KMJ, KEX, KJR, KFSD) to the list, Sunday, 10:30-10:45 a.m. (PST), with program continuing on KECA KGO, Thursday, 4:30-4:45 p.m. Sponsor, on Nov. 2 adds five additional stations (KGA KTAR KYUM KGLU KVOA) to Sunday release with KEX KJR added Thursday, starting Nov. 20. Agency is Wm. Esty & Co., Hollywood.

MILLER RADIOFILM Corp. of New York, formerly Miller Studios, has petitioned for permission to transact business in California, with Joseph C. Cannon of Los Angeles as agent. George R. Smith, secretary, stated offices will be maintained at 7000 Santa Monica Blvd., Los Angeles.

Coca Cola Starts Mexican Program

Foreign Network Series to Be Heard Four Weeks

SERIES of four special programs featuring Mexican music and Spanish dramatizations were scheduled to start last Friday on the Mexican network of 27 stations hooking up with XEQ, Mexico City, under sponsorship of Coca Cola Co. Titled *Gala Nights*, the programs will probably be heard Fridays, 8-8:45 p.m., acording to D'Arcy Adv. Co., New York, which was not sure of all details as BRROADCASTING went to press.

Alfred Steele, D'Arcy account executive on Coca Cola, and George Zachary, director of *The Pause That Refreshes on the Air*. Coca Cola's programs on CBS, flew to Mexico last week to arrange the programs, which are acted before a studio audience and staged in a typical Mexican style.

Mutual Series

In view of the start Nov. 3 of the Coca Cola series on 125 Mutual stations, MBS has sent a memorandum to all outlets carrying the musical series asking them not to "schedule any dance bands 30 minutes immediately preceding and 30 minutes immediately following any of the Coca Cola programs."

Signed by Adolph Opfinger, MBS program service manager, the memo quotes the clause in the Coca Cola-MBS contract specifically relating to this, as follows: "It is understood that no dance band programs will be originated by and transmitted to the network within 30 minutes prior to or following the actual time of broadcast of the program. A similar request shall be made of each station in connection with its individual operations."

Specific times covered by the agreement with the sponsor when no orchestras should be scheduled will be between 9:45-10:15 p.m. Mondays through Saturdays, and 10:30-11 p.m. Mondays through Fridays, and 10:35-11:115 p.m. (all EST) on Saturdays.

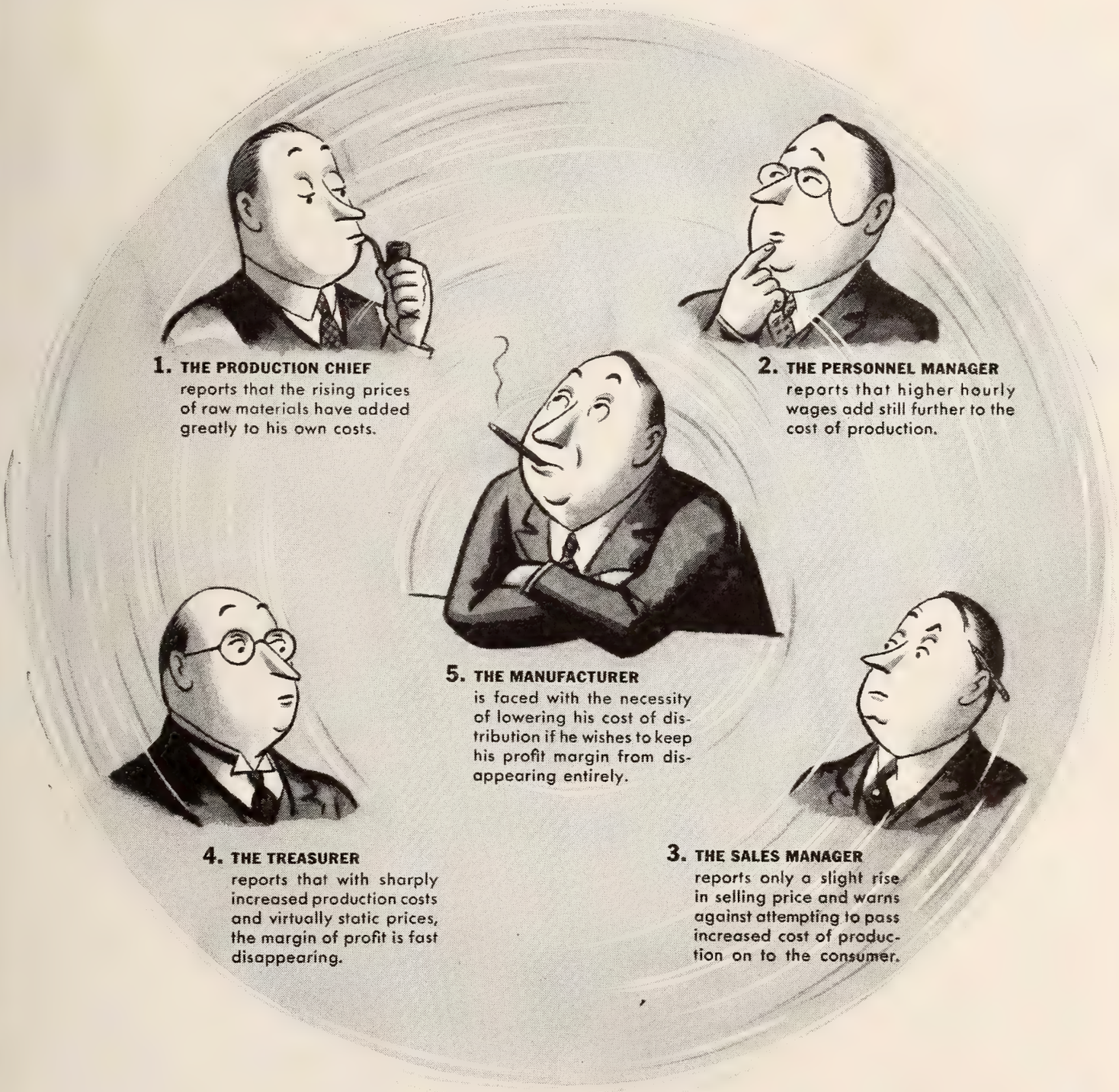
"Aldrich" Most Popular

WINNER in the "most popular program" classification in a survey of the entertainment tastes of children conducted by the magazine *Young America* was *The Aldrich Family*, sponsored on NBC-Red by General Foods Corp. Only other radio classification in the survey, taken through 5,000 questionnaires distributed in urban, suburban and rural schools, was the "most popular actor" poll, which showed Bob Hope and Jack Benny, followed by Ezra Stone, star of *The Aldrich Family*.

FOURTH boxing center as a source of exclusive fight broadcasts has been signed by NBC with National Sports Enterprises Inc. of Cleveland for sponsorship by Adam Hat Stores of all bouts in the Cleveland Arena.

ARE YOU CAUGHT IN

1941's Most "Vicious Circle"?



1. THE PRODUCTION CHIEF reports that the rising prices of raw materials have added greatly to his own costs.

2. THE PERSONNEL MANAGER reports that higher hourly wages add still further to the cost of production.

5. THE MANUFACTURER is faced with the necessity of lowering his cost of distribution if he wishes to keep his profit margin from disappearing entirely.

4. THE TREASURER reports that with sharply increased production costs and virtually static prices, the margin of profit is fast disappearing.

3. THE SALES MANAGER reports only a slight rise in selling price and warns against attempting to pass increased cost of production on to the consumer.

Turn the page and find out how 47 well-known manufacturers are lowering their cost of distribution

22 New Campaigns Start on

19 CONTINUE UNDER CURRENT



WE HAIL:

THESE 22 ADVERTISERS WHO HAVE STARTED NEW CAMPAIGNS ON THE BLUE AFTER A CAREFUL STUDY OF ALL COMPETITION

Bayer Aspirin
"American Melody Hour"
Bendix Aviation Corp.
"The Treasury Hour"
Bristol-Myers (Sal Hepatica)
"Dinah Shore & Orchestra"
Brown & Williamson Tobacco Corp. (Target) *"Renfro Valley"*
Canada Dry Ginger Ale, Inc. (Spur)
"Michael & Kitty"
Clark Candy
"Service With A Smile"
Mennen Company
"Capt. Flagg & Sgt. Quirt"
Miles Laboratories (Alka-Seltzer)
"Lum & Abner"
Pillsbury Flour
"Musical Millwheel"
Pacquin's, Inc. (Cosmetics)
"Speaking of Glamour"
Pan-American Coffee Bureau
Mrs. Roosevelt—"Over our Coffee Cups"
Reynolds Tobacco Co. (Camel)
"Penthouse Party"
Serutan *"Pearson & Allen"*
Dr. Earl E. Sloan (Liniment)
"Gang Busters"
Standard Brands, Inc. (Fleischmann's Foil Yeast)
"I Love A Mystery"
Standard Oil of Indiana
"Auction Quiz"
Time, Inc. *"March of Time"*
Trimount Clothes Co.
"William Hillman-Raymond Clapper"
Texas Co. *"Metropolitan Opera"*
R. L. Watkins (Dr. Lyon's Tooth Powder)
"Monday Merry-Go-Round"
Weekly Publications, Inc. (Newsweek)
"Ahead of the Headlines"
Wheeling Steel Corp.
"Wheeling Steelmakers"

And here's how the

STRATEGIC STATION LOCATIONS. Blue Network stations are located in the "Money Markets" where the buying power is heaviest. The Blue is designed to cover markets, not just areas, *to provide sales where selling is most profitable.*

JUDICIOUS USE OF POWER. The Blue has high power stations only where power is needed. Elsewhere it conserves its power and your budget.

UNIQUE SYSTEM OF DISCOUNTS. The famous "Blue Plate" system of discounts en-



WE CHERISH:

THESE 19 CAMPAIGNS CONTINUING UNDER CURRENT CONTRACT AND SHALL BEND EVERY EFFORT TO KEEP THEIR SPONSORS HAPPY ON THE BLUE

Anacin Co. *"Just Plain Bill"*
Anacin Co. *"Easy Aces"*
American Tobacco Co. (Pacific Coast)
"Information Please"
Boyle, A. S., Co.
"John's Other Wife"
Cal-Aspirin Corp.
"Amanda of Honeymoon Hill"
Carter Products
"Inner Sanctum Mysteries"
Cummer Products (Energine)
"Manhattan at Midnight"
Ironized Yeast Co., Inc.
"Good Will Hour"
Jergens, Andrew, Co. (Jergen's Lotion)
"Walter Winchell"
Jergens, Andrew, Co. (Woodbury Soap)
"Parker Family"
Kolynos Co.
"Mr. Keen, Tracer of Lost Persons"
Miles Laboratories (Alka-Seltzer)
"Quiz Kids"
Neighbors of Woodcraft
"Grandpappy and His Pals"
Phillips, Chas. H., Co. (Haley's M-O)
"Amanda of Honeymoon Hill"
Sun Oil Co. *"Lowell Thomas"*
Swift & Co. *"Breakfast Club"*
Watkins, R. L. (Dr. Lyon's Tooth Powder)
"Orphans of Divorce"
Williamson Candy Co. (Oh Henry Bars)
"Famous Jury Trials"
Wyeth Chemical Co. (Freezone)
"John's Other Wife"

the Blue Network of NBC

CONTRACT–6 RENEW

Blue lowers your cost of Distribution!

courages the use of the entire network. As you expand your list of stations you receive savings up to 20% of your total time cost, thus helping your talent budget.

MODEST TALENT EXPENDITURES. Radio's finest sustaining schedules of news, sports and public service features, develops steady listening to the Blue. The result — Blue evening commercial programs have a C. A. B. average of 10 — yet *their average talent expenditure is 44% less per quarter hour than their major network competition.* And this fall's lively new sponsored shows mean *still higher* C. A. B. ratings on the Blue!

. . .

These four factors explain why the Blue Network of NBC costs from *11% to 36% less per thousand listeners*—a fact that is being recognized more and more often by thoughtful advertisers today. Why not follow the example of the successful clients listed here, and buy Blue to lower *your* cost of distribution?

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease



WE WELCOME:

THESE 6 RENEWALS FROM ADVERTISERS, FOR WE HAVE LONG BELIEVED THAT A RENEWAL IS AS SINCERE A TRIBUTE AS A NEW CONTRACT

Adam Hats — *"Boxing Bouts"*
Modern Food Process (Scrapple) — *"Olivio Santoro"*
Modern Food Process (Thrivo Dog Food) — *"Moylan Sisters"*
Ralston-Purina Co. (Cereals) — *"Tom Mix Straight Shooters"*
Welch Grape Juice Co. — *"Dear John"*
Williams, J. B., Co. — *"True or False"*



WE REGRET:

The contract-expirations of these 10 advertisers and hope that, as in many previous cases, they will return in the future

Axton-Fisher Tobacco Corp.
American Chicle Co.
Clapp, Harold, Inc.
Colgate-Palmolive-Peet
Emerson Drug Company
Lance, Inc.
Land o' Lakes Creameries
Lever Bros.
Pacific Coast Borax
Pepsi-Cola

Studio Notes

MANAGING editors and their wives from newspapers throughout the country, who were in Chicago attending the annual Associated Press Managing Editors' Association conference, were guests of WGN, Chicago, attending MBS *Chicago Theater of the Air* broadcast Oct. 18, when the operetta "Sari" was presented.

DURING the current remodeling of its studios KFRC, San Francisco is utilizing studios at Photo & Sound Inc. and the Telenews Theatre to present its live talent shows.

WSB, Atlanta, is cooperating with the Georgia Educational Assn. in its meetings on audio-visual education. Speakers at various GEA meetings included WSB General Manager J. Leonard Reinsch, Production Manager Marcus Bartlett and News Editor Walter Paschall. The regional GEA meetings precede the Audio-Visual Conference in Atlanta, scheduled for later in the fall.

KROD, El Paso, played a major role in the success of the local Community Chest Drive which ended Oct. 9 with a campaign of numerous dramatized spot announcements. As a climax to the drive, the KROD Players presented an original drama based on an actual case history from the files of the El Paso Social Welfare Council.

WLW, Cincinnati, will take a leading part in activities of the annual convention of the Indiana Republican Editorial Assn. in French Lick Springs, Ind., Oct. 31-Nov. 1. Peter Grant, WLW commentator, is to be principal speaker at the annual banquet while three staff artists—Paul Arnold, baritone; Lucille Norman, contralto; and Ronnie Manfield, tenor—will furnish entertainment.

WSYR, WFBL, WAGE and WOLF, Syracuse, all participated in an hour program for the Syracuse Community Chest Drive providing talent for the broadcast which also included a remote of the celebrated Liederkrantz chorus from Liederkrantz Hall. Twelve five-minute transcriptions, prepared by the Syracuse U Workshop, will be used by the stations during the campaign.

WBZ, Boston, and WBZA, Springfield, added five new acts and 12 new artists to its personnel during the first two weeks of October. Included are five new singers, all Massachusetts girls, who won their chance on the air through public auditions.

WELI, New Haven, celebrating its sixth birthday Oct. 10, still has two religious programs on the air that started with the station. They are a weekly 15-minute program feature of the Church of the Latter Day Saints and the New Haven Council of Churches daily devotions.

KEY representatives of WLW, Cincinnati, assigned to field work, met in Cincinnati Oct. 11 for a semi-annual conference, conducted by Beulah Strawway, WLW director of merchandising, and Joseph Bauer. Attending were Robert Fishback, Indianapolis; Robert Williams, Columbus; Edward Fitch, Dayton; Edward Hale, Fort Wayne; Gilbert Cook, Huntington; Edward Fletcher, Cincinnati; James Sandner, rural representative.

CJCA, Edmonton, Alta., held a staff party Oct. 9 to bid farewell to several of its personnel. Manager Gordon Henry on the occasion made presentations to Joe Somers, who left to become chief engineer of CJVI, Victoria, B. C.; Esther Mairn and Gladys McLean, both resigning to be married; and Alto Magoon who has joined the Canadian Women's Auxiliary Air Forces.

Heckler Piped

CANADIAN Broadcasting Corp.'s news service to Canadian soldiers in Great Britain was interrupted Oct. 13 by a German heckler who could be heard between news items broadcast on one of the British Broadcasting Corp. stations for Canadian soldiers. The CBC cables the news to London, where it goes on the air. The heckler was silenced towards the end of the newscast when Canadian pipers played between news items, drowning out the Nazi heckler. According to Gladstone Murray, CBC general manager, at Ottawa, the heckler broadcast from a station in occupied Europe.

KBTM, Jonesboro, Ark., which on Sept. 22 joined MBS, announced in mid-October that it is constructing a new studio and office building, which is to be completed about Dec. 1. The new building, a one-story structure in the business district, will be of modern design and air conditioned.

RECENT CHANGES in the staff of WMOB, Mobile, have placed Ross Smitherman as program director, Eleanor Boyd as office manager of continuity and women's programs, Alaine Willis as copywriter and secretary, and Dan Webster as announcer.

CJLS, Yarmouth, N. S., has started two weekly 15-minute periods to the Canadian Army and Air Force. The soldiers and airmen write, produce and act in their own shows.

WOCB, West Yarmouth, Mass., culminated its drive last week for funds to buy an ambulance plane for the RAF. The campaign, held solely amongst the Cape Codders, financed a two-motored Grumman 44 amphibian which was turned over to a representative of the RAF with appropriate ceremonies over the weekend. The $33,000 drive was under the supervision of Miss Harriet Alleman, president of WOCB.

WORL, Boston, has been granted permission by the FCC to remain on the air an extra hour—from 5 to 6 p.m.—in order to make special Federal Government announcements. The permission has been granted for the month of October.

ZENITH RADIO Corp., Chicago, has increased the power of its FM station, W51C, from 5 to 50 kw., providing coverage in the Chicago trading area of the FCC—stipulated 10,080 square miles. Station is on the air every day with 16 hours of programming.

WBAL, Baltimore, has issued its rate card No. 16, covering its new 50,000-watt operation. Advertisers placing business before Nov. 15 are protected at old rates for one year from that date.

INSTALLATION of a new $35,000 Wurlitzer pipe organ in the new NBC building in San Francisco was scheduled to start this month.

Yarn Test

FREDERICK HERRSCHNER Co., Chicago (needlework yarns), new to radio, will start a test campaign on 50 stations Oct. 25, it was announced by Edwin A. Kraft, manager of Northwest Radio Advertising Co., Seattle. Daily 5-minute and 15-minute programs will be used.

You always get your limit whether it's hunting in North Dakota or advertising on



KFYR

. . . here's an invitation to do both!

NBC Affiliate
550 Kilocycles

Meyer Broadcasting Company

5000 Watts Day and Night

BISMARCK, NORTH DAKOTA

JOHN BLAIR & CO., *National Representatives*

A LIVESTOCK MARKET PROSPERS

Use of Broadcasts Brings Improved Business —To Portland Union Stockyards—

BACK IN MARCH the Portland Union Stockyards, along with eight commission firms of Portland, Ore., made "the smartest move in years" when the newly-formed North Portland Livestock Market News & Educational Foundation started a daily noon quarter-hour livestock market commentary on KEX, Portland. Now going full blast, the program not only has established itself as an outstanding farm service feature in the Northwest, but it has greatly increased the KEX rural audience.

Doing the Job

Harry Burdick Sr., president of the market, commenting on the results of the new radio series, indicated that he was "only started" with radio—he is convinced that radio is doing the job he wanted it to do, that his added business is directly traceable to the broadcasts. He estimates daily listeners at a conservative 250,000 and notes that more shippers than ever before are coming to the Portland market, some from as far as 900 miles distant. And he points out also that surveys are showing that the producers seeking cash outlets for their livestock are deriving a great deal of benefit from the program.

The story began in 1939, with a survey of Midwest livestock producers—in Iowa, South Dakota, Nebraska and Minnesota—by Livestock Marketing Service Inc., Chicago, for the Sioux City Central Public Market. The survey showed that farmers just did not know what a central public market was. They were living in the distant past, when there were no markets for public-price setting. But with the advent of the central public market system years ago, prices had become directly dependent on the principle of supply and demand. Price setting had been systematized for livestock, just as for any other produce. But still the farmer-producers were at the mercy of the buyer that called personally at the farms to do business.

Radio came into the picture when it became evident that if the farmer knew prevailing prices, he would be equipped to deal on equitable terms with stock buyers calling at his farm. Unless the producer lived near a city, the market news in his newspapers was too old to use when he was ready to sell. A daily radio program was started on KTRI, Sioux City, and WNAX, Yankton, S. D., about this time, covering daily market quotations, representative sales, and various educational features. The show was an immediate success, and soon there were 10 similar programs among the 69 public markets of the nation. The North Portland market was one of these pioneers.

Personal Survey

Before he decided to go on the air in Portland, President Burdick instructed his field representatives to make a personal survey among producers to determine if there actually was a demand for such broadcasts as were contemplated. Four men spent a month on the survey. Every farmer contacted, they reported, promised to listen to the program and offered to see that his neighbors tuned in, too.

The Foundation was organized as a separate corporation through which the group of sponsors could share the expense of the project. On March 3, 1941, the first program went on the air on KEX. Harry Burdick Jr., of the Livestock Marketing Service in Chicago, was sent to Portland to handle the announcing job. Although without radio experience, he proved to be a good man for the program. A special studio was set up in the stockyards with a KEX technician on the job.



HARRY BURDICK, JR.

Mr. Burdick Jr. writes his own script and does his own research. He arrives at the yards at 5:30 each morning, checks prices, looks over stock to observe condition, watches as many actual sales as possible, meets shippers and gets a complete picture of the day's prospect. From the studio at noon he gets into a quarter-hour rapid-fire down-to-earth report of the price indications for cattle, hogs and sheep.

He also quotes at least 35 or 40 representative sales each day, using shippers' names and other

KSD

NBC Red Network - - - In St. Louis

POWERFUL SALES STIMULATOR!

KSD is the Listener Preference Station in St. Louis, as shown by its lead in Star-Program "Firsts" in 18 Nation-Wide Polls.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

WSGN

BIRMINGHAM, ALA.

Now 610

The Best Spot for Alabama Coverage

Headley-Reed Co.
National Representatives

particulars. This feature is of particular value, in that it enables many producers—neighbors of the ranchers whose sales are mentioned—to get first-hand information on stock they have actually seen and which they can compare to their own.

The market does all the promotion for the program. Lately a novel stunt has been started. Burdick transcribes interviews with producers on their farms, then plays them back on the air a few days later—first notifying the farmer when his recording is to be broadcast, and supplying him with 25 postcards he can send to his friends telling them to tune in.

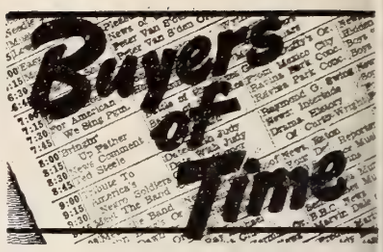
Trucks operating throughout the Northwest carry placards advertising the program; shippers are contacted when they come to the market; dodgers plaster the countryside; surveys, personal and mail, are conducted constantly to keep the program in listeners' minds.

An outgrowth of the broadcast is the formation of cooperative shipping groups. In trying to get the producer to bring his stock to the market, an obstacle arose—the small diversified farmer, who now and then has a couple of hogs or sheep to sell, could hardly afford to ship any great distance; however, in his neighborhood are probably several others in the same fix; the market sent its representatives into the area, found a trucker with a large truck and then put him next to these potential customers. The producer was happy because he could pro-rate the expense of the haul, the trucker was happy because he was busy, and the market was happy because it had additional volume.

NATIONAL LIFE & Accident Insurance Co., Nashville, owner of FM station W47NV and WSM, is the newest stockholder in American Network Inc., FM chain.

WDAS Service

WDAS is taking credit in Philadelphia for the break in the drought. After a month-and-a-half of a dry spell, a rain-making program was scheduled. The program department brought out all its Indian music and Pat Stanton, general manager of the station, read an old Indian prayer for rain. The announcer instructed listeners to turn on their radios to the fullest volume at a designated signal when the station brought out all its sound records of thunder, lightning and rain. Curiously enough, drops began to fall from the heavens the next morning and a few days later, a torrential rain fell. "Just a part of a public service," explained Stanton.





ALMAN TARANTO

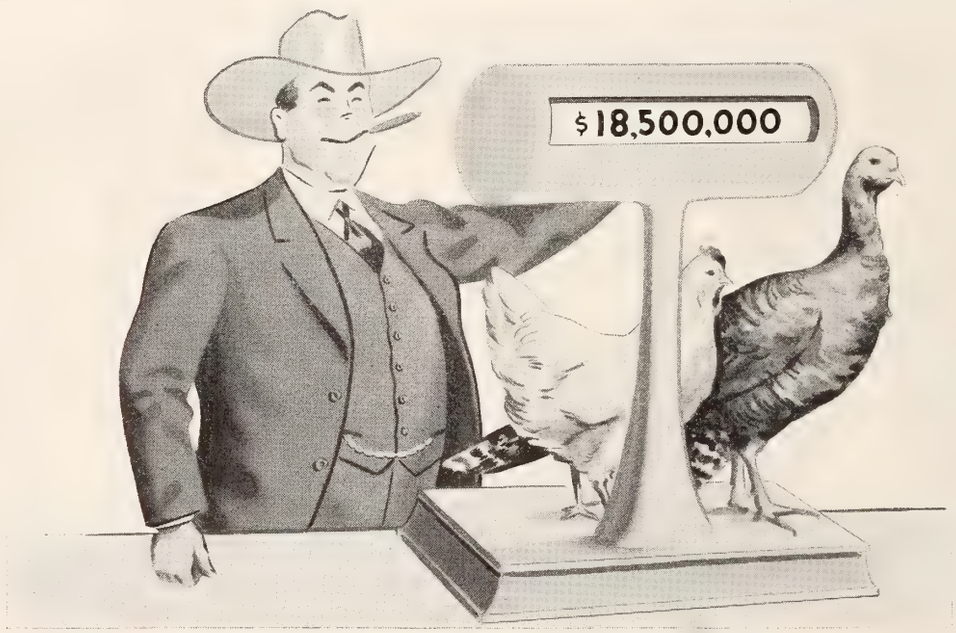
ALMAN TARANTO, buyer of radio and other media for Ted Bates Inc., has a particularly soft spot for New York's famed luncheon group, the Radio Executives' Club—at one of the Club meetings he met Ninette May Joseph, a BBDO timebuyer who now is Mrs. Taranto.

Al was born in New York on Sept. 4, 1915. He was educated at Lawrence High School on Long Island and later enrolled for a short term at Columbia U, which he left in 1933 to enter the business world. Earning his own living since he was a youngster in high school, Al has had a variety of jobs—among them soda jerking, caddying on a golf course and managing polo and skeet shooting.

He started his advertising career in 1936 with William Esty & Co. in New York. After holding forth progressively in the checking copy department and radio research and production sections, he was made timebuyer of the agency. In 1938 he was given the title of business manager of the radio department, answering to Dick Marvin, Esty radio director.

In 1940 Mr. Taranto resigned from the Esty organization to accept the radio and media buying job at Ted Bates Inc., which handles such important accounts as Colgate - Palmolive - Peet (Colgate Dental Cream, Octagon Soap, Klek Packaged Soap, Palmolive Shave & Brushless Cream) and Continental Baking Co.

Al Taranto golfs, swims, plays tennis for hobbies and talks advertising incessantly.



Texas, the largest producer, "talks turkey" to the nation each season, as carlot shipments of gobblers move to market. In the production of chickens Texas is second among the states. The two—turkeys and chickens—put more than $18,500,000.00 annually into the pockets of raisers down here. And this does not include the enormous revenue derived from the sale of eggs!

In the Lone Star state the big business of raising turkeys and chickens is centered in South and Central Texas—the same area in which Station WOAI has its primary coverage. This is only another reason why WOAI is on the "must" list of all shrewd advertisers when radio schedules are made up to reach the amazing aggregate of Texas wealth.

WOAI San Antonio
50,000 WATTS
CLEAR CHANNEL

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

AFFILIATE NBC
MEMBER TQN

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Think of It!

SINGING at the rate of 15 songs a day, six days a week for two years, Bob Byron, whistling pianist of WHN, New York, last week started his third year on the station, singing his 10,000th song. He's never missed a broadcast, has been sponsored by everything from bread to typewriters.

At Great Lakes Station

PAUL HOLMAN FAUST, vice-president and radio director of Mitchell-Faust Adv. Co., Chicago, and radio director of the 9th Naval District, has announced that the following radio and advertising men are attached to the public relations office of the Great Lakes Naval Training Station, Chicago: John B. Morse, formerly account executive of Blackett-Sample-Hummert, Chicago, assistant to chief of staff; Ensign Dollard, formerly B-S-H copywriter; Norton Hughes Johnson, continuity writer of WMRO, Aurora, Ill., yoeman second class.

WHEC Names McKinney

WHEC, Rochester, has appointed J. P. McKinney & Son its national sales representative, effective Oct. 11. With the addition of WHEC, McKinney now represents all radio stations owned by the Gannett Newspapers, including WDAN, Danville, Ill.; WTHT, Hartford; WENY, Elmira; WABY - WOWO, Albany; WHDL, Olean, N. Y.

WGNY

1000 WATTS

NEWBURGH, N. Y.

BUY 1000 WATTS AT 250 RATES

WGNY is now a 1000 watt station on a clear regional channel . . . serving more than a half million people in an able-to-buy market. From Nyack to Hudson you get 1000 watts power at 250 watts rates. When you want Newburgh. Poughkeepsie, Middletown, Kingston, Port Jervis, Beacon, Peekskill, and all territory in between . . . results and service at lower cost . . . we claim WGNY is your best bet. WGNY is the Hudson valley's most popular home station . . . news . . . music . . . and local people participation.

BUY WGNY

WGNY

REPRESENTED BY HEADLEY-REED CO.

Canadians to Hold February Meeting

CAB Directors Lay Plans to Discuss Vital Problems

CANADIAN broadcasters will hold their next annual meeting at Montreal Feb. 2-3, according to Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters following a meeting of the CAB directors. NAB members are to be invited.

The directors met with the directors of the Canadian Assn. of Advertising Agencies, Assn. of Canadian Advertisers and Press News. The joint meetings included discussions of rate structures, agency-advertiser-media relations, and agency franchise requirements. Joint committees of the CAB, ACA and CAAA will be named soon.

News Problem

The meeting with Press News centered largely on changes to be proposed in the news sponsorship regulations of Canadian Broadcasting Corp. At the next CBC board of governors' meeting at Ottawa in November, a joint committee of the CAB and Press News is to appear before the board with recommended changes. Press News, radio subsidiary of Canadian Press, Canada's AP, now sells news to stations for commercial sponsorship, giving the Dominion three news services, British United Press and Transradio being the other two.

The CAB directors voted to poll all Canadian stations about replacement equipment, especially transmitting tubes. It is understood the OPM, at Washington, turned down a priorities rating for Canadian stations for transmitting tubes, practically all of which come from the United States but are sold in Canada through Canadian subsidiaries. The CAB will make another attempt to procure a priority rating at Washington through the Canadian priorities office at Ottawa. A form for emergency use of stations for transmitting equipment is also being sent out to CAB member stations.

War activities and the coming hearings on copyright fee payments were also discussed. BMI Canada Ltd. and the Canadian Performing Rights Society (Canadian ASCAP) file 1942 tariffs by Oct. 31, with the Secretary of State at Ottawa. Canadian stations will then have till Nov. 30 to appeal the 1942 rates.

Du Pont Breaks

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. (Five-Star anti-freeze), on Oct. 17 started a five-week campaign of chain-break announcements, three times weekly, on an undisclosed number of stations in 12 markets in the East and Mid-West. Stations will be added on a staggered basis until the middle of November, all for the same number of weeks. BBDO, New York, handles the account.



WMAQ

The Chicago Station Most Women Listen to Most

Why?

Because it carries 18 out of 24 of the most popular daytime features on the air.

It's the station with the programs that gets the listeners – so follow the leaders and place your campaign on the 50,000 watt Chicago key station of the famous NBC Red Network.

WMAQ *Chicago*

SUPERIOR 8300

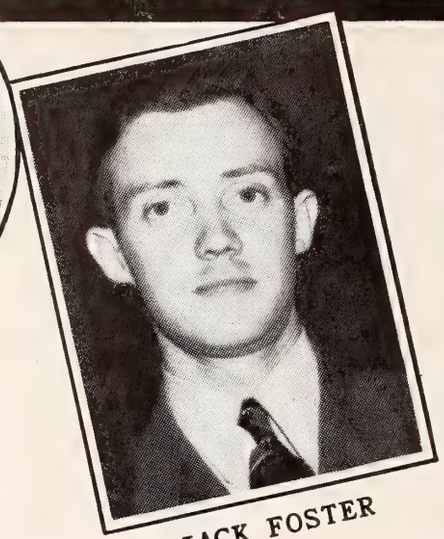
Represented Nationally by the NBC Spot Offices in

NEW YORK CHICAGO BOSTON WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

POPULAR CINCINNATI



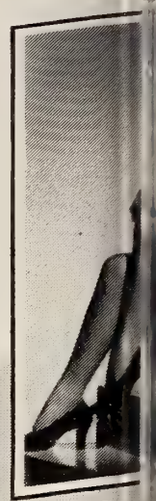
DON MARCO
"Between Friends"



JACK FOSTER



OLIVE KACKLEY
"Goodwill Ambassador"



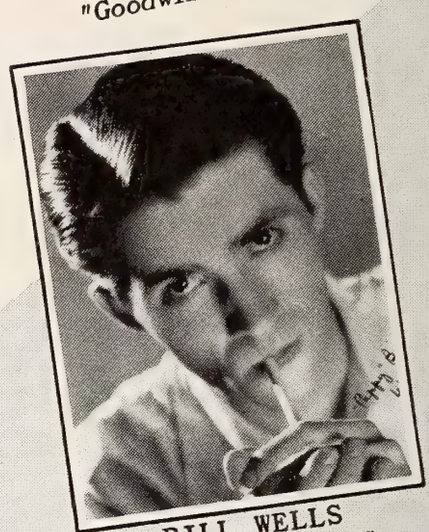
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EILEEN GRAHAM



MILTON BACON
"Goodwill Ambassador"

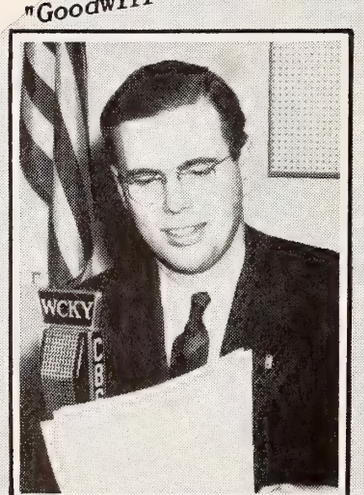


BILL WELLS
"Midnight Club"





PAT BURKE



BOB LITTLE



GORDON GRAY *"Swing School"*

WCKY is doing the Real Job o

with CBS doing the Network J

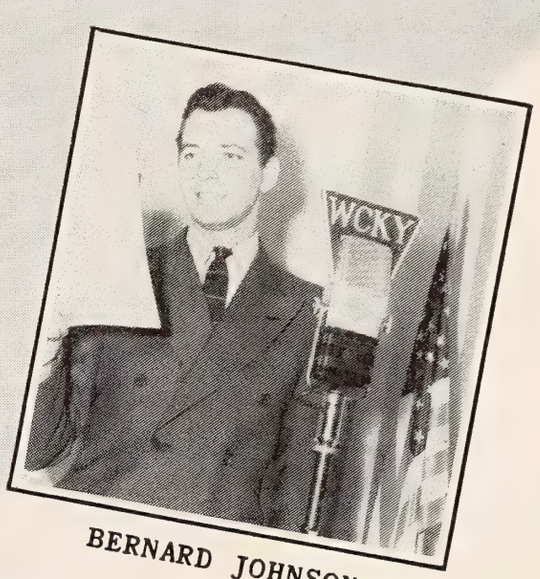
RADIO STARS ON WCKY



RHODES *Singer*



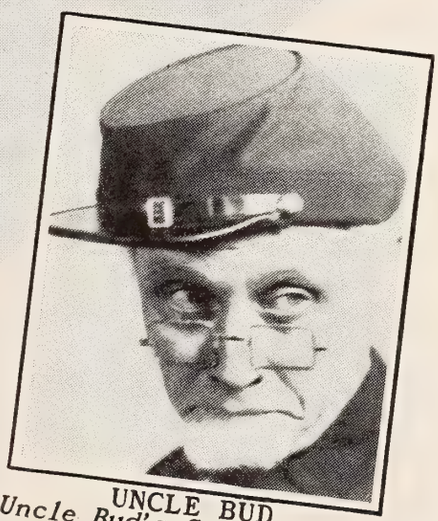
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BERNARD JOHNSON



W C K Y ORCHESTRA



UNCLE BUD
"Uncle Bud's General Store"



REX DAVIS
"Newscaster"



AL BLAND *"Morn Patrol"*



LEN RILEY *"Sportscaster"*



BILL ROBBINS

Personal Shows

. . . *L. B. Wilson*

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FIFTY GRAND
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Warts or Cancer

AMERICA is at the crossroads. The nation is on a war footing. Taxes are the highest in history. Ordinary peace time pursuits have been relegated to secondary status. The public is being exhorted to pitch in on the greatest national effort since the founding fathers established the Republic.

So the four-man FCC majority has concluded this is a good time to undertake a "noble experiment" with the broadcasting industry.

If the network monopoly regulations prove onerous and don't work, then the battered networks can limp back to the Commission for relief, the majority states. The industry as a whole is buttered up with the "concession" of two-year licenses. The "forced sale" of NBC's Blue is "indefinitely postponed".

But, says the majority, there shall be no exclusive network contracts or time options. It feels confident that a "healthier industry" will result. But, mind you, if it doesn't then the Commission magnanimously will step in and, presto!, back to the old system we'll go.

Even if the question of the Commission's jurisdiction were settled, such an action by an administrative agency without the advice or consent of its creater, the Congress, would be preposterous. But in time of national stress, to introduce so far-reaching a reform—which it admits is uncertain—is to gamble with a vital medium at the public's expense.

The FCC majority's grab for power is probably without parallel in regulatory annals. It has been disdainful of repeated expressions of members of Congress—of the authors of the statute itself—as to the limitation of its functions and has even defied the Supreme Court. It has talked to the industry about one set of regulations, and has voted out another. It has even questioned the rights of the parties to their day in court on the regulations, by attempting to reach a compromise if NBC and CBS would agree not to litigate.

Beyond that the time-option rule (which is a misnomer because it provides no options at all) constitutes something not even discussed during the protracted "conferences" of FCC Chairman Fly with the network executives. Minutes of the FCC reveal that on Aug. 1 the Commission authorized its "committee" negotiating with the networks to work out an option formula that would permit three hours of exclusive option time in each five-hour segment to a single network by stations in cities having four or more outlets; 2½ hours of each five in cities with three stations; two hours in markets with two stations, and even an allowance of 1½ hours of exclusive network time to a network dealing with the only station in a market.

But the majority kicked all of that overboard and ruled out options altogether. Yet, presumably for public consumption, it talks about "non-exclusive options".

That is rank deceit!

There either is or isn't an option. Under the rules a network cannot anchor to a particular station in any market. This means, purely and simply, that the cream business of each network will probably go to the first station in each market, with the remaining outlets scrambling for the leavings. It means, too, in unvarnished terms, that the incentive to produce sustaining programs will all but be destroyed.

Something probably overlooked by Administration executives "consulted" before the "two New York corporations" were cracked by the majority, is the fact that the free and easy access to networks on defense programming will exist no more, once the rules become operative. Networks will have no exclusive time options over guaranteed nationwide chains. So, it obviously follows, they won't be able to clear time.

We have little doubt that NBC and CBS will procure injunctive relief from the courts, staying the effect of the orders. And we have no doubt whatever that the networks will appeal, even though the FCC's majority's spokesman says he will be "surprised" if they do.

But even before that becomes necessary, Congress should be prevailed upon to intervene. Talk about not brooking any "political pressure" by the industry, expressed on behalf of the FCC majority, is so much poppycock. The FCC is a creature of Congress. It exists by virtue of an Act of Congress. It is the responsibility of Congress to check its rampages. Besides, this majority spokesman, who talks about industry pressure, himself repeatedly has counselled with key men in Congress to thwart any legislative inquiry.

We do not contend there are no evils in the existing network-affiliate relationship. But we feel that they constitute private contractual relations and that the FCC, by statute, is foreclosed from considering them. We concur wholeheartedly with the views of the Craven-Case minority.

As one observer aptly put it, the FCC majority "is operating for cancer, when the industry has warts".

Congress, we think, must be consulted on the cure.

Receiver manufacturers and even service men are feeling the priorities pinch. Yet broadcasting is labelled a sort of quasi-defense operation. Without working receivers, radio circulation will be hit. There's a job to be done on the receiving end, too.

To Avoid Chaos

IF COMPELLING NEED exists for independently functioning groups or associations within the broadcasting industry, and if NIB and the newly-forming Independent Broadcasters Inc. actually jell into well-integrated entities, the better part of discretion would appear to dictate that their membership—and their leadership especially—should avoid any semblance of outside interference.

Bluntly, we mean that these and any other groups that may crop into being should not allow themsevles to be led by the halter or even advised by disruptive elements such as the FCC's crackdown majority when it comes to wholly intra-industry affairs.

FCC Chairman Fly's aversion to the NAB and its leadership has been manifested in various ways since the St. Louis convention. There was well-founded suspicion that he personally was espousing the NIB's expansion from a local station group to a projected rival of NAB. Even at the Chicago convention of the new IBI his views were quoted on—of all things—the copyright problem with which the Commission cannot conceivably be concerned. His purported remarks were, to be sure, quite innocuous, but the mere fact that he was quoted at all didn't set well with some of the broadcasters attending last week's Chicago's conclave.

We've warned before in these columns against "divide and rule" tactics. Hitler has shown how favors carried or received today may end in disaster tomorrow. Broadcasting as a whole faces tremendous common problems, perhaps even self-preservation against one element in Washington which seems hell bent for Government ownership of at least part of the broadcast structure.

Without passing on the merits of individual organizations, we still think the NAB as a common front should be preserved and necessary reforms imposed from within. At informal IBI group meetings in Chicago the old idea of a "federation" of groups or associations under the NAB banner was freely discussed and favored in many quarters. The best suggestion we've heard thus far is that NAB be constituted into a sort of holding company of the various groups within the industry—NIB, IBI, IRNA, the Clear Channel Group and the networks. Each could have its own executive and organizational setup, but all would join battle under one banner in common causes.

Otherwise, no one will be able to speak with authority for the industry as a whole and chaos is inevitable.

We Pay Our Respects To —



WILLIAM WALTER TISON

BACK IN 1921 a young man walked into the offices of the *Atlanta Journal*. He wanted to see Maj. John S. Cohen, publisher. Asked to state his business, he said he came to talk radio. The Major eyed the youth of 23 with a playful twinkle—ah, that dream-thing, Radio.

But Walter Tison was already talking radio. And within a few minutes his earnestness caught the publisher's interest. He listened as Tison talked. A "sale" was made.

Early in March of the next year, with aid of George Isler, an engineer of the Georgia Power Co., Tison took his old "ham" transmitter, gave it voice, and WSB, the *Atlanta Journal* station, the first broadcasting outlet in Dixie and the first newspaper-owned station in the country, took the air.

Walter Tison had realized the first step in what he felt was his destiny.

It was not a callow, uninformed youth with a fantastic whim who approached Maj. Cohen that day. "Ty" Tison knew whereof he spoke. Ever since his high school days in Cedartown, Ga., where he was born May 6, 1899, he had hung around the railroad telegraph offices running errands, talking to operators and learning to operate a key. Things mechanical and electrical interested him.

By high school graduation the United States was in the war. Though only 18, Walt enlisted in the Navy and was shuttled off to the radio school at Harvard. After finishing the three-month course he was commissioned to the destroyer fleet as a radioman third class. Later he was transferred and served on several battleships as a radiophone operator. While on an escort ship carrying President Wilson to Europe just after the war, he had his first experience with "broadcasting" when the operator aboard the flagship radioed to "Stand by until the band quits playing". Startled, Tison held his breath as he heard the strains of the national anthem over his earphones. (In those day 5-watt transmitters were used by the Navy during fleet formations.)

After the war Walt returned to Cedartown expecting to enter business. He looked around and decided he just wasn't made for it. Maybe it was because at that time the U. S. Shipping Board was urgently in need of radiomen for its fast-growing merchant marine. With his Navy experience, Walt felt this was his place. In three years he crossed the Atlantic 12 times and made trips to South America, Cuba, Africa and where not.

While still at sea Ty began to follow with interest the early experimental operation of KDKA and other Westinghouse stations. Each night at sea he tried to catch their signals, study them, check them. It was his idea of recreation.

The day finally came when he decided to try ashore again. Back in Cedartown he rigged a "ham" transmitter and became an ardent member of the amateur fraternity. Day and night he stayed at the controls, hardly taking time to sleep.

One day, playing a hunch, he went over to Atlanta to see Maj. Cohen. The result was WSB, with Ty as manager.

In 1925, when WSB was switching to 1,000 watts a Florida developer flushed with boom profits bought the old 500-watt transmitter and shipped it to Clearwater, Fla. Ty went along to install it. This same 500-watt outfit went on the air as WGHB, with Tison as manager, and after many vicissitudes wound up as WFLA-WSUN, owned and operated jointly by the communities of Clearwater and St. Petersburg. Ty guided these stations through the years, saw them grow in power, join networks.

In 1935 the City of Clearwater decided to liquidate its half of the station to retire some depression-ridden city bonds. Ty was on the spot. The baby he had nursed from infancy was about to go by the board. He thought it over, went to a Clearwater lawyer and started to talk radio as he had done more than a decade before to Maj. Cohen.

Then he made another sale. Jointly he and the lawyer bought up some $225,000 worth of the bonds, at the same time helping the city get rid of its outstanding indebtedness.

Under the new ownership WFLA was licensed to operate parttime, sharing with WSUN. But Ty continued to look after the general interests of both stations, though his official capacity was general manager of the former.

In 1939 the lawyer associated with Ty sold his interest in the station to the *Tampa Tribune*. The split-time arrangement with St. Petersburg continued. But it soon became apparent that both stations would have to operate on a fulltime schedule. Out of many conferences came the application of the *Tribune* for WKGA, Tampa, which was granted in September, 1940 and which began operating [as a new WFLA] in January, 1941.

At this time Ty sold his part interest to the *Tribune*. The deal was a profitable one, and Ty became independently wealthy.

Through it all, however, Ty has continued to manage WFLA. It is his baby. In the early days there were only two people on the payroll, and Ty was announcer-engineer-production man-janitor. But from an old third-hand converted "ham" transmitter working parttime, Ty has watched it grow to a fulltime NBC-Red affiliate.

Ty is one of radio's true pioneers. He has combined his hobby and his life's work; they are one and the same. His has been the vision and the foresight, the confidence in the future progress and success of a new industry. He has helped to blaze the trail for countless others so that today, a veteran at 42, he smiles as he looks back—not without nostalgia—to the infancy of radio only two short decades ago. He has seen his old ham transmitter, which served both WSB and WFLA, put up as a museum piece, together with the old WLS speech input equipment, at the Smithsonian Institution in Washington.

Nor has Ty been too closely wrapped up in radio to lose his perspective. He has made himself a student of its every phase. A master at the commercial angle, he has studied carefully the effect of radio as a social force. "Radio," he says, "is primarily for the listener. If properly handled it becomes one of our most powerful educating forces. Station managers should never forget this fact."

In addition to his managerial duties at WFLA, Tison is district director of the NAB, a former president of the Florida Assn. of Broadcasters, a Shriner and a Kiwanian.

At home at "Tisonia", a beautiful 40-acre estate on the edge of Tampa with shaded trees and an orange grove in the backyard, the visitor will meet the charming Mrs. Tison, the former Exa Jones of Alabama, and their two adopted children. You'll find Ty there all-right—and if you drop over be prepared to talk radio. Ty is still at it.

Personal NOTES

THOMAS H. MOORE Jr., for six years on the J. Walter Thompson Co. radio staff, on Oct. 13 was named commercial program manager of WOR, New York. He succeeded Mitchell Benson, now with J. M. Mathes Inc., New York.

ODIN RAMSLAND, of the sales staff, has been promoted to commercial manager of KDAL, Duluth.

DARRELL BANDY has resigned from the sales staff of KDAL, Duluth, to become commercial manager of WDSM, Superior, Wis., making his headquarters in the Duluth studios.

ALFRED J. McCOSKER, president of WOR, New York, has donated a trophy in event No. 3 at the Fourth Annual All-Eastern States Championship Pistol and Revolver Matches at Fort Washington, L. I. Oct. 25-26.

EDWIN P. SHURICK, formerly general manager of WLOL, Minneapolis, has opened offices as a radio consultant in that city. In July, 1941, Mr. Shurick left the general manager's post of WLOL to assist the late John P. Devaney in his national defense work.

HOWARD DAHL has succeeded Ed Cunniff, resigned, as manager of WKBH, La Crosse, Wis.

ROBERT G. VENN, formerly of NBC Chicago sales promotion department, has joined WSGN, Birmingham, as sales promotion manager. He is succeeded in Chicago by Alvin G. Walser, formerly contact man for California Fruit Growers Exchange, Peoria, Ill.

WILLIAM H. GRIMDITCH, vice-president in charge of engineering of Philco Corp., New York, has been appointed a vice-president of Hazeltine Service Corp., New York, subsidiary of Hazeltine Corp.

HARRISON HOLLIWAY, KFI-KECA, Los Angeles manager, and Harry Maizlish, manager of KFWB, Hollywood, jointly represent the radio industry on the motion picture division's special arrangements committee of the Community Chest campaign.

HAROLD STORM, formerly assistant advertising manager of the 106 Midwest Council Oake Stores, has joined the merchandising department of WNAX, Yankton, S. D.

STUART STANDISH, formerly commercial representative of WSOC, Charlotte, N. C., on Oct. 13 joined Swinson Products Co., Charlotte, as general sales manager.

TED OBERFELDER, assistant promotion manager of the *Philadelphia Inquirer*, morning newspaper, is joining the sales staff of WCAU, Philadelphia.

GEORGE WILSON, son of Howard H. Wilson, station representative, and manager of the company's Kansas City office, has joined the organization's Chicago sales staff. Joe Farrell, salesman in the Kansas City office, succeeds Mr. Wilson as manager.

BEHIND the MIKE

JAMES SIRMOMS, formerly chief announcer, has been named assistant program director of WFMJ, Youngstown, O. Bob Wylie, announcer, has taken over the duties of chief announcer. Kathryn Leskosky has been added to the script staff. Tom McKee and Bob Mackall have been added to the announcing staff.

HUGH HOLDER, formerly of WSJS, Winston-Salem, N. C., has joined the announcing staff of WXYZ, Detroit.

BUD FINCH, recently honorably discharged from military service, on Oct. 17 resumed his place on the announcing staff of WELI, New Haven.

WENDELL PALMER, formerly of the radio department of the *Minneapolis Star Journal*, has joined WTMJ, Milwaukee, as continuity writer.

MARIAN MARTIN, St. Louis writer and radio columnist, has been named to succeed Josephine Halpin as women's commentator on KMOX, St. Louis.

HOWARD L. EMICH, former program manager of WMAM, Marinette, Wis., has joined the production staff of WHBF, Rock Island, Ill.

JOCKO MAXWELL, sportcaster of WWRL, New York, has signed with *Football News*, national sports newspaper, to conduct a weekly column covering football happenings. Maxwell conducts a column in *Colyer's Baseball World*.

MURILLO SCHOFIELD, former stage actor and freelance radio actor, has joined KOCY, Oklahoma City, as continuity writer and announcer.

Wash-Room Torches

FOLLOWING the recent Kentucky-Vanderbilt football game at Lexington, Ky., Dick Bray, sportscaster of WLW, Cincinnati, got ready to go on the air with his regular after-game *Football Scoreboard* quarter-hour only to find that the shades of evening were fast descending and the stadium press box had no lights. Responding to the emergency, Paul Jones, WLW-WSAI announcer, commissioned two colored boys to stand on either side of Bray, holding flaming paper towels which he busily gathered by the armload from nearby washrooms. Bray read off his scores in the flickering light and the show went on without a hitch.

MARK LUCAS, announcer of WMAN, Mansfield, O., left Oct. 15 to join the Army. He will be replaced by Charles Palmer.

C. W. LEMING, formerly freelance announcer of Seattle, has joined the announcing staff of KIT, Yakima.

ROY LOCKWOOD, former BBC director and producer and more recently with the British Information Bureau in New York, has joined the production staff of NBC

BOB SAUDEK, assistant to Keith Kiggins, sales manager of NBC-Blue, is the father of his second boy, born recently in the Bronxville Hospital, New York.

WALLY SHELDON, announcer of WCAU, Philadelphia, and Betty Summer, were married in early October.

PARLEY BAER has been named supervisor of special events; Ted Kimball, agricultural supervisor; Fred Taylor, studio supervisor; and Gene Halliday, music supervisor, in a realignment of duties of KSL, Salt Lake City, by Production Manager Glenn Shaw.

BERI MELCHIOR, formerly secretary to Louis Ruppel, head of CBS publicity department, has opened an agency, Service Unlimited Ltd., at 140 E. 46th St., New York, to answer fan mail of radio personalities.

FLORENCE WOODWARD continuity writer of WAIT, Chicago, has been appointed the station's national defense program coordinator, handling the national defense programs broadcast on WAIT.

HOOPER WHITE, formerly of the announcing, continuity and production staff of WTMV, East St. Louis, Ill., has joined WCFL, Chicago, as assistant to the program director and production manager, George Case.

LOUIS E. HARTMAN, formerly program director of KOCY, Oklahoma City, has joined the continuity department of NBC Chicago, replacing John L. Lagen who is on leave of absence.

HENRY MISSELWITZ, Hollywood commentator, and Mrs. Carolyn Converse of San Mateo, Cal., were married Oct. 7 at Las Vegas, Nev.

BOB MEIKEL recently was named publicity director of KROW, Oakland, Cal., succeeding Don Logan, who left to join the radio department of Erwin, Wasey & Co., San Francisco.

JANET KISTEMANN, traffic manager of KYA, San Francisco, recently announced her engagement to Lloyd Franke of the U. S. Coast Guard. A December wedding is planned.

ALAN FORT, announcer of WIP, Philadelphia, has joined WBNY, Buffalo.

HAL TUNIS, program director of WFPG, Atlantic City, is the father of a boy born Oct. 10.

BOB TUTT, announcer, formerly of KROY, Sacramento, Cal., recently joined KSFO, San Francisco.

WILLIAM H. ADAMS, former conductor of the *Farm Journal* on KSFO, San Francisco, recently given a commission of captain in the Army, has been transferred from California to Fort Greely, Kodiak, Alaska.

RUTH HIRT has joined KLS, Oakland, Cal., as writer-producer, succeeding Terry Hobrecht, who resigned to return to U of California.

JACK SKINNER, formerly in the publicity departments of NBC and CBS, and recently radio director of the National Community Chest drive, on Oct. 13 joined Warwick & Legler, New York, as publicity director, a position which has been vacant for some time.

SHIRLEY WARD and Philip Van Dyke, Hollywood radio writers, have sold an original drama titled "Three Times Yesterday", for use on the weekly CBS *Screen Guild Theatre*, sponsored by Gulf Oil Co.

MIKE PECAROVICH, Hollywood commentator, has been signed for a similar role in the 20th Century-Fox film, "Rise & Shine", now in production.

CAREY CRONAN, news editor of WELI, New Haven, is publicity director for the Republican party in the coming New Haven election.

WCAE PITTSBURGH MUTUAL NETWORK

A NEW Hook-up for everyone's Mutual Advantage!

• A new "program-interest" for WCAE listeners —the largest station-following in Pittsburgh.

• 46 new, entertaining, local-built, live-talent shows—8 of which are fed to MUTUAL.

• Exclusive broadcasts of PITT football games —outstanding sports events in Pittsburgh.

• Exclusive broadcasts of the Pittsburgh Symphony Concerts—outstanding musical events.

• These PLUS attractions, together with MUTUAL shows and features add up to a brand new listening thrill for Pittsburghers—and how they're enjoying it!!!

And that's only part of the story. For complete information as to time and program availabilities consult—

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5000 Watts • 1250 K.C.

South Carolina's No. 1 Market

FIRST IN—
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• White Population
• Wholesale Sales
• Retail Sales
• Industrial and Business Pay Rolls

DOMINATED BY
WFBC
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GREENVILLE, S.C.
HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION
NBC RED NET WORK
NATIONAL REPRESENTATIVE
WEED & COMPANY

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS
CLEAR CHANNEL

Meet the LADIES



HELEN WATTS SCHREIBER

HELEN WATTS SCHREIBER, for several years "Prudence Penny" on the *New York American*, who joined KSO, Des Moines, last February with quarter-hour broadcast on home economics, is now on a 30-minute schedule and now has one of the best success stories in radio. Her series has been expanded to accommodate six sponsors and the majority of those who were included on the first 15 minutes have renewed. Mrs. Schreiber is a native Iowan, born in Des Moines and was graduated from the Home Economics School of Iowa State College. Her career in home economics began when she conducted the *Register and Tribune* cooking school in the Shrine Auditorium in 1931. She has since become a nationally known lecturer, writer and radio personality.

LOIS DASHER, assistant to Lloyd Dennis, program director of WJSV Washington, announces her engagement to Hal Elkins, florist of Fredericksburg, Va. They met last April at the wedding of Ernest McIver, WJSV newsman, and Toni Poston, secretary to Arch McDonald, sports announcer.

FRED FOX, in charge of radio for the San Francisco Community Chest, has joined KFSO, San Francisco, as a writer.

HECTOR CHEVIGNY, Hollywood radio writer, has had two original stories, *Not All Geese Fly South*, and *The Naturalization of Joe Mendoza* published in recent issues of *Saturday Evening Post* and *Liberty*, respectively.

EDDIE DOOLEY, who conducts *Football Forecast* on MBS, Thursday, 11:30-11:45 p.m., last week started a new series of sportscasts thrice weekly on WNEW, New York, Tuesday, Thursday and Saturday, 7:45-8 p.m. Bob Considine is heard on the station Monday, Wednesday and Friday at the same time.

EDDIE EVANS has been promoted to production manager of KOMA, Oklahoma City, succeeding Jack Mitchell who has gone to Chicago to handle a network show. Bob Duren has returned to KOMA after a year's absence to relieve Dan Bowers who is going to Chicago with Mitchell.

DICK MORRIS, formerly of WDWS, Champaign, Ill., has joined the news and special events staff of WIBC, Indianapolis.

JAY ADAMS, at one time with Pennsylvania stations, has joined WCHS, Charleston, W. Va., as promotion manager.

CHARLIE DAMERON, Cincinnati singer, has joined WCKY, Cincinnati, as vocalist and m.c. of several WCKY programs. Dameron has been featured artist on several transcribed commercial programs, including a series for U. S. Tobacco Co. carried by Southern stations.

DALE DENNY, formerly of KVAN, Vancouver, Wash., the *Oregon Journal* and International News Service, has joined KOIN-KALE, Portland Ore., as assistant news editor.

REG DAGG, formerly commercial manager at CKWX, Vancouver, is now Administrative Officer of the Inspection Board of the United Kingdom in Canada at Toronto.

ROBERT PETRIE, formerly of KTSM, El Paso, has joined the announcing staff of KROD same city.

HAL GILMAN, formerly on the production staff of the Chicago Radio Council on Education, has joined the announcing staff of WSLB, Ogdensburg, N. Y.

MRS. CRYSTAL BROWN, formerly of the *Fort Worth* (Tex.) *Tribune*, has joined the continuity department of WSM, Nashville.

Broncho Bust

A SPECIAL EVENTS "scoop" was scored recently by WOR, New York, when the station hired Alice Greenough, world's champion girl cow-puncher appearing at the rodeo in Madison Square Garden, to take a mike with her atop the broncho "Whirligig". Elaborate preparations were made for the 15-minute broadcast, the station's engineers spending two days assembling and installing over 1,000 feet of wire. The broadcast got off on schedule but in 15 seconds Miss Greenough was off too—both off the broncho and off the air. In that time listeners heard two sounds come through their receivers. They said it sounded more like "glug" than "ugh".

H. EMORY ELLIS, formerly copy chief of the A. A. Klinger Agency, New York, and previously program director of WFPG, Atlantic City, N. J., has joined WAAT, Jersey City, as program director.

HORACE LOGAN, announcer of KWKH, Shreveport, has left to join the Silas Mason Shell Loading Plant.

ED TAIT, formerly of KFRO, Longview, Tex., has joined the announcing staff of KTBS, Shreveport. Paul Long, formerly of KTBS, has joined the announcing staff of its sister station, KWKH.

JAMES COY, newscaster and announcer of WNEW, New York, is back at work covering assignments in a plaster cast from his hips to his head. He broke several bones in his neck while fishing recently, and is on the job though he'll be in the cast three months.

FRANK J. DVORAK, graduate of U of Illinois and registered C.P.A. in Illinois, has joined MBS as assistant to Miles Lamphiear, chief auditor located in the Chicago office.

DEAN SCHMITTER, formerly chief of production of KTBS and KWKH, Shreveport, has joined the Naval Air Force.

Here's The Picture In ROCHESTER

The Kodak City



This visualization—computed from the last week before closing date—re-emphasizes that WHEC is Rochester's favorite station with time buyers; *both* national and local buyers, by the way. Nevertheless some periods still available! You are invited to write, phone or wire.

WHEC — ROCHESTER, N.Y.

BASIC CBS

National Representatives
J. P. McKinney & Son
New York, Chicago
San Francisco

WTAR

Carries 7 of the Nation's 10 top favorite night programs and 3 of the Nation's 5 top favorite daytime programs on all networks.

Popular programs make listeners! That's why WTAR contacts more of the 1,182,000 potential listeners in the booming Norfolk Market than all other stations combined.

WTAR

NORFOLK VIRGINIA
Americas No. 1 Sales Area

Now 5000 Watts DAY and NIGHT
NBC Red and Blue
National Representatives:
Edward Petry & Co.

in the CONTROL ROOM

ARTHUR SCHOENFUSS, former CBS studio engineer in New York, who was drafted last March, recently was commissioned at Camp Wheeler, Macon, Ga., as a second lieutenant in the Signal Corps Reserve and transferred to Fort Monmouth, N. J.

CHARLES GLINES, engineer of WMAN, Mansfield, O., is the father of a seven-pound boy.

J. C. McCOWEN, former transmitter technician of KSO-KRNT, Des Moines, has accepted a position with the ABTU.

ARTHUR TUTTLE has joined the engineering staff of WELI, New Haven, succeeding Ted Kalin, now with WEIM, Fitchburg, Mass.

CHARLES W. DYKE, formerly of Rolabird-Root Engineers, has joined the engineering staff of WOR, New York, succeeding Chester Babcock, resigned.

BOB FETTERMAN, of the engineering staff of WBIG, Glenside, Pa., has been made Philadelphia consultant of the Capital Radio Engineering Institute of Washington.

LAWRENCE WALKER, formerly of WPID, Petersburg, Va., has rejoined the engineering staff of WBML, Macon, Ga. He replaced Austin Kimball, now in the Coast Guard.

BERT CAPSTAFF, NBC Hollywood field engineer, has been assigned to the weekly *College of Musical Knowledge*, sponsored by American Tobacco Co. on the Red network and now on tour for six weeks or more.

Charles A. Hoxie

CHARLES A. HOXIE, 74, inventor of the first process which made possible the recording of the sound track directly on motion picture films, and former research engineer of General Electric Co., died Oct. 13 at his home in Alplaus, near Schenectady. After working many years as a telephone and radio engineer with various companies, Mr. Hoxie perfected his device, the general principles of which still form the basis for most sound-picture equipment.

Fulton Lewis on Tour

FULTON LEWIS jr., MBS news commentator, on Oct. 20 leaves for three weeks of defense inspections and lectures in the Midwest and West Coast, continuing his five-weekly 7 p.m. news on Mutual, in addition to his *Your Defense Reporter* program Mondays at 9:15 p.m. In the event of grounded planes or other such emergencies, Frank Blair will substitute for Lewis on the 7 p.m. show.

SUNDAY AVAILABLE TO VIDEO OUTLETS

SUNDAY, heretofore barred as a regular broadcast day for commercial television stations under Section 4.261 (a) covering minimum operating schedules in the FCC television rules, may now be utilized in weekly operating schedules, the FCC announced last Tuesday in amending the rules.

The previous rule has stipulated that in compiling the weekly minimum transmission requirement of 15 hours, Sunday could not be used. This was done, according to the FCC, to avoid conflict with Sunday blue laws in certain localities. The amendment, it is felt, will enable localities not subjected to blue laws to televise unhindered, although the new ruling does not necessarily supersede any local laws. Sunday television is deemed desirable since it provides larger daytime audiences for outdoor pickups as well as contrast to the weekday night and studio transmissions. The amended Section reads:

Sec. 4.261 (a) Minimum Operating Schedule. (a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 15 hours per week. There shall be at least 2 hours program transmission between 2 p.m. and 11 p.m. on six days of each week including at least one hour program transmission between 7:30 and 10:30 p.m. on five days of each week.

Foreign Rule Extended

EXTENSION to Jan. 25, 1942 of the effective date of Section 4.45 of the Rules Governing International Broadcast Stations as it applies to WCBX, CBS shortwave station, was granted Oct. 14 by the FCC. Rule 4.45 provides that all international stations must operate with a minimum power of 50,000 watts.

WAVE AIN'T STRUCK WITH AWE (Ky.)!

You kin take our word for it, gents—the sales possibilities in Awe (Ky.) ain't nothin' awful! On the other hand is the booming Louisville Trading Area—where payrolls, for example, are up 100%—where a million and a quarter people make 54% of all retail purchases in the entire state! WAVE *completely* covers this milk-and-honey market—delivers your story *only* where it will do you some good! Make us prove it—send for the facts!

LOUISVILLE'S WAVE

5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WSAX KABR KGLO WCAX WAPO KDTH WSIX KSCJ WJHL KFRO WROL KUTA WKNE KEL WDOL

PERFORMANCE

WJZM WLBZ WPAR KGY KSKY WGOA WHBB WGAA WMOF KROS KRKO WIGM KPOW WHEN WFBG WTMC KOVO KCRJ WPAD KVFD WMSL WFIG WMFD WGTC WINN WLBH WMRC KORN WIOD KEYE

STRENGTH and

KUJ KSLM WQBC WSOC WROL WJRD WKVO KFXJ KJHI KVAK WCOS WTAL WCLS WJPR

LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR

WINCHARGER CORPORATION SIOUX CITY, IOWA

Agencies

ALBERT JARVIS, radio director of Norris-Patterson Ltd., Toronto, has joined James Fisher Co. Ltd., Toronto, as an account executive. He is succeeded as radio director by W. F. Ralph.

T. E. RACKSTRAW has been appointed radio executive at James Fisher Co. Ltd., Toronto, succeeding Don Bassett, who left to join Radio Centre Ltd., Toronto, program and recording producer.

LOUIS GRIMM, formerly with RKO Radio Pictures, New York, has joined Cesana & Associates, Hollywood, as account executive.

SLAYTON POLLEYS LaDUE has been appointed Northern California manager of Howard H. Wilson Co., and Homer Owen Griffith, station representatives, and is headquartered at 681 Market St., San Francisco.

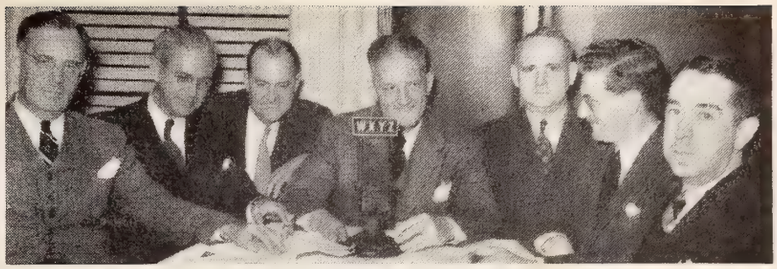
WILLIAM ROYAL, formerly radio director of Wheaton Adv. Agency, New York, has joined the production department of WMCA, New York, replacing Frank Danzig, who has joined CBS.

GEORGE SPARLING, copy director of Vanderbie & Rubens, Chicago agency, has been named vice-president in charge of creative promotion.

H. M. DITTMAN Adv. Agency, Philadelphia, has moved to the Market St. National Bank Bldg.

ERWIN, WASEY & Co. recently opened a New England office at 157 Church St., New Haven, John F. Barteau is in charge.

RUSSEL M. SEEDS Co., Chicago agency, has established West Coast offices at 1680 N. Vine St., Hollywood, with Helen D. Woodman in charge.



RECENTLY SIGNED SPONSOR for 156 newscasts thrice-weekly on WXYZ, Detroit, Berry Bros., Detroit paint manufacturers, officials gathered with members of the WXYZ staff at a Berry Bros. dealer convention at the Detroit-Leland. Gathered about are (l to r), Arthur Kiernan, president of Berry Bros.; Ross Mack, vice-president of Fred M. Randall Co., agency; C. E. Gunn, WXYZ; Harold True, WXYZ news commentator; Dave Anderson, sales manager of the paint company; Jack Greene, Berry advertising manager; Rod Hughes, of the agency.

FLORENCE SPERL, casting director of Compton Adv., New York, and wife of Hal James, a script supervisor of Compton, resigned Oct. 15. George Brengle, a former Compton script supervisor, succeeds her temporarily.

ERNIE WHITNEY, formerly of the production staff of WHB, Kansas City, has joined Potts-Turnbull Co., Kansas City, as radio director.

HUBER HOGE & SONS, New York has moved its offices to 699 Madison Ave. New telephone is Regent 7-3500.

Nets Slate FDR Speech

MBS, NBC and CBS, on Oct. 27 will broadcast the speech of President Franklin D. Roosevelt, in which he will proclaim "Naval and Total Defense Day" and will discuss problems of the Navy and total defense, from a dinner at the Mayflower Hotel, Washington, sponsored by the Navy League.

J. A. Goff

J. A. GOFF, for many years manager of the Tacoma office of Pacific National Adv. Agency, died Oct. 10 after undergoing an operation Sept. 24. The Tacoma office of the agency will be handled through Seattle headquarters, according to an announcement by William H. Horsley, president.

On 'Martha Deane'

RECENT sponsors signing for announcements on the *Martha Deane* program on WOR, New York, are O'Cedar Corp., Chcago (waxes and polishes), through H. W. Kastor & Sons, and Skinner & Eddy Corp., New York for Minute Man Soup and placed through H. B. LeQuatte Inc., New York. With S. A. Schonbrunn & Co., New York (Savarin coffee), who came on the program shortly after it started a month ago, the show has three sponsors.

Pacific Group to Hear Ad Problems Discussed

EFFECT of the defense emergency on advertising will be the general theme of the annual convention of the Pacific Council, American Assn. of Advertising Agencies, at Hotel Del Monte, Del Monte, Cal., October 23-24. William H. Horsley, president of Pacific National Adv. Agency, Seattle, is convention chairman.

Speakers will include Carroll L. Wilson, director of the Bureau of Foreign and Domestic Commerce; Guy Smith, of Brooke, Smith, French & Dorrence and chairman of the A. A. A. A.; Leo M. Cherne, of the Research Institute of America; Col. Willard Chevalier, publisher of *Business Week;* Bettina Wilson, fashion and beauty editor of *Vogue* magazine.

Series 32.8 Rating

MBS broadcasts of the 1941 World's Series, sponsored by Gillette Safety Razor Co., were listened to by 32.8% of the radio families in the United States, according to the Cooperative Analysis of BROADCASTING. Figure is an average for all five games. Listening this year compares favorably with that of previous Series, the CAB states, pointing out that in 1935 the Tigers-Cubs series attracted approximately 35% of all set-owners; the 1937 Yankees-Giants series rated 25.3; the 1938 Yankee-Cubs games rated 33.2; the 1939 Yankees-Reds series, 21.3, and the 1940 Reds-Tigers series, 25.2.

JOHNNIE O'HARA

FOUR STAR FEATURE

★ Mass Audience Acceptance in the great St. Louis market.

★ Continuous Sponsorship for five years with three sponsors.

★ Listener confidence proved with unusual sales results.

★ A six day feature on the "First in Sports" station.

ST. LOUIS

KWK

Represented by Raymer

While Others Shift
The Same
WCAO
in
Baltimore
Same Network
CBS basic since 1927
Same Frequency
600 kc. since 1922
Same Popularity
The Voice of Baltimore
Since 1922

TO PRESENT in terms of radio what we are defending in America and the need for defending it, MBS on Nov. 9 will start a series of Sunday evening half-hour defense programs as a joint presentation of the Office of Emergency Management and WOR, Mutual New York affiliate. Regulars on the series will be Clifton Fadiman, m.c. of the NBC-Red *Information Please* program, and Morton Gould, WOR's composer-conductor, as musical director.

Material for guest dramatic stars for the variety part of the show will consist of adaptations from plays and books by Lillian Hellman, Stephen Vincent Benet, R. E. Sherwood, and others. Interviews with OEM officials also will be featured. Arthur Kurlan, production director of the OEM Radio Section, will produce the series, under the supervision of Julius F. Seebach, WOR vice-president in charge of program operations, and Bernard C. Schoenfeld, chief of the OEM Radio Section.

* * *

Making It Clear

TO CLARIFY present issues rather than to create new controversies, is purpose of the new weekly CBS Pacific Coast half-hour program, *What's It All About?* Produced by Chet Huntley, under supervision of Donald W. Thornburgh, CBS Pacific Coast vice-president, and Frances Farmer Wilder, network's Pacific Coast educational director, the series features round table discussions conducted by Dr. Leo C. Rosten, social scientist and lecturer. Persons prominent in educational circles take part in the discussions.

* * *

Cancelled Bills

SLANTED to the home folks with offspring at Kansas U, *KU Campus Quiz* has started on WREN, Lawrence, Kan. The show originates at Brick's, for 25 years the favorite coke hangout of the campus. The tea-time broadcast interviews with students, who identify themselves and outline their academic pursuits, ending up by answering a trick question, with right answers cancelling his bill with the management.

* * *

In the Making

TO ACQUAINT young people with the problems, methods and opportunities offered in various fields of endeavor is the purpose of a new Saturday morning series, *Young Americans in the Making* on WEEI, Boston. Dramatizing the development of citizenship in the public schools, the programs are sponsored by the Massachusetts department of education.

* * *

Citizens in Democracy

STEPHENS College radio division is offering a weekly feature on KFRU, Columbia, Mo., dramatizing the duties of citizenship in a democracy. Program will be all student participation.

* * *

Defense Health

IN COOPERATION with the Washington Medical Society, MBS is presenting a Thursday evening quarter-hour series from WOL, Washington, entitled *National Defense Health Clinics.*

Purely PROGRAMS

Northwest Defense

DESIGNED to speed the decentralization of national defense orders in the State of Washington, a new program, called *Everybody's Business* has been started over KJR, Seattle. It is believed to be the first organized effort of its kind in the country. Purpose of the series is to determine how cities throughout the state may participate in defense orders which now are concentrated in Seattle, Tacoma, and Bremerton. Each week a different city will be the subject of the broadcast, highlighting such information as mechanical equipment, manpower, transportation facilities, etc.

* * *

Novels Dramatized

DRAMATIZATIONS of the world's greatest novels is presented every Friday, 5-5:30 p.m. on WNYC, New York, starting Oct. 17. Presented in cooperation with the New York Public Library, the series, known as *Great Novels,* is the second in which the library has cooperated with the station. Last year *Life & Works* dramatized the lives and the most famous writings of great American authors on WNYC.

Music While You Drive

TRANSCRIBED MUSIC for motorists is featured on a new half-hour weekly show on WWNY, Watertown, N. Y. Sponsored by a local Stromberg-Carlson dealer, program is titled *Music for Motoring,* with selections of a mellow restful vein that would add to the pleasure of driving in the scenic countryside played.

* * *

To WHN From Capital

WHN, New York, on Oct. 17 started its third regular weekly program from Washington, with Theodore Granik's *Women's Forum* from the Sapphire Room of the Mayflower Hotel with Doris Fleeson as moderator. Other Washington programs on WHN include *Dinner at Mrs. Atwill's* and newscasts by Fulton Lewis jr.

* * *

Circle

"SAUNDERS of Circle X", a story of the colorful West of a few years ago, is the new weekly dramatic program launched on KGO, San Francisco. Sam Dickson, who wrote the popular *Winning of the West* series for NBC, is author of "Saunders of Circle X".

if
WHAT YOU WANT IN BOSTON IS . . .
most results per dollar spent!
This is the radio station for *YOU!*
★
GOING FULL TIME SOON!
BUY NOW at LOW DAYTIME RATES!
THE ONLY COMMERCIAL RADIO TRANSMITTER IN THE CITY OF BOSTON
MASSACHUSETTS BROADCASTING CORP.
COPLEY-PLAZA HOTEL
BOSTON, MASS.
National Representatives
HEADLEY-REED COMPANY
NEW YORK · CHICAGO
DETROIT · ATLANTA
WCOP
BOSTON'S "STAR SALESMAN"

PUBLIC SCHOOLS IN Philadelphia are provided the transcribed *This Is America* by WPEN, Philadelphia, for history and social science classes. The series is sponsored on the station by Herschel-California Fruit Products, Pasadena, Cal., for its Contadina Tomato Paste. Mrs. Eleanore Brown, of Aaron & Brown, Philadelphia, agency handling the account, is having the 8½ disks cut to 78 for school phonograph use. Although no commercial plugs are made in the class-room, teachers advise the students that the history series is broadcast over WPEN.

* * *

Cake Competition

COOPERATING with General Mills in a merchandising stunt for *Light of the World*, KROD, El Paso, is sponsoring a cake-baking contest. Competition closes at midnight on Halloween, with only Betty Crocker's "midnight cakes" accepted—the recipe for the cake being found in a sack of Gold Medal Kitchen-Tested Flour. Hundreds of mimeographed copies of contest rules have been distributed to grocers in the area, and prizes ranging from $15 cash to 2-pound sacks of flour are being offered.

* * *

Dual Service

PROMOTING the addition of NBC-Blue to its previous NBC-Red affiliation, WFBG, Altoona, Pa., carried a full-page advertisement in the *Altoona Mirror*, listing NBC programs carried by the station, along with program schedules. The ad also included an announcement of the dual NBC service by Roy F. Thompson, WFBG managing director, and a congratulatory message from William S. Hedges, NBC vice-president in charge of station relations.

* * *

Red's Pix

TO MERCHANDISE the new NBC-Red *Raleigh Program* among tobacco outlets, Brown & Williamson Tobacco Corp., Louisville, is distributing through salesmen a 4-page multi-colored brochure containing picture of Red Skelton, comedian, and the rest of the cast, and press clippings from the comedian's latest movie, *Whistling in the Dark*. Booklet was prepared by the agency, Russel M. Seeds Co., Chicago.

Merchandising & Promotion

Plugged by History—Tested Cakes—Red and Blue, Both—Weekly News—Ponies—More Cake

Joliet Weekly

DEVOTED to local news items pertaining to the radio, motion picture and entertainment fields, WCLS, Joliet, Ill., has started publishing a new weekly, *Dial Times*, The eight-page paper, 9 x 12 inches, is printed on newsprint and contains local advertising, along with station plugs.

* * *

Shetland Ponies

SUPPLEMENTING its advertising on WXYZ, Detroit, the Detroit & Eberling Creamery, Detroit, is conducting a weekly contest for school children who submit 30-word letters on the merits of the sponsor's product. Prize is a real Shetland pony.

Video at Fair

FOR THE second straight year, KDYL, Salt Lake City, demonstrated RCA television at the Utah State Fair. The RCA demonstration is the fair's biggest attraction, KDYL says. A baby show was televised along with other novelties. Attendance was larger than that at any other single feature at the fair.

* * *

Birthday Cake

WJZ, New York, let its friends help celebrate its 20th birthday last week by sending them pieces of birthday cake, each packed in a box resembling a miniature radio receiver, and with its dial set for WJZ.



EVEN A RAINSTORM, which washed out a scheduled ball game failed to halt a promotion stunt put on for Wheaties by KFJM, Grand Forks, N. D. The station started a "Mile o' Wheaties" project, with fans sending in Wheaties box tops to complete an imaginary mile. The night of the game climaxing the contest the weatherman washed it out. A substitute game was played. Shown are (l to r) Jack Horner, KFJM sports announcer, and Elmer Hanson, commercial manager.



"CAN WGY HELP US SELL TABLE QUEEN?"

WHEN we called on the Spaulding Bakeries a couple of months ago, we ran into some very sound questions.

"Can you show us how we can help sell our Table Queen Bread over WGY?" asked Mr. William S. Morris, manager of the Spaulding Bakery in Oneonta, N. Y.

"Can we obtain lasting, dependable results?" inquired Spaulding's Advertising Manager, Mr. Walter G. Larkin.

"Sure," we began not too modestly; "you'll get results on WGY or we're not the only 50,000-watt radio station within 100 miles of Schenectady."

Naturally both gentlemen continued the conversation with requests for more solid facts and figures. The upshot was a contract for a morning five-minute period three times a week, featuring WGY's popular songstress, "Your Neighbor," Annette McCullough. After several weeks on the air Mr. Morris and Mr. Larkin had this to say:

"We have heard some splendid comments on our program to date and are pleased to report that we have also noted an increase in the sale of Table Queen Bread, and we expect the sale of it to continue to grow."

So do we.

WGY-40-211

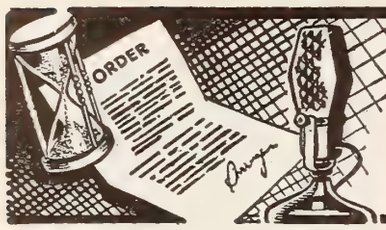
GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices
New York Cleveland Chicago Denver Boston San Francisco Washington Hollywood

Tell Your Story in Sunshine Land . . .

The winter vacation land of the Southwest offers you a big market that you can reach more easily and effectively over KRODD. Let us tell you all the facts about the El Paso Southwest.

KROD
00 Watts (day) • 500 Watts (night)
600 kc
olumbia's Outlet to the El Paso Southwest
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
oward H. Wilson Co., *Natl. Reps.*



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Procter & Gamble Co., Cincinnati, *sa* series, thru Compton Adv., N. Y.
Grass Noodle Co., Chicago (soup), *sa* series, thru Charles Silver & Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek), *sa* series, thru Ferry-Hanly Co., N. Y.
Megowan Educator Food Co., Lowell, Mass (crackers), *sa* series, thru John W. Queen, Boston.
Kirkman & Son, Brooklyn (soap), *ta* series, thru N. W. Ayer & Son, N. Y.
Readers Digest Assn., Pleasantville, N. Y., *ta* series, thru BBDO, N. Y.
E. L. Knowles Inc., Springfield, Mass. (Rubine), *sa* series, thru Chas. W. Hoyt Co., N. Y.
Wilson & Co., Chicago (Ideal dog food), *sp* series, thru U. S. Adv. Corp., Chicago.
Penick & Ford, New York (My-T-Fine dessert), *ta* series, thru BBDO, N. Y.
Bond Stores, New York (chain), *sa, ta* series, thru Neff-Rogow, N. Y.
Perfection Stove Co., Cleveland, *t* series, thru McCann-Erickson, Cleveland.
General Foods, New York (Grapenuts meal), *t* series, thru Young & Rubicam, N. Y.
M & M Candy Co., Newark, *sa* series, thru Lord & Thomas, N. Y.
Liberty Mutual Insurance Co., Boston, *ta* series, thru BBDO, N. Y.
Great A & P Tea Co., Boston (coffee), *ta* series, thru Paris & Peart, N. Y.
Phila. & Reading Coal & Iron Co., Phila., *sa* series, thru McKee & Albright, Phila.
Beechnut Packing Co., Canajoharie, N. Y. (gum), *sa* series, thru Newell-Emmett, N. Y.
Aetna Casualty & Surety Co., Hartford, *ta* series, thru Marschalk & Pratt, N. Y.
Penick & Ford, New York (molasses), *sa* series, thru J. Walter Thompson Co., N. Y.
Scott Paper Co., Chester, Pa., 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Longines-Wittnauer, New York (watches), *ta* series, thru Arthur Rosenburg Co., N. Y.
Carleton-Hovey, New York (Father John's), 6 *sa* weekly, thru John W. Queen, Boston.
International Salt Co., Scranton, 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore, *ta* series, thru Joseph Katz Co., Baltimore.
State of New York, Albany (milk), *sp* weekly, thru J. M. Mathes Inc., N. Y.
Wm. Wrigley Jr. Co., Chicago, *t* series, thru Arthur Meyerhoff & Co., Chicago.
Wheatena Corp., Rahway, N. J. (cereal), 5 *t* weekly, thru Compton Adv., N. Y.
Lever Bros., Cambridge (Spry), *sa* series, thru Ruthrauff & Ryan, N. Y.
Vick Chemical Co., New York (proprietary), 2 *sp* weekly, thru Morse International, N. Y.
Nehi Bottling Co., Columbus, Ga., *sa* series, thru BBDO, N. Y.
Oyster Shell Products Co., New Rochelle, N. Y., *sa* series, thru Cecil & Presbrey, N. Y.
Atlantic Refining Co., Phila., football series, thru N. W. Ayer & Son, Phila.
P. Lorillard Co., New York, 6 *sp* weekly, thru Lennen & Mitchell, N. Y.
Grove Labs., St. Louis (Bromo-Quinine), *ta, sa* series, thru J. Walter Thompson Co., N. Y.
American Molasses Co., New York, *sa* series, thru Chas. W. Hoyt Co., N. Y.
P. Duff & Son, Pittsburgh (pastry mix), *ta* series, thru W. Earl Bothwell Inc., Pittsburgh.
Beaumont Labs., St. Louis, *sa* series, thru H. W. Kastor & Sons, Chicago.
Chr. Hansen Labs., Little Falls, N. Y. (Junket), *sa* series, thru Mitchell-Faust Adv. Agency, Chicago.
Flex-O-Glass Mfg. Co., Chicago, 3 *ta* weekly, thru Presba, Fellers & Presba, Chicago.
Chatham Mfg. Co., New York (blankets), *sa* series, thru M. H. Hackett Inc., N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura), *ta* series, thru Atherton & Currier, N. Y.

KMOX, St. Louis

Kroger Grocery & Baking Co., Cincinnati (coffee), 5 *t* weekly, thru Ralph H. Jones Co., Cincinnati.
Richmond Brothers, Cleveland (men's clothing), 5 *sp* weekly, thru McCann-Erickson, Cleveland .
Swift & Co., Chicago (Sunbrite), 6 *sp* weekly, through Stock-Goble Adv. Agency, Chicago.
Fitzpatrick Bros., Chicago (Kitchen Klenzer), 10 *sa* weekly, thru Arthur Meyerhoff & Co., Chicago.
Quaker State Oil Refining Co., Oil City, Pa., 3 *ta* weekly, through Kenyon & Eckhardt, N. Y.
General Motors, Detroit (Chevrolet), 13 *sa* weekly, thru Campbell-Ewald Co., Detroit.
Scott Paper Co., Chester, Pa. (Scott Towels), 6 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Reid-Murdoch & Co., Chicago (Monarch Finer Foods), 18 *sa* weekly, thru Rogers & Smith, Chicago.
Bulova Watch Co., New York (Bulova Watches), 70 *sa* weekly, thru Biow Co., N. Y.
Vicks Chemical Co., New York (Vicks), 3 *t* weekly thru Marschalk & Pratt Co., N. Y.
Dodge Division Chrysler Motors, Detroit (Dodge Cars), 4 *sa* weekly, thru Ruthrauff & Ryan, Inc., N. Y.
Stephans Bros., Philadelphia (Marvels), 5 *sp* weekly, thru Aitkin Kynett Co., of Philadelphia.
Ne-Hi Corporation, Columbus, Ga., (Royal Crown), 4 *sa* weekly, thru Batton, Barton, Durstine & Osborn, Inc., N. Y.
Downtown Pontiac Co., St. Louis (Pontiac Motor Car), 1 *t* weekly, direct.
Columbia Brewing Co., St. Louis (Alpen Brau), 10 *sp* weekly, thru Olian Advertising Co., St. Louis.

CJRC, Winnipeg

National Drug & Chemical Co., of Canada, Montreal (gin pills), 5 *ta* weekly, thru A. McKim Ltd., Montreal.
Longines Wittnauer Watch Co., Montreal, *sp* weekly, thru Desbarats Adv. Agency Ltd., Montreal.
Bristol Myers Co. (Canada) Ltd., Toronto (Sal Hepatica), 3 *ta* weekly, thru Ronalds Adv. Agency Ltd., Montreal.
Canadian Chewing Gum Co. Ltd., Toronto (Chiclets, Dentyne), 6 *t* weekly, thru Baker Adv. Agency Ltd., Toronto.
Canadian Industries Ltd., Montreal (cellophane), *t* weekly, thru J. Walter Thompson Co., Ltd., Toronto.

WOWO-WGL, Fort Wayne

Quaker Oats Co., Chicago (concentrated soup), 117 *sa*, 39 *sp*, thru Campbell-Ewald Co., Chicago.
Sperry Candy, Milwaukee, 56 *sa*, thru Arthur Meyerhoff & Co., Chicago.
United China Co., Chicago, 5 *sa*, thru Presba, Fellers & Presba, Chicago.
Kroger Grocery & Baking Co., Cincinnati, 783 *t*, thru Ralph H. Jones Co., Cincinnati.

WHO, Des Moines

Pequot Mills, Salem, Mass. (sheets), 15 *sa*, thru J. D. Tarcher & Co., N. Y.
Peter Fox Brewing Co., Chicago, 18 *t*, thru Schwimmer & Scott, Chicago.
Bunte Bros., Chicago (candy), 130 *sp*, thru Presba, Fellers & Presba, Chicago.

WJSV, Washington

Owens-Illinois Glass Co., Toledo, 100 *sa*, thru D'Arcy Adv. Agency, St. Louis.
Seeck & Kade, New York (Pertussin), 5 *sp* weekly, thru Erwin, Wasey & Co., St. Louis.
Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, Young & Rubicam, N. Y.
Shell Oil Co., New York, 4 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Doubleday, Doran & Co., New York (Triangle books), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.
Ludens Inc., Reading, Pa., 7 *sa* weekly, thru J. M. Mathes Inc., N. Y.

WOR, New York

Owens-Illinois Glass Co., Toledo (Duraglass), 100 *sa*, 10 weeks, thru D'Arcy Adv. Co., St. Louis.
Lehn & Fink Corp., New York (Hinds), weekly *sa*, thru Wm. Esty & Co., N. Y.
O'Cedar Corp., Chicago, 6 *sa* weekly, thru H. W. Kastor & Sons, N. Y.
Parker Pen Co., Chicago, weekly *sp*, thru Blackett-Sample-Hummert, Chicago.
Ward Baking Co., New Work (bread), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping Water, Neb (seed corn), 6 *sa* weekly, thru W. J. Newens Inc., Lincoln, Neb.
Manhattan Brewing Co., Chicago, 104 *sa*, thru Advance Adv., Chicago.
F. A. Stuart Co., Marshall, Mich. (proprietary), 6 *sa* weekly, thru Benson & Dall, Chicago.
J. A. Folger & Co., Kansas City, 5 *t* weekly, thru Lord & Thomas, Chicago.
Utilities Engineering Institute, 3 *sp* weekly, thru First United Broadcasters, Chicago.

KQW, San Jose, Cal.

Haldeman Julius Pub. Co., Girard, Kan. (family library), 5 *sp* weekly, thru Huber Hoge & Sons, N. Y.
Wm. Wrigley Jr. Co., Chicago (gum) weekly *t*, thru Arthur Meyerhoff & Co., Chicago.
Southern Pacific Co., San Francisco (rail transport), 5 *sa* weekly, thru Lord & Thomas, San Francisco.
Golden State Co., San Francisco (Golden V Vitamin milk), 10 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.

KSFO, San Francisco

California Grown Sugar Group, San Francisco (sugar), *sa* series, thru Botsford, Constantine & Gardner, San Francisco.
O'Sullivan Rubber Co., Winchester, Va. (Rubber heels), series of *ta*, thru Beirmingham, Castleman & Pierce, N. Y.
Lever Bros. Co., Cambridge, Mass. (Swan soap), 65 *ta*, thru Young & Rubicam, N. Y.

WHN, New York

Nedick's Stores, New York (restaurants), 12 *sp* weekly, 26 weeks, thru Weiss & Geller, N. Y.
Beecham Pills, Bloomfield, N. J., daily *sa*, 13 weeks, thru Atherton & Currier, N. Y.

WKRC, Cincinnati

Gardner Nurseries, Osage, Ia., *sa* series, thru Northwest Radio Adv. Co., Seattle.
Consolidated Drug Trade Products, Chicago, *sp* series, thru Benson & Dall, Chicago.

Z NET, THREE STATIONS CONNECTED BY PERMANENT LINES



WLW PARTICIPATES IN FOOD MEETINGS

WLW, Cincinnati, will participate in eight different gatherings of grocers and meat dealers to be held in Ohio, Kentucky and West Virginia during October, according to W. H. Oldham, director of grocers' relations for the station.

Miss Beulah Strawway, merchandise director of WLW, and Mr. Oldham, will speak during the 42nd annual convention of the Ohio Retail Grocers & Meat Dealers Assn., and talent from the WLW-WSAI staff will entertain.

The WLW Follies will be present on Oct. 17 at the Northern Kentucky Pure Food Show at Covington, Ky. Other WLW entertainers will attend the Canton wholesale grocers meeting Oct. 20 at Lima, O., the Hubbard Grocery Co. dealers meeting Oct. 21 at Charleston, W. Va., at the Hamilton, O., Retail Grocers Assn. annual banquet Oct. 23, Kanawha County Retail Grocers Assn. meeting Oct. 27 at Charleston, W. Va., and the meeting of the newly-formed Fayette County Retail Grocers on the 31st at Fayette, Ky.

Miss Strawway recently spoke at the convention of the West Virginia Assn. of Retail Grocers, Sept. 21-23 at Huntington, W. Va. Mr. Oldham also addressed the gathering explaining the WLW plan for Plus Food Sales. Peter Grant, station newscaster, originated broadcast of a regular news program from the exhibit hall Sept. 22, as well as two dummy broadcasts during the course of the evening.

Radio Groups Are Named In Direct Mail Awards

MBS and NBC, along with WOR, New York, and WIBW, Topeka, Kan., were included in a group of 50 award winners the 1941 Direct Mail Leaders, announced Oct. 9 at the annual banquet of the Direct Mail Advertising Assn. at Montreal. WOR also was the winner of one of 14 special awards announced at the convention, receiving the typography cup given by Frederick B. Heitkamp, American Type Founders Sales Corp. vice-president, for "the best example of modern typography in a direct mail campaign".

The 13th annual contest, sponsored by DMAA, was open to all users of direct mail advertising. Cited for the "leader" awards were Robert A. Schmid, director of advertising and promotion, for MBS; H. E. Bisson, promotion production manager, for NBC; Ben Ludy, general manager, for WIBW; Joseph Creamer, promotion and research director, for WOR. NBC, Washington, and John H. Dodge, sales manager of WRC-WMAL, also won honorable mention in the awards list.

SIMON ACKERMAN Inc., New York (Clothier), recently signed a 25-week contract for daily chain-break announcements on WHN, New York. Company is also using two 15-minute musical programs a week on WMCA and WEVD, New York. A. B. Danda Inc., New York, handles the account.

NATIONAL RADIO CHECKING SERVICE, St. Louis, has opened a New York office at 10 E. 43d Street with George I. Reid as eastern manager. Telephone is Murray Hill 2-3388.

Radio Advertisers

RT DRY CLEANING Co., Cincinati, is sponsoring on WCKY, Cinnnati, six ten-minute newscasts eekly, featuring Rex Davis. Agency Allen, Heaton & McDonald, Cinnnati. National Schools, Los Angeles diesel training), through Huber & loge, New York, has contracted for ponsorship of daily 7-7:05 a.m. newsists by Gordon Gray on WCKY.

. LORILLARD Co., New York (Old old cigarettes. Friends smoking tocco), on Oct. 13 starts half-hour articipation on *An Hour With Elson Anson*, new daily variety program n WGN, Chicago, featuring Sportsaster Bob Elson and Bill Anson, with ess Kirkpatrick as m.c.-announcer. gency is J. Walter Thompson Co., ew York.

ROVE LABS., St. Louis (Bromo uinine), on Oct. 7 starts *Todd Hunr & the News*, quarter-hour proram, three times weekly for 22 weeks n WBBM, Chicago. Agency is J. alter Thompson Co., N. Y.

YON VAN & STORAGE Co., Los ngeles, is sponsoring weekly particiation in a late evening newscast, *nox Manning*, on KNX, Hollywood. ontract is for 52 weeks, having arted in late September. Firm reently renewed for a similar period, rticipation in *Art Baker's Notebook* nd *Mirandy's Garden Patch*, on FI, Los Angeles. Radio schedule also cludes six transcribed spot anouncements per week on KIEV, lendale; KDB, Santa Barbara; GB, San Diego. Agency is BBDO, ollywood.

ETER HAND BREWERY Co., hicago (Meister Brau beer), has arted quarter hour weekly tranribed dramatization of short stories om *Liberty* magazine on WGN, Chigo. Company is now sponsoring 2¾ ening hours a week on WGN. gency is Mitchell-Faust Adv. Co., hicago.

OOK HOUSE FOR CHILDREN, hicago (publishers), on Oct. 13 arted participation thrice weekly for weeks on the quarter-hour *Every oman's World*, broadcast five days week on WBBM, Chicago. Agency Presba, Fellers & Presba, Chicago.

LANTERS NUT AND CHOCOATE Co., Wilkes-Barre (Planters lted peanuts), through Goodkind, ice & Morgan, Chicago, affiliate of aymond R. Morgan Co., Hollywood, arted sponsorship of news programs e days a week on WHAM, Rochesr, quarter-hour daily; WJR, Detroit, e minutes daily; WFAA, Dallas, e minutes daily.

ACME BREWING Co., San Francisco (beer and ale) recently substituted the transcribed *Barrel of Fun* program with Charlie Ruggles, on KPO, with four weekly five minute song programs by Monica, entitled: *They All Say Yes*, on KPO and KGO. Agency is Brisacher, Davis & Staff, San Francisco.

PACIFIC MOLASSES Co. Ltd., San Francisco (Hawaiian cane molasses for livestock and poultry) recently started three participations weekly on the *Farm Journal*, conducted by Austin Fenger on KSFO, San Francisco. Agency is Gerth-Knollin Adv., San Francisco.

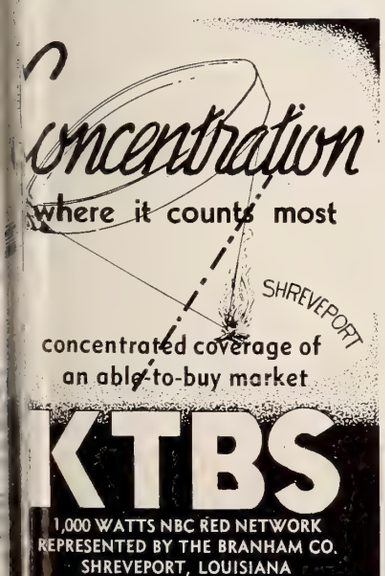
BRITISH CERAMICS & CRYSTAL Ltd., Toronto (English china), has started Sunday evening *Melody Lane* and a twice-daily spot announcement campaign on CKOC, Hamilton, Ont. Account is placed by F. H. Hayhurst Co. Ltd., Toronto.

MAPLE LEAF MILLING Co. Ltd., Toronto (cereals, pastry flours), on Oct. 20 starts three-weekly 10-minute transcribed programs on a large number of Maritime and Western Canada stations. Account was placed by Cockfield Brown & Co., Ltd., Toronto.

WESTERN CANADA FLOUR MILLS Ltd., Toronto (Pioneer Feeds), has started a spot announcement campaign on a number of Ontario and Maritime stations. Account was placed by A. McKim Ltd., Toronto.

E. BROOX RANDALL & SONS, Hollywood (motor club), in a 13-week test campaign which started Oct. 14 is sponsoring a thrice-weekly quarter-hour newscast on KECA, Los Angeles. Agency is Lockwood-Shackelford Adv. Agency, that city.

RADIO, newspapers and magazines will be utilized by United Artists Studios in its $100,000 campaign to publicize the Walter Wanger Production's film, "Sundown," which goes into national release Oct. 31.







Note
let's see what
CKLW has available
this Fall. Understand
their 5000 watts at
800 K.C. is getting
blanket coverage of
that big Detroit
defense market
- no rate increase
(Mutual System, too)

IN THE DETROIT AREA
BUY CKLW
5000 WATTS DAY and NIGHT

AMERICA—THE GUIDING STAR

★

Americans have come from many lands that speak in many tongues.

The guiding compass has without deviation pointed toward this country as a haven of refuge from persecution and intolerance.

Thus true Americanism and all that it means in life, liberty and the pursuit of happiness has found full expression over this radio station in the mother tongue of eight different nationalities.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

FISHER FLOURING MILLS Co., Seattle, on Oct. 14 started for 26 weeks, a twice-weekly quarter-hour program *Family Doctor* on KECA, Los Angeles. Series features true-life stories and every-day philosophy as related by a well-known unnamed physician. Agency is Pacific National Adv. Co., Seattle.

HILLS BROS. COFFEE Inc., San Francisco (Red Can coffee), during October is conducting a series of announcements on three Cleveland stations, WTAM WGAR and WHK. Company has been conducting similar four-week campaigns in different markets in the past. Agency is N. W. Ayer & Son, New York.

WEST COAST SOAP Co., Oakland, through Brisacher, Davis & Staff, San Francisco, starting Oct. 20, has contracted for nine weeks participation in the six-weekly combined *Housewives Protective League* and *Sunrise Salute*, featuring Galen Drake, on KNX, Hollywood. Hecker Products Corp., New York (shoe polish), has started sponsoring thrice-weekly participation in *Sunrise Salute*, on a 26-week contract ending March 27, 1942. Agency is Maxon Inc., New York.

MILWAUKEE Stockyards has purchased noonday market reports on WTAQ, Green Bay, Wis., which are piped over 115 miles of line direct from Milwaukee daily.

LAUNDRY'S CUSTOMERS
Philadelphia Concern Finds Program Effective

A FIVE-MONTH campaign on WIP, Philadelphia, by Manchester Laundry, Philadelphia, started early in May, has increased the customer list of the concern by more than 1,500. Merely to advertise the name of "Manchester Laundry", with no direct attempt made to increase consumer sales, the sponsor presented three quarter-hour broadcasts each week at 12:45 p. m.

Sol Reivich, advertising manager of Manchester, decided upon using a musical quiz, awarding 10 sets of movie passes each broadcast for those guessing the correct titles of recordings played by Howard Jones, of the station staff. The program is called *Mystery Melodies* and tickets are delivered in person to the prize winners by one of the laundry's delivery men. Mr. Reivich gave strict orders to the delivery men that no business is to be solicited during that delivery.

Mail results, according to Mr. Reivich, for the five months of broadcasting, show a steady average of more than 1,000 letters a week. A total of 17[illegible] been received over the five months period, of which 1,500 found their way to the sponsor's customer list.

ARTHUR BERGH, composer and formerly head of Columbia Phonograph Co. recording activities, as well as radio director and orchestra conductor, has joined the MGM musical staff.



RED-LETTER DAY in the history of WBAL, Baltimore, is celebrated as the 50,000 watt outlet marks its switch from Blue to Red network of NBC with a luncheon of the Baltimore Advertising Club. Feature of the affair was a transatlantic conversation between NBC correspondents in foreign capitals. Manager Harold Burke here converses with Fred Bate in London. Behind Burke with earphones is A. A. Schechter, NBC director of news and special events.

Death of Elder Thwaites Delays Debut of KFUN

THE death of Ernest Thwaites, president and controlling stockholder, and unfavorable weather conditions for adobe construction have held up the construction of the new KFUN, Las Vegas, N. M., according to E. N. Thwaites, his son, who is now president and general manager. The elder Thwaites, former New York Central Lines western executive who retired three years ago and resided in La Jolla, Cal., died three weeks after the construction permit for 250 watts on 1230 kc., was granted last July 16.

Young Thwaites reports that he hopes to have the station on the air by Nov. 15. He was formerly with KVSF, Santa Fe, N. M. Staff has not yet been selected. The station's studio and transmitter building will be of Southwest pueblo architecture.

Votes for True

HAROLD TRUE, news announcer of WXYZ, Detroit, was one of 1[illegible] men and three women nominated in the nonpartisan October primary to contest the nine places on the Detroit City Council. True placed 18th in the list, polling 14,495 votes. The election will be held in November. There was possibility of a recount, however inasmuch as the 19th ranking candidate, topping 104 eliminated hopefuls, had 14,491 votes on the first canvass.

330,570 RADIO HOMES
In Our Primary — (Certified Mail Count)
"The Listening Habit of Central New England"
750 Kc WHEB 1000 Watts
PORTSMOUTH, N. H.

Text of FCC Supplemental Report on Chain Broadcasting . . .

FOLLOWING is the Text of the Supplemental Report on Chain Broadcasting issued Oct. 11 by the FCC (Chairman Fly, Commissioners Walker, Payne and Wakefield; Commissioners Case and Craven dissenting):

On May 2, 1941, the Commission promulgated its Report on Chain Broadcasting accompanied by eight regulations setting forth a statement of the policy to be followed by the Commission in licensing stations owned by or affiliated with network organizations. The concluding paragraph of the order promulgating the regulations dealt with their effective date, which, with respect to existing affiliation contracts and station licenses, was set at 90 days from the date of the order.[1] On June 13, 1941 the Commission amended the concluding paragraph of the order to clarify its intent that the 90-day deferment period mentioned in that paragraph should apply to the disposal of one NBC network as well as to the disposition of individual stations by networks, and further that the effective date of compliance in either case might be extended from time to time in order to permit the orderly disposition of properties.

Series of Conferences Held During Summer

Extensive hearings before the Senate Committee on Interstate Commerce were held during June, 1941 on the White Resolution[2] which called for a study of the Commission's Chain Broadcasting Regulations. During July and August, following these hearings, representatives of NBC, CBS and Mutual held a series of conferences with the chairman of the Commission, its General Counsel and members of his staff, and, in the later stages, with Commissioner Walker. Representatives of some of the regional networks and some of the affiliates also conferred with members of the Commission and its staff during this period.[3]

These conferences were devoted to a discussion of the Chain Broadcasting Regulations, with particular emphasis upon the provisions dealing with network option time. On July 22, 1941, during the course of these conferences, the Commission, on petition of NBC and CBS, postponed the effective date of its Order of May 2, 1941, as to existing affiliation contracts, network organization station licenses, or the maintenance of more than one network by a single network organization, from July 30 until Sept. 16, 1941.

[1] *Report on Chain Broadcasting*, Commission Order No. 37, Docket No. 5060, May, 1941.

[2] Senate Resolution No. 113, 77th Congress, 1st Session. The Resolution introduced by Senator White, provided for an investigation of the probable effects of the regulations upon the broadcasting industry and of the authority of the Commission to promulgate and enforce them, and also requested the Commission to postpone the regulations until 60 days after the Senate Interstate Commerce Committee reported to the Senate. The hearings before the Committee were adjourned on June 20, 1941, subject to the call of the Chairman.

[3] *Cf.* Report of the Committee on Administrative Procedure, Sen. Doc. No. 8, 77th Cong. 1st Sess., (1941) pp. 35-42.

At the termination of these conferences, MBS on Aug. 14, 1941, filed with the Commission a petition requesting it to amend its regulations dealing with network option time and the duration of affiliation contracts. The Mutual petition requested that the Commission permit affiliation contracts up to two years in duration and allow stations to option exclusively to one network the particular periods of time utilized by the network for network commercial programs during the preceding year and to option additional time to one or more networks on a non-exclusive basis; in either case the station to reserve several hours per day free from any network option. On Aug. 28, 1941, Mutual's petition was set for argument before the Commission *en banc* on Sept. 12, 1941 and the Commission announced that at that time it would also hear any other network organizations or licensees who desired to be heard with respect to the Chain Broadcasting Regulations as promulgated, the Mutual petition, or any other modification of any of the Chain Broadcasting Regulations which those appearing desired to propose.

Action Awaited on Mutual Petition

The Commission further announced that the Chain Broadcasting Regulations would not be placed in effect with respect to existing affiliation contracts, or network organization station licensees, or the maintenance of more than one network by a single network organization, until after the disposition of the Mutual petition and of any other which might be filed. Oral arguments on the Mutual petition were heard before the Commission *en banc* on Sept. 12, 1941. Oral arguments were presented on behalf of MBS, NBC, CBS and the Colonial and Yankee Networks, and briefs were filed on behalf of the three nationwide network organizations.

After a careful study of the testimony presented before the Senate Committee on Interstate Commerce, of the considerations presented at the conferences which followed the hearings, and of the oral arguments presented at the hearing on Mutual's petition and of the briefs filed at that time, and after a thorough reconsideration of the entire subject, the Commission has decided to amend three of the Chain Broadcasting Regulations to read as follows:

Regulation 3.102. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

Regulation 3.103. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

Regulation 3.104. No license shall be granted to a standard broadcast station which options[1] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[2] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m.[3] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

Provision Covering Territorial Exclusivity

At the hearings on the White Resolution it was argued on behalf of NBC and Columbia that Regulation 3.102 would permit the largest and most powerful stations in each city to take most of the desirable network business away

[1] As used in this regulation, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[2] All time options permitted under this regulation must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified option hours correspondingly as agreed by the station and network organization.

[3] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

TEXT OF CHAIN MONOPOLY ORDER

AT A MEETING of the FCC held at its offices in Washington, D. C., on the 11th day of October, 1941.

The Commission having under consideration the petition of the Mutual Broadcasting System, filed August 14, 1941, requesting that the Commission amend its order entered in Docket No. 5060 promulgating regulations applicable to radio stations engaged in chain broadcasting by modifying the regulations dealing with option time and the duration of affiliation contracts, having heard oral argument on said petition and having reconsidered its report and order in Docket No. 5060,

IT IS ORDERED, That the Commission's order of May 2, 1941, entered in Docket No. 5060, BE, AND THE SAME IS HEREBY, AMENDED in the following particulars:

Sections 3.102, 3.103, and 3.104 of the Regulations set forth in said order are hereby amended to read as follows:

Section 3.102. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

Section 3.103. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

Section 3.104. No license shall be granted to a standard broadcast station which options[1] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[2] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m.[3] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

The last paragraph of said order is hereby amended to read as follows:

"IT IS FURTHER ORDERED, That these regulations shall become effective immediately: *Provided*, That, with respect to existing contracts, arrangements or understandings, or network organization station licenses, the effective date shall be deferred until November 15, 1941; *Provided further*, That the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and *Provided further*, That the effective date of Regulation 3.107 shall be suspended indefinitely and any further order of the Commission placing said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties."

T. J. SLOWIE, Secretary.

[1] As used in this section, an option is any contract, agreement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[2] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[3] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

from the smaller and less powerful stations, and that the elimination of territorial exclusivity would prevent a regular affiliation between a network organization and a station.

In order to clarify the meaning of Regulation 3.102 the Commission has determined to add the following sentence to that regulation:

This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

This sentence does not change the meaning[1] of Regulation 3.102 but is intended to eliminate confusion with respect to its interpretation. Regulation 3.102 is not intended to and does not prohibit a regular affiliation contract whereby a network agrees to make a first offer of all its programs to one particular station in a given community. The Commission believes, however, that in the case of non-commercial public service programs of outstanding national or international significance, such first offer should not constitute an exclusive offer and that the network should be left free to furnish such programs to other stations in the same area.

Duration of Exclusivity Contracts

Under present rules the license of a standard broadcast station is limited to one year. The broadcast industry has reached a point of maturity where it appears advisable to increase the license period of standard broadcast stations to two years. The Commission believes that this action will bring an increased measure of stability to the broadcast industry without any detrimental results. By separate action taken this day we are amending Sections 3.34 and 4.3 of our rules to accomplish this result.

In connection with the extension of the license period for all standard broadcast stations from one year to two years, the Commission has determined to license stations which have entered into affiliation contracts whose term is not longer than two years. In its report, the Commission found that the five-year affiliation contracts entered into by NBC and CBS were intended to prevent any real competition in the network-station market, and that such long term contracts were a substantial factor in suppressing such competition.

The Commission found that as a result the public lost the benefits of competition between stations for affiliation with the existing networks, and was also deprived of the advantages that might flow from the establishment and development of new networks. In its report of May 2, 1941, the Commission found that no business need was shown for an affiliation contract longer than one year. The Commission also found that competition would be fostered if opportunity were provided for annual readjustments on the basis of comparative showings of networks and stations.

After a consideration of the arguments presented on Mutual's petition and a reconsideration of the entire subject of the duration of affiliation contracts, the Commission concludes that a two-year affiliation contract will permit a reasonable measure of stability in network-station relationships without at the same time seriously interfering with competition in the network-station market.

Of course, what precise limit on the duration of affiliation contracts is most desirable is a matter of judgment. A two-year affiliation contract represents a substantial diminution from the five-year term currently being utilized by NBC and CBS, and may be expected to remove that restraint upon competition and give freer play to competitive factors by making possible readjustments between stations and networks on a biennial basis.

[1] In its public notice No. 51314 dated June 19, 1941, the Commission informally approved the new Mutual network form of contract which contained a provision giving the station the first call on Mutual network commercial and sustaining programs in the city which the station is located.

Dissenting Opinion of Commissioners Case, Craven . . .

WE DISAGREE with the supplemental report of the Commission on Chain Broadcasting, in Docket 5060, for the same basic reasons previously outlined in our dissenting opinion, filed with the Commission's original report on this matter, dated May, 1941. We remain convinced that the majority of the Commission exceeds the power delegated to the Commission in the Communications Act of 1934.

We also are convinced that the aggregate effect of the proposed rules will not result in a broadcasting system more in the public interest than that of today. We fear that the nation's radio service may be seriously impaired at a time when efficient service is most needed. Furthermore, we believe that the effect of the rules is certain to result in deterioration of the present excellent public service programs now rendered to the nation by the radio industry.

The effect of the regulations will be to change radically the business structure of the broadcast industry. The present is no time to force revolutionary reforms upon an industry which has served the public interest of the nation, particularly when such reforms bear no relation whatsoever to the national defense effort. The radio industry has cooperated wholeheartedly with the Government in this national emergency in spite of the fundamental and imminent changes in the national economic structure.

Cumulative Effect of Economic Readjustments

These economic changes may cause vast readjustments in all industry as well as by the entire public. The cumulative effect of these basic national economic readjustments upon the radio industry cannot be determined with accuracy at this time. Therefore, it appears to us that to add to the instability of the radio industry by enforcing new Government regulations, which in themselves superimpose fundamental economic readjustments, is unwise.

There is no evidence in this record which justifies such a sweeping change as is compelled by these new rules promulgated by the majority of this Commission. Any improvements which may seem desirable in the operation of the existing broadcast structure can be obtained in an evolutionary manner by far less harsh measures than those proposed by the majority in the instant case.

Practical Business Aspects Are Important

We do not condone unreasonable restraints upon competition within the broadcasting industry of this country and, therefore, advocate that if any abuses of this nature exist they should be corrected forthwith either by voluntary action within the industry or else by procedures undertaken by agencies of the Government having legal jurisdiction in the premises.

Likewise, we subscribe to the doctrine of reasonable diversification in the control of the radio broadcasting channels. It is for this latter reason that we believe the ultimate separation of one of the two networks now operated by NBC will be an improvement of benefit to the public.

In this respect, however, we believe that the Government should not force private enterprise to dispose of its property on an unsound business basis when such enterprise has rendered good service to the public and particularly when, as in this case, the Government itself has previously given its tacit approval and encouragement to the enterprise. Consequently, we welcome the fact that the majority has suspended the effective date of its original regulation (Sec. 3.107) to force the sale of one of the networks now operated by NBC.

Our present objection is centered on the modified regulation, 3.104. Ostensibly this regulation permits options to be taken by a network on an affiliated station's time. In reality, however, an affiliate must be free to option identical time to all networks regardless of affiliation.

Under such conditions it should be obvious that absurd complexities may easily arise in the ordinary conduct of business. It is true that another regulation permits a station to contract with a network for first call on a network's program offerings. If it be reasonable for an affiliate to contract for first call on a network's programs, it is obviously reasonable for the network to obtain first call on the affiliate station's time. However, the latter is specifically prohibited by the regulation.

Apparently by changing the regulation originally promulgated, the majority intended to recognize the practical business situation in broadcasting. It is our opinion that the new regulation does not accomplish this purpose and that networks in reality secure no substantial option privileges under this regulation. We believe that stations should be permitted to utilize the same option principles as is done in ordinary business.

The time has come to create stability in the radio industry rather than instability. We believe that service to the public would be enhanced by extending the broadcast station license period to the legal limit of three years. Network companies should be permitted to contract for regular affiliates with which they can engage in business in accord with sound business principles. In this connection we believe that an improvement in the existing situation can be obtained if network affiliates are free at all times to exercise final judgment as to whether or not any program offered to them by the network will serve public interest in the community served by the station. We also believe that the affiliates should have equal power with the networks to terminate the affiliates' contract on due notice.

Optioning of Time Held Not Indispensable

The option-time regulation promulgated by the Commission on May 2, 1941 (Regulation 3.104), prohibited all optioning of time by stations for network programs. That regulation was based upon the finding of the Commission that the optioning of time by licensee stations restricted their freedom, interfered with their ability to serve local program needs, hampered their efforts to broadcast local programs, national spot, and other non-network programs, and restricted competition in network programs.

Notwithstanding these serious restraints imposed upon station licensees by network options, NBC and CBS utilize only a fraction of the valuable broadcast hours which they place under option. The NBC option for most of its affiliates covers 8 or 8½ specified hours per day, while the CBS option covers the entire broadcast day. Upon 28 days' notice, NBC and CBS may call upon their outlets to carry network commercial programs during the optioned time and to move whatever other programs they may have scheduled during those periods.

In 1938 NBC used for network commercial programs only 58.1% of the optioned time of stations on the basic Red network and only 19.4% on the basic Blue network and CBS used only 39 per cent of the optioned time of its basic stations. The Commission found that this great disparity between option and use was an abuse which seriously interfered with the non-network program service of station licensees and restricted the broadcasting of programs of other networks.

The Commission is not convinced by the contention of NBC and CBS that the optioning of time by networks is indispensable to network operations, particularly since the chain broadcasting regulations neither in their original form nor as herein amended, place any restrictions on the bona fide purchase

of station time by networks. Networks have heretofore successfully operated without option time. However, it is clear that some optioning of time by networks in order to clear the same period of time over a number of stations for network programs will operate as a business convenience.

Within certain limits, it should be possible for stations to option time for network programs without interfering too seriously with their local program requirements, with their local and national spot business, and without restricting the access of competing networks to those stations. The Commission believes that the option-time regulation as herein amended accomplishes that result.

Day Is Divided Into Four Segments

Under the amended regulation the broadcast day is divided into four segments: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; and 11 p.m. to 8 a.m. A station is permitted to option up to three hours during each segment to one or more network organizations on a non-exclusive basis.

The regulation provides that the hours covered by option must be specified hours; for, if a roving option were permitted, the station would be effectively prevented from scheduling any non-network programs during any of the hours on which such roving option might conceivably settle. Stations are prevented by the regulation from optioning any time to networks subject to call on less than 56 days' notice.

The call period currently being utilized is 28 days. This lengthening of the call period will give stations greater freedom in scheduling local and non-network national programs during the hours of the broadcast day which are subject to network option; for such programs, even though subject to be moved, may be assured of at least eight weeks of continuous broadcasting. Nor does it seem that the increase in the call period will seriously affect national network business; for the national networks have pointed out that theirs is a long-range business and that large-scale national advertising network programs are usually planned and arranged for many months and even a year or two ahead of the actual commencement of the broadcasts. Under such circumstances, it does not appear that a 56-day call period will impose any serious hardship upon national network operations.

One of the results of the amended option-time regulation will be that during at least two specified hours within each of the important three segments of the broadcast day—morning, afternoon, and evening, a station may not option time for network programs, so that non-network programs may be scheduled during these hours without fear of removal as a result of network options. During the night segment, from 11 p.m. to 8 a.m., a station may option up to three hours for network programs. For the most part, programs broadcast within those hours have been local programs; but some networks, Colonel, for example, have originated programs during the early morning or late evening hours which have been broadcast by their outlets with apparent wide listener acceptance.



GRAPES MEAN DOLLARS to California's wine industry and so a bumper crop is news to KROW, San Francisco. The station carried three broadcasts from the annual Lodi Grape Festival held 100 miles from San Francisco, all sponsored by the Shewan & Jones Winery. Aiding in the broadcasts were (l to r), Frank Watson Jr., vice-president of the festival; George M. Steele, mayor of Lodi; John K. Chapel, KROW news editor; James Crescenzi, president of the Lodi Chamber of Commerce; Leon E. Munier, of California Wine Institute.

Maximum Amount Of Option Time

The amended option-time regulation does not require any station to option any time to any network; it simply sets the maximum amount of time which a station may place under option for network programs. Stations and networks are free to negotiate which specific hours are to be placed under option and how many hours, within the limits specified in the regulation, are to be placed under option. A network, by virtue of whatever option it is successful in negotiating, to that extent secures the right-of-way over local and national non-network programs during the time under option.

But during at least two specified hours within each of the three more important segments of the broadcast day and during at least six hours of the night segment a station may not option time for network programs. Local and non-network national programs being broadcast within such periods may not be subjected to be moved as a matter of contract in order to accommodate network programs, and the networks may utilize such hours only by the outright purchase of time.

It has been the consistent intention of the Commission to assure that an adequate amount of time during the good listening hours shall be made available to meet the needs of the community in terms of public expression and of local interest. If these regulations do not accomplish this objective, the subject will be given further consideration.

By providing that the options for network programs must be on a non-exclusive basis, the amended option-time regulation prevents the option-time device from being utilized to restrain competition offered by other networks. While a station is not compelled to option the same hours to more than one network, it may not enter into any arrangement with one network organization which prevents it from optioning or selling the same or other time to other network organizations.

This is an all-important consideration in the many cities which contain only three full-time stations to which all four national networks seek access. Where a station options the same period of time to several networks, the mere existence of the option will not preclude network competition; for that period of time will be available for sale by all the networks holding the option. The first network which is successful in selling any particular period under option will, of course, reap the benefit of the option as long as the time remains sold.

Although they have used only a fraction of the optioned time of their outlets, CBS and NBC have been able to prevent a competing network from using the unused time of their affiliates simply because those periods are under option to them. Under the amended option-time regulation, NBC and CBS will be able to exclude other networks only in the event and to the extent that they actually utilize the time under option.

Sees More Competition Among Networks

The non-exclusive option should be instrumental in fostering competition between networks and at the same time should make it possible for a network organization to clear time over a number of stations for a network program. Without any optioning of time, the greatest obstacle in the way of clearing the same period of time over a number of stations for a network program would be the fact that many of the stations might have scheduled local and non-network national programs during various periods of the broadcast day.

During whatever period of time is included within the non-exclusive option, local and non-network national programs will be subject to be moved on 56 days' notice. A station must remain free, however, to sell or option time, included within the non-exclusive option period but not actually being utilized for a network commercial program, to one or more other network organizations.

After weighing the considerations in support of the non-exclusive option against those advanced in opposition, the Commission has come to the conclusion that the non-exclusive option appears to be a particularly appropriate solution of the problem of clearing time for network programs and at the same time of fostering competition in the network-station market.

The Commission has rejected the proposal, suggested but not unqualifiedly recommended in the Mutual petition, to permit a station to option exclusively to one network the particular periods of time utilized by that network for network commercial programs over the station during the preceding year. An exclusive option effectively removes a station from the station-network market with respect to all the time it covers.

The Commission believes that such a serious restraint upon competition is inconsistent with the freely competitive system contemplated by Congress in the Communications Act of 1934. An exclusive option, to the extent that it encompasses the most valuable broadcast hours, approaches the effectiveness of the exclusivity clauses in affiliation contracts in denying other networks access to a station, and is therefore objectionable for many of the reasons given in the Report for the elimination of exclusive affiliation.

Nor is the fact that a given network has utilized a particular period of time over a station any real justification for placing that time under exclusive option. The network which has a contract for a commercial program with a sponsor and which has been sending that program to a number of its affiliated stations throughout a season already has an almost insuperable advantage in selling that program for another year; for commercial program series are frequently renewed year after year.

To permit such a network to have an exclusive option over its affiliated stations on the periods used for commercial network programs would effectively destroy the possibility of competition for those periods.

Multiple Network Operation by NBC

The Commission has determined to suspend indefinitely Regulation 3.107, which provides that no license shall be granted to a standard broadcast station affiliated with a network organization which maintains more than one network. Separate ownership of what are now the Red and Blue networks of NBC is so generally recognized to be desirable that we believe a separation will soon occur without the spur of a legal mandate. Any policy requiring the sale of substantial properties should be applied with due regard for the preservation of fair values, and the Commission wishes to avoid the semblance of pressure on NBC to effect a forced sale.

In addition to suspending this regulation, the Commission has provided that any subsequent order placing the regulation in effect shall provide for a period of at least six months between the announcement and the effective date, and for further extension of the effective date from time to time if necessary to prevent a forced sale. As amended, the paragraph setting forth the effective date of the

Where
POWER
Means
PEOPLE

The biggest C.B.S. shows —plus the best local entertainment—make our 5000 watts penetrate to more people in the Dayton area.

WHIO
IS THE
DAYTON
MARKET
BASIC CBS • 5000 WATTS
G. P. HOLLINGBERY CO., Representative

Chain Broadcasting regulations reads as follows:

IT IS FURTHER ORDERED, That these regulations shall become effective immediately: *Provided*, That, with respect to existing contracts, arrangements or understandings, or network organization station licenses, the effective date shall be deferred until November 15, 1941; *Provided further*, That the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and *Provided further*, That the effective date of Regulation 3.107 shall be suspended indefinitely, and any further order of the Commission placing said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.

Conclusion Reached By FCC Majority

Other considerations have motivated the Commission in this decision. The Commission is desirous of seeing that the network which is disposed of by NBC is transferred to a responsible new owner as a going organization with its personnel, talent, programs and stations intact as far as possible. NBC's existing affiliation contracts and those that it may negotiate in the future will be an important factor in the continued profitable and efficient operation of its networks. Therefore, pending the development of plans for the disposition of one of the NBC networks as a unit, the Commission has deemed it wise to suspend this regulation.

The Commission adheres to the views expressed in its report on Chain Broadcasting. It is of the opinion that the chain broadcasting regulations will tend to decentralize the tremendous power over what the public may hear which is now lodged in the major network organizations, and will remove existing restraints upon competition without interfering unduly with the operations of the network organizations.

The Commission has further concluded, however, that the regulations may be amended as set out above without sacrifice of these objectives, and that the amendments will additionally insure that no aspect of the network broadcasting structure will be unnecessarily or unduly disturbed.

For the reasons stated at pages 77 to 79 of its Report, the Commission has determined that its chain broadcasting regulations should be applicable to regional as well as national networks. Special circumstances and considerations may be applicable in the case of regional networks, and the Commission will examine any further representations on their behalf with especial care.

The Commission stands ready at all times to amend and modify its regulations upon the petition of any network, national or regional, or any station or group of stations if it can be shown that those regulations prevent profitable network operations, or unduly disturb any aspect of broadcasting, or that because of special or changed circumstances the chain broadcasting regulations should not be applicable to any particular situation.

Tubes X-Rayed

INSTEAD of waiting until a tube gives trouble, engineers of KSTP, St. Paul, are applying the physicians' technique of diagnosing the ill before the "disease" outwardly manifests itself. A specially desgined X-Ray machine has been set up at the 50,000-watt transmitter. The machine is equipped for both fluroscope and photographic operation. Principal defect unearthed by X-Ray examination is filaments which have become unhooked from their fastenings. Heat warped grids also have been discovered before the tube revealed any outward sign of trouble.

Miller Condemns FCC's Net Rules

Claims They Merely Are the Former Ones in New Dress

TEXT of statement Oct. 12 by Neville Miller, president of the NAB, in commenting on the FCC's new network rules follows:

For all practical purposes, the so-called "modified" rules now issued by the Commission are just as dangerous to broadcasting as the original regulations promulgated in May of this year. As the Commission minority says, these rules if enforced "will be certain to result in deterioration of the present excellent public service programs now rendered to the nation by the radio industry."

Legal Authority

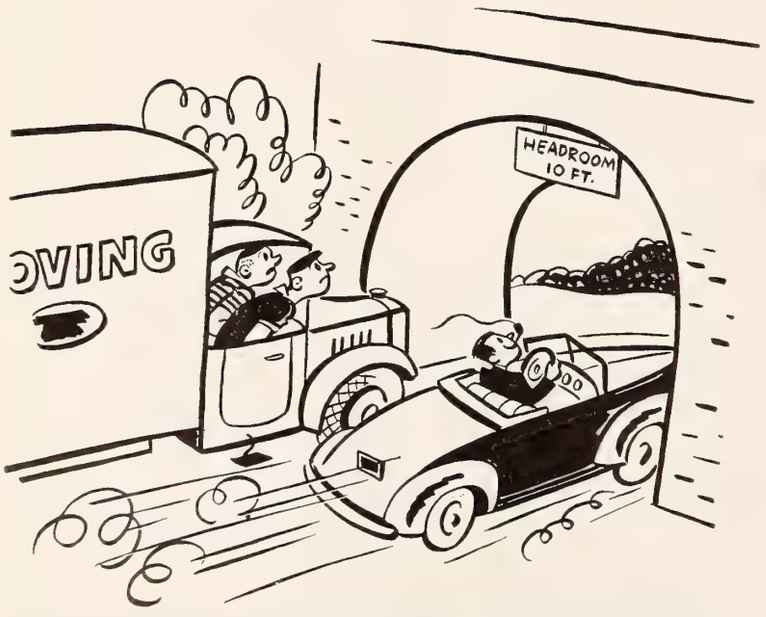
The Commission has announced that it will not at this time require NBC to dispose of one of its two networks and that NBC will be given six months' notice if the Commission changes its mind. Did the Commission ever have the right to compel any broadcaster to dispose of his property? The law says that it has not.

The Commission announces that in the future it will grant broadcasting licenses for two years instead of for one year as in the past. The law says that licenses may be granted for three years and, as the minority members of the Commission point out, this is just the time to enhance radio's service to the public by extending the license period to the legal limit of three years.

In a New Dress

The Commission is apparently attempting to create the impression that it wants to aid the broadcasting industry and that it has substantially modified its original drastic rulings in response to widespread public demand. The fact is that these new rules are merely the same old regulations in new dress. They threaten the future continuance of orderly broadcasting service just as seriously as did the original regulations. And they threaten that service at a time when radio is playing a vitally important role in our program of national defense.

Apart from the manifest danger to broadcasting service in the United States, the Commission's latest action raises a serious pu



In radio, too, it's Better to be Lower

A *low* frequency station has a *longer* wave-length. A *longer* wave-length means a *stronger* signal. WMCA at 570 kc. has the *lowest* frequency of any station in New York. Aided by its preferred dial spot WMCA with 5000 watts is able to reach over 12,500,000 people with a signal strong enough to sell them.

WMCA
FIRST ON NEW YORK'S DIAL

ANNOUNCEMENT!

We take pleasure in cooperating with the American Association of Advertising Agencies by reinstating our 2% cash discount, effective immediately.

We appreciate the business given us in the past, and hope this step further warrants your support.

1230 KC WJBC Full Time
BLOOMINGTON—NORMAL
The Voice of Central Illinois
Represented by International Radio Sales



COMMENDATION for public service was bestowed on George Lasker (left), general manager of WORL, Boston, during a recent *Millions For Defense* broadcast, New England's own official program now in its fourth month on WORL. Furnishing the verbal laurels is Boston's mayor, Maurice J. Tobin (right), as Gordon Wayne, m. c. of the show, interestedly looks on.

lic question with respect to the powers and duties of Congress and its responsibility to the people. There is before Congress right at this moment proposed legislation dealing with the future conduct of radio broadcasting in this country and particularly network broadcasting.

Under a bill now before the House Interest & Foreign Commerce Committee, the FCC is directed to report to Congress upon some of the very matters with respect to which the Commission itself is now attempting to legislate. There is no doubt that the radio law should be substantially amended. It is hopelessly antiquated. But that is a function of the Congress. Radio belongs to the people. It is they, and they alone, who should decide its future course. They can make that decision through their elected representative in Congress.

The question is this: Is radio to be strengthened rather than handicapped at a time when it is performing so essential a part of national defense? In view of the pending radio legislation now before the Congress, the answer to that question, it seems to me, is squarely up to Congress.



He enlisted after hearing a recruiting spot on WFDF Flint Michigan. Quick, I'll shake you for him!"

War of Statements and Replies Waged By Fly and Paley Over Network Rules

A BATTLE of statements between FCC Chairman James Lawrence Fly and CBS President William S. Paley developed Saturday and Sunday (Oct. 11 and 12) following release of the FCC's chain-monopoly regulations.

Chairman Fly first issued a statement, released by the FCC press room, commenting on the regulations and asserting that the Commission "stands ready to meet with the parties in interest and to make such further modifications as will accomplish the basic purposes".

When Mr. Paley later announced that CBS regarded the regulations as a direct threat to freedom of the air and announced that CBS promptly would appeal, Chairman Fly released a second brief statement alleging that CBS had refused to submit to any form of regulation.

Paley Describes 'Tempting' Offers

Mr. Paley countered with a "reply to the reply" and referred to "demagogic charges" that CBS defied lawful and proper regulation. He repeated his previous statement that the modifications made were not substantial and that "far more tempting ones were offered to the major networks by Chairman Fly, provided we would surrender our rights to contest the legality of the new regulations".

The statements of Chairman Fly and Mr. Paley, in the sequence in which they were issued, follow in full text:

James Lawrence Fly, chairman of the FCC, today (Oct. 11) "stated that the controlling objective in the amendments to the chain broadcasting regulations has been to achieve a greater measure of stability throughout the broadcasting industry. The Chairman expressed the thought that the extension of the period of all broadcasting station licenses from one to two years would tend to produce more stable conditions generally and to lessen the procedural difficulties involved in more frequent renewals. The same consideration led to a like modification of the rule limiting the duration of network affiliation contracts, extending that period from one to two years.

In regard to the suspension of the earlier rule requiring NBC to dispose of one of its two networks, Mr. Fly said: "I believe there has been general acceptance of the principle here involved. In the light of existing conditions, however, the Commission has felt that every opportunity should be extended the company to arrange its affairs and to negotiate the disposition of one of its networks without there being any form of legal compulsion. It is important that at this juncture nothing be done which will materially affect the values of properties or render unstable current operations of any network."

Provision Governing Option Time

The chairman further stated that similar considerations have led to a modification of other of the rules pertaining to the relations of the individual stations to the networks. A period of three out of the five hours of each segment of the broadcast day may be committed to network operation by placing those hours under option to one or more networks on a non-exclusive basis. While additional time may be purchased by the networks or committed outright to them, it is hoped that sufficient time will remain



WHEELING
A Fort Industry Market

Mail Up 73%

The ever-increasing listener popularity of WWVA is unquestionably established in the sensational increase in program (mostly commercial) mail of 73 percent for June, July, August and September 1941, over the same period of 1940.

Let your sales campaign march forward with WWVA in the thriving Steel and Coal Belt of the Nation—Eastern Ohio, Western Pennsylvania and Northern West Virginia.

50,000 WATTS SOON!

NBC BASIC BLUE
BLAIR *Represents Us*

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.

"We rely on KRNT to keep our order desks busy"



—John D. Shuler, Pres. Shuler Coal Co., Des Moines

When his company began selling coal at retail in Des Moines, John Shuler decided to concentrate consumer-advertising on Station KRNT.

From the very beginning, response was so satisfactory that no other form of advertising has been necessary. This fall, Shuler is using KRNT for the sixth season.

Over and over again, KSO and KRNT have proved they can "carry the ball" for advertisers using radio adequately. Except for network affiliation, KSO and KRNT are near-twins. Both have 5000 watts. Both have strong trade-recognition. Both have fine records of sales accomplishment.

With Iowa farm-income at a new high . . . with defense activity increasing Des Moines payrolls 20% or more . . . it's well to have KSO and/or KRNT on the job to increase your sales to more than a million people in Iowa's No. 1 market —Des Moines and its extensive trading area.

KSO NBC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Represented by The Katz Agency

available within the two-hour period to meet the needs for local public expression and other local interest.

Chairman Fly further stated: "The Commission has engaged in long study of these matters and in extensive discussion with the heads of the networks. It will carefully observe the operations from month to month in the future and will always stand ready upon any appropriate showing to review the rules in light of actual operations. It is our intention to foster wholesome competition and to provide the diversity in the control of the channels of information which is so essential to our democracy.

"At the same time, we recognize that there must be a continuance and indeed an extension of network operations and that those operations must be upon an efficient and profitable basis. Whenever it may be shown that in the course of actual operation these regulations fall short of any one of these basic objectives, the Commission stands ready to meet with the parties in interest and to make such further modifications as will accomplish the basic purposes."

Called Threat to Freedom of the Air

Following is the CBS statement with regard to the FCC regulations issued Oct. 11:

CBS will appeal promptly to the Federal courts to stay the usurpation of power by the FCC which Columbia regards as a direct threat to freedom of the air and therefore as dangerous to the public.

Columbia will ask the court to enjoin the Commission from enforcing a set of disruptive regulations originally announced on May 2, and now ordered to be effective Nov. 15. Changes announced by the Commission today fail to avert the evils inherent in its original action. The Commission, in announcing the modifications today, talks of stability when in reality it is creating instability and only creates confusion when it talks of promoting competition whereas it is merely forcing chaos. These regulations forbid arrangements between networks and stations which are necessary to the orderly and successful conduct of network broadcasting in this country.

William S. Paley, president of Columbia, said:

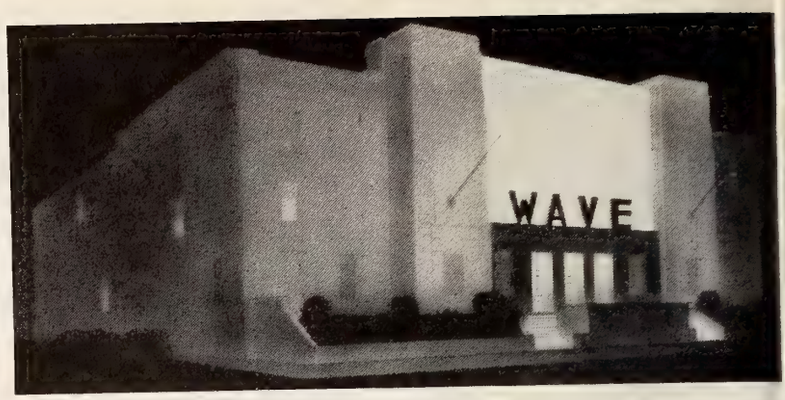
"From the moment these regulations were issued, Columbia has contended that the American people are greatly satisfied with the present machinery of broadcasting and do not want it wrecked. Columbia has further contended that the present radio law does not give the Commision the power to institute the drastic, revolutionary changes in radio it now seeks to make. Without the justification of any public outcry against the present system, the Commission has chosen a time when the utmost energies of the broadcasters should be bent toward discharging their important part in the national emergency to weaken and undermine our whole structure.

Refers to Offer of Greater Concessions

"Chairman Fly was willing to make greater concessions than those insubstantial ones announced today provided the major networks would agree not to contest in the courts the jurisdiction of the Commission. Columbia, however, believed it owed a duty to itself and to the public to have its day in court, since it is sincerely convinced that if the Commission can exercise the powers it now seeks to exert, its grip on broadcasting will be so throttling that freedom of the air will be a thing of the past, just at a time when the minds and hearts of most Americans are so set on preserving essential liberties at home as well as abroad.

"I want to bring home to the public that the Commission is stretching its loosely defined authority far beyond any area of regulation it has ever attempted to invade before. Never in all the 14 years the present law, in substance, has been on the statute books has the Commission claimed to have, or sought to exercise this drastic power. Thus it is 'moving in' to render broadcasters more and more subservient to it. Soon the broadcasters will not be able to call their souls their own. Imagine a free press surviving under similar encroachment on newspapers and magazines, and you will have some idea of what is happening to radio under the cloak of an unjustified cry of monopoly.

"Columbia believes, and in the past has sought to show, that these



FROM THIS THREE-STORY building WAVE, Louisville, began operations, leaving the Brown Hotel studios it had used since the first broadcast Dec. 30, 1933. WAVE occupies 15,000 square feet in this Radio Center, as modern as any in the nation. The studio auditorium is called the largest in the South. A new 5 kw. transmitter was put into service last November.

Quarters are entirely air-conditioned. Equipment is all of advanced design. Some delays have been encountered because of the defense program, but the studios will soon be opened to the public. Work was under Wilbur Hudson, chief engineer, and C. C. Leonard, secretary-treasurer.



BUILDING FOR... THE "TEXAS" NAV
It was inevitable that Texas wit one of the highest volunteer record in the nation, would one day buil ships for those boys of hers—MOR AND MORE NAVY VESSELS AR BEING BUILT IN TEXAS' GUL COAST INDUSTRIAL AREA.

FULL TIME
KFDM
560K
1000 WATT
NBC BLUE
BEAUMONT
Represented by
HOWARD H. WILSON COMPANY

ILLINOIS?

Sales management gives Decatur 132 rating for November prospects. 2nd highest in State. WSOY covers Decatur and a big chunk of Illinois—



250 W. 1340. Full time. Sears & Ayer, Reps. How can we help you?

WSOY

—WSOY - DECATUR—

ew regulations were unnecessary, lawful, and definitely destructive freedom of the air. Further, it as been shown that the high andards which the major net-orks have been able to maintain olely because they were able to uild on a stable basis and to rofit by the public goodwill they uld create, are seriously threat-ed.

"There is only one possible solu-on for the present unfortunate tuation—a staying of the new gulations and the enactment of a w radio law which will definitely limit the powers and duties of e FCC and which will embody ch changes as the Congress may ant to make in the light of mod-n developments in the art of oadcasting. Columbia is dedicated doing its utmost to bring about is solution."

y's Reply to aley Statement

Responding to the statement of illiam S. Paley, Chairman Fly ated:

"It is hardly appropriate for me engage in a contest in exaggera-ns of advocacy. The new rules ntain generous modifications not en discussed with Mr. Paley. The blic ought to know, moreover, at CBS has always refused and ntinues to refuse to submit to any m of regulation regardless of public interest reflected therein. e public ought to know also that member of the Commission has r questioned the propriety of company going to court on any ue concerning the Commission."

ley's Reply Fly's Reply

Following is Mr. Paley's reply the reply made by Mr. Fly to . Paley's initial statement:

William S. Paley, president of S, tonight (Saturday) replied an attack on CBS made in a tement by Chairman Fly of the C. Chairman Fly's attack, as oted by the Associated Press, s in reply to a statement issued CBS earlier today in connec-n with the action of the FCC in ending regulations on chain adcasting.

Mr. Paley's reply to Chairman Fly follows:

"Columbia's reputation is in our own keeping, not in Mr. Fly's, and we do not believe that demogogic charges that we defy lawful and proper regulation will fool a public that has known us all these years.

"I repeat that the present modifications are not substantial and that far more tempting ones were offered to the major networks by Chairman Fly, provided we would surrender our rights to contest the legality of the new regulations."

PREMIER RADIO Enterprises, St. Louis, has announced the recording of a new series of hillbilly transcriptions for Drug Trade Products, Chicago, through Benson & Dall, Chicago.

Universal's Annex

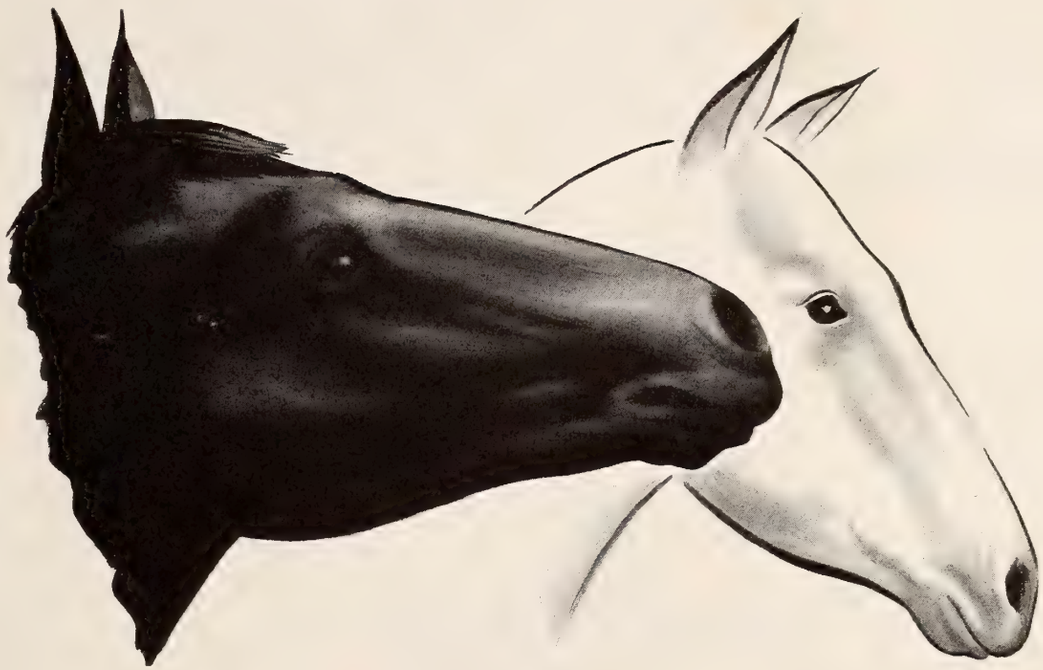
UNIVERSAL MICROPHONE Co., Inglewood, Cal., is erecting a two-story factory annex. Of composite material construction and semi-blackout design, main floor will be given over entirely to production and testing facilities of national defense orders as well as complete assembly lines for microphone orders designated by the Army Signal Corps. Second floor will be for storage.

CHOICE PERIODS AVAILABLE!

Write for WWDC's choice open periods. WWDC is Washington's big buy . . . bonus booster signal, economy rates, alert programming in America's most prosperous market.

. M. Spence, Gen'l Mgr. — Washington, D. C.

WWDC



"The Boss says this Tom Wheeler talks Horse Sense"

Tom is a big shot in a big field—agriculture. His reputation rests not alone on his important work for 33 years as editor of the Indiana Farmer's Guide—his devotion to the farmer has won recognition from such figures as the late President Coolidge, Vice-President Wallace and Secretary of Agriculture Wickard. But more vital, he has always had the farmer's confidence and esteem. • Tom Wheeler is now a WOWO personality, and his commentaries are exclusively heard on the new WOWO noon program, "FARM HOUSE". Wheeler's daily broadcasts are another evidence that WOWO uses specialists for its public service programs. • The whole story on Tom Wheeler is awaiting your call at NBC Spot Sales. Get your copy of it today.

WOWO
FORT WAYNE
INDIANA'S MOST POWERFUL STATION

WESTINGHOUSE RADIO STATIONS Inc • KDKA KYW WBZ WBZA
WOWO WGL WBOS • REPRESENTED NATIONALLY BY NBC SPOT SALES

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Take Good Aim
Score a bull's-eye in Connecticut's Major Market by using WDRC, in Hartford. Get all three on WDRC—coverage, programs, rate! Write Wm. Malo, Commercial Manager, for further information.
Basic CBS for Connecticut

Winning Number
WAIR listeners listen, believe and buy. WAIR's spot on the dial is worth a fortune to the wise time buyer who signs on the dotted line.
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

Carries more local advertising than any other tri-city station by more than 3 to 1!
WTRY
TROY, N. Y.
1000W 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK

NBC Relies on Fly's Promise To Cooperate in Court Ruling

FOLLOWING is the full text of the statement issued by NBC President Niles Trammell Oct. 12 on the FCC's chain-monopoly regulations, as amended:

"We regret exceedingly that in these critical days when NBC is making every effort to assist the national defense program and is giving every cooperation to the Government through its domestic and international broadcasting facilities that a part of the FCC should insist on disrupting our operations and on revising the whole method of network broadcasting.

In the FCC statement of Oct. 11 announcing new rules to govern the business relations of the American broadcasting industry Chairman Fly referred to his discussions with the various representatives of the established network organizations. It should be added that these discussions resulted in utter disagreement as to the Commission's powers and as to the practicability of the new regulations.

Reference to Minority Report

It is significant that the minority report issued by the dissenting commissioners of the FCC clearly states:

"We remain convinced that the majority of the Commission exceeds the power delegated to the Commission in the Communications Act of 1934," and further adds: "We fear that the nation's radio service may be seriously impaired at a time when efficient service is most needed . . . the present is not time to force revolutionary reforms upon an industry which has served the public interest of the nation, particularly when such reforms bear no relation whatsoever to the national defense effort."

In the hearings held before the Interstate Commerce Committee of the Senate in June of this year on the subject of Senator White's resolution aimed at a review of the orders issued by the FCC, Senator White declared:

"Of course, what troubles me about the situation is that I see in these present regulations the very definite suggestion of an assertion of authority in the Commission to do pretty nearly whatever it wants to do if it says it is in the public interest. It is pretty hard to see if we accept these regulations as being within the authority of the Commission why the Commission could not assert almost anything as being in the public interest and then going ahead to do it."

I said in my own testimony last June—and I quote from the record, "I want to make it clear, however, that I am not opposed to the proper regulation of broadcasting under the licensing powers authorized by Congress and administered by the FCC which is a creature of Congress. Such regulation is essential."

Regulation by Man, Not Law, Is Urged

The position of NBC has been consistently that it does not oppose regulation by the Government but that such regulation should be through the processes of law. We have at all times expressed our willingness and desire to cooperate with the Commission and with Congress in any modification of the existing radio law which the progress of the art may make necessary or desirable.

However, we feel that regulation by an administrative commission pursuant to no fundamental guiding law is regulation by man and not by law. The conception of Chairman Fly as to what the existing law is differs diametrically from that of any or all his predecessors. Conceivably that of his successors in turn may again vary sharply.

The broadcasting industry cannot operate on a stable basis and adequately serve the public if it is to be governed by bureaucratic fiat instead of by law.

Chairman Fly in his testimony before the Senate Interstate Commerce Committee earlier this ye declared, "Now, as to the appli tion of these rules to any stati or any group of stations, wh the matter is taken into court u one rule or upon two rules or u more rules then nothing will done to that station or to that cense until the matter is fina adjudicated by the courts. That been our consistent policy in past and it will be in the futu I am talking about good faith an expeditious movement into courts to get the legal matters cided."

In good faith and as expeditiou as possible NBC is ready to sent to the courts the far-reach questions raised by the new regulations. We rely upon Ch man Fly's statement that he stay the operations of these re lations pending the final outc of the court proceedings.

Western Electric Plans Absorption of ERPI

ELECTRICAL Research Products Inc., wholly-owned subsidiary of Western Electric Co., on Nov. 1 will merge with the parent company. All its domestic activities wil be carried on as the ERP Division of the Western Electric Co., according to C. G. Stoll, WE president.

T. Kennedy Stevenson, former ERPI president, will be WE vice president in charge of the new division, as well as handling genera accounting, treasurer's and secre tary's departments of the paren company and acting as a WE di rector.

ERPI's foreign subsidiaries o Oct. 31 will be transferred to a ne company, the Western Electric Ex port Corp., of which Mr. Stevenso will be president. This foreign bus ness has shown marked expansio it is reported, as theatre owners cu off from European sources of sup ply have turned to America fo equipment.

In addition to Mr. Stevenso present ERPI officers who continu their duties in the new divisio under WE, will have the followin titles: D. C. Collins, Eastern ma ager; Clifford W. Smith Weste manager; T. E. Shea, chief eng neer, although he is temporarily leave of absence in Governme service; F. B. Foster, Jr., com troller, and P. L. Palmerton, sal manager.

DON DUNPHY, MBS boxing expe is conducting a new series of footb programs titled *Dunphy's Footb Review* Sunday, 3:45-4 p.m.

WANTED!
A Tough Commercial Assignment
The Commercial Manager of a New York City Independent Station wants to tackle the prospects you can't sell!
He has an outstanding record for producing sales; he has an outstanding record for producing commercial ideas that sell; he has been an important factor in the 'making' of three nationally - known Independents in New York . . . stations with which you are more than familiar!
He wants to leave New York and will take a deal based wholly on results.
AND,—if you think he's exaggerating his background, write for the PROOF!
Box 980, BROADCASTING


Ann Tenna says:
SING A SONG OF SIXPENCE
Manhattan covered at LOW expense
Corny rhyme, but makes good sense
(My two-way stretch stretches dollars... stretches sales)

Nets Seek Stay

(*Continued from page 8*)

atement, but in terms of actual peration".

Clinging to his view that the tion time provision "is better r the industry than anything we scussed with the networks", Mr. ly said he did not think it could e reasonably suggested that any ss generous attitude is expressed the rules than was expressed the discussions with the net-orks.

Mr. Fly said he did not think here would be any extension on e rule covering contract terms, though he would not say flatly here would be none "if it meant tting started in an orderly way". hen he threw out an observation at had immediate repercussions. e said the Commission would op-se the networks' apparent prin-pal means of opposition— "politi- pressure". This was picked up the press and brought stern iticism in several quarters. Col-nnist David Lawrence branded an effort to deprive the industry its day in court through threat reprisal.

Effect On Regionals

Aside from the effect of the time tion ban on affiliates generally, was pointed out that the rules ave regional networks high and y. Yankee and Colonial Net-orks, at the oral argument be-re the FCC Sept. 12, held that ne options were essential if these tal services were to continue.

The majority in its report ated it had determined the regu-tions should be applicable to re-onal as well as national net-orks, but said special circum-ances and considerations may be plicable in the case of regionals d the Commission "will examine any further representation on their behalf with especial care".

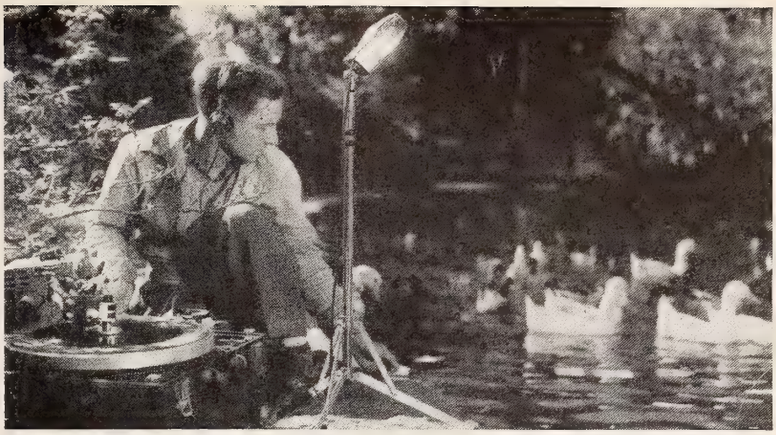
Considerable surprise was manifest over the majority's action in bodily tossing out exclusive time options. It was ascertained that the FCC on Aug. 1 had authorized Chairman Fly, acting as a committee for the Commission in negotiating with the major networks, to compromise the time option controversy by allowing three hours of exclusive option time in each of three 5-hour segments to networks in cities having 4 or more outlets; 2½ hours to cities having three outlets; 2 hours to those having 2 outlets, and 1½ hours in cities with only a single outlet. Why the majority decided upon discarding exclusive options entirely was not explained.

The Commission's action with reference to the forced sale of the Blue was viewed as indicative of the position it would take in connection with the question of multiple ownership where overlapping service is involved, as presented in Order 84, on which oral arguments were held last Oct. 6. In connection with the NBC action, the majority said that separate ownership of what are now the Red and the Blue is "so generally recognized to be desirable that we believe a separation will soon occur without the spur of a legal mandate".

Fair Values

It added that any policy requiring the sale of "substantial properties should be applied with due regard to the preservation of fair values, and the Commission wishes to avoid the semblance of pressure on NBC to effect a forced sale". Whereupon it announced that the regulation had been suspended, providing that any subsequent order placing it in effect will allow a grace period of six months between the announcement and the effective date.

It was expected the same formula would be applied to individual cases of multiple ownership where overlapping service is concerned, since the situations are on all fours. In other words it was thought the Commission would make a pronouncement of policy along the same line, and then essay to knock off the multiple ownership situations one at a time, within reasonable limits to avoid "forced sales".



RECORDED QUACKS in lieu of artificial decoys was the inspiration of Neel McGinnis, KSTP, St. Paul, engineer, who lugged 250 pounds of recording to the zoo prior to the opening of the hunting seasons. But after feeding several loaves of bread to the birds and being rewarded with some fine contented quacks, the game wardens at the last minute decreed that utilizing a transcription of the ducks' voice to lure the fowls would be the same as using live decoys, an illegal method. Now Mr. McGinnis sits in his blind with only a squeaky caller which is reported to be driving the game away.

FALLS 260 FEET

But Steeplejack Escapes With Broken Legs

A STEEPLEJACK, working on the towers of WAYS, Charlotte, N. C., had a narrow escape from death last week when the pole snapped, throwing him to the ground. The steel worker, Learden Eberhardt, of Charlotte, who was at the top of the 260-foot pole, rode the pole almost to the ground and then jumped clear. He suffered two broken legs and possible internal injuries but remainel conscious after his fall.

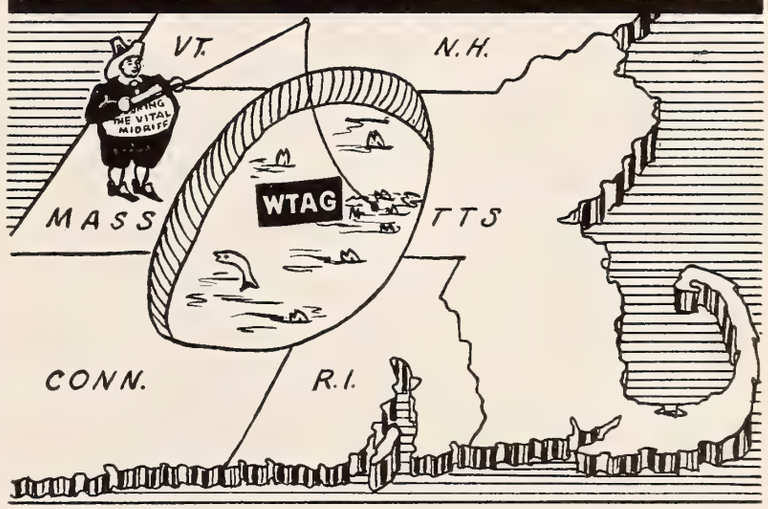
The towers were being erected by the Ace High Vertical Radiator Co. of Sioux City, Ia. Chief Engineer Robert H. Rigby of the station said it was possible the accident will not delay plans for putting the station on the air Nov. 1, if the FCC allows the station to take the air with only a portion of one tower.

Meyer Discs

MEYER BROTHERS DRUG Co., St. Louis (Sherton B1 tonic), has transcribed its quarter-hour *Meyer Brothers Minstrels*, live daily on KWTO, Springfield, and is using the discs thrice-weekly on WSMB, New Orleans, and KARK, Little Rock. Sponsor is also participating on *MJB Show* six days a week on KWK, St. Louis. Agency is Jimm Daugherty Inc., St. Louis.

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Fish Where the Water's Alive



WTAG
WORCESTER
COMPLETE CENTRAL NEW ENGLAND COVERAGE

Retailers from one end of the Central New England market to the other are experiencing record breaking sales, thanks to the market's five hundred different industries — the greater portion of them humming with defense orders. These same retailers are just as aware of the best Central New England radio coverage. Three to one they told Hooper-Holmes, given the choice of any radio station heard in the area, that they would use WTAG for advertising. Scores of them regularly practice what they preach.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

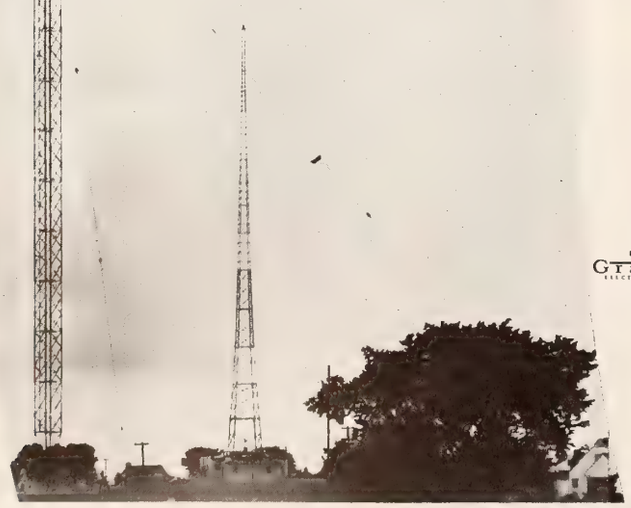
WIDER COVERAGE

. . . added to appearance and strength

Because of its better coverage, a Blaw-Knox Vertical Radiator brings more listeners to a station . . . steps up its following, its profits. The attractive appearance — so valuable to a station — is the natural result of correct designing. The strength of a Blaw-Knox Radiator shows up, not only under great stresses, but also in low maintenance cost. It all sums up in this: Blaw-Knox KNOWS HOW to make this equipment . . . knows it from the engineering, electrical, designing and structural angles. This knowledge is at your service at any time. Write or wire.

Blaw-Knox Division of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS



Distributed by GRAYBAR ELECTRIC COMPANY

Fly's Promise

(*Continued from page 7*)

group of stations, where the matter is taken to court, upon one rule, or upon two rules, or upon more rules, then nothing will be done to that station or to that license until the matter is finally adjudicated by the courts. That has been our consistent policy in the past, and it will be in the future.

"Now, I would not want to say that that would be true regardless of all the activities that these gentlemen might engage in simply to break down the principles of the rules. I am talking about good faith and an expeditious movement into the courts to get the legal matters decided."

Later during the cross-examination Senator Bone (D-Wash.) observed that the only way a station could test out the Commission's jurisdiction would be by getting down to the legal end of the discussion of the order, but that in so doing it might be jeopardizing its whole future.

A 'Minor Operation'

The record shows that Chairman Fly interposed: "If a station wants to litigate this, sir, that is quite all right. We shall be happy to join in the litigation and leave the station on the air until the litigation is completed. All we want is good-faith litigation: To have him move in and proceed expeditiously with the litigation. Then if these regulations are sustained, as I am sure they will be, the station will still remain on the air. All it need do is conform to the regulations laid down. The station will not be in jeopardy. This is not a wrecking operation; this is a minor operation upon some few small clauses in these contracts. That is all it is, except for the Red and the Blue."

When Chairman Wheeler (D-Mont.) asked whether he understood Mr. Fly to mean that "you will not attempt to purge a station because of the fact that it went into court," Mr. Fly responded:

"Oh, absolutely not."

During other colloquies, relating primarily to the "forced sale" of the Blue Network, Chairman Fly said repeatedly that ample time would be given for disposition of the property, if NBC proceeded "in good faith".

New P & G Serial

PROCTER & GAMBLE Co., Cincinnati (Duz), on Nov. 3 will replace *The Goldbergs* on NBC-Red, Monday through Friday at 11:30-11:45 a.m. with *The Bartons*, current NBC-Blue sustainer. The program, written in Hollywood by Harlan Ware, former Chicago newspaperman, is a dramatic serial of a typical American family in a mid-western town, and will be broadcast out of Chicago on 47 eastern stations. The cast includes Dick Holland, Jane Webb, Bill Bouchey, Fern Parsons, and Kathryn Card. Agency is Compton Adv., New York.



NBC'S NEWEST vice-presiden Harry C. Kopf, manager of NB central division was hailed by cer tral division sales staff when on of the resourceful members brough back this regal banner from th Veiled Prophets convention in S Louis, and during Kopf's absenc placed it across the wall of h office. The new vice-president e tered into the spirit of the prar with a smile from v to p.

Gen. Olmstead Is Name As Chief Signal Office

BRIG. GEN Dawson Olmste was nominated Oct. 16 by Pre dent Roosevelt as Chief Sign Officer of the Army, succeedi Maj. Gen. Joseph O. Mauborgr who retired recently from acti duty after a four-year term. Ge Olmstead will be ranked as a maj general, and has been acting chi signal officer for several montl

A native of Corry, Pa., Ge Olmstead was graduated from t U. S. Military Academy June 1906. After serving with the 1 Cavalry he was transferred to t field artillery and later detailed the Signal Corps. During t World War he served for a ti as Signal Officer of the 83d vision and served on the staff the Inspector General of the AE

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY
National Representatives
New York • Detroit • Chicag
San Francisco

New WHN Plant To Begin Nov. 1

50 kw. Transmitter Located At East Rutherford, N. J.

ABOUT the first of November, WHN, New York, will begin emanating its programs from the twin towers of its new transmitter at East Rutherford, N. J., less than six miles airline from Times Square, with 50,000 watts power, instead of the station's present 5,000-watt transmitter at Astoria, Long Island. Move will mark another major step in the history of the station, which first went on the air March 18, 1922, from Ridgewood, N. J., with 250 watts on 760 kc.

New transmitting apparatus is Western Electric throughout, including not only the main 50-kw. transmitter but also the auxiliary 5-kw. and 1-kw. units which are housed side by side in the 60-foot square transmitter building.

Shortwave Receiver

Modern throughout, the building contains a studio, workroom, sleeping quarters for emergency use and a two-car garage in addition to lobby and control room. A built-in shortwave receiver will pick up European programs direct.

A motor generator will provide emergency power and a microwave beam from studio to transmitter will allow radio transmission of programs should the regular line connections be broken. Live and transcribed programs can also be originated from a special studio in the transmitter building.

The 409-foot Blaw-Knox towers rest on concrete bases, which in turn are supported on masses of pilings, averaging 62 feet in length, driven into the salt marsh on which the transmitter is grounded. Antennas are directional, away from Philadelphia.

Cost $250,000

Installation, costing about $250,000, is being made under direction of Paul Fuelling, chief engineer of the station. Jansky & Bailey are consulting engineers. Construction is said to be the most rapid of any 50-kw transmitter in the country, ground having been broken April 6.

WHN's FM station, W63NY, is also well along and this transmitter, located at Cliffside, N. J., is to be ready about Thanksgiving. Here also the Western Electric Co. supplied the apparatus. The towers, 500 feet above the Hudson River, were furnished by Blaw-Knox Co. W63NY will operate with 1 kw. at first, but will probably install a 10-kw. transmitter in the spring.



LOOKING UPWARD as the new 50,000-watt plant of WHN, New York, rises into the skies are (l to r) Herbert L. Pettey, station director, along with Tom Kennedy, *New York Times* radio editor, and James LaMarque, Graybar sales representative.

AGENCY Appointments

MOSS BROS., Philadelphia and Pittsburgh, to J. M. Korn and Co. Inc. Newspaper, radio and outdoor will be used.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges, lemons), after considering presentations from several other agencies, has re-appointed Lord & Thomas, that city.

ORIGINAL LUNDSTRUM Hat Stores, San Francisco, to Theodore H. Segall Adv. Agency, San Francisco. Radio will be used in a campaign to start the end of October.

CAMEO CLEANSER Corp., Chicago, to MacManus, John & Adams, Detroit. Said to use radio.

WALTER H. JOHNSON CANDY Co., Chicago, to Sorensen & Co., Chicago.

GRIGGS, COOPER & Co., St. Paul, and asssociated companies, Foley Grocery Co. and Sanitary Food Mfg. Co., to The McCord Co., Minneapolis.

R. B. DAVIS Sales Co., Hoboken, N. J., to Joseph Jacobs Jewish Market Organization in the Jewish field. In addition to a weekday morning program on WEVD, New York, a campaign in various newspapers is being held.

CANADIAN COLONIAL AIRWAYS Inc., Montreal, to F. H. Hayhurst Co. Ltd., Montreal.

AGASH REFINING CORP., Brooklyn, N. Y. (salad oils & dressings), to Blaine-Thompson Co., N. Y.

TREESWEET PRODUCTS Co., Santa Ana, Cal. (lemon juice), to Armand J. Hanson Adv., that city.

Libby to Widen

LIBBY, McNEILL & LIBBY, Chicago (food), recently began sponsorship of 15-minute transcriptions, *Terry & the Pirates*, five times weekly on KMBC, Kansas City and WGN, Chicago, with other stations to be added later. Discs were cut by Transamerican Broadcasting & Television Corp., New York. Contracts run for five years with cancellation options. Agency is J. Walter Thompson Co., Chicago.

R. B. Davis Ponders

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), after being off the air for a few years, may again consider using the medium, depending on the results of a test recently completed on WEEI, Boston. Company went off the air when it did not get desired results and decided not to use radio again. The agency, Murray Breese Associates, New York, through the test hopes to convince the company to return to radio advertising next year.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

Mississippi "Cashes In" On Cotton and Defense

Mississippi is harvesting its richest cotton crop in 12 years—$176,850,000.00 worth!

State defense contracts total approximately $140,000,000.00!

Together they comprise over 316 million hard round reasons for investing your advertising dollars with WJDX—dominant radio station in the growing Mississippi market!

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

AT LAST
A GOOD PAPER BASE RECORDING BLANK



MANY recording engineers have rejected the idea of using paper base discs for recording. You may feel that way about them, too. But we think you may change your mind when you see the new, improved Presto Monogram Disc. We sent samples of this disc to a few stations in July. In every case they started to use them immediately in quantity.

They are not as smooth as our glass or recoated aluminum discs and we don't recommend them for reproducing delayed broadcasts but they're ideal for reference recordings. They're lightweight, easy to file, safe to handle or mail anywhere and the price is 40% less than our standard discs.

The base of the Monogram disc is cardboard—the flattest, smoothest stock obtainable. The coating material is exactly the same as our highest grade discs. They cut with the same needle pressure and angle. Surface noise is nil.

The Monogram disc is made in all sizes up to 16". It's worth knowing about. Order a sample carton of 10 from your distributor today.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

1340 **WINX** Washington's Own Station

WIN WASHINGTON WITH WINX

WINX BUILDING • WASHINGTON, D. C.

THE HEART OF WLAW 5000 WATTS NEW ENGLAND

MORE PEOPLE
are listening
MORE HOURS

Recent surveys show that the WLAW audience is growing . . . growing in a market of more than 400,000 radio families . . . the important Merrimack Valley area. You're missing worthwhile EXTRA radio coverage in New England if WLAW is not on your list.

WLAW
LAWRENCE, MASS.
5000 WATTS • 680 KC.
Columbia Affiliate
National Representatives
THE KATZ AGENCY, Inc.

Regionals Meet

(*Continued from page 14*)

must be preserved". Certain of the broadcasters present repeatedly asserted their belief that "we can get along without ASCAP" but the prime movers were quick to declare they were not proposing to "gang up" on ASCAP in any way but rather to "get the best terms possible by negotiation".

From a reliable source it was learned that a raising-of-hands revealed that two NBC affiliates present, two CBS and three MBS admitted they had notified their networks they had already agreed to go along on the new network contracts.

Prominent in the floor discussions were said to have been Messrs. Damm, Gillin, Shepard, Hubbard and Wooten.

Several of the broadcasters frankly stated after the meeting that they came as "interested observers" and as "listeners" and declared they doubted the need of a permanent organization. Throughout the proceedings there ran charges of "network domination" of NAB, but the leadership studiously avoided any semblance of a break with the NAB.

"I don't believe that was the will of the meeting", said one broadcaster. "My feeling is that the general sentiment opposes sabotaging the NAB, and several here told me they would not quit NAB because they felt the industry needs a centralized united front of all elements". On the other hand, another prominent broadcaster not now a member of NAB freely asserted that the new organization would spell the doom of NAB, in his opinion.

Some resentment was voiced against IRNA, on the ground that its committees had "sold out" the independent affiliates in acquiescing to the ASCAP deals.

Ranks Restricted

It was made clear that neither the networks nor their owned and managed stations would be allowed to participate in the new organization, and that clear channel and local stations would be excluded. Some of the regional station owners present, including Mr. Pulliam (also owner of WAOV, Vincennes, Ind.), are also identified with local station ownership, but they are to be admitted only by reason of their regional stations.

The secret sessions also brought forth an unsubstantiated report that President Harold A. Lafount of NIB had written to Mr. Pulliam to offer to coalesce the two groups in order to set up a "strong trade association" as against the NAB, but no comment was forthcoming.

One prominent broadcaster reported to the meeting, when it opened in the morning, that he had been in contact with FCC Chairman James Lawrence Fly, who was quoted as having asserted that the FCC was interested in seeing the music problem settled so that "discordant note" in industry a fairs would be removed and thu help bring about "peace and ha mony in the broadcasting indu try". Mr. Fly, it was said, adde that his remarks were not to b construed as indicating an inte tion on the part of the FCC force the broadcasters to enter in any copyright agreements unsati factory to them.

The reaction to this was th the copyright problem was no co cern of the FCC's, being purely internal business problem. T interjection of Mr. Fly's name in the proceeding led one broadcast to remark privately that he w more than ever convinced that "r form" in the conduct of indust affairs should come from with the NAB rather than through a diverse independent organizatio he expressed the belief that t latter course simply played i the hands of the "divide and ru plans of what he called "the Wa ington boys".

Full Attendance AT CHICAGO MEETING

Eugene C. Pulliam, WIRE, Indianapolis
John J. Gillin Jr., WOW, Omaha
Henry W. Slavick, WMC, Memphis
William Gillespie, KTUL-KOMA, Tulsa-Oklahoma City
William M. O'Neil, WJW, Akron
Edward C. Coontz, KVOO, Tulsa
Arthur Church, KMBC, Kansas City
Lester Lindow, WFBM, Indianapolis
John A. Kennedy, WCHS, Charleston, W. Va.
H. J. Brennen, WJAS-KQV, Pittsburgh
Robert M. Thompson, WJAS-KQV, Pittsburgh
Stanley Hubbard, KTSP, St. Paul
Luther L. Hill, Iowa Broadcasting System
Hulbert Taft Jr., WKRC, Cincinnati
Dorrance D. Roderick, KROD, El Paso
Walter J. Damm, WTMJ, Milwaukee
Les Johnson, WHBF, Rock Island, Ill.
Wiley P. Harris, WJDX, Jackson, Miss.
Gilmore N. Nunn, WLAP, Lexington, Ky.
Edgar T. Bell, WKY, Oklahoma City
Gayle V. Grubb, WKY, Oklahoma City
Norman Thomas, WDOD, Chattanooga.
John McCorwick, KWKH-KTBS, Shreveport
Wilbur M. Havens, WMBG, Richmond
W. A. Bowry, WMBG, Richmond
Campbell Arnoux, WTAR, Norfolk
C. T. Hagman, WTCN, Minneapolis
George M. Burbach, KSD, St. Louis
William J. Scripps, WWJ, Detroit
C. D. Brewer, WWJ, Detroit
Harry Bannister, WWJ, Detroit
Hoyt Wooten, WREC, Memphis
Forrest P. Wallace, WWJ, Detroit
Ronald Woodyard, WING-WIZE, Dayton-Springfield
Ed Craney, KGIR, Butte
Morgan Murphy, WEBC-WEAU, Duluth-Eau Claire
Walter Bridges, WEBC-WEAU, Duluth-Eau Claire
Ben Ludy, WIBW, Topeka
Gene O'Fallon, KFEL, Denver
H. G. Wall, WIBC, Indianapolis
George H. Jaspert, WTAG, Worcester
Gordon Gray, WSJS, Winston-Salem
Walter M. Koessler, WROK, Rockford



SQUASH AND CHEESE-CAKE motif inspired the press relations department of WJR to take this shot. The squash at left is a normal one weighing 1½ pounds. The squash at right is what happens when Duncan Moore, WJR commentator, shoots the colchicine into his flora and upsets their mutations. It weighs 30 pounds. Squash holders are Miriam Eldred (left) and Lillian Metsker, of WJR.

Mutual Villains

WHEN IN DOUBT as to what name villains should have in some of MBS' dramatic programs, the authors have been neatly solving the problem of late by tagging them with the names of people who work at WOR, Mutual New York outlet. "Arthur Hale" was the name of the villian on a recent *Bulldog Drummond* program, and "Avery Giles" acted leeringly on *The Shadow* last week. The real Arthur Hale, of course, is the *Confidently Yours* news reporter on MBS, and Avery Giles is a member of the WOR continuity department.

KIRO Seattle
ANNOUNCES THE APPOINTMENT OF
Miss Hazel Kenyon
AS EDUCATIONAL DIRECTOR

MISS KENYON, who has achieved a national reputation in the field of education, brings a wealth of experience to augment KIRO's program of greater public service.

50,000 WATTS KIRO SEATTLE CBS Affiliate

PACIFIC NORTHWEST'S FIRST SUPER POWER STATION



FM's FIRST INDEPENDENT STATION on-the-air with a G-E 1-kw transmitter

Proof That the Public Regards "FM" as More than a Strange Radio Symbol

W47A started operation July 17 with 36 sponsored programs, none less than 15 minutes long. It serves the Capitol District of New York State—covering 6589 square miles—16½ hours daily, 18½ hours Saturdays.

Owned and operated by the Capitol Broadcasting Co., Inc.—devoted solely to FM—it is the first commercial FM station unaffiliated with any broadcast interest.

W47A is also the first station in the country to get a construction permit from the F.C.C. for STL equipment. It will operate on 331 megacycles with W2XEO as the call letters. This studio-to-transmitter equipment is being built by G.E. and will soon be installed.

General Electric offers the only comprehensive line in FM today—broadcast and relay transmitters, receivers, tubes, frequency and modulation monitors, high-gain turnstile antennas, and crystals. G.E. is the only manufacturer of FM broadcast transmitters and receivers operating an FM station as a proving ground. To benefit from actual operating experience look to General Electric for all your FM needs. Just get in touch with the nearest of our 80 offices.

Dwelle S. Hoag, Chief Engineer of W47A, takes readings on the 1-kw FM transmitter



Free!

HOW TO PLAN AN FM STATION
HINTS ON OPERATING FM TRANSMITTERS
HOW TO MAKE MEASUREMENTS IN FM TRANSMITTERS

Three valuable guides, written by G-E engineers, to help you in the FM field. Get them from your G-E representative, or write General Electric, Section C160-16, Schenectady, N. Y.

GENERAL ELECTRIC

160-16-6914

WJSV
50,000 WATTS
WASHINGTON, D.C.
CBS

First in power, first choice of sponsors in the nation's wealthiest per capita market

Ask any Radio Sales office for more information about WJSV, one of the eighteen CBS 50,000 watt stations.

WEBC, KDAL, Duluth, Take Over New Facilities

DULUTH'S two radio stations—WEBC and KDAL—went to their new facilities last Wednesday with gala programs celebrating the events. WEBC went to 5,000 watts fulltime on 1320 kc., while KDAL, formerly operating with 250 watts on 1490 kc., shifted to 610 kc. with 1,000 watts fulltime, using a directional to protect WDAF, Kansas City. The old transmitter building of KDAL has been sold, subject to Washington approval, to the FCC field monitoring service, but the tower and transmitter will be utilized as an auxiliary.

Extensive newspaper advertising, along with other promotion, was used by WEBC in a 10-day campaign preceding its Oct. 15 increase. A full-hour inaugural show climaxed the promotion campaign which covered northern Minnesota and Wisconsin. Transcribed messages from radio figures, including NBC President Niles Trammell and former WEBC performers now with networks on other stations and congratulatory transcriptions from Minnesota and Wisconsin officials featured the inaugural show.

Cooperating with local newspapers, WEBC promoted a full-page of advertisements, with WEBC accounts taking newspaper space to congratulate the station on its power increase. The station also ran teaser ads and general promotional copy over the 10-day period. A principal stunt of the campaign was "adoption" by the station of a Duluth girl and a Superior, Wis., boy who were born on June 19, 1924, when WEBC first went on the air. Called the WEBC Twins, the youngsters toured the studios and transmitters and participated in the inaugural show.

UNIVERSAL LISTENING
New Gadget Permits Check On Many Stations

NEW radio invention which eventually will allow listeners to one station to note what kind of program is being carried by others without tuning them in, was described by Dr. Orestes H. Caldwell, editor of *Radio Today* and NBC commentator on its *Radio Magic* series in a talk last week before a neighborhood group at Rye (N. Y.) High School.

In warfare, the new device called "panoramic radio" by its inventor, Dr. Marcel Wallace, will allow a pilot to listen in simultaneously on a dozen wavelengths to detect the presence of enemy signals or friendly navigation guides. Heretofore, of course, it has been necessary to tune in successively one station after another to get bearings, with the danger that a sought for station may be missed.

In addition, a pilot flying blind can, on his instrument board, "watch" his own plane clear unseen mountain peaks and passing planes. A submarine commander can proceed into a harbor, the outlines of which appear on a cathode-ray screen, with his ship at the center, as revealed by subsonic echoes from surrounding underwater banks and obstacles.

Canadian Rules

BECAUSE of new scientific developments all food, drug, patent medicine and other products requiring copy approval by the Canadian Department of Pensions & National Health must submit new copy for broadcast use within a year of approval of previous copy. This change in regulations was announced in a letter signed by J. R. Radford, supervisor of station relations with the Canadian Broadcasting Corp., which was sent on Oct. 11 to all station managers and advertising agencies in Canada. Copy will in future be valid only for one year from date of departmental approval, but the department reserves the right to review such copy within the period of a year if circumstances warrant it.

Suit Settled

EDITOR, BROADCASTING:

In your issue of Sept. 15 you carried a reference to an article that appeared in *The Birmingham News* with respect to a suit that had been filed against Radio Station WHMA and myself, as owner, by three of the former employes of the station.

This action was the result of the young men in question having been misled by a young lawyer of this city. As soon as the facts in the case were made known, the suit was amicably settled out of court and friendly relations restored among all parties concerned. Accordingly, we will appreciate it if you will carry a notice in an early issue of your publication to that effect.

HARRY M. AYERS,
Publisher,
The Anniston Star
Anniston, Ala.

AL RACKIN, Hollywood business manager of RKO Radio Pictures, publicity department, has been given the post of radio contact, formerly held by Eddie Rubin. Rackin also retains supervision of the accounting division.

25 kw. Day, 50 kw. Night Authorized for KVOO

KVOO, Tulsa, last Tuesday was authorized by the FCC to operate unlimited time with 25,000 watts night, 50,000 watts day, using a directional antenna at night on 1170 kc. The special service authorization is subject to the same conditions respecting a directional antenna as the original draft. It holds a construction permit for 50,000 watts unlimited time.

WFNC, Fayetteville, N. C., was granted a modification of license to shift in frequency from 1370 kc., 250 watts daytime only, to 1450 kc. with 250 watts unlimited time.

Phone Hour Audience

THE Telephone Hour, sponsored by Bell Telephone System, New York, will be presented before a studio audience for the first time in over a year-and-a-half of broadcasting, Mondays, 8-8:30 p.m. on NBC-Red, when NBC completes one of its two new special theatre studios now being constructed in Radio City. To seat approximately 450 people, the new studios are of latest acoustical design and with finishing touches under way, the *Telephone Hour* will move in for its first public appearance in a few weeks, according to N. W. Ayer & Son, New York, agency handling the account.

MBS Sacred Series

FIRST major sustaining religious series to be offered on the network, *Mutual's Radio Chapel*, started on a nationwide MBS hookup Sunday, Oct. 5. Heard 11:30-12 noon on Sundays, the series is produced in cooperation with organized Protestant, Catholic and Jewish religious bodies. Well-known religious leaders of the country are to appear on the program each week.

GENERAL TIRE & RUBBER Co., Akron, O., is charged in a complaint by the Federal Trade Commission, announced Oct. 12, with misrepresenting certain quantities for General automobile tires in radio continuities and other advertising.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

ASCAP Modifies Contracts

(*Continued from page 9*)

licenses covering such particular broadcasts.

Upon receipt of such request, ASCAP will quote a fee to be paid by the originating stations. These quotations will be in dollars instead of percentages. Remaining to be settled is the question of what disposition ASCAP will make about sustaining fees for unlicensed stations receiving only such football broadcasts.

Arbitration Clause

(4) Arbitration — In connection with the subject of arbitrating monetary claims which ASCAP might make against stations under the proposed contracts, or interpretations of any of the clauses in the contracts, this committee concluded that to write an arbitration clause into the contract itself might infringe upon station rights in the courts in their respective states, and therefore came to the conclusion that in their best interests it is well to leave out any arbitration clause, thereby saving the stations all their legal rights in their respective states.

Participation Provision

(5) Participating programs—Apropos the question whether ASCAP would make a claim for compensation on programs such as "early program clubs" which run from 7 to 7:15 a.m., using music, and then are interrupted by a sponsored 15-minute straight news program, after which the second half of the club program is broadcast for the balance of the period, ASCAP agreed it would not expect to be compensated for the revenue derived by the station from the straight non-musical sponsored "news" program.

It was understood that ASCAP does not demand compensation in respect to spot announcements made on "station breaks".

(6) Auditing — ASCAP agreed to notify stations at least two weeks in advance of making an audit and if, for any reason, it is inconvenient to the station to receive the auditors on the proposed date, ASCAP will reasonably postpone the audit.

(7) Anti-ASCAP Laws — After vigorous argument that paragraph 13 of the proposed "local station program commercial license" should be deleted, because it would place the station in a position of being a "watch-dog" for ASCAP, it was agreed that the provision should remain as written, since it was understood that ASCAP must have the right to withdraw from any state in which it finds under a state law it is impossible to do business and must therefore have the right to terminate licenses in such states. It was pointed out by ASCAP, however, that this paragraph does not mean stations must seek to kill any and all legislation in their state that might affect ASCAP, but that stations in their own interest would seek to prevent enactment of statutes affecting proper conduct of their business.

Restricted Numbers

(8) Restricted Listing—Whereas the present contract reduces the stated limit of restricted compositions from some 1,800 to 500, IBI had suggested the restricted listing be reduced to about 250. It was agreed that the listing may remain at 500 but if, after experience, this is found to be unduly burdensome or restrictive, ASCAP will make every effort toward satisfactory readjustment.

(9) Mr. Damm raised the question whether WTMJ, as the wholly-owned subsidiary of the *Milwaukee Journal*, in making a commercial announcement on behalf of the *Journal* would be required to set a value upon such an announcement if incorporated in a musical program, and pay ASCAP on it. It was clearly understood that as to announcements made by owner-licensee in their own behalf, no compensation would be expected. It was also distinctly understood that as to deals made by broadcasters in the nature of trades for service or merchandise, such as hotel background announcements in return for rent, ASCAP should be paid with a reasonable value placed on the time, as provided in the contract.

After considerable discussion, it was understood that as to pending unsettled deficiency claims against stations, these should stand, and that ASCAP might in justice exercise its discretion as to stations which have been habitually delinquent so far as offering them the terms of the new contracts is concerned. It was understood, however, that such stations, once the new contracts have been effected with other stations, might very well, under the terms of the consent decree, demand such licenses.

Auditions Return

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 19 resumed *Metropolitan Opera Auditions of the Air* for its seventh consecutive season, on 59 NBC-Red stations, Sunday, 5-5:30 p.m. Wilfred Pelletier, noted conductor of the Metropolitan, again leads the orchestra and supervises the preliminary tryouts with Milton Cross again dong the commentaries. Warwick & Legler, New York, handles the account.

McKay Heads NBC Press

JOHN McKAY, recently director of public relations and special events of WFIL, Philadelphia, has been appointed manager of the NBC press department, effective Oct. 20. A graduate of the U. of California, McKay has an extensive background in newspaper work and publicity. He spent 10 years with the *San Francisco Bulletin*, the last four as political editor and feature writer. For the last eight years he has been engaged in public relations activities and for seven years he has taught contracts and corporate law in addition to his other activities. Earl Mullin will continue as assistant manager of the department.

WFMJ, Youngstown, O., has signed for the full radio news report of the Associated Press.

ANNOUNCER WANTED

For sports and special events. Apply to WCSC, Charleston, S. C.



War news hotter—Washington news vital. INS delivers news to radio in same volume, speed as to newspapers.

INTERNATIONAL NEWS SERVICE

18,000 Employed in WICHITA Aircraft Plants

A new high of 18,000 employees in Wichita's aircraft factories is expected to be reached by October 1st of this year.

Additional thousands will be added as new plant facilities now being constructed are completed. Now is the time for you to start getting your sales message across to this vast army of well-paid labor.

And there's no better way to do this than to use the "Pioneer Voice of Kansas," KFBI. START NOW!



The Pioneer Voice of Kansas

KFBI • WICHITA

5000 WATTS DAY • 1000 WATTS NITE



P-s-t! . . . to Sell the Tri-City Market You Need that "Inside Pull"





THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH 52 of the Nation's richest farm counties, booming with "Food for Defense" production.

"Inside Pull" is a mighty helpful thing to have boosting your product . . . especially when you have the "flush" Tri-City market at stake. We're a regular "part of the family" in every home in this area of 1,741,442 prosperous people. That's because, for them, we are THE SINGLE source of faithful 5000-watt service 18 hours daily. "Outside" voices register all too lightly compared with this "right-at-home" listening preference. Reason enough why your message on WHBF has that all-important "INSIDE PULL".
We have the *proof*—you'll want it handy. Write!

Howard H. Wilson Co., Nat'l. Reps.

WHBF

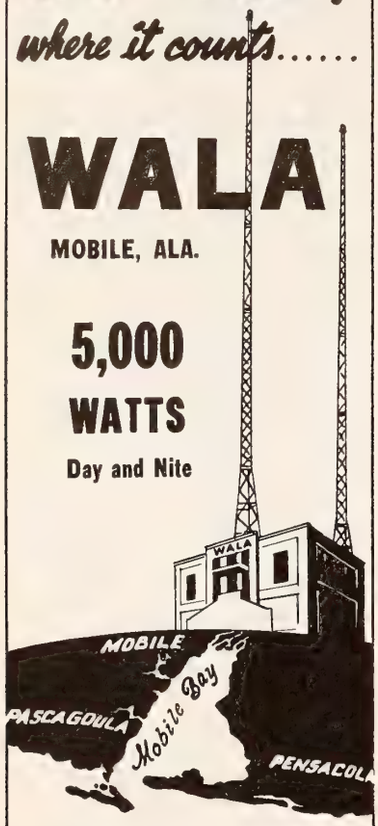
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet

FULL TIME 1270 K C

THE 5000 WATT *Voice of the Tri-Cities*

ROCK ISLAND • DAVENPORT • MOLINE

New Power!
where it counts.....
WALA
MOBILE, ALA.
5,000
WATTS
Day and Nite


Positive Coverage In The Vital
Gulf Coast Defense Area!
Reps.: John H. Perry Associates

Radio Regulatory and Labor Problems Considered at Regional NAB Meetings

KEYNOTING the first of a series of 17 regional meetings of the NAB throughout the country, NAB President Neville Miller addressed the seventh district session in Louisville, Ky., Oct. 9-10, warning station executives of serious problems on the legislative, regulatory and labor fronts.

Mr. Miller pointed out to the 60 broadcasters representing 20 stations from Kentucky and Ohio the unlimited opportunities and responsibilities offered by national defense to broadcasters in matters of morale and assisting Government agencies.

Gathering was also addressed by Carl Haverlin, BMI director of station relations, recounting the history and success of BMI with a statement that BMI licenses to date are now held by 724 stations; Edward M. Kirby, chief of the radio branch of the War Department, who complimented radio on its excellent coverage of the recent Army manuevers; J. Harold Ryan, seventh district director, calling for a free discussion of industry problems with ASCAP; Frank Pellegrin, NAB director of broadcast advertising, conducting a seminar with station sales managers.

Attendance also included: L. M. Brockington, assistant to the prime minister of Canada; William O. Aldridge, WPAY; Leonard D. Callahan, SESAC; Harry Callaway, WHAS; Eugene Carr, WGAR; W. Lee Coulson, WHAS; J. F. Cox, WAVE; Warren G. Davis, WCMI; Robert E. Dunville, WLW; Philip E. Dusenbury, WPAY; Joe Eaton, WHAS; Ralph G. Elvin, WLOK; O. E. Fields, WMAN; E. Y. Flanigan, WSPD; Russell Gohring, WBNS; Credo Fitch Harris, WHAS; Charles Harris, WGRC; Sheldon B. Hickox Jr., NBC; Stanton P. Kettler, WHIZ; James M. LeGate, WHIO; Nathan Lord, WAVE; Ben McIntosh, WGRC; Leonard Nasman, WFMJ; William Orr, WBNS; Willis B. Parsons, NBC; John F. Patt, WGAR; George Patterson, WAVE; Howard J. Perry, WGRC; R. J. Pirkey, WAVE; H. Potter, WOMI; Jack Harris, War Department; Jack Price, WBNS; J. H. Ryan, WSPD; Arch Shawd, WTOL; James Sheehy, WHAS; Alex Sherwood, Standard Radio; J. Porter Smith, WGRC; Neal A. Smith, WCOL; C. E. Schindler, WGRC; Dean Upson, WGRC; Ralph Wentworth, Lang-Worth; George L. Young, WSPD.

Eighth District

General discussion of industry problems marked the NAB 8th District meeting in Grand Rapids, Mich., Oct. 13-14. Featured were talks by Mr. Miller; Carl Haverlin, BMI station relations director; Mr. Kirby; Leonard Callahan, general counsel of SESAC; Ralph Wentworth; and Milt Blink, Standard Radio.

The following attended the meeting, at which John Fetzer, WKZO, Kalamazoo, district director, presided: J. B. Conley and Frank Tooke, WOWO-WGL, Fort Wayne; Lester Lindow, WFBM, Indianapolis; J. J. Flanigan, WIBC, Indianapolis; G. B. McConnel, Robert Bausman, and A. R. Jones, WISH, Indianapolis; R. H. Swintz, WSBT, South Bend; George Jackson, WBOW, Terre Haute; Dan Jayne, WELL, Battle Creek; Mr. and Mrs. Howard Loeb, WFDF, Flint; Leonard Verslius, WLAV, Grand Rapids; Owen Uridge, WJR, Detroit; Ray V. Hamilton and J. W. O'Harrow, WKZO, Kalamazoo; Grant F. Ashbacker and W. C. Wester, WKBZ, Muskegon; Angus Pfaff, WHLS, Port Huron; Jack Harris, War Dept.; W. B. Parsons, NBC Therausus, and Sheldon Hickox, NBC.

A highlight feature of the District 10 meeting in Omaha, Oct. 15-16, attended by about 40 broadcasters, was the sales managers' conference, presided over by Sam Bennett, of KMBC, Kansis City. Jack Harris, director of news and special events of the radio branch of the War Department Bureau of Public Relations, also participated in the conference of news editors, another feature of the Omaha meeting. John J. Gillin Jr., general manager of WOW, Omaha, and 10th District director, presided at the general session.

Tom Connolly, manager of CBS program promotion, addressed the sales managers' meeting Oct. 16, along with Frank Pellegrin, director of the NAB department of broadcast advertising. Mr. Pellegrin also addressed the Omaha Advertising Club on "Retail Selling by Radio".

Attending the sales managers' meeting were: Craig Lawrence, KSO-KRNT; Mrs. V. J. LeBarron, KGNF; Art Weaver, KOIL-KFAB; Merle S. Jones, KMOX; Al Ramsey, Andy Anderson, J. C Rapp, KMA; Morgan Sexton KROS; J. M. Lowman, KOIL-KFAB; Howard O. Peterson WOW; Harold W. Fulton, Hale Bondurant, WHO; Buryl Lotteridge, WOC; J. J. Gillin Jr. WOW; Holly Shively, John Blair & Co.; Wm. B. Quarton, WMT.

A corrected list of coming district meetings, as released by the NAB last Friday, follows:

District 1—Oct. 28, Bancroft Hotel Worcester, Mass.
District 2—Oct. 29-30, Onondaga Hotel Syracuse, N. Y.
District 5—Nov. 5-6, Henry Grady Hotel Atlanta, Ga.
District 6—Nov. 17-18, Peabody Hotel Memphis, Tenn.
District 11—Dec. 11-12, Nicollet Hotel Minneapolis, Minn.
District 13—Nov. 20, Baker Hotel, Dallas Tex.
District 14—Dec. 8-9, Denver, Col.
District 15—Nov. 28-29, San Francisco Cal.
District 16—Nov. 24-25, Los Angeles Cal.
District 17—Dec. 1-2, Seattle, Wash., Portland, Ore.
The District 3 meeting will not be held until afteer the first of the year, the NAB indicated.

MERRY CHRISTMAS

IT'S A LITTLE EARLY FOR CHRISTMAS GREETINGS BUT NOT TOO EARLY TO AUDITION
THE BEST CHRISTMAS SHOW YOU'VE EVER HEARD
SO EXCEPTIONAL · SO AMUSING · SO INTERESTING
to Adults as well as Kiddies that one Sponsor in each City will grab it.
15 Quarter Hour Xmas Programs and 45 more without XMAS "tie-in" that can follow.
THE TITLE: STREAMLINED FAIRY TALES
Produced like the ever-POPULAR CARTOON MOVIES with impersonations—DRAMATIZATIONS—sound effects, etc. Modern versions of well known fairy tales. An outstanding program—hear it and be convinced.
COMPLETE BROCHURE ON REQUEST.
Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . NEW YORK CITY

YOU GET THE Cream OF SALES, PARTNER, WITH


KGVO
MISSOULA · MONTANA

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

Results by Radio Explained to AFA

Allison Tells Advantages at Tulsa Advertising Session

RADIO, newspaper, direct mail, outdoor and advertising men of other allied interests met in Tulsa Oct. 16-18 for a discussion of mutual problems, in connection with the Advertising Federation of America's three-day tenth district convention.

Neville Miller, president of the NAB; M. F. Allison, Cincinnati, promotion manager of WLW, appearing for J. D. Shouse, Crosley vice-president, and other radio men called for direct action in improving the merchandising angles of radio advertising and campaigns.

Allison's Talk

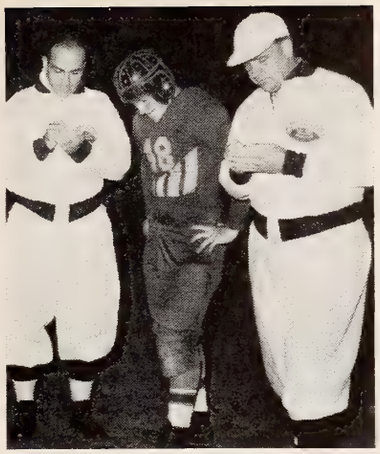
In a talk, "How to Get Results from Radio Advertising," Mr. Allison expressed no magic formula for radio campaign successes, but declared the focal point of most successful radio is directed toward outstanding retail merchandising.

"I refer," he said, "to merchandising campaigns that jar everybody out of their lethargy from the vice-president on down to the office boy . . . a campaign that sends salesmen singing on their jobs . . . a campaign that awakens dealers from the moment their doors swing open in the morning until they creak to a close at night . . . a campaign that so closely identifies product-program and dealer that the customer finds it almost impossible to buy anything but your product, at your price."

"Probably radio's biggest reason for success is the fact that intelligent advertisers have diligently merchandised it," he said. "It is entirely possible that other media, except for radio's one inherent advantage (the 8 to 1 radio advantage in impressions per dollar spent in advertising over newspaper and a 12 to 1 advantage over a magazines) could have done the same thing. The most successful advertisers have demonstrated that radio advertising works best when you keep everlastingly at it and it's up to the advertiser, the management, the agencies, the radio program department and their promotion staffs to keep everlastingly at it, too. Hand in hand, such a program will get sales results."

Vaporizer Spots

VAPO-CRESOLENE Co., New York (vaporizer lamp), on Nov. 17 starts one-minute announcements on WLW, Cincinnati, and WSB, Atlanta. Contracts run for 26 weeks. Irwin Vladimir & Co., New York, handles the account.



BIG LLOYD YODER, former Carnegie Tech All-American football player and a West Coast grid official while with NBC in San Francisco, is now one of the Rocky Mountain section's best-known officials. Here he is (at right) in conference during a recent game between Denver U and Brigham Young U.

Longines Tunes

LONGINES - WITTNAUER WATCH Co., New York, during the past two weeks has added five stations to its list carrying the *World's Most Honored Music* programs which are now on a total of 124. Schedules vary from one half-hour show to six quarter-hour shows weekly. New stations are WTCN, Milwaukee; WBT, Charlotte; KXOK, St. Louis; KDKA, Pittsburgh, and WENR, Chicago. Agency is Arthur Rosenberg Co., New York.

Six Join Mutual

SIX STATIONS, on Oct. 16 joined MBS as affiliates of the North Central Broadcasting System, bringing Mutual's total number of outlets to 180. New stations, all on unlimited time, are WHDF, Calument, Mich., 1400 kc., 250 watts; in Wisconsin, WSAU, Wausau, 1400 kc., 250 watts; KFIZ, Fond du Lac, 1450 kc., 100 watts; WFHR, Wisconsin Rapids, 1340 kc., 250 day and 100 night; WHBY, Appleton, 1230 kc., 250 watts, and WHBL, Sheboygan, 1330 kc., 1,000 day, 250 night. On Oct. 19, WRNL, Richmond, replaced WRVA as the Mutual affiliate in that city.

Shell Jingles

SHELL OIL Co., New York, is conducting a campaign urging motorists to "winterize" their cars with Shell products. One-minute jingles describe six specific steps to be taken on about 55 stations, most of which are used on a year-round basis for announcements. Starting in northern states and proceeding south two weeks in advance of cold spells, the campaign will end in Florida about Dec. 1. Agency is J. Walter Thompson Co., New York.

LUDENS SCHEDULE HAS 108 STATIONS

LARGEST fall and winter spot campaign in the company's history, comprising one-minute live and chain-break announcements 3 to 10 times weekly on 108 stations, is being launched by Ludens Inc., Reading, Pa., for its mentholated cough drops. Campaign got under way on six stations Oct. 6 with others being added on a graduated scale until Nov. 17.

In addition company is starting one 15-minute news period weekly each on WLW, Cincinnati, and WABC, New York, and five-minute musical programs thrice-weekly on KDKA, Pittsburgh, and twice-weekly on KNX, KARM and KSFO. Contracts run 13 to 26 weeks. Agency is J. M. Mathes Inc., New York. Spot list includes:

WOKO	WMBR	KRNT	WLW
WTIC	WSFA	KMBC	WCKY
WJAR	WGAC	WMT	WTAM
WGY	WCAO	KFH	WSPD
WTAG	WALA	KGNC	WBNS
WDEL	WFOY	KLRH	WHIO
WRAK	WOR	WKY	WJR
KGGM	WBBM	KGKO	WISN
WGBI	WWNC	WFAA	WOOD-WASH
KVSF	WCSC	KTUC	
KFBK	WDNC	KTRH	WDOD
KTSM	WBIG	KTSA	WNOX
KOY	WFBC	KRGV	WAVE
KTUC	WTAR	KLZ	WREC
KSUN	WPTF	KSL	WOPI
KPO	WMBG	KGHL	WSM
KIRO	WRVA	KGIR	WMBD
KFPY	WDBJ	KRBM	WOWO
KEX	WSJS	KPFA	KMOX
KIDO	WBT	KYW	WISH
WKBN	WHP	WKBW	WLBZ
WJDX	KFYR	WGR	WGAN
WWL	WDAY	WFBL	WCAX
KWKH	WNAX	WNBF	WLAW
WGST	KDAL	WHAM	WJSV
WTUC	WCCO	WIBX	WCAO.
WMAZ	WTCN	WSAN	
WAPI	WHO	WAZL	



HERE'S INDIANA

★ Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Large shaded area daytime 0.5 MV. Line 5000 watts — non-directional. Inside area 0.5 MV. nights 1000 watts.

Indiana's Friendly Station Serves Hoosierland

★ ★ WIBC ★ ★

INDIANAPOLIS

Mutual Broadcasting System

Represented by HOWARD H. WILSON CO.
New York, Chicago, Kansas City

Only by TRANSCRIPTION can you

Transmit Your Program

• WHERE you want it

• WHEN you want it

Reach any market, anywhere, anytime
Economically—Speedily—Safely with

ELECTRICAL TRANSCRIPTIONS



1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.



KIRO THE FRIENDLY STATION

SEATTLE • 50,000 watts • CBS

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Youngstown
America's
*35th
Market
WFMJ
Youngstown's
Favorite Station
NBC AFFILIATE
*U. S. Census Bureau

Lowest
National Rates
In New Orleans!
QUARTER HOUR, 1 TIME
Night
RED 60.00
BLUE 60.00
C.B.S. 130.00
MUTUAL (WNOE) 40.00
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

MOVING?
If so—CJOR offers a fine location at the top of the dial where listeners in this area always tune for the best.
CJOR
Vancouver—B. C.
1000 Watts
National Representatives
J. H. McGillvra (U. S.)
H. N. Stovin (Canada)

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

30,000,000 Living Within FM Reach

Growing Listener Response Is Claimed by FMBI

MORE than 38,000,000 people live within ample listening distance of at least one FM station operating on a regular schedule, according to results of a survey recently completed by FM Broadcasters Inc., national trade association of the high-frequency outlets. The study, conducted among the 17 commercial stations already on the air, also shows that they may hear programs that are from 60% to 100% exclusively FM.

Of the 17 stations, 15 of which are operated by standard broadcast stations, FMBI points out there is surprisingly little duplication of the programs heard over the AM parent outlets in the same area. The breakdown reveals that 89.6% of the FM programming is already exclusive with the duplication occurring largely with network and local shows demanded by listeners.

Listener Response

Although the FCC has authorized a total of 59 commercial FM stations so far, 42 are still in the construction stage. The other 17 are on the air in such cities as New York, Chicago, Milwaukee, Los Angeles, Detroit, Boston, Hartford, Pittsburgh, Nashville and in a large portion of New England.

Schedules of these stations range from 8 to 20 hours daily with 13½ hours as the average, according to FMBI's survey.

Growing listener interest on a steadily increasing scale is reported by the FM stations with public reaction, as evinced by the sales of receivers and fan mail, in an "enthusiastic and promising" stage. Widest set distribution, the FMBI research states, apparently has been undertaken by General Electric, Stromberg-Carlson and Zenith, all mentioned as leaders in 12 major markets.

WXYZ Changes

H. ALLAN CAMPBELL, general manager of WXYZ, Detroit, has announced the promotion of James G. Riddell, formerly WXYZ traffic supervisor, to assistant sales manager, and H. Earl Moore, formerly office manager, to studio manager. Lambert B. Beeuwkes, formerly of KYW, Philadelphia, also has joined WXYZ, as sales promotion and advertising director, and David H. Harris, of WOOD-WASH, Grand Rapids, Mich., as traffic and continuity chief.

Hartford Store's FM

TUCKEL'S RADIO & APPLIANCE Store, Hartford, Conn., on Oct. 12 started the second sponsored program heard on W65H, Hartford FM outlet. The half-hour recorded request feature was placed by Julian Gross Agency, Hartford. W65H's first commercial feature, sponsored by Watkins Brothers and featuring Otto Neubauer at the piano and solovox, started early in October.



FIRST COMMERCIAL FM contract in Philadelphia was penned last week by Samuel Feld (left), general manager of Adams Clothes Store, chain of men's furnishing stores in the Philadelphia area, with Benedict Gimbel, Jr., president of WIP, Philadelphia, and its FM adjunct, W49PH, soon to go into operation. In the background lending his smile of approval is Harry Dittman, head of H. M. Dittman Adv. Agency, Philadelphia, handling the Adams account.

PREMIUM TESTING

Sponsors Are Offered New Service by WLW

A PREMIUM testing service will be offered network and spot advertisers by WLW, Cincinnati, effective Nov. 15. Premiums will be submitted two weeks before the offer to a selected group of housewives chosen from the Consumers' Foundation and representing all economic classes.

The group will be asked to evaluate premiums and results of the pre-testings will be made available to advertisers using premiums. The service also "will include the privilege of cut-in announcements by network advertisers referring to premium appeals while all such announcements will not be considered as commercial copy in WLW continuity," the station announces.

New England FM Is Set For Hearing

Three Applicants Seeking the Same Class C Channel

THREE applications for the 43.5 mc. FM Class C channel in the New England area were designated for consolidated hearing when the FCC last Tuesday ordered the requests of W65H, Hartford, W57A Schenectady, and Radio Voice of New Hampshire Inc., Manchester N. H., to be heard jointly.

W65H, owned by WDRC, is already the holder of a construction permit for a new FM station on 46.5 mc., although W65H is operating commercially on the frequency under a special authorization, while W57A, General Electric owned, is permittee for an outlet on the 45.7 mc. channel.

Seek Choice Assignment

The application of The Radio Voice of New Hampshire Inc., licensee of standard broadcast station WMUR, Manchester, is for a construction permit for a new Class C station on 43.5 mc., proposing to cover an area of 20,29 square miles. W65H and W57 propose to serve 13,944 sq. mi. an 15,200 sq. mi., respectively, if the modifications are allowed. As a three are in the same service are the Class C assignment can on be granted to one.

The FCC at the same meetin dismissed petition of WDRC In against the Commission's grant last June 17 authorizing a ne Class C FM station to New Yo Municipal Broadcasting System 43.5 mc. However, on its ov motion, the FCC ordered that t New York construction permit recalled and the permit reissu on the 43.9 mc. channel to serve t same 3,900 square mile area. A tion automatically changes the c letters from W35NY to W39NY.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC
Long Island City, N.Y.

AFM Walkout

(*Continued from page 10*)

nd the British ambassador, and ice-President Henry Wallace. ince the symphony musicians are mployed as staff members of NBC n New York, withdrawal of this roup would have cancelled the roadcast, with possible Governental repercussions.

Mr. Petrillo lost another round n his legal battle with the Ameran Guild of Musical Artists for urisdiction over instrumental oloists last week when New York upreme Court Justice Julius Iiller granted the Guild's motion or examination of Mr. Petrillo beore trial, ordering the musicians nion chief to appear in court Oct. 4 and to produce books and records ecessary for the examination. uild is suing to enjoin Mr. Petillo and his union for interefering r threatening to interfere with GMA members.

Plough Spots

LOUGH Inc., Memphis (aspirin, reethem), is currently sponsoring thrice-weekly quarter-hour early orning program, titled *Musical lock* on 32 Don Lee stations, Ionday, Wednesday, Friday, 7:15-:30 a.m. (PST). Contract is for 2 weeks, having started Sept. 29. eries features recorded music ith light commentary by Bill avidson, Hollywood announcer. gency is Lake-Spiro-Shurman, Iemphis.

Elgin for 4 Weeks

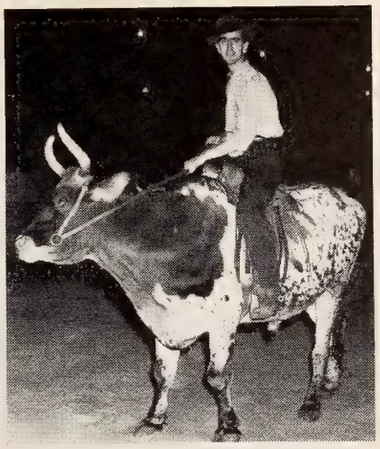
LGIN WATCH Co., Elgin, Ill., rough Wm. Esty & Co., New ork, on Dec. 5 starts for four eeks a series of Christmas proams featuring Shirley Temple, hild film actress, on 70 CBS staons, Friday, 10-10:30 p.m. (EST). eries will fill in for the four weeks' ayoff of Louella Parsons' *Hollyood Premiere*, sponsored on that st of stations by Lever Bros. Co. Lifebuoy). Richard Marvin, agenradio director, negotiated the eal.

Cosmetic Discs

ATIONAL TOILET Co., Paris, enn. (Nadinola cream), has startd a campaign of one-minute tranribed dramatized announcements ix days weekly on 21 southern tations: WOPI WALA WSFA ARK WMBR WQAM WFLA VSB WWL KWKH WJDX WBT VTMA WIS WMC KTSM KTRH VOAI WTAR WRVA. Agency is oche, Williams & Cunnyngham, hicago.

We sell your product as you'd sell it yourself—person-to-person—sincerely — recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA



THESE TWO performers recently entertained at the show staged by the Florence, S. C., Saddle Club. Astride the stalwart steed is Russ Holt, WOLS commercial manager.

MORE MANEUVERS
Seaboard Stations Aid in Plane Exercises

RADIO, which played a big part in the success of the initial test of the Aircraft Warning Service in the Oct. 10-16 test exercises on the Northeast Atlantic seaboard, will cooperate further during the week of Oct. 20 during the second phase of the civilian spotting exercises in the Southeast and later during maneuvers on the West Coast. The Northeast exercises indicated definitely that radio plays a headline part in aircraft defense, according to the War Department.

With most of the seaboard stations cooperating in issuing Army bulletins from the First Air Interceptor Command of the First Air Force, about 3,700 civilian observers in the Northeast area participated in the exercises. All three networks covered the exercises. NBC carried a quarter-hour two-plane shortwave stunt, opening and closing from the planes and stressing the part the Interceptor Command plays in fighting off air attacks.

CBS turned over its *Spirit of '41* feature to the exercises, making pickups from the information center, where warnings are received and charted, an observation post and an intercepting flight. MBS followed a similar plan, emphasizing the use of searchlight batteries during night operations.

Where Sales Multiply

Air Castle of the South

W E

50,000 WATTS CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

McCarthy, Fibber McGee Lead Hooper's Ratings

WITH all radio listening showing a sharp increase during the first part of October, Charlie McCarthy with a rating of 28.3 still heads the list of the "first 15" programs listed in the C. E. Hooper national ratings on evening programs, issued Oct. 16.

Second is Fibber McGee, whose ranking of 27.7 was achieved on the second broadcast of the fall series. Third place with a 25.6 rating went to the *Aldrich Family*, followed by Bob Hope with 25.4, as checked by Hooper on his second broadcast. Fifth on the list is *Coffee Time* and sixth is *Lux Radio Theatre*. Walter Winchell and Jack Benny, who battled for first place during May and June, now are seventh and eighth on the list, respectively. Following Benny are *Time to Smile*, *One Man's Family*, *Mr. District Attorney*, Major Bowes, Burns & Allen, Rudy Vallee and Kay Kyser.

More Lorillard

P. LORILLARD Co., New York (Old Gold cigarettes), will sponsor a new network show on a coast-to-coast NBC-Blue hookup starting Nov. 3, 7-7:30 p.m., with a repeat 11-11:30. No further details were set by the agency, J. Walter Thompson Co., New York, as BROADCASTING went to press. In addition, company on Oct. 15 started sponsorship of *Tony Wakeman*, a 1-5 p.m. six-time weekly recording and sports results program, on WINX, Washington.

5000 watts Day & Night *means* more listeners in the Intermountain Market for KDYL programs

KDYL

The POPULAR Station

Salt Lake City

Representative JOHN BLAIR & CO.

NBC RED NETWORK

THREE SPOTS DAILY— ONE NIGHT TIME FOR A YEAR.

WMBG has run four spots daily for one client for a year this month. The contract is being renewed for another year; and additional time is also being negotiated for.

Why? Because WMBG got results.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 11 TO OCTOBER 17 INCLUSIVE

Decisions . . .

OCTOBER 14

NEW, J. E. Rodman, Fresno, Cal.—Granted CP new station 1340 kc 250 w unl. facilities to be vacated by KARM.

KVOO, Tulsa, Okla.—Granted modific. special service authorization unl. with 25 kw N directional 50 kw D on 1170 kc.

WFNC, Fayetteville, N. C.—Granted modific. license 250 w unl. shift 1450 kc.

DESIGNATED FOR HEARING—**W65H, Hartford,** applic. modific. CP new FM station 43.5 mc 13,944 sq. mi.; **W57A, Schenectady,** applic. modific. CP new FM station 43.5 mc 15,200 sq. mi.; **NEW, The Radio Voice of New Hampshire Inc., Manchester,** CP new FM station 43.5 mc 20,290 sq. mi. (all designated for consolidated hearing Class C frequency).

MISCELLANEOUS—**WDRC Inc., Hartford,** dismissed petition rehearsing against grant to W35NY. On FCC's own motion W35NY reassigned to 43.9 mc.

OCTOBER 15

NEW, Associated Broadcasters Inc., San Francisco—Granted CP new international station 6060 kc sharing with WCBX and WCRC, 9570 and 11870 kc with WBOS; 15350 kc with WRUL and WRUW; 17760 and 21610 kc unl., 100 kw.

DESIGNATED FOR HEARING—**W8XO, Cincinnati,** applic. CP transmitter changes increase 750 kw.

MISCELLANEOUS—W71RF, Rockford, Ill., denied petition modify CP; **KOB, Albuquerque, N. M.,** granted modific. special service authorization; **WIBG, Glenside, Pa.,** granted continuance hearing to 11-21-41; **WHAS, Louisville, Ky.,** granted petition dismissing application 840 kc 500 kw unl.; **KVOA, Tuscon, KGGM, Albuquerque, and KFVS, Sante Fe,** granted postponement hearing to 12-22-41.

Applications . . .

OCTOBER 13

NEW, New Jersey Broadcasting Co., Newark—Amend applic. CP new FM station 49.1 mc 5,580 sq. mi. 11,194,000 pop.

KTHS, Hot Springs, Ark.—Modification special service authorization 1 kw N 10 kw to LS simultaneous WBAL.

KOBH, Rapid City, S. D.—CP 1280 kc contingent on WTCN shift increase 1 kw N 5 kw N new directional, transmitter.

KXRO, Aberdeen, Wash.—CP change 1520 kc increase 1 kw install new transmitter.

NEW, Palo Alto Radio Station, Palo Alto, Cal.—CP new station 1370 kc 1 kw directional N.

NEW, The Associated Broadcasters Inc., San Francisco County, Cal.—CP international station 6140, 9570, 11870, 15210, 17760, 21540 kc 100 kw. Unl. on 17760 share other with WBOS.

WBRY, Waterbury, Conn.—Amended modific. CP to request 1590 kc omit power change equipment, etc.

WMBR, Jacksonville, Fla.—Amended applic. CP change 1460 kc directional N 5 kw.

WASK, Lafayette, Ind.—Amend modific. CP new station 1450 kc 250 w unl.

OCTOBER 16

W81PH, Philadelphia, Pa.—Modification CP new FM station to 46.5 mc.

WCOA, Pensacola, Fla.—CP change 1030 kc increase 10 kw N & D directional N.

KDNT, Denton, Tex.—CP equipment changes increase 250 w.

WPAX, Thomasville, Ga.—CP install new transmitter.

NEW, Truett Kimzey, Greenville, Tex.—CP new station 1400 kc 250 w unl.

WOLS, Florence, S. C.—Voluntary assignment license to the Florence Broadcasting Co.

WLOL, Minneapolis — Relinquishment ontrol by John P. Devaney, deceased, through increase capital stock 1,000 shares.

NEW, WHFC, Inc., Cicero, Ill.—Amend application CP new FM station 48.3 mc 10,800 sq. mi. 5,111,622 population.

KFXJ, Grand Junction, Col.—Amend applic. CP to 920 kc.

NEW, Aloha Broadcasting Co., Honolulu—CP new station 1340 kc 250 w unl.

Tentative Calendar . . .

WIBG, Glenside, Pa., modification license 990 kc 1 kw D ltd. Knoxville (Nov. 21).

KVOA, Tucson, Ariz., CP 590 kc 1 kw unl direction D & N; **KGGM, Albuquerque, N. M.,** CP 590 kc 5 kw unl. directional N; **KVSF, Sante Fe, N. M.,** CP 1260 kc 1 kw unl (consolidated hearing, Dec. 22).

HIGH COURT GRANTS APPEAL TO ASCAP

THE U. S. Supreme Court last Monday granted a review of the Washington anti-ASCAP case, Buck v. Case. Although no date was set, it was indicated that argument would not be heard for some weeks. The case was appealed after a three-judge Federal District Court in Washington had held ASCAP to be a combination in restraint of trade within the Sherman Antitrust Act, and that under the "clean hands" doctrine it could not invoke the aid of a court of equity to enjoin enforcement of the Washington anti-ASCAP law.

The Supreme Court also refused to review the decision of the New York Court of Appeals in Weber v. Opera on Tour Inc., on grounds that the record did not show that the Federal question presented by the petition for review was necessarily decided by the lower court.

The New York court had decided that a musicians' union does not have the right to induce the stagehands' union to order stagehands not to work for a touring opera company because it used recorded music and refused to hire musicians. In enjoining the acts of the musicians' union, the New York court decided that no "labor dispute" was involved within the meaning of the New York Anti-injunction Act.

A SPECIAL list of college songs, football marches and patriotic music has been released to radio by SESAC.

WBYN and ABTU Settle Differences on Oct. 10

STRIKE of the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers against WBYN, was settled the evening of Oct. 10, with the men returning to work that same evening, less than 36 hours after they had walked out at noon the previous day. Settlement was along the lines previously agreed to by station and union, it was reported, with the management submitting to ABTU demands that one employe, described by the union as "not a qualified technician in any sense of the word", be assigned to other work.

George Heller, executive secretary of the New York local of the American Federation of Radio Artists, sat in on the conference. AFRA will shortly begin negotiations with WBYN.

John Lapp, labor counsel for the Rural Electrification Administration, has agreed to arbitrate the differences between ABTU and CBS over wage increases for technicians at CBS M & O stations. No date had been set last week for Mr. Lapp to hear arguments.

NAM Case Arbitrated

COMPLAINT of Laurence Hammond against National Assn. of Manufacturers was settled last week by the American Arbitration Assn., which handed down a decision giving property and origination rights to the NAM for its NBC-Red program *Defense For America*, and upholding Hammond's claim for full payment as former producer of the series. The program will be discontinued Oct. 25 by the NAM upon notification from NBC, which is understood to have a prospective sponsor for the 7-7:30 p.m. period.



PERFORMANCE CHARACTERISTICS OF **LAPP** RADIO INSULATORS ARE DEPENDABLE FACTORS

Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipment includes that for 60-cycle electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of units at radio frequency—heat run, radio frequency flashover, corona determination and capacitance. A 1,500,000 lb. hydraulic press is used—for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify **LAPP** FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts

All time EST unless otherwise indicated.

New Business

PLOUGH Inc., Memhpis (aspirin. Breethem), on Sept. 29 started for 52 weeks *Musical Clock* on 32 Don Lee stations, Mon., Wed., Fri., 7:15-7:30 a.m. (PST). Agency: Lake-Spiro-Shurman, Memphis.

YOUNG PEOPLE'S CHURCH of the Air, Philadelphia (religious), on Oct. 19 resumed *The Young People's Church of the Air* on 80 MBS, Sun.. 4:30-5 p.m. Agency: Ivey & Ellington, Philadelphia.

Renewal Accounts

UNION OIL CO., Los Angeles (gas and oil), has renewed *Nelson Pringle's News* on 3 CBS Pacific stations, Mon. thru Fri., 7:45-8 a.m. (PST). Agency: Lord & Thomas, Los Angeles.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Nov. 14 renews for 13 weeks *Information Please* on 98 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

PLANTERS NUT & CHOCOLATE Co., San Francisco, on Oct. 17 renewed for 52 weeks *What's On Your Mind* on 14 CBS Pacific and Transcontinental stations, Fri., 6-6:30 p.m. (PST). Agency: Raymond R. Morgan Co., Los Angeles.

Network Changes

LEVER BROS. Co., Cambridge (Rinso), on Oct. 8 added 15 stations to *Big Town*, now on 72 CBS stations, Wed., 8-8:30 p.m. Two of the new stations are KGMB, Honolulu, and KHBC, Hilo, which receive recordings of the broadcasts, repeating them three weeks after regular program. Agency: Ruthrauff & Ryan, N. Y.

LEWIS-HOWE MEDICINE Co., St Louis (Tums), on Oct. 21 adds 18 NBC-Red stations to Horace Heidt's *Treasure Chest*, making a total of 6[illegible] NBC-Red stations, Tues., 8:30-[illegible] p.m. Agency: Stack-Goble Adv Agency, Chicago.

PARKER PEN Co., Janesville, Wis. (Quink), on Oct. 12 shifted transcribed *Walt Disney's Song Parade* on 78 MBS stations from Chicago to Hollywood, Sun., 3:30-3:45 p.m (EST). Agency: Blackett-Sample Hummert, Chicago.

BRISTOL-MYERS Co., New York (Minut-Rub), on Oct. 27 shifts *Up-to-the-Minute News* by Frank Bingman, on 8 NBC-Pacific Red stations Mon., Wed., Fri., 3:45-4 p.m. to 4:45-5 p.m. (PST). Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Duz), on Nov. 3 substitute *The Bartons* for *The Goldbergs* on NBC-Red. Mon. thru Fri., 11:30-11:45 a.m., and adds 11 stations, making a total of 47. Agency: Compton Adv., N. Y.

BARBASOL Co., Indianapolis (shaving cream), on Oct. 19 added six stations (WFBR WCAE KFEL WGR WLOL WTHT) to *Gabriel Heatter* making a total of 20 MBS stations Sun. 8:45-9 p.m. Agency: Erwin Wasey & Co., N. Y.

Discs for 150

EX-LAX Inc., Brooklyn (Jest Ex-Lax, starting Nov. 8 will sponsor a two-hour disc-request program, Saturday evenings, 8-10 p.m. Titled *Life of the Party*, program has Don Phillips as m.c. Company is also in the midst of an extensive spot campaign on more than 1[illegible] stations. Joseph Katz Co., New York, handles the account.

Rockies Booklet

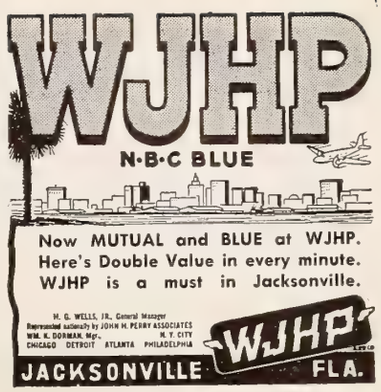
OCKY MOUNTAIN Radio Coun-l, consisting of colleges, univer-ties, parent-teachers' associations nd other educational groups in e Rocky Mountain area, for the urpose of coordinating education-radio in that section, has issued 24-page booklet summarizing the tivities of the Council for the ear 1940-41.

Sex Talk

TINY ring-bound booklet titled "Small Talk About Sex" has been issued by WBBM, Chicago, to prospects for its sustaining *Every Woman's World* program [BROADCASTING, Sept. 29]. Booklet uses a light approach on biography of Lorraine Hall, commentator, and description of market with cartoon illustrations.

Minit-Rub Plans

DINAH SHORE will be the singing star of the new Bristol-Myers show for Minit-Rub to get under way Sunday, Nov. 2, 9:45-10 p.m. on 102 NBC-Blue stations [BROADCASTING, Oct. 6]. Under exclusive radio contract to Eddie Cantor who is heard for the same sponsor, Wednesday, 9-9:30 p.m. on NBC-Red, Miss Shore comes to the new show with the comedian's consent but will continue her role on the Cantor *Time to Smile* show. Name band which is also scheduled to be featured on the program has not yet been chosen. Agency is Young & Rubicam, New York.



CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

ngineer—With first class license, draft status, and expected salary, at once. WSLB, Ogdensburg, New York.

icensed Operator—Voice adaptable announcing. Experience unnecessary. Prefer young married man draft exempt. State qualifications, salary, picture. Rocky Mountain West. Box 27A, BROADCASTING.

ombination Announcer-Engineer—Wanted by local network affiliated station. In detailed reply state age, experience, starting salary expected, present connection, references. Enclose recent snapshot. Box 28A, BROADCASTING.

alesman—Well established MBS affiliate, Southeast, offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 41A, BROADCASTING.

alesman—With confidence and ability to produce in a good market near New York. We want to sell time rather than announcements on a station programmed to refined tastes, specializing in good music. Perhaps the man for this job is currently employed but seeking a steady salaried position in which his earnings will reflect his ability. Give full details in first letter. All replies confidential. Our own employees know of this ad. Box 45A, BROADCASTING.

Situations Wanted

ROGRAM DIRECTOR, Excellent EXPERIENCE. Box 34A, BROADCASTING.

xperienced Announcer, Copywriter—Desires change from home town. Draft exempt. Box 37A, BROADCASTING.

ports Announcer—Now employed 50KW wishes connection to build real sports department. Box 40A, BROADCASTING.

rogram-Production Man—Fifteen years' experience. Now with CBS 5,000 watter. Wishes to make change. Box 31A, BROADCASTING.

ecording Engineer—Ten years' experience with leading radio concerns (wax-acetate recording). Presently employed. Draft exempt. Go anywhere. Box 39A, BROADCASTING.

dea Man, Announcer — Narrator-writer wishes to identify himself with radio station where the accent is on 1942 radio requirements. Box 36A, BROADCASTING.

ommercial Manager-Manager — Proven sales record on local and national accounts. Managed regional and basic network stations—anxious to make permanent connection. Box 44A, BROADCASTING.

nnouncer — Good commercial, newscaster, Mutual and NBC Blue experience . . . married . . . now employed NBC Blue. Studio Control Operator. Good reason for wanting change. Box 43A, BROADCASTING.

Situations Wanted (Continued)

Announcer-Continuity Man — Dramatic student, former newspaper reporter, recording engineer, now employed large advertising agency, seeks place with small station. Draft exempt. Box 35A, BROADCASTING.

Station Manager — Available. Married, sober, reliable, age 37, twelve years experience from announcer up. Employed at present. Can go anywhere, however, prefer the south. Box 30A, BROADCASTING.

Young Woman — 28, 6 yrs. experience; newspaper background, wants radio career. Present position, program director 250 watt station. Experienced announcer woman's program, publicity, traffic, secretary. Will go anywhere. Box 38A, BROADCASTING.

Salesman Executive — Fourteen years in radio, newspaper; five in retail promotion, advertising; college degree, have equipped me to sell, write radio. At peak in present position. Want greater opportunity. Box 32A, BROADCASTING.

Station Owners — Do you need more economical, efficient, profitable operation? I may be the man to manage your station. Ten years experience on major statons and networks. Proven ability in Promotion and National Sales. Former Time Buyer for one of largest agencies. Former Producer of best known Major Network Programs. Well known in principal agencies. Interested only in network affiliate in good market. Services are not cheap, but will pay dividends. Available within thirty to sixty days. Best references. Box 33A, BROADCASTING.

Agency Radio Director—With strong sales, promotion, merchandising and publicity background wants responsible sales and/or promotion job with station or agency. CBS NY and Washington selling experience. 33, single. Box 46A, BROADCASTING.

Commercial Manager or Assistant—Excellent and successful background in business, and considerable experience in all phases of radio, announcing, writing, production, etc. Box 47A, BROADCASTING.

Wanted To Buy

Complete—Used equipment for local station. Write Box 26A, BROADCASTING.

250 Watt Used Transmitter — Frequency Monitor, Modulation Monitor, and 150-200 foot Tower. Box 29A, BROADCASTING.

1 KW Transmitter — Must be good condition. State make, price and length of service. Box 1120, Aberdeen, Wash.

For Sale

For Sale—Or Will Trade . . . Gates Limiting Amplifier . . . WMFF, Plattsburg, New York.

Truscon Tower—264 feet with three Lapp insulators, two years old, Station KFJZ, Ft. Worth, Texas.

For Sale—One 6B Western Electric 1 KW Transmitter complete in good condition. Further details write Box 42A, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
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Industry to Present Radio-Press Case

FCC and Counsel Hold Sessions to Agree On Procedure

WITH plans being formulated for early presentation of testimony by industry witnesses, through the Newspaper-Radio Committee, the FCC's newspaper-ownership inquiry tumbled along to completion of the press association phase of the investigation last Thursday.

FCC witnesses are scheduled to be on the stand when the proceedings resume Thursday, Oct. 23, but conferences during the last week indicated the FCC is disposed to have the Newspaper-Radio Committee begin its case as soon as possible.

Conference Held

Counsel for the FCC and the industry held a half-day conference last Friday, acting upon a suggestion of the FCC that counsel get together to agree on a basic list of newspaper stations which could serve as the basis of statistical analysis. The suggestion came after a 40-minute conference Thursday morning, attended by the Commission en banc and counsel.

Another meeting of counsel is scheduled for Oct. 22, after which the FCC will set a date for the industry presentation. Participating in the conferences were Thomas E. Harris, FCC assistant general counsel; David D. Lloyd, head of the FCC newspaper investigating section; Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the Newspaper-Radio Committee; Louis G. Caldwell, counsel for WGN, Chicago.

At the Thursday session the FCC heard testimony of J. V. Connolly, president of King Features Syndicate, parent organization of INS, and Herbert S. Moore, president of Transradio News Service, last two witnesses in the press association phase of the proceeding.

Exhibits Identified

With Commissioner Paul A. Walker presiding, in the absence of Chairman Fly, who was attending a Defense Communications Board meeting, the Thursday morning session was given over to the concluding appearance of Mr. Connolly, who first testified at the inquiry during its opening days in July.

Questioned by FCC Special Counsel Marcus Cohn, handling the press association phase of the investigation, Mr. Connolly spent most of the morning identifying groups of Commission exhibits, covering correspondence between INS officials and newspaper and radio station executives.

Following his previous tack, Counsel Cohn introduced a series of exhibits indicating the apparent difficulties of radio stations in securing press association service in the face of local newspaper opposition [BROADCASTING, Oct. 13]. Mr. Connolly identified letters, telegrams and memoranda tracing development along this line during recent years in Bloomington, Ill., Savannah, Ga., Corpus Christi, Tex., and Des Moines.

Only One Side

Pointing out that FCC counsel was emphasizing cases where there was newspaper opposition, stemming from asset value agreements or exclusivity provisions contained in their contracts with news services, Mr. Connolly observed under cross-examination by Judge Thacher that the FCC did not ask for cases in which newspapers had waived asset value agreements to allow the press associations to serve radio stations.

Cross-examined by INS Counsel T. A. Brennan, Mr. Connolly stated when INS started its radio service six years ago, newspapers generally opposed the move from a competitive angle, considering both advertising revenue and circulation. "However, since then the experience of the use of news on radio stations has been such as to convince newspapers that radio's use of news helps rather than hinders circulation," he declared.

He said he thought the action of Associated Press in making its news service available to radio stations through Press Association has finally dispelled any telling newspaper opposition to extending service to broadcasters. He indicated that radio sales represent about a third of INS' receipts.

Moore Testifies

Herbert S. Moore, Transradio president, opening his half-day appearance, briefly sketched his newspaper experience leading up to founding Transradio in March, 1934. He said he has been majority stockholder since its organization. The press-radio agreement signalized the apparent end of independent news service for radio, Mr. Moore observed, pointing out that Transradio had been founded as a primary radio news service despite difficulties and considerable opposition growing out of the agreement.

Since its start, Transradio has been beset by hindrances, some traceable directly to rival press associations, he indicated. Citing the barring of radio correspondents from such places as the press galleries of the national and State capitols, Mr. Moore declared that despite these inconveniences and injustices, radio reporters finally won out after exercising "a little subterfuge" and perseverance. He pointed to organization of the radio press galleries in Congress as an outstanding achievement along this line.

Questioned by Counsel Cohn about alleged pressures exerted on foreign news services by the established American press associations, Mr. Moore said this definitely had been the case, to the detriment of Transradio and broadcasters, since as far back as 1934. He said such "pressures" had been brought on Havas, Reuter's and Exchange Telegraph Service.

RNA Organization

The editorial side of the operation of Radio News Assn., which he described as a wireless news service, is controlled by Transradio as a practical matter, Mr. Moore declared, although RNA otherwise operates as an independent entity, making its own contracts and selling its own service. He said 49% of its stock was owned by Transradio, with the remaining 51% distributed among a group of New York business and news men, including himself. RNA provides a complete news copy service, immediately usable for broadcasting rather than skeletonized news, he commented.

Among exhibits identified by Mr. Moore was a compilation showing 111 stations served by Transradio 12 Transradio newspaper clients and 10 RNA station clients, as of June, 1941. Other exhibits included lists showing nine stations granted "exclusive privileges" by RNA since March 1, 1934 and 30 radio clients granted "exclusive privileges" by Transradio during the same period.

Responding to Counsel Cohn, Mr. Moore termed Transradio reports probably the "most listenable" from a broadcasting viewpoint. He cited several Transradio newsbeats, at the invitation of Counsel Cohn, commenting that while Transradio has had its share of scoops, it also has had more than its share of instances where it did not report incorrect facts on outstanding news stories, as he said had been done by some others.

Open Door Policy

Speaking of the 1935 damage suit brought by Transradio against NBC, CBS, INS, AP, UP and ANPA, stemming from alleged effects of the press-radio agreement, Mr. Moore said that the affair had been settled in 1937 with a cash payment of $125,000, with both networks agreeing to an "open door policy" regarding press services.

He declared that Transradio's policy is to discourage exclusive contracts, instead persuading the client to include in his contract a "first refusal" provision covering exclusive service in his area.

Asked about alleged efforts of the other news services to buy up control of Transradio, Mr. Moore declared they had attempted to thwart Transradio's development in "a variety of ways", including purchase of stock. He said that during its eight years Transradio had averaged "just over in the black", although it has experienced "some very severe losses".

When Counsel Cohn, through his line of questioning, led Mr. Moore into a discussion of two cases in Zanesville, O., and Nashville, Tenn. where newspapers took Transradio service after they could get no other because of opposition by the competing local papers, Judge Thacher arose repeatedly to challenge the propriety of bringing into the record such cases, which he said involved only a quarrel between two newspapers. Chairman Fly finally indicated to Counsel Cohn that such cases could not be considered pertinent to the inquiry.

Mr. Moore then briefly recounted situations in Baltimore, Buffalo, Indianapolis and Evansville, Ind. in which radio clients of Transradio cancelled their contracts after local papers made "offers too attractive to turn down" to give newspaper publicity to the station if it signed with AP, UP or INS as the case may be. He also briefly reviewed Transradio's position in the Greenville, S. C., situation.

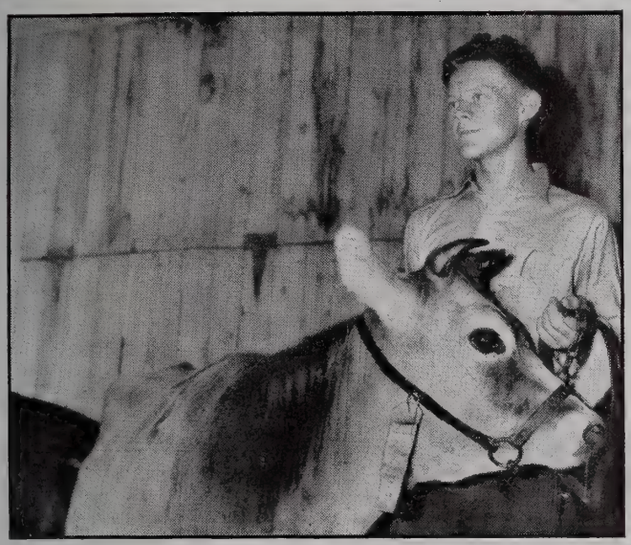


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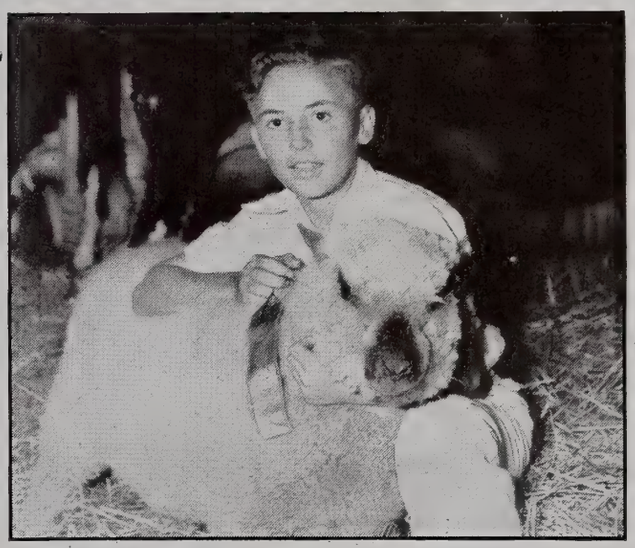
"I'm Sorry But You Can't Possibly See Him Until Captain Midnight Is Over!"

A Visit to the Georgetown 4-H Fair

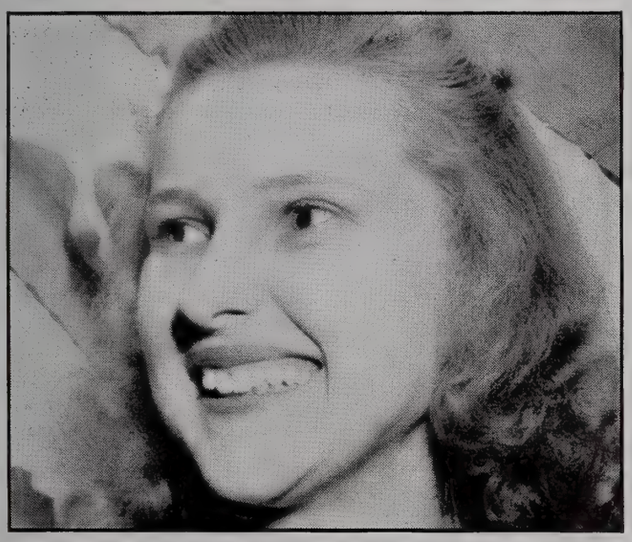
Recently the 4-H Club boys and girls of Brown County, Ohio, held their annual fair at Georgetown. WLW's roving reporter visited these busy youngsters, snapped them with prize winning projects, noted their comments on The Nation's Station.



Russell Pride, young 4-H farmer, exhibits a prize winning Jersey heifer. Says Russell: "I listen to 'Everybody's Farm' because it helps me with my Club projects."



Billy Snider, a healthy young American, displays a prize winning lamb. "Lazy Jim Day is my favorite on the WLW Boone County Jamboree" Billy says; "I never miss him."



Pretty Mary Nehus, 16, smilingly reports her achievement, first prize dress-up dress. Mary shows seriousness in her 4-H Club work, likes Newscaster H. R. Gross.

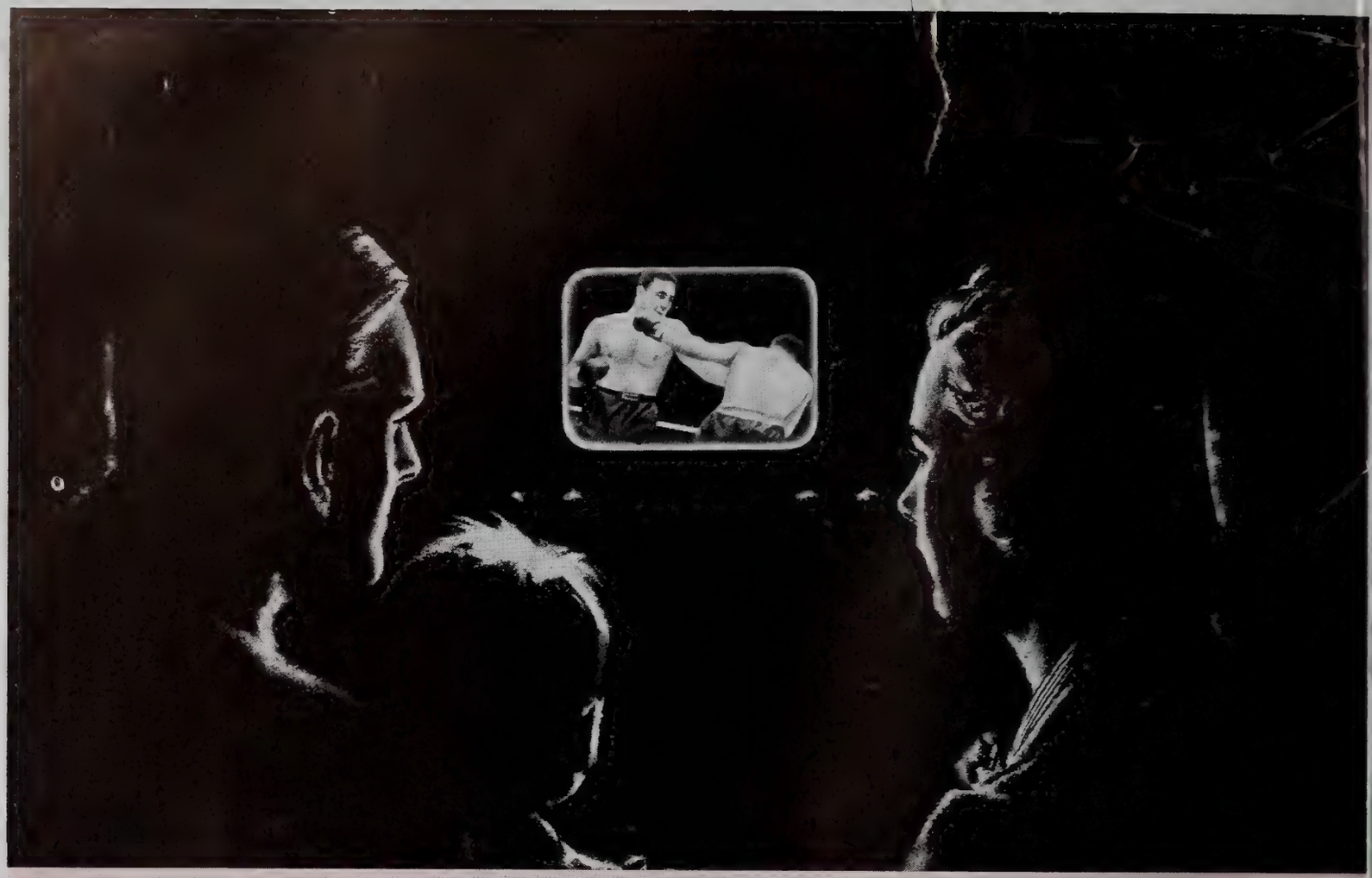


Mrs. Albert Liggett and daughters Caroline, Lucy Ann, and Mary Jane walked off with four prizes. Mrs. Liggett particularly likes WLW's Sunday morning devotional programs.

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Thousands now *Look* as they Listen!

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Study of statistics gathered by the NBC pioneer television station WNBT, which began commercial programs July 1, reveals that the video audience in the Metropolitan area already numbers about 18,000 in the afternoon and 30,000 in the evening. On the average, more than 55% of the sets are turned on in the daytime and 80% at night. Seeing by radio is as simple as listening, as far as the receiver manipulation is concerned.

The programs range from fashion shows to prize fights, from spelling bees to a Wild West rodeo, from baseball to travelogues, and from football to illustrated news; while songsters, dancers, magicians, dramatists and bands add to the variety. That people can sit sixty miles away and look in on Madison Square Garden to watch the rodeo. To see a bucking bronco throw its cowboy rider across the wavelengths is one of the wonders of this age.

Electronic research in RCA Laboratories has put the television shows into space. Electronics—that science which makes miraculous use of infinitesimal bits of electricity—is continuing radio's advance across the threshold of the "Television Age."

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Broadcast Advertising

15c the Copy $5.00 the Year
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OCTOBER 27, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 17
WASHINGTON, D. C.

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★ SPOT
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ADVERTISERS KNOW that WBAL provides the only low cost method of telling their story to residents of the Central Atlantic States.

NBC *Red* NETWORK

THE NETWORK *MOST* PEOPLE LISTEN TO *MOST*

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Announcing THE PERFECT COMBINATION

5000 WATTS

570 kc



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This means WSYR now has the Perfect Combination for an advertiser! One station at one cost will give effective listening and selling coverage of over half the counties in Upstate New York!

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

October 27, 1941

CONTENTS

Arnold Enters Net Monopoly Controversy	7
MBS 'White Paper' Lauds Net Rules	7
Priority Heads To Meet Oct. 29	9
Treasury Studies Tax On Congress Request	9
Nets See ASCAP Approval Soon	10
Craney Accepts 2¾% Net Rebate	10
Television, A Practical Advertising Tool	12
Newspaper Hearing Recesses Until Nov. 13	16
KVAN Control Changes Despite Order 79	16
ANPA Appeals Newspaper Ruling	20
Press Wireless To Handle MBS Latin	22
American Net Asks New York FM Outlet	44
Pressure Claimed In Cline's Talk	49
Net Paid Time Up 17%	50
Lloyd Leaves FCC For Defense Post	50
Radio Covers Carolina Maneuvers	51
Shortwave Stations Linked	51
Four Stations Granted Power Increases	52
Advertising For Post-War World Urged	54
Recording and Engineering Standards Set	54

DEPARTMENTS

Agencies	34	Meet the Ladies	33
Agency Appointments	35	Merchandising	37
Behind the Mike	32	Network Accounts	52
Bookshelf	30	Personal Notes	31
Buyers of Time	53	Purely Programs	36
Classified Advertisements	46	Radio Advertisers	39
Control Room	43	Station Accounts	38
Editorials	30	Studio Notes	45
FCC Actions	52	We Pay Respects	31

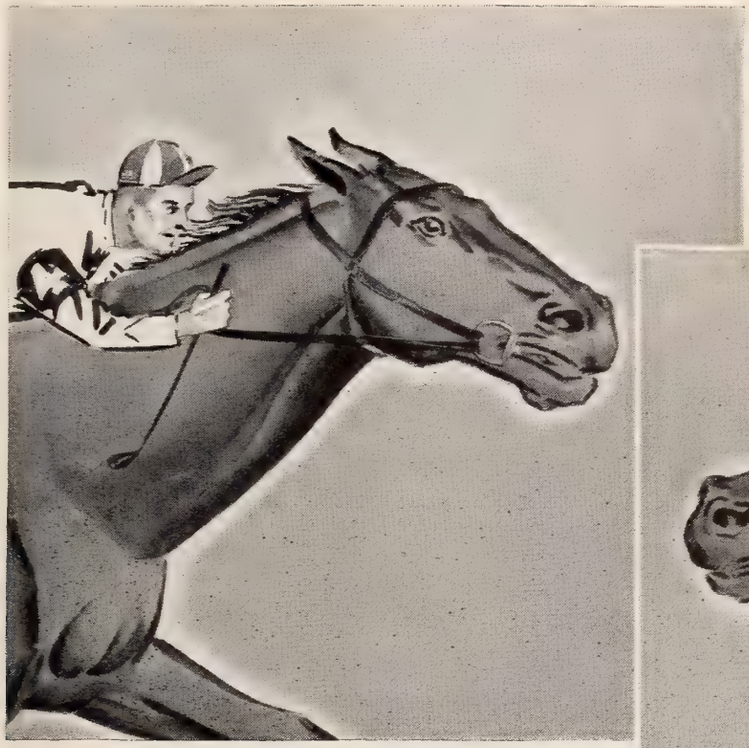
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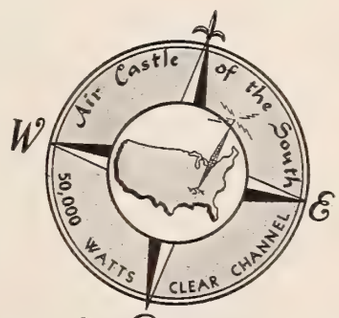
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Vol. 21, No. 17 WASHINGTON, D. C., OCTOBER 27, 1941 $5.00 A YEAR—15c A COPY

Arnold Aggravates Net Monopoly Worries

Anti-Trust Chief Calls Chains to Conference on Oct. 29; NBC and CBS Not to Be Sidetracked From Appeals

INDUSTRY unrest over the effect f the FCC's revised chain-monopoly rules upon station operations nd sponsor relationships was aggravated last week with entrance nto the controversy of Assistant ttorney General Thurman Arnold. his portends a possible dispute on urisdictional and litigation phases f the problem.

With the regulations still slated o become effective Nov. 15 and BC and CBS poised for appeals o block their enforcement, Mr. rnold, chief of the anti-trust diision of the Department of Justice, has invited attorneys of all hree major networks to a conferce on Wednesday (Oct. 29), preumably to explore the litigation utlook.

FCC Chairman James Lawrence ly, who forced through the new ules and who has counseled with he Department on purported moopoly tendencies of NBC and CBS, lso may participate.

Not to Be Squeezed

Reports that NBC and CBS ight be dissuaded from their anounced intentions to appeal by irtue of intercession of the antirust division were quickly diselled by the networks. Equity uits, seeking temporary injuncions, are in process of preparation, was said, and will be filed as xpeditiously as possible and probbly not later than Nov. 1.

Mr. Arnold's action gave rise to onsiderable speculation, but does ot occasion real surprise. The FCC ad transmitted its voluminous reort on the chain-monopoly proeedings, including the ponderous ecord amassed during the 1938-939 hearings, to the Department arly this year. Victor O. Waters, pecial assistant to the Attorney eneral in charge of radio-music ctivities, has been making a deailed study of the record, plus vents which have transpired since, nd it has been an open secret that he Department proposed to take teps once the Commission's action ecame final.

Meanwhile, despite emphatic reorts to the contrary from FCC majority sources, the networks as well as other informed elements in the industry expected postponement of the Nov. 15 effective date of the regulations which, in the final analysis, now provide for only one drastic change—the so-called "optionless" time option rule. Whether this will come by virtue of temporary injunctions of the courts, or through Congressional intervention, is still problematical.

Chairman Fly, it is understood, advised NBC counsel last Wednesday that he was not inclined to postpone voluntarily the effective date of the regulations pending adjudication of the basic jurisdictional issue, but that he would put the question to the Commission. That, it is presumed, would not come until the networks had appealed and petitioned the statutory three-judge court in New York for a stay.

The Commission could, if it desired, interpose no objection to the temporary injunction, but Chairman Fly has indicated clearly he personally would not be disposed to act that way, despite statements he made to the Senate Interstate Commerce Committee on the White Resolution. It is reported, also, that Mr. Fly feels his purported commitments to the committee to grant such a stay were "misinterpreted" and that the committee understood his position applied only to licensed stations, rather than to networks, which are not licensed by the FCC.

It is expected the CBS representatives at the conference on Wednesday will be Edward Klauber, executive vice-president, and Judge John J. Burns, chief counsel; for NBC John T. Cahill, chief counsel in the monopoly proceedings, and Judge A. L. Ashby, vice-president and general counsel; for MBS, Louis G. Caldwell, chief counsel, and Fred Weber, general manager. In addition to Mr. Arnold, Mr. Waters and Holmes Baldridge, chief of the litigation section of the antitrust division, are expected to sit in.

The Arnold conference originally was called for Saturday, Oct. 25, but a postponement was granted by Mr. Arnold upon the plea of Judge Burns. Mr. Waters, acting on behalf of Mr. Arnold, it is reported, called NBC, CBS and MBS attorneys, inviting them to the discussion. The best information that could be gleaned was that the conversations would be "exploratory", since there is a fundamental question of jurisdiction involved in monopoly proceedings.

Industry observers, however, were inclined to regard this new phase as double trouble, particularly since recent precedent under Mr. Arnold's dynamic direction invariably has resulted in "consent decree" negotiations. This happened in the ASCAP-BMI matter, after suits had been filed.

The plight of individual stations

MBS 'White Paper' Lauds Net Rules

Commission Extolled as Other Nets and NAB Are Rebuked

UNQUALIFIED support of the revised chain-monopoly regulations of the FCC as beneficial "to the industry, the public and the advertiser" was expressed last week by MBS in a "Second White Paper" which the network said had been distributed to a list of 50,000 to stem "misrepresentations" attributed to the other networks and the NAB.

Besides endorsing the regulations and commending the FCC majority, MBS admonished all stations to refrain from any committments with other networks which bind them to "a course of action inconsistent with the regulations after Nov. 15." It pointed out that affiliate contract provisions which violate the revised regulations may make stations liable to punitive action by the FCC, and may possibly run counter to the anti-trust laws.

Not only did MBS go all-out for the new rules, but it also held that the Commission's jurisdiction and power to adopt them are clear and predicted its action "will be upheld in court". The 20-page pamphlet was signed by Fred Weber, MBS general manager, and approved by Alfred J. McCosker, chairman of the board (WOR); and W. E. Macfarlane, president (WGN-*Chicago Tribune*).

Praise for Fly

MBS found nothing whatever wrong with the rules, and praised FCC Chairman James Lawrence Fly and other Commission representatives for their "infinite patience" and "self-sacrificing readiness" to arrive at a workable solution during the conference of last summer. It pulled no punches in criticizing the positions taken by NBC, CBS and the NAB in opposition to the rules and to the FCC.

After analyzing the changes effected by the FCC majority in its supplemental report of Oct. 11 [BROADCASTING, Oct. 20], MBS said that following careful study, and after consultation with its counsel, it expresses "confident and unreserved belief that the revised regulations will not only have the harmful effects ascribed to them, but will benefit the radio industry, the public, and the advertiser".

It viewed with "amazement" the broadsides of criticism and condemnation which greeted the Oct. 11 order, citing the statements of the presidents of CBS, NBC and the NAB. While all of these "loose generalizations", save that of NAB President Neville Miller, had been discussed in the MBS first "White Paper", issued May 23, it said nevertheless that the matter is so important, and the danger that station licensees, the public and advertisers "will be misled by the widely publicized misrepresentations" was sufficiently great to warrant publication of the new analysis.

MBS contended the option-time provisions, though non-exclusive,

(*Continued on page 48*)

affiliated with particular networks, in the light of the regulations, has had industrywide reverberations. Until there is a postponement of the regulations, stations are faced with the necessity of revising their network contractual arrangements to conform with the rules. The rules apply differently in varying markets, depending upon the size of the station, the number of outlets available, and other factors.

Cream for the Powerful

Consequently, no hard-and-fast yardstick can be applied in all cases. Stations have found it expedient, it is reported, to decide upon individual courses of action, complying with the regulations as written, and taking maximum advantage of their separate positions and requirements.

The view still predominated, however, that under the regulations the cream of network business is destined to gravitate to the best station in a particular market, despite the "first call" privileges permitted under the rules.

The series of angry exchanges which erupted immediately following issuance of the revised regulations Oct. 11, between network heads, the NAB and FCC Chairman Fly died out last week. But MBS stepped into the breach with its "Second White Paper" horizontally supporting the regulations, heaping encomiums of praise upon the FCC majority and admonishing stations that the rules, in effect, must be regarded as in force.

MBS advised stations to move cautiously in their dealings with existing networks, lest they run counter to the regulations. MBS also expressed its confidence in a court victory by the FCC, should the networks appeal, and otherwise gave the regulations and the Commission a 100% bill of health [see story on page 7].

While there were no new developments in Congress, it was stated at the House Interstate & Foreign Commerce Committee that plans shortly will be announced for hearings on the Sanders FCC ripper bill (HR-5497) to reorganize the Commission and demark its functions, expected to begin about Jan. 15-Feb. 1. The full committee is expected to conduct the proceedings. There is possibility that Chairman Lea (D-Cal.) will inquire into the status of the FCC operations, perhaps looking toward postponement of the regulations pending the House inquiry.

Senate Inactive

At the Senate Interstate Commerce Committee, before which is pending both the White Bill (S-1806) to reorganize the FCC and his resolution to check the FCC pending writing of new legislation, there was no word whatever. Senator White (R-Me.) already has asked Chairman Wheeler to reopen consideration of his FCC crackdown resolution, but the Chairman has been out of town and nothing has been done.

The Senate Committee is expected to meet this week to consider the Western Union-Postal Telegraph merger legislation, and also possibly to report favorably on the nomination of Clifford J. Durr to become a member of the FCC [BROADCASTING, Oct. 20]. Should the committee be brought together, it is thought likely that Senator White, ranking minority member, will plead for action on his resolution in the light of these new developments.

How far Assistant Attorney General Arnold proposes to go in his conversations with the network representatives (and possibly Chairman Fly) is not indicated. It is understood Mr. Arnold has indicated that while the matter of possible proceedings against the networks has been before it, the Department has never had in mind any criminal prosecutions. Presumably, the Department finds itself in something of a quandary, particularly since there has been the hue and cry of "monopoly in radio". The Department, obviously, is entrusted with the prosecution of monopolies. The networks, throughout the two-year proceedings, have contended that if monopoly exists, it is the function of the antitrust division to act—not the FCC.

Chairman Fly, on the other hand, has consistently held, for the majority for which he speaks, that the FCC has jurisdiction and is empowered to ferret out monopoly or tendencies in that direction under the "public interest, convenience and necessity" clause of the Communications Act. Apparently, the Departments feels it would be open to allegations of having been dilatory if the monopoly contentions held.

A Legal Anachronism

Another anomalous situation develops, it is indicated, in the impending equity suits of the networks against the FCC. Actually, the suits would be brought against the Government of the United States, and it is up to the Attorney General to defend such actions. While he can delegate FCC counsel to handle the matter, that would be done in the name of the Attorney General. Thus, the Department, in this prospective proceeding, would be forced to defend the contention of the Commission that it has jurisdiction over purported radio monopolies.

If the Department should have in mind antitrust proceedings against the networks, because of "block booking" operations under the exclusive time option provisions or for other reasons, it would have to be brought on the basis of violation of the Sherman Act. That would be in fundamental controversy with the FCC contention, according to informed attorneys.

The Department has focused primary attention upon NBC and CBS maintenance of artists bureaus and recording-transcription operations. While it has taken no formal position, the inference has been that these operations have tended to suppress competition in these fields. The Commission majority also held the same view, but inferentially referred these matters to the Department of Justice. Since the hearings developed, CBS has disposed of its artists' bureau and has not engaged in an out-and-out commercial electrical transcription manufacturing business, though it is in the home recording field.

Merely Informal

NBC is in the process of negotiating sale of its artist's bureau or at least a full-scale divorcement, and in the transcription field has eliminated what it believed to be the primary source of complaint—refusal to permit lines of other transcription companies into its studios for recording purposes. What bearing these modified operations would have on the Department's view is another of the undetermined issues.

The only information that could be procured on the scope of the conference was that it was called as an "informal discussion" to ascertain the course the Department should pursue, if any. It was emphasized there is no immediate intention of seeking indictments and that the Department felt it had to protect itself against allegations in Congress or in other high places that it had been dilatory in failing to prosecute a monopoly. It was clearly inferred that Chairman Fly had asked the Department to intervene, and in some quarters it was thought this reported action may have been the basis for Mr. Fly's statement on Oct. 13 that he would be "surprised" if the networks appealed from the rules.



THEY'RE IN THE ARMY NOW, these ex-radio folk who converged on Camden, S. C., for the First Army maneuvers, now in progress. At left of microphone on table is Ed Kirby, chief of the Radio Branch of the Army, now on leave from his post as NAB public relations director. He is being interviewed by Wesley Wallace, WPTF, Raleigh, assigned to cover the maneuvers. The war games will continue through November, and WPTF is covering them, along with other stations, on a daily schedule. In this picture made at First Army headquarters in Camden, are (l to r) Capt. Newton Jacobs, former freelance writer and radio artist who has worked with CBS; Corp. Robert Button, former assistant program manager NBC-Blue; Mr. Kirby; WPTF Engineer Willard Dean; Mr. Wallace; Corp. J. Lester, former chief announcer, WTAG, Worcester; Private William Davidson and Sgt. Leon Leek, both formerly of NBC.

Sarnoff Repeats

DAVID SARNOFF, president of RCA, from his office in New York, officially opened by telephone-electric lines the new radio-phonograph department of the John Wanamaker department store in Philadelphia Oct. 24. It marked the second time Mr. Sarnoff has been called upon to handle opening honors for the store. He put the store's one-time radio station on the air as engineer of WOO, which marked Mr. Sarnoff's first entrance in the radio field.

Lime Cola on 78

LIME COLA Co., Montgomery, Ala., through Davis, Harrison & Simmonds, Los Angeles, with local bottler tie-ins, in late November starts a 13-week national campaign on approximately 78 stations. A quarter-hour transcribed musical program featuring *Texas Jim Lewis & His Lone Star Cowboys* will be utilized. Tie-ins will also be made with theaters during personal appearances of the aggregations. Musical group has been signed under a five-year contract by Lime Cola Co., with Don L. Davis, advertising director of the firm, setting the deal, and currently lining up station list.

Carter Coal on 15

CARTER COAL Co., New York (Olga Coal), on Oct. 19 started its fifth year of sponsorship of *Hermit's Cave*, weekly mystery series, on 18 stations. Originating at WJR, Detroit, the series is produced by The Mummers of *The Little Theatre of the Air*. Stations carrying the series are WBBM CFRB WBIG WCHV WFBM WGAR WING WJEJ WJR WJSV WKRC WLBC WLVA WOOD WPTF WRVA WSJS WTAR. Ralph H. Jones Co., Cincinnati, handles the account.

Key Priority Figures to Meet Oct. 29

Practical Formula for Communications Is Sought

MOVING toward a practical formula for allocation and priority ratings of strategic materials for the radio and communications industries, the Defense Communication Board's newly-organized Priorities Liaison Committee has scheduled an Oct. 29 meeting with industry "priorities representatives".

Following the group's Oct. 20 meeting, strong possibility was seen that the Priorities Committee, after DCB approval of the plan, may bring before the Supply Priorities & Allocations Board its recommendations on policies for allocations and priorities for communications.

Policy Needed

If these views receive SPAB sanction, that agency—top Government unit in determining priority questions—probably will promulgate a policy of priority determination under which the communications industry can operate, it was foreseen.

Although no machinery or definite program has been evolved concerning the role of the DCB Priorities Committee in the policy-making picture, it is considered possible that SPAB might direct DCB and the Priorities Committee to make a broad study and report on the materials requirements for the entire communications industry. To facilitate these considerations OPM has been invited to place a liaison representative on the Priorities Committee. He probably will sit in on the Oct. 29 meeting.

Until this move is made, it was understood, the question whether the communications industry's priority matters would be handled by the DCB Priorities Committee of a special section in OPM is to be held in abeyance. Meantime, it was indicated, the communications industry should continue to utilize the established priority machinery of OPM.

Another development came with announcement of OPM's establishment of an industry advisory committee for the radio manufacturing industry, which is schedule to hold its first meeting Oct. 30. Through Radio Manufacturers Assn., OPM has invited representatives of every branch of the radio manufacturing industry to sit on the committee. Since the DCB body is interested only in the operating end of communications, it was thought the new OPM industry advisory committee would interfere in no way with any plans of the DCB Priorities Committee.

The Oct. 30 meeting, and organization of the industry committee, with members to be nominated at that time, is being arranged by Sidney J. Weinberg, chief of the OPM Bureau of Clearance of Defense Industry Advisory Committees. Acting as chairman of the committee will be Jesse L. Maury, chief of the Electrical Products & Consumers' Durable Goods Branch of the OPM commodity section.

A meeting of the RMA priorities commitee also is to be held in Washington on Oct. 29, before the OPM industry meeting. The RMA committee is to continue to function on immediate industry problems and as liaison with the OPM group.

One development of the Oct. 20 DCB committee was the feeling that a single overall blanket statement on the needs for equipment and plant and repair parts for communications systems for several months should be evolved, it was understood. It was indicated this formula for a reasonable and logical forecast of the requirements of a communications system is being considered favorably as a practical time-saving method for priority handling.

Blanket Forecast

Under the plan the DCB Priorities Committee would review this blanket forecast and then transmit recommendations, tantamount to a final determination, to OPM, which would actually grant the priority rating for the communications company. This is the program tentatively under consideration if the DCB committee is to play the major role in communications priorities, it is thought.

However, small companies and individual broadcast stations would follow the usual procedure of filing applications for individual project ratings, it was indicated. Because broadcasting accounts for the bulk of FCC activity, it has been felt this presented a possible danger since that field might be given undue weight in any grouping of the entire communications industry under the DCB committee.

When top-ranking DCB officials met Oct. 22 with OPM Priorities Director Donald M. Nelson and his aides to discuss the communications industry situation, he showed interest in determining a practical method for handling the priority requirements of the communications industry, it was learned authoritatively. Mr. Nelson, who also is executive director of SPAB, indicated that he wants to evolve a solution to the communications industry situation as soon as possible, it was said, and he expressed confidence in the ability of DCB to study the problem.

At the Oct. 20 meeting of the industry representatives with the DCB Priorities Committee, each industry committee gave an exposition of the priority problems of his particular service. It was unanimously held by industry representatives that the expanded maintenance and repair Order P-22 [BROADCASTING, Oct. 20], authorizing an A-10 rating to all industries, made that classification practically worthless for the communications industry.

Another development on the priorities front came Oct. 21 with announcement by OPM of a drastic copper conservation order which closely restricted the use of copper in more than 100 "non-essential" consumer items, including home radio receivers, from now until Jan. 1 and banned its use completely during the coming year. The move was regarded as a definite step in the direction of industry allocations rather than the present priorities policy, set up on a project basis. Director Nelson has indicated on several occasions that he feels an allocations system, in which OPM would work from the supply source rather than its present restrictions on purchasing of materials, would be more practical.

Treasury Studies Radio Levy On Instructions by Congress

THE Treasury Department definitely is at work on a study of franchise tax possibilities for the radio and communications industries, it was learned by BROADCASTING last Friday.

Although there is no set "time schedule" for the Treasury report on its studies, they are under way in pursuance of instructions from Congress. This was revealed along with denial of a reported meeting between John L. Sullivan, Assistant Secretary of the Treasury, and FCC Chairman James Lawrence Fly for a discussion of the radio franchise tax proposition.

Franchise Tax, Perhaps

Just what form Treasury tax recommendations along this line might take remains a mystery, although one report is that a flat franchise levy may be suggested which may gross as much as $5,000,000 from the radio and communications industries. On the other hand, another report indicates that the Treasury Department has been convinced any form of tax that might be regarded as "punitive" should be avoided. Such a tax had been advocated in some Congressional quarters on grounds that broadcasters were being presented a "valuable Federal franchise" at no cost to them except whatever taxes they might pay under general tax schedules.

The FCC during the last several weeks has passed over a proposal for assessment of franchise taxes on a cost-of-regulation basis, as espoused by Chairman Fly Aug. 18 at an appearance before the Senate Finance Committee during consideration of the 1941 Revenue Act, from which finally was deleted a controversial provision for a 5-15% Federal tax on radio's net time sales of $100,000 and more annually.

A comprehensive legislative proposal under which an excise tax based on gross receipts would be imposed on all branches of the communications industry, including broadcasting, to defray the cost of administering the Communications Act, was drafted several months ago by the FCC rules committee. Designed to raise approximately $2,150,000 to cover FCC overhead, the proposal has been considered by the Commission intermittenly during the last several months, but no action has been taken.

Under the FCC proposal the broadcasting industry would be called upon to contribute approximately $1,000,000, with telephone and telegraph and cable companies contributing the other half [BROADCASTING, Aug. 25]. Insofar as broadcasting is concerned, the tax would be in the nature of a gross levy, with only a $25,000 deduction, striking all stations with revenue in excess of that minimum, whether or not they earn profits. FCC figures indicate that some 300 stations operate in the red, and it is presumed most of these would be hit by the proposed levy.

May Act in November

Assistant Secretary Sullivan, apart from denying his reported meeting with Chairman Fly, indicated last Friday that the Treasury Department study definitely had been under way for some time, and that it was being undertaken in compliance with instructions from Congress. At the time the proposed 5-15% radio tax was stricken from the Revenue Act, House and Senate leaders revealed that such a study had been ordered, and that action on a radio tax might follow when Congress considered legislation effecting administrative changes in the Revenut Code. It is thought this legislation may come before Congress during November.

Several members of the FCC, it is understood, hold that the Commission should not take upon itself the responsibility of developing and advancing to Congress any comprehensive tax plan for the radio and communications industries. Rather, they feel, the FCC should assemble its views on the matter, along with whatever suggestions it may have, and make them available in the event Congress or the Treasury Department or the Joint Committee on International Revenue Taxation asks for them.

Networks See Early Approval Of New ASCAP Music Pact

Over 80% of CBS Stations, 90% of NBC, Are Said To Have Agreed; Changes Dispel Opposition

WITH REPORTS of "better than 80% of affiliates" having already ratified the CBS proposed contracts with ASCAP and nearly 90% ratification by NBC stations, network spokesmen expressed the opinion last Friday that completion of the task of securing approval from the few remaining stations was just a matter of time and that the contracts would probably be signed within a couple of weeks.

Edward Klauber, executive vice-president of CBS, and Mark Woods, NBC vice-president and treasurer, appeared before the ASCAP board Thursday and while no details of the session were divulged, it is believed they gave the board assurance the contracts will definitely be signed and ASCAP music returned to the networks.

Meanwhile, both networks admit they are doing everything possible to get their affiliates 100% agreed to rebate 2¾% of their revenue from network commercials to the networks and so enable consumption of the deal.

Bargaining Weapon

ASCAP's acquiescence to the demands for modifications in the contracts made by various station groups [BROADCASTING, Oct. 20] has put a virtual end to organized opposition of ratifying the network contracts, leading to the presumption that broadcasters who have not yet given their approval are using the networks' desire to get these approvals as a bargaining weapon in their negotiations with the networks over other matters which have no connection with the ASCAP contracts. Every confidence was expressed at network headquarters, however, that unanimous station approval would be forthcoming within the near future.

It is understood the readiness with which ASCAP agreed to modify the logging provisions in its station contracts as requested by Independent Broadcasters Inc. [BROADCASTING, Oct. 20] was to some extent due to advice received from the Department of Justice that the requirements of the original contracts, while perhaps conforming technically with the consent decree, might have proved onerous in actual practice. This could not be confirmed, however, ASCAP stating merely that it had submitted the contracts to the Department of Justice and that any further comment would have to come from the Department.

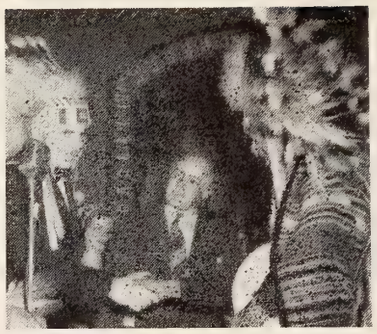
Among the details still to be worked out is the matter of applying clearance-at-the-source to commercial transcriptions. It is expected the copyright committee of IBI will meet with representatives of ASCAP and of the transcription industry for a general discussion of the problem, but no such meeting has yet been called.

In discussing this with BROADCASTING, John G. Paine, ASCAP general manager, emphasized the point that his organization was concerned solely with performing rights and that the question of recording rights, which are handled for the copyright owners by Music Publishers Protective Assn., is one in which ASCAP will not become involved. The question has frequently been raised if the fees exacted by MPPA for commercial use of transcriptions of its music on stations who have paid ASCAP for the right to perform that music did not constitute double payment for the same thing.

Per Program Study

ASCAP's radio committee is now working on preparation of a per program network license, at the request of John Shepard 3d, president of Yankee Network, who conferred with the committee last week. Since the national networks expressed no interest in obtaining the rights to use ASCAP music on anything but a blanket basis, no such license has previously been drafted, Mr. Paine said, adding that ASCAP was going ahead with the task, however, so that Mr. Shepard could see how it would compare with the network blanket license before deciding which form of agreement he preferred for his Yankee and Colonial networks.

At its Thursday meeting the ASCAP board again agreed to give all broadcasters blanket permission to use any ASCAP music in connection with football broadcasts during the subsequent (last) weekend. With the network contracts so near to the signing stage it is expected the board will continue such permission at least until these contracts are concluded, with possible further extensions for individual stations who are negotiating for individual ASCAP license.



DULY VESTED with the title of Nawa Kara-Rah (Chief Flying Talk), Neville Miller, NAB president, received the Otoe Indian honor at Tulsa Oct. 17 during the Convention of the 10th District, Advertising Federation of America. Watching in center is William B. Way, vice-president and general manager of KVOO, sponsor of Mr. Miller. Chief Sunatora (right) made the presentation.

Directors of BMI Discuss Licensing

New Contracts May Run Until 1949, Under Proposal

FUTURE licensing plans of BMI furnished the main topic of discussion at a board of directors meeting held in New York Oct. 21, according to Sydney M. Kaye, executive vice-president of the radio music organization, who said new licenses will be issued in March and that before then BMI must decide what form these licenses shall take and how long they shall run.

Mr. Kaye declined to reveal details but it is understood longer licenses than the present one-year forms are under consideration, possibly to run until Dec. 31, 1949, terminating coincidentally with the new ASCAP licenses.

Network Support

Representatives of the networks are reported to have reiterated their promises to support BMI for as long a time as the majority of the industry desires. It was also learned that a committee was appointed to work out details of the new contracts for presentation to the board at its next meeting scheduled for Nov. 14. Names of the committee members were not divulged.

Otherwise, the meeting of the board and the stockholders' meeting which preceded it were "strictly routine", according to Mr. Kaye. The stockholders reelected the entire BMI board and ratified its actions; the board then reelected BMI's officers for another year.

BMI board members are: Neville Miller, NAB; Walter J. Damm WTMJ; John Elmer, WCBM; Edward Klauber, CBS; Niles Trammell, NBC; Paul Morency WTIC; John Shepard 3d, Yankee Network. Officers are: Mr. Miller president; Mr. Kaye, executive vice-president; Merritt E. Tompkins, vice-president and general manager; Charles E. Lawrence treasurer; Julius P. Witmark Jr. assistant secretary.

Meeting was attended by the full board, with Messrs. Kaye and Tompkins; Carl Haverlin, BMI director of station relations; Mark Woods, NBC vice-president and treasurer, and Mefford Runyon CBS vice-president, also present.

Network Rebate of 2¾% Is Accepted By Ed Craney in Letter Sent Trammell

ACCEPTANCE by KGIR, Butte, Mont., of the 2¾% network rebate provision on ASCAP payments was announced last week by Ed Craney, general manager of the station and one of the most ardent opponents of the rebate plan.

In a letter to Niles Trammell, NBC president, Mr. Craney said that to express his faith in a material way "in your honesty and integrity, I am herewith giving you authority, in order to help you pay your copyright license fee to ASCAP, to deduct 2¾% from the actual amount of money which is due me each month for the sale of my station time."

Not a Precedent

Mr. Craney heretofore has opposed the rebate principle on several grounds, contending, among other things, that it would set a precedent for other percentage rebates to networks. He advised Mr. Trammell the ASCAP payment "in no way is to be constructed as including any deduction for any other sums such as for free hours. Further, this is not to be considered a precedent to be followed in the payment of any charges which may be made against NBC from time to time on copyright or for any other purpose."

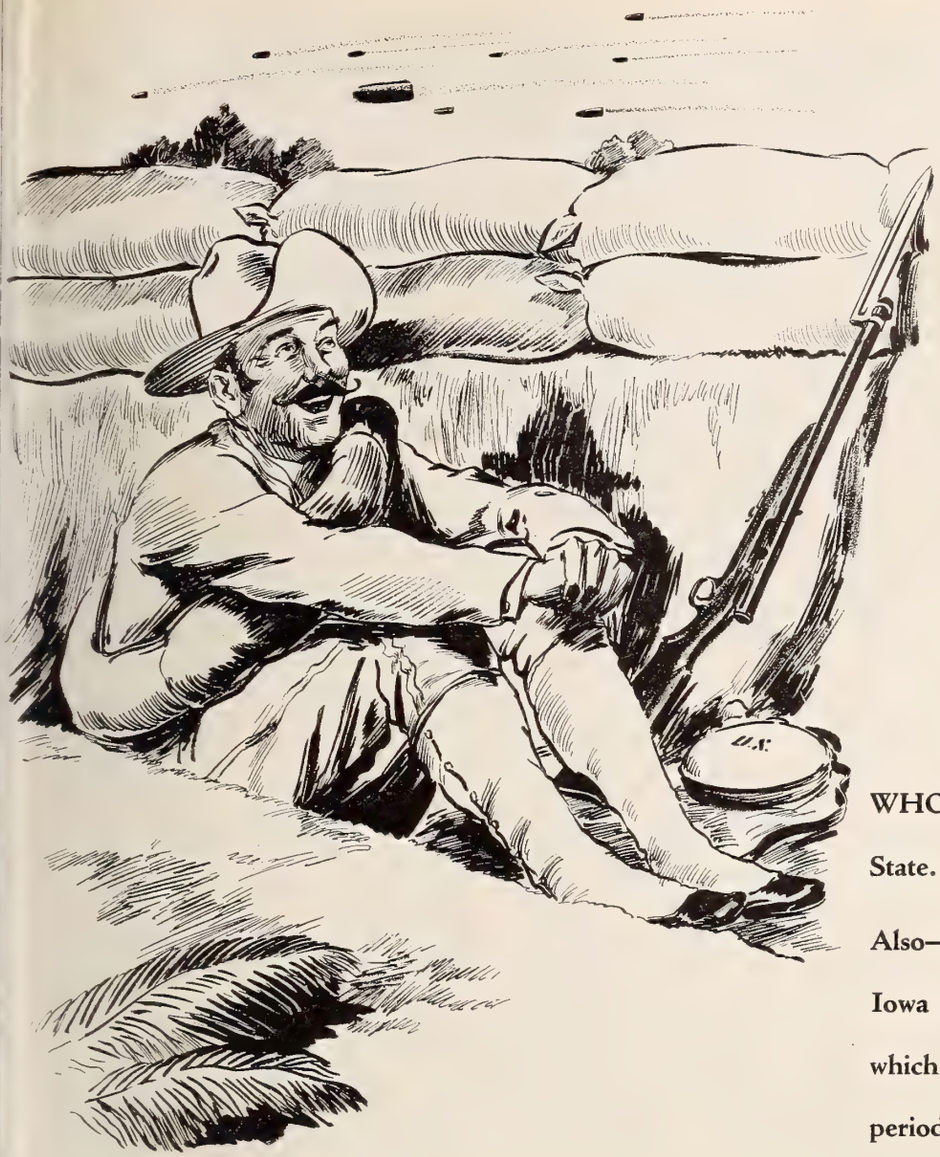
Mr. Trammell ten days earlier had wired Mr. Craney that he resented his "implication of dishonesty and attempt to becloud the issue on the part of NBC and me in relation to the entire industry." The telegram was in reply to one sent by Mr. Craney to the NBC president, opposing the rebate formula and the blanket license pact. [BROADCASTING, Oct. 13].

Mr. Trammell wired Mr. Craney Oct. 8 that the clearance at the source arrangement in his judgment was an equitable deal "which results in great savings to affiliated stations and materially increases music costs to NBC." He said NBC only asked that out of the savings so obtained for the stations by clearance at the source, the stations should bear a "small part of our increased cost of music which was not contemplated at the time rates payable by us for your stations were established under our affiliation agreement." He sug-

(Continued on Page 47)

Berle's BMI Song

BMI has signed contracts with Milton Berle, Bert Pellish and Laird Cregar for the publication of their song "Would It Make Any Difference to You", with printed copies to be distributed in two weeks. Berle and Pellish, ASCAP members, are granting non-exclusive performing licenses to stations and have notified ASCAP of their attention.



"THEM GUYS SURE DO WASTE POWDER!"

● Pardon the corny analogy, gents, but there's quite a good parallel for advertisers here. Filling the air with radio messages really isn't the way to get results. You've got to HIT your prospect.

Out here in Iowa, there are sixteen commercial radio stations on which you can buy time. Most of them do a swell job, no doubt, in their own home towns. But there's only *ONE* of them—WHO—that's "heard regularly" all over the State.

Also—in a State-wide survey, thousands of typical Iowa listeners were asked to name the stations to which they had actually listened by quarter-hour periods. Answer: *46.4% of all daytime listening by all radio families in Iowa is to WHO*—only 8.2% with WHO's *next* "competitor"!

Yes, that sounds almost too good to be true. But the proof of the pudding is in the results that advertisers get from radio in Iowa. We'd like to give you some facts. Drop us a line—or just ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

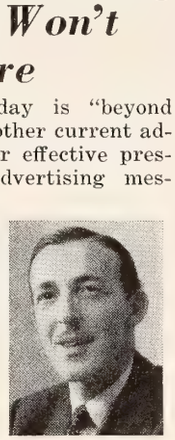
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Television--A Practical Advertising Tool

Nothing's Wrong Money Won't Cure

TELEVISION today is "beyond comparison" with other current advertising media for effective presentation of an advertising message, according to Norman D. Waters, president of Norman D. Waters & Associates, New York advertising agency.



Mr. Waters

"I have no patience with people who say 'Television will be great when we can have color,' or 'Television will be wonderful when the pictures are larger,' or 'we'll put advertising on television as soon as there are enough sets out to make it worth while'," he told BROADCASTING.

They've Got to Learn

"Television is a practical advertising tool right now," he declared, "but like any other tool it will do a good job only if it's properly used. The chief trouble with television today is that there are too few advertising people who know how to use it, and too many who are afraid to learn by experimenting for fear of risking their prestige in the event that the shows are poor.

"Take our own case," he continued. "In the 15 years this agency has been in business we've used all available media for our clients, including some radio, although not very much of that, as in the fashion field illustration is generally an essential part of the advertisement. As television developed we believed it held great possibilities for advertising our clients' merchandise, and as soon as commercial television became a reality last July we set out to make use of it.

"After months of study and talking to television executives at the broadcasting companies we believed we had a formula for presenting fashions via this new medium, and we convinced two New York department stores, Bloomingdale Bros. and Abraham & Strauss, to give it a trial. So, on Sept. 18, at 5 p.m., *Fashion Discoveries of Television* made its debut on WNBT, NBC's television station in New York, the first in the country and the only one in the city now operating commercially.

"Our idea was to get away from the formal fashion showing, with manikins displaying garments in the traditional manner that has become as set and stylized in fashion shows as the steps and positions in classical ballet dancing. Instead of a parade of girls and gowns before the camera, we planned a program which, we hoped, would be entertaining, and at the same time effectively present merchandise by showing it in its proper background and in action.

A Bit of Plot

"Our first program, *Five O'Clock Party*, was supposedly set in a Park Ave. apartment, where the hostess' birthday provided an excuse for a new wardrobe which her guests modeled informally. A slight plot held the half-hour together and allowed for dancers and musicians to provide interludes in the style show. The second program, *Football Fashions*, featured campus clothes and the third, *Career Girl*, presented a complete wardrobe for the big city business girl.

"In presenting this series," Mr. Waters continued, "we were frankly experimenting, feeling our way in an uncharted field with no precedents to guide us. While ours were not the first sponsored programs on television, our predecessors had presented sight-and-sound versions of their radio programs, had sponsored sporting events and the like, so with our series we lay claim to be the first commercial programs especially designed for television.

"In a way we were tackling at the outset the most difficult type of commercial program, for despite the sugar coating of entertainment —which, incidentally, was good enough to give our programs audience acceptance comparable to that of the most popular sustaining programs—our show was essentially a half-hour straight commercial. That is, our goal was to display merchandise and to present its good points to our audience, and that's what we did, with a fashion commentator describing each garment and giving its price while it was being shown.

"As I told the audience at the end of our third program," Mr. Waters said, "we are convinced that our basic formula is right, judging by the enthusiasm these programs engendered, but we must stop for a breathing spell so we can have time to recapitulate our experiences, before we continue our regular program series, which will come a little later on."

Mr. Waters continued, "This pause does not mean that we are going to stop for any length of time, or to wait for any television improvement. We are more convinced than ever that television today, just as it is, is the greatest means of advertising that our industry has ever had at its disposal. The immediate need for improvement is not in the medium itself, although of course many technical improvements will be made as time marches on, but rather in the creation of ideas and development of technique by those in the advertising field whose function is to study ways and means of making the use of all media more effective to advertisers.

It Brings Prestige

"What does television offer the advertiser today? First it gives prestige—merchandisable prestige. To be among the first television advertisers is a sign of distinction, just as it was for the first users of radio. And distinction, in the fashion field at least, is a very valuable asset for any firm or product. Botany Mills, for example—and the company is not one of our clients, by the way—used national trade paper space to advertise that it was first in television in its field.

"Next, television today offers publicity to its users, and publicity is also valuable. When a department store spends hundreds of dollars to put on a fashion show in its store, that expense is justified not only by the small group of women attending the show, but by the newspaper reviews which carry the story of the store's new styles to hundreds of thousands of women throughout the store's service area. Television today also brings publicity; our first telecast was reviewed widely by the press.

"Third, and I put it third advisedly, is the audience itself. Exactly how large the television audience is right now is estimated to be about 35,000 to 40,000 televiewers in the New York metropolitan area. That figure is based on some 4,500 home receivers, with an average audience of about five persons each, and some 600 sets in restaurants and bars, with about 25 viewers apiece. In the case of outstanding programs, such as championship sports events, the actual audience is greatly expanded. One restaurant sent NBC signatures of 193 persons who satisfactorily witnessed a recent televised prize fight on the small screen receiver in this establishment.

Eyes and Nine

"Accepting, however, 40,000 as the potential for the average commercial telecast, we must remember two facts: First, what the advertiser gets from his advertising expenditure depends not only on his potential audience but on the effectiveness of his advertising on that audience.

"Second, psychologists tell us that our eyes bring us nine time as much information and knowledge as that gleaned by our ears and other senses, so that in comparing television, which offers a combination of sight and sound, with radio circulation we should multiply our video audience by at least nine to get a fair comparison of the effectiveness and sales impact for an advertiser. A more than nine-to-one ratio was further proven by a survey, which found that facts about a product were remembered by between ten and eleven times as many persons who got them from television as by those who heard or read all other forms of advertising combined.

"Furthermore, we must consider the fact that while the listener may give only partial attention to a radio program, if a television program is on, it receives full attention of everyone in the room. Lights are turned down, seats are arranged to make the set the center of attention, and if anyone turns away it is because he does not like what is being presented, and not because of some distraction.

"Television's chief attractions, however, are its immediacy and its spontaneity, which gives the audience the feeling of being in on what is happening as it occurs with no editing or alteration. For that reason I am convinced that television should strive for an informal attitude, and not cold, studied perfection.

"To inject those qualities of immediacy and spontaneity into commercial programs in a natural way presents a challenge to the advertising profession.



PRESS-RADIO FOLK of the San Francisco area got together with a few of them participating in a special roundtable broadcast on KFRC, San Francisco. Four of the roundtablers include (l to r, seated) Justus Craemer, co-publisher of the *Orange* (Cal.) *News*, director of the California Press Assn.; E. R. Lovett, general manager of Peninsula Newspapers; Dr. Robert W. Desmond, head of the California U journalism department; Dr. Chilton R. Bush, head of the Stanford U journalism department. Standing behind the conference table are (l to r) Marie Houlahan, CBS Northern California press chief, who arranged the broadcast; J. Clarence Myers KYA, publicity director; Milton Samuel, KGO-KPO press head; Bob Hall, feature writer of the *San Francisco Call-Bulletin;* Howard Culver, KFRC announcer; Pat Kelly of KFRC.



RUN Your Brand

On the Fertile Panhandle-Plains

Good short-grass pastures, fine row crops, countless herds of sleek Herefords, cattle prices high and going higher! That's one view of the prosperity picture of the rich Plains market. Other angles are: wheat to feed the nation in an era of national defense—vast oil reserves for the wheels of industry.

Amarillo is the distributing center and undisputed capital of this great empire. KGNC, the area's NBC Red outlet, is its radio station.

Here's good grazing for aggressive national advertisers . . . an opportunity to establish brands in an up-and-coming, year-around market.

Get the attractive combination rate on these four close-knit stations.

KGNC

AMARILLO, TEXAS
NBC—LONE STAR CHAIN
5000 WATTS DAY—1000 WATTS NIGHT

One of The Taylor-Howe-Snowden Group

KGNC AMARILLO KFYO LUBBOCK KTSA SAN ANTONIO KRGV WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

Dies Letter Lists Employes of FCC

High Attorney Named Among Alleged Communists

TWO unidentified employes of the FCC were among the 1,124 Federal Government workers listed last week by the Dies Committee as members of subversive organizations or as advocating overthrow of the Government, in a letter sent to Attorney General Francis Drexel Biddle.

The letter was sent the Attorney General by Chairman Dies, in reply to a request for any information the committee might have in connection with Government employes connected with subversive groups.

A High Attorney

While no names were made public by the committee and the Justice Department stated that no publicity will be given the results of its investigation into the committee charges, it was learned that one of those named in the FCC is a highly placed attorney. No information was available as to the identity of the other employe.

Attaches of the Dies Committee pointed out, however, that it has the names of other FCC employes in its records linking them with at least two purported Communist-front organizations in Washington. It is known that one of these, holding a high legal position, is friendly with and frequents the office of an organization which committee attaches term "out and out Communists and they'll admit it".

It was considered highly significant that one of those FCC employes listed by the Dies Committee is identified with the FCC newspaper investigation.

Publication of a report of the committee on the activities of the Washington Bookshop, which the committee will either brand as a Communist front organization or an out-and-out Communist organization in the very near future, is expected to name the other FCC employes. The committee has completed its investigation into the organization and only final approval of the full committee is needed before the report is made public. At the time of the investigation a membership list was seized and names of all Government employes found on the list were placed in the committee's files.

The Department of Justice has been alloted $100,000 by Congress to investigate employes believed guilty of belonging to subversive groups or those advocating the overthrow of the Government. When the investigation of the two FCC employes is completed, the findings will be turned over to FCC Chairman James Lawrence Fly.

Food-Drug Primer

A BOOKLET titled "Procedure For Handling Food and Drug Radio Continuity" has been issued by the station relations division of the Canadian Broadcasting Corp. at Toronto, and is being distributed to all food and drug advertisers, advertising agencies and Canadian broadcasting stations. The seven-page booklet gives the latest data on how to meet the CBC Regulation 12, dealing with food and drug radio advertising continuity.



THRICE-WEEKLY the microphone of WREN, Lawrence, goes to Brick's, favorite campus coke-joint of Kansas U, where Jayhawkers answer queries posed by John Bondeson (at mike). Each student, in addition to participating in the quiz, identifies himself on the air, providing a thrill for the home folks. A correct answer to the prize question brings cancellation of the contestant's bill at Brick's. Gathered around the booth are student customers who shout correct answers if the contestant misses.

RECORD IN HOLIDAY TRADE IS FORECAST

HOLIDAY trade will be greater than last year and almost certainly larger than the record Christmas of 1929, according to a survey published last week by the *Wall Street Journal*. Retailers, the survey says, expect to do 20% more business—on a dollar volume—than they did in 1940 and many will be surprised if it doesn't go above this figure.

It was predicted that prices will be on the average 15% higher than they were last year but this factor is not expected to affect sales. The New York Federal Reserve Bank's report on department store inventories at the end of September showed a 30% increase over last year and stocks on hand in individual stores were 35% higher on the average throughout the New York district.

Inventories of items which fall into the gift category are equal to almost any demand, the survey said. Naturally, retailers expect most holiday gift demands to be centered on a relatively few items. As a result they have built up record inventories of men's furnishings and it is estimated that 35% of the whole year's business in this department will be done during December. In demand, too, will be toilet goods, of which it is estimated 10% of the sales will be $1 toilet waters.

Teletype Probe Jan. 12

THE FCC investigation into "unlawfulness" of rates, charges, classifications, regulations and practices of the AT&T interstate and foreign press-private line teletypewriter service will open in Washington Jan. 12, it was announced last week. The investigation, ordered by the Commission on its own motion [BROADCASTINNG, Oct. 20] grew out of a complaint filed by Transradio Press.

ADRIENNE AMES, screen actress, has joined WHN, New York, as moving picture commentator to handle the thrice-weekly *Fan Magazine of the Air* program of film gossip.

Not Wanted

NEW WAY of finding a sponsor for a show turned up last week when Joe Bolton, m.c. of the *Go Get It* program on WOR, New York, received a phone call from a marriage broker who had appeared on the program the week before after a contestant had persuaded him to face the mike. "As a result of my appearance on your program," he told Bolton, "I received a couple of dozen inquiries from people interested in using my services. Tell me, how much would it cost for me to sponsor *Go Get It?*" Bolton politely told the broker he didn't think the program would be open to that kind of sponsorship, and the broker then pleaded "Couldn't I at least buy some spot announcements on the program?"

Marine Survey by J-W-T

U. S. MARINE CORPS has appointed J. Walter Thompson Co., New York, to make a sampling survey throughout the country of the best methods of increasing enlistments in the Marines. The study will probably be completed in mid-November and will include radio, newspapers, bill-boards and carcards. George Vanderhoff, former radio director of the Federal Housing Administration in Washington, has been commissioned a major in the Marine Corps and has been assigned to the public relations branch in Washington, paying special attention to radio.

Carson In Films

JACK CARSON, Hollywood m.c. of the weekly *NBC Signal Carnival*, sponsored by Signal Oil Co., has been signed for a leading role in Warner Bros. film, "Arsenic & Old Lace", now in production. Barbara Jo Allen, comedienne portraying Vera Vague on that program, will co-star in the Paramount film "The Wizard of Arkansas".

CENSORS STRICTER, FLANNERY CLAIMS

NAZI censorship over broadcasts from Germany is becoming more and more strict, Harry Flannery, recently returned CBS correspondent from Berlin, told a group of New York radio and newspapermen at a luncheon given in his honor by CBS last Wednesday.

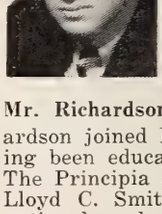
All expressions of opinion are ruthlessly cut out of any script, he said, and an attempt is being made to have the radio make only direct statements, the censors balking at quotations even from the German high command. The word "claimed," in such sentences as "The German high command claimed that seven British planes were shot down over Berlin last night," has been entirely eliminated from the correspondents' vocabularies, he said.

Where William Shirer, whom he succeeded in Berlin, was able to get his ideas across to America through the use of slang and of voice inflections, this is no longer possible, Mr. Flannery stated, explaining that his censors included a former New York banker and an ex-professor from the U of Chicago, both of whom were thoroughly conversant with American slang and intonations. Furthermore, broadcasts to America are now recorded for future reference, he added.

Asked about conditions outside Berlin, in German - occupied Europe, he said there is little difference, as the censors went along with him wherever he traveled. In response to another question he stated the Berlin station had not been bombed, although there had been some hits near by. Formerly a prominent lankmark, located on the East-West axis and near a lake, the site has been wonderfully camouflaged, he said. The lake has been covered to look like land and the axis studded with steel poles covered with netting, with leaves and artificial tree-tops set on the netting to simulate a forest and so confuse hostile aviators.

Richardson Named

ROBERT J. RICHARDSON Jr. formerly special sales representative of KWK, St. Louis, has been appointed sales service manager of the station, according to Robert T. Convey, president of Thomas Patrick Inc. In his new capacity Mr. Richardson will handle the station's cooperative activities with national spot and local accounts. Mr. Richardson joined KWK in 1934, having been educated in St. Louis at The Principia and Washington U. Lloyd C. Smith, formerly of the national and local sales department of WISN, Milwaukee, has also joined the staff of KWK and will work with Mr. Richardson.



Mr. Richardson

PHILCO Corp., Philadelphia, is conducting training schools for service men in all large cities to train them in servicing the new 1942 line. FM is one of the topics discussed, along with FM aerial systems.



47 SHOWMEN WANT TO WORK FOR YOU!

Here is your staff... your facilities When NBC prepares your recorded programs!

Imagine the kind of radio shows you could turn out with a 47-man staff of experts working with you . . . and *for* you!

That's exactly what you get when you turn your problem over to NBC Radio-Recording—whether you want a series of simple announcements, a musical program, or a full-length script show. For the 47 NBC Radio-Recording men are on *our* payroll . . . but they're here to work for *you!* Engineer or writer, technician or producer or director, each of the 47 is a *showman* first and last, his work contributing towards a single, invariable result: outstanding *excellence* in the final disc!

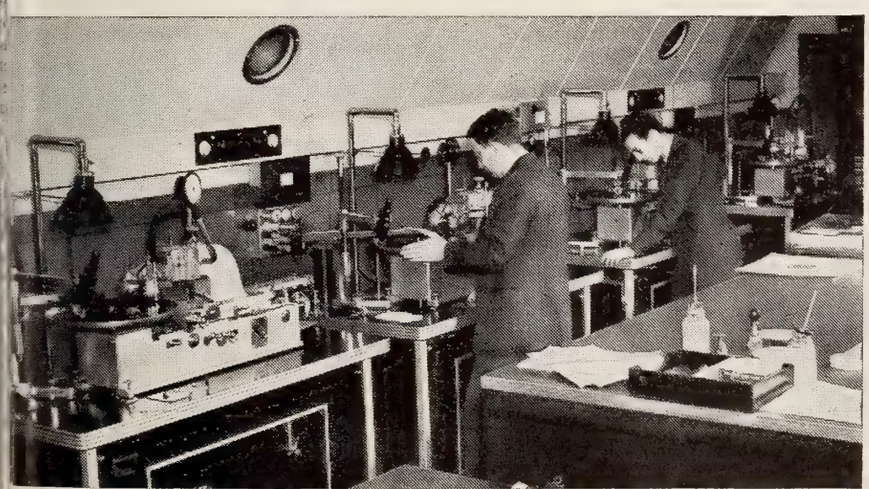
But that's not all: for this staff is backed by the unsurpassed *facilities* of NBC; costly precision equipment, access to the finest talent in the country—even an organization to process, manufacture and distribute your pressings.

Expensive—? Not a bit. You'll be amazed at how economical this service really is. May we tell you the *whole* story, soon?

This might be your show... Large or small, your job is a mighty *important* job to the National Broadcasting Company Radio-Recording staff, at every stage of its progress! Experienced men select talent, stage careful rehearsals, make sure everything is letter-perfect before engraving the master record.



This might be your problem . . . The NBC Radio-Recording staff will start at the very beginning, if need be—analyze the audience to be reached, the type of program needed, make recommendations . . . and then write, cast, direct and record the entire program!



NBC Orthacoustic recording seals "live-talent" flavor into your transcriptions. This battery of record-cutters is only a part of the precision equipment used by NBC Radio-Recording Division . . . and operated by top-notch engineers, technicians and recording specialists.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago

Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood



The final "package" represents hours of thoughtful, skillful work by dozens of specialized hands and brains . . . the type of show that *only* NBC could produce. Yet the cost is amazingly low!

Newspaper-Radio Group Plans Case

FCC Hearing Recessed Until Nov. 13 for Further Data

WITH the FCC's expansive case against newspaper ownership and operation of broadcast facilities nearing completion, the FCC last Thursday recessed the newspaper-ownership inquiry until Nov. 13. Announcement of the three-week recess came after the Commission had heard final witnesses in the press association and "academic" phases of the proceeding.

According to the indicated schedule, the FCC will hold the stand for several days when sessions resume, introducing new statistical and documentary exhibits, along with corrections on exhibits previously included in the record, some of which drew immediate opposition of industry counsel because of apparent inaccuracies. Upon completion of this process, which it is thought may last several days, the Newspaper-Radio Committee itself will present a group of statistical analyses.

Hettinger to Testify

The Committee, which has not yet revealed its complete plans, will present Dr. Herman S. Hettinger, well-known radio economist and associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and Paul F. Lazarsfeld, Columbia U professor and former head of the Princeton Radio Research Project, as industry witnesses to go into the statistical matter to be offered.

It is known also that the Committee plans to present an affirmative case later in the proceedings, featuring appearances by journalism school heads and others identified with the modern journalism field.

At the Thursday session the Commission, sitting en banc, heard the concluding testimony of Herbert S. Moore, founder and president of Transradio Press Service, who had been recalled for cross-examination by Louis G. Caldwell, counsel for WGN, Chicago, and Irving Brant, veteran newspaper editorialist of the *St. Louis Star-Times* and author of several books popularly regarded as mirroring liberal thought in economics and constitutional law.

Questioned by Mr. Caldwell on his testimony of the preceding week, Mr. Moore further described the operations of Transradio and Radio News Assn. in connection with Press Wireless Inc. Press Wireless, which he indicated was operated by a group of seven newspapers to provide themselves with additional communications service beyond regular commercial communications facilities, has been an important link in the development of Transradio service, Mr. Moore declared, adding that without this facility Transradio probably could not have developed as it has.

Under questioning by Counsel Caldwell, he indicated that Press Wireless was instrumental in 1934 and 1935 in securing a broader interpretation of the term "public press", to include radio broadcasts of news, in Federal regulations. He described Press Wireless' multi-directional transmission service as "one of the outstanding developments of news transmission".

Various Services

Mr. Moore stated also, under questioning, that one reason behind formation of Radio News Assn. was to supply "a news service" to other stations in a city where Transradio was bound by an exclusive agreement with another client. The basic service of Transradio, which may aggregate 50,000 words of news daily, is furnished via wirelines, he explained, while RNA operates entirely as a wireless service furnishing about 6,000 words daily. Transradio service also is available via wireless, he commented, although this service amounts to only about 4,000 words a day. In some cases a client will take both RNA and the wireless Transradio service if either of them alone are not sufficient for his needs.

Questioned closely on Transradio's foreign coverage, Mr. Moore indicated the agency has had no representative in European centers like Berlin or Paris since the war started in 1939. However, he continued, Transradio has had access to all the news sources of Reuter's, British news service, which have included Havas (French) and Tass (Soviet), along with the reports of Germany's Transocean and DNB, Italy's Stefani, and Japan's Domei, although there are no actual contracts now with any but Reuter's.

Brant's Views

Mr. Brant, formerly head of the editorial page of the *St. Louis Star-Times* and now a contributing editor to that paper as well as the prospective new Chicago morning paper to be published by Marshall Field III, is the author of three books—*Dollars & Sense*, published in 1933, *Storm Over the Constitution*, 1936, and the first volume of a three-volume biography of President James Madison, which appeared early in October.

Questioned only indirectly on his writings, with most testimony drawn from his opinion as a newspaper writer, Mr. Brant said he thought that in the field of public expression radio beats the newspapers, and that the newspapers tend to follow the radio, particularly in instances where they might print a broadcast speech in fu text because "the broadcast stim lates the interest of listeners reading the speech if it is a go one."

Admitting to a "working know edge" of the newspaper-ownersh question, drawn from familiari with "comments that pass in new paper circles", Mr. Brant said t newspapers' first impulse to ent the broadcasting field came fr the desire to exert power and i fluence and to be in the public ey Other considerations, he adde were the promotion possibilities f the paper, a "business hedge" which the newspaper sought to pr tect itself on advertising revenu and a look into the future of su developments as facsimile broa casting. Radio, through its ne bulletins, has eliminated extra e tions of newspapers, he said, "b this is a good riddance". He sa he did not believe many newspape men thought radio can suppla newspapers.

Reviewing newspaper consolid tions in his experience in Iowa a St. Louis, Mr. Brant declared the is a tendency toward concentrati of control in the newspaper fiel "and anything that concentrat control is bound to have an effe on expression." Responding to a other question by David D. Lloy chief of the FCC inquiry sectio handling the examination, M Brant said he saw harm in bot newspaper and radio chains, as we as any concentration of power broadcasting in general. He d clared this was "a dangerou thing" and that "diversity is d sirable".

Facsimile's Effect

Asked point-blank for his opinio on whether the FCC should e clude newspapers from facsimi operation, Mr. Brant declared "When fascimile becomes a com mercial probability, it will produc such a profound alteration on th publishing field that you can't la down a hard and fast rule now t do this". He pointed out that suc a rule might very well change th entire consolidation picture, fo instance.

Asked if it would be advisab to maintain the status quo in th broadcast field, making no ne grants to newspapers but allowin present ownership to continue o erating existing facilities, he com mented that if the status quo wer preserved, it would result in th intrenchment of the very interest and conditions that brought abou the newspaper-ownership invest gation.

Asked by Mr. Lloyd if he favore an FM policy precluding news paper-ownership, Mr. Brant state that "FM lies so much in the im mediate future that you can legiti mately make regulations keepin newspapers out of this field—i would produce a very definite tend ency toward diversity of owner ship".

He recommended that the FC

(*Continued on page 42*)

Control of KVAN, in Vancouver, Wash., Granted Sackett Despite Order No. 79

WHAT WAS regarded as another possible deviation from the FCC's policy of throwing all newspaper applications in its suspense file, except where an "existing situation" would not be disturbed, developed last Tuesday with the approval of transfer of control of KVAN, Vancouver, opposite Portland, Ore., to Sheldon F. Sackett, 50% owner and owner of KOOS, Marshfield, as well as a publisher newspaper, in the same city.

At the FCC it was stated this was not regarded as a "deviation" of its policy under Order No. 79, since Mr. Sackett already owned 50% of the station and since certain of the smaller stockholders are so close to him that control actually reposed with the newspaper publisher. Moreover, it was stated that the *Coos Bay Times* in Marshfield, Ore., published by Mr. Sackett, is some 200 miles away from the station and that therefore the issue of concentration of control in the same community was not present.

After issuance of Order No. 79 earlier this year, the FCC had made several authorizations which were cited as deviations from Order 79—one authorizing an FM station in North Carolina for Gordon Gray, and the other dealing with a power increase to 50,000 watts for KTRH, Houston, identified with the Jesse Jones interests. Since then, however, there have been no other deviations and all applications not regarded as altering "existing situations" have been relegated to the suspense files.

Past Deviations

Under the Oct. 21 action, Mr. Sackett acquired five additional shares of stock from D. Elwood Caples for $312.50. He had already held 100 of the 200 shares of stock.

Deal gives Mr. Sackett as publisher of the *Coos Bay Times*, Marshfield, Ore., as well as owner of KOOS, Marshfield, 105 shares while Mr. Caples, a local attorney, retains 31 shares, Mr. Sackett was one of the original stockholders in the station when it was founded back in 1939, but later relinquished his holdings to Walter L. Read. Mr. Read, upon his retirement in 1940, re-sold his interest back to Mr. Sackett.

The FCC last Tuesday also authorized KVAN to modify its license increasing its power to 500 watts daytime. Station operates now on 910 kc. with 250 watts daytime only.



The Tennessee Valley is the Great State of Prosperity

STRETCHING from the lower tip of Kentucky, south through northern Alabama and Georgia, all the way east to the Great Smokies is the Great State of Prosperity.

We at WLAC call it by the more familiar phrase, The Great Tennessee Valley.

Here, more than $500,000,000.00 worth of TVA dams are producing an industrial area that is one of the nation's richest.

The Great State of Prosperity will be covered handsomely [and economically] by WLAC's 50,000 watts.

GOING TO 50,000 WATTS BEFORE THE END OF 1941

Serving with power where power counts most!

WLAC Nashville

J. T. WARD, OWNER • F. C. SOWELL, MANAGER
PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

Shortwave Outlet To Cost $250,000

Dumm-Dellar Laying Plans to Operate Pacific Station

THE NEW international broadcast station authorized for San Francisco by the FCC a fortnight ago, with the approval of the Defense Communications Board and Col. William J. Donovan, coordinator of information, will be built at a cost of approximately $250,000, according to an announcement by Associated Broadcasters Inc., owners of KSFO, standard broadcast adjunct of the new station.

The grant will give San Francisco the largest operating shortwave station in the world, it was stated, equivalent to those authorized in Moscow and Paris, but not now operating. While it will have an authorized power of 100,000 watts, the directional characteristics will give the beam a power equivalent to over 4,000,000 watts, according to Royal V. Howard, KSFO chief engineer.

In Many Tongues

The station will serve the Far East, Australia, the Orient, and Central and South America, utilizing six frequencies on a sharing basis. It will operate 20 hours daily airing news and entertainment in English, French, Dutch, Spanish, Portuguese, Japanese, and possibly Chinese, Thai, Russian and Korean.

Despite priority limitations on materials for construction of stations, Associated Broadcasters was given full priority rights. Wesley I. Dumm, owner of KSFO, will supervise the construction of the new outlet, and Lincoln Dellar, manager of KSFO, will be its directing head. Full facilities of the station will be available to the Government for any services required "in the best interests of national defense", Mr. Dellar said.

The coordinator of information arranged for delivery of a 100,000-watt transmitter from the General Electric Co., to speed the new service, because of the desirability of broadcasting across the Pacific. Two sites in the San Francisco Bay Area for the transmitter, which together with the studios will cost approximately $250,000, are under consideration now. Shortwave experts from the East are conferring with KSFO Chief Engineer Howard on the installation.



BLOWING OUT the WJZ 20th Anniversary Cake are members of NBC's spot and local sales department with Ed East who conducts WJZ's early morning participation program *Breakfast in Bedlam*. In first row are (l to r) Bob Eastman; Tom Neels; Phil Porterfield; Jim McConnell, sales manager; Walter Scott; George Wallace and Jim Gillis. Second row, Willar Butler; Bob Hutton, recently appointed WEAF an WJZ promotion manager; Bill Roux, national spo sales promotion manager; Ed East; Bill Tilenius assistant sales mgr.; D. Close and J. D. Van Amburgh Decorating the cake were 20 lighted candles.



TWO BIG POWER INCREASES IN TEXAS' BIGGEST MARKET

DAY AND NIGHT

HERE'S important news about Texas' biggest market! Station WRR, Dallas and Station KFJZ, Fort Worth have each increased their power to 5,000 Watts, day and night;

and these two new power stations may now be bought in combination for what you would expect to pay for one 5,000 Watt station in this market.

Here is what you get . . .

1. Two, full time, 5,000 Watt stations on two different frequencies — WRR—1310 K C , KFJZ—1270 K C.
2. Each with a powerful signal throughout the entire Fort Worth-Dallas market.
3. Both stations connected by permanent lines for broadcasting simultaneously or at different times — but at only one talent cost.
4. Both stations affiliated with the Texas State Network and the Mutual Broadcasting System.

The best way to get **complete** coverage in this highly selective market is to use **both** WRR, Dallas and KFJZ, Fort Worth. Two important, all-time stations for you at one price and one talent cost.

NATIONAL REPRESENTATIVES

WEED and COMPANY

New York • Chicago • Detroit • San Francisco

TEXAS TRAVELER

Goes 10,000 Miles in 6 Weeks — Inside the State

CLAIMANT to radio's traveler role is John Paul Goodwin, radio director of Segall & Weedin Adv. Agency, who reports that he has flown over 10,000 miles in the last six weeks—but has not been out of Texas. Goodwin currently produces and announces for the agency shows in San Antonio, Fort Worth, Dallas, Houston and Corpus Christi.

His shows include the Interstate Theatres Circuit's *Showtime* which is fed on alternate Sunday from theatre stages in Dallas, Houston, San Antonio and Fort Worth to the Texas Quality Network, KRGV, Weslaco, and KGNC, Amarillo; *Crustene Ranch Party*, currently from San San Antonio to TQN and KRIS, Corpus Christi; KARK, Little Rock, and KWKH, Shreveport; *Come 'n Get It* for American Maid Flour on TQN; football games from Houston and three other local shows.

Kalamazoo Asked By Gross, Shield

Would Surrender Saginaw C To Build New Station

APPLICATION for a new statio in Kalamazoo, Mich., submitted t the FCC by Harold F. Gross an Edmund C. Shields, who propos to surrender their constructio permit for the new WHAL, Sagi naw, Mich., if the new station i granted, was designated for hear ing last week by the Commissior The applicants, under the name o the Southwestern Michigan Broad casting Corp., are seeking the faci lities of WHAL to operate on 98 kc. with 1,000 watts.

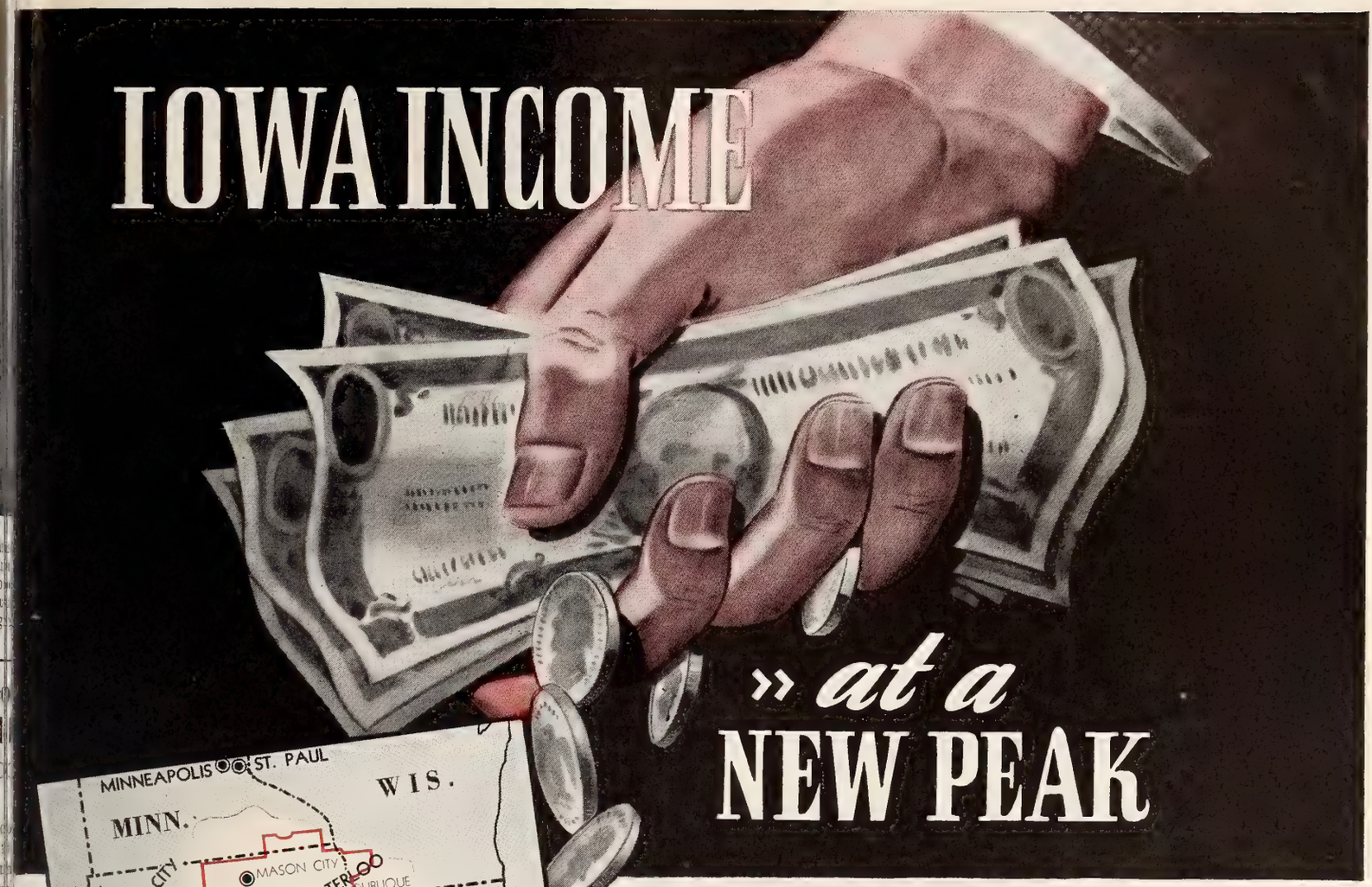
Two Were Granted

WHAL was granted to Mr Gross, who is also operator o WJIM, Lansing, Mich., and Mr Shields, attorney and Democrati National Committeeman fron Michigan, on Oct. 26, 1939. Th same day the FCC authorized an other new local in Saginaw WSAM, to be constructed. WSAM went on the air seven months late while the permittees of WHAL made no effort to further thei construction permit. Kalamazoo at present, is served by the 1,000 watt WKZO on 590 kc.

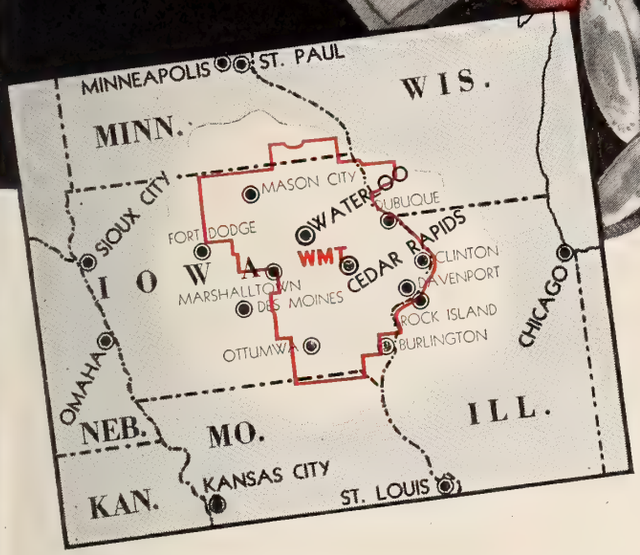
Surrender will mark the fifth instance in which a new station authorized simultaneously with an other station in the same com munity, has chosen to turn in its construction permit. Others were WMVD, Salisbury, Md.; KFUN Las Vegas, Nev.; KYAN, Cheyenne Wyo.; and WMWH, Augusta, Ga

KFAR, Fairbanks, Alaska, on Oct 21 received authority from the FC to rebroadcast certain sponsored pro grams from NBC's shortwave statio WRCA on a commercial basis for a period ending Dec. 6, 1941.

IOWA INCOME



... at a NEW PEAK



*74% of Iowa's well paid industrial workers live in the WMT primary area**

● THE spiral of Iowa *farm* prosperity is still going up, cash farm income will be the greatest since World War I, now estimated at more than $815,000,000. Add another $800,000,000, the estimated *industrial* income for 1941 in the Tall Corn State, by far the largest in the State's history, and you have a total of more than a *billion and one-half,* a ready money market that no alert advertiser can afford to ignore.

And because Radio Station WMT is located in the center of concentration of the largest cities in Iowa, with the best wave length in Iowa, 600 kc., almost all of Iowa's industrial workers live in the WMT 0.5 millivolt area and 74% of them actually live in the WMT primary area. The 500,000 people in these cities and the million other Eastern Iowans on farms and in small towns depend on WMT for their radio service. WMT is the dominant station in the area. With this one station you can reach more important trading centers in this area at a fraction of the cost of any combination of stations covering the same markets.

Money is flowing freely in the corn country now. Reach these markets and reap a greater return from your advertising dollars spent in the Middlewest by using WMT. Write today for complete information.

* 0.5 MILLIVOLT AREA, WHITE
CBS PRIMARY OUTLINED IN RED

CEDAR RAPIDS-WATERLOO

WMT

A COWLES STATION

THE KATZ AGENCY INC., REPRESENTATIVES

BASIC COLUMBIA NETWORK - 600 KC - 5000 WATTS DAY & NIGHT

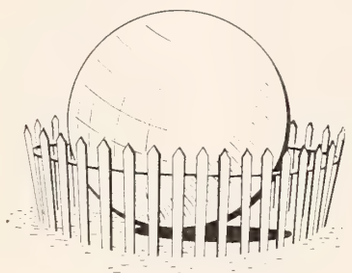
The boss said you wouldn't read this ad because it's too tight, - but when you've got a B I G story to tell in a little space you've got to crowd! Anyway, WWNC is the sellingest station for miles around, - it's the only station that serves ALL of Western North Carolina, - & that's a mighty good market. Food Sales, Auto Sales, General Merchandise Sales here are far above the national average. Can't tell a complete story here, but if you'll write us we will send some eye-opening data right away. Take a dare and write now!

WWNC

570 Kc. CBS Affiliate

ASHEVILLE, N.C.

WALA can't give you . . .



BUT WALA CAN GIVE you positive coverage in

U. S. Market No. 1!

No other radio station so thoroughly blankets the rich Gulf Coast defense area.

Representatives
JOHN H. PERRY ASSOCIATES

5,000 WATTS Day and Nite WALA MOBILE

Appeal of Decision Is Filed by ANPA

Hanson Contends Action by FCC Is Discriminatory

CARRYING on one of the early opposition moves against the FCC's newspaper-ownership inquiry, Elisha Hanson, ANPA counsel, last Wednesday filed a brief in the U. S. Court of Appeals for the District of Columbia, appealing an Aug. 15 U. S. District Court memorandum opinion upholding the FCC's right to require the appearance under subpoena of James G. Stahlman, publisher of the *Nashville Banner* and former ANPA president [BROADCASTING, Aug. 18].

Backed by the position of Justice James W. Morris, of the District Court, it is thought the FCC will file an answering brief with the Court of Appeals well within the 20-day period provided under court regulations. Previously it was indicated the court will probably push the Stahlman case ahead of others on the docket in order to decide as soon as possible the question of whether the FCC can, within provisions of the Communications Act, hold a general fact-building inquiry and issue subpoenas requiring witnesses to appear at such proceedings.

Sees Discrimination

In his brief, Counsel Hanson argued that the FCC, through its Order No. 79 and the inquiry provided by it, "singles out as a special class for discriminatory treatment the applications of persons associated with newspapers," which he claimed constituted a violation of the Constitution as well as the nondiscriminatory policy written into the Communications Act by Congress. The brief maintained that "since Order No. 79 exceeds the FCC's powers, it is without warrant of law, and the subpoena issued and served upon appellant pursuant thereto is a nullity."

The Stahlman case came to court after Mr. Hanson, on the opening day of the newspaper-ownership hearings, had revealed to FCC Chairman James Lawrence Fly he had suggested to four witnesses subpoenaed by the FCC that they refuse to appear in what he described as "illegal proceedings." In addition to Mr. Stahlman, now on active duty with the Navy Public Relations Office as a lieutenant commander, the quartet included Edwin S. Friendly, business manager of the *New York Sun;* Arthur Robb, editor of *Editor & Publisher,* and William A. Thompson, director of the ANPA Bureau of Advertising [BROADCASTING, July 28].

PROF. WILLIAM H. BARTON Jr., curator of New York's Hayden Planetarium, on Oct. 31 returns to CBS to conduct a series of popular astronomy programs titled *Americans Map the Skies,* dealing with the history of astronomical research by Americans.



APPROACHING BOMBERS are indicated by the pointing arm of Lieut. Herbert Quednow for a pickup by WPEN, Philadelphia, during air maneuvers along the Eastern Seaboard in mid-October. Stationed on the rooftop of the building housing WPEN studios are (l to r) Charlie Burtis, WPEN chief engineer, Lieut. Quednow and Announcer Jack O'Reilly. Approach of the planes was broadcast from the "filter room", where bomber squadrons are charted as sighted, by Frank Kent, assisted by Major John Hawkins and Lieut. Edwin Kessler.

LORILLARD PLANS BIG VARIETY SHOW

P. LORILLARD Co., New York (Old Gold cigarettes), through J. Walter Thompson Co., that city, on Nov. 3 starts a new weekly half-hour variety type of program featuring Herbert Marshall, film actor, as m.c. on NBC-Blue stations, Monday, with time tentatively scheduled as 7-7:30 p.m. (EST), and West Coast repeat, 8-8:30 p.m. (PST).

Firm discontinued its weekly half hour *Tommy Riggs & Betty Lou Show* on 6 NBC-Pacific Red stations, following broadcast of Oct. 23, but retain Bert Wheeler and his stooge Hank Ladd as featured comics on the new program. Included also will be a name band with guest talent and "something new in the way of entertainment".

John U Reber, New York radio director of the agency, was scheduled to arrive Oct. 26 on the West Coast for conferences with Danny Danker, Hollywood manager of J. Walter Thompson Co., and to complete show plans, remaining in that city until after the initial broadcast.

Greeting

JIM KANE, publicity director of WBBM, Chicago, received an armed reception during a recent visit to his native New York. In need of cigarettes, he stopped at a corner drug store near midnight and was greeted by a gun in his stomach, and "Don't say a word, buddy and you'll be okay." Under the revolver's muzzle, Kane was led to the rear of the store and locked in a closet where the proprietor kept him company. After ten minutes in the locked closet with the druggist, Kane knocked the door down and left—without the cigarettes.

CBS PUSHES PLAN FOR LATIN HOOKU

WITH CONSTRUCTION on i new 50,000-watt transmitters f WCBX and WCRC more than 85 completed, CBS has announced i new Latin American network w be "in full swing at the outset 1942". According to Edmund Chester, CBS director of shortwa broadcasting and Latin Americ relations, affiliation contracts wi 72 stations have been negotiated date with other deals under wa Delay in opening the network, l explained, was necessitated by n tional defense priorities causing holdup in the delivery of equipme for the two transmitters.

Mr. Chester stated also that t size of the CBS staff for the ne network has been increased fro 10 to more than 50 in the Ne York offices, while the executi staff has been expanded by the a dition of noted journalists, m sicians and broadcasters from t Latin American republics.

The new transmitters are l lated at Brentwood, Long Islan with eight directional antennas d signed exclusively for transmi sions south of the United State Four other antennas, with eig more combinations, have been a signed for service to Mexico a Central America.

WEATHER THAT'S SEEN

Talking-Singing Lamb Used By Video Station

AFTER numerous experiments NBC to find an interesting and i formative method of giving tel viewers nightly weather forecas on the network's television static WNBT, Douglas Leigh, creator the animated cartoon signs on Ne York's Broadway, has solved t problem with a talking and singi lamb, specially created for tel vision.

Six nights a week about 9 p.m the weather lamb appears combi ing his forecasts with sales tal and cartoon demonstrations of t wrinkle-proof tie produced Botany Worsted Mills, Passaic, J., sponsor of these first animat cartoons specially prepared f commercial television.

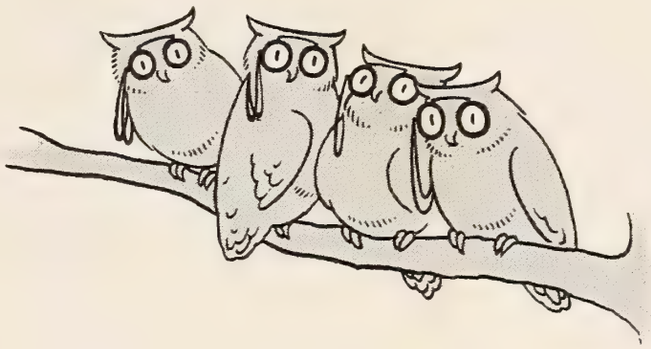
More than 3,000 individual dra ings were made and photograph to build the 14 reels of 16 mm. fil each forecasting a different kind weather, and all opening with t Botany lamb anxiously scannin the skies with a telescope. Agen for the Botany account is Alfred Silberstein Inc., New York.

Guild Nominees

NOMINEE for the next president the Radio Writers Guild is Hen Fisk Carlton, who will serve a on year term succeeding Courtenay Sa age of Chicago. Nominees for t Guild's national and regional counc to serve two years, and to be voted at the election Nov. 7 include Stua Hawkins, Harry Herrmann, Richa McDonagh, J. T. W. Martin and Ad Richton. Alternates, to serve one yea are George Corey Lowther, Vera Ol ham and Helen Walpole. RWG re resentatives to the council of the A thors League of America, include No man Corwin, Elaine Sterne Carrin ton, Merrill Denison and Phil Higle all to serve two years.

Birds of a feather and stuff

Glancing at our current list of national spot accounts, we're forced to agree that birds of a feather *do* flock together—and we do mean *flock*. Unanimously, it seems, America's biggest and smartest spot radio advertisers are buying KMBC. Literally in droves, they've moved in to enjoy KMBC's intensive and efficient salesmanship in this vast Missouri-Kansas area. So that now—







KMBC CARRIES MORE NATIONAL SPOT BUSINESS THAN ANY OTHER STATION IN THE KANSAS CITY AREA—MORE BUSINESS IN HOURS AND MORE BUSINESS IN DOLLARS!

AND ONLY ONE OUT OF EVERY FOUR NATIONAL SPOT ACCOUNTS ON KMBC IS NEW TO THE STATION—ALL THE REST ARE RENEWALS!

We're proud of the *number* of national spot accounts on KMBC. We're prouder still of the *quality* of these accounts. And by delivering results to one and all, we intend to make sure the wise birds of advertising *continue* to flock together on KMBC.

KMBC of Kansas City

Free & Peters, Inc. **CBS Basic Network**

FLYIN' HIGH IN PIGEON-ROOST (Ky.)?

No foolin', fellers, Pigeonroost (Ky.) is a bona fide town (Pop. 25)! But like many another "town" in Kentucky, it's far too small to make a noticeable impression on your sales chart! But to reach every radio set in the great Louisville Trading Area, with 56% of the State's retail business, all you need is WAVE! Rates are so low you'll think we're nuts! Send for *all* the dope, *now!*

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Davis Memorial Award Scheduled about Nov. 15

ON A NATIONAL basis for the first time, the 1942 H. P. Davis National Memorial Announcers' Awards will be announced about Nov. 15 with plans now under way to present the prizes on an NBC broadcast. The Davis awards, made on a station basis, will be won by that announcer having the best personality, diction, adaptability, voice, versatility as well as maintaining a consistently high standard in program presentation.

Prizes are the Davis Gold Medal, a cash award of $300, and the distinction of being chosen the best announcer on any of the NBC stations. Four sectional awards corresponding to the four time zones, also will be made. Judges this year are past chairmen of committees when the competition was limited to Pittsburgh announcers, with nominations for the best announcer sent in by each station of both NBC networks.

Decision to make the competition national this year was made by Mrs. H. P. Davis, widow of the Westinghouse engineer and radio pioneer to whom the Awards are a memorial tribute, in recognition of radio broadcastings' 21st birthday.

Gilbert to Government

MORRIS GILBERT, assistant to the MBS news analyst, Raymond Gram Swing, and formerly a reporter for the *New York World-Telegram*, has resigned to join the staff of the Office of the Coordinator of Information, Government agency headed by Col. William Donovan.

BUY THE RED NETWORK AUDIENCE

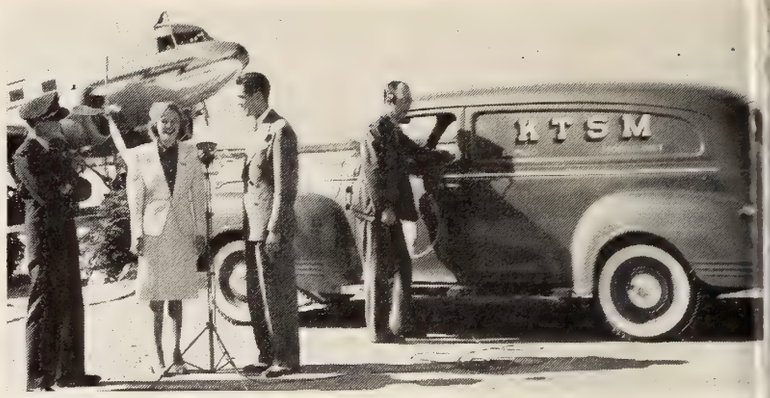
It's the same in Richmond as it is elsewhere —tops. And with it you have the tops in local—WMBG.

WMBG offers you the Red Network audience —5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.



AIRPORT and other remotes are picked up by the new mobile unit o KTSM, El Paso. Here Program Director Roy Chapman interviews Marlo Gunderson, American Air Lines stewardess. Watching are Chief En gineer Louis Gemoets (at car), and West Carroll, first officer of the ship

Press Wireless Granted FCC Authority To Handle MBS Latin Program Service

SLATED to transmit MBS program service to Latin America, Press Wireless Inc. last Tuesday was authorized by the FCC to engage in the transmission of outbound broadcast program material to Central and South America—the first time the press radio communcations company has operated in this field.

To permit the new service, covering multiple destination addressed program material, the FCC is expected to revise the rule which heretofore confined this type of service to fixed public point-to-point carriers, and which now is to be expanded to allow public press radiotelegraph carriers.

Press Wireless will handle the new service from both its Los Angeles and Hicksville, N. Y., stations. For the last five or six years Press Wireless has been handling inbound broadcast program service. In 1938 it sought to establish outbound service, but the FCC failed to act on the issue after a lengthy hearing. It is understood Press Wireless will offer lower program transmission rates than RCA Communications and AT&T, which operate present broadcast program service to Latin America.

Gets New Frequencies

In its authorization the FCC sanctioned the new service for Press Wireless on the condition that no interference will result for its public press radiotelegraph service. It was thought possible that if all its frequencies were in use at the time of a broadcast program, press radiotelegraph messages would take precedence.

The Press Wireless Los Angeles station was authorized to add frequencies 7355, 7850, 9390, 10750, 18560, 20800 and 22780 kc., using A3 emission, and to add A3 emission to the following frequencies: 6920, 7625, 8810, 10010, 11640, 13840, 15580, 15850, 15910, 19470, 19850 and 23450 kc., and to add Santiago, Chile, as a control point of communication. The Hicksville station will add A3 emission for use on 6920, 7355, 7625, 7850, 881(9390, 10010, 10750, 11640, 1384(15580, 15850, 15910, 18560, 1947(19850, 20800, 22780 and 23450 kc and Rio de Janeiro, Santiago an Panama City as control points.

The addressed program materia can be sent by Press Wireless t points in Central and South Amer ica not named in the license o these two stations, but Press Wire less will have to apply to the FC after transmission on this intercep service. Rebroadcasting of the pro gram sent by Press Wireless b stations in Central and Soutl America will be permitted.

The move of MBS to transmit it programs to Central and Soutl America was regarded as an effor to compete with CBS and NBC which have made extensive prepa rations in Latin America for recep tion of American programs fron their own international shortwav stations.

Silenced by Plane

NEW YORK stations WINS an WNEW were off the air Oct. 20 fo 47 and 45 minutes respectively when a Waco training plan crashed into the stations' trans mitter wires near East Rutherford N. J. The plane hit the main wir from WINS' transmitter as wel as the wire supplying the power t WNEW from its transmitter a Carlstadt. The flying instructor Albert Ulrich, was killed in th crash and the student, Victo Johnson, seriously injured. WHN New York, was testing its new 50,000-watt transmitter located a East Rutherford, and was force to stop all tests when the plan dove into the main power supply cable.

New RCAC Circuits

RCA COMMUNICATIONS, fol lowing six months of preliminary testing, has announced the opening of a direct radiotelegraph circui between New York, and Brazza ville, Free French stronghold i Equatorial Africa, giving RCA four such circuits connecting th United States and Africa.



HEAD OF THE LAKES' MOST FAMOUS TWINS

Now WEBC, the pioneer radio station in Duluth-Superior, at the Head of the Great Lakes, where National Defense is born, jumps to 5,000 watts night as well as day. And, we remain at the same familiar spot on the dial, where most people listen most, to our NBC Red and Blue programs, as well as the finest locally-produced shows. In the above picture, you see the twin towers at our Transmitter, which combine, to beam with triple intensity, the message of WEBC, thoroughly in the Twin Ports, and into ALL of Northern Minnesota. In the picture below, are WEBC's original "Twins," a boy and a girl, born on the day the station first went on the air, June 19, 1924. For power, programs and performance at the Head of the Lakes, plus consistent promotion for both spot and program advertiser, there is no better station than WEBC! And we can prove it!

Saluting the

5000

WATTS...Night as Well as Day... of

WEBC

DULUTH-SUPERIOR

Far ahead at the Head-of-the-Lakes where National Defense is born!



Both NBC Networks ◆ WEBC ◆ Represented by Hollingbery

Glenn Dimmick Winner Of Annual Movie Medal

GLENN L. DIMMICK, sound engineering expert of RCA Laboratories, last Wednesday was named winner of the Progress Medal given annually by the Society of Motion Picture Engineers in recognition of contributions to the motion picture art. Presentation was made by Emery Huse, president of the Society, at the 50th semi-annual banquet in New York. A citation of Mr. Dimmick's engineering accomplishments was read at the dinner by Otto S. Schairer, RCA vice-president in charge of RCA Laboratories.

Among television papers read at the convention was a description of the advances in color by Dr. Peter C. Goldmark, CBS chief television engineer. Dr. Alfred N. Goldsmith, inventor, told of his new "increased range" system. Four engineers of the Allen B. DuMont Laboratories, R. L. Campbell, R. E. Kessler, R. E. Rutherford, and K. V. Landsberg, told of new equipment.

Plugs in Advance

TO LIGHTEN the Christmas mail burden, the U. S. Treasury now is preparing to send to stations immediately all copy promoting defense bonds and stamps for November, December and January. According to Charles J. Gilchrest, assistant chief of the Treasury radio section, all announcements to be used through Jan. 5 are to be mailed from Washington by Nov. 15.

Withdraws CBS Suit

TEST ACTION brought against CBS by Calvin E. Fritts, holder of 50 shares of Class B CBS stock, was discontinued Oct. 17 in New York Supreme Court, with no explanation for the withdrawal of the suit given. Plaintiff protested CBS' recent sale of its Artist and Concert Bureaus to Music Corp. of America, claiming that the prices of $150,000 and $176,000 obtained by CBS from MCA were "inadequate."

Chicle Series

AMERICAN CHICLE Co., Long Island City, has appointed Grant Adv., Chicago, to handle advertising the Beeman's Pepsin gum. Through the new agency, the company is testing a 13-week varied schedule of transcribed one-minute announcements and station break announcements on KSD WLS WTMJ WOW KOIN KDKA KFRC WENY. Probable expansion of radio, either in spot or network, is being contemplated for the first of the year.

Ward News on WJZ

WARD BAKING Co., New York, the week of Oct. 20 started sponsorship of a news period on WJZ, New York, Monday through Friday, 8:45-8:50 p.m. and participations on the *Uncle Don* program, on WOR, that city, also on a Monday through Friday basis. Company in addition is using spot announcements on an unnamed number of stations. J. Walter Thompson, New York, handles the account.



WHEN the morning newspaper at Jamestown, N. Y., was merged into the evening paper, Carnahan-Shearer Co., men's clothiers, filled the gap with *Morning Newspaper of the Air* on WJTN. This window display promoted the program.

Donald Nelson Praises Radio's Role in Defense

PRAISING radio's "important role" in keeping the public informed on defense matters, Donald M. Nelson, executive director of the Supply Priorities & Allocations Board, last Tuesday announced appointment of Kate Smith, CBS radio singer and woman's commentator, as liaison officer between the radio section of the Office for Emergency Management and the field of broadcast radio, "in helping to inform the public about the contribution that can be made in conserving scarce materials."

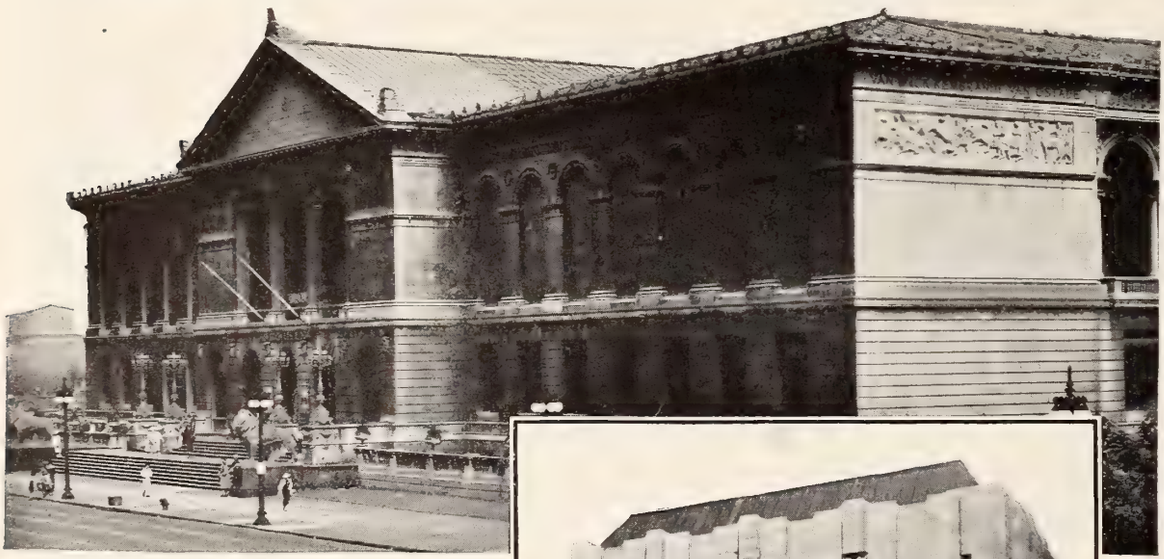
Commenting on Miss Smith's volunteer job, Mr. Nelson wrote in a letter to her:

"The public must be clearly and fully informed if it is to make its most useful contribution. In this task of informing our citizens of how they can help and why this help is sought, the radio must play an important role. The defense program has now reached the point where your assistance can be invaluable. Therefore, I hereby request you to help us carry the story of conservation to your millions of listeners."

Conti Spots

CONTI PRODUCTS, New York (shampoo and face cream), during the week of Oct. 20 started a series of minute announcements and participations in KYW WPEN WOL WJSV WFBR and WOR, for a period of nine weeks, subject to renewal. WGN, Chicago, will be Nov. 3. Agency is Bermingham, Castleman & Pierce, New York.

Things that are TRULY CHICAGO



Chicago's Art Institute was one of the earliest centers of culture in the Middle West. This building with the two bronze lions guarding its portals is truly a Chicago landmark.



WGN, a pioneer broadcasting station, represents "radio" to Chicagoans and the Middle West. Like the Art Institute, WGN's studio building is a prominent Michigan Avenue landmark.

THIS factor of being rooted in the community adds credence to your advertising messages.

A Clear Channel Station

50,000 WATTS — WGN — 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

KFRU COLUMBIA

In the heart of Missouri!

Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.

1400 KC. ★ 250 Watts

The Other Fellow's VIEWPOINT

WFTL On the Job

EDITOR, BROADCASTING:

I have been requested by R. M. Tigert, station manager of WFTL, to call your attention to the omission of WFTL from a story appearing on page 23 of the Oct. 13 edition of BROADCASTING. WFTL was the only station in the Miami area that remained on the air continually during the emergency. Our series of storm broadcasts started Saturday morning, Oct. 4, at 7 a.m. and concluded Monday night at 11 p.m., a total of 62 hours continuously on the air. This was made possible by the use of an auxiliary power unit which was used for a period of 12 hours during the time the local power company was forced to close down. All three Miami stations were off the air at some time during the night.

In addition to our storm warning service to our listeners, we were also the only station in South Florida which was designated by the police department as official headquarters for dispensing police information. The local police department was forced to do this because of the loss of power for their own transmitters.

I regret very much that this information was not sent to you at an earlier date, and would appreciate any story you might publish to let the readers of your magazine know about the service we rendered during the storm threat. The following is an excerpt from a letter received from the Secretary of the Hollywood, Fla., Chamber of Commerce, Clyde B. Elliott:

"Another thing was mentioned at the meeting in praise of your continuation of broadcasting all Sunday night, Oct. 5 and 6 by the use of your own auxiliary power. I believe we are all rather proud of the fact that our newest radio station of this area led the way in emergency performance. Please accept our congratulations".

IRVIN F. DUDDLESON
Director of Public Relations
WFTL, Fort Lauderdale, Fla.

Oct. 14

Plane Plant's Program

SPECIAL DEFENSE program from Wichita, city producing quantities of airplanes for defense, was presented Oct. 26 on 30 MBS stations, under sponsorship of the Cessna Aircraft Corp., that city, to celebrate its production of 100 planes per month. Fulton Lewis jr., Mutual's defense and news commentator, interviewed workers of the Cessna plant on the program and music was by the Wichita Symphony Orchestra.

CKNX, Wingham, Ont., is now owned by W. T. Cruickshank instead of the Wingham Radio Club as licensed till recently by the Department of Transport; it is located on No. 4 Highway south of Wingham, and has temporary night power of 197 watts and 1,000 watts daytime, pending installation of directional antenna. CKSO, Sudbury, Ont., has a new transmitter location in Neelon Township, Ont.



4 out of 5 come back to WJSV

The satisfaction of customers is what makes two purchases grow where one grew before. Which is why WJSV considers its rate of renewals by advertisers a robust proof of selling power.

On local and national spot programs, for example, WJSV renewals are currently a plump 83.3%.

And on Arthur Godfrey's "Sundial"—WJSV's most popular participating show—the renewal rate stands at a healthy 76.5%.

Results that bring such consistent renewals are particularly significant in our case—because WJSV, Columbia's 50,000-watt station in Washington, D. C., serves the country's wealthiest per-capita market.

WJSV *Ask us about the "Magic Carpet." It is a time-proved feature (quarter hour) now available.*

COLUMBIA'S STATION FOR THE NATION'S CAPITAL • 50,000 WATTS

Owned and operated by CBS. Represented by Radio Sales: New York, Chicago, St. Louis, Detroit, Charlotte, Los Angeles, San Francisco

'March of Time' Series Recorded for Shortwave

ARRANGEMENTS whereby *The March of Time*, heard on NBC-Blue Thursdays at 8 p.m., is being transcribed by NBC and rebroadcast to Latin America each succeeding Saturday, have been made by the sponsor, Time Inc., Young & Rubicam, New York, agency in charge, and the two shortwave stations WGEO, General Electric station at Schenectady, and KGEI, San Francisco.

A transcription of the original program is first shortwaved on WGEO Saturdays at 6:30 p.m., and then repeated on KGEI at 8 p.m., with the entire show, in English of course, as it is recorded, directed particularly to Americans living in those countries. Only change in the format is in the commercials which promote the Air Express edition of *Time* Magazine which is sent to South America.

WHEB-WRLC Name McGillvra

THE TWO stations owned by R. G. LeTourneau, millionaire grading machinery manufacturer and noted philanthropist—WHEB, Portsmouth, N. H., and WRLC, Toccoa, Ga.—have appointed Joseph Hershey McGillvra as national representatives. Bert Georges is general manager of both stations. WRLC will shortly become affiliated with MBS.

EARLY morning program *Breakfast in Bedlam*, heard five times weekly on WJZ, New York, with Ed East, now has a total of seven participating sponsors with the recent addition of Lehn & Fink Products Corp., New York, for Hinds Honey and Almond Cream. Agency is Wm. Esty & Co., New York.



NEWSROOM of WTIC, Hartford, was moved into the Centinel Hill Hall as part of the recent annual exhibit of G. Fox & Co., local department store, Oct. 11-18. Here with its Transradio teletype, as well as the recently contracted news services of AP and INS, Newscaster Phil Becker, gives the 1 p.m. news summary, a daily feature of the exhibit.

Hudson Fur Spots

HUDSON CANADIAN FUR Co., Brooklyn (furs), recently started a series of quarter-hour live musical programs on three New York stations, seven a week on WEVD, two a week on WCNW, and six times weekly on WINS. Company has been conducting similar periods on WCNW and WHN for some time in the past. All placements were made direct.

'Cavalcade' for Schools

TRANSCRIPTION and Recording Service of WOR, New York, has completed the re-recording of 12 more programs in the series of *Cavalcade of America* series, sponsored on NBC-Red by E. I. DuPont de Nemours & Co., Wilmington, for distribution to schools throughout the country by the American Council on Education.

WBNX Cooks

WHEN MUSICIANS report for work at WBNX, New York, and ask "What's cooking?", they're not kidding. To provide vitamins and save wear and tear on program people with irregular hours, W. C. Alcorn, WBNX manager, added a complete kitchen next to the announcers' room two months ago when the station was remodelled. Ned Ervin, whose *Prelude to Slumber* is broadcast just before midnight, brings samples of his wife's cooking from home for re-heating, while the best cook is Hugo Neri, Italian announcer.

Five Schools in Texas Install Radio Courses

FIVE Texas schools have included technical radio courses in their 1941-42 curricula, the NAB revealed last Wednesday. As of Oct. 17, according to George Cranston, manager of KGKO-WBAP, Fort Worth, who surveyed the State's schools for the NAB, special radio courses are provided at Texas U, Texas Christian U, Rice Institute, St. Mary's U of San Antonio, and Texas A & M.

Under sponsorship of Texas U, the special courses available to engineering students of the schools include instruction in electronics and radio and advanced courses in construction and operation of radio transmitters and receivers. Texas U during the second semester also will offer a course in ultra-high frequency broadcasting.

CBS Education Posts

LLOYD W. DENNIS, program director of WJSV, CBS Washington station, and Robert R. King of KTSA, CBS station in San Antonio, have been appointed CBS educational directors in the East and Southwest, respectively, by Sterling Fisher, CBS director of education. Mr. Dennis, also a member of the Pan American Council of the CBS *School of the Air of the Americas*, joined WJSV in 1937 and was made program director, later taking over duties of educational director. Mr. King is director of San Antonio's Studio Theatre and also teaches radio production and writing.

STAR RADIO PROGRAMS, New York, for the sixth consecutive year is releasing its annual Christmas series of 25 half-hour scripts, titled *Christmas Tree of 1941*.



As usual KTAR was there

It was a big moment! Akron officials of the Goodyear Tire & Rubber Company were present. Civic leaders praised the occasion as one of the most significant in Arizona's entire industrial history. Then the first concrete was poured for the foundation of a new Goodyear Aircraft Corporation Plant. . . . a $2,000,000 airplane parts factory, just west of Phoenix, that brings the total National Defense investment in this area to approximately $20,000,000.

KTAR was there because KTAR is always out in front when there's something to be "told" or "sold" to a growing Arizona.

KTAR
PHOENIX, ARIZONA
Key Station of the
Arizona Broadcasting Co. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit
San Francisco Los Angeles

The ABC of Radio in Arizona
★★KTAR-Phoenix
★★KVOA-Tucson
★★KYUM-Yuma
★★KGLU-Safford
★KCRJ-Jerome
★KWJB-Globe
★KYCA-Prescott
★★NBC RED and BLUE Network Stations
★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

More Time for Defense Is Allotted by Shouse

FURTHER readjustment of commercial radio schedules to accommodate defense programs, and assurance that time would be cleared for "some vital defense message" even "if it is found necessary to remove certain periods from our commercial schedule", was indicated by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, who recently authorized a study of defense broadcasting needs as they concern WLW-WSAI, Crosley stations in Cincinnati. However, Mr. Shouse emphasized:

"We have to recognize that the revenue, making it possible for us to render service, comes from advertisers, and consequently we have to fit the needs of the public and the defense agencies intelligently into the pattern of our operation." He cited figures developed in the study, showing that during August WLW-WSAI originated 42 broadcasts dealing with national defense, and carried nine such network programs, with the number growing to 51 in September, not including 17 network features.

Radio Folk in Films

BROADCAST PICTURES Co., Hollywood, headed by Morris M. Lewin, New York producer, has been organized to produce a series of one-reelers based on radio characterizations. Barton Yarborough who portrays Cliff Barbour in the NBC *One Man's Family* serial, sponsored by Standard Brands (Tenderleaf Tea), will star in the first film, scheduled to get into production by Nov. 1.



FLUFFY CAKE was the reward for his fluffs when a listener sent pastry to Austin Williams (carving), announcer of KLZ, Denver. Williams was convicted on the weekly *Boners' Court* but drew only sympathy . . . and cake . . . from Mrs. Margaret Jagger (seated). Standing are (l to r) are Bob Harris, Lucille Mortan and Bud Thorpe, KLZ announcers.

Smith Bros. on NBC

SMITH BROS. Co., Poughkeepsie, N. Y., on Nov. 7 is starting a weekly five-minute program of AP news on an NBC network of 96 Blue stations in the interests of its cough drops. No commentator has yet been chosen for the program, scheduled for 21 weeks. Agency is J. D. Tarcher & Co., New York.

G. Washington Adds

G. WASHINGTON Coffee Refining Co., Morris Plains, N. J. (G. Washington Coffee), recently started participations on *Woman's Home Counselor*, Monday, Wednesday and Friday on KYW, Philadelphia. Company has been using participations on the *Marjorie Mills* program, on the Yankee Network. Agency is Cecil & Presby, New York.

KTKC and WFTC Join Blue Net in Near Future

TWO STATIONS will join NBC-Blue Network in the near future, KTKC, Visalia, Cal., on Nov. 15 and WFTC, Kinston, N. C., on Dec. 1. KTKC, operating with 1,000 watts power on 920 kc., will be an optional outlet of the Pacific Coast Blue with a network base rate of $120 per evening hour. Cut-in announcements are $10 at night, $5 during the day and $7 on Sunday afternoon.

Station is now constructing a 5,000-watt transmitter which will be ready for operation about Jan. 1, 1942, at which time the frequency will be changed to 940 kc. and KTKC will become required for advertisers using the Pacific Coast Blue. Advertisers on this regional Blue network now using KMJ, Fresno, may do so until Nov. 15, 1942, after which time they must use KTKC.

WFTC, operating with 250 watts on 1230 kc., will be a bonus station of the Blue Southeastern Group. Cut-in announcements are $6 at night and $3 in the daytime. Both KTKC and WFTC are full-time stations.

NBC has received notice from KGKO, Fort Worth Blue outlet, that it plans to start operations on 5,000-watts nighttime about Dec. 1, while KVOO, Tulsa, NBC-Red station, will begin operation with 50,000-watt daytime within ten days.

ED EAST, conductor of the *Kitchen Quiz* program on WJZ, New York, is working on the second of a series of shorts produced by Columbia Pictures.

FIRST WITH KIDS

5:00-5:15	Orphan Annie	Quaker Oats
5:15-5:30	Superman	Pevely Dairy
5:30-5:45	Jack Armstrong	Wheaties
5:45-6:00	Captain Midnight	Ovaltine
7:15-7:30	Mandrake, The Magician	Purity Bakery
7:30-8:00	Lone Ranger	Kix

Station breaks are available preceding and following some of these programs.

ST. LOUIS

KWK

Represented By Raymer

Dear Mom:

This is me--Mickey. And writing, too! Funny, huh? Bet you never thought I'd turn into an educated cat, did you, Mom? Well, it's the old saying--a cat's mistakes...or however the line goes. But that's all beside the point. What I'm really writing to you about is that nice Mr. Caldwell. Remember? The man who bought me when I was just a silly kitten?



Well, Mom, this Mr. Caldwell is now at WOR. Yeah, the radio station. And this is a little note about WOR, Mr. Caldwell and—just think—canaries!

You see, it's this way...

...I'm washing my face the other night in front of the fireplace when the door bangs and in comes the Boss—that's Caldwell—whistling. He doesn't even wait to take off his hat; just dashes into the kitchen where Mrs. Caldwell's cooking dinner and shouts:

"Boy—Oh, Boy! Mary, has WOR done a job for those canary people. Wow!"

Well, when I hear the word "canary," I sort of saunter over to the kitchen door, purr quietly, and bend an ear.

"Why the smallest thing WOR did for the Hartz Mountain Products Co. was pull 2,741 dimes—with as many boxtops—from four brief program mentions. And you know the show—just an organ and some canaries on Sunday. Better yet..."

"Your dinner, darling!" interrupts Mrs. Caldwell, wearily.

"As I was saying," continued the Boss, "better yet, sales for the year during which the Hartz people used WOR practically doubled those for the year during which they didn't..."

"And to meet the demand they had to expand their plant and take on more people," added Mrs. Caldwell.

"Exactly!" cried the Boss. "Say—how did YOU know that?"

"It's the usual thing at WOR, isn't it?"

Looks like that WOR's got something, doesn't it, Mom?

WOR

—that power-full station

P. S. **WOR was picked to sell a night club—of all things! In less than a month that night club's business was 3 times greater than it had been. Business for the year was 400% greater than the year before. This, we think, makes a point . . . Makers of uncommon things who have not used WOR, have no idea how subtly and surely this station relaxes the drawstrings of the purse. Our address is 1440 Broadway, in New York.**

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Squeeze Play

THE SQUEEZE play is on in the last inning of the chain-monopoly game that has been running for three years.

FCC Chairman James Lawrence Fly, just after release of the optionless time-option regulations, blandly observed he would be "surprised" if NBC and CBS went to court—this in defiance of statements made by the heads of the networks that they would appeal. Why this cocksureness?

Now it develops that Assistant Attorney General Thurman Arnold has invited attorneys representing the three major networks to a "conference" on the rules. Chairman Fly has discussed the "anti-trust aspects" of network operations with the Department before, and is obviously counselling it in this latest foray. There enters the fundamental question: Who is charged with prosecution of the anti-monopoly laws—the Department of Justice or the FCC.

The whole philosophy of the Anti-Trust Division, it has been evident for many months, is to evolve a "negotiated settlement" rather than institute litigation. That means a consent decree. The question logically follows whether Chairman Fly did not have in mind such a counter measure as the event that would block the networks from going to court on the regulations. The answer will be known after the Arnold-Network-Fly seance next Wednesday.

With all this catch-as-catch-can going on, the House Interstate & Foreign Commerce Committee has decided to reppraise the Communications Act and will start hearings next January. Senator Wheeler's Interstate Commerce Committee, after conducting hearings on the same issue last June, hasn't made another move. The White Resolution, to stop the FCC's machinations until there is a clear-cut definition of the scope of the FCC's functions, is in suspended animation.

Chairman Clarence F. Lea, of the House Committee, long has been regarded as a sort of middle-of-the-road Democrat. He is a sincere, deliberate and unsensational legislator—a stateman who commands respect on both sides of the House chamber. He did not order hearings on the Sanders Bill to reorganize the FCC until he had sounded out his committee. They agreed to proceed, without dissent and after a thorough discussion.

Chairman Lea has from President Roosevelt a letter written in January 1939 advocating a new FCC—a three-man commission—because, as the President put it, he was "dissatisfied with the present legal framework and administrative machinery of the Commission." An identical letter was sent Chairman Wheeler. Bills accordingly were introduced, but died with that session. There has been no intimation of any change of attitude on the part of the Chief Executive.

Thus, as far as the records go, the President, and the chairmen of both the House and Senate Committees identified with radio legislation, are on record favoring remaking of the FCC and rewriting of the Communications Act. Since then the situation has not improved. There is much to attest that it has been aggravated.

This is more than an industry fight. NBC and CBS say it means *sudden death* to broadcast operations as they exist today. Thus, in the most critical hour in the nation's history, with the nation on the brink of war, a regulatory agency of Government would gamble with the people's primary means of entertainment, relaxation, leisure and enlightenment. And the most direct means of contacting the public would be tampered with, when there hasn't been a murmer of public complaint.

Before any anti-trust or regulatory jockeying seriously sets in, we believe the Administration, through the chairmen of the House and Senate committees, might well ask the FCC to hold up its regulations pending final Congressional consideration of new legislation. In that epochal letter of January, 1939, the President himself said new legislation is needed "to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them."

That's the public's case, and the industry's too!

10% for Xmas

WITH CHRISTMAS 60 days away, practically every business survey predicts a record breaking holiday season in retail trade. Inventories are way above last year and the indication is that 1941 will not only surpass 1940 but even the banner year of 1929. True, prices will be somewhat higher but there's more money in circulation.

This is all good news to stations and agencies—for they will get the brunt of the windfall from dealer-cooperatives and local concerns. But there is a problem! For 1941 isn't an ordinary year.

Defense programs, announcements, transcriptions et al, have gradually eaten into time open for commercial sponsorship until the saturation point is being reached in many cases. Some stations, patriotically, have decided to curtail commercials where they interfere with defense programs. Unfortunately, the stations financially in a position to do this are few—for national emergency or no there is still the job of meeting the ever-increasing payroll, music costs, taxes, ad infinitum.

It does seem, therefore, that for the holiday period, running from Nov. 1 through Christmas, that these defense programs could be trimmed about 10%—where possible, of course—and allow these stations, admittedly doing a bang-up job for Uncle Sam, to catch their breath financially? After all radio, freely and proudly, gives its time to the Government; it's only fair that Government reciprocate for this "breathing spell" that the broadcasting industry might be in a position to do a still better job.

Radio Heckling

WHEN Hitler began his mad dash toward world conquest, it was freely predicted that one of the first moves with the outbreak of hostilities would be the "jamming" of broadcast operations by belligerents. That hasn't happened at all because both sides recognized it could only mean a complete blackout of broadcast communications.

Instead there has developed the little game of radio heckling, which has introduced a light touch in this grim business of provoked murder. "Ivan the Terrible" in Moscow interrupts the German propaganda effort with devastating, if not downright funny remarks. The Germans now are cutting in on BBC, and the Rome radio's *Barber of Seville* is interrupted by a terrific tirade against Il Duce.

It's disconcerting business, this phantom station operation. And it can happen here, with interesting possibilities. It raises the question—Has the FCC overlooked the danger of a parallel situation in this country, a danger that can crop up overnight? It might not be a bad idea for the FCC to instruct its field force to oil up those direction finders, and warm up the warning sirens in preparation for these prospective radio interlopers.

The RADIO BOOK SHELF

CLIFTON FADIMAN, m.c. of the *Information Please* program sponsored on NBC-Red by American Tobacco Co. and literary editor of the *New Yorker*, has published a 1,000-page book titled *Reading I've Liked* (Simon & Schuster, New York, $3). The collection of stories and excerpts from books includes a long prologue describing Mr. Fadiman's ideas about literary criticism.

GERTRUDE BERG, author of the CBS serial *The Goldbergs*, is subject of an article in the November *American Magazine*. Article mentions her estimated $300,000 annual income. The same issue carries a piece about Marshall Ensor, ham of Olathe, Kan., who won the William S. Paley Award in June.

We Pay Our Respects To —



JOSEPH EDWARD CAMPEAU

A FRIENDSHIP that sprang up in the training camps of the World War brought radio one of its most pleasant personalities. The managing director of CKLW, Windsor-Detroit, is the personality. And probably no more effective way can be found of describing J. E. Campeau than by noting that he is known as "Ted" —warmly, too—by his staff and his competitors as well as his close friends.

Ted Campeau has a difficult job at CKLW, in common with other managers of Canadian stations on the international border. There is a dual identity involved in such stations, and there can easily be "situations". But there are no "situations" at CKLW, for Ted Campeau is as much at home on one side of the Detroit River as the other, and the people with whom he does business are at home with him. There is no way of opening the books of the station, of course, but it is no secret that CKLW has been on a steady upward way since Ted took over three years ago.

The soft-spoken, alert managing director of CKLW came into radio on the selling side, out of the magazine and trade paper ranks. But as a graduate attorney he was unusually equipped for any kind of administrative or commercial work. He went to school at Ottawa and Toronto U, graduating from Osgood Hall Law School in Toronto in 1921.

There followed three years of law practice in Windsor, and then he joined the Realty Trust Co., in charge of conveyancing. The real estate depression of the middle 20s in the Detroit area put the Realty Trust Co. out of business, and Ted Campeau turned to the magazine field, joining the *Detroit Realtor* as its advertising manager. Subsequently he represented the trade publication *Automotive Wholesaling* in the Michigan-Ohio-Indiana territory.

About 12 years ago a Detroit Chevrolet dealer, James Hunt, brought a sales manager for WIBM, Jackson, Mich., in which he owned part interest. He came to his lifetime fellow officer of war days and urged him to go into radio.

Mr. Hunt's arguments did not greatly impress his advertising salesman friend. Campeau argued that he knew nothing about radio, but went into the business anyhow in 1930 as sales manager of WIBM —a spot for a radio greenhorn that was complicated by the crumbling of retail business in Jackson under the impact of the depression.

But despite handicaps, Ted did his job so well that CKLW brought him home to Windsor in 1932 as its Eastern Canada representative. He traveled the beehives of Canadian commerce and industry, mainly in Toronto and Montreal, for two years, being taken off the road and installed at Windsor as station manager in 1934. Four years later he became managing director.

Since his accession to the directorship of CKLW, Ted Campeau has devoted himself not only to the improvement of the station but to cementing relationships of all sorts between the cities of Detroit and Windsor. He is vitally and profoundly interested in such activity as a symbol of the growing closeness of the United States and Canada. Nor is his work unrecognized. Recently he was singled out for unique distinction by the Michigan Department of the Veterans of Foreign Wars, which presented him with a medal for Americanism—the first time any such honor had been conferred on a Canadian citizen.

Naturally his radio work comes first. Indicative of his standing in the industry is the fact that he has been a member of the Operating Board of MBS since 1939.

Membership in the War Birds Assn. is one of the bright spots in Ted's memory book of the days of 1917 and 1918. He cut his college career short to enlist in the Royal Flying Corps, predecessor of the Royal Air Force of today. There he underwent training until he was given his lieutenant's commission in August, 1918.

Born May 25, 1898, Mr. Campeau is a native Windsorite. He was married in 1925 to a Windsor girl and they have two sons, 15 and 13. His professional connections include membership in the Rotary, Adcraft and Economic Clubs in Detroit, and the Windsor Advertising & Sales Club.

If you should start a round of golf with Ted at a radio convention or in his home bailiwick, be cautious about your bets. He shoots in the low eighties and does it fairly consistently, despite the irregularity of his appearances on the links. He enjoys golf thoroughly and nominates it as his chief hobby, followed by reading.

Personal NOTES

HAROLD M. COULTER, formerly of WKRC, Cincinnati, has been appointed sales promotion manager of KYW, Philadelphia, succeeding Lambert B. Beeuwkes, who left last month to join WXYZ, Detroit, in a similar capacity.

AUSTIN FENGER, formerly in charge of trade publicity of KFSO, San Francisco, has been named director of public relations.

JACK SOELL, member of the sales department of KXOK, St. Louis, heard his first published song, "Here's Your Hat", sung over NBC by the Ross Sisters recently.

WOODROW FIRST, formerly with International Business Machines Corp., has joined the sales staff of WCMI, Ashland, Ky. Hugh Harling, former band leader, has been named manager of WCMI's studios at Ironton, O.

MORT FLEISCHL, former account executive and radio director of W. I. Tracy Inc., New York, has joined the sales department of WMCA, New York.

ARTHUR A. NEWCOMB, commercial manager of WOCB, West Yarmouth, Mass., is the father of a baby, Sylvia.

HARRY W. BETTERIDGE, of George P. Hollingbery Co., New York, is the father of a girl born Oct. 14.

JOSEPH GOORIS, formerly advertising manager of the *St. Paul Dispatch & Pioneer Press*, has been named western manager of the Bureau of Advertising, ANPA. He succeeds Frederick Dickinson, recently appointed sales manager of the bureau. Mr. Gorris will headquarter in Chicago.

JACK WINSTON, former manager of KFAR, Fairbanks, Alaska, and recently of KFBK, Sacramento, Cal., has been appointed manager of KOH, Reno, Nev., succeeding Wallie D. Warren who has resigned to become deputy administrator of the defense savings staff for Nevada.

RALPH WARNER, formerly of the advertising staff of Montgomery Ward & Co., Chicago, has been appointed sales service manager of WBBM, Chicago, succeeding George Grant, appointed salesman.

WALTER PASCHALL, news editor of WSB, Atlanta, has been named president of the Georgia Academy of Social Sciences, succeeding Hinton Longino. Purpose of the academy is to study questions of economic, social and political importance with emphasis on Southern problems.

DAN STARR, formerly with the *Washington* (D. C.) *Post*, has joined the commercial department of KOMO-KJR, Seattle.

JACK RADFORD, Canadian Broadcasting Corp. station relations supervisor, is on a tour of Quebec and Maritime stations.

JOHN S. VAN CRONKHITE, formerly salesman of WINX, Washington, is now manager of programs of WATN, Watertown, N. Y.

EDWARD C. COONTZ, program director of KVOO, Tulsa, and Evelyn Lynne, Southern singer on NBC-Blue, were married Oct. 25 in Chicago. Miss Lynne, star of the *Breakfast Club* show, is replaced by Marion Mann.

EARL F. CORBETT, retail advertising specialist, has joined the sales staff of WCBS, Springfield, Ill.

LOUIS E. TILDEN, international sales representative for NBC shortwave stations WNBI and WRCA in Chicago, has established headquarters in NBC Chicago offices in the Merchandise Mart.

Rep. Connery Is Dead After Lengthy Illness

REP. Lawrence J. Connery (D-Mass.), 46, died Oct. 19 at his home in Arlington County, Va. He had been in ill health for several months and had been ordered by his physicians to rest. Born in Lynn, Mass., Rep. Connery was named to the 75th Congress at a special election to fill the unexpired term of his brother, the late William P. Connery, whose secretary he had been for 15 years. He was reelected to the 76th and 77th Congresses.

Rep. Connery, closely identified with passage of the Black-Connery wage-hour bill, known as the Fair Labor Standards Act, for which he was a prime mover after the death of his brother, co-author of the legislation, also was known as an outspoken critic of the radio industry and the FCC. He started several unsuccessful moves for House investigations of the FCC. His latest anti-radio activity came several months ago, during House consideration of the 1941 Revenue Act, when he plumped for a franchise tax on broadcast operations, supporting the proposal for a discriminatory radio tax made by John B. Haggerty, president of the International Allied Printing Trades Assn., and ultimately introducing separate legislation along this line.

Galvin Heads RMA

PAUL V. GALVIN, president of Galvin Mfg. Corp., Chicago, on Oct. 15 was named president of Radio Manufacturers Assn. by unanimous vote of the board of directors, meeting in New York. He succeeds former President J. S. Knowlson, who resigned Sept. 18 to become deputy director of the OPM Priorities Division. For several years Mr. Galvin has been chairman of the RMA set division, and during the last year was chairman of the important priorities committee. He will name new chairmen of the set division and priorities committee soon, it was announced.

Howard I. Milholland

HOWARD I. MILHOLLAND, 55, chorus director and former program director of NBC in San Francisco, died Oct. 21. He is survived by his widow, Eve Garcia, a pianist.

BEHIND the MIKE

BOB CARTER, chief announcer of WMCA, New York, is the father of a boy born recently.

ELEANOR TYLER, secretary to Edward Klauber, CBS vice-president, has resigned to take over the management of the Timber Trails Inn, Connecticut. No successor has been named as yet.

BLAIR WALLISER, Chicago, program producer, has been made Lieutenant Junior in the U. S. Coast Guards and will have charge of public relations in the Chicago area.

EDWARD FIELDING, formerly of WIP and WPEN, Philadelphia, has joined the announcing staff of WFIL, Philadelphia.

RILEY JACKSON, staff announcer of WIND, Gary, has been appointed station program director.

PAUL DEMPSEY and Ruth Barry, freelance script writers, have joined the continuity staff of W59C, FM adjunct of WGN, Chicago.

KATHRYN HILL, formerly of the Norfolk (Va.) Shipbuilding & Drydock Corp., has joined the program department of WTAR, Norfolk.

JOHN KLEIVE, music director of WEBC, Duluth, has written the golden anniversary song of the Normanna Male chorus, nationally known Norse choir which he conducts.

BILL HINDS, announcer of KDKA, Pittsburgh, who leads his own dance orchestra, has opened his third consecutive season at the Hotel Schenley Continental room.

LLOYD CLAY, continuity assistant of KMOX, St. Louis, has been named continuity editor replacing Larry Neville, resigned. Ellen Lee Brashear, formerly KMOX director of educational activities, has been promoted to special feature writer. Elizabeth Ann Campbell takes her place.

JOHNNY WYMER, formerly vice-president of Knox Radio Corp., Richmond, Ind., and chief announcer of WING, Dayton, O., has joined the news staff of WCMI, Ashland, Ky. John Wilcox, formerly program director of KWNO, Winona, Minn., has joined the WCMI production staff.

ROSWELL ROGERS, Hollywood script collaborator on the NBC *Lum & Abner* program, sponsored by Miles Labs. (Alka Seltzer), is the father of a boy born Oct. 20.

NORMA LINDBLOOM, J. Walter Thompson Co., Hollywood, script girl on the MBS *Three Ring Time*, sponsored by P. Ballantine & Sons (beer), and Arthur Wilde, Warner Bros. publicist, were married Oct. 11 at Las Vegas, Nev.

MEL RUICK, Hollywood announcer on the CBS *Lux Radio Theatre*, sponsored by Lever Bros., has been assigned a part in the 20th Century Fox film, "Remember the Day".

DICK JOY, CBS Hollywood announcer, is the father of a girl born Oct. 16.

LEE MARSHALL, continuity director of WBBM, Chicago, has been appointed continuity director of Russel M. Seeds Co., Chicago.

Fashion Dept.

SOMEBODY said it could only happen in Boston but when Arch MacDonald, sportscaster for WBZ-WBZA, Boston,* showed up to describe the Harvard-Dartmouth game he was wearing a cutaway coat and morning pants. It wasn't a new Harvard rule, just the fact that Announcer MacDonald had been best man at his brother's wedding and didn't have time to change, when the game was pushed up a half-hour. (*Not to be confused with Arch McDonald of WJSV, Washington.)

WAYNE STITT, for the last three years announcer of KCKN, Kansas City Kan., was to be inducted for military training on Oct. 26. Herb Kerns, has joined the full-time announcing staff of KCKN, replacing Jon Yost, who resigned to free lance in Kansas City.

LAW EPPS, chief announcer and production manager of WORD, Spartanburg, S. C., has left to join the Army.

ERNEST POND, maintenance man of WOWO-WGL, Fort Wayne, Ind., on Oct. 8 was inducted into the Army at Fort Benjamin Harrison, Indianapolis.

DOROTHY MULLEN, Fontbonne College graduate, has joined KXOK, St. Louis, as secretary in the news and publicity department succeeding Mildred Carl.

MERRITT FINCH has resumed announcing at WELI, New Haven, following honorable discharge from the Army. Richard Carlson, his replacement, has been made night news editor replacing William Dukeshire transferred to sales. Vincent E. Palmeri, continuity director, is the father of a baby boy weighing 9 pounds 4 ounces, born Oct. 16.

LOUIS HOWARD EMICH, formerly program director of WMAM, Marinette, Wis., has joined the announcing staff of WHBF, Rock Island.

ANN DAVIS, women's commentator of WEW, St. Louis, is recuperating from a prolonged illness.

BEV DEAN, formerly director of production and promotion at WCKY, Cincinnati, has joined the production staff of WLS, Chicago.

DICK BERTRANDIAS, producer of KPO-KGO, San Francisco, left Oct. 21 for service as ensign in the Naval Reserve.

DICK WYNNE, announcer of KSFO, San Francisco, recently resigned and plans to go to Hollywood.

CLAUDE MORRIS, former production manager of KDKA, Pittsburgh, has rejoined the station's production staff after eight years free-lancing as actor, writer and producer in New York and Chicago.

STEWART MacDONALD has joined the announcing staff of CJKL, Kirkland Lake, Ont., coming from Toronto.

TRO HARPER, of the special events department of KSFO, San Francisco, has resigned to go to New York.

I. V. NEWLIN, traffic manager of KSFO, San Francisco, has resigned.

PAUL WEST, continuity writer of KSFO, San Francisco, has resigned to join the production staff of CBS in Hollywood where he will work on the *Hollywood Showcase* program. He has been succeeded at KSFO by Fred Fox, formerly of KYA.

COLEMAN ASHE, formerly of KFBI, Wichita, Kan., has joined the musical production staff of KANS Wichita. Paul Cochran, formerly of KFBI, and Wayne Shull, from WMBH, Joplin, Mo., have been added to the KANS announcing staff.

WALTER F. HARRIS, formerly with several stations in Virginia and Georgia, and Willson Daily,, local student, have joined the announcing staff of WMFF, Plattsburg, N. Y.

JOE LEADER, formerly announcer of several Boston stations, has joined WOCB, West Yarmouth, Mass., replacing James H. Beardsley, now an ensign in the Naval Reserve.

HOWARD MARTINEAU, formerly of KHUB, Watsonville, Cal., and KLS, Oakland, has joined KSL, Salt Lake City.

KDAL

Voice of CBS in the Duluth - Superior Market---

The Twin Ports where "Defense" comes from.

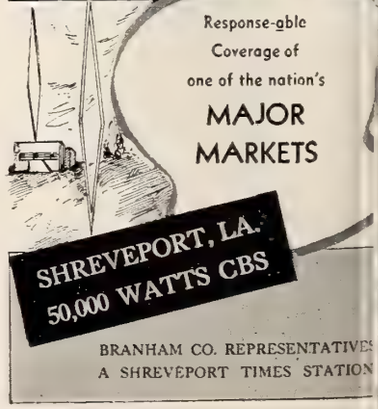
From the docks of Duluth, Superior, Two Harbors and Ashland will go nearly 80,000,000 tons of ore this season - - the backbone of defense armament. As this region meets the increased demand for raw materials, so KDAL keeps pace by moving to a preferred spot on the dial - 610 with 100 watts to provide complete coverage of the rich mining and industrial regions of Northern Minnesota and Wisconsin.

With its new power and more favorable position on the dial, KDAL now delivers more than twice as many listeners in its expanded coverage area. More listeners plus complete merchandising and promotion make KDAL a "must" on any schedules.

KDAL

FREE & PETERS, INC.
Exclusive National Representatives

KWKH



Response-able Coverage of one of the nation's MAJOR MARKETS

SHREVEPORT, LA.
50,000 WATTS CBS

BRANHAM CO. REPRESENTATIVES
A SHREVEPORT TIMES STATION

Meet the LADIES



PEGGY HILL

IN THIS specialized age it's a surprise to find a radio artist like Peggy Hill (Margaret Buist McGiveney in private life), of WWL, New Orleans. Peggy's only specialization is her original thrice-weekly serial on WWL, *The Life of Peggy Hill*, but to this single show she is all things. She writes the commercials, the women's features and the entire script for the serial. She plays the lead part in the soap opera. And to make the show entirely her own she even wrote the original musical theme that introduces and closes the program. Although she has been in radio with WWL for only a year, she has established her program as a top-light local feature of the station and herself as a star on WWL's major dramatic productions.

LYMAN BROWN, formerly of KFVD, Fort Dodge, Ia., has joined the continuity staff of WBAP-KGKO, Fort Worth, replacing Jean Campbell, who is now feminine news commentator of WBAP-KGKO.

MARTHA RYAN, of Silver City, N. M., has joined the continuity department of KTSM, El Paso, Tex. Graham Archer, from the Pacific Coast, and David Hendersosn, of Tucson, have been added to the KTSM announcing staff.

RAY STREETER, formerly of KATE, Albert Lea, Minn., has joined WMAM, Marinette, Wis., as program director. Carl Brose, formerly of WHA, Madison, has joined the WMAM announcing staff.

CALO MAHLOCK, formerly of WKBZ, Muskegon, Mich., has joined the continuity department of WOWO-WGL, Fort Wayne, Ind.

LES KEITER, announcer, formerly of KHQ-KGA, Spokane, has joined KELA, Centralia, Wash.

JACK CARSON, Hollywood m.c. of the week NBC *Signal Carnival*, sponsored by Signal Oil Co., is the father of a 10 pound boy born Oct. 14. Mrs. Carson, radio singer, is professionally known as Kay St. Germain.

LARRY KEATING, Hollywood announcer, has been signed to the weekly NBC *Bob Hope Show*, sponsored by Pepsodent Co.

ROGER GOODRICH, formerly of WEBR, Buffalo, N. Y., has joined the announcing staff of WGY, Schenectady.

CHARLES DuBOIS, formerly of KGCU, Mandan, N. D., has joined the announcing staff of KABR, Aberdeen, S. D., succeeding Bill Weaver, now with KFYR, Bismarck, N. D. Mel Baker has been named head of the KABR sports and special events department.

WYLLIS COOPER, radio writer identified with such programs as the NBC-Red *Good Neighbours* and the CBS *Spirit of '41*, on Oct. 20 starts scripting *The Story of Bess Johnson*, five times weekly serial on NBC-Red sponsored by Colgate-Palmolive-Peet Co., Jersey City, for Super Suds.

FRANK DANZIG, who formerly handled production on dramatic and variety programs of WMCA, New York, has joined the CBS production department.

MRS. ALICE BARRY, lecturer and teacher, is broadcasting on KTSM twice weekly. Program is titled *Facts & Faces in the News*, and sponsored by Standard Oil Co. of Texas.

ROGER GOODRICH, formerly of WEBR, Buffalo, has joined the announcing staff of WGY, Schenectady.

RICHARD GOODE, formerly of WIS, Columbia, S. C., recently joined the announcing staff of WORD, Spartanburg, S. C.

RALPH EDDY, announcer of WGN, Chicago, is the father of a boy, Ralph Bromley, born Oct. 11 in Hammond, Ind.

MARTIN BURKE, formerly associate editor of *Catholic Action of the South*, has been named publicity director of WWL, New Orleans.

JAY CALDWELL, formerly of WAIR, Winston-Salem, N. C., has joined WOL, Washington, replacing Don Faust, resigned.

WCAE Staff Changes

WCAE, Pittsburgh, has enlarged its promotion department, with Sumner Granby, announcer, and Herb Morrison, publicity, advanced to the promotion staff under direction of James Murray. Bill Kelly is handling publicity. Dave Olson, production manager, is leaving to join WJR, Detroit. He had been with the station 12 years. Joe Mulvihill, formerly of WCED, DuBois, and WMBS, Uniontown, has joined the announcing staff. Don Dixon has been added to the production staff. Ben Muros, engineer, also has joined the production department. His post is filled by Bob Bittner, recently of TWA.

BILL ROCHE, formerly of the NBC guest relations staff and recently with WMAM, Marinette, Wis., has rejoined WAIR, Winston-Salem, S. C. He replaces Jay Caldwell, who has joined WOL, Washington.

NELSON OLMSTED, storyteller of NBC Chicago, is the father of a boy, Ross Nelson, born Oct. 18.

CURT ROBERTS, writer and actor of WLS, Chicago, is the father of a boy, John Whitlow, born Oct. 20.

WISCONSIN RAPIDS
WFHR 1340 Kc. 250 W.
Now Affiliated with the
MUTUAL
BROADCASTING SYSTEM
You can be SURE of Coverage in Central Wisconsin with
RADIO STATION WFHR
Studios in Wisconsin Rapids, Marshfield and Stevens Point, Wis.
Let Us Send You Some Success Stories
W. F. Huffman, Owner — G. T. Frechette, Mgr.



COMMERCIAL MAIL—inquiries, orders, direct sales, proofs of purchase . . . indisputable proof of a huge, responsive audience, pours into WIBW at the rate of better than 1,100 pieces a day.

HERE'S WHY—Our 5,000 watts on our enviable 580 kc frequency lays down an easy-to-listen-to signal equal to that of a 50,000 watt station in the middle of the dial.

HERE'S WHY—Every sales message carries the full force *personalized selling*. Friendly announcers and entertainers, known to our audience by their first names, sell your product by recommending it as one neighbor to another.

REMEMBER THIS! *When they write, you know they listen. When they listen to WIBW—they write!*

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Buy
WING
DAYTON, OHIO
5,000 WATTS Day and Night
and get
WIZE
SPRINGFIELD, OHIO
(BONUS STATION)
TWO BIG MARKETS
AT THE PRICE OF ONE
NBC Red and Blue
National Representative
PAUL RAYMER CO.

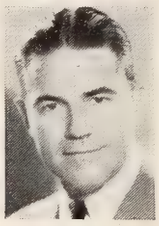
Cone Gets Post

FAIRFAX M. CONE, vice-president in charge of the San Francisco office of Lord & Thomas, and formerly head of the agency's copy department, has been appointed chairman of the plan board of Lord & Thomas to headquarters in New York, as of Dec. 1. Succeeding him will be Eugene I. Harrington. The agency announced appointment of Walter Weir as copy chief of the New York office. Mr. Weir joined the agency earlier this year, coming from J. M. Mathes Inc., New York, where he headed the copy department.

L. E. WATERMAN Co., New York, has been charged by the Federal Trade Commission with misleading advertising claims for Waterman's fountain pens in an FTC complaint announced Oct. 23.

New Kastor VP

WESTON HILL, copy director of H. W. Kastor & Sons, Chicago, has been elected vice-president and creative director. Mr. Hill, who is also a short story writer of note, was formerly on the New York copy staff of Blackett-Sample-Hummert and before that with Ruthrauff & Ryan, New York. During the last war, Mr. Hill served on the *USS Nicholson* which captured the famous underseas raider, U-58, and engaged in a running sea battle with the U-62 commanded by the famed Count Von Luckner. After serving for a year on the *Nicholson*, Mr. Hill was appointed to Annapolis, later receiving a commission.



Mr. Hill

Free Time, Paid Space For Maritime Campaign

FREE radio time and paid newspaper space are being used by the U. S. Maritime Commission in a recruiting campaign for the merchant marine Cadet Training Service, starting Oct. 17 and ending in mid-November. The newspaper campaign, termed a test by the Maritime Commission and handled by Kenyon & Eckhardt, New York, at present extends only to New York and several other eastern cities.

Using free time, the Commission on Oct. 22 set a quarter-hour show on WNYC, New York, followed on Oct. 25 by another quarter-hour, *Manning Our Merchant Marine*, on NBC-Red. During the week of Nov. 3 programs have been planned on a special 80-station hookup arranged by the Office of Government Reports, covering 40 states. Plans also include use of time on stations in the New Orleans and San Francisco areas before the present campaign concludes.

KRAFT CHEESE Co., Chicago, has been asked by Connie Boswell, vocalist on the weekly NBC *Kraft Music Hall*, for either a release from her current contract or an indefinite leave-of-absence to be taken at a date mutually agreed upon. Miss Boswell postponed personal appearances when she joined the radio series and now plans to fulfill those engagements.

Agencies

JOHN P. COHANE, former accou executive of Sherman K. Ellis & C Chicago, has joined Blackett-Samp Hummert, Chicago. Mr. Cohane w at one time Dayton office manager Lord & Thomas and before that a count executive of J. Walter Thom son Co., New York.

STEWART-McINTOSH, Vancouv agency, has opened a branch at Vi toria, B. C., under the manageme of Ernest Evans, of the Vancouv office.

MARJORIE DUHAN, former sec tary to Mitchell Benson, who resign as commercial program manager WOR, New York, to join J. M. Mathe Inc., New York, has resigned to wo on the staff of Frank Fay, radio c median. New secretary to Thom Moore Jr., who has taken Mr. Be son's place at WOR, is Loretta M Evoy, formerly in the production o fice of the station's program depar ment.

LINCOLN HOBSON, copywriter Russel M. Seeds Co., Chicago, h been transferred to the agency's Ne York office as copy editor.

BILL BROWN, sports editor WHO, Des Moines, is the father of girl born Oct. 9.

LUCILLE WEBSTER, business ma ager of the radio department of Te Bates Inc., New York, has returne after a four-month absence due to a operation.

WARREN-ROSS ADV. AGENC has been formed by Arthur S. Warre and Ralph A. Rosenberg ith office 6 E. 45th St., New York. Telepho is Murray Hill 2-0093.

ED RICE, J. Walter Thompson Co Hollywood writer on the MBS *Thre Ring Time*, sponsored by P. Balla tine & Sons (beer), has been ma producer of the NBC *Kraft Mus Hall*, sponsored by Kraft Cheese C

IRVING FROMER, New York ma ager of Mitchell Hamilburg Agenc talent and production service, ha been transferred to the Hollywoo offices for a five-month period.

JOHN F. PRICE, of the Chicag office of Sherman K. Ellis & Co., ha been elected a vice-president.

CHESTER LA ROCHE, New Yor president of Young & Rubicam, is o the West Coast for conferences wit Tom Lewis, Hollywood manager. M Lewis will accompany Mr. La Roch back to New York.

WCAE PITTSBURGH
MUTUAL NETWORK
A NEW Hook-up
for everyone's Mutual Advantage!

• A new "program-interest" for WCAE listeners —the largest station-following in Pittsburgh.

• 46 new, entertaining, local-built, live-talent shows—8 of which are fed to MUTUAL.

• Exclusive broadcasts of PITT football games —outstanding sports events in Pittsburgh.

• Exclusive broadcasts of the Pittsburgh Symphony Concerts—outstanding musical events.

• These PLUS attractions, together with MUTUAL shows and features add up to a brand new listening thrill for Pittsburghers—and how they're enjoying it!!!

And that's only part of the story. For complete information as to time and program availabilities consult—

The KATZ Agency • National Representatives
500 Fifth Avenue New York, N. Y.

WCAE PITTSBURGH, PA.
5000 Watts • 1250 K.C.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives



ADLEY EXPRESS Co., one of the leading motor carriers operating in New England, operating in six States with 14 terminals, has signed to sponsor Phil Buxbaum Jr.'s nightly sports program six times weekly on WELI, New Haven, aiming its commercials at creating goodwill and furthering the aims of the motor transport industry as a whole. Signing up the *Adley Sports Program,* believed to be one of the first ever sponsored by a freight carrying concern of this type, are (l to r): Daniel Adley, president of the firm; George Bronson, WELI salesman; Michael L. Adley, secretary-treasurer of the firm; F. W. Stairwalt, Adley, general manager; Phil Buxbaum Jr.

AGENCY *Appointments*

SUPERIOR PORCH Co., Mamaroneck, N. Y., to Mason L. Ham Adv., Boston. Said to use radio.

BLUE MOON FOODS, Thorp, Wis., to Reincke-Ellis-Younggreen & Finn, N. Y.

MILTON BRADLEY Co., Springfield, Mass. (games), to Wm. B. Remington Co., Springfield.

EARL E. MAY SEED Co., Shenandoah, Ia., to Cary-Ainsworth, Des Moines.

WASHINGTON STATE PROGRESS COMMISSION, Olympia, Wash., to McCann-Erickson, Seattle.

CALIFORNIA & HAWAIIAN Sugar Refining Co., Chicago, to Bowman-Deute-Cummings, San Francisco, for West Coast advertising; to Rogers & Smith, Chicago, for Midwest.

CELLOWAX Co., Baltimore, to Courtland D. Ferguson Inc., Washington.

MOHAWK COACH LINES, New York, to Deutsch & Shea, that city no radio plans.

MIKE LYMAN'S GRILL, Los Angeles (chain restaurant), to Milton Weinberg Adv. Co., that city. Currently sponsoring a six-weekly quarter-hour newscast on KFWB, Hollywood.

HYGRADE SYLVANIA Corp., New York (radio tubes, incandescent and fluorescent lamps), to Arthur Kudner Inc., New York. Plans not yet formulated.

CORNING GLASS WORKS, Corning, N. Y. (Steuben art glassware), to Hartwell Ayles Adv., N. Y. No radio contemplated.

JOHNSON SALES Co., Hagerstown, Md., to Wettlin & Co., Camden, N. J., for its line of Ezol and other drug products.

TREESWEET PRODUCTS Co., Santa Ana, Cal. (lemon juice), to Armand J. Hanson Adv., that city.

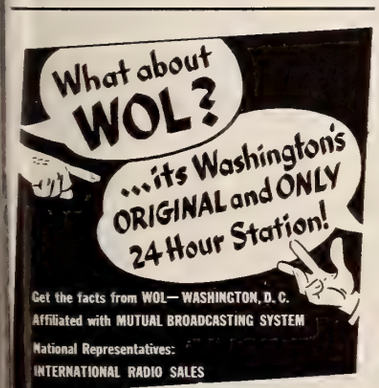
AMERICAN CHICLE Co., Long Island City, N. Y. (Beeman's Pepsin gum), to Grant Adv. Inc., Chicago. Radio will be used, probably with an expanded schedule after Jan. 1.

ORANGE CRUSH Co., Chicago (soft drink beverages), to Aubrey, Moore & Wallace, Chicago.

Opens Los Angeles Office

PAN-AMERICAN Broadcast Sales Co., which controls all production, program and sales policies of XEAU, Auga Caliente, Mexico, has established business offices at 1052 W. Sixth St., Los Angeles. Firm is headed by Rex Duncan as president, with G. E. Duncan secretary-treasurer. Dae Lantz is commercial manager and Alan Cameron program and production director. New 10,000-watt station is scheduled to start operating in early November on 1470 kc.

HERB RINGGOLD, radio director of Philip Klein Adv. Agency, and Wally Sheldon, announcer of WCAU, have replaced James Allan and Joseph T. Connolly as instructors for the radio by The Junto, new adult school in Philadelphia.



CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Is Rounding Out the Busiest Year in Its Fifteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.
U. S. Representatives:
WEED & COMPANY
New York City

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



Source: — Department of Agriculture, 1940

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts



FREE & PETERS, Inc., National Representatives

Purely PROGRAMS

LISTENERS are invited to pay a penny to listen to *The Penny Playhouse*, new weekly dramatic series featuring original Caleb O'Henry plays on WWDC, Washington. Collected pennies go to the Lions Club charity fund. During a coming play, it is planned to offer a prize to the first person solving the murder mystery situation outlined in the drama.

* * *

Far East

TO PROVIDE understanding of the peoples of the Far East, and to explain the interests America has at stake and the crisis that confronts the United States will be the purposes of *Spotlight on Asia*, to start on CBS Nov. 3, in cooperation with the American Council of the Institute of Pacific Relations.

News, Then Views

SPONTANEOUS on - the - spot opinions of current news is the newest angle on quiz sessions, as used by Newscaster Rye Billsbury on *What's Your Opinion* sponsored by Marks Credit Clothing Co. five days weekly on WJJD, Chicago. Program starts with five minutes of news from a broadcasting booth in the Telenews Theater, after which Billsbury uses a roving mike to pick up the crowds' opinions of news items just aired.

Canada's Troops

BROADCASTS in which the Canadian troops in the Dominion take part have been instituted at the Toronto studios of the Canadian Broadcasting Corp. for network airing. *At Manning Depot*, Friday evening show, gives young flyers-in-training a close-up of several of Canada's leading radio performers. Each week in a pre-broadcast warm-up, the boys pick their own candidate for radio fame and he takes his place on the program to do one singing number. *Musical Grab Bag*, a Monday evening show from the CBC Playhouse, has an audience of soldiers, sailors and flyers. One of the men in uniform picks a tune out of hat, names the orchestra player he wants to do the solo break, answers a few questions and signs off the program.

* * *

Ships and Guns

BATTLESHIPS and big guns talk in the new dramatic series, *Our New Army & Navy*, broadcast each Sunday by WCAU, Philadelphia. Each program tells a story of one branch of the Army and one branch of the Navy, its equipment, its manpower and its missions. Written and produced by Joe Gottlieb and Joe Connolly of the station staff, the programs are broadcast from the WCAU studios, employing a large cast of professional dramatic talent and Joey Kearns' studio orchestra.

* * *

House Hunters

THE SEARCH for a home outside New York by a couple tired of apartment life in the city is the background for the NBC-Blue series *House in the Country*, which starts Oct. 27 as a five times weekly morning program.

* * *

Trading Post

TRADING POST recently was started by Austin Fenger editor of the *Farm Journal*, on KSFO, San Francisco, to aid farmers in finding customers for commodities or articles they wished to sell or trade.

On With the Show

THE CAST of *Bulldog Drummond*, mystery drama on MBS, went on with rehearsal Oct. 19 in Mutual's Radio Playhouse on the New Amsterdam Theatre, New York, despite the fact they had witnessed a scene far more realistic than the one they were rehearsing. From a fire escape just outside the Playhouse a 20-year-old youth had staged a suicide attempt after tossing a nickel to a WOR electrician, saying "call an ambulance—you're going to need it." New York police dragged the youth from his eighth floor perch. The cast went on rehearsing its murder mystery.

American Music

COMPLETE picture of the well-known and infrequently-heard orchestral, choral and chamber-music works written by Americans in the last 100 years, tracing through them the various steps in the growth of style, while at the same time indicating the development of varying schools of thought in American music today, will be presented in *Milestones in American Music*, to start Oct. 28, 4-4:30 p.m. on CBS. The new weekly series, 22 programs in all, will be presented through the cooperation of the Eastman School of Music, Rochester.

* * *

Topics of the Day

DIRECTED particularly to social science classes in junior high schools, high schools and junior colleges is the new weekly *Current Events*, released by KGO, San Francisco, with Newscaster Bill Wood voicing the production. Current events are discussed during the broadcasts, along with historic and background material.

* * *

Pages' Program

PAGE BOYS of CBS are presenting *Half Hour Before Midnight*, a series written, produced, directed, acted, announced, etc., by themselves on WBNX, New York. CBS, which could not clear time for the group, has donated studio space and an engineer for rehearsals.

* * *

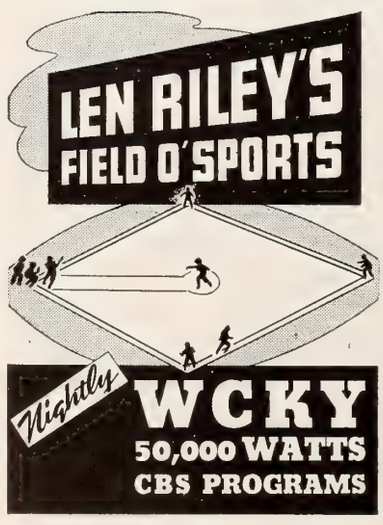
Fifth Columnists

ACTIVITIES of fifth column and anti-democratic forces in the United States are exposed and discussed by Bryce Oliver, news commentator of WEVD, New York, in a thrice-weekly series presented on WEVD under the auspices of the Friends of Democracy.

"TAKE A CRACK AT THE BIG BUYING POWER OF THE RED RIVER VALLEY! WDAY IS THE ONLY WEAPON YOU NEED—THE ONLY STATION THAT DOMINATES THE ENTIRE RED RIVER VALLEY AUDIENCE!"



WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES



Nightly WCKY 50,000 WATTS CBS PROGRAMS

Columbia's Station for the SOUTHWEST
KFH
WICHITA KANSAS
Call Any Edward Petry Office

Merchandising & Promotion

Armour's Jewelry—Preserved by Platter—Display For FM—Speeches for FM—Tacks

AN EXCITING NEW piece of costume jewelry valued at $1.25" is being offered by Armour & Co., hicago, to listeners of CBS *Treat me.* "A beautiful jeweled pin of w luxury, new beauty with a aceful design of bow-knot and wers in a 2½-inch spray of gen- ne gold plate touched by an ar- st's hand.

"And for dramatic excitement," ntinues the copy cooingly, "there e three scintillating Lucinore mulated moonstones dancing with dden light and fire . . . iridescent ones that magically take on the lor of any costume." All this d heaven too for 25 cents and bel recipe from the top of a can Treet. Lord & Thomas, Chicago, rects the Armour account.

Later by Disc

A SPECIAL SERVICE to enable radio editors, reviewers and critics to hear via transcription any shows they may have missed when originally aired, has been set up by the WOR, New York, press department under supervision of Jerry Danzig, publicity director. Starting last Tuesday, two-hour sessions, at which discs of any programs transcribed by WOR are played on request, are being conducted on alternate weeks at the station's studios. Idea was originated after noting what "appears to be a trend towards more radio criticism and the problem involved in catching so many new shows or rechecking the old ones", Mr. Danzig stated.

Orchestra Displays

HILADELPHIA Orchestra Ser- s, heard on the Yankee-Colonial M stations, W43B, Boston, and 39B, Mt. Washington, N. H., gets boost through 11 display cards th removable program cards set in theaters and entertainment eas throughout Boston.

FM Boosters

OFFICIALS OF WGN, Chicago and W59C, FM adjunct, are speaking before various Chicago groups as part of a campaign to educate the public on the advantages of FM reception. Chief Engineer Carl Meyers recently addressed a group of executives of Marshall Field department store; Producer Lou Jackobson spoke to 60 executives of Commonwealth Edison Co.; and Engineer Art Avery addressed 175 members of Hamfesters Club. Other speaking engagements are scheduled.

* * *

School Recordings

CREATING goodwill in the communities serviced by WSBT, South Bend, Ind., the station each week sends Mark Boyden, director of special programs, and Herb Cole, chief engineer, to a different high school. After addressing a student assembly, transcriptions are made of teachers and students. The discs are played the following evening.

* * *

Ranger at Store

PLUGGING the *Texas Ranger* program of WDAY, Fargo, N. D., the Texas Ranger makes personal appearances several times weekly at the sponsor's stores in the district. A special car with lettering on all sides publicizing the program is furnished for the trips to the stores, where the Ranger sings songs and entertains.

* * *

Tacks of Brass

WITH the admonition, "Let's get down to brass tacks about your selling", the latest direct-mail piece of WIBW, Topeka, Kan., is built around an inch-square chunk of plywood in which are stuck a pair of genuine brass tacks. The promotion message is carried on a large paper card tied to the wooden block.

BROCHURES

NBC—Illustrated brochure, *The Nation's Bulletin Board of Agriculture,* chronicling history and development of *Farm & Home Hour.*

KARK NBC RED "Preferred Station"
LITTLE ROCK "Arkansas'
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN : KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

WHEN YOU SEE this—

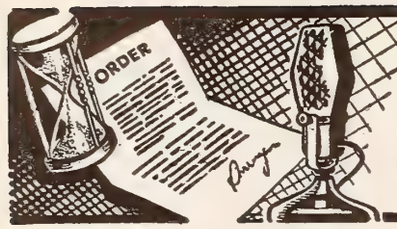


Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 per FAMILY

WTAM, with its Primary Coverage Area of over a million and a quarter families, not only reaches more families but costs less per family. To get at comparative costs, divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there! Go a step farther. Take any Survey . . . and compare the number of actual listeners each station has all day, all night, all week. WTAM leads. The lowest "cost per ear" station in Cleveland. That's why WTAM is first choice with smart time buyers, coast to coast.

WTAM CLEVELAND·OHIO
50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, New York

O'Cedar Corp., Chicago (polish), 3 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Skinner & Eddy Corp., New York (Minute Man Soup), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Penick & Ford, New York (My-T-Fine desserts), 5 *sa* weekly, thru BBDO, N. Y.
Roma Wine Co., Fresno, Cal., weekly *sp*, thru Bermingham, Castleman & Pierce, N. Y.
Beaumont Co., St. Louis (4-Way cold tablets), 3 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Carter Products, New York (liver pills), 5 *sp* weekly, thru Street & Finney, N. Y.
Berkshire Knitting Mills (women's stockings), Reading, Pa., 5 *sp* weekly, thru Geare-Marston, Philadelphia.
Barbara Gould Inc., New York (cosmetics), 3 *sp* weekly, thru Lord & Thomas, N. Y.
Ward Baking Co., New York (Tip Top Bread), *sp*, 6 *sa*, weekly, thru J. Walter Thompson Co., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

WFHR, Wisconsin Rapids, Wis.

Marlin Firearms Co., New Haven, 3 *ta* weekly, thru Craven & Hedrick, N. Y.
Van Camps Inc., Indianapolis (food products), 12 *ta* weekly, placed direct.
Pen Man, Chicago (pens), 3 *sp* weekly, thru United Broadcasting Co., Chicago.
Compagnie Parisienne, San Antonio (perfumes), 6 *ta* weekly, thru Northwest Radio Adv. Agency, Seattle.
Good & Reese Nursery, Springfield, O., 6 *sp* weekly, thru Leo Boulette Agency, Springfield.
Kroydon Pipe Co., Chicago, 6 *sa* weekly, thru Neal Adv., Chicago.

KFI, Los Angeles

National Funding Corp., Los Angeles, weekly *sp*, thru Smith & Bull Adv., Los Angeles.
Bosco Co., N. Y. (milk amplifier), 3 *t* weekly, thru Kenyon & Eckhardt, N. Y.
Beaumont Labs., St. Lous (4-Way cold tablets), 9 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Thomas Leeming & Co., New York (Baume Bengue), 10 *ta* weekly, thru Wm. Esty & Co., N. Y.
Campbell Cereal Co., Northfield, Minn., (Malt-O-Meal), 8 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

WRC, Washington

Beaumont Labs., St. Louis (proprietary), 100 *ta*, thru H. W. Kastor & Sons, Chicago.
Buick Motor Co., Flint, Mich., *sa* series, thru Arthur Kudner, N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father Johns), 156 *sa*, thru John W. Queen, Boston.
Wheatena Co., Rahway, N. J. (cereal), 130 *t*, thru Compton Adv., N. Y.

KOA, Denver

Olson Rug Co., Chicago (rugs), 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
RCA Mfg. Co., Camden, N. J., 4 *sa* weekly, direct.
Cinder Concrete Products, Denver, 2 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.

KECA, Los Angeles

Fisher Flouring Mills Co., Seattle (Biscuit mix, wheat germ), 2 *sp* weekly, thru Pacific National Adv. Agency, Seattle.
Canada Dry Ginger Ale, New York, weekly *sa*, thru J. M. Mathes Inc., N. Y.

KGNO, Dodge City, Kan.

Shaler Co., Waupun, Wis. (motor oil), 7 *ta* thru Kirkgasser-Drew Adv. Agency, Chicago.
United Drug Co., Boston (Rexall sale), 4 *t*, thru Spot Broadcasting, N. Y.

KSFO, San Francisco

Vick Chemical Co., Greensboro, N. C. (Vaporub), 3 *sa* weekly, thru Morse International, N. Y.
Miller Brewing Co., Milwaukee, 3 *sp* weekly, thru H. C. Mulberger Inc., Milwaukee.
Chrysler Motors (Dodge Division), Detroit, 8 *ta*, thru Ruthrauff & Ryan, San Francisco.
Hecker Products Corp., New York (H-O Oats), 5 *t* weekly, thru Maxon Inc., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), *ta* series, thru Newell-Emmett, N. Y.
General Motors Corp., Detroit (Chevrolet), 33 *sa*, thru Campbell Ewald Co., Detroit.
Gas Appliance Society of California, San Francisco, 24 *sp*, thru Jean Scott Frickelton, San Francisco.
Regal Amber Brewing Co., San Francisco, weekly *sp* and *sa*, thru M. E. Harlan, San Francisco.
Wheatena Co., Rahway, N. J. (cereal), 5 *t* weekly, thru Compton Adv., N. Y.
Sunnyvale Packing Co., San Francisco (Rancho soups), 5 *ta* weekly, thru Lord & Thomas, San Francisco.
Buick Motor Co., Flint, Mich., *ta* series, thru Arthur Kudner, N. Y.

WHBF, Rock Island

Fels & Co., Philadelphia (soap), 18 *sa* weekly, thru S. E. Roberts Inc., Phila.
Nehi Corp., Columbus, Ga. (Royal Crown), 3 *sa* weekly, thru BBDO, N. Y.
Willard Tablet Co., Chicago (proprietary), 3 *sp* weekly, thru First United Broadcasters, Chicago.
Consolidated Cigar Corp., New York (Harvester), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
40 Fathom Fish Inc., Boston, 6 *ta* weekly, thru Alley & Richards Co., Boston.
Chicago Motor Club, Chicago (service), 3 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.
Chicago Daily News, Chicago (circulation), 3 *sp* weekly, direct.

WLAW, Lawrence, Mass.

Penick & Ford, New York (My-T-Fine), 87 *ta*, thru BBDO, N. Y.
Beach Soap Co., Boston, 360 *sa*, thru Badger & Browning, Boston.
Beaumont Labs., St. Louis (proprietary), 100 *ta*, thru H. W. Kastor & Sons, Chicago.
Alexander Smith & Sons Carpet Co., Yonkers, N. Y., 5 *ta* weekly, thru Anderson, Davis & Platte, N. Y.
Ludens Inc., Reading (cough drops), 3 *ta* weekly, thru J. M. Mathes Inc., N. Y.
Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

WMAL, Washington

J. H. Filbert Inc., Baltimore (margarine), 13 *sa*, thru Courtland D. Ferguson Inc., Washington.
Tru-Ade Bottling Co., Los Angeles, daily *sa*, thru Beaumont & Hohman, Los Angeles.

WATN, Watertown, N. Y.

Wm. Wrigley Jr. Co., Chicago (chewing gum), 5 *t* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.

KGKO, Fort Worth-Dallas

Pilgrim National Insurance Co., Chicago, 13 *t*, thru J. L. Stewart Agency, Chicago.
Jax Beer Co., Houston, 104 *sp*, 25 *sa*, thru Anfenger Adv. Agency, St. Louis.
Studebaker Corp., South Bend, Ind., 24 *sp*, thru Roche, Williams & Cunnyngham, Chicago.
Fashion Frocks, New York (women's clothing), 12 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Waltham Pen Co., Chicago (fountain pens), *sp* series, thru United Adv. Cos., Chicago.
Dr. W. B. Caldwell, Inc., Monticello, Ill., 520 *ta*, thru Sherman & Marquette, Chicago.
Campbell Cereal Co., Northfield, Minn. (Malto-meal), 115 *sa*, thru H. W. Kastor & Sons, Chicago.
Dr. Hess & Clark, Ashland, O., (poultry remedies), 156 *sa*, thru N. W. Ayer & Son, N. Y.
Ex-Lax Inc., Brooklyn, 68 *t*, thru Joseph Katz Co., N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 *t* weekly, thru Erwin, Wasey & Co., N. Y.

KINY, Juneau Alaska

Bulova Watch Co., New York, 6 *sa* weekly, thru Biow Co., N. Y.
Standard Brands, New York (Chase & Sanborn coffee) weekly *sp*, thru J. Walter Thompson Co., N. Y.
Hudson Bay Fur Co., Seattle, *sa* series direct.
Kraft-Phenix Cheese Co., Montreal, weekly *sp*, thru J. Walter Thompson Co., Montreal.
Libby, McNeill & Libby, Chicago, 6 *sp* weekly, thru J. Walter Thompson Co., Chiacgo.
Postal Telegraph Co., New York, 6 *sa* weekly, thru Biow Co., N. Y.
Southern Pacific Co., San Francisco (transport), 6 *sa* weekly, thru Lord & Thomas, San Francisco.
Western Cartridge Co., E. Alton, Ill., *sa* series, thru D'Arcy Adv. Co., St. Louis.
R. J. Reynolds Tobacco Co., Winston-Salem (Camel), 6 *sa* weekly, thru Wm. Esty & Co., N. Y.
Alaska Steamship Co., Seattle (transport), 6 *sp* weekly, thru Beaumont & Hohman, Seattle.
Wm. H. Wise & Co., New York (books), *sa* series, thru Northwest Radio Adv. Co., Seattle.
Alaska Life magazine, Seattle, weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Real Cream Inc., Seattle (dairy products), 3 *sa* weekly, thru Botsford, Constantine & Gardner, Seattle.
Gardner Nursery Co., Osage, Ia. (plants), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Gospel Broadcasting Assn., Los Angeles (religious), weekly *t*, thru R. H. Alber Co., Los Angeles.
Great Northern Railway Co., Seattle (transport), 3 *sa* weekly, thru Bronson West, St. Paul.

WAGA, Atlanta

American Cigarette & Cigar Co., New York (Pall Mall), 390 *sa*, thru Ruthrauff & Ryan, N. Y.
Jewel Tea Co., Barrington, Ill., 2 *sa* daily, thru Schwab & Beatty, N. Y.
Chevrolet Motor Co., Detroit, 20 *sa*, thru Campbell-Ewald Co., Detroit.

Z NET, THREE STATIONS CONNECTED BY PERMANENT LINES



SECOND RATE CARI OF NBC SHORTWAV

NBC's International Division ha issued rate card No. 2, effectiv Sept. 1, 1941, covering its servic through WRCA and WNBI to th West Indies, Central and Sout America. Although the two inte national stations have increase power from 25,000 to 50,000 watt since rate card No. 1 was issue March 1, 1940, no increase in rat has been effected, the only change being in the total number of dail hours of broadcasting, now eigh instead of nine, and the actua times available for broadcast.

For Spanish broadcasts, th Class A time is now 7-10 p.m. a $300 per hour; Class B, 4-5:15 p.m at $225, and Class C, 11 p.m. to 1 midnight at $150. Portuguese pr grams at $180 per hour are avai able between 5:15 and 7 p.m., whil English programs remain availabl between 10 and 11 p.m. at $30 per hour. All times are EST.

In view of the establishment c NBC's Pan American Networ since the last rate card was issue the new card carries the statemer that "WRCA and WNBI program can be rebroadcast locally over an NBC Pan American Network sta tions where concentrated coverag is desired in any part of Lati America."

Station List Is Selecte For Campaign by A & P

GREAT ATLANTIC & PACIFI TEA Co., New York (Bokar, Re Circle, Eight O'Clock coffee), using nine transcribed one-minut announcements and live chain breaks weekly on 63 statior throughout the country, to promot the company's coffee brands. Can paign runs through Novembe Agency is Paris & Peart, Ne York. Station list includes:

WHN	WAPO	KRMD	WCAE
WQXR	WRBL	KCMC	WSYR
WGY	WNOX	WACO	WFBL
WBZ-A	WMAZ	WNBR	WKBN
WJAR	WSGN	WIOD	WMFJ
WCSH	WJBY	WTOC	WJR
WLBZ	WJHP	WWL	WWJ
WTIC	WSFA	WFBG	WHAS
WBAL	WBT	WBEN	WGN
KYW	WSOC	WGR	WENR
WRVA	WWNC	WHK	WMAQ
WTAR	WIS	WTAM	WBBM
WGBI	WBIG	WBNS	WHO
WNBR	WPTF	WCOL	WDAF
WAGA	KRLB	KQV	KSD
WRDW	KGKO	WJAS	

OEM Discs Ready

DRAMATIZED transcriptions Douglas Miller's best seller Y *Can't Do Business With Hitler* wi be available to stations, in abou two weeks according to Bernar Schoenfeld, director of radio, Offi of Emergency Management. Right to the book have been assigne exclusively to OEM which will di tribute the discs to approximatel 400 stations.

FTC Stipulations

JOSEPH JACOBS AGENCY, Ne York, has stipulated with the Feder Trade Commission to stop certain re representations for Cocomalt in adverti ing for the agency's client, R. Davis Co., Hoboken, N. J. Batt Creek Food Co., Battle Creek, Mich also has stipulated with the FTC stop certain representations for LI Lax and Lacto-Dextrin. Ford Mot Co., Dearborn, Mich., has been order by the FTC to stop misleading re representations of prices in the sale Ford passenger automobiles.

Radio Advertisers

LICK Magazine, New York, used ations in New York, Philadelphia, ashington, San Francisco and Los geles to announce an article, de- ribed as a scoop, telling about naka *Memorial*, Japanese book call- g for crushing of the United States.

ORTH AMERICAN ACCIDENT surance Co., Newark, consistent ers of news programs, on Oct. 20 arted a thrice-weekly summary of e news, Monday, Wednesday, and riday, 6:55-7 a.m., on WABC, New rk. Franklin Bruck Adv. Corp., w York, handles the account.

ONSOLIDATED DRUG Trade oducts (proprietary), Chicago, has rted on WBBM, Chicago, an early rning full-hour program of tran- ribed hillbilly talent, *Cousin Emmy Her Gang*, six days a week. Agency Benson & Dall, Chicago.

ELEHANTY INSTITUTE, New rk (educational), on election day, v. 4 will sponsor the New York ty election returns on WWRL, that y, from 7 p.m. to 2 a.m. Delehanty s been participating on *Pat Barnes*, ree times weekly on WEAF, New rk. Agency is Atherton & Courrier, at city.

ENERAL ELECTRIC Co., Schenec- dy, in a special Southern California mpaign to promote distribution of I receiving sets, is sponsoring a e-weekly five-minute transcribed pro- am titled. *Swing to FM*, on KHJ, llywood. Contract is for 13 weeks. ries features swing versions of ssical musical numbers. Agency is axon Inc., New York.

A. GOODMAN & SONS, New York (noodle soup), on Oct. 20 began participations in *Mary Margaret McBride*, Monday through Friday on WEAF, New York, at the same time placing transcribed spot announcements on WNEW, that city, through Al Paul Lefton Co., New York. Company is also carrying transcribed announcements five time weekly for 10 weeks on WINS, New York, through J. W. Pepper Inc., that city.

PONTIAC DEALERS' CLUB of Southern California, Los Angeles, in a 30-day campaign ending Oct. 30 is using a total of 810 day and night spot announcements on 9 stations, KHJ KGB KDB KPMC KXO KFVM KVOE KVEC KOY. Agency is MacManus, John & Adams, Detroit.

FEDERAL LIFE & Casualty Insurance Co., Los Angeles, on Oct. 19 started for 52 weeks sponsoring a six-weekly quarter-hour newscast on KRKD, that city. Firm's current radio schedule also includes a five-weekly quarter-hour news program and a thrice-weekly 15-minute show, *General Quiz*, with Don Rose m.c., on KFWB, Hollywood. In addition, a weekly quarter-hour program also featuring Rose and titled *One Man's Opinion* is sponsored on KECA. Continental Adv. Agency, Los Angeles, has the account. Jules Ruben is account executive.

KERR BROS., Toronto (candy), has started a Saturday afternoon *Swing Club* hour program of request numbers on CKOC, Hamilton, Ont., and has renewed *Hit Tunes in Review* on four eastern Canadian stations. Account was placed by Ellis Adv. Co., Toronto.

PREMIER SHIRT & SPORTSWEAR, Toronto, has started *Strange as It Seems* transcription feature Sundays on CJCB, Sydney, N. S.; CHNS, Halifax; CFNB, Fredericton, N. B. Account was placed by Ellis Adv. Co., Toronto.

PINEX Co., Toronto (cough remedy), has started three weekly spot announcements on a large number of Canadian stations. Account was placed by Russel M. Seeds Co., Chicago.

PUBLIC FINANCE Corp., Winnipeg, has started spot announcements on CKCL, Toronto. Account was placed direct.

DR. W. B. CALDWELL Inc., Monticello, Ill. (Caldwell's Laxative Senna), has started a live quarter-hour program, *Caldwell's Mountain Theater*, five days a week for an indefinite period on WLS, Chicago. Agency is Sherman & Marquette, Chicago.

BLUE MOON FOODS Inc., Thorp, Wis. (cheese spreads), on Oct. 27 adds transcribed one-minute jingle announcements featuring Phil Stewart as narrator with a background of novachord music to its participation on *June Baker Home Management* thrice weekly on WGN, Chicago. Other markets will be added later. Agency is Reincke-Ellis-Younggreen & Finn, Chicago.



YOUNGEST AND OLDEST tie up as L. S. Donaldson Co., oldest Minneapolis department store, signs a contract with WLOL, the city's youngest station. New booking, making Donaldson the largest store user of radio time in the Twin Cities calls for 8¼ hours weekly over the station and runs for a year. Seated (l to r) are Wally Husted, general manager of WLOL; Dave Sanders, sales promotion manager of Donaldson, Fred Laws, sales manager of the station; standing, Nate Kornhauser, advertising manager of the store.

WALGREEN Co., Chicago (drug chain), on Oct. 18 added two five-minute news broadcasts to its weekly schedule on WENR, Chicago, making a total of 14 each week, for 52 weeks. Agency is Schwimmer & Scott, Chicago.

SEAL-COTE Co., Hollywood (nail polish protector), through Buchanan & Co., Los Angeles, on Nov. 1 starts for 13 weeks, using six announcements weekly on WOV, New York.

COAST FEDERAL SAVINGS & Loan Ass'n., Los Angeles (investments), is sponsoring a thrice-weekly quarter-hour newscast on KHJ, Hollywood. Contract is for 52 weeks, having started in early October. Firm also sponsors five weekly participation in *Norma Young's Happy Homes* and *Eddie Albright*, on that station, as well as similar participation in *Art Baker's Notebook* on KFI, Los Angeles and a five weekly quarter-hour newscast on KFWB, Hollywood. An extensive radio campaign for the late fall reinvestment period is slated for November. Robert F. Dennis Inc., Los Angeles, has the account.

MAJESTIC THEATRE, New York, is using 12 one-minute announcements weekly for 13 weeks on WOR, WHN and WINS, New York, to promote "Viva O'Brien", musical comedy. Business was placed through Blaine-Thompson, New York.

BLOOMINGDALE'S, New York (department store), periodic users of radio, starting Oct. 21, is sponsoring a Monday-through-Friday fashion show, *B-Lines to Bloomingdale's*, 8:45-9 a.m., on WOR, New York.

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

When you think of SPOTS...
think of John Blair!
JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

Only Station Serving Greater New Orleans
24 Hours Daily . . .
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

590 KC
WKZO
5000 WATTS
1000 WATTS AT NIGHT
COLUMBIA'S EXCLUSIVE OUTLET FOR WESTERN MICHIGAN
DOMINATING MICHIGAN'S SECOND LARGEST MARKET
GRAND RAPIDS
KALAMAZOO
BATTLE CREEK
FREE & PETERS, INC.
Exclusive National Representatives

S. S. WHITE DENTAL MFG. Co., Philadelphia, has scheduled a five-minute participation daily at 8:30 a.m. on the *Musical Clock* program on KYW, Philadelphia, for its Oraline toothpaste. The selling campaign is concentrated in the Philadelphia market and only KYW will be used. Agency is Clements Co., Philadelphia.

ATLAS WINE Co., Philadelphia, for its Bon Ton and Fruit Bowl wines has scheduled a Thanksgiving and Christmas holiday campaign on four Philadelphia stations, starting Nov. 1 and continuing through Dec. 31. For the campaign, a total of 285 one-minute transcribed announcements, made by William Robinson Labs., Philadelphia, will be used. Schedule calls for 90 spots on WFIL, 75 on WIP, 60 on WDAS and 60 on WPEN. In addition, 30 and 50-word live announcements will be used several times daily on WIP. Agency is Philip Klein, Philadelphia.

IOWA SOAP Co., Burlington, Ia. (Magic Washer granulated soap), on Oct. 27 starts sponsorship of thrice-weekly quarter-hour women's program, *Jane Tucker*, for 13 weeks on WLS, Chicago. Weston-Barnett, Waterloo, Ia., placed the account.

I. J. GRASS NOODLE Co., Chicago (dehydrated soup), has increased its radio campaign to include participation on the quarter-hour *Mrs. Farrell's Household Program* three times weekly on WFBM, Indianapolis. Agency is Charles Silver & Co., Chicago.

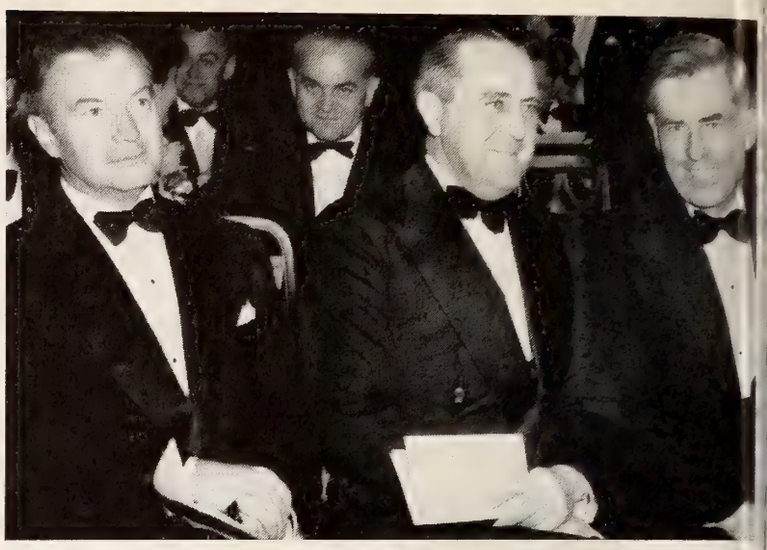
GEORGE F. STEIN BREWERY, Buffalo, has started sponsorship of the transcribed *Korn Kobblers* heard twice-weekly on WBEN, Buffalo, with news flashes nightly on WOLF, Buffalo. Agency is Ellis Adv. Co., Buffalo.

Charlotte Listings

THE *Charlotte Observer*, long an outspoken opponent of any reciprocal arrangements between stations and newspapers, carried program listings last week. But the paper hadn't broken down its long adhered to policy, for stations were paying for the listings, it is reported. In a news story the paper explained that the listing was "purely a business proposition". The *Observer's* new policy came after Charlotte stations had worked out an agreement with the *News* of that city which resulted in the appointment of a radio editor and establishment of a radio page with complete program listings.

LOS ANGELES SOAP Co., Los Angeles (Mission Bell soap, Kennel King dog food), on Oct. 20 started for 52 weeks sponsoring a five-weekly quarter-hour newscast on KFWB, Hollywood. Agency is Raymond R. Morgan Co., Hollywood.

PATERNO CONSTRUCTION Co., Greenwich, Conn. (real estate), during the week Oct. 11-18 conducted a campaign of four announcements each on WHN WAAT WMCA WINS WPAT WOV to announce an auction Oct. 18 of home sites in Englewood, New Jersey and vicinity. Agency is O. W. McKennee Co., New York.



FRONT-SEATERS in a notable-studded audience at the concludir broadcast of NBC's *Good Neighbor* series, originating Oct. 16 fro the Pan-American Union in Washington, were these formal folk (l to —Associate Justice Robert H. Jackson, NBC President Niles Tramme and Vice-President Henry A. Wallace. In background, between Messr Jackson and Trammell, is Frank M. Russell, NBC vice-president.

SUCCESS FOR SUPER MARKET

Operators of Stores Impressed by Radio Promotion Staged in California

CONVINCED of the tremendous promotion and selling job radio can do, Charles Crouch, vice-president of the Super Market Institute and manager of the 22 Lucky Stores in Northern California, recently returned to Oakland after relating an account of the Lucky Stores' radio success story to the Super Markets Institute Convention in Philadelphia.

A few months ago Lucky Stores, on occasion of its anniversary, staged a gigantic KGO-Lucky Stores Party in the Oakland Auditorium. The success of this event, which was preceded by four weeks of promotion, inspired Crouch.

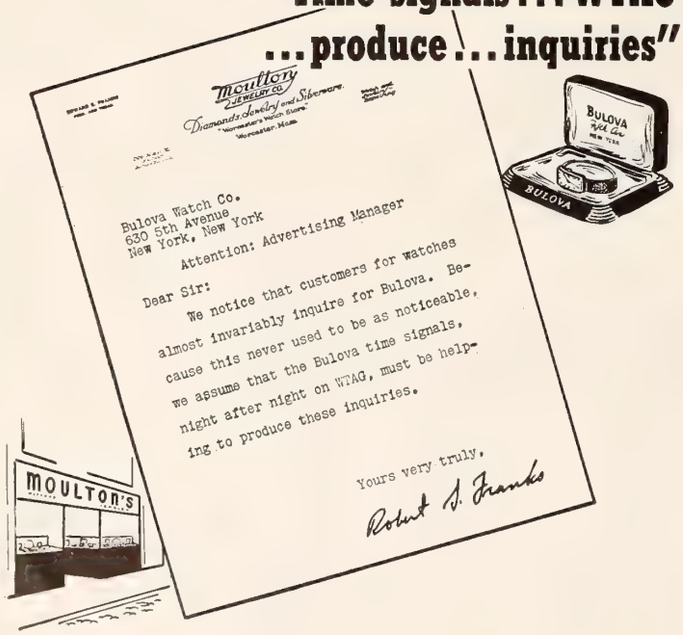
Others To Try It

His presentation at the only open session at the convention so impressed the capacity audience of Super Market operators, food manufacturers, agency and radio men who heard him, that a number of similar promotional tie-ups are being planned for other sections of the country. Several Super Mark executives are expected to vi Oakland shortly to get further i formation on the KGO-Luc Stores Party. The broadcast c maxed a four-week promotion radio advertised food produc boosting Lucky Sales to new hig The big stunt was jointly plann by Crouch, Al Nelson, manager KPO-KGO, and Milt Samuel, he of the NBC press department.

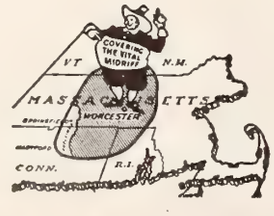
At the Philadelphia conventi various phases of the promotion campaign were explained with t aid of colored slides, recordings the portion of the KGO broadca and newsreel shots of the two-ho show which attracted more th 30,000 people to the Oakland au torium.

As a result of the interest Crouch's story to the conventi the Super Market magazine pla to devote four or five pages of next issue to the KGO Lucky Sto Party, with pictures and compl description of its handling.

"Time signals... WTAG ...produce... inquiries"



WTAG
WORCESTER
COMPLETE CENTRAL NEW ENGLAND COVERAGE



NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BOOST YOUR SALES
Advertise over Central America's most modern stations
190,000 AMERICANS OF THE CANAL ZONE
BUY AMERICAN
Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

List of Outlets Cooperating With Army In Morale Work Reaches Total of 210

OOPERATING with the Army orale Branch in providing enter-ainment and news for soldiers in rmy camps as members of the ythical "Red, White and Blue etwork" are 210 stations in 28 ates, the District of Columbia, awaii, Puerto Rico and Alaska.

The "network" was started last ay as a result of a test conducted y Capt. Gordon Hittenmark, WRC, ashington, announcer, now on ac-ve duty with the Morale Branch Washington.

The "network" was formed last ay when stations furnishing spe-al programs to Army camps were nvited to join the RWBW. First response resulted in replies from 78 stations in 21 states. A theme song, "Red, White and Blue," has been specially arranged and transcribed by Don Allen and his orchestra and is played at the opening and close of each programs.

Special Releases

News releases from the War Department Bureau of Public Relations are sent each week to the stations participating. Special news bulletins from Army maneuvers also have been prepared for the stations.

Stations belonging to RWBW are:

HMA, Anniston, Ala.
API, Birmingham
SGN, Birmingham
BRC, Birmingham
JBY, Gadsden
MSL, Decatur
MOB, Moble
COV, Montgomery
JHO, Opelika
HBB, Selma
WJB, Globe, Ariz.
TAR, Phoenix
OY, Phoenix
VOA, Tucson
ARK, Little Rock, Ark.
LRA, Little Rock
KO, El Centro, Cal.
HJ, Hollywood
DON, Monterey
FXM, San Bernardino
FSD, San Diego
FSO, San Francisco
YA, San Francisco
JBS, San Francisco
SAN, San Francisco
PO, San Francisco
GO, San Francisco
VEC, San Louis Obispo
VOE, Santa Ana
ICC, Bridgeport, Conn.
THT, Hartford
NLC, New London
ATR, Waterbury
ELI, New Haven
DEL, Wilmington, Del.
ILM, Wilmington, Del.
RC, Washington
MAL, Washington
JSV, Washington
OL, Washington
WDC, Washington
INX, Washington
JHP, Jacksonville, Fla.
MBR, Jacksonville
LAK, Lakeland
QAM, Miami
FOY, St. Augustine
TSP, St. Petersburg
FLA, Tampa
DAE, Tampa
ALB, Albany, Ga.
SB, Atlanta
AGA, Atlanta
GAC, Augusta
RBL, Columbus
MAZ, Macon
BML, Macon
MGA, Moultrie
TOC, Savannah
SAV, Savannah
LS, Chicago, Ill.
GN, Chicago
ENR, Chicago
TAX, Springfield
CBS, Springfield
DZ, Tuscola
CKN, Kansas City, Kan.
SAC, Manhattan
IBW, Topeka
CMI, Ashland, Ky.
WHOP, Hopkinsville
WAVE, Louisville
WHAS, Louisville
WINN, Louisville
WOMI, Owensboro
KALB, Alexandria, La.
WJBO, Baton Rouge
KVOL, Lafayette
WNOE, New Orleans
WWL, New Orleans
KWKH, Shreveport
KRMD, Shreveport
KTBS, Shreveport
WRDO, Augusta, Me.
WLBZ, Bangor
WCOU, Lewiston
WBAL, Baltimore, Md.
WTBO, Cumberland
WMEX, Boston, Mass.
WHDH, Boston
WCOP, Boston
WBZ, Boston
WAAB, Boston
WSAR, Fall River
WHAI, Greenfield
WOCB, Hyannis
WLLH, Lowell
WNBH, New Bedford
WBRK, Pittsfield
WESX, Salem
WBZA, Springfield
WSPR, Springfield
WELL, Battle Creek, Mich.
WXYZ, Detroit
WJR, Detroit
WWJ, Detroit
WIBM, Jackson
WKZO, Kalamazoo
WCBI, Columbus, Miss.
WJPR, Greenville
WFOR, Hattiesburg
WSKB, McComb
KWTO, Springfield, Mo.
KMOX, St. Louis
KSD, St. Louis
WOW, Omaha, Neb.
WLNH, Laconia, N. H.
WFEA, Manchester
WCAP, Asbury Park, N. J.
WTNJ, Trenton
WOR, New York
WNYC, New York
WIBX, Utica
WWNC, Asheville, N. C.
WBT, Charlotte
WSOC, Charlotte
WCNC, Elizabeth City
WFNC, Fayetteville
WBIG, Greensboro
WHKY, Hickory
WMFR, High Point
WPTF, Raleigh
WRAL, Raleigh
WMFD, Wilmington
WGTM, Wilson
WAIR, Winston-Salem
WKY, Oklahoma City, Okla.
KGFF, Shawnee
KVOO, Tulsa
WEST, Easton, Pa.
WIBG, Glenside
WHJB, Greensburg
WHP, Harrisburg
WKBO, Harrisburg
WAZL, Hazelton
WGAL, Lancaster
WIP, Philadelphia
KYW, Philadelphia
WFIL, Philadelphia
WCAU, Philadelphia
KDKA, Pittsburgh
WJAS, Pittsburgh
WMBS, Uniontown
WORK, York
WEAN, Providence, R. I.
WCSC, Charleston, S. C.
WIS, Columbia
WFBC, Greenville
WMRC, Greenville,
WSPA, Spartanburg
WORD, Spartanburg
WOPI, Bristol, Tenn.
WDOD, Chattanooga
WDEF, Chattanooga
WAPO, Chattanooga
WHUB, Cookeville
WNOX, Knoxville
WHBQ, Memphis
WMC, Memphis
WSIX, Nashville
WLAC, Nashville
WSM, Nashville
KRBC, Abilene, Tex.
KRLD, Dallas
KTSM, El Paso
KROD, El Paso
WBAP, Fort Worth
KGKO, Fort Worth
KLUF, Galveston
KPRC, Houston
KXYZ, Houston
KTRH, Houston
KPAB, Laredo
KTSA, San Antonio
WOAI, San Antonio
KONO, San Antonio
KABC, San Antonio
KCMC, Texarkana
WSYB, Rutland
WACO, Waco
WCHV, Charlottesville, Va.
WBTM, Danville
WSVA, Harrisonburg
WTAR, Norfolk
WGH, Norfolk
WPID, Petersburg
WRVA, Richmond
WRNL, Richmond
WMBG, Richmond
WDBJ, Roanoke
KELA, Centralia, Wash.
KGY, Olympia
KIRO, Seattle
KOMO, Seattle
KJR, Seattle
KVI, Tacoma
KFBC, Cheyenne, Wyo.
KFAR, Fairbanks, Alaska
KGU, Honolulu, T. H.
WPAB, Ponce, P. R.
WKAQ, San Juan



ALL RECORDS were broken for Hartford lecture audiences when William L. Shirer, CBS commentator, drew 3,500 at Bushnell Memorial Hall in a WDRC promotion stunt. Here is Mr. Shirer (typing) just before the lecture, with General Manager Franklin M. Doolittle looking on. Edward R. Murrow is scheduled to appear Jan. 7.

Vaughn de Leath at WKY

VAUGHN DE LEATH, "First Lady of Radio", has joined the staff of WKY, Oklahoma City, as an entertainer. Miss de Leath was one of radio's first featured singers.

KFRE are the call letters assigned to the new local in Fresno, Cal., authorized Oct. 14 to J. E. Rodman, local Chevrolet dealer.

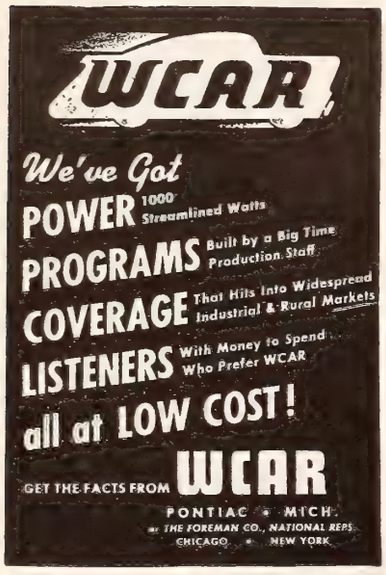
5000 WATTS at a new LOW RATE
The Greatest Buy in HARTFORD
JACK LACEY'S Music Kitchen 10:15 to 12 noon
JACK LACEY'S Streamlined Matinee 1:30 to 3:30 P.M.
5-10 MINUTE PERIODS WEEKLY
$90
Subject to regular frequency discounts.
WNBC
General Offices
54 Pratt St., Hartford, Conn.
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY
NEW YORK · CHICAGO ATLANTA · DETROIT

LIMA
A Fort Industry Market
Today
WLOK dedicates NEW supplementary studios in nearby Van Wert, Ohio, a progressive step toward furthering radio in education!
These studios are located in Van Wert's famous Marsh Foundation School. WLOK, with this undertaking, spreads its sphere of influence, clinches a growing, receptive audience. These faithful listeners have learned to "take WLOK's word for it". Try this pace-setting community market on the medium that's going places.
A FORT INDUSTRY STATION
N. B. C. Affiliation
WLOK
LIMA, OHIO

LOOKING FOR A GUINEA PIG?
TRY
The Listening Habit of Central New England
WHEB
1000 Watts on a Clear Channel 750 Kc.
PORTSMOUTH, N. H.
National Representation by Joseph Hershey McGillvra

Religious Expansion

CREW of the Good Ship Grace Inc., Los Angeles (religious), currently sponsoring the weekly half-hour *Haven of Rest* on 32 Don Lee Pacific Coast stations, Sunday, 3-3:30 p.m. (PST), on Nov. 3 expands its use of radio with transcribed versions of that program on KOY, Phoenix, KTUC, Tucson, KSUN, Bisbee, KFEL, Denver, with mid-Western stations being added to the list by mid-November. List is now being compiled by Paul (Bob) Myers, business manager of the corporation.





BAND LEADER, and sports announcer, too, was Tommy Dorsey (left), when he sat in the booth of WPAT, Paterson, N. J., with Steve Ellis, WPAT sports announcer, during a pro football game. Dorsey has always had an ambition to broadcast a football game, he said.

New Paper's Drive

CHICAGO'S new morning newspaper, expected to start publication in about eight weeks, has launched a radio promotional campaign on Chicago stations, announcing a $10,000 contest for a name and the best fifty-word reply to the query, "Why does Chicago need another morning newspaper. To date, a varied schedule of one-minute spot announcements have been placed on WJJD WAAF WCFL WAIT WGES WLS WSBC WIND (Gary), and a nightly quarter-hour on WMAQ. The paper is being published by Silliman Evans and financed by Marshall Field II. Agency is Schwimmer & Scott, Chicago.

Newspaper Hearing

(*Continued from page 16*)

use its regulatory powers over radio "to reduce the attractiveness to newspapers", adding that it might enforce a rule requiring that no station shall mention the name of its owning newspaper without making time available to other newspapers, patterning the regulation after the political time provision in the NAB code.

He said such regulations might prompt newspapers interested in radio only for its promotion attributes to divest themselves of their broadcast interests, at the same time affording opportunity for orderly sale, with no element of forced sale.

Advertising Angle

Responding to a query by Commissioner Craven, he said that although radio in fact has not made much of a dent in newspapers' local advertising, if it is assumed that radio—or television—did cut in appreciably, the best solution to the situation probably would lie "in the present trend toward greater dependence on circulation receipts".

Mr. Brant also suggested that the FCC might grant FM facilities to groups concerned with controversial matters, arguing to "let them all on the air rather than try to equalize them on the other stations".

Under cross-examination by Judge Thomas D. Thacher, chief counsel of the Newspaper-Radio Committee, Mr. Brant developed his thesis that the salvation of a daily newspaper, faced with an economic breakdown, would be to turn into a weekly, providing it is located in a relatively small city, rather than try to insure its future by getting into radio as a sideline. He said that if the mutual advertising possibilities, both from the view of promotion and solicitation, were eliminated from the picture, he thought there would be no advantage to either a radio station or a newspaper in joint press-radio ownership.

He argued that if the station and paper can operate successfully jointly, they should be able to do so individually and independently.

Citing the New York situation, h added that if a newspaper in city the size of Chicago could n exist as a newspaper alone, witho a radio station, it should go out business.

Asked by Judge Thacher if h were not really plumping for Go ernment control and operation broadcasting, Mr. Brant declare "That's the last thing on ear I'd suggest!" He added that never had suggested separati radio from the profit motive, a though he could not specify re edies for the evils resulting fr operation with the profit motive

RUESS AND GILLIN HURT IN CRASHES

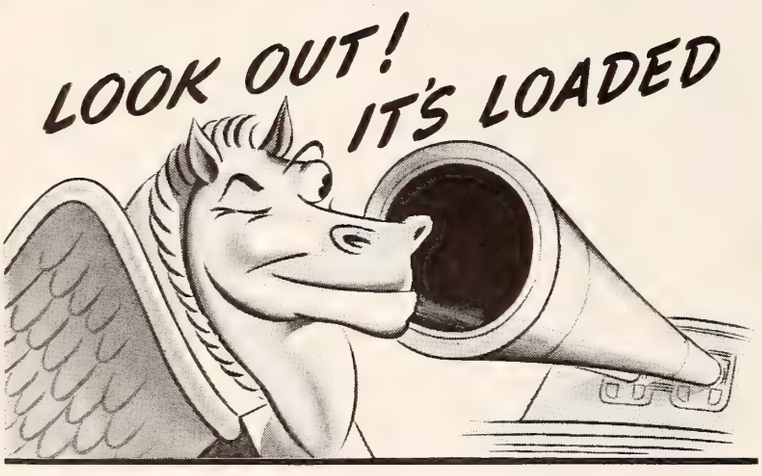
TWO TOP executives of WOW Omaha, are recovering from in juries suffered last week in tw freak accidents.

William Ruess, chairman o auditors of Woodmen of the Worl Life Insurance Society, and execu tive head of WOW, is improvin after serious injuries which includ a broken leg, shock and other lacer ations. He was injured in a smash up Oct. 18 as two cars crashe at an intersection west of Omaha Mr. Ruess' sister, Mrs. Emm Schumacker, was killed and hi niece, Jane, seriously injured.

John J. Gillin Jr., general mar ager of WOW, was slightly injure Oct. 19 at the same spot. Mr. Gi lin and Rainey T. Wells, Woodme of the World general counsel, wer examining the scene of the Rues crash when two other cars pile up in a repetition of the Saturda smash-up. Mr. Gillin was hit on th leg by a headlamp thrown 100 fe by the impact. Three persons wer killed and 14 injured, five critically in the two crashes.

Bewley on Lone Star

BEWLEY MILLS, Fort Worth, o Nov. 2 will return to five Lon Star Chain stations— KGKO, Fo Worth; KXYZ, Houston; KTS San Antonio; KRIS, Corpu Christi; KRGV, Weslaco — an KFDM, Beaumont, Tex., with th *Chuck Wagon Gang*, which it fo merly sponsored. The show als will include Dwight Butcher a m.c. The series is to be heard Mon day through Friday, 12:15 p.m and Sunday, 9 a.m. Ray K. Glen Agency, Fort Worth, placed th account.



"Just like we are," says WSAI's Winged Plug, *"Loaded for listeners!* It doesn't do much good to point a program at your audience then have the hammer click on an empty chamber when you pull the trigger. That's why we *plug our programs* with street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window neon signs, a monthly house-organ for dealers and all the other ammunition that guarantees a bulls-eye when you shoot!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

SEASONED COMMERCIAL MANAGER

wants a station deal (outside NYC) based wholly on tangible results.

This man now is commercial manager of a New York City independent. He wants to leave New York.

He wants to affiliate with a station, large or small, that offers a real opportunity to get out and hustle for sales. He knows local selling. He's a veteran of many years on the national side of the station picture. He's an expert merchandiser . . . a recognized authority on commercial ideas that sell.

This man was a partner in a New York agency specializing in radio. He has been an important factor in the success of three nationally known independents in New York.

If you think this man fits into your scheme of things drop him a line today. A reply will be forthcoming promptly.

Box 980, BROADCASTING

In the CONTROL ROOM

B NICHOLAS, engineer of KXOK, Louis, recently commissioned a sec- lieutenant in the Signal Corps. received orders to report to Fort mouth, N. J. Following prelimi- y training he will fly to London six months' training under actual conditions, working with the ra- locator.

R. POPPELE, chief engineer of R, New York, has been appointed Newark Public Affairs Director n A. Brady to serve as consultant a plan to install two-way radios in four City Hospital ambulances of wark.

URBER G. BOMBAUGH, trans- ter engineer of WLS-WENR, Chi- o, is the father of a baby girl.

N MYERS, engineer of WIBG, nside, Pa., became the father of a . Homer Lee Myers, born Oct. 15 the Grand View Hospital, Sellers- e, Pa. It marked the first time in 17-year history of the station that on was born to a member of the ff.

UG AITCHESON, of the engineer- staff of CKLW, Windsor, Ont., holds the rank of Acting Major the 2d Battalion Essex Scottish iment of Windsor, has been named nd in command of the unit.

N MYERS, engineer of WIBG, ladelphia, is the father of a boy n Oct. 15.

Y SODAHL, formerly of WHLB, ginia, Minn., has joined the en- eering staff of WEBC, Duluth.

WARD LUTZ, control room oper- r of WFBL, Syracuse, underwent asal operation this week in order qualify for the Naval Reserves. He ects to report for duty soon.

ROLD M. FULLMER, formerly KOIL, Omaha, has joined the nical staff of KSO-KRNT, Des ines.

HN KOLYNUCK of the CKGB, mins, Ont., transmitter staff, has ed the Royal Canadian Air Force.

ROLD PAGE, formerly of WIRE, ianapolis, has joined the engineer- staff of WPID, Petersburg, Va., lacing Robert Pantell, now at VDC, Washington.

ARLIE JONES, engineer of KHJ, llywood, is the father of a boy n recently.

. KAAR, designing engineer of the iver division of General Electric 's radio and television department, dgeport, Conn., has been appointed naging engineer of that division. handle both engineering and manu- turing of receivers.

LTON THOMPSON, formerly of DE, Fergus Falls, Minn., has ed the engineering department of BR, Aberdeen, S. D., replacing VanVoorhis, who has joined In- l Airlines as a radio operator. ef Engineer Del Hunt is the father girl born recently.

CH OBOLER, Hollywood radio ter, who has been under a 20th tury-Fox producer-director-writer tract has resigned.

Born by FM

AS AN EXPERIMENT in the relaxing quality of music during childbirth, music via FM, selected by the patient, was broadcast into an operating room at Chicago's Henrotin Hospital last week by special arrangement with W51C, FM station of Zenith Radio Corp., Chicago. The therapeutic program was broadcast during a successful Caesarian operation performed by Dr. Edward L. Cornell, friend of Comdr. Eugene F. MacDonald, president of Zenith. Special ear receivers were designed for the mother who listened to broadcast of Tschaikowsky's Concerto in B Flat Minor while giving birth to a five-pound boy.

Green and Rynd Named To NBC Traffic Posts

IN A SHIFT of its sales traffic department, NBC has separated departments for the Red and Blue networks by appointing F. Melville Greene, formerly sales traffic manager, to head of Red sales traffic, and Charles Rynd of the same department to head of Blue sales traffic. Mr. Greene reports to Roy C. Witmer, vice-president in charge of Red sales, and Mr. Rynd to Keith Kiggins, in the same capacity as Witmer for Blue sales.

Elmer Lyford of traffic has been appointed executive assistant in charge of station relations promotion, succeeding Bert Adams, recently made assistant to Sheldon B. Hickox Jr., manager of Red station relations. Robert Jones, former clerk, succeeds Lyford, and Daniel Tuohy, new to radio, succeeds Jones.

Engineers Sought

CIVILIAN radio engineers are sought by the Signal Corps of the Army. Those chosen will be assigned to Washington D. C., Fort Monmouth, N. J., Wright Field at Dayton, O., and other points throughout the country. Salaries range from $2,000 per year for those with limited experience, to $2,600 for two or three years' experience and $3,200 for those with five years' experience. Applicants having civil service status should contact the office of the Chief Signal Officer in Washington, D. C., where additional information and advice is available.

Correction

WFHR, Wisconsin Rapids, Wis., which on Oct. 15 joined MBS along with five other stations, operates with a fulltime power of 250 watts on 1340 kc., and not 250 watts day and 100 night as erroneously listed in the last issue of BROADCASTING.



PARACHUTIST Arthur Starnes is interviewed by Announcer Mel Galliart, on WLS, Chicago, on his projected delayed leap experiment from a stratosphere altitude of 35,000 feet, not pulling the rip cord until 2,000 above the ground. To record the physical reactions while plummeting earthward, portable radio equipment was perfected by WLS Chief Engineer Tom Rowe, to be attached to Starnes along with motion picture apparatus. The experiment, conducted under the supervision of the U. S. Army research experts, will be broadcast by WLS, which will also record the heartbeats during the descent.

JOHN I. (Bud) EDWARDS, KFI-KECA, Los Angeles, production manager, and Alice King of the continuity acceptance department, were married at Yuma, Ariz., July 5, it was just revealed.

Join the Swing to WTSP



the "Double Bonus" Station

For Coverage of the TAMPA BAY AREA

Added to the complete coverage of the Tampa - St. Petersburg Metropolitan area, largest population center in Florida, WTSP offers:

BONUS NO. 1—More than 250,000 winter vacationists who spend $40,000,000 here every year.

BONUS NO. 2—Army, Navy and Coast Guard bases with an annual payroll of $4,000,000.

The Tampa Bay area is a market worth $100,000,000. WTSP, the new Mutual station, covers it completely and economically.

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-Tampa Sales Territory
A REGIONAL STATION
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

A PRIVILEGE EIGHT TIMES

★

Seldom has the privilege of continuously serving eight foreign language speaking groups been extended to any one radio station.

Our privilege is the more impressive because it fully reflects the deep sincerity of these adopted Americans, regardless of the foreign language they employ. Most naturally they express their fervent patriotism in their own sacred mother tongue.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION



WGR and WKBW
Columbia and Mutual
Buffalo
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING



Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

American Network Asks FM Outlet

Latham Says Organization to Seek New York Station

AMERICAN NETWORK Inc., organization of FM broadcasters with plans for the eventual establishment of a coast-to-coast FM network, will file an application with the FCC for permission to erect its own FM station in New York, according to John R. Latham, executive vice-president of ANI. Decision to file the application, which will probably be done within the week, was reached at a meeting of the board of directors of the organization at the Hotel Ambassador, New York, last Wednesday.

In Lincoln Bldg.

If permission is received, Mr. Latham said, the station will be erected atop the Lincoln Bldg. at 60 E. 42d St. in midtown Manhattan, where the ANI offices are also located. Coincidentally with this application for a construction permit to build a new FM station, ANI will request permission to begin broadcasting with an auxiliary transmitter of Major Edwin H. Armstrong, inventor of FM, at Alpine, N. J.

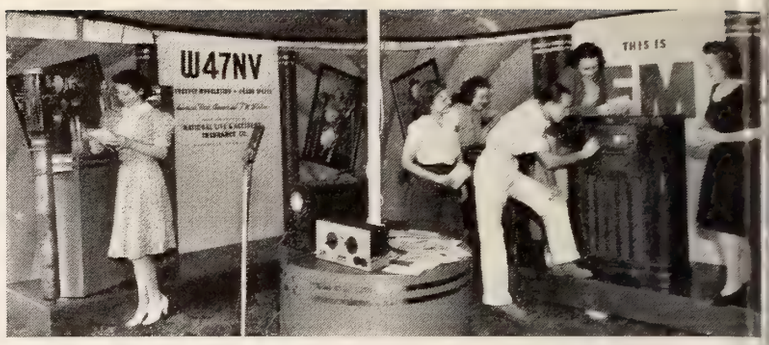
Arrangements for the rental of this 10-kw transmitter have been completed with Major Armstrong, Mr. Latham stated, subject to FCC approval, adding that the transmitter equipment is in such shape that the station can begin operations about 60 days after approval for such operations is received.

No action is anticipated on the ANI applications until the FCC holds its consolidated hearing on the applications for Class B FM channels in New York. Eleven frequencies may be used in this city; eight have already been assigned and there are now ten applications for the remaining three frequencies: 47.9, 48.3 and 48.7 mc. Hearing was announced by the FCC Sept. 9 [BROADCASTING, Sept. 15] but no date has been scheduled.

Roby Robinson, national advertising manager of the *Atlanta Constitution*, appeared at the ANI board meeting, where the paper was made a stockholder of the ANI. The *Constitution* has filed an application for an amplitude modulation standard broadcasting station and expects to file for an FM station within the week. National Life & Accident Insurance Co., Nashville (WSM, W47NV), became an ANI stockholder the week previous.

Attending the meeting, which was otherwise occupied with routine business, were: John Shepard 3d, Yankee Network, ANI president; Walter J. Damm, WTMJ, W55M; Herbert Pettey, WHN; Harry Stone, WSM, W47NV; Mr. Latham. Gordon Gray, WSJ; W41MM, was the only absent d rector.

New York FM applicants ar American Network; Frequenc Broadcasting Corp.; FM Rad Broadcasting Co.; Knickerbock Broadcasting Co. (WMCA); Nev Syndicate Co., publisher of the *Ne York Daily News*; WBNX Broa casting Co. (WBNX); Debs M morial Radio Fund (WEVD Greater New York Broadcastir Co. (WOV); Wodaam Cor (WNEW); Mercer Broadcastir Co. (WAAT).



MORE THAN 50,000 people near Nashville heard about FM whe W47NV, owned by the National Life & Accident Insurance Co., took caravan of two trucks and a tent to 14 fairs in its coverage area. salute program was arranged to honor the county holding the fair i which the exhibition was showing. In November the caravan will trav with Rural Electrification Authority show visiting four more fairs.

W55M Sponsors

WITH establishment of a woman department for WTMJ, Milwauke and its FM adjunct, W55M, thr sponsors have been announced f the new W55M feature, *It's Woman's World*, handled by An Roos, claimed as the first FM w man's commentator. The sponso are Holsum Peanut Crunch, Gri ley Dairy and Drake Furniture C

WPEN, Philadelphia, has added 2 hours to its weekly program schedu Starting Oct. 27, the station will op 15 minutes earlier at 6:45 a.m.

PERFORMANCE
COUNTS MOST
AND COSTS LESS
WITH LINGO

Into Lingo designing has gone the finest engineering skill and modern antenna engineering. The result—"plus" performance combined with low installation and maintenance costs.

199 ft. (above roof) Radiator at WIBM, Jackson, Mich. Another example of Lingo versatility to meet every station need.

LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC
Long Island City, N.Y.

Studio Notes

FDM, Beaumont, Tex., carried the dication of the Lucas Gusher Monu-nt at the new Spindletop Oil Field, t south of Beaumont. KGKO, Fort rth, and KGNC, Amarillo, also ried the program. Len Finger, pro-m director of KFDM, was master ceremonies.

GN, Chicago, on Oct. 21 started the third season a series of ekly quarter-hour dramatic pro-ms, biographies of well-known ar-s represented in the Art Institute Chicago's permanent collection, un-the supervision of Myrtle E. Stahl, ucational director of WGN, and air Walliser, producer. Series is o carried by WGN's FM station, 59C.

TMJ, Milwaukee, will soon aug-nt its educational broadcasts with eturn to the air of the Marquette dio Workshop Nov. 1. Current plans l for the same type of broadcast ed last year, with an interview h a faculty member followed by dramatic skit and news of the ool.

TOL, Toledo, on Oct. 15 helped mmercial aviation celebrate the 21st niversary of coast-to-coast airways, 16th anniversary of United Air-es, and the 13th anniversary of ledo part in the airway's service, h a special broadcast of festivities the Commodore Perry Hotel.

OAL, Duluth, has planned a series 30 programs saluting 30 different mmunities bringing the various high ool bands to the station for the grams. A prize of $100 will be arded the band receiving the most mail. KDAL recently increased 1,000 watts on 610 kc.

RK, Little Rock, began operations m its new studios Oct. 20. The v offices and studios occupy 7,000 are feet of space consisting of ee studios, an audience observation m and a client's audition room ich may be used as a studio. Com-te new RCA dual speech imput uipment has been installed.

HS, Charleston, and West Vir-ia Network stations on Oct. 17 ried a special program, observing opening of a State "V for Vic-y" drive against accidents, during ich V's were awarded to Gov. M. M. ely and four members of the WVN anization—John A. Kennedy, presi-t; Howard Chernoff, general man-r; Bill Adams, program director; rold Miller, news editor. The awards re made for "tireless efforts and selfish devotion to the cause of olic safety".

DAY, Fargo, N. D., on Oct. 15 dis-ched a pack transmitter to Wahpe-, N. D., where Ken Kennedy, pro-m director, and Bob Dobbin, sta-n agriculture driector, described a m husking contest. Due to unusual al interest the program was carried 11:30 a.m. in place of the *Farm & me Hour*.

Last Trailer

KMOX, St. Louis, just got in under the wire when it received a new mobile kitchen trailer. The rolling kitchen, last allowed off the production line because of the defense program, is used as a promotional aid for Jane Porter and her *Magic Kitchen Cooking School* broadcasts. Colored a bright blue and silver, it is equipped with fluorescent lighting, modernistic refrigerator, range, sink and kitchen cabinets.

WMFF, Plattsburg, N. Y., located in the Cumberland Hotel since its inception in 1935, has moved to new quarters, known as Radio Centre. A dedicatory program for the new Radio Centre will be announced shortly.

KROD, El Paso, on Oct. 18 remoted a football game between the Texas College of Mines and Loyola U in Los Angeles with Morrison Qualtrough, KROD sportscaster, and Edward P. Talbott, chief engineer, making the trip to the Coast for the broadcast. All Texas M & M games are sponsored by the Standard Oil Co. of Texas.

KROW, Oakland, Cal., which releases the CBS *American School of the Air*, has made a tie-up with the San Francisco Board of Education to broadcast a repeat release on its FM station, KALW. Transcriptions of the *School of the Air* are released to KALW one week after the original performance on KROW.

THE *Alameda School of the Air*, for seven years on KLX, Oakland, Cal., has moved to KROW, that city. Broadcasts are devoted to subjects of educational interest to primary and secondary schools.

KWK, St. Louis, early in October was host to more than 100 delegates to the Southwest District meeting of the American Institute of Electrical Engineers. The group visited the KWK transmitter at Baden, Mo., escorted on a tour of the equipment by Chief Engineer James Burke and Nick Zehr, plant supervisor.

ARMY BUGLERS of the Sixth Corps Area commanded by Major General J. M. Cummins are competing in a bugling contest conducted by WMAQ, Chicago, which ends Nov. 2 when the winners of local camp contests will appear on the station's half-hour broadcast of the finals. Winner will receive an engraved bugle from NBC.

WPEN, Philadelphia, has increased the wages of its engineering staff by 5% to meet increased living costs.

NATIONAL Cornhusking Bee, to be held this year at Tonica, Ill., on Nov. 3, will originate on WLS, Chicago, and be carried by the NBC-Blue *National Farm & Home Hour*. Other meets broadcast by WLS are the Indiana State contest on Oct. 28 at Woodburn and Illinois State on Oct. 31 at Tonica. Art Page, farm program director of WLS, will direct each broadcast, assisted by announcers with portable shortwave transmitters following the contestants.

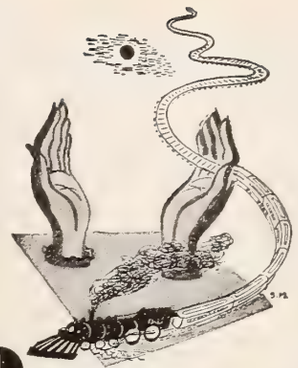
WIBW, Topeka, Kan., for the third successive year is carrying four times weekly the football commentaries of E. C. Quigley, well-known referee and sports authority. Quigley, public relations director of the National Baseball League, during the grid season presents on his program commentaries on games of the week, as well as coaches and individual players.

WHN, New York, will start its fourth program originating from Washington, Oct. 22, 8:30-8:45 p.m. Known as *Congressional Record on the Air*, the show features talks by prominent men and women in the Capitol. Senator James Mead will be the initial speaker.

WWNY, Watertown, New York, has completed arrangements with Watertown Senior High School for a Radio Workshop to be conducted this fall by Thomas E. Martin, WWNY general manager, to give seniors a perspective of radio as a future vocation.

EXCLUSIVE rights to all at-home ice hockey games of the Fort Worth Rangers have been obtained by KGKO, Fort Worth. Tee Casper will announce. Sponsorship is planned.

CHARLES O'MALLEY, formerly salesman of WROK, Rockford, Ill., has joined the Chicago sales staff of the Walker Co., station representatives.



DOUBLY HANDY

Opening through its own passageway directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect convenience on your arrival in New York . . . And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities . . . Doubly handy and doubly enjoyable . . . Large outside rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BERNAM G. HINES, *Managing Director*
MADISON AVE. AT 45th ST., NEW YORK

ARIZONA'S FIRST STATION
First with Listeners
First on the Dial
CBS 550 KC.
KOY carries more hours of network commercial than any other Arizona station.
PHOENIX
HN AIR & COMPANY
Affiliate Station WLS Chicago

IN ROCHESTER IT'S WHEC
BASIC CBS

In CANADA—It's the 'All-Canada' Stations



TOP YOUR SALES QUOTA IN WESTERN CANADA OVER THE ALL-CANADA STATIONS

Look at Canada's Western markets from the "High Riggers" perch and you will find them big in sales potential. SPEAK to those markets through spot programmes over the 'All-Canada' stations and convert *potential* sales to *orders*. For Western listeners are tuned in on all Canada—and 'All-Canada' stations are tuned to the key markets of the West. First in listener preference—first in local merchandising cooperation—first in technical programme service.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail.....CJAT
Kelowna.....CKOV
Vancouver.....CKWX
Kamloops.....CFJC

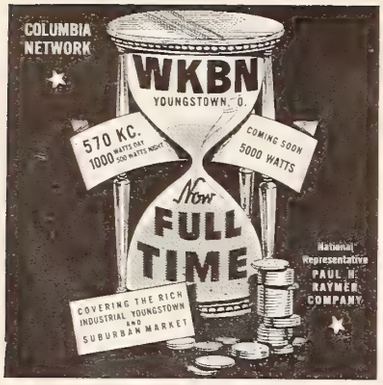
Alberta
Calgary.....CFAC
Edmonton.....CJCA
Grande Prairie...CFGP
Lethbridge.....CJOC

Saskatchewan
Moose Jaw.....CHAB
Prince Albert....CKBI
Regina.....CKCK, CJRM

Manitoba
Winnipeg.....CJRC

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA—All-Canada Radio Facilities Limited



Masefield Pickup

JOHN MASEFIELD, poet laureate of England, will read selections from his works via shortwave from London on the Nov. 3 broadcast of Procter & Gamble's *Against the Storm*, Monday-through-Friday serial 3-3:15 p.m. on NBC-Red. Appearance of Masefield on the program—which will be his first broadcast direct to U. S. since 1937—was arranged by Fred Bate, NBC representative in London. Plans are being worked out by BBC to pick up the broadcast for the entire Empire, it is understood by Compton Adv., New York, agency handling the account.

TOWERS of WSPD, Toledo, are being dismantled in preparation for the station's move to its new quarters in the Broadcast Bldg. The towers, a familiar Toledo landmark, are atop the 18-story Commodore Perry Hotel. Although the towers have remained on the roof, they have not been in use since 1935 when the station's present transmitter was placed in operation.

WALTER COMPTON, m. c. of t MBS *Double or Nothing* program, h written lyrics for a song, "I'm Waiti For Friday", based on selectee can life and inspired by the many soldie who compete on his quiz show.

ALL PUBLICATIONS of the U. Chamber of Commerce, headquarter in Washington, are listed in a 4 page bulletin issued by the organiz tion.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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Phone: Montclair (N. J.) 2-7859

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Consulting Radio Engineer
Highland Park Village
Dallas, Texas

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Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
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Frequency Monitoring
Commercial Radio Equip. Co.
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Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
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Designer of First Directional Antenna Controlling Interference
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CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS**, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted—Engineer-Announcer—Give salary expected and availability. WBRW, Welch, W. Va.

Wanted Announcer—Local station. Good at ad libing and infomal programs. Give full details including salary expected. Box 55A, BROADCASTING.

Two Experienced Salesmen—Excellent opportunity. Reorganizing local sales department. Weekly draw against liberal commission. Write, wire, start now. KITE, Kansas City, Mo.

Wanted—Broadcast Operator in January. Must be able to copy Transradio Press. Experience not necessary. Send complete details first letter. KWYO, Sheridan, Wyoming.

Salesman—Require hard worker, experienced, capable earning consistently large weekly commission. High pressure "oncers" taboo. Draft status? New York State. Box 56A, BROADCASTING.

Wanted—Experienced person to handle program designed for children. Person must have ideas and showmanship ability. Possibilities for remuneration almost unlimited. Must furnish references and be available immediately. Box 71A, BROADCASTING.

Wanted—Experienced combination Announcer-Licensed Engineer. NBC affiliate in town offering ideal living conditions, married man. Must be polished announcer. Startng pay $175.00 a month plus moving expenses. Permanent. Reply Box 72A, BROADCASTING.

Salesman—Well established MBS affiliate, Southeast, offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 52A, BROADCASTING.

An Unusually—Favorable opportunity for an experienced time salesman on midwest (Iowa), 250 Watt local serving rich agricultural trade area. Drawing account and commission. Must be available immediately. Send complete information in first letter. Box 62A, BROADCASTING.

Situations Wanted

Experienced—Control room and transmitter engineer desires change. Now employed. Box 64A, BROADCASTING.

Announcer—Experience New York, Texas stations. College training, production, advertising. Available immediately. Box 67A, BROADCASTING.

Sports Announcer—Now employed 50KW wishes connection to build real sports department. Box 51A, BROADCASTING.

Outstanding—Sports, special events and program man. Expert play by play all sports. Box 61A, BROADCASTING.

Hurry-Hurry-Hurry!—Get the sellingest announcer in radio! It pays to pay more for results. Box 65A, BROADCASTING.

Assistant Station Manager—32, 10 years' network experience. Presently employed. Adaptable background of commerce and law. Box 57A, BROADCASTING.

Situations Wanted (Continued)

All Around Radio Man—Strong comm mercial copy, program creation and p duction. Announcing, news, and spec shows. Transcription and samples of co available. Box 59A, BROADCASTIN

Commercial Manager Or Assistant—Exc lent and successful background in bu ness, and considerable experience in phases of radio, announcing, writi production, etc. Box 54A, BROADCAS ING.

Station Manager—Live, aggressive, usually versatile. Twelve years' compl management experience, covering all partments, including FCC and industr phases. Demonstrated local and natio sales ability. Box 70A, BROADCASTIN

Station Manager—Commercial manag Ten years' experience in all phases station operation from announcer Proven sales ability . . . producer writer. Dependable and ambitious. N employed but desire change. Box 6 BROADCASTING.

Engineer—Five years' comprehensive ba ground including three years speciali tion in dramatics, variety, special eve broadcasting and production. Desires filiation with agency, network or 50 station. Single, deferred, 24. Travel a where. Presently employed. Box 5 BROADCASTING.

Commercial Manager—Just the man need to make money for your stat . . . or . . . would consider good sell proposition combining announcing, p ducing and writing. Nine years' exp ence. Now employed . . . available thi or sixty days. East preferred. Box 6 BROADCASTING.

Announcer—Three years of experie Married. Draft exempt. College educati Been on local and network stations. write script. Desires position in Caroli or Virginia, but will go anywhere in South. Living wage. Best recommen tions. Can produce. Box 60A, BRO CASTING.

Newscaster—27, now employed regional tion. Draft exempt. University gradu Newspaper experience. Can rewrite process news and cover local eve Three years radio. Steady, reliable. Wa position with Midwestern or East station. Minimum salary $160. Good c mercial announcer. Box 63A, BRO CASTING.

Wanted To Buy

1 KW Transmitter—Must be good co tion. State make, price and length service. Box 1120, Aberdeen, Wash.

For Sale

Truscon Tower—264 feet with three L insulators, two years old, Station KF Ft. Worth, Texas.

For Sale—One 6B Western Electric 1 Transmitter complete in good co tion. Further details write Box 5 BROADCASTING.

Recording Equipment—Allied turntat Microscope, Miller tuners, custom b amplifier, RCA, Amperite microph Jensen 15" speakers, $1500. Box 6 BROADCASTING.

BC's Firm Offer f BMI License

rammell Stresses Position f Network in Letter

"FIRM OFFER" by NBC to n a license agreement with BMI run concurrently with the pro- sed ASCAP agreement (or until c. 31, 1949), with NBC agreeing maintain its current payments BMI during that period, with justments up to or down in ac- dance with changes in BMI's dgets, was contained in a letter t last week by Niles Trammell, BC president, to Neville Miller, esident of the NAB and BMI, to arify" NBC's position on BMI. this letter represents the policy networks intend to follow with II, then it was declared evident at the ASCAP contracts, which l for a considerable increase in yments by the networks and a crease in station payments, will t be used as a pattern for the II contracts, when, as required its consent decree, BMI also in- utes a payment-at-the-source n of license next spring.

Letter reads:

"Some broadcasters have re- ested that we clarify the position NBC with reference to BMI. We de the following statements at etings of the NAB board of di- tors and the NAB executive mmittee, and I am pleased to re- te them to you at this time.

"NBC believes that there should ways be an open, competitive rket in music and that no one ensing agency should be per- tted to become or remain the sole rce of supply of the music so cessary to the continued ex- ence of broadcasting. BMI was med for the purpose of estab- hing such an open and competi- e market.

Competitive Market

"While the execution of the pro- sed ASCAP agreements will ke available to broadcasters a nsiderably larger catalog of sical compositions than is cur- ntly available, the open, com- titive market in music which has w been established can be main- ned only by the continuance of II and other licensing organiza- ns.

"NBC sincerely hopes BMI will continued and will be happy to its part in this connection. You y, therefore, consider the follow- g a firm offer on the part of NBC, bject to acceptance by BMI on before March 1, 1942.

"NBC will execute license agree- nts with BMI, which shall—

"(a) run concurrently with its oposed ASCAP license agree- nts;

(b) provide for payments to MI in the same amounts as those rrently being made, so long as e BMI revenue and expense bud- t remains the same; and

(c) provide for an increase or decrease in such payments de- pendent upon and proportionate to any increase or decrease in the BMI revenue and expense budget.

"So long as BMI music con- tinues to be made available to NBC, NBC will not discriminate between it and the music of other licensors. Assuming the continued high quality of BMI music, this should assure its continued popularity.

"I trust that the foregoing offer and statement will reaffirm our position and answer the questions which have been asked as to our position with reference to the fu- ture of BMI and its music."

ASCAP Approval

(*Continued from page 10*)

gested to Mr. Craney that if he re- viewed the facts "unemotionally, you will reach the conclusion that our proposal is in both your and our best interests, as well as for the entire industry."

Replying Oct. 20, Mr. Craney said he regretted the NBC presi- dent's interpretation of his tele- gram. He reiterated his opposition to the blanket form of contract, declaring that he believed the ac- tion actually puts the industry- ASCAP relations back where they were in 1932.

Mr. Craney recalled the Warner situation in 1935 when, he said, it was ably demonstrated that net- work performance makes hit tunes "regardless of what independent stations do." He said he feared that acceptance of a blanket li- cense would result in networks making great use of ASCAP music to the exclusion of other sources.

"Your assurance, along with that of Mr. Klauber (Edward Klauber, CBS executive vice-presi- dent) that you would support other copyright owners, including BMI, so there would be ever available a competing pool of music is most heartening," he said.

90-Day Clause

After advising Mr. Trammell of his acceptance of the rebate pro- posal, Mr. Craney said the deduc- tions are not to begin until 90 days after NBC's contract becomes ef- fective or any later date "which is the date to which you are protect- ing any stations that have not signified their intention to reim- burse you. The length of time over which the deductions may be made can only be to the next negotia- tions of our contract with you or until the expiration of the con- tract (without renewals) you sign with ASCAP, whichever is the earliest.

"Continuance of the above pay- ment agreement beyond the term of one year likewise must hinge on possible similar agreements being negotiated by you with other affil- iated stations, including those sta- tions in States where ASCAP to- day cannot conduct business."

'I'm Caesar'

WHEN Caesar Petrillo, staff orchestra leader of WBBM, Chicago, and composer of the current hit tune "Jim", dropped into a west side Chi- cago hamburger emporium for late evening refresh- ment, he was greeted by his refrain coming from the jukebox. Petrillo, grumbling audibly that he could no longer listen to the song, started to leave when the restauranter asked him why he didn't like the tune since everyone else did. "I wrote it," he replied. "Yeah? And who are you?", he asked Caesar suspiciously. "I'm Caesar —", Petrillo began when the proprietor cut in, "Yeah, I thought so. If you're Caesar, then I'm Napoleon. Get outta here before I call the bughouse!"

Citrus Spots

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (powdered lemon juice), in a 13-week cam- paign supplementing its national newspaper schedule, on Oct. 14 started participating sponsorship two and three times weekly in *Happy Kitchen*, on KMBC, Kansas City; Sally Work, on WBEN, Buffalo; *Art Baker's Notebook* on KFI, Los Angeles. As merchandis- ing tie-in, firm offers a recipe book and set of measuring spoons upon receipt of carton top or label from the product. Agency is Chas. H. Mayne Co., Los Angeles.

Golan Wine Plans

GOLAN WINES, Los Angeles, will use radio for the first time this fall to supplement a newspa- per campaign introducing four brand names—Golan, Lango, I.V.C. and Legend. Radio plans are not yet complete but Brown & Thomas, New York, agency in charge, has indicated announcements will be used on a number of stations.

More Music in Pictures Being Released for Radio

DEAL releasing score of the RKO film "Call Out the Marines" direct to Broadcast Music Inc. was ef- fected by Harry Engel, West Coast manager, and Robert Burton, New York attorney of the latter organi- zation, on Oct. 18, thus marking the first action of its kind in the current radio-ASCAP controversy, for air exploitation of musical numbers from motion pictures. Numbers were written by Harry Revel and Mort Greene, ASCAP members who recently contracted with Southern Music Co., BMI af- filiate, for publication of their score in "Four Jacks & a Jill," also an RKO production.

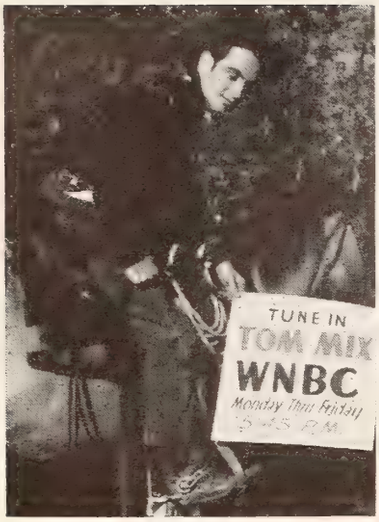
Similar action was taken by two other ASCAP songwriters, Milton Berle, radio and film actor, and Bert Pellish, who in mid-October assigned their song "Would It Make Any Difference to You?" di- rect to BMI for publication. Act- ing under provisions of the consent decree, it is understood that sev- eral other film studios are con- sulting with their legal depart- ments on similar moves.

NBC Symphony Series To Charge for Tickets

BECAUSE of the large demand for tickets to the *NBC Symphony Concert* broadcast on NBC-Blue conducted by Leopold Stowkowski, the network has temporarily adopted a paid-admission policy (55 cents to $1.65) for those wish- ing to attend the four concerts Nov. 4, 11, 18 and 25. These broad- casts will originate in the Cos- mopolitan Opera House, new name of the Mecca Temple on W. 55th St., New York, seating 3,300. Pro- ceeds will be used by NBC to pay for the rental of the opera house. Another innovation will be the use of an "acoustical reflector", to be placed back of the orchestra.

Arturo Toscanini has accepted Secretary Morganthau's invitation to conduct the NBC Symphony Dec. 6 and 13 to promote sale of defense bonds. Concerts will take place in Studio 8-H, 9:30-10:30 p.m.





WHEN SCHOOL'S OUT in the New Britain-Hartford area, the youngsters generally stop to watch Ralph Kanna, WNBC program director, riding around on a white horse. He carries a sign promoting the Tom Mix series sponsored by Ralston Purina Co., St. Louis. Agency for the account is Gardner Adv. Agency, St. Louis.

Col. White Resigns

LIEUT. COL. EDWIN L. WHITE, principal electrical engineer in the private and safety division of the FCC engineering department, left the FCC Oct. 20 on a one-year leave of absence to go on active duty with the Army Signal Corps. Col. White joined the FCC June 23, 1930, as senior radio engineer.

MBS Second 'White Paper'

(Continued from page 7)

were not onerous and permit "a liberal amount of option-time, preserve all its advantages and prevent only its abuses". It buttressed this with an analysis of the provisions, and argued that in practice only cities having less than four stations are affected.

Not a Real Danger

In cities having four or more fulltime stations there will be no problem, or so far as can be seen, any real change in existing practice, MBS argued. Each network will have its regular affiliates in such cities and each affiliate will have first call on its network's programs, it said. In cities having four or more fulltime stations it is "inconceivable that any station which is the regular affiliate of one network would be enabled to take the programs of another network unless the regular affiliate of the latter network should refuse the programs fed to it by the network", MBS contended.

It said the alleged danger that the choice of the better programs of all four networks will gravitate to the station with the best technical assignment "must be ascribed to an overworked imagination".

In cities with less than four stations, the situation for the most part will remain very much the same, with one extremely important exception, MBS contended. Each station may enter into a regular affiliation contract giving it first call on the network's programs, and, if it chooses, may refuse to take the programs of any other network. But it may not bind itself by contract with one network to refuse to affiliate to another network, or to refuse to option or sell any of its time to another network.

"In practical effect," MBS continued, "this means that in a city having three stations, two of the stations will probably align themselves with one network and the third station with two networks (if it so desires). Similarly, in a city having two stations, each station may align itself with only one network, or with two networks if it chooses."

'Alarmists' Cracked

Pointing out that the revised regulations provide that no option shall be subject to call on less 56 days' notice, as compared with the 28-day period now commonly specified in network-affiliate contracts, MBS said this is obviously "not a substantial change".

Cracking "alarmist distortions", the White Paper said that stations, under the explicit statements in the regulations, retain complete liberty of action and are not compelled to option time to and to accept programs from another network if requested, in time not used by its regular network.

Covering the effective date of the revised regulations in a separate chapter, MBS said that after careful study and consultation with its counsel, it had reached the following conclusions:

1. The *regulations* are and have been *binding* as to any *affiliate station* which has *entered* its *network affiliation since May 2, 1941*, whether by way of renewal or continuation of an existing affiliation or by way of a new affiliation.

2. With regard to *affiliate stations* having network *contracts* which will *not* have *expired* by *Nov. 15, 1941*, the *stations may*, and *should, refrain* from any *commitments which* will *bind* them to a course of action inconsistent with the regulations *after Nov. 15, 1941* (including the exercise by networks of their existing 28-day options*). It must be kept in mind that all affiliate contract provisions which are in violation of the revised regulations have, in effect, been found by the Commission to be against public interest, convenience or necessity, and that any attempt by legal proceedings to enforce them by a network organization may also be met with the defense that they are in violation of the anti-trust laws.

3. *Very much the same considerations apply if* and when *court proceedings are instituted* by the other networks in an attempt to invalidate the Commission's action to secure an injunction restraining the Commission from enforcing the revised regulations. In the opinion of counsel for Mutual, and, so far as we can ascertain, in the opinion of many other lawyers familiar with the Communications Act, t Commission's jurisdiction and po to adopt the regulations are clear a its action will be upheld in court.

MBS added it is possible that court proceedings are institut and pending a final decision, a te porary injunction will be request by NBC or CBS. "There is gra doubt," MBS declared, "as whether the court will grant su an injunction for several reaso including a serious question as the court's jurisdiction, the fa that the Commission's power unc the law seems so clear, and the d ficulty of making the requi showing that any serious dama will result to the networks fr allowing the regulations to go i effect immediately. Furthermo Mutual knows of no adequate ba for recent broad assertions that t chairman of the Commission h agreed to stay or suspend the reg lations pending the final outco of such court proceedings."

Sound Policy Regardless

"In any event, whether or n legal proceedings are institut and whether or not a tempora injunction is requested or obtain a sound policy for stations to foll would seem to be to adhere to t test of public interests clearly a nounced by the Commission in regulations, and, so far as p sible, to follow both the letter a spirit of those regulations."

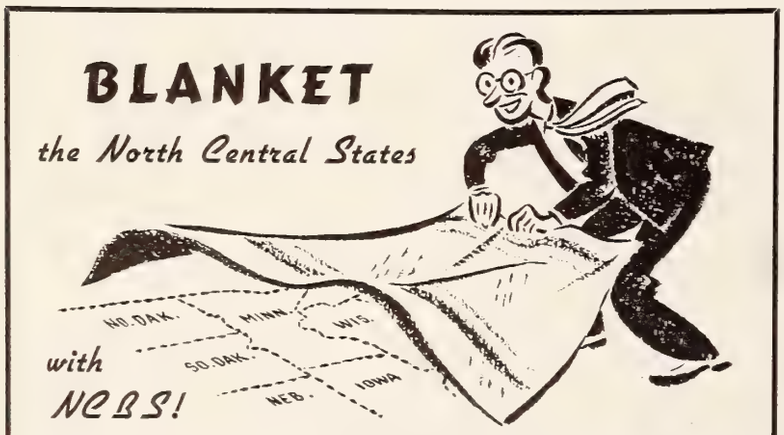
In its conclusion, MBS said t Commission's action will tend promote and not to injure the dustry and insisted there will "no chaos, no disruption of ope tions, no deterioration of servi no impairment in cooperation broadcasters in national defen no paralysis of freedom of the a and no danger of Governm operation."

Stating that it is not willing assert that the revised regulati are without possible defect or th further amendments may not pr necessary in the light of practi experience, MBS called attent to the FCC majority's statem that it stood ready at all times amend and modify the regulatio

* *Since actually less than twenty-eight days remain between October 20th, the date of this brochure, and November 15th, the effective date of the revised regulations, stations may rightly abide by this principle effective immediately.*

Join Standard Radio

STANDARD RADIO announces following additional subscribers to program library service: WB Baltimore; WLDS, Jacksonville, I WOL, Washington; WCLO, Jan ville, Wis.; KDAL, Duluth; WAI Mobile; WJZM, Clarksville, Ten and WOSH, Oshkosh, Wis.



Double the size, double the coverage with the new enlarged NCBS radio system . . . now second biggest in the country! NCBS delivers county by county coverage in the bread and butter center of the world. The merchandising staff has also been enlarged to carry on the famous NCBS guaranteed distribution and display program of active cooperation in 5,000 retail outlets!

NORTH CENTRAL BROADCASTING SYSTEM
U.S.A.

WLOL, Minneapolis, Minn.	WHBY, Appleton, Wisc.
WDSM, Duluth, Minn.	KFIZ, Fond du Lac, Wisc.
KVOX, Moorhead, Minn.	WHBL, Sheboygan, Wisc.
KATE, Albert Lea, Minn.	WSAU, Wausau, Wisc.
KWNO, Winona, Minn.	WFAR, Wisc. Rap., Wisc.
KGDE, Fergus Falls, Minn.	KVFD, Fort Dodge, Iowa
KWLM, Willmar, Minn.	KTRI, Sioux City, Iowa
KGCU, Mandan, N. D.	WATW, Ashland, Wisc.
KLPM, Minot, N. D.	WJMS, Ironwood, Mich.
KDLR, Devils Lake, N. D.	WHDF, Calumet, Mich.
KRMC, Jamestown, N. D.	WJMJ, Marquette, Mich.
KABR, Aberdeen, S. D.	WDBC, Escanaba, Mich.
WEAU, Eau Claire, Wisc.	WCLO, Janesville, Wisc.
WMFG, Hibbing, Minn.	WEMP, Milwaukee, Wisc.
WHLB, Virginia, Minn.	WRHN, Racine, Wisc.
WIBU, Poynette, Wisc.	

Write for illustrated folder on North Central Land

Exec. offices: Commodore Hotel, St. Paul, Minn.
John W. Boler, Pres. and Managing Dir.
Nat. Rep., Joseph H. McGillvra



'ressure Claimed n Cleric's Speech

ime Given Others by NBC fter Isolationist Talk

ORDY tempest which swirled ound New York radio circles last eek over a speech, carried Oct. on NBC-Blue, in which Most ev. Francis J. L. Beckman oman Catholic Archbishop of ubuque, severely condemned the dministration's foreign policy, peared to be subsiding as the twork granted time Oct. 26 for lks by two Protestant leaders.

While NBC officials said that lks of the Protestant leaders, enneth Leslie, editor of the *Prot-tant Digest*, and James Luther dams, professor of Meadville eological Seminary, would not rectly answer Archbishop Beck-an's speech, it was assumed that ne was made available for the ter talks as an outgrowth of the eckman incident.

Isolationist Pressure

Hints that Archbishop Beckman, no expressed his own views and t as an officer of his church, was heduled by NBC only after pres-re was brought to bear "by rces too powerful to refuse", ere accepted by competent indus-y officials. However, the latter inted out, this is only one of a ries of incidents where these orces too powerful to refuse" had tained network time for isola-nist speakers.

Charges that NBC had deviated om its previous policy of giving ne for discussion of such contro-rsial topics only to spokesmen of cognized organizations were dis-unted after a check of the record persons familiar with the net-rk's policy relating to speeches. escribed by these sources as lastic", the policy was evidently eached when Charles A. Lind-rgh first spoke out against Pres-ent Roosevelt's foreign policy. In ose days, Lindbergh was sched-ed as an individual and so said his speeches. This was before s alliance with the America First mmittee. The record also re-aled other incidents where speak-s, although nationally known, tained time for network speeches, t admitting they spoke for them-lves and not any organization.

SABOTAGE STORIES GIVEN NBC DENIALS

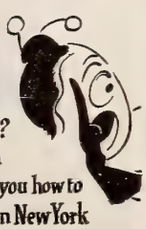
FOLLOWING the order Oct. 9 that all visitors show passes when entering certain areas of NBC's headquarters in New York, several stories hinting of possible sabotage at the network have been revealed.

Last Saturday it was learned that a suspicious-looking man, ostensibly from a newspaper, was found wandering around the fifth floor of Radio City, and upon questioning by network officials, was turned over to the FBI. Reasons for his presence in that area on a Saturday afternoon were unsatisfactory and it is understood he is still being held by the FBI.

Other stories which the network denies as entirely unfounded include the finding of a container of acid near the NBC control rooms, said to be the reason for NBC's decision to issue employe and newspaper-trade publication passes. Also hinted and denied was the discovery of a package of bullets near a cable conduit at the WEAF transmitter.

WINS

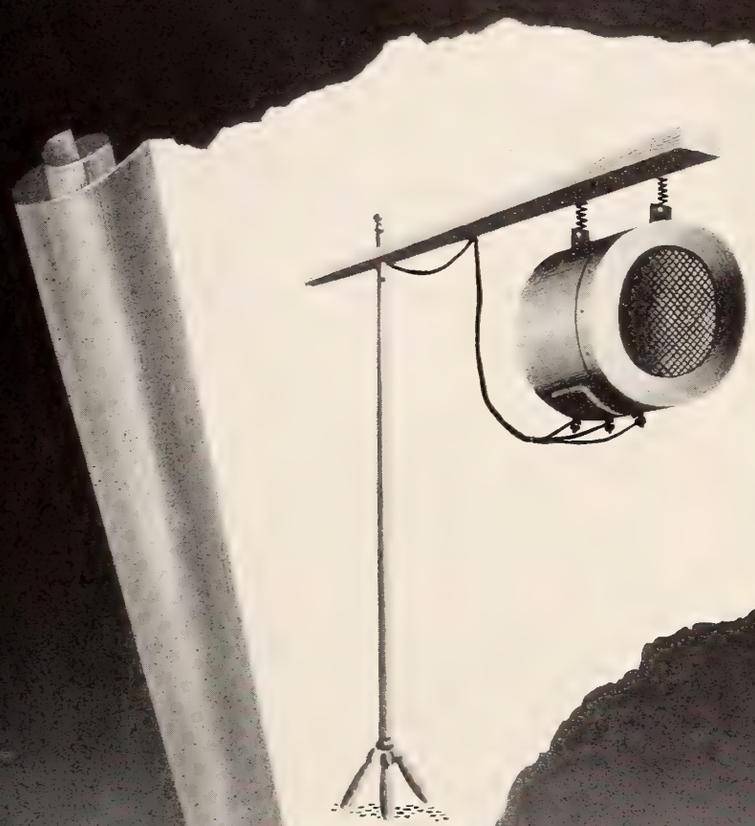
Ann Tenna *says:*



Blessed event leave a nice new product with you? Let me give it an airing and show you how to WINS friends in New York

(Boy, can I nurse 'em along with my winning ways!)

A FEW FREQUENCIES WERE MISSING BUT THE MAIN IDEA WAS THERE...



The main idea was service, and today, on its 21st birthday, KDKA still adheres to that main idea, in the interest of listener and advertiser alike.

• Service to listener and advertiser alike—it's a policy that explains why America's oldest radio station continues to enjoy the goodwill of hundreds of advertisers, and the attention of over a million and a half radio families.

KDKA PITTSBURGH 50,000 WATTS

SOLE WESTERN PENNSYLVANIA OUTLET FOR NBC RED NETWORK

WESTINGHOUSE RADIO STATIONS Inc • KDKA KYW WBZ WBZA WOWO WGL WBOS • REPRESENTED NATIONALLY BY NBC SPOT SALES



"We can't miss, Spike. WFDF Flint Michigan covers a payroll of $137,933,922."

Super Results for a Super Market!

3 OUT OF 4

Baltimore Listeners Daily!

Skeptical? Make us prove it! Write for full details—find out why WCBM gives you . . . "PENNY FOR PENNY COVERAGE BETTER THAN ANY!"

WCBM

BALTIMORE, MARYLAND

MEMBER NBC BLUE NETWORK

U.P.

"The World's Best Coverage of the World's Biggest News"

Dominant IN THE 7th RETAIL MARKET

KSTP

MINNEAPOLIS • SAINT PAUL

NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO

133,500 WATTS

NBC BASIC RED NETWORK

50,000 Watts

Clear Channel

Paid Time on Nets Increases by 17%

Sponsors Expanding Present Shows, Analysis Reveals

ALTHOUGH the number of network commercial programs on the air this fall is just about the same as a year ago, many advertisers are using larger networks this year than last, with the result that the total of station hours devoted to network commercials in the fall of 1941 is about 17% higher than in 1940. Comparison of typical week shows a total of 10,169 station hours devoted to commercial programs of all national networks this year, an increase of 16.8% from the 8,704 total a year ago.

By individual networks, MBS shows the largest percentage gain, up 67.9% from 793 in the fall of 1940 to 1,331 this year. NBC-Blue is next, reporting 1,443 this year, up 27.8% from 1,131 in 1940. NBC-Red this fall shows 3,709 station hours for network commercials, a gain of 19.3% from last year's 3,107. CBS devotes 3,686 station hours a week to sponsored network programs this fall, as against 3,673 a year ago, a gain of 0.4%.

Wider Territory

These figures maintain a trend for advertisers to use increased radio appropriations to expand the territory reached by their present programs rather than to add new programs. This is further demonstrated by the fact that the total of commercial program series on all networks this year is 228, three less than the 1940 fall total of 231.

In the figures above, the heavy political business in 1940 was disregarded and purely regional hookups and programs broadcast on national networks but sponsored locally were also not included. MBS totals would be considerably expanded by inclusion of locally sponsored programs, but they were omitted in the interest of gaining a more exact comparison of network business. MBS also did not include the Worlds Series broadcasts in its calculations, which for a week boosted its station hour total tremendously.

NBC Executives Meet

NBC EXECUTIVES, including President Niles Trammell, vice-presidents and department heads, met last week at the Greenbrier, White Sulphur Springs, W. Va., for their annual get-together to discuss policies and plans for the coming year.



RANK AMATEUR was Bob Sundberg program director of KHSL, Chico, Cal., when he went on his first deer hunt recently. Knowing heads wagged "beginner's luck" when he bagged a five-point buck (at left) within an hour. But he really won his spurs the following weekend when he went out again and bagged a four-pointer. Total expense: License, 15 gallons of gas, two shells.

BALLANTINE QUITS MUTUAL FOR BLUE

P. BALLANTINE & SONS, Newark brewer, is shifting its *Three Ring Time* series from MBS to NBC-Blue, beginning on the latter network Nov. 7. Series, starring Charles Laughton, Milton Berle and Bob Crosby's orchestra, will be broadcast for 52 weeks on more than 20 Blue stations, Fridays, 8:30-9 p.m., a half-hour earlier than its present Friday evening spot on MBS.

Agency in charge of the account, J. Walter Thompson Co., New York, had nothing to say about plans for a substitute program on MBS for the duration of the contract with that network, which runs until mid-December.

In accepting the Ballantine program, NBC-Blue is deviating from the NBC code of policies and standards, which states that "alcoholic beverages may not be advertised on any network program," although individual NBC M & O stations have accepted beer advertising for local broadcasts. When this prohibition was adopted early in 1939, NBC explained that network programs must be acceptable to all parts of the country and at all times, whereas beer advertising was acceptable in some communities but not in others and was much more acceptable at some times than at others.

CHICAGO Federation of Labor, licensee of WCFL, Chicago, has applied to the FCC for a new commercial FM station in that city on 47.9 mc. to cover 10,800 sq. mi. and a population of 4,849,461.

DAVID LLOYD LEAVES

FCC Inquiry Chief Moves to Defense Position

DAVID D. LLOYD, head of th FCC inquiry section and chie Commission investigator in th FCC's newspaper-ownership prob has resigned, effective immediat ly, to join the legal department o the Economic Defense Board, hea ed by Milo Perkins, as an attorne on the staff of General Couns Monroe Oppenheimer, it was learn ed last Friday. Although Mr. Lloy already has taken up his ne duties, the FCC gave no indicatio as to his possible successor.

A storm center in the newspape proceedings since they started la in July, Mr. Lloyd joined the FC legal staff July 16, 1940, as speci counsel to head the investigatio unit of the legal department. Late he was named chief of the inquir section, in charge of gatherin material in connection with th FCC's case against newspape ownership and operation of broa cast facilities.

Before joining the FCC, M Lloyd had served in the legal div sion of the Resettlement Admini tration during 1935 and 1936. H was loaned by that agency to th Senate Civil Liberties Committe in 1936, and continued with th committee, first as acting couns and then as assistant chief counse until he joined the FCC. Mr. Lloy received an AB degree from Ha vard in 1931 and an LLB degree i 1935.

ACA and WHN Agai Dickering On Renewa

AMERICAN Communication Assn. has resumed negotiation with WHN, New York, for a r newal of its present contract co ering the technical employes the station. New contract is e pected to be signed within a fe days. Union is also negotiating f renewals at WHOM, Jersey Cit and WBNX, New York. Wage in creases are asked at all stations

ACA has organized the en gineers and announcers at WBA Baltimore, union reports, and ha filed a complaint with the NLR over the dismissal of two AC members at the station, alleged for union activities. Negotiation will not be started until the Labo Board complaint has been settle

IN PHILADELPHIA

WFIL

Win Friends Influence Listeners

SELL THROUGH WFIL

KINY

"The Friendly Voice of the Capital"

"Hey Fellows!"

KINY was the first Alaska station to receive special event chain broadcasts in Alaska, and the first to release special Alaska events broadcasts for chain use in the States.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

outhern Stations over Maneuvers

BT Is Designated 'Bugler' r First Army in Games

VERAGE of the Army maneuvers starting this week in Caroline unty, S. C., as well as the pres- air maneuvers over Georgia, uth Carolina and North Caro- a, is again being provided by ra- through stations in the areas. During the Civilian Air Defense neuvers WSB, Atlanta, pre- ted Brig. Gen. Walter H. Frank, mmanding officer of the Third erceptor Command, who utilized broadcasts to contact volunteer ound observers of the Aircraft rning Service and to coordinate tical training of pursuit and nber squadrons.

WBT, Charlotte, sent a mobile t to Army headquarters in Cam- n, S. C., for a daily five-minute ort on the war games by Bill ker. Immediately after this iod a second five-minute report both the air maneuvers and the er maneuvers is given by News itor Jack Knell, who receives his rmation from Bill Carley of the BT staff. Carley goes aloft each rning from the Charlotte air e in an Army bomber observing operations from the air.

Radio Bugler

Unusual feature was Army desation of WBT as "Army gler" for the First Army during games. Because of the splitting of units during action there is a rtage of buglers, so WBT gives official calls at designated times day which in turn are picked up portable radios by the Army ts. Grady Cole, WBT farm edi- who conducts a daily 5 a.m. gram, blows the 6:10 a.m. eille; assembly at 6:15; mess at 6:30, and sick call at 7 a.m. WPTF, Raleigh, also stationed a cial events staff as Camden and presenting daily programs. oadcasts will continue until the clusion of the games in latter vember.

WSM, Nashville, as a result of success in covering the Louisi- maneuvers, is covering the utheastern games.

WBYN Italian Block

PROGRESSO Broadcasting vice Inc., New York, has con- ded arrangements with WBYN, ooklyn, for exclusive production l sales of Italian programs on station. Beginning Dec. 1, BS will present a six-hour block programs in Italian on WBYN, m noon to 6 p.m., seven days a ek. Started by Generose Pope, blisher of *Il Progress Italio- ericana*, New York Italian wspaper, Il Progresso Broadcast- Service has been incorporated an independent company, with publisher's son, Fortune Pope, president. Miss Hyla Kiczales, merly general manager of WOV, w York, is general manager of company, which as opened of- s at 132 W. 43d St.

Program Lines Tie Shortwave Stations, Permitting Combined Use of Facilities

FIRST physical step toward linking the majority of American shortwave stations under plans formulated by the Office of the Coordinator of Information headed by Col. Wm. J. Donovan, took place last week when program lines were installed tieing up all international broadcast stations with the exception of KGEI, San Francisco.

Under the new setup all shortwave stations east of the Mississippi may carry the same program simultaneously, heretofore impossible. Actually, this step makes possible the first United States shortwave network and allows any one program to be beamed on one country with the synchronized impact of millions of watts.

Already some of the stations are "swapping" programs, one of the principal reasons for the network. In other words when one shortwave outlet has a particularly good Norwegian program and another station is weak in this department although beaming material at Norway, the good Norwegian program can be "piped" into the second transmitter by merely utilizing existing lines.

Under consideration for some time, the new service had been held up by various complications but was finally placed in operation last weekend. In addition, the lines are being used for monitoring purposes by the OCI's New York office. Thus, for the first time the output of all international stations will come under the scrutiny of Government officials. As planned now all programs transmitted by these stations will be heard, through the lines in New York by the OCI, evidently for the purposes of checking on not only the quality of program but for Government policy.

Officials are quick to point out, that censorship is not involved merely the checking of material after it is aired.

League's Radio Fund

COOPERATIVE League of America at its national membership drive meeting Oct. 23 in Indianapolis okayed a national radio fund to be raised by a campaign throughout the country conducted by members of regional cooperatives. Goal set is $50,000 and the campaign slogan will be "We want 50,000 $1-a-year men". According to Wallace Campbell, assistant secretary of the league, the funds, when raised, will be allocated either to a network show or to a campaign in transcription form.

Rexall Sale

UNITED DRUG Co., Boston, will place four quarter-hour transcribed programs on 200 stations throughout the country, on alternate days Nov. 2-8 to promote the semi-annual Rexall One-Cent Sale. Titled *Rexall Parade of Stars*, transcriptions feature Ken Murray, Kenny Baker, Meredith Wilson's Orchestra and Harlow Wilcox, as m.c. Similar series have been used to promote the sale in the past. Agency is Street & Finney, New York.

General Foods Discs

GENERAL FOODS Corp., New York (Post Toasties), recently began sponsorship of a series of quarter-hour transcriptions, *Don Winslow*, Monday through Friday, on six stations throughout the country. Agency is Benton & Bowles, New York. Company is sponsoring same transcribed series on WGN, Chicago, for Grape-Nuts and Grape-Nut Flakes, through Young & Rubicam, New York [BROADCASTING, Oct. 13].

Gillette Pro Football

GILLETTE SAFETY RAZOR Co., Boston, is sponsoring four home games of the New York Americans professional football teams, on WINS, New York. First two games were played Oct. 19 and 26 with the contests with Milwaukee Chiefs and Cincinnati Bengals scheduled for Nov. 2 and 30 respectively. Don Dunphy, WINS and MBS sportscaster, handles the play-by-play. Maxon Inc., New York, handles the account.

STANDARD contract of the Associated Broadcast Technicians Unit providing wage increases, provisional closed shop, and arbitration clauses was signed last week by WCLS, Joliet, Ill.

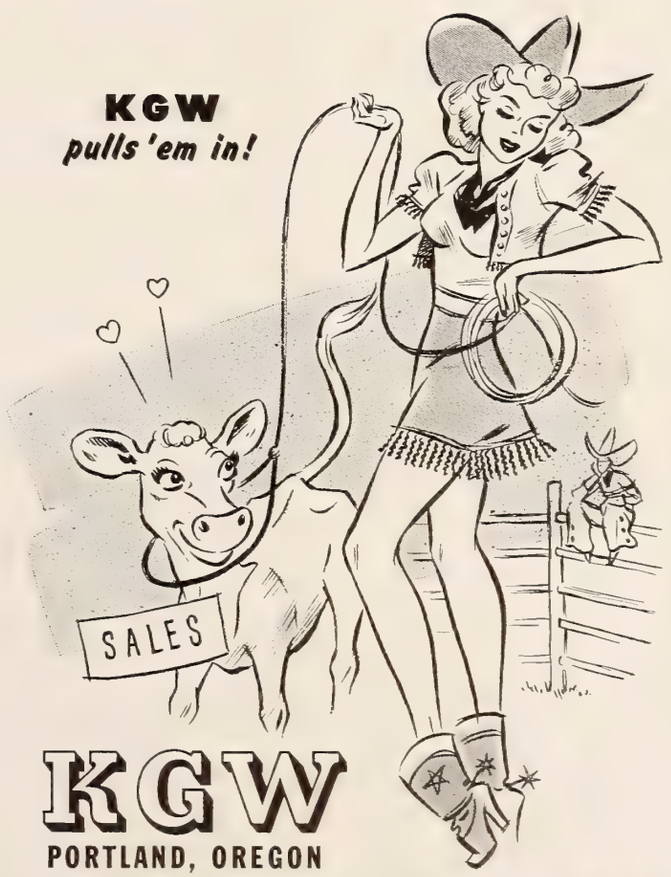
OKLAHOMA REUNIONS

Bell Proteges Are Active In City's Radio

WHEN managers of Oklahoma City's four stations convene to discuss mutual problems a reunion of former WKY staff members ensuses. For Gayle V. Grubb, WKY manager, is flanked by William Gillespie, vice-president and general manager of KOMA and KTUL, who began his radio career as a member of the WKY sales staff; Matthew Bonebrake, manager and KOCY, who also started in radio on the WKY sales staff; and Robert Enoch, manager of KTOK and director of the Oklahoma Network, formerly a member of WKY. All four managers take an active interest in their sales departments, hence when they meet in competition, they fall back on their early sales training under Edgar T. Bell, business manager of the Oklahoma Publishing Co.

Canadian Shifts

A NUMBER of changes in transmitter location and temporary power permits are announced by the Radio Branch of the Department of Transport, Ottawa. CHRC, Quebec, is at a new transmitter location at Ste. Foy, Que., and has a temporary 250-watt permit pending installation of directional antenna for the new 1,000-watt transmitter. CKCO, Ottawa, has new transmitting location on Brickyard Rd., Township of Hull, Que., and 250-watts night, 1,000-watts day until directional antenna has been installed.



KGW
PORTLAND, OREGON
"THE KEY TO THE GREAT WEST"
620 KC—5,000 WATTS DAYS; 1,000 WATTS NIGHTS
National Broadcasting Co. RED Network
National Representatives: EDWARD PETRY & CO., Inc.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 18 TO OCTOBER 24 INCLUSIVE

Decisions . . .

OCTOBER 21

KVAN, Vancouver, Wash. — Granted modification license increase 500 w D; granted transfer of control to Sheldon F. Sackett.

DESIGNATED FOR HEARING—**WDNC, Durham, N. C.**, application CP new equipment directional D & N increase 1 kw N 5 kw D change 620 kc; **WRAL, Raleigh, N. C.**, applic. CP seeking same increase and facilities as WDNC (to be heard jointly); **KGNC, Amarillo**, applic. CP new transmitter directional N change 860 kc increase 5 kw D 10 kw N.

NEW, J. Leslie Doss, Bessemer, Ala.—Adopted order granting CP new station 1400 kc 250 w unl. condition permittee file modification specifying transmitter location and radiating system.

MISCELLANEOUS—**WSIX, Nashville, Tenn.**, granted modifiation CP approve transmitter site install new transmitter directional changes increase 5 kw N; **KOKO, LaJunta, Col.**, granted CP new transmitter increase 250 watts N & D; **WQXR, New York**, granted special service authorization 10 kw non-directional unl. 1560 kc; **WBYN, Brooklyn**, granted CP new transmitter increase 500 w N kw D unl.

DESIGNATED FOR HEARING—**NEW, Southwestern Michigan Broadcasting Corp., Kalamazoo, Mich.**, application CP new station 980 kc 1 kw directional N unl., facilities of WHAL; **WSOO, Sault Ste. Marie, Mich.**, license renewal.

PLACED IN PENDING FILE—**NEW, Pulitzer Publishing Co., St. Louis**, application CP new FM station under Order 79; **NEW, Contra Costa Broadcasting Co., Richmond, Cal.**, applic. CP new station 1210 kc 500 w N & D nighttime hours to begin with WCAU's sign off.

OCTOBER 22

MISCELLANEOUS—**NEW, R. B. Eaton, Des Moines, Ia.**, granted motion dismiss without prejudice application CP new television station; **NEW, Hugh McClung, Fresno, Cal.**, granted continuance hearing to 12-1-41; **WPRP, Ponce, P. R.**, continued indefinitely renewal and modification of CP hearing.

Applications . . .

OCTOBER 21

NEW, Howard R. Imboden, Pulaski, Va.—CP new station 1230 kc 250 w unl.

KABC, San Antonio, Tex.—CP new transmitter change 1470 kc increase 500 w N 1 kw D.

NEW, Coastal Broadcasting Co., Inc., New Bern, N. C.—CP new station 1450 kc 250 w unl. amended re stock ownership.

KVI, Tacoma, Wash.—CP new transmitter increase 5 kw N 10 kw D.

OCTOBER 23

WINX, Washington—Voluntary assignment license to WINX Broadcasting Co.

WBOC, Salisbury, Md.—CP change 960 kc increase 1 kw unl. directional N.

NEW, Eastern Broadcasting Co., Patchogue, N. Y.—Amend application CP new station 1300 kc 250 w.

WHAS, Louisville—CP increase 750 kw equipment changes.

NEW, Chicago Federation of Labor, Chicago—CP new FM station 47.9 mc 10,800 sq. mi. 4,849,461 pop.

KRNR, Roseburg, Ore.—CP new transmitter directional D & N increase 10 kw change 1030 kc.

Tentative Calendar . . .

NEW, Jefferson Broadcasting Corp., Birmingham, Ala., CP new station 1340 kc 250 w unl. facilities of WSGN when vacated; **NEW, George Johnston Jr., Birmingham**, same; **NEW, WBAM Inc., Birmingham**, same (consolidated hearing, Oct. 27).

WICA, Ashtabula, O., CP 970 kc 1 kw N 5 kw D unl. directional N; **WWSW, Pittsburgh**, same with directional D & N (consolidated hearing, Oct. 28).

WCAM, Camden, WCAP, Asbury Park, WTNJ, Trenton, modification and renewal of licenses; **WDAS, Phil. delphia**, CP 1260 kc 1 kw N 5 kw D directional N unl. (consolidated hearing, Oct. 29).

NEW, Hugh McClung, Fresno, Cal., CP new station 1590 kc 5 kw unl. (Dec. 21).



CONSERVATIVE and practical is this snappy chapeau conceived by Kay Woodhurst, stenographer at WSB, Atlanta, Ga. Baffled by current stocks on the hat counters and priorities headaches, she rummaged around the station and picked up a worn out transcription, worn-out tube and wisp of ribbon. From that pile of junk was conceived this artistic conception with technical motif.

New Local in Louisville Is Organized by ABTU

FORMATION of a new local union in Louisville last week as the latest addition to the Associated Broadcast Technicians Unit of IBEW, has been announced by Russ Rennaker, business manager of ABTU. At that time technicians of the four Louisville stations — WHAS, WAVE, WINN and WGRC—meet for the organizational work, electing Bill Blanton, of WHAS, president of the new local; John Heafer, WAVE, vice-president; and Nolan Pontrich, WGRC, recording secretary. Starting membership totals 44 and the union will have jurisdiction in Louisville and the adjacent area.

At a subsequent meeting, Broadcast Engineers Assn., composed of WHAS engineers, and the WAVE Engineers Assn., were dissolved and their membership transferred to the new ABTU union. Agreement between WAVE and its engineers' association to expire in 1942 has been reassigned to ABTU. No date for negotiations between WHAS and the union has been set although the existing agreement between the station and the dissolved association terminates in November, according to Mr. Rennaker. An agreement has already been signed by Steve Cisler, of WGRC, leaving WINN as the only Louisville station not under an agreement, ABTU reports.

KJBS Names Rambeau

KJBS, San Francisco, has announced the appointment of William G. Rambeau Co. as exclusive station representative, effective Nov. 20.

WQXR Is Granted Increased Power

Will Operate With 10 kw. on 1560 kc. Under New Grant

WQXR, New York City, last Tuesday was authorized by the FCC to operate with 10,000 watts nondirectional, unlimited time, on 1560 kc., under a special service authorization and subject to certain engineering conditions. The station now operates with 5,000 watts unlimited time with a construction permit for 10,000 watts using a directional antenna, unlimited.

WBYN, Brooklyn, was granted a construction permit in part, to increase its power from 500 watts unlimited time to 1,000 watts day, 500 watts night, on 1430 kc. The authorization included permission to use a transmitter formerly used by WVFW, Brooklyn, one of the four so-called Brooklyn stations combined to make up the fulltime WBYN. The FCC dismissed the application of WBYN to move its main studio from Brooklyn to Manhattan.

WSIX, Nashville, was granted a modified construction permit covering its recent authorization to use 980 kc. with 1,000 watts night, 5,000 watts day, unlimited time, but with a directional at night. The modified permit, subject to actual measured interference not in violation of the international broadcast treaty, authorizes installation of a new transmitter and changes in the directional antenna system to use 5,000 watts fulltime. The station now operates on 1240 kc. with 250 watts unlimited time.

KOKO, La Junta, Col., was granted a construction permit to increase power to 250 watts fulltime and install a new transmitter, as against its present assignment on 1440 kc. with 100 watts unlimited time.

WHAS Superpower

FORMAL application for an increase in power from 50,000 to 750,000 watts was filed with the FCC last Thursday by WHAS, Louisville, operated by the *Louisville Courier-Journal* and *Times*. The station several weeks ago had notified the FCC of its intention to file the super-power petition [BROADCASTING, Sept. 15]. A half-dozen other applications ranging from 500,000 to 750,000 watts now are pending with whole subject probably to be designated for a general legislative hearing.

TO PERMIT testing of its new 50,000-watt transmitter nearing completion at East Rutherford, N. J., WHN, New York, is closing its broadcasting day an hour-and-a-half earlier with the *One-Two-Three Swing* program at 1:30 a.m. instead of the usual 3 a.m.

Network Accounts

All time EST unless otherwise indicated

New Business

TEXAS Co., New York (gas and products), on Nov. 29 resumes *Metropolitan Opera* broadcasts on 142 NBC Blue stations, Sat. 2-4 p.m. Agency: Buchanan & Co., N. Y.

LUDENS Inc., Reading, Pa. (Menthol Cough Drops), on Nov. 4 starts a five-minute musical show on the CBS-Pacific stations, Tues., 9:25-9:30 p.m. and Thurs., 9:55-10 p.m. Agency: J. M. Mathes Inc., N. Y.

ZONITE PRODUCTS Corp., New York (Forhan's Toothpaste), on Oct. 7 started *Gabriel Heatter* on 8 MBS stations, Tues. and Thurs., 9-9:30 p.m. (recorded on two MBS stations). Agency: Erwin, Wasey & Co., N. Y.

PARAMOUNT PICTURES Corp., New York, on Nov. 1 only, broadcast premiere of "Birth of the Blues" on 57 MBS stations, Colonial and Don Lee Networks, Sat., 9-9:30 p.m. Agency: Buchanan & Co., N. Y.

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops), on Nov. 7 starts news program on 96 NBC-Blue stations, Fri., 9:55-10 p.m. Agency: D. Tarcher & Co., N. Y.

P. LORILLARD Co., New York (Gold Cigarettes), on Nov. 3 starts *Gold Variety Show* on 59 NBC-Blue stations, Mon., 7-7:30 p.m. Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges and lemons), has renewed *Hedda Hopper's Hollywood* on 6 CBS stations, Mon., Wed., Fri., 6:30 p.m. Agency: Lord & Thomas Los Angeles.

CREW OF GOOD SHIP GRACE Inc., Los Angeles (religious), on Oct. 12 renewed for 52 weeks *Haven of Rest* on 32 Don Lee stations, Sun. 3-3:30 p.m. (PST).

CHESEBROUGH MFG. Co., New York (Vaseline), on Oct. 22 renewed for 52 weeks *Dr. Christian* on 64 CBS stations, Wed., 8:30-8:55 p.m. (broadcast, 11:30-11:55 p.m.). Agency: McCann-Erickson, N. Y.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), on Oct. 1 renews for 13 weeks the *Rudy Vallee Show* on 77 NBC-Red and Blue stations, Thurs., 10-10:30 p.m. (EST). Agency: McKee & Albright, Philadelphia.

Canned Creamed Test

AVOSET Inc., San Francisco, on behalf of its new product, Avoset, a canned cream containing 99% fresh cream, recently started a radio campaign on six stations using transcribed one minute spots. The station list: KINY KFBK KGU KGMB KHBC and HP-5 HOA (Canal Zone). In addition it is using participations on a home economics program on KFAR. According to the agency, Botsford Constantine & Gardner, San Francisco, the advertiser soon will start a test campaign in various markets throughout the United States mainland. Both radio and newspapers will be used.

Assets

ASSETS: ". . . and 100 barrels of three-year-old wihskey".

This is what one formal application for a new broadcast station told the FCC. No decision has been made on the acceptability of the "assets", though several Commission accountants have volunteered to direct the appraisal.

nds to Be Spotlighted Coca Cola Program

CA COLA Co. for its new se- on MBS, which starts Nov. 3, selected the name *Spotlight nds* and for its m.c. has chosen Helfer, well-known on WOR, S New York outlet, for his eball and football announcing. programs will feature differ- bands week nights, 10:15-10:30 ., and on Saturdays will "spot- t" the band, which according weekly tabulation, made the re- ling which outsold all others. ccording to the routing of the ds, it is estimated by MBS that of the programs will be broad- from the Mutual Theatre, New k, 20% from either Chicago or llywood and the remaining 20% n other large cities. Agency is rcy Adv. Co., New York.

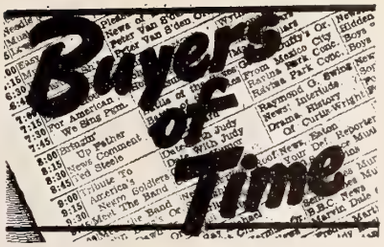
Doss Gets Station

LESLIE DOSS, general man- r of WJRD, Tuscaloosa, Ala., authorized Oct. 21 to construct ew local station in Bessemer, ., when the FCC adopted an er granting the outlet to operate n 250 watts fulltime on 1400 Bessemer, with a population about 23,000, is located ap- ximately 20 miles south of Bir- gham. The Commission's order stipulated that the permittee st file within two months for lification of the construction mit to specify the exact trans- er location and complete radiat- system. Grant brings the total ber of new stations authorized year to 54.

FM

with Simplified IRCUIT DESIGN

ENERAL ELECTRIC 160-17





THOMAS J. McDERMOTT

ON ONE of the flossy "Gardens of the Nation" terraces outside the office window of Thomas J. McDermott at 30 Rockefeller Plaza, sit two lions—calm, relaxed, and conveniently stone. Their job is twofold: To distract time-vendors, and to roar loudly whenever Tom melts under sales heat.

Tom has been with N. W. Ayer & Son since 1933, where he first piled his accountancy training in the agency business. Having serviced building trades accounts in New York, Tom was chosen as a natural for contracts and accounting. He started buying time in 1936—taking Atlantic Refining, Clicquot Club, Kirkman & Son, and Sheffield Farms in his stride, until today he heads up these standbys, as well as the Bell Telephone System, and almost a score of others, network and spot accounts, with emphasis, numerically, on the latter.

Born Oct. 16, 1908, Tom presents that rare but authenticated history of a native New Yorker who has been reared, schooled, married (Dorothy Kelly) and settled—all in the one and same place. A daughter, Maureen, 10, is the apple of his eye.

Tom is the only time-buyer in the business who builds and operates networks—this football season to the tune of more than 200. He says that the efficiency of his department is the result of the teamwork his associates give him.

Block Plans 150

BLOCK DRUG Co., Jersey City (Gold Medal Capsules), which has been conducting a test campaign for the past few months on over 40 stations, is now adding stations in major markets throughout the country, with the 5-6 time weekly announcements to be carried on over 150 stations when the lists are completed, according to Raymond Spector Co., New York, agency handling the account.

Contract Details Studied In WJAS - KQV Peace

STRIKE of the American Federation of Musicians against WJAS and KQV, Pittsburgh, was settled Oct. 17 when the station management agreed to employ orchestras of 11 men at each station, according to the AFM national headquarters in New York, where it was said Friday that other details of the contract were still being worked out by H. J. Brennen, owner of both stations, and Claire Meeder, president of the Pittsburgh AFM local.

Assisting the local to withhold musical programs from these stations, the national AFM organization had withdrawn its men not only from remote band pickups, which is customary, but from all musical network sustaining programs originating in the major studios of CBS and NBC. WJAS is a CBS affiliate and KQV an NBC-Blue outlet. Negotiations were resumed in Pittsburgh Oct. 16 between Mr. Meeder and Robert M. Thompson, representing the stations in the absence of Mr. Brennen who had been taken ill in Chicago earlier that week [BROADCASTING, Oct. 20].

James C. Petrillo, AFM president, was granted two weeks' postponement of his appearance in New York Supreme Court for examination before trial by American Guild of Musical Artists, which is suing to enjoin him and his union from interfering with AGMA members. Examination was originally scheduled Oct. 24.

Mrs. Melrose at WXYZ

EDYTHE FERN MELROSE, active in the radio and agency fields for some years, has returned to the air on WXYZ, Detroit, as The Lady of Charm. She broadcasts five mornings a week, developing the women's market for Chrysler. Among her broadcast affiliations were stations in Cleveland, Hagerstown, Md., and Akron. In the agency field she served in the radio department of Street & Finney, New York.



Mrs. Melrose

Fred Fear List

FRED FEAR & Co., Brooklyn, which conducts an intensive campaign each year 10 days before Easter for Chick Chick and Presto egg colors will use announcements and participations this season on KNX WGN WIRE WJR WOR WCKY WTAM WCAU KDKA WAPI KLX KGO WJAX WIOD WSB WSBT KCKN WHAS WWL WFBR KSTP KGBX KMOX WOKO WBEN WHAM WBT WADC WBNS WNOX WFAA-WBAP KSO WCHS. Agency is Menken Adv., New York.

PROGRAM *Hollywood Whispers* by George Fisher, heard on MBS Sundays at 1:15 p.m. under sponsorship of Marrow's Inc., Chicago, is now being transcribed into Portuguese and Spanish and shortwaved by the Peruvian Consul on KFEI, Los Angeles, to South American countries.

Youngstown

America's *35th Market

WFMJ

Youngstown's Favorite Station

NBC AFFILIATE

*U. S. Census Bureau

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago

San Francisco

INS

War news hotter—Washington news vital. INS delivers news to radio in same volume, speed as to newspapers.

INTERNATIONAL NEWS SERVICE

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE BASIC MUTUAL NETWORK

Advertising Urged To Pave Way For Post-War World

Federal Official Tells How Promotion Boosts Sales

LED BY the advertising profession, American business should take the initiative now figuring out how to create new groups of customers in the post-war world, Carroll L. Wilson, director of the Bureau of Foreign & Domestic Commerce, said Oct. 24 in addressing the Seventh Annual Convention of the AAAA Pacific Coast Council.

As a first step in the essential program of creating customers, Mr. Wilson cautioned the advertisers against a fear of change from present commercial practices. "This land has always been a land of change," he declared. "Most of our present commercial practices are no older than the Psalmist's three score years and ten, and in all the changes that have swept the face of American life we find no sign of decay, only the recent pallidness of fear."

Makes Them Want

Mr. Wilson also urged the advertisers to dispel the thought of government as being something entirely distinct from the people it represents. "I invite you to look upon the Government in the same light as your Department of Commerce views business, industry, labor, farmers, professional men and government employes . . . all customers of each others' products or services, all doing a part of the huge family wash of America, and exchanging what they do for the goods and services of other men,"

The advertising profession's place in the post-war economy will be to produce not only more, but better advertising than this nation has seen before, Mr. Wilson asserted. "Advertising that not only makes more people want more of a particular product, but advertising that makes more people want more and more products."

FCC Passes By Report On Clear Channel Policy

A DETAILED engineering report dealing with possible reappraisal of the FCC's clear channel policy, pending before the FCC, was passed over without action at its meeting last Tuesday. The voluminous report remains on the docket and will be considered at a future meeting, it was indicated.

Alternative plans for relocation of clear channel stations, possibly with superpower, or for breaking them down with multiple station operation, are said to be included in the engineering department suggestions [BROADCASTING, Oct. 20].

WSNJ, Bridgeton, N. J., opened its new studios Oct. 20. The station now can seat approximately 500 persons in each of its two auditorium studios.



Drawn for BROADCASTING by Sid Hix

"Oh No You Don't! Tonight It's My Turn to Play Mary Marlin!"

Recording and Engineering Standards Are Adopted by Committee of the NAB

FOLLOWING the recommendations of its executive committee, the recording and reproducing standards committee of the NAB adopted a set of 15 standards and referred nine more to four subcommittees for further study last Thursday at an all-day session at the Pennsylvania Hotel, New York.

Lynne C. Smeby, NAB director of engineering, presided at the meeting, which was concerned chiefly with hearing and discussing the report of the executive committee, presented by Chairman Robert M. Morris, business manager of NBC's radio recording department.

A major acheivement was the agreement on standard recording frequency characteristics for both lateral and vertical recordings. In the past there has been no general standard, each company setting its own, which made the task of giving the best reproduction to each record a difficult one for station personnel. Other standards adopted were the center hole diameter of records, the center pin diameter of reproducing apparatus, absolute turntable speed, maximum "wow" factor and other essential physical dimensions.

Transition Period

Referred to a subcommittee headed by I. P. Rodman, Columbia Recording Corp., was the problem of recording groove contour. Mr. Morris heads the group which will study distortion, signal-to-noise ratio and maximum recorded level. Howard Chinn, CBS, is chairman of a subcommittee to study directional recording, record life, glossary of terms and symbols and eccentricity, Reproducing systems is the topic assigned to the fourth subcommittee, whose chairman is Dr. S. J. Begun, Brush Development Co., Cleveland.

These committees will report back to the full committee Jan. 16 at a meeting to be held in the Hotel Commodore, New York. So that fullest attendance may be secured, these meetings are scheduled adjacent to other conventions the members might want to attend. Last week's session preceded the convention of the Acoustical Society of America; the January meeting follows that of the Institute of Radio Engineers.

Stating that the committee includes members from the fields of advertising, education, motion pictures and radio research, as well as from the broadcasting industry and the manufacturers of records and recording equipment, Mr. Smeby expressed gratitude for the way in which all had cooperated, sometimes at considerable cost, to arrive at the point of standardization already reached, and expressed hope that the full set of standards would be agreed upon early next year. Following such agreement, the standards will be published, he said.

He explained that the standards will not be applied immediately and all together, but said there will be a period of transition so that no one gets unduly hurt. The process will be one of orderly change, he stated, with consideration given to the fact that broadcasters must be able to adapt new equipment to their present record libraries and new transcriptions to their present reproducing apparatus. Only two of the major recording companies at present use processes that deviate widely from adopted standards, he said, and both of them have agreed to change over to comply with the new standards.

Stating that these standards are not hard and fixed but merely are in line with the best practices today, he said standardization is usually followed by new developments and expressed hope that when the period of national defense is over there will be a new sp in recording research. When t time comes, he declared, the dustry will alter its standards make full use of the improveme in recording technique so evolv One committee member, Dr. Fr erick B. Hunt of Harvard, has d much in this field, Mr. Smeby sa and will return to it after he released from his present occu tion with defense problems.

In addition to Mr. Morris, executive committee members w spent several months collecti data on which their recommen tions were based, are: Mr. Chi Mr. Rodman, F. C. Willis, ER and C. Lauda Jr., World Bro casting System.

KATZ DRUG CHAIN PLANS BIG DRIV

KATZ DRUG Co., Kansas Cit user of radio advertising for so time in the past and sponsor the six-weekly, full-hour *Dan With America* program on KCK Kansas City, for the last fo years, will utilize radio in a maj role during its 1941 Million Doll Sale and Christmas promotion, a cording to Henry Gerling, advert ing manager of the drug chain.

The heavy radio bombardme covering a 10-week period, will i clude a total of 1,540 spot a nouncements at the rate of 154 p week on four Kansas City statio —WDAF, KMBC, WHB a KCKN. This, states Mr. Gerlir will mean 22 spots every day.

In addition Katz is sponsori broadcasts of three Big Six fo ball games — Missouri-Nebras Oct. 25; Missouri-Oklahoma, N 15; Missouri-Kansas, Nov. 22— an effort to furnish company o cials with information on this ty of program as well as to reach t four-state area in which Katz erates. Katz has renewed its *Da With America* on KCKN for a other year and is continuing a da quarter-hour musical show WHB. The heavy radio campai for the Million Dollar Sale, O 24-Nov. 26, will be supported extensive newspaper advertisi billboards and motion picture tra ers, Mr. Gerling reports.

Lava on 30

PROCTER & GAMBLE Co., C cinnati (Lava Soap) is using stations for its 26-week campai of one-minute transcribed a nouncements, 16-20 times week which got under way Oct. [BROADCASTING, Oct. 6]. Stations New York City will be added son time during December. Agency Biow Co., New York. Present l includes: WOKO WNBF W(WHAM WAGE WSYR WI WWJ WXYZ WOWO WK WMMN WJAS KQV WW WJAC WAKR WGAR WI WERC WSPD WKBN WOW WI WFBG WHP KYW WFIL WG WBRE.

FRANK COOK, of WEBC, Dulu has resigned to enter the real est business in Texas. He is succee temporarily at WEBC by Sportscas Rolf Erickson.

AN ANNOUNCEMENT OF A NEW SERVICE

Effective November 15, The Nation's Station makes available, through the Consumer's Foundation, a Premium Testing Service for both network and spot advertisers.

Such a service, we believe, will be helpful to both advertisers and listeners. Advertisers will benefit from this pre-testing plan which will give an unbiased appraisal of premiums by a group of typical consumers. Listeners, on the other hand, will be guided by the decision of fellow consumers in determining the true value of the premium offered. The result, we feel, will be a potent added impetus to the promotion effort as a whole.

Advertisers who use premiums will appreciate the promotion possibilities of the endorsement of a group of bona fide consumers. Announcement of premium approval will not be counted as commercial copy in your WLW continuity, and for network advertisers, cut in announcements will be made without charge. The Foundation also makes available the Premium Seal, for use in newspapers and magazine ads.



For sponsors of regular programs, WLW's Premium Testing Service is optional. For direct sale advertisers, it will be mandatory. Premiums will be submitted to Testers two weeks in advance of the first air announcement, and they will be asked to evaluate these premiums in terms of the proposed over-the-air offer. The Premium Testers Group is especially selected from approximately one thousand members of the Consumer's Foundation who have been engaged, since the early part of the year, in testing products submitted to the Foundation by advertisers. These housewives live in all sections of WLW-land; represent all economic classes.

This new Premium Testing Service will add still more effective impact to your WLW dollar . . . will add, also, to WLW's enviable success legend with advertisers who use premiums. We invite your further inquiry.

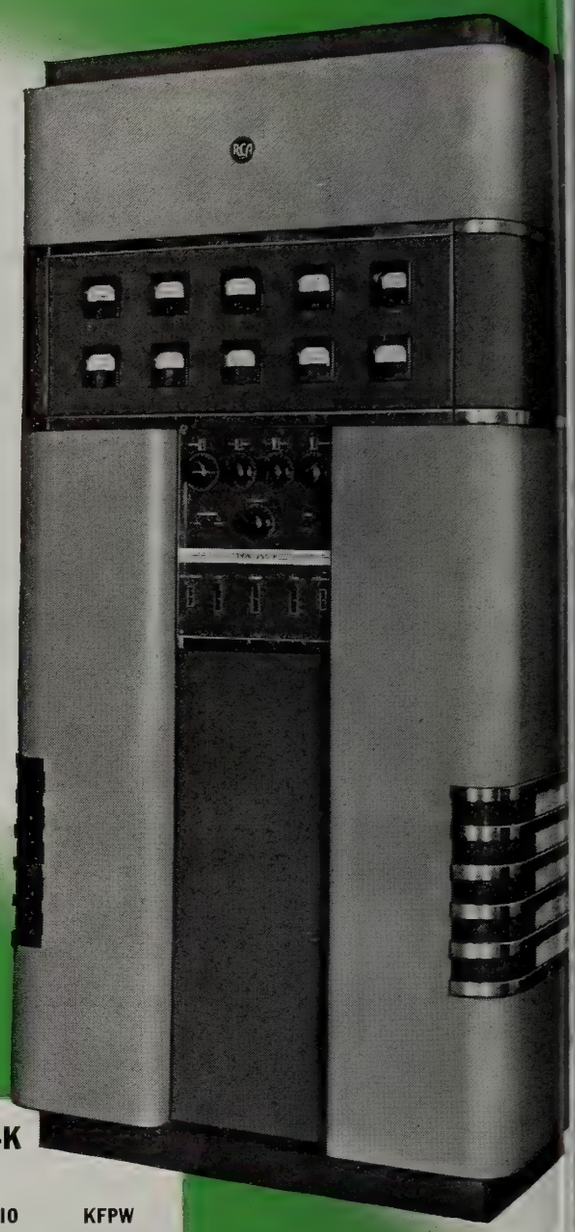
(November 1, 1941)

WLW

THE NATION'S
Most Merchandise-Able
★ ★ ★ STATION

HOW TO START A STATION

Right!



Here's the RCA Transmitter chosen by 84 American Broadcasting Stations!

Starting a *new* station—? Whether your construction permit has already been granted, or your application is still to be filed, choose the transmitter that is America's *first* choice by an impressive margin—the RCA Type 250-K, for efficient, economical, dependable operation at 100/250 watts.

84 stations, built or being built, have purchased this outstanding broadcast transmitter. Foreign purchasers account for nine more. Yet the 250-K has been on the market less than two years!

The *reasons* for such unequalled acceptance are inherent in the 250-K itself. Flat within 1½ db. from 30 to 10,000 cycles, it delivers program-quality difficult to match even at a higher price. High-level Class B Modulation, and efficient RCA-engineered circuits, keep operating costs low. It draws only 1625 watts from your power-line while operating at average program modulation on a 250-watt carrier. Installation is simple and inexpensive; operation is simplicity itself.

And—a thought for the future—the 250-K is easily adapted to 1,000-watt operation at any time, by the simple addition of the RCA amplifier unit, Type MI-7185 and suitable power-supply. Write for complete data today.

American Broadcasting Stations Equipped with the 250-K

including 1,000-watt stations using it as a 250-watt exciter unit

KANA	KBIX	KBWD	KBUR	KFBG	KFIZ	KGLO	KFMB	KFIO	KFPW
KFXM	KHAS	KHON	KLS	KLUF	KRJF	KROD	KSKY	KSRO	KUJ
KVFD	KVOE	KWIL	KWRC	KYCA	KYOS	WAJR	WARM	WATN	WBIR
WBTA	WCED	WBOC	WDAS	WDEF	WCBI	WCRS	WDAK	WFDF	WHKY
WFIG	WGTC	WHBQ	WGOV	WISR	WHUB	WFPG	WINX	WIZE	WHYN
WGAC	WLBJ	WKIP	WKMO	WKWK	WKPA	WLAV	WLOK	WMJM	WMRN
WMOB	WMOG	WOSH	WORD	WSAV	WSGN	WSOO	WSRR	WSLB	WSOC
WTHT	WTMA	WTJS	WWNY						

. . . plus still others to foreign countries, American police installations, and for stations now under construction!

RCA 250-WATT TYPE 250-K

RCA *Broadcast Equipment*

FOR FINER PERFORMANCE . . . GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America
In Canada: RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

NOVEMBER 3, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 18
WASHINGTON, D. C.



Would You Like to Know

25 Ways to Fix HAMBURGER?

12,000 WLS Listeners Did!



JANE TUCKER'S PROGRAMS

Jane Tucker has several programs with woman appeal: Kitchen Kettle, Child Clinic of the Air, How Human We Are, Love Stories of Famous People and others. Her friendly air personality has made these radio features singularly successful for a variety of advertisers. For the story of Jane Tucker and her successful, selling radio features on WLS, write us . . . or ask any John Blair man.

WLS TESTED Feature

ON ONLY three WLS programs (Thursday, Friday and Saturday at 9:45 A. M.) Jane Tucker offered a leaflet on "25 Ways to Fix Hamburger."

12,536 requests for this leaflet have been received at WLS—and they're still coming in more than 100 a day!

Here again is proof that WLS influences listeners . . . that they respond . . . that *WLS Gets Results!*

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR



One DRIVE WHEEL... SETS 18 OTHER WHEELS IN MOTION

WITH WNAC as the key station, sales power is put simultaneously into motion on The Yankee Network's 18 other stations in focal buying centers oughout New England.

That's applying intensive action where it will get most effective results . . . the areas where popu- ion is largest . . . the markets responsible for 90% New England's retail sales.

This is the method that scores of national adver- ers have found successful year after year, because nkee Network stations have the complete coverage d thorough, long-established acceptance essential for ilding dealer good will and consumer buying.

Information about The Yankee Network is as easily cessible to an advertiser in San Francisco as it is to Boston business man.

To the makers of

PRINCE ALBERT

Our thanks to you for your sponsorship for another season, through Wm. Esty & Co., Inc., your agency, of Jim Britt's Sports Roundup, 6:15-6:30 p.m., three nights weekly, on the complete Yankee Network. Jim's rating is higher than ever, and we're looking forward to the best series ever for P.A.

Thanks again,

John Shepard, 3rd.

WNAC Boston	WFEA Manchester
WTIC Hartford	WNBH New Bedford
WEAN Providence	WBRK Pittsfield
WTAG Worcester	WNLC New London
WICC Bridgeport New Haven	WLNH Laconia
WCSH Portland	WRDO Augusta
WLLH Lowell Lawrence	WCOU Lewiston Auburn
WSAR Fall River	WHAI Greenfield
WLBZ Bangor	WSYB Rutland
	WELI New Haven

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

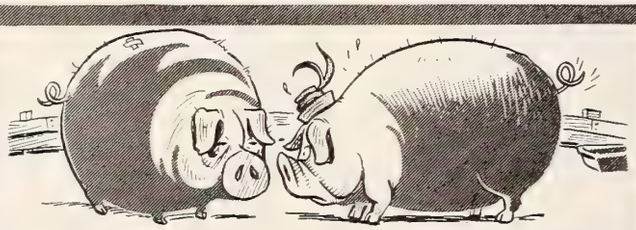
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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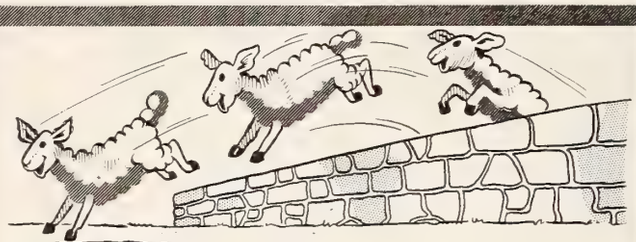
Pri-mary Read-er for Time Buy-ers



CATTLE: Large, heavy animals that Nebraska farmers like to sell at $12.25 per cwt.



HOGS: Fat creatures that are bought almost faster than they can breed. Nebraska farmers currently get $11.15 per cwt. for them.



SHEEP: Mild, lovable things—which fact, however, does not prevent Nebraska farmers from marketing them for $11.75 a hundredweight.



DOLLARS

Silver and paper objects that Nebraska farmers get by the millions, in trade for cattle, hogs, and sheep alone. ● They'll trade these dollars for *your* products, if you tell 'em your story over KFAB. Remember, you *need* KFAB, to cover the vast farm areas of Nebraska and her neighbors!

KFAB
LINCOLN, NEBR.

FOR CITY LISTENERS, use **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

November 3, 1941

CONTENTS

MBS, CBS File Suits Against FCC	7, 51-59
FCC Issues Order On Suits	8
Timebuyers' Order Blank Preferences	10
DCB May Improve Radio Priorities	10
NBC Affiliates Adopt Defense Plan	10
NBC, CBS Sign With ASCAP	12
NIB Calls Reorganization Meeting	14
Ballantine To Blue Dec. 12	14
MBS Nine Month Gross	14
Advertising Industry Plans War Council	16
Supreme Court Takes Belo Case	20
FCC Logs Show 167 Equipment Projects	20
Radio Plugs Broadway Musical Show	22
WCHS Requests 610 kc.; WFTL Asks 710 kc.	26
Baker, Lang New G-E V-P's	28
Franchise Tax Talk Inactive	28
FCC Sets Aside KQW 50 kw. Grant	56
Daytime Sponsors Split Bond Plugs	62
Nine MBS Outlets To Hold Stock	62
Nets Explain AFC Squabble	62

DEPARTMENTS

Agencies	46	Network Accounts	60
Agency Appointments	30	Personal Notes	35
Behind the Mike	36	Purely Programs	50
Buyers of Time	31	Radio Advertisers	41
Classified Advertisements	49	Station Accounts	40
Control Room	60	Studio Notes	39
Editorials	34	They Say	34
FCC Actions	60	We Pay Respects	35
Meet the Ladies	37	Other Fellow's Viewpoint	30
Merchandising	45	Hix Cartoon	54

FLORIDA *Youngsters* LISTEN TO

NBC RED **WFLA** 970 K
full tim

TAMPA



NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

IT'S *Programs* THAT *Pull* THE *Listeners*



"I got into Broadcasting back in '23..."

Looking back on those days, I have to ugh at some of the things we did. But I've ever laughed at the equipment we've used.

Our first transmitter was a 100 watt Western Electric. Plenty of things gave us rouble in those days, but that transmitter aused us least worry of all. When we increased power, we sold the 100 watter and ought a 500 watt Western Electric.

Each time we stepped up—to 1 KW, 5 KW ad then to 50 KW—we stuck with Western lectric. And each time, we found a ready arket for the old transmitter.

Perhaps there were times when we could ave bought a transmitter for less money—r maybe one with more shiney metal trim. ut we looked at the works and workmanship. In 18 years, we've never bought a piece of equipment that didn't have the name Western Electric on it—and we've never regretted a single purchase.

"I'm no engineer, but I got a real kick out of some of that equipment. It was a thrill when we went to crystal control—and when we received a transmitter with stabilized feedback! Later, thanks to Western Electric and Bell Labs, we had the first single mast radiator in our territory. But about the biggest thrill of all comes each month when I look at our power bills and realize the savings made possible by the Doherty circuit in our present 50!

"For 18 years it has always been Western Electric for me—and it always will be!"

And we at Western too are proud of our long association with the industry. Although our energies are now engaged in the defense program, you may be sure that our interest and that of our distributors in broadcasting and in you who are a part of it is as keen today as in the past.

DISTRIBUTORS: In U. S. A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd., In other countries: International Standard Electric Corporation.

Western Electric

EQUIPPED FOR BETTER BROADCASTING

TULSA—THE OIL CAPITAL OF THE WORLD!

Tulsa, Oklahoma, is the gold-rush city of the Twentieth Century—though of course this time it's *black* gold! In thirty-five years, Tulsa has grown from virtually nothing to more than 160,000 people. And within the 75-mile radius of Tulsa (28% of Oklahoma's area) is concentrated 40% of the State's total population, who account for 44% of its entire retail trade.

In such a market, a *live* radio station gets results that would be unbelievable in older sections of the country. And in Tulsa, KTUL is the *live* station! Owned by a great wholesale jobbing organization with thousands of interested friends all over the territory, KTUL knows its territory, knows its audience, and knows what *sells goods*. Hence KTUL is a "natural" in all phases of merchandising—won the Armour Silver Merchandising Plaque in January of this year, for instance. . . .

Whatever you make or sell, KTUL can help you do a *top* job in the Tulsa area. Ask your Agency to ask the Colonel!

KTUL

5000 Watts • CBS

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFAL
WCKY . . . . . CINCINNAT
KDAL . . . . . DULUT
WDAY . . . . . FARG
WISH . . . . . INDIANAPOLI
WKZO . . KALAMAZOO-GRAND RAPID
KMBC . . . . . KANSAS CIT
WAVE . . . . . LOUISVILL
WTCN . . . . MINNEAPOLIS-ST. PAU
WMBD . . . . . PEORI
KSD . . . . . ST. LOUI
WFBL . . . . . SYRACUS

. . .IOWA. . .

WHO . . . . . DES MOINE
WOC . . . . . DAVENPOR
KMA . . . . . SHENANDOA

. . .SOUTHEAST. . .

WCSC . . . . . CHARLESTO
WIS . . . . . COLUMBI
WPTF . . . . . RALEIG
WDBJ . . . . . ROANOK

. . .SOUTHWEST. . .

KGKO . . . . . FT. WORTH-DALLA
KOMA . . . . . OKLAHOMA CIT
KTUL . . . . . TULS

. . .PACIFIC COAST. . .

KARM . . . . . FRESN
KECA . . . . . LOS ANGELE
KOIN-KALE . . . . . PORTLAN
KROW . . . OAKLAND-SAN FRANCISC
KIRO . . . . . SEATTL

AND
WRIGHT-SONOVOX, INC.



CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 247 Park Ave. Plaza 5-4131 | DETROIT: New Center Bldg. Trinity 2-8444 | SAN FRANCISCO: 111 Sutter Sutter 4353 | LOS ANGELES: 650 S. Grand Vandike 0569 | ATLANTA: 322 Palmer Bld. Main 5667

BROADCASTING
and
Broadcast Advertising

ol. 21, No. 18 WASHINGTON, D. C., NOVEMBER 3, 1941 $5.00 A YEAR—15c A COPY

NBC, CBS Ask Court to Restrain FCC

Seek Injunctions to Stop Enforcement; Conference at Justice Dept.

FACED WITH wholesale cancellation of station affiliate contracts by Nov. 15, NBC and CBS last Thursday plunged the FCC's "sudden death" chain-monopoly regulations into litigation by filing separate equity suits against the Government in the U. S. District for the Southern District of New York.

The equity complaints seeking issuance of permanent injunctions against enforcement of the regulations were supplemented by motions for temporary restraining orders and preliminary injunctions. The court was asked to convene a statutory three-judge court to determine the issue, as provided under the Communications Act and in other statutes.

Joining in the NBC action were Woodmen of the World Life Insurance Society, operating WOW, Omaha, an NBC-Red outlet, and Stromberg-Carlson Telephone Mfg. Co., operating WHAM, Rochester, N. Y., an NBC-Blue outlet. In the main complaint of NBC, as well as in separate affidavits, these stations contended that invoking of the regulations would cause irreparable loss and serious undermining of their operations, built up over long periods of affiliation with the respective NBC networks.

Authority Challenged

Claiming irreparable injury and "descending spiral" of developments that would seriously undermine the entire broadcasting industry, the two networks also challenged the FCC's jurisdiction to issue the regulations. The constitutionality of the Commission's exercise of power likewise was sharply questioned.

The suits were filed a day following a conference of representatives of NBC, CBS, MBS and the FCC with Assistant Attorney General Thurman Arnold, relating to possible institution of anti-trust actions by the Department of Justice against the networks.

That the FCC, through the Department, will oppose the issuance of temporary relief was evident immediately following filing of the actions. Decision on the temporary injunction is expected in advance of the Nov. 15 effective date of the restrictive rules.

NBC, WOW and WHAM jointly filed with the court a detailed complaint together with a motion for preliminary injunction and for a temporary restraining order. These pleadings were supplemented with a detailed affidavit of Niles Trammell, NBC president, setting forth the manner in which NBC's operations purportedly would be disrupted and establishing the historical background of NBC.

John J. Gillin Jr., general manager of WOW, and Edward A. Hanover, vice-president of Stromberg Carlson in charge of WHAM, filed separate affidavits setting forth the degree of injury which would be done them if relief is not afforded. NBC's pleadings were filed by John T. Cahill, of New York, chief counsel for the network in the chain-monopoly proceedings, John B. Dawson, of New York, counsel for WOW, and Thomas H. Middleton, of New York, counsel for Stromberg Carlson.

Given Five Days

CBS, through former Judge John J. Burns, its head counsel throughout the three-year-old chain-monopoly proceedings, filed its detailed summons and complaint, a motion for temporary restraining order and preliminary injunction, a detailed affidavit by CBS President William S. Paley, and an affidavit by Herbert V. Akerberg, vice-president in charge of station relations.

The voluminous papers in both suits were filed with the clerk of the New York District Court Thursday afternoon, with District Judge Henry W. Goddard sitting. Service subsequently was procured on the Department of Justice and the FCC as the Government defendants. Under ordinary procedures, the papers were to be returned Saturday before Judge Goddard, who was asked promptly to convene a statutory three-judge court comprising one Federal circuit judge and two District judges.

See pages 51 to 61 for abstracts of affidavits and other pleadings filed with the U. S. District Court for the Southern District of New York in network-monopoly suits.

Under the court procedure, it was learned, the Government has five days in which to answer the complaints and more particularly the motions for temporary restraining orders and preliminary injunctions. Because two holidays intervene in New York (Sunday and Tuesday, election day), the answers are not due until Friday, Nov. 7, or Saturday, Nov. 8, it was indicated. Whether the Government will seek additional time in which to answer was problematical, though the length of the charges augured for such a plea.

MBS, through its chief counsel, Louis G. Caldwell, has served notice that it intends to intervene, as a friend of the Government, and oppose issuance of injunctive relief. It endorsed the revised chain-monopoly regulations as beneficial to the industry, the public and the advertiser, and has maintained that no upheaval in the industry will result.

Anti-Trust Status

Whether the Anti-Trust Division, at the time the Government files its answer to the NBC-CBS suits, simultaneously will file cross-complaints against the networks, likewise is not clearly indicated. There was no statement forthcoming from the Department as to its plans, though it was clear that Anti-Trust Division lawyers felt they had a basis to proceed against the industry under the Sherman anti-trust laws.

The only comment that could be gleaned from Department sources was that no commitment has been made as to what types of suits will be brought, if any. Thus, it was indicated that if the Department decides to move, it must yet determine whether it will do so civilly or criminally. Past indications have been that only a civil action might be undertaken, if cross-litigation is decided upon.

It was expected that another conference with Mr. Arnold, Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, and Victor O. Waters, special assistant to the Attorney General in charge of radio matters, would take place with network-FCC representatives prior to any separate or counter-action. Such a conference may develop within a fortnight.

Should the Department proceed criminally, which is thought less likely, it might enjoin many elements of the industry. Conversation in the past, it is known, has centered around proceedings against all three major network organizations, plus possibly the NAB and other industry entities.

Speculation has centered around the character of action the Department might take as a countermeasure in equity proceedings. Based on its protracted analysis of the three-year-old record in the chain-monopoly proceedings, it is thought the Department might strike at such factors in all network contracts as (1) exclusivity; (2) time options; (3) 28-day clearance; (4) five-year affiliation contracts; (5) the local versus national rate differential formerly invoked by NBC on network time cancelled by affiliates for performance of other commercials; (6) artists and concert bureau subsidiary operations; (7) transcription operations.

Baldridge, Waters Assigned

The latter two items—artists bureaus and transcriptions — presumably do not relate to CBS, but would affect NBC. Similarly, certain of the provisions also might affect MBS, which has contended it has been forced into exclusive contracts with certain of its affiliates as a measure of self-defense.

Messrs. Baldridge and Waters, it is understood, already have been assigned to the case and will handle the Government's answer to the NBC-CBS suits, in collaboration with the FCC. They also would handle, it is presumed, any direct actions brought by the Government against the industry. Both participated in the ASCAP-BMI consent decrees, with Mr. Waters handling the preliminary litigation phases early this year. The Anti-Trust Division, under Government procedure, acts as the law office for a number of administra-

tive agencies, including the FCC.

Attending the momentous Wednesday session at Mr. Arnold's office, which lasted for about an hour-and-a-half, were Messrs. Arnold, Baldridge and Waters for the Department; Telford Taylor, FCC general counsel, who appeared in lieu of FCC Chairman James Lawrence Fly; former Judge John J. Burns, chief counsel, and Joseph H. Ream, general counsel, for CBS; Judge A. L. Ashby, vice-president and general counsel, John T. Cahill, special counsel in charge of the chain-monopoly proceedings, and James Wise, an associate in Mr. Cahill's office, for NBC; Alfred J. McCosker, chairman of the board, Fred Weber, general manager, and Mr. Caldwell, chief counsel, for MBS.

In opening the sessions, it is understood Mr. Arnold described it as purely a preliminary discussion. As a consequence, no comment was forthcoming from any of the participants. Mr. Arnold, it is understood, explained the Department had not decided definitely upon its course of action.

Loss of Revenue

Forced to meet the indefinitely postponed FCC ban against dual network ownership and multiple ownership of stations in the same market, as well as the time option, exclusivity and other regulations, NBC advised the court that it was faced with stupendous losses in revenue and that its affiliated stations likewise were confronted with substantial injury. It opposed all of the regulations, including those indefinitely postponed by the Commission under its revised regulations of Oct. 11.

CBS held the combined effect of the rules would destroy the present structure of network broadcasting and argued that immediate injunctive relief is necessary to protect its business from disruption. The result of the order will be to encourage "fly-by-night operations on a get-rich-quick basis and to prejudice the permanent and stable network system which now obtains", Mr. Paley told the court in his affidavit.

Both networks, in their complaints, pointed out that substantial numbers of their affiliates already had served notice on them of cancellation of affiliation contracts to conform with the FCC regulations, as of Nov. 15. Efforts to renew or extend existing contracts, as well as to sign new affiliates are frustrated by the rules, they said, because of the FCC's announced intention of taking punitive actions against stations which do not conform with the new requirements.

In its main complaint, NBC recited that to operate its two networks it has a staff of 2,300, many of whom have employment contracts. Real estate commitments aggregate in excess of $15,000,000 and the present value of studio, office and other properties and assets, exclusive of broadcast transmitters and goodwill, was given as in excess of $3,000,000, with network activities having created goodwill values of more than $10,000,000. Existing advertising contracts exceed $22,000,000, aside from contracts with artists and production personnel.

Losses Foreseen

Imposition of the requirements imposed under the rules "would disrupt the ordinary course of NBC's, Woodmen's and Stromberg Carlson's respective businesses as corporations engaged in radio broadcasting and radio network broadcasting, would damage NBC by loss of revenue in an amount in excess of $1,000,000 per year, and would damage Woodmen and Stromberg respectively by losses in amount in excess of $100,000 per year," the complaint cited.

Striking at the ban on dual network operation as well as the requirement that it rid itself of second stations in each of four markets where it has two owned or leased outlets, NBC said that while the effective date of these provisions has been indefinitely postponed by the Commission, the "assertion of power" contained in the regulations has the necessary effect of "rendering uncertain and less valuable the operation by NBC of both its Red and its Blue Networks, and this effect has not been alleviated by the indefinite postponement of the effective date". NBC contended that all of the FCC's rules were void and beyond the power of the Commission to impose, citing a series of reasons.

It charged that order already had and will continue to have the effect of working "irreparable damage and injury" because of NBC's inability to negotiate or enter into contracts containing provisions necessary to its network operations.

Since the issuance of the original regulations on May 2, not less than 48 stations have served notice of their intention to abrogate their contracts, it said, as a result of the order, and certain advertisers have refused to renew existing contracts or to enter new contracts for use of NBC facilities.

Coincident with filing of the suit, Mr. Trammell said NBC had initiated the action "with great reluctance, especially in view of upset national and world affairs which require the diligent attention of governmental agencies to matters of pressing concern." He said that since promulgation of the regulations NBC had exerted every effort "to get relief from the Commission so as to avoid the death-knell of the present American System of Broadcasting."

On CBS' behalf, Judge Burns' main complaint brought out that as of Dec. 1, CBS employed over 1,800 persons regularly, excluding performing artists and musicians, and that it had total assets of $22,000,000, over $18,000,000 of which is devoted directly to network broadcasting. Aside from long-term contracts and commitments for rent and buildings, furnishing of news for special program features and for employment of musicians, requiring payments for several years in the future in excess of $4,000,000, he pointed out that earnings have exceeded $3,000,000 in both 1939 and 1940.

After detailing the character of affiliation contract entered into by CBS with its affiliates, the CBS complaint recited that these provisions are advantageous to both parties and are indispensable to efficient operation. They were characterized as necessary to enable the network to compete with printed media of national circulation, assuring "a better, fuller and more efficient use of the radio facilities of the nation than any system of network broadcasting without them".

Because stations "fear the loss of their broadcasting licenses as a result of the rules," CBS said they "will not negotiate for or enter into the affiliation contract" heretofore invoked. More than 115 stations licensed by the Commission have such contracts with CBS, expiring at various times between the original effective date of the rules and Dec. 31, 1947.

Weaken the Network

Due to the fear of loss of license, these stations have "threatened to cancel and repudiate their affiliation contracts with plaintiff. Many stations have already notified the plaintiff that because of the rules they will not be bound by their contracts with the plaintiff after the date when the rules become effective as to existing contracts."

The impact of the regulations will make the operation of CBS burdensome and more costly, "reduce its earnings and compel plaintiff to change the fundamental character of its business and render its property and business less valuable".

Contending the rules "burden and weaken this network's system of broadcasting to a serious extent," Judge Burns declared that they "will thus inevitably result in decreasing the amount and quality of the radio service rendered the public and thereby hinder and impede the most effective utilization of radio facilities of the country".

On the jurisdictional phase, CBS contended the FCC order promulgating the rules is illegal and void

(*Continued on page 51*)

Temporary Licenses to Be Authorized For Stations Challenging Network Rule

ACTING swiftly following the filing of suits challenging the validity of its chain-monopoly regulations, the FCC last Friday announced adoption of a minute setting forth procedure it will follow in applying the policies announced in its chain broadcasting regulations.

Since networks as such are not licensees, the FCC said that stations wishing to contest the validity of the regulations will have their licenses set for hearing but will in no way be injured since temporary extensions of license with renewals from time to time until there is a final determination of the issues, will be authorized.

Text of Minute

The full text of the Commission's public notice follows:

"If a station wishes to contest the validity of the Chain Broadcasting Regulations adopted in Docket No. 5060, or the reasonableness of their application to the particular station, its license will be set for hearing. In order to insure that the station may remain on the air and be in no way injured by any such Commission proceedings and appeal to court from a decision in such proceeding, the Commission will grant such licensee a temporary extension of its license, with renewals from time to time until there has been a final determination of the issues raised at such hearing.

"In the event of such litigation, and if the validity of the application of the Chain Broadcasting Regulations to such licensee is sustained by the courts, the Commission will nevertheless grant a regular license to the licensee, otherwise entitled thereto, who has unsuccessfully litigated that issue, if the licensee thereupon conforms to the decision.

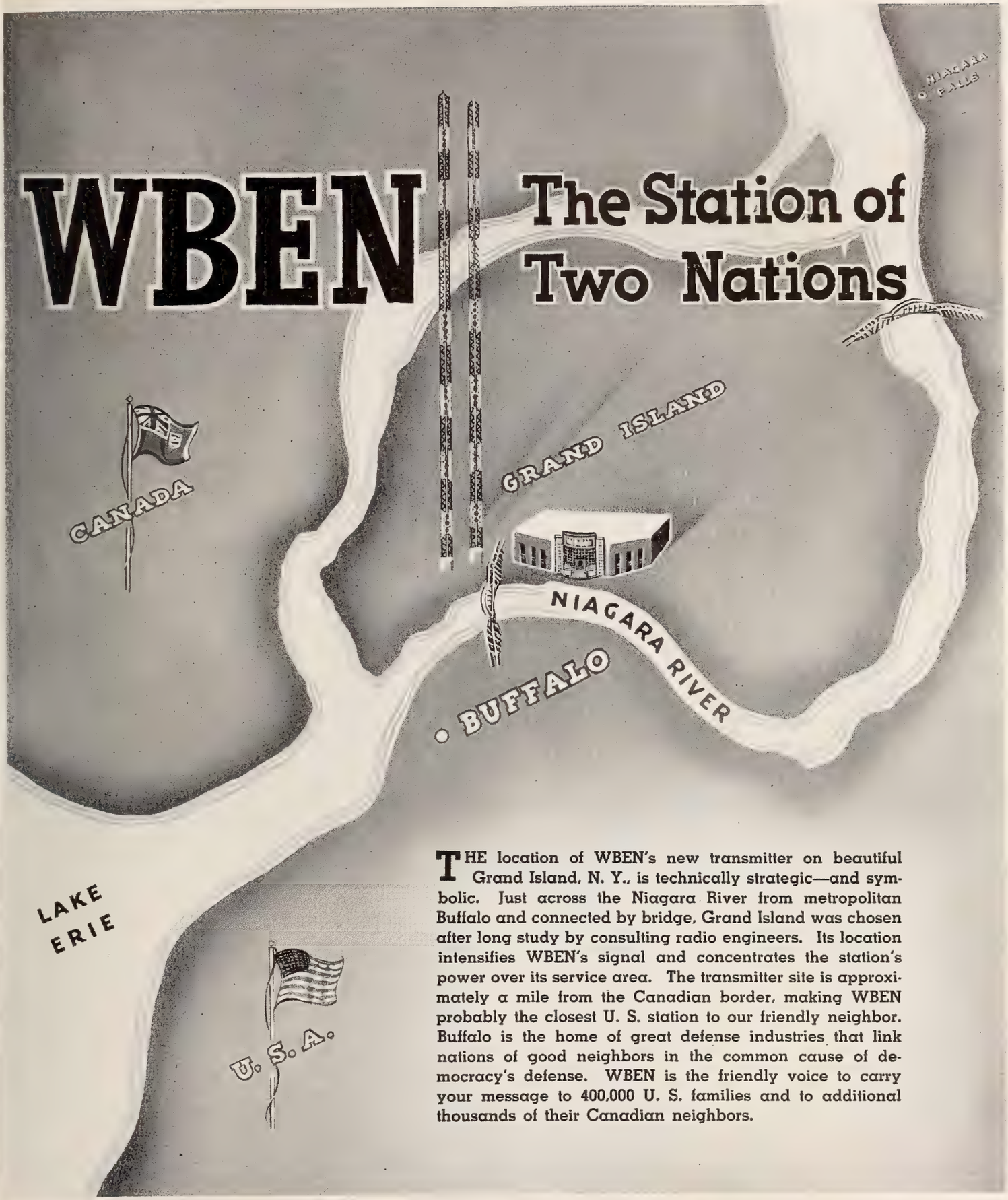
Supplementary Decision

"The supplementary decision and order in Docket No. 5060 indefinitely suspended Regulation 3.107, relating to the operation of more than one network by a single network organization. No similar suspension was made of that portion of Regulation 3.106 relating to network operation of more than one standard broadcast station with substantially overlapping service areas. The Commission will postpone indefinitely any action to prevent such dual station operation if it is shown that the operation of two stations in any city is indispensable to the continued operation of two networks by a single network organization.

"The adoption of the foregoing procedure is without prejudice to the rights of any person who may petition the Commission for modification or stay of the Chain Broadcasting Regulations".

Bulova Defense Talks

BULOVA WATCH Co., Toronto, is replacing the time following three daily time signals on 37 Canadian stations during November with talks on the War Saving Certificates drive instead of the usual commercial announcements.



THE location of WBEN's new transmitter on beautiful Grand Island, N. Y., is technically strategic—and symbolic. Just across the Niagara River from metropolitan Buffalo and connected by bridge, Grand Island was chosen after long study by consulting radio engineers. Its location intensifies WBEN's signal and concentrates the station's power over its service area. The transmitter site is approximately a mile from the Canadian border, making WBEN probably the closest U. S. station to our friendly neighbor. Buffalo is the home of great defense industries that link nations of good neighbors in the common cause of democracy's defense. WBEN is the friendly voice to carry your message to 400,000 U. S. families and to additional thousands of their Canadian neighbors.

NBC BASIC RED NETWORK
930 Kilocycles in the Center of the Dial

WBEN

BUFFALO, N. Y.
REPRESENTED BY
EDWARD PETRY & CO.

DCB May Improve Radio's Priorities

Broad Advisory Powers for Communications Group

AIMING at more efficient use of available material supplies for communications operation, the Priorities Division of the Office of Production Management is understood to be ready to issue a directive which would vest in the Defense Communications Board and its new Priorities Liaison Committee, or some similar DCB group, broad advisory powers in priority and allocation matters for the entire communications industry, including broadcasting.

Although the DCB committee would act only in an advisory capacity, it is thought the practical effect of the plan would be to improve substantially the position of the industry in priorities matters, since specialized attention could be given to the special needs of communications and recommendations would receive OPM recognition.

Under the broad authorization expected, supervision of priorities for the communications industry would at last be brought under an agency capable of intelligently weighing the relative needs of the various types of communications service, it was felt.

Types of Service

Machinery and procedure for dealing with priority requests for the industry are being formulated. At an Oct. 29 meeting of the DCB Priorities Liaison Committee with about 25 of the advisory "industry priorities representatives", representing each of the DCB industry technical committees, recommendations were advanced on classification of communications services from the standpoint of national defense, civilian defense and non-defense civilian services. DCB may receive these recommendations at its next regular meeting Nov. 6, although no definite decision may be reached immediately.

Recommendation of communications priorities policies to the Supply Priorities & Allocations Board, including the rationing of service according to relative importance, is understood to be a major power to be granted DCB under the plan. The specialized knowledge of technical experts of DCB and the experience of the OPM staff in handling priorities and allocations are expected to dovetail and yield a much more satisfactory result, so far as securing a reasonable supply of materials for operation, than has been the case in the past.

Also tying into the picture, but not conflicting with the projected function of the DCB organization, nominations were made to OPM last Thursday for a 29-member industry advisory committee representing manufacturers covering the whole range of radio production. It was pointed out that the radio manufacturers adviso y committee would function from a manufacturer's standpoint, while the DCB group, under the proposed plan, would look at priorities problems from the operations side. Future allocations would be aided through information made available on both the manufacturing and operations side, it was observed.



FULL MOBILIZATION of network and affiliate defense facilities was mapped last Wednesday at a meeting of NBC-Blue regional representatives held in New York at the call of Niles Trammell, NBC president. Later Red representatives held a similar session. At the Blue meeting were (l to r) Samuel Rosenbaum, WFIL, Philadelphia; Elzey Roberts, KXOK, St. Louis; Mark Woods, NBC vice-president and treasurer; Col. Harry C. Wilder, WSYR, Syracuse; Frank Mullen, NBC vice-president and general manager; Harold Hough, WBAP, Fort Worth, and KTOK, Oklahoma City; Henry P. Johnston, WSGN, Birmingham; Mr. Trammell; Howard Lane, KFBK, Sacramento; Tracy C. McCracken, KFBC, Cheyenne, Wyo.

Timebuyers' Likes in Program Listings, Rate Cards and Coverage Maps Outlined

TIMEBUYER's preferences in rate card schedules are reviewed in a letter sent to sales executives of the NAB by Frank E. Pellegrin, director of the NAB Department of Broadcast Advertising. The letter is based on a report of a meeting held Oct. 9 by the timebuyers' subcommittee of the American Association of Advertising Agencies, of which John Hymes, Lord & Thomas, New York, is head.

In making up spot campaigns, timebuyers desire that station schedules show the following, it is explained:

1. Time of each program.
2. Title of program.
3. Type of show (transcribed music, hillbilly live talent, quiz, etc.)

Type of Program

Many titles, say the timebuyers, do not describe a program. They suggest that schedules could show type of program by margin symbols, which also would indicate whether the program is sustaining or commercial, and whether local or network.

The timebuyer voiced a desire to receive schedules showing names of sponsors or products, so that spots will not be bought following competitive programs. Weekly schedules, they suggest, should be shown "across the board".

Recommended is a four-page folder with seven columns, one for each day of the week, and with broadcast periods ranging down the left-hand side. They prefer that the folder should fold down to standard filing size of 8½ x 11.

On the subject of rate cards the timebuyers recommend that rates be stated as the actual amounts which apply for given frequencies, rather than by a schedule of discounts. When rates are based on frequency each rate should apply to a minimum number of broadcasts customarily purchased, such as 13, 26, 39, etc.

Coverage maps, it is recommended, should show both signal strength and audience mail returns, both broken down into primary and secondary areas, day and night shown separately. Basic figures are desired on the map rather than merely a group of counties in color.

Since methods of conducting surveys are not uniform, the timebuyers suggest they would credit highly any studies undertaken cooperatively by stations within a city and conducted by an impartial authority. They refer to the AAAA Newspaper Reader Surveys conducted in leading cities.

The timebuyers recommend that all stations establish good business practices and ethical standards, and then inflexibly maintain them; that fair rates be established and adhered to, without special "deals" for various clients, or one price to an agency and another to a local distributor; that per inquiry or contingent deals, or any other unfair requests, be turned down; that there be no rebates or secret discounts; that agency commission be allowed only to recognized agencies and never on business placed direct or to so-called "house agencies"; that all unfair trade practices and unfair demands be reported to the NAB for publicaiotn to the industry.

THE CBS College Broadcast Service, which started last year as the first publicity division exclusively for college editors, is now releasing weekly news on all three major networks to 450 editors of university newspapers and magazines, written by Walter Murphy of CBS publicity staff.

NBC and Affiliate Adopt Defense Pla

A FOUR-POINT radio defens program, calling for full mobiliz tion of the combined resources NBC and its 243 affiliated station was adopted by committees repr senting Red and Blue network affil ates at a two-day conference defense activities held in New Yo last week.

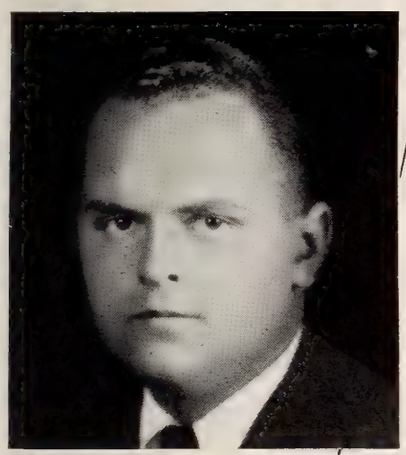
Committees met in separate se sions, the seven Blue network re resentatives conferring on Wedne day and the Red network commi tee meeting on Thursday. Eac committee member represents o of the seven regions into whic the country has been zoned for t defense plan. Permanent commi tees to be elected by Red and Bl stations in their respective zon by Nov. 15 will replace tempora committees that met last week.

Defense program comprises: Development of a coordinated pla of operations by NBC and affiliat to insure maximum efficiency service through effective cooper tion with all national defense age cies; 2, To study plans for t maintenance of public morale an public physical well-being durin any unexpected emergency; 3, T maintain normal broadcastin schedules, as far as possible, in t event of emergency to the end tha our national life and normal bus ness shall suffer a minimum dislocation; 4, Establishment of clearing house of information expediate the procurement of radi equipment and replacement parts.

Representatives of the temporar committees who participated in t meetings were: Paul W. Morenc WTIC, Hartford; James D. Shous WLW, Cincinnati; John J. Gi lin, WOW, Omaha; Edwin W Craig, WSM, Nashville; O. I Taylor, KGNC, Amarillo; Sid Fox, KDYL, Salt Lake City; How ard Lane, KFBK, Sacramento Harry C. Wilder, WSYR, Syra cuse; Sam Rosenbaum, WFIL Philadelphia; Elzey Robert KXOK, St. Louis; Henry J. John ston, WSGN, Birmingham; Harol V. Hough, WBAR-KGKO, For Worth, and Tracy McCrake KFBC, Cheyenne.

"*Selective* SPOT BROADCASTING

of football and baseball assures us intense interest from our best prospects!" ...SAYS JOSEPH R. ROLLINS FOR ATLANTIC REFINING



JOSEPH R. ROLLINS
Advertising Manager
THE ATLANTIC REFINING COMPANY

THE ATLANTIC REFINING COMPANY
PETROLEUM PRODUCTS
260 SOUTH BROAD STREET
PHILADELPHIA, PA.

JOSEPH R. ROLLINS
ADVERTISING MANAGER

IN REPLY REFER TO FILE

October 6, 1941

Mr. John Blair,
John Blair & Company,
520 N. Michigan Avenue,
Chicago, Illinois.

Dear Mr. Blair:

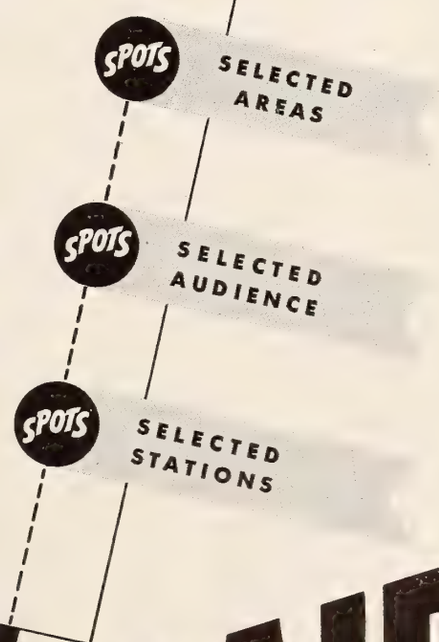
For the past five years spot broadcasting in the form of local baseball and football games has occupied the major portion of The Atlantic Refining Company's budget.

Naturally, we of the Atlantic Refining Company as well as Atlantic dealers are more than satisfied because selective Spot Broadcasting of football and baseball assures us intense interest from our best prospects. We know of no other form of advertising that creates good-will and sales so effectively.

Speaking for The Atlantic Refining Company and our dealers, I want you to know that we all appreciate the splendid co-operation your stations have given the Atlantic Refining Company in connection with our advertising programs.

We are looking forward to an even greater football season during 1941.

Very truly yours,
Joseph R. Rollins
Joseph R. Rollins
Advertising Manager



You won't find magic in Spot Broadcasting's solid success at Atlantic Refining. Instead, you'll find a typical example of the way Spot Radio's inherent flexibility fits *and solves* tough merchandising problems.

Through unrestricted choice of top stations, Spot Broadcasting insures complete blanketing of selling areas, without waste. It provides an unlimited range of programs and times . . . assures intense selective audience interest for Atlantic's sport broadcasts. Consequently, Atlantic Spot Radio influences customers constantly (with peak interest during vital Fall and Spring merchandising campaigns). It appeals equally to dealers . . . inspires aggressive cooperation from present outlets and gains important added distribution. The result is satisfaction . . . *and success!*

• Powerful Spot Broadcasting will bring this same sharp-focused flexibility to your advertising problem. Ask a John Blair man.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

Peace Again Reigns in Copyright Field

ASCAP Catalog Returns After 10 Months

THE music-radio war is over.

True, the majority of individual broadcasting stations have not yet taken out ASCAP licenses and there are a few details still to be worked out, such as a per program plan for regional networks and the way in which clearance at the source for commercial transcriptions is to be handled, but the contracts enabling the return of ASCAP music to CBS and NBC were signed last Wednesday and at midnight ASCAP music again was broadcast on those networks after an absence of 10 months.

Signing of the contracts, which included those for the individual use of ASCAP music by NBC and CBS M & O stations as well as by the networks themselves, might have taken place several weeks sooner had the networks not required ratifications of affiliates, whom the networks asked to agree to rebate 2¾% of their income from network commercial programs as their share of the networks' payment to ASCAP. Officials of both networks reported that "better than 90%" of their stations had so agreed before the contracts were signed.



EVERYBODY SEEMED HAPPY as radio made its peace with ASCAP last Wednesday in New York, with the signing of contracts for return of ASCAP music to NBC and CBS networks after a 10-month absence. Signatories are (l to r) Mark Woods, NBC vice-president and treasurer; Gene Buck, ASCAP president; Mefford R. Runyon, CBS vice-president. President Niles Trammell signed for NBC also.

Contracts Mailed

Since MBS had signed with ASCAP May 11, returning the Society's music to its network programs two days later, all nationwide networks are now broadcasting this music, in addition to 300 individual stations, 295 of which have blanket licenses and 5 per program licenses, ASCAP reports. Immediately following the signing of the NBC and CBS contracts, ASCAP began mailing out contracts to all stations, sending to each forms covering blanket and per program arrangements for both commercial and sustaining programs.

Present licensees as well as stations not now licensed by ASCAP received the forms, ASCAP stated, as the former, who signed up on the basis of 3% for blanket licenses and 10% fees under the per program plan, are now entitled to switch to the new contracts and reduce their fees 2¼% and 8% respectively, under a most-favored-nation clause in the contracts negotiated by MBS.

MBS is also entitled to a reduction on its network programs, to the 2¾% blanket license fees negotiated by NBC and CBS in place of the 3% which MBS now pays. Application of this reduction may occasion further friction between broadcasters and ASCAP, as MBS announced it "will enjoy any reduced rate that ASCAP effects with other broadcasting networks retroactive to May 19," while ASCAP maintains the reductions did not go into effect until Oct. 30, when the NBC and CBS contracts became effective.

Since the individual stations had not received their license forms from ASCAP, the Society's board of directors on Thursday voted to extend again its blanket permission for use of ASCAP music at football games during the weekend. Reason the forms were not sent to stations until NBC and CBS had signed was that they constitute offers by ASCAP of reduced fees which the Society did not want to make to stations until it had achieved the network deal, of which the lowered station fees is a part.

Monopoly Broken

For radio, the new contracts mark a major victory, achieved through an industry solidarity which, although since broken, persisted long enough to break the music monopoly which had formerly appeared invincible. On the financial side, radio has reduced its annual payments for ASCAP music from $5,100,000 paid in 1940 to an estimated $3,000,000 for each year through 1949, in contrast to the estimated $9,000,000 which ASCAP would have received under the terms it first offered to broadcasters. But the major victory for radio is the achievement of a competitive market for music, assured by the successful establishment of BMI as an alternative source of music for radio.

For ASCAP, the new contracts bring back what is still the Society's best customer, and on a basis of sound business relationship which should avert most of the difficulties which were inherent in the old scheme.

Immediately following the signing, a joint NBC-CBS-ASCAP statement was issued:

"Solution of the music problem is welcomed equally by radio and ASCAP. Never before has there existed such complete understanding and friendly relations between ASCAP and broadcasters as is the case today. We believe that the contracts entered into today between radio and ASCAP will result in years of useful implementation in the fulfillment of that duty and that cause."

Since the after-midnight musical programs on the networks had been cleared for broadcasting before the contracts were signed and the network music rights departments declined to accept last-minute changes, the first ASCAP tunes on NBC and CBS were not broadcast until the regular broadcasting day on Thursday. Some ASCAP tunes appeared during the daytime, but it was evening before they were back in full force on commercial musical programs, practically all of which included both ASCAP and BMI numbers. The *Major Bowes Amateur Hour* on CBS included 8 ASCAP tunes in its total of 19, a ratio which is probably representative of all musical programs that evening.

BMI Statement

No ASCAP numbers were included among the 10 winners on the *Hit Parade* on Saturday, as there were no ASCAP tunes among the 10 most popular during the previous week, but the three "extra" selections on the program were all ASCAP numbers.

BMI's official reaction to the completion of the contracts of NBC and CBS with ASCAP is expressed in a statement made the day of the signing by Sydney M, Kaye, BMI executive vice-president.

"BMI is glad to see ASCAP music return to a wider audience. That ASCAP music should be available has always been part of BMI's ultimate hopes for the music business. It is important that active competition between publishers, licensing agencies and writers should exist in the field of music, just as competition exists in all other artistic and business fields. BMI will continue to serve the broadcasting industry and other music users.

"We are proud of the fact that the establishment of BMI has resulted in the entry into the music field of many publishing firms which were previously unable to gain access to the American public and, more important, that there have been created scores of solid musical hits written by young composers who were previously unknown. It has been proved that there is musical talent in every corner of our country."

Chesebrough Back

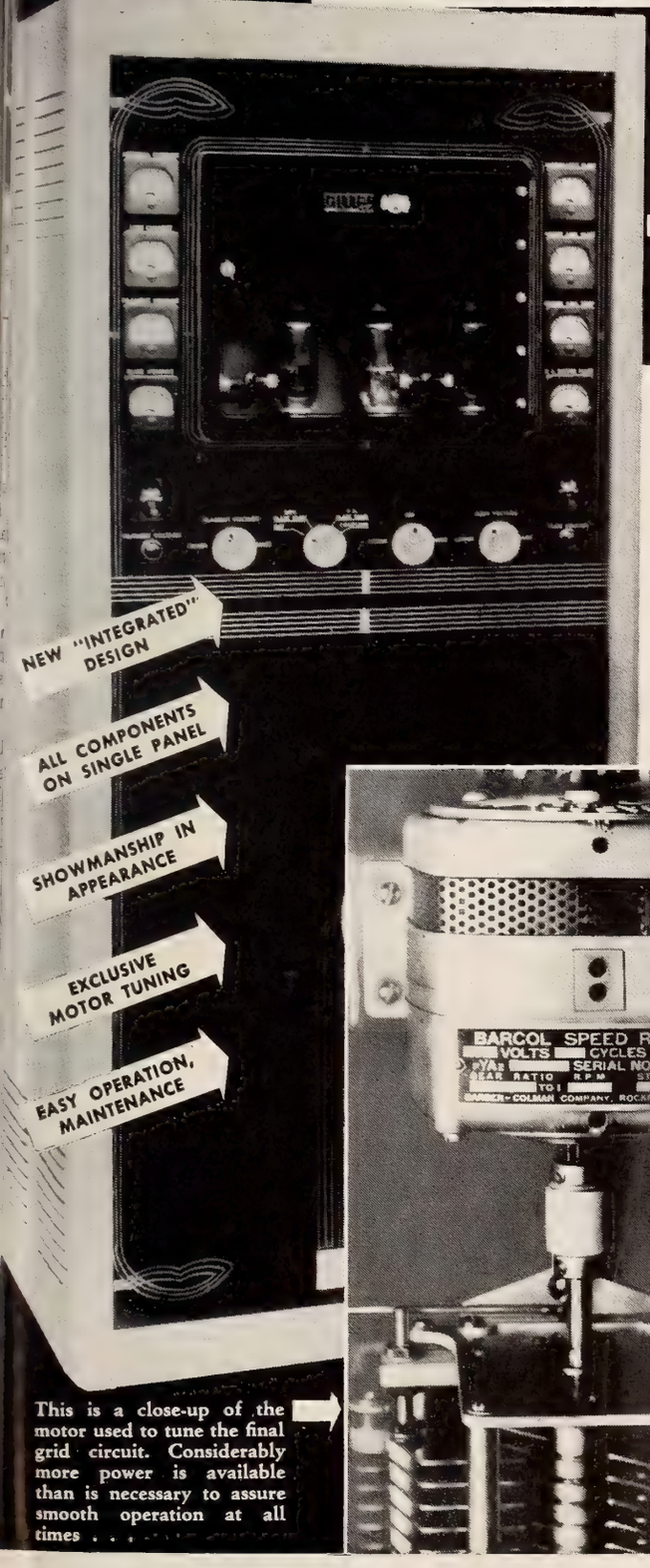
CHESEBROUGH MFG. Co., New York (vaseline), through McCann-Erickson, that city, on Nov. starts its fifth year sponsoring the weekly *Dr. Christian* program on 64 CBS stations, Wednesday, 8:30-8:55 p.m. (EST), with West Coast repeat, 8:30-8:55 p.m. (PST). Jean Hersholt is featured in the title role, with Lurene Tuttle supporting. Joan Cannon is agency producer.

Card Campaign

U. S. PLAYING CARD Co., Cincinnati, on Nov. 3 is to begin a 13-week campaign of one-minute live and transcribed announcements on two stations in New York and two in Chicago to supplement a magazine campaign to get under way about the same time. Agency is J. Walter Thompson, New York.

A Scoop! that ends the equipment delivery "bug-a-boo" . . IF YOU ACT NOW!!

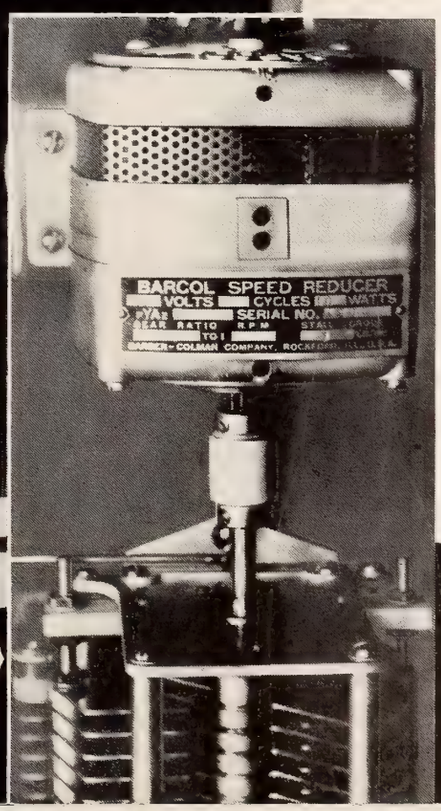
GATES INTRODUCES and offers you prompt *guaranteed delivery* on the NEW 250C TRANSMITTER



An unexpected opportunity to make an immediate replacement or new installation

Here's a brand new member of the now famous Gates family that introduces entirely new standards in transmitter equipment. The 250C will please the most critical station executive because of its pleasing appearance. This feature plus the year-after-year trouble-free performance that is built into all Gates equipment will appeal to the engineer.

It is a real echievement to offer this new transmitter at this time and to insure prompt delivery is important news to any station that is planning to make equipment improvements anytime in the near future. Our present materials stock is sufficient at present to fulfill a limited number of immediate orders. Therefore, we suggest you investigate the 250C Transmitter immediately for complete details.



This is a close-up of the motor used to tune the final grid circuit. Considerably more power is available than is necessary to assure smooth operation at all times . . .

A Completely New, Advanced Design With a Score of Technical Advantages Important to You—

The exclusive INTEGRATED DESIGN is a completely new mechanical arrangement available for the first time, which places the 250C years ahead of even the transmitters in the latest installations. A **single vertical panel** is used for mounting all the components except the tubes which are placed on shelves. Thus, all parts are visible and easily accessible—providing better ventilation and more efficiency than was thought possible. Another outstanding feature is MOTOR TUNING which eliminates complicated methods of adjusting the condensers and provides smoother, easier operation than was possible by hand.

"Showmanship with a Plus Performance"

Smart, attractive designing makes the Gates 250C the dream of every station executive and engineer. The front panel is outstanding. The entire front is satin black, trimmed with pleasing tones of ivory and red applied in fine sweeping lines that lend real "eye appeal".

WIRE! PHONE! WRITE! Whether you are planning to replace equipment or interested in a new installation it will pay you to read the entire exciting story of the Gates 250C Transmitter. Completely detailed, illustrated bulletin gladly sent on request.

GATES AMERICAN CORPORATION

QUINCY, ILLINOIS, U.S.A.

Independents Call Convention To Effect Reorganization Plan

Lafount Sees Possibility of Federation Which Will Represent All Branches of the Industry

FIFTY-TWO broadcasters, representing every State in the United States, the District of Columbia, Alaska, Puerto Rico and the Hawaiian Islands, will meet in Chicago sometime between Nov. 15 and 20 to elect officers of National Independent Broadcasters and to effect reorganization of the NIB as an industry association representing all broadcasters except the networks and their M & O stations.

Announcement of the meeting, made last week by Harold A. Lafount, NIB president, is in line with plans adopted at a special NIB convention held in Chicago Sept. 22-23 [BROADCASTING, Sept. 29].

Foresees Federation

Stating that members of Independent Broadcasters Inc., recently formed organization of regional stations affiliated with the national networks [BROADCASTING, Oct. 20], are cooperating with NIB in calling the Chicago meeting the middle of this month, Mr. Lafount intimated that a consolidation of the two groups was a probability. Going even further, he said he could visualize "under the proper circumstances and conditions," the whole industry united in a federation of broadcasters, including all branches. Each branch—networks, network affiliates, nonnetwork stations, clear channel stations and every other group with its own particular problems possibly including even the transcription companies—would have its own officers and organization to handle its own affairs.

But whenever a problem arose affecting the entire industry, the united federation could act as a single, unified organization, he suggested. Aside from such all-inclusive problems, however, each group would maintain its independence and all groups would have equal voice in the policies of the parent organization, so that there would be no possibility of dominaton by any single interest.

Letters Sent

To insure selection of delegates who would truly represent the stations of their States, the NIB has inaugurated a novel procedure. Letters were sent to all broadcasters in the United States, except the networks and their M & O stations, asking each broadcaster to name the man in his territory best qualified to call and conduct a meeting of all stations in that area. From the names suggested by the 430 broadcasters who responded, the appended list of 52 was compiled.

Last week, Mr. Lafount and Edwin M. Spence, NIB managing director, drew up a letter which was sent to the broadcasters selected by their fellows, asking them to hold State meetings for the purpose of electing and instructing their delegates to the forthcoming meeting. Complete list follows:

K. G. Marshall, WBRC, Birmingham; Bartley Sims, KWJB, Globe, Ariz.; Lewis Brenner, KTHS, Hot Springs, Ark.; Arthur Westlund, KRE, Berkeley, Cal.; Gene O'Fallon, KFEL, Denver; Roderick L. Morey, WNLC, New London, Conn.; Clair R. McCollough, WDEL, Wilmington; Glenn Marshall Jr., WFOY, St. Augustine; Maurice Coleman, WAGA, Atlanta; Frank E. Hurt, KFXD, Nampa; M. E. Clifford, WHFC, Cicero, Ill.; Martin Leich, WBOW, Terre Haute; Joseph O. Maland, WHO, Des Moines; Ben Ludy, WIBW, Topeka; S. A. Cisler, WGRC, Louisville.

Harold Wheelahan, WSMB, New Orleans; William H. Rines, WCSH, Portland, Me.; Hope H. Barroll Jr., WFBR, Baltimore; Quincy A. Brackett, WSPR, Springfield, Mass.; James F. Hopkins, WJBK, Detroit; Stanley E. Hubbard, KSTP, St. Paul; L. M. Sepaugh, WSLI, Jackson, Miss.; Arthur B. Church, KMBC, Kansas City; E. B. Craney, KGIR, Butte; Lloyd C. Thomas, KGFW, Kearney, Neb.; Wallie D. Warren, KOH, Reno; Leslie F. Smith, WMUR, Manchester, N. H.; Edward Codel, WPAT, Paterson; Charles C. Alsup, KICA, Clovis, N. M.; Harold E. Smith, WOKO, Albany; A. J. Fletcher, WREL, Raleigh; E. C. Reineke, WDAY, Fargo; Warren P. Williamson, WKBN, Youngstown.

James Bixby, KBIX, Muskogee, Okla.; C. W. Myers, KOIN, Portland, Ore.; H. J. Brennen, WJAS, Pittsburgh; Howard W. Thornley, WFCI, Pawtucket, R. I.; A. B. Langley, WCOS, Columbia, S. C.; Carl A. Quarnberg, KOBH, Rapid City, S. D.; Henry W. Slavick, WMC, Memphis; Joseph B. Carrigan, KWFT, Wichita Falls, Tex.; Frank C. Carman, KUTA, Salt Lake City; Lloyd E. Squier, WDEV, Waterbury, Vt.; Edward A. Allen, WLVA, Lynchburg; Archie Taft, KOL, Seattle; Charles J. Lanphier, WEMP, Milwaukee; Albert J. Meyer, KPOW, Powell, Wyo.; O. J. Kelchner, WMMN, Fairmont, W. Va.

$4,553,693 GROSS OF MBS 9 MONTHS

CUMULATIVE gross billings of MBS for the first nine months of 1941 total $4,553,693, according to Mutual statisticians, who revealed last week that they have resumed issuing monthly gross billing figures.

These data, formerly released each month by all national networks, were discontinued the first of this year and the task of supplying comparative figures for business done by networks and stations was turned over to the NAB, which has inaugurated a non-monetary system of reporting, with a base of station hours used instead. NBC and CBS, still members of the NAB (MBS resigned at the St. Louis convention last spring), are continuing to withhold their billing figures.

MBS gross for the year to date represents an increase of 64.0% over the $2,777,833 gross for the first nine months of 1940. Comparison of 1941 with 1940 by months follows:

MBS Gross Monthly Time Sales

	1941	% Gain over 1940	1940
Jan.	$505,231	59.0%	$317,729
Feb.	442,157	30.9	337,649
March	513,774	30.2	390,813
April	480,284	32.1	363,468
May	503,922	56.4	322,186
June	534,513	78.5	299,478
July	512,743	118.0	235,182
August	532,056	133.5	227,865
Sept.	529,013	83.1	283,463



WHEN THEY HELD a honeymakers convention at Lynchburg, Va., WLVA carried a 30-minute remote from convention headquarters. Announcer Cobb (left) donned a net and carried a smoker for protection but Engineer Maynard Duvall was satisfied with his pipe.

WINS IS ORDERED TO REINSTATE KING

WINS, New York, has been ordered to reinstate Walter King, announcer, with full back pay, in an American Arbitration Assn. decision given last week, following a hearing held Oct. 23 of the dispute between WINS and the American Federation of Radio Artists.

AFRA has signed an eigh-week "interim" agreement with WBNY, New York, covering staff announcers at the station during the time that operating adjustments are being put into effect by the station management. Negotiations with WAAT, Jersey City, are practically completed, with contracts expected to be signed momentarily, Mr. Heller said late last week.

Beeson Joins Rep

STERLING B. BEESON, formerly of Joseph Hershey McGillvra, radio representative, and previously manager of WTOL, Toledo, and assistant merchandising manager of the Michigan Network, has joined Headley-Reed Co., New York, radio representative, as senior solicitor.

Collins Named V-P

KENNETH COLLINS, an executive in the merchandising department of Arthur Kudner Inc., New York, has been appointed vice-president in charge of merchandising.

KFYR's Capture

ANOTHER wartime use of radio was indicated when KFYR, Bismarck, N. D., was credited with aiding the recent capture of two German seamen who had escaped from the Government detention camp at Fort Lincoln, near Bismarck. The pair made their getaway at 1:30 in the afternoon and were apprehended that evening in a cafe 20 miles east of Bismarck on the tip of the proprietor who claimed that he had heard a description of the internees on KFYR only a short time before.

Ballantine Moving To Blue Dec. 12

Will Finish First 13 Weeks Of Program on Mutual

CONTRARY to Oct. 24 reports that P. Ballantine & Sons, Newark, was shifting its *Three Ring Time* series from MBS to NBC-Blue prior to termination of its 13-week contract with Mutual, the company announced last week that the program will finish its initial 13 weeks on MBS, shifting to NBC Dec. 12.

This announcement partially cleared up the controversy which met Ballatine's original statement it would move the show Nov. 7 [BROADCASTING, Oct. 27]. Decision to continue the show on Mutual followed the network's rejection of Ballantine's offer to pay full time charges for the remaining five weeks of the contract.

Change in Policy

Shift of the program radicall changes NBC's policy, establishe in January, 1939, of carrying n beer advertising on its network:

MBS contends the situation is perfect illustration of the evils c exclusive option on time of affiliat stations, a practice which woul be eliminated if the new FCC rule for networks were put into effec

Mutual's explanation is that th reason the program has shifted t the Blue was that when the Blu sold opposite *Three Ring Time* t Canada Dry for *Michael & Kitt* it exercised its option on those st tions which are affiliated with th Blue as well as with MBS, thu raising the number of MBS st tions recording the Ballantine sho for delayed broadcast to approx mately 30% of the outlets, whi in turn brought about the cancell tion by Ballantine.

NBC, however, stated that on five stations were asked to drop t MBS Ballantine broadcasts favor of *Michael & Kitty.*

In a hasty presentation to Walter Thompson Co., agency charge of the Ballantine advert ing, MBS pointed out that a sin lar situation would prevail in t program's intended time on t Blue, as *Information Please* on t Red during that time curren uses 13 Blue stations as part of network. NBC reported, howev that the 28-day recapture claus are included in the contracts sign by American Tobacco Co., spons of *Information Please,* and th this company has been notif these stations will be withdra as of Dec. 12 for the new Blue n work client.

Paramount Fund

PARAMOUNT PICTURES, N York, has allocated $250,000 radio, newspaper, national and f magazine and trade paper exploi tion of its forthcoming technico picture "Louisiana Purchas Buchanan & Co., New York, h dles the account.

REPORT FROM OPERATIVE 930



"I'm just telling you what I've heard, onel. It's all up and down the lines, That NBC-Red station in Oklahoma y by the name of WKY occupies an ost impregnable position with listen- in its market.

"The fact is, Colonel, that WKY is of the highest-ranking stations in the ntry from a program-rating stand- nt. Among NBC-Red stations in 31 the nation's most important markets pretty fast company, you'll admit— WKY leads them all in program rating from 3 to 5 p.m. It's in second place from 7 to 9 p. m. and in third place from 9 to 11 a. m. as well as 1 to 3 p. m. At no time, morning, afternoon or night, does it rank lower than seventh among these 31 outstanding stations. Nor does any other Oklahoma City station come close to WKY's rating at any time of day.

"Hadn't we better line up with this WKY outfit, Colonel? They ought to be a pretty potent force to have on our side."

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Advertising Industry Plans War Council

Means of Meeting Attacks to Be Devised

A WAR council among advertising groups to map means of meeting a growing anti-advertising movement and effects of the emergency will be held Nov. 13-15 at The Homestead, Hot Springs, Va.

Participating will be executives of leading advertising media and leaders of industries using advertising, who have been invited to sit with members of the Assn. of National Advertisers and the American Assn. of Advertising Agencies at a special joint meeting of the ANA and AAAA.

New ANPA Bulletin

As the advertising industry and associated media ponder the growing attacks on advertising, the American Newspaper Publishers Assn. on Oct. 27 issued a revised bulletin, "Government Takes a Hand More and More in Advertising Matters". The first version of this summary of antagonistic Government measures toward advertising was published Aug. 20 by the ANPA [BROADCASTING, Aug. 25]. A number of recent attacks against advertising by persons connected with Government are included in the bulletin.

A detailed survey of the winding Government anti-advertising front showing how both Congress and Federal agencies are gunning for advertising as an institution was printed in the Aug. 18 BROADCASTING.

In a prospectus issued by the joint ANA-AAAA committee handling the meeting, it is pointed out that advertising is seriously menaced by the impact of anti-advertising forces, accelerated by the national emergency. The purpose of the meeting, it is pointed out, is to bring before those most directly concerned with this problem—national advertisers representing business management, agencies and the national media—a carefully prepared presentation of the actual situation and the facts about advertising's place in the American system of free enterprise.

The ANA-AAAA groups have been gravely concerned in recent months about advertising and what may happen to business in the immediate future. This concern is shared by agency executives, magazine and newspaper publishers, broadcasting networks and stations, and other members of the advertising industry.

When these leaders get together at Hot Springs, they will take up a four-point program: Part I will be a presentation of the facts about the opposition to national brands and the advertising thereof; Part II will be a presentation of the facts about the economic effects of advertising and its vital place in the American system of free enterprise; Part III will consist of experience talks by high-ranking executives in business about the indispensability of advertising as a selling tool under the American economic system; Part IV will consider the question "What can we do about it?"

This four-point program is based on the conclusions of the ANA and AAAA that its course of action should include (1) a cooperative effort; (2) establish the facts; (3) effective presentation of those facts.

Two Sources of Attack

The two trade associations have voiced concern recently over the growing frequency and severity of the attacks on advertising, which they describe as the show window of business. These attacks come first from those who would destroy the American system of free enterprise and second from those who are sincere but wholly ignorant of the true function of and the facts about advertising.

Some of these attacks are based on the unsound doctrine, according to the ANA-AAAA, that advertising is simply an added cost to the consumer, that it fosters monopoly, that it is an economic waste, that trade-marks are an unreliable guide to quality, that advertising should be disallowed as a cost in Government contracts. All such attacks have had their effect on the American public, on consumer leaders, on teachers, and on Government officials, according to the ANA-AAAA.

Furthermore, these groups point out that there has been increasing talk of curbing advertising as a means of controlling inflation and restricting it as a means of controlling production. Two instances cited are the last-minute attempt to include a tax on radio and outdoor advertising in the revenue bill of 1941, and the actual incorporation in the bill of attacks on electrical advertising signs. In addition, there is the movement for mandatory standardization and mandatory government grading of consumer goods, hailed by many as a means of replacing brand names and their advertising.

In calling the joint meeting, the ANA-AAAA emphasized that the danger lies not so much in what the extremist elements in the anti-advertising forces are trying to do, but in the fact that the more moderate elements, among those in charge of the nation's machinery and in Congress, "simply don't realize what is taking place because they don't fully understand what advertising is and how it functions".

Furthermore, there is growing realization that one of the first and most important jobs is to bring about a better understanding of the dangers to advertising and its vital place in the American system among the rank and file of businessmen, employes, merchants, etc., as well as among those in the advertising business itself.

Adverse Influences

There is a general feeling that advertising, like other parts of the business system, is being affected by adverse influences, the ANA-AAAA officials believe. Just how significant this is and what can be done about it will be discussed at the meeting, which will serve to crystallize the situation and perhaps lead to constructive action.

Past attempts have been made to hold joint meetings but nothing has come of them, says the prospectus issued by the ANA-AAAA.

"The reason for this has been the realistic fact that the self-interests of the respective groups as viewed from a short-range, individual and competitive angle, have obliterated the longer range view of the interests of the whole. This has obscured the really important problem and the imminence of the danger to all", the prospectus says.

"Conditions are changing, however, and with such rapidity that now it seems that a sufficient number of leaders are aroused to the realization that something must be done, and done soon, about our common problems. But the essential requirement is that we approach the task with the simple conviction that the interests of the whole are the all-important job.

"Second, we must have the facts. There has been far too much disorganized rushing to advertising defense; in all too many cases the 'facts' have not been substantiated. There has been too much resorting to glittering generalities and unsupported claims which fall of their own weight for want of a firm foundation.

"In short, the attacks on advertising have not been adequately met. What is needed is to have the case for advertising properly prepared, to marshal the basic facts in such a way that they will prove of themselves how advertising functions, its vital place in maintaining our national economy and the necessity of keeping it going on a rational scale, as a part of the whole national program.

Answering the Attacks

"Those who need to have the story brought home to them are, in order of importance: (1) Those in or closest to the advertising business including advertisers, agencies and media; (2) the business fraternity at large and especially the management; (3) those in responsible positions in government; and (4) important influential consumer leaders and groups (now being done).

"Now it appears that we have more of the necessary material to provide those facts, that by calling upon the resources of the AAA, the AAAA and the media we could gather together in one place material to compose a thorough, comprehensive and convincing understanding of the real fundamental position of advertising in our economic life. Properly coordinated and presented, that job will provide the basis for answers to the attacks upon advertising by those who either would destroy it or do not understand its true function.

"As might be expected, it is a time-consuming job to digest the material and put it into the most effective form of presentation. But the first and most pressing thing is to get the facts before the parties most concerned, namely, the national advertisers, the agencies and the media. Beyond that, it is important to get the facts brought home to the manufacturers of the country, especially management.

"The quickest and the most effective way to do this is in convention where at one and the same time the story can be presented in logical order and in a true perspective to a representative audience of all related interests—business men

(*Continued on page 44*)



MYSTERIES OF VIDEO were explained to the Duke and Duchess of Windsor last Wednesday when they toured the RCA Bldg. in New York. Clay Morgan, assistant to the president of NBC, took them around. After being televised the royal couple stopped to renew acquaintance with Eddie Cantor before his *Time to Smile* broadcast for Bristol-Myers Co.

Congratulations, KDKA on Your 21st Anniversary

NOVEMBER 2, 1941



KDKA is worthy of the plaudits and best wishes of the entire radio industry. Twenty-one years of usefulness, of public service and of ethical broadcasting.

Chairman Fly of the F. C. C. designated WWJ* as "a veritable Methuselah among radio stations." As one Methuselah to another, we say, *Congratulations, KDKA.*

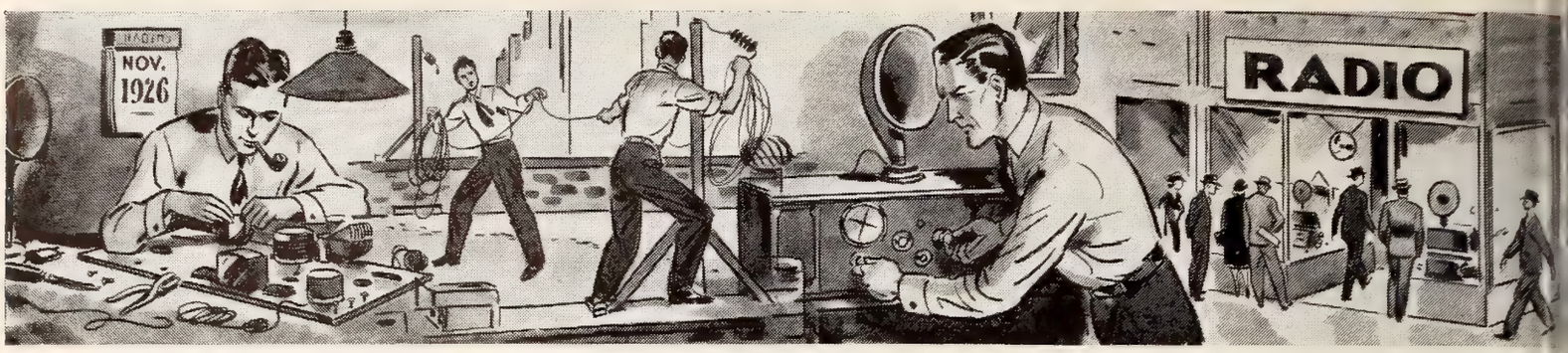
**On the air daily since August 20, 1920*

WWJ

Owned and Operated by The Detroit News

National Representatives

The GEORGE P. HOLLINGBERY CO., New York: Chicago: San Francisco: Los Angeles: Atlanta



The Story of Two Novembers...

This is November—and our Birthday Month:
The Fifteenth Birthday of the NBC Red Network
—But this isn't just a story about us.

This story is about some things that grew up with us
Between two Novembers, 15 years apart . . . a story
that's bigger than we are,
And we know it.

It isn't only something on a calendar.

And it isn't the sort of thing that you can analyze
By counting the colored counties on a map.

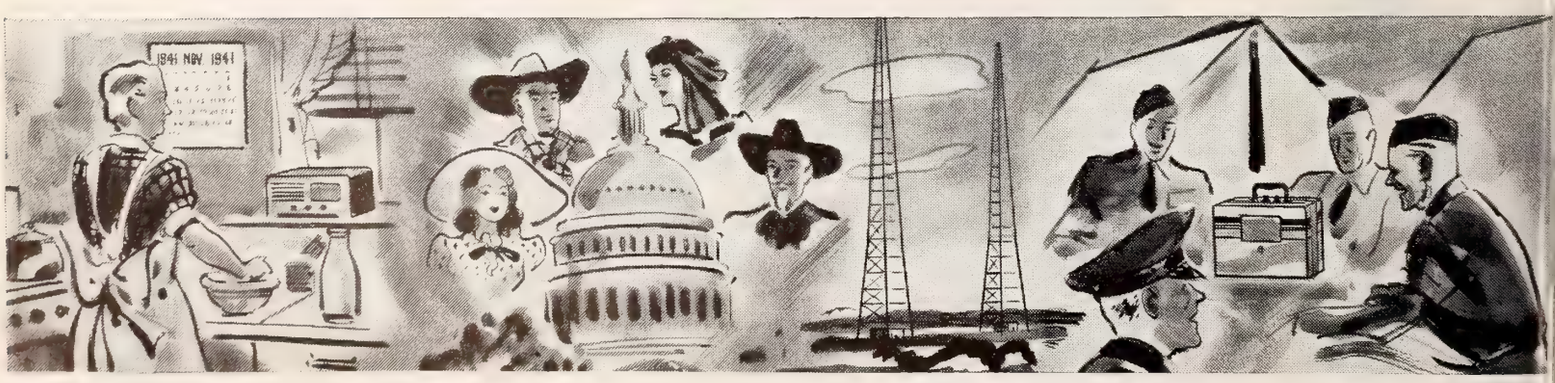
Though a map's one way to look at it . . .

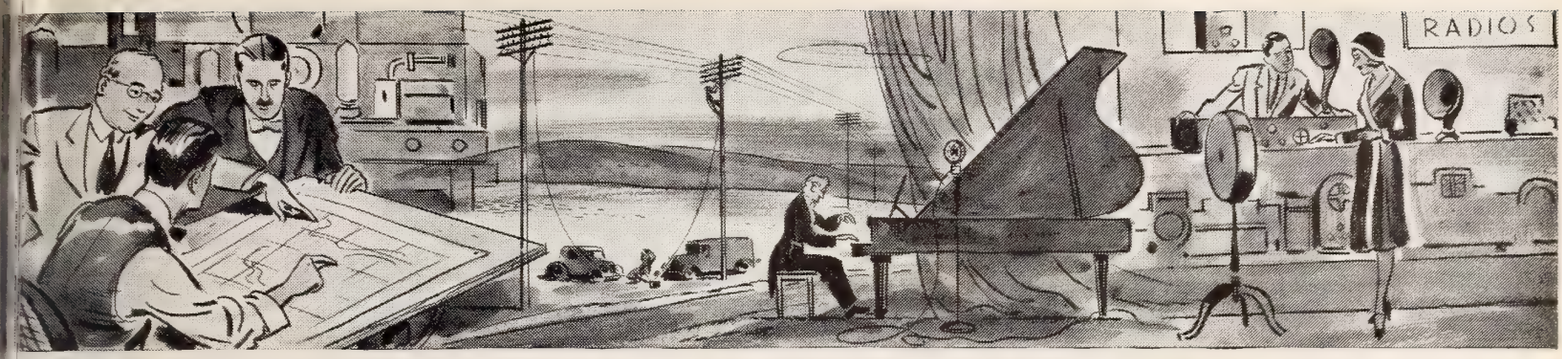
A map can show you how, for instance,
In nearly every county of America,
We can bring our people together, as into one room
—Out in Montana, down in Rhode Island, across the
plains of Texas—

When the President speaks to the people . . . when
the destiny of the nation rests with the people
. . . or when the people want to be told
The facts that a people should hear.

Yes—and a map can make you feel, perhaps,
How rich and poor, strong, weak, young, old
(But Listeners all!)
Are gathered today into a transcendent unity
Beyond achieving in that other November
15 years ago. We have removed forever
Cracker-barrel sectionalism . . . misunderstandings
between City and City, State and State.
And something has been born that was not here
before.

Other generations may have dreamed
What these last 15 years have made come true:
The pioneer, rolling westward through days of dust
And days of snow,
May have dreamed how some day we should end





The isolation of geography,
Binding New York to Cheyenne with the speed of light: hurtling darkness and storm; and through wind and lightning speaking
From the Atlantic to the Pacific, with

One voice
To one nation
Indivisible!

* * *

But the story isn't only in the maps . . .
It's in the people, after fifteen years.
It's a pattern in the people.

One-fourth of our people have lived with Network Broadcasting
Since the day they were born . . .
And more than a third of us have lived with it
Since we were five years old.

Count *that,* when you measure
The strength, the power, the influence
Of Network Radio today
On the minds of Americans!
It's a pattern in the people . . . Look around you.

It's a pattern in their living: their waking, their working: their leisure and laughter: their dancing and buying. They get up to network radio, and they go to bed to network radio.

It's a habit . . . and you can't erase it.

* * *

During these 15 years, the NBC Red Network has become a part of America.

It *belongs.*

Let's say it simply:—

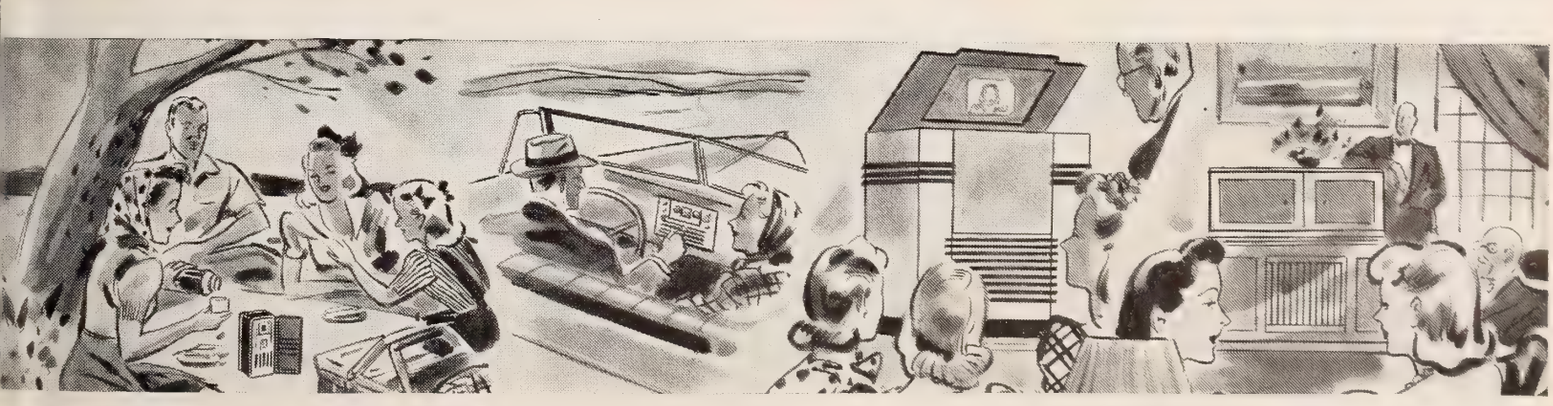
For 15 years, the National Broadcasting Company has been proud of its job. It's been a big job, and we've tried to give our best to it. We must have. For the network the country listened to *first* is still the network most people listen to *most!*

NBC *Red* NETWORK

The Network MOST People Listen to MOST

THE NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service



KOB 50 kw. Grant Protested by WJZ

NBC Charges It Was Given No Chance for Hearing

PROTESTING another case having all the earmarks of a clear-channel breakdown, counsel for NBC and its New York Blue network key, WJZ, filed with the FCC last Wednesday a petition for rehearing on the Commission's recent grant of duplicating facilities on WJZ's 770 kc. frequency to KOB, Albuquerque, N. M.

The brief charged that the FCC on Oct. 14, without application or hearing, had granted authority to KOB to operate unlimited time simultaneously with WJZ on 770 kc., 50,000 watts day and 25,000 watts night power, without affording WJZ an opportunity for hearing. The NBC petition was filed as a score of applications were pending with the FCC to secure increased facilities through duplication of clear channels.

Merely An Experiment

From the FCC side, it has been indicated the shift of WJZ's 50-25 kw. operation from the previously authorized 1030 kc. to 770 kc. had been approved as a "special service authorization" because of complications in connection with Havana Treaty reallocations involving KOB. The FCC had characterized the shift as purely an experimental move to secure "factual" information, indicating that further change may be made subsequently.

According to the NBC-WJZ brief, the FCC on May 7, 1941, granted KOB a 50 kw. construction permit for 1180 kc. Previously, on March 24, and effective March 29 with reallocations under the North American Regional Broadcast Agreement, KOB had been licensed to operate unlimited time with 10 kw. on 1030 kc. the clear channel occupied by WBZ-WBZA, Boston-Springfield. On June 3, the brief continued, the FCC granted KOB a "special service authorization" to operate with 50 kw. day and 25 kw. night on 1030 kc. Then on Oct. 14, without notice to NBC and without hearing, it authorized KOB to operate simultaneously with WJZ with 50-25 kw. on 770 kc., without application by Albuquerque Broadcasting Co., the brief declared.

Apart from allegations that KOB's operation on the WJZ clear channel would result in serious curtailment of WJZ service resulting from co-channel interference, the brief pointed out that WJZ has had pending since April 11, 1936, an application for power increase from 50 to 500 kw. on 770 kc. and maintained that the KOB grant amounts to a denial of this application without hearing.

Among 11 specifications of error, the brief charged that the FCC erred in making the KOB grant without the filing of any application by the station and without hearing; that the grant results in "a substantial modifiaction of the license now held by NBC" to operate WJZ, contrary to Section 312 (b) of the Communications Act; that the FCC is without power to make the grant in view of Sections 3.25, 1.71 and 1.352 of the FCC rules and regulations; that duplicated operation of 770 kc. "will be prejudicial to the priority rights of the United States on this channel" under the Havana Treaty; that the grant order was illegal and void and violated the Fifth Amendment. The brief also asked that the FCC stay its Oct. 14 order and reconsider and vacate its action. The brief was filed by D. M. Patrick, P. J. Hennessey Jr., A. L. Ashby, and Henry Ladner, NBC counsel.



FORMER FIRST LADY of Pennsylvania, Mrs. George H. Earle, signs her first commercial radio contract as I. D. Levy (left), chairman of the board of WCAU, Philadelphia, looks on with Ralph R. Diamond, president of Astra Jewelry Co. of Philadelphia, the sponsor. Mrs. Earle is wife of the U. S. Minister to Bulgaria.

Analysis of FCC License Logs Shows 167 Equipment Projects

WHY MANUFACTURING production lines must be kept open for maintenance and repair of broadcast operations is statistically illustrated by a recapitulation of outstanding Government licenses covering broadcast operations, standard as well as FM and visual.

An analysis of FCC license logs discloses there are 873 licensed standard broadcast stations in the United States. In addition, there are outstanding 41 construction permits for standard broadcast stations under construction, while 126 licensed stations have outstanding construction permits for installation of new equipment.

Others Pending

In the new field of FM there are five actually licensed stations with 52 under construction. In television, one commercial station is licensed and seven are under construction. These are exclusive of experimental television stations in operation or under construction.

According to FCC records, there are 16 experimental FM stations licensed under special authorization. There are 18 experimental television stations licensed, with 27 under construction. Two television licensees hold construction permits for installation of new basic equipment.

FCC and Defense Communications Board officials have indicated that because of the tight priorities situation occasioned by defense requirements, it may be necessary to stop all broadcast station construction except where deemed essential as a defense measure. In other words, the FCC may find it necessary to forego licensing of new broadcast stations in areas already adequately served. In areas not having sufficient service, however, the FCC, probably through DCB, will certify to OPM authorities that the proposed service is deemed necessary as a national defense measure.

Without considering new station construction, however, it is pointed out that the industry must be kept supplied with tubes, parts and replacements, to operate at maximum efficiency. Recent OPM rulings have tended to open the way for essential repairs and replacement material, but the outlook is regarded as extremely bleak, unless production lines are kept moving on such materials earmarked for essential commercial and private radio operations.

Alkine Spots

ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn), recently started a series of participating announcements 18 times weekly for 26 weeks on WOV WOR WPEN WIP WHOM WCAE. Agency is Redfield-Johnstone, New York.

Belo Case Review By Supreme Court

Highest Tribunal Will Hear Overtime Wage Decision

MOVING toward a final ruling on the question of how overtime pay must be determined under the Fair Labor Standards Act, the U. S. Supreme Court last Monday announced it would review lower court decisions in the Belo Corp. case, which, according to the Wage & Hour Division of the Labor Department, present the most far reaching issue since the legal validity of the Act was established. Arguments in the case may be heard late in November or December with a decision expected about a month later.

The case, bitterly fought through U. S. District and Circuit Courts by the Wage & Hour Division, revolves around a form of employment contract developed and used by A. H. Belo Corp., owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the *Dallas Morning News*.

Appellate Ruling

The company has maintained before the courts that an employe who guaranteed his employes a certain weekly salary might fix by agreement with them the rate to be used in computing overtime compensation. This position was upheld June 27 by the Fifth Circuit Court of Appeals, following appeal by the wage-hour administration of an earlier District Court decision handed down by Judge William H. Atwell in Dallas.

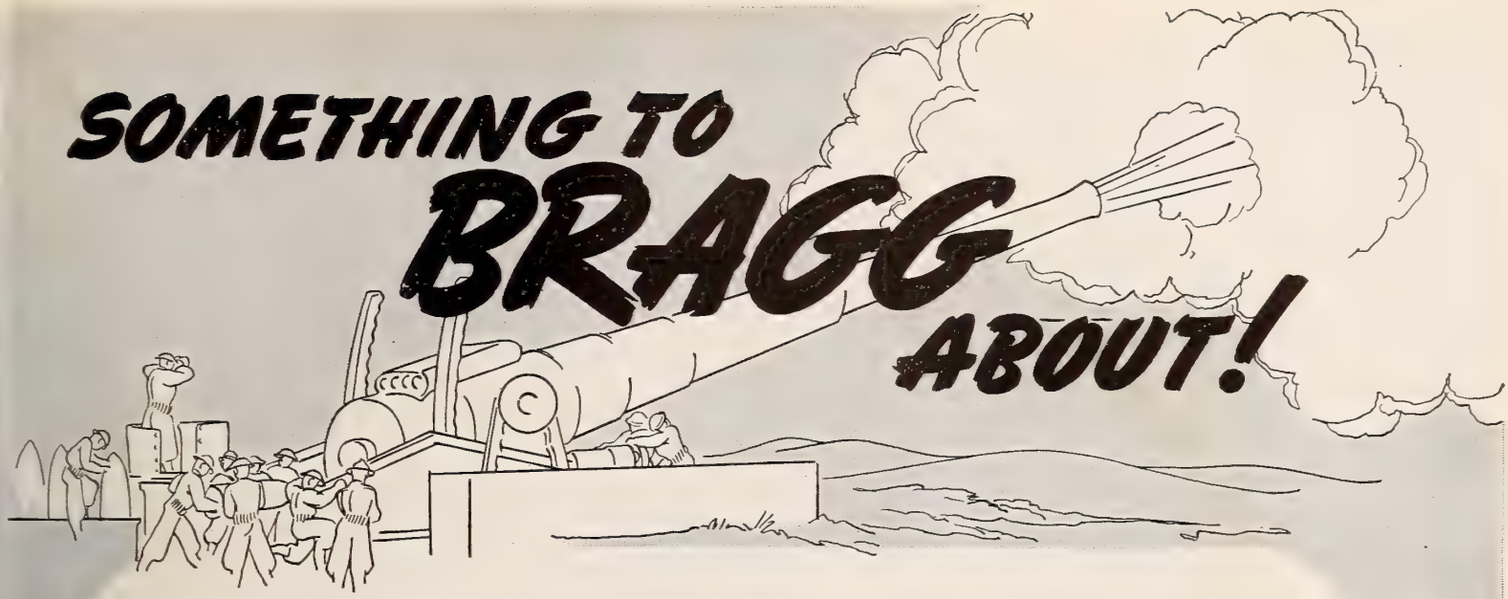
On the other hand, the Wage & Hour Division contended that the Act required that overtime compensation be computed on the basis of a rate obtained for each week by dividing the amount of the guaranteed weekly salary by the number of hours actually worked that week [BROADCASTING, July & Sept. 22].

Gen. Philip B. Fleming, Wage & Hour Administrator, has challenged the Belo contract as an evasion of the law. Should the lower court decisions stand, the Government maintains, most weekly salary arrangements "can be converted by 'contract' into arrangements for minimum or low basic hour rates requiring no additional compensation for work weeks in which the statutory maximum is exceeded." It is estimated that more than 1,500,000 employes subject to provisions of the Act "are directly or potentially affected by the availability of these contractual services.

Allcock Campaign

ALLCOCK MFG. Co., Ossining, N. Y. (Allcock's Porous Plasters) is conducting a campaign of one minute transcribed announcements three times weekly on 15 stations. Contracts run until February 1942. Agency is Small & Seiffert, New York.

SOMETHING TO BRAGG ABOUT!



NOW FULL TIME, WFNC offers you an advertising opportunity that's as obvious as a 21 gun salute. WFNC is the favorite station of the largest Army Post in the United States—nearby Fort Bragg with its 67,000 officers and men. The rich, rolling country in WFNC's primary area produces $4,226,000.00 worth of peaches, watermelons, cantaloupes, strawberries and vegetables a year. A year's tobacco crop brings $41,153,000.00 at average price levels. Cotton accounts for $7,241,000.00. These are last year figures. This year the Defense Program is making a bonanza of WFNC-land. Population in WFNC's home county has risen 60% since 1940. Last year there was a total population of 861,257 in this area with a spendable income of $244,451,000.00 (including the 67,000 officers and men at Fort Bragg who receive $27,600,000 annually). This year . . . who knows? You won't go wrong in WFNC-land . . . with WFNC.



WFNC

450 KC.
50 WATTS UNLIMITED

W. C. EWING, MANAGER

FAYETTEVILLE, NORTH CAROLINA

Radio Gives Musical Show a Lift

'Hellzapoppin' Offers Broadway Success Story

By MARLO LEWIS
Blaine-Thompson Co., New York.
Radio Director

ON SEPT. 22, 1938, the popular vaudeville comedians, Ole Olsen and Chic Johnson, opened a musical revue on Broadway called "Hellzapoppin"—an entertainment which followed no previously-created patterns, techniques, or formulas. It was a large, expensive show, built out of vaudeville units that had kept audiences on the road in stitches for some seasons.

"Hellzapoppin" met with a lukewarm reception from Manhattan's calloused theatre critics, who had nothing with which to compare it. But Olsen & Johnson and the Messrs. Shubert, their producing associates, knew they had a surefire audience pleaser, knew its comedy had been tested on the public outside of New York and couldn't miss in New York—provided audiences could be made to forget the critics' almost disdainful reports and be made to come to the theatre. Once inside its doors, the producers knew the audience would be delighted.

The Unknown Quantity

The problem was to create immediate and widespread interest in this extraordinary attraction. After much deliberation, a decision was made by C. P. Greneker, advertising and publicity director for the Messrs. Shubert, and the agency. This decision radically deviated from the promotion usually followed for a Broadway show.

The plan embodied the use of regular classified amusement listing in all metropolitan newspapers, and in addition—radio—a very seldom used medium in show business. This was the radical departure—the unknown quantity.

"Hellzapoppin" became a sensational success almost overnight. Within eight weeks its audiences had grown too large for its original New York theatre, and it took up quarters in the Winter Garden, Manhattan's largest legitimate playhouse. "Hellzapoppin" has just celebrated its *third* birthday and launched its *fourth* successive year in New York with no diminishing of its advance sale. It has given more than 1,300 performances. It is not only the longest-run attraction currently on Broadway—it is the longest-run musical show in the history of the entire theatre. To date, more than 2,500,000 tickets have been sold, considerably more than ever before purchased for a Broadway play.

Their First Show

The Messrs. Shubert and the agency were jointly curious about the continued success of "Hellzapoppin". We wanted to know whether the regular theatre audiences were coming back for a second time, or if this prodigious number of tickets were sold to new customers, people who ordinarily do not frequent the legitimate theatre.

Accordingly, a survey was made in the lobby of the Winter Garden. The results proved that a large percentage of "Hellzapoppin's" audience was witnessing its first Broadway show. Many of the play's patrons were from the five boroughs, and still more were from suburban areas near New York. The pattern of attendance closely paralleled the primary coverage area of any of New York's 50,000-watt radio transmitters.

This was interesting because during "Hellzapoppin's" three years on Broadway, the bulk of the radio appropriation has been spent on the four large stations in the New York area, the largest portion going to WABC.

The survey also disclosed that:

1. Radio helped sell the regular theatre-going audience—directed them where best to spend their money.

2. Radio brought in additional thousands of customers who *never before* had spent $3.30 for a ticket to a Broadway show.

Experiments made with various types of commercials proved that for "Hellzapoppin" good-natured ballyhoo of the circus barker variety produced the best results. Commercials are consistently given the light touch, but also get over such pertinent facts as the number of laughs in the show, the number of performances it has had in comparison to other long Broadway runs, etc.

One series of commercials was recorded by the stars themselves, opening with their familiar "Ha, ha-ha, I'm Olsen . . . Ho, ho-ho, I'm Johnson", continuing with a gag or two and including an invitation to "come down and see us at the Winter Garden".

Other experiments, with the placement of radio copy, showed that sponsored newscasts or announcements spotted next to news worked best for our peculiar product. Time of day does not seem to matter much; news and 8 a.m. and at midnight have both brought us audiences for the commercials which in turn produced audiences at the Winter Garden. Oddly enough, trials at placing our commercials on comedy programs which are available for participating sponsorship were somewhat less successful. All in all, however, radio has clicked.

Others Follow

And now we have proof that an amusement advertising medium can promote an amusement. That radio can sell theatre tickets. That the theatre's audience can be increased through the use of radio. That a demand can be created for an expensive luxury item like a Broadway play through the means of radio.

And "Hellzapoppin's" use of radio during the past three years has pioneered for other Broadway shows. In the past two seasons we have purchased radio time on 10 different New York stations for such shows as "Higher & Higher", "The Male Animal", "Separate Rooms", "Claudia" and "Pal Joey". This means a completely new field of advertisers for radio.

If this be an indication, radio may begin to look for a realignment of amusement advertising expenditures, not only from legitimate theatrical producers who sell seats up to $3.30 and $4.40 apiece, but from the thousands of local motion picture exhibitors, as well as the motion picture producers themselves. This very well may be the next group of advertisers to move in on the airwaves.

TRUMAN BRADLEY, Hollywood announcer, has been signed for the featured heavy role in the Universal Pictures film, "Panama Kid", now in production, having recently completed an assignment in "Keep 'Em Flying", also released by that studio.



HIGH-POWERED EXECUTIVES examine 5,000-watts of new RCA transmitter installed by WSYR, Syracuse. About 300 radio advertiser and agency executives, attended the mid-October dedication. Here are (l to r) Sidney Strotz, NBC program vice-president; Col. Harry C. Wilder, president of WSYR; Fred R. Ripley, vice-president of WSYR; William Hillman, NBC commentator and journalist; Niles Trammell, NBC president, and Armand Belle Isle, WSYR chief engineer. Messrs. Trammell, Strotz and Hillman addressed the assembled visitors.

Oil Firms Revert To Selling Them

But Conservation, Defen Thought Is Not Abandoned

WITH THE recent pronouncem by Federal Petroleum Coordina Harold L. Ickes removing rest tions on the sale of gasoline in East, oil companies and market serving the seaboard are ag revamping their commercial ra copy, removing the "shortage a conservation" theme and substit ing straight selling copy with so emphasis continuing on "conser tion for national defense".

Since early July, when the ga line curfew went into effect, companies have used non-selli conservation copy, without curt ing radio expenditures [BROADCA ING, July 21]. Agencies handli petroleum accounts have indica that copy will revert to strai selling placing emphasis on sav for personal gain, advising mot ists to take care of their car a drive at moderate speeds to more miles for their own inter Some continue to mention gas-s ing as a patriotic duty.

Back to Selling

Esso Marketers, which made total of 2,870 announcements u ing conservation of motor and f oil during the shortage period. now opening each broadcast w "Gas is an important defense m terial; use it economically".

Richfield Oil Co. has gone b to the personal-gain emphasis, have Socony-Vacuum and Sun. lantic will plug White Flash straight copy, while Cities Serv will hold closely to the patri theme, emphasizing that each g lon of gas saved can be used the armed forces. Shell, Gulf Texaco continue as before. T did not change copy since their dio advertising is on a natio basis and not localized in the E

Republic Campaigns

RADIO will be included by Rep lic Productions Inc., in its $100, special exploitation campaign the film, "Lady For a Night." extensive campaign, including dio, has also been set up for Edward Small film, "The Corsi Brothers." Rudy Montgelas, N York executive of Buchanan & agency servicing the account, in Hollywood during late Octo to complete details.

Illinois Meat Spots

ILLINOIS MEAT Co., Chic (Broadcast Corned Beef Ha meat products), on Oct. 30 star a varied 13-week schedule of tr scribed announcements on W and WBBM, Chicago; WA WOR, WHN and WEVD, N York; and WAAT, Jersey C Other stations will be added. Ag cy is Arthur Meyerhoff & Chicago.

DORIS DENELT, vocalist of KR Oakland, Cal. has been signed by versal Pictures, Hollywood for a se of singing roles. She is the wif Keith Kirby, assistant manager KROW.

Mrs. "Moneybelt" Homemaker DEPENDS ON "Her"!

Housewives are true homemakers in the Cowles Stations area. They want worthwhile facts and friendly counsel from radio people who talk over homemaking problems with them.

That is why the three friendly Home Economics counselors of the Cowles Stations get the "tune-in" nod in this area of some 1,500,000 radio homemakers. Each of these homemaking specialists knows her listeners in her locality — and caters directly to their likes and dislikes.

So we talk about results, based on actual response to these friendly, intimate personalities. After all, results are so much more important than far-fetched station claims of having practically all the listeners — and such.



Libbie Vaughan, chief chef for seven years of WMT's Magic Kitchen, performs sales magic for advertisers on her program.



"Your Neighbor Lady" — Wynn Hubler — does a plus job for advertisers who seek the responsive, neighborly WNAX audience.



Helen Watts Schreiber smoothly handles home economics on KSO, Des Moines. Stand-out sales getting results are her specialty.

WMT
CEDAR RAPIDS-WATERLOO

KRNT
DES MOINES

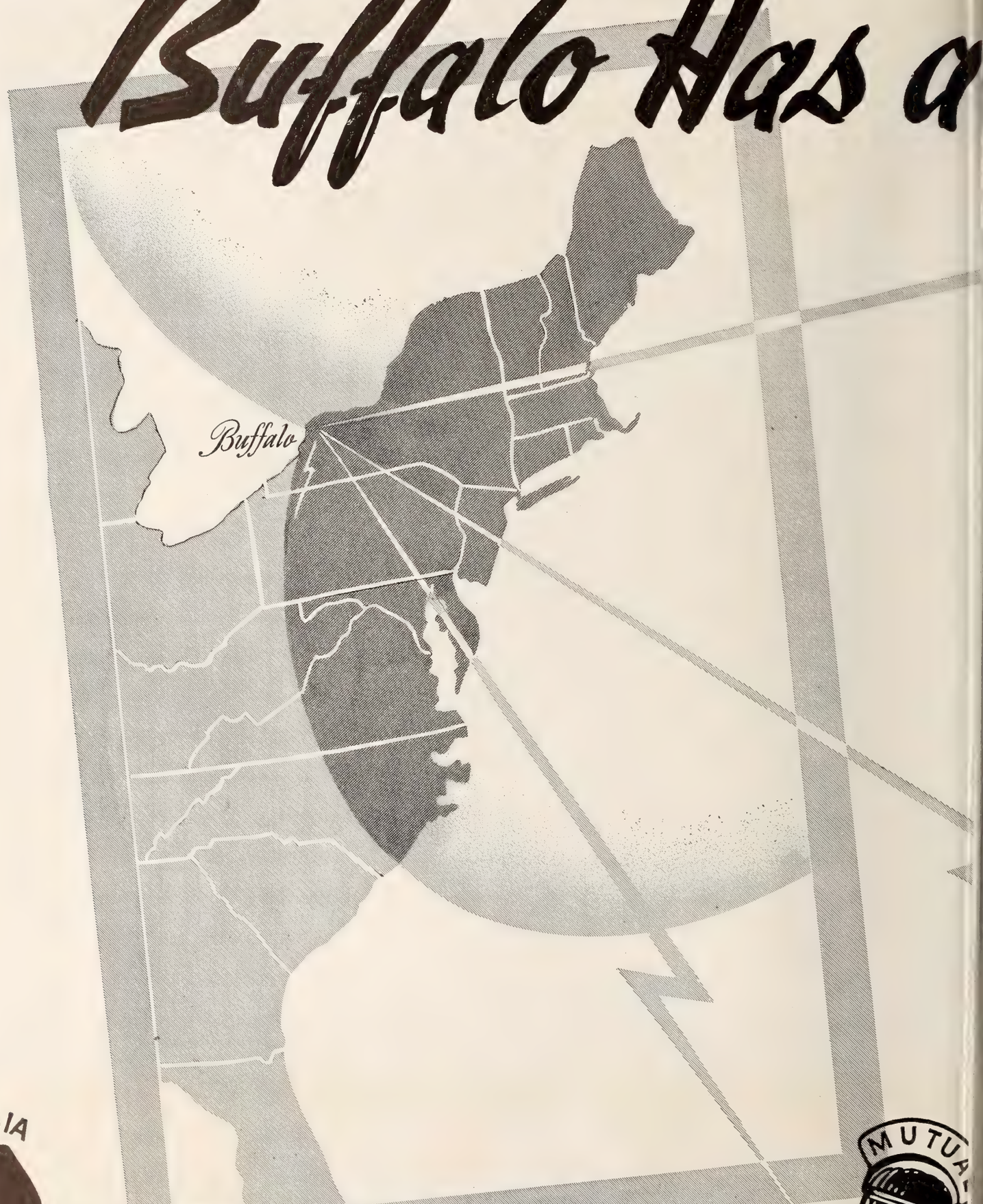
THE Cowles STATIONS

KSO
DES MOINES

WNAX
SIOUX CITY - YANKTON

Represented by The KATZ Agency

Buffalo Has a



COLUMBIA

1520 K.C. **WKBW** • **WGR** 550 K.C.

50,000 WATTS • COLUMBIA 5,000 WATTS • MUTUAL

MUTUAL

National Representatives: FREE & PETERS, INC.

New 50,000-Watt Radio Map

...and advertisers have radio's biggest circulation bonus through WKBW's and WGR's new $350,000 Transmitter Plant

Buffalo today has a new radio map — a map that adds millions of listeners to your radio dollar.

Through a new $350,000 transmitter plant — the most modern installation in America — the Buffalo Broadcasting Corporation offers advertisers:

1. **WKBW**, Buffalo's *only* 50,000-watt station, carrying Columbia network programs, with an eleven-state night time coverage of 12,000,000 people.
2. **WGR**, at the dial's most favorable position — 550 kilocycles, carrying Mutual network programs, with the greatest regional coverage of any Buffalo station—5,000 watts by day, 1,000 watts, directionally intensified, by night.

Backed by the most extensive promotional campaign ever launched by any Buffalo radio station, **WKBW** and **WGR** now are in position to give advertisers the largest radio circulation per dollar ever offered in this half-billion dollar market.

For top results, make **WKBW** or **WGR** your *first* choice in Buffalo.

BBC's SECOND Major Improvement in 30 Days

The opening of our new transmitter plant is BBC's second big forward stride in 30 days. The first occurred on September 28th when WKBW became the exclusive outlet for the Columbia network programs and WGR became the permanent outlet for the Mutual network's expanded schedule.

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, N.Y.

Durr Is Confirmed To FCC Position

Senate Acts Speedily on New Member of Commission

IN ALMOST record-breaking time, the nomination of Clifford J. Durr to be a member of the FCC was confirmed by the Senate last Wednesday.

The Senate Interstate Commerce Committee approved the nomination at a brief meeting last Monday, reported it the same day to the Senate, and after the requisite legislative day lay-over, the Senate confirmed the nomination without opposition at its Wednesday executive session.

No Opposition

With a dozen of the committee's 21 members present, Mr. Durr's nomination was ratified unanimously. Because several Republican members wanted to know more about the appointee, he was called to the Capitol Tuesday morning and made a brief appearance.

Mr. Durr, it was stated following the meeting, explained that he was not familiar with the FCC's operations beyond what he had read in the public prints and had heard since his nomination by President Roosevelt last month. He was questioned briefly by committee members and excused.

Senator Lister Hill (D-Ala.), who co-sponsored the Durr nomination, urged the committee in executive session to report the nomination promptly and give the FCC its full quota for the first time since the expiration of the term of Frederick I. Thompson June 30. Mr. Durr's term is for seven years from June 30.

Interviewed by BROADCASTING, Mr. Durr asserted he joins the FCC "with an open mind". He said he had no preconceived notions about any aspects of the FCC's work and proposed to "brush up" on the Act and on FCC activities.

Plans Short Leave

After he is sworn in, Mr. Durr said, he planned to spend a short vacation with his parents at his home in Alabama before assuming his duties.

Mr. Durr asserted that his chief, Jesse Jones, Secretary of Commerce and Federal Loan Administrator, had "agreed to fire me" so he could assume the FCC post.

He has been assistant general counsel of the RFC since 1937, having joined that agency fresh from an Alabama law practice four years earlier. With the creation of the Defense Plant Corp. last August, he was named its general counsel—a $10,000 post. He will draw the same stipend as a member of the FCC.

It is presumed Mr. Durr's primary interests will center around broadcasting and related fields as a member of the FCC. While commissioners function on all FCC activities, particular members have been more prominently identified with specialties. Messrs. Fly, Craven and Case, for example, deal primarily with broadcast activities, while Commissioners Walker and Wakefield, by virtue of their background in public utility-common carrier operations, are associated principally with telephone-telegraph matters.

An Alabama Democrat, a Rhodes scholar and a high-ranking lawyer in Administration circles, Mr. Durr has had vast experience in industrial and business affairs during his eight-year tenure with the RFC. That agency is regarded as more closely allied with private business operations than perhaps any other in Government. This background and experience, it was thought, would serve him in excellent stead in dealing with broadcast regulation as a private business pursuit, as well as with the common carrier utilities in the field.

The 42-year-old Alabaman is a brother-in-law of Supreme Court Associate Justice Hugo Black. He is a member of the board of legal examiners created last summer by the President to deal with problems of lawyers in civil service.

NEW MEMBER OF THE FCC



CLIFFORD J. DURR
Photo Taken Shortly After Senate Confirmation

SOME TIPS TO BANK SPONSORS

Basis of Successful Use of Radio by Financial Institutions Is Attributed to Copy

THE DOMINANT financial program preference is for spot announcements, according to an analysis of radio advertising by John J. McCann, appearing in the September issue of *Banking*. The study is based on a canvass of 795 stations and the experience of 688 bank sponsors.

Essence of success in radio advertising by financial institutions rests in the copy, according to a comment on the article by Lewis F. Gordon, assistant vice-president of Citizens & Southern National Bank, Atlanta, writing in the October issue of the *Financial Advertisers Bulletin*. The word "copy", of course, refers to programs.

Program Problem

The radio advertiser's problem, Mr. Gordon points out, is to draw the listening public to his program since the listener tunes only to one station at a given time. Inability of many advertisers to furnish a competitive program led to the spot announcement, according to the article, which describes it as "a simple device for capitalizing the listening audience already drawn to the station by a popular program".

After reviewing the strength and weakness of announcements, gives a resume of factors to be taken into consideration by advertisers. Among them are the time of day, preceding and following program, on other stations. The article observes that spot selection is difficult because of a shortage of good time and suggests that the advertiser consult the station's representative, describe his wishes, and when a desirable time becomes available, pick it up. "That is the way the national announcement advertisers build their schedule," the article states. "Gradually you will be able to work toward your ideal schedule.

Suggestions are given for copy preparation and frequency with which copy is changed. The matter requires careful study, Mr. Gordon writes, with emphasis on brevity.

WCHS Request 50 kw. on 640 kc

Fifth Petitioner for Facility WFTL Seeking 710 kc.

A FIFTH applicant for assignme to the 640 kc. clear channel, which KFI, Los Angeles, is t dominant station, was register last Tuesday with the filing of application by WCHS, Charlesto W. Va., for a shift from 580 kc. the clear channel with an increa in power from 5,000 to 50,0 watts.

Other pending applications f assignment to the frequency i clude those of WCKY, Cincinna and WJHP, Jacksonville, Fla., ea seeking 50,000 watts; WOK Albany, N. Y., with 5,000 watts, WHCU, Ithaca, N. Y., with 5,0 watts. WHKC, Columbus, operat on 640 kc., limited time, with 5 watts, while WOI, Ames, Iowa, college station, uses 5,000 wa daytime on the frequency.

WKRC, Cincinnati, also will an application for 640 kc., w 50,000 watts. It is now on 550 k using 5,000 watts day and 1,0 night.

WFTL Application

Further encroachment on 710 k occupied at present by WOR, N York, and KIRO, Seattle, b 50,000-watt Class 1-B stations well as KMPC, Beverly Hills, C 10,000-watt Class II station, is se in the application last week WFTL, Fort Lauderdale, Fla., fi last Tuesday. WFTL would m from its present 1400 kc., incre to 10,000 watts and install a dir tional antenna for night use.

KXA, Seattle, currently on kc. with 1,000 watts as a limi time station to WJZ, New York, dominant I-A station on that f quency, has filed an applicat with the FCC for an increase power to 10,000 watts and a cha to unlimited operation with a dir tional antenna for day and ni use. KOB, Albuquerque, N. M., also holder of a recent special se ice authorization from the Comm sion to operate on 770 kc. w 50,000 watts daytime and 25, watts night.

Jacques Schedule

JACQUES SEED Co., Presc Wis. (Jacques Proven Hybrid started its third broadcasting s son Oct. 20 with a schedule of one-minute announcements, an crease over schedules previou used, to be broadcast thrice-wee on the following Corn Belt s tions: KROC KWLM WI KYSM KSOO WKBN WT WDAY WSAU WTAQ WI WEAU KWAT. Triangle A Agency, Chicago, placed the count.

PROMOTIONS have been ordered three NBC page boys in New Y Francis J. Donnelly, Jr. becom clerk in the treasurer's office. Wa E. Hyde shifting to clerk in the au ing division, and Robert Larral going to the international division traffic clerk.



What d'ya mean Four Networks?

we only hear one!



Look, mister . . . I just make surveys. When I ask which of the 4 networks you listen to most, does that make me know why you can only get one . . . Don Lee?



I get the same story in hundreds of towns up and down the Pacific Coast. . . . Four networks broadcasting, yet listeners can only get Don Lee. They tell me it's mountains. Most of the Pacific Coast towns are surrounded by 'em.

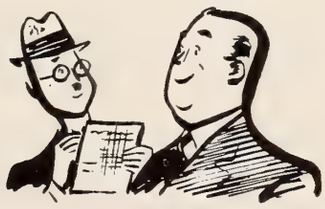


Naturally you get good reception from Don Lee . . . they have a station right smack in the middle of every important town on the Pacific Coast (32 of 'em), while the other networks' messages often come from hundreds of miles away and sail right over the mountains. You can't get reliable long distance reception in this man's country.



What happens in towns where the four networks are located? Well, I understand in the Los Angeles, San Francisco, Seattle and Portland markets Don Lee ties for first place with 6 firsts out of the top 14 Pacific Coast evening shows.*

**That's right, brother. A Hooper Survey proves it. Write Wilbur Eickelberg, Gen. Sales Mgr., for actual survey.*



You would think most of the advertisers would use Don Lee? Well, as a matter of fact, more Pacific Coast advertisers do use Don Lee than the other three networks combined. Now about my survey, which of the four networks do you listen to most? Oh, that's right —you can only get Don Lee.

Thomas S. Lee, Pres., Lewis Allen Weiss, Vice-Pres., Gen. Mgr.
Don Lee Studios, 5515 Melrose Ave., Hollywood, California

Mutual
DON LEE

Name Baker, Lang GE Vice-Presidents

Major Change in Setup Made By Wilson Appointments

APPOINTMENT of five new vice-presidents by the board of directors of General Electric Co. was announced last Monday by Charles E. Wilson, GE president. The newly-elected executives, named in connection with a major organizational change in the company, are Dr. W. R. G. Baker, Chester H. Lang, David C. Prince, Elmer D. Spicer and Harry A. Winne.



Mr. Lang



Mr. Baker

Under the new organization plan, the company will include four major operating departments: radio and television, headed by Dr. Baker; appliance and merchandise, under Vice-President Hardage L. Andrews; lamp, under Vice-President Joseph E. Kewley; apparatus, staffed by five vice-presidents whose duties have been delegated along functional lines. These five officials are Mr. Lang, in charge of defense activities and continuing also as manager of apparatus sales; Mr. Prince, in charge of application engineering; Earl O. Shreve, commercial activities; Mr. Spicer, manufacturing; Mr. Winne, design engineering.

Vice-Presidents William R. Burrows, formerly in charge of general manufacturing operations, and Roy C. Muir, formerly in charge of general engineering operations, under the plan will become members of the president's staff, carrying out special assigned duties in their respective fields.

Baker a Pioneer

Dr. Baker, well-known broadcasting pioneer, joined the GE research laboratories in 1917. During the War he was active in developing broadcast equipment for the Army and Navy, and when GE set up a separate radio department, he was named designing engineer in charge of transmitters. In 1924 his supervision was extended to all GE radio products, and in 1926 he was given complete charge of development, design and production.

When RCA-Victor Corp. was formed in 1929, Dr. Baker headed its radio engineering activities in Camden, becoming general manager of the RCA-Victor plant. In 1935 he returned to GE and became managing engineer of its radio receiver activities in Bridgeport, Conn. In 1939 he became manager of the GE radio and television department. Dr. Baker also served as chairman of the National Television System Committee, organized in July, 1940, through FCC-industry cooperation, which during 1940-41 developed visual broadcasting technical standards leading to commercial television authorization by the FCC.

Mr. Lang, a Michigan U graduate, joined GE in 1919 as a traveling auditor after service overseas with the 35th Division. In 1922 he became assistant manager of the publicity department, later serving as comptroller of the budget from 1926 to 1932, when he became advertising manager and manager of GE broadcasting activities. He has served for two years as president of the AFA, and later as chairman of the AFA board. In April, 1940, Mr. Lang was made apparatus sales manager, and shortly afterward also was named chairman of the GE defense coordinating committee.

Proposal for Broadcast Franchise Tax Likely to Remain Inactive Until Spring

PROPOSALS for a franchise tax on the radio broadcasting and communications industries probably will get no serious consideration from Congress until April or May, when new tax legislation is brought up. This was revealed last Tuesday when BROADCASTING learned that Congress plans to confine coming legislation effecting administrative changes in the Internal Revenue Code to strictly administrative matters, with nothing in the way of new taxes or revised rates to be included.

Coming in the face of information that the Treasury Department already is conducting studies along the franchise tax line and knowledge that the FCC for some time has been working up a comprehensive cost-of-regulation tax plan for the broadcasting and communications industries, the revelation of Congressional plans cast a new light on radio tax prospects.

Previously it was understood that some sort of franchise tax provision possibly would be worked into the amendatory legislation for the Revenue Code, which would have meant that the proposition shortly would have been due for serious consideration by Congressional committees.

FCC Inactive

FCC Chairman James Lawrence Fly stated at his press conference last Monday that there were no developments on the cost-of-regulation plan espoused by part of the Commission membership. The plan has been discussed periodically by FCC officials, but has been passed over for the last several weeks [BROADCASTING, Oct. 27]. Chairman Fly indicated that no decision had been made on whether the Commission should advance its suggestions to Congress in the form of a full-blown legislative proposal for a broadcasting-communications franchise tax. Some members are known to feel that the proper procedure would be to hold official suggestions in abeyance until Congress asks the FCC for its views on the franchise tax idea.

The general idea of the pending plan was outlined by Chairman Fly Aug. 18 at an appearance before the Senate Finance Committee during consideration of the 1941 Revenue Act, from which finally was deleted a controversial provision for a 5-15% Federal tax on radio's net time sales of $100,000 and more annually.

Although the Treasury Department has started its franchise tax study, complying with instructions by Congress, it was indicated by the Joint Committee on Internal Revenue Taxation that that group has taken no steps in the same direction and is not disposed to do so until the administrative amendments are out of the way. Also it was indicated that the committee was interested in avoiding repetition of any "half-baked" proposition such as the recent 5-15% tax proposed on radio's net time sales.

Video for Latins

PROPOSAL to secure films from Brazil and the Argentine for American telecasting was set forth last week by Myron Zobel, president of Telecast Productions Inc., New York, in a wire to Col. William J. Donovan, head of the Office of Coordination of Information in Washington. South America, according to Mr. Zobel, will represent an important television area for advertisers and our markets must offer reciprocal opportunities and in the near future television will bridge the distance between the two continents by direct telecasts via coaxial cable and relay stations. Mr. Zobel also cabled Dr. Julio Barata, director of radio of the Departmente de Propaganda of Brazil requesting an interview emphasizing that he proposes to visit that country to bring back a record of Brazilian life and culture and not in an effort to impose our ideas on them.

MBS Program Meeting

PROGRAM DIRECTORS of key stations will hold their second meeting this year Nov. 10-11 at the Hotel Stevens, Chicago, with Adolph Opfinger, MBS program manager, presiding. Semi-annual affairs, the first meeting was held last January in New York, at which time arrangements were made for the presentation of four station-created daytime script shows to run six times weekly, and additional news periods.

'Digest' Renews

READERS' DIGEST ASSN., Chappaqua, N. Y. (magazine), the week of Oct. 27 renewed for another four weeks its schedule of one-minute announcements three times weekly on 66 stations. Agency is BBDO, New York.

YOST HEARS GAME

Michigan Sports Savant Bases Talk on Air Account

FIELDING H. YOST, grand o man of Michigan football, slat to provide a critical analysis of t gridiron battle, faced a gatheri of several hundred Detroit footba fans recently a few days after t Michigan - Northwestern U gam His comments had been advertis as a principal attraction on t program, so faces fell a mile wh he opened his talk: "I didn't s the game Saturday".

"But perhaps I know more abo it than if I had been there," Coa Emeritus Yost continued. "I s down by a radio in Ann Arbor a charted the game. I put down eve yard that was gained or lost by plunge, a penalty, a pass or a pur I checked Kuzma's kicking a Westfall's smashing. I checked t Northwestern backs yard by ya Later I saw moving pictures of t game from start to finish. I thi I know as much about it as if had been at Evanston — may more."

Then, basing his observatio largely on the running account p vided by Ty Tyson, sportscaster WWJ, Detroit, who covered t game, Hurry Up went into a per trating analysis of the play of t preceding Saturday.

NBC has signed a renewal contr with Herman Taylor, Philadelp fight promoter, for the Adam H *Sports Parades* exclusive broadcasts fights at Shibe Park and Conventi Hall on NBC-Blue with Sam Ta and Bill Stern as announcers.



MERCHANDISING PLANS f the four broadcasts featuring Sh ley Temple to be sponsored on C during the Christmas season Elgin Watch Co. were the subj of this confab held in office Frank R. Brodsky (seated), adv tising manager of the company Elgin, Ill. Stanley Holt of Willi Esty & Co., New York, agency recting the four programs, poi to a still of the juvenile star, wh Thomas D. Connolly, CBS progr promotion manager looks on. T broadcasts will fill in the four-we layoff of *Hollywood Premiere*, represent the watch company's fi network radio since 1936.



WDAF A Public Service To Its Community

The story of defense needs is being thoroughly told to the Middle West over WDAF. There is no defense bottleneck on WDAF.

Fifty-seven regular news broadcasts each week . . . plus news bulletins when they break. Quality rather than repetitious quantity in news dissemination has made WDAF the accepted station for news dependability and news integrity in the Kansas City area.

Whether it's news, defense, charity, schools, churches—the community looks to WDAF . . . and does not look in vain.

WDAF

KANSAS CITY

The Other Fellow's VIEWPOINT

Strictly Sausage

EDITOR, BROADCASTING:

In your Oct. 13 issue on page 22, you show a picture of Don McNeill and other Swift executives seated about a breakfast table, supposedly buckling down to Swift's Premium Bacon.

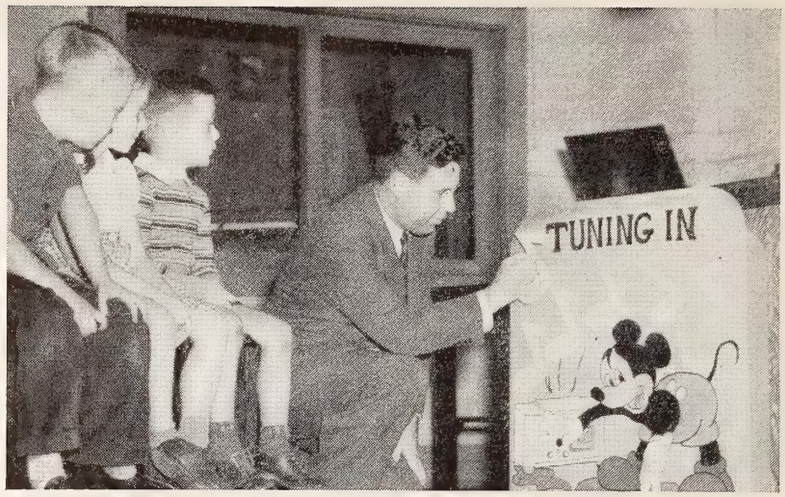
Actually, this breakfast broadcast was the kick-off for the fall season of sausage advertising.

Swift Sausage executives do not like to be publicized as connected with Bacon.

Please correct.

BUCKINGHAM GUNN,
Director of Radio,
J. Walter Thompson Co., Chicago.

FRANK STEMPEL, head of Frank Stempel Agency, Hollywood production and talent service, is the father of an 8½-lb. boy born Oct. 24.



CARTOON CHARACTERS form the basis of a child radio program study conducted by Dr. Clarence Morgan (kneeling), director of radio education at Indiana State Teachers College. His classes have built several scoring boards using comic strip and Mother Goose research, which hold attention of the children while they play a game of scoring. Dr. Morgan is heard on WBOW, Terra Haute, as the Hoosier Schoolmaster.

AGENCY Appointments

BRODIE & HAVRIE, Montreal (flour), to J. J. Gibbons Ltd., Toronto.

NEW MASSES, New York (publications), to Halpern Adv. Agency, N. Y.

DAVID G. EVANS COFFEE Co., St. Louis, to Ruthrauff & Ryan, N. Y.

FALSTAFF BREWING Corp., St. Louis, to Ruthrauff & Ryan, N. Y.

F. L. KLEIN NOODLE Co., Chicago, to McGiveran-Child Co., Chicago.

THE WEEKLY MASSES Co., New York (*New Masses* magazine), to Vanguard Adv., New York. Radio plans in the making.

S. B. THOMAS Inc., Long Island City, N. Y. (bread & muffins), to Sherman K. Ellis & Co., New York. Using radio.

GREAT LAKES VARNISH WORKS, Chicago, to Ivan Hill Adv., Chicago. Radio may be used in smaller markets, with dealer cooperation.

C. F. MUELLER Co., Jersey City (Macaroni), to Maxon Inc., New York. Plans not yet formulated.

KFBK Sacramento, California

Receives AS MUCH DAYTIME MAIL PER CAPITA from 1204 Cities, Towns and Villages as from the City of Sacramento

ASK ANY PAUL H. RAYMER COMPANY OFFICE FOR PROOF

McClatchy Broadcasting Co.

Serving the Rural West

KFBK Sacramento

DEMAND FOR TALENT
WFBL Develops Formula for Regional Bookings

FACED with steady demands for outside appearances of WFBL's *Musical Clock Gang*, the management of the Syracuse station evolved a standard booking arrangement to equalize appearances between large and small communities.

Under the plan, the seven-piece studio band, headed by Don Anderson, is available for dances staged by schools or responsible civic groups in need of funds. Charge regardless of the size of the community or the admission price, is always the same with WFBL charging off whatever deficit there is, if any, to promotion. The agreement also provides for other station features and stars.

New WRUW Frequency

WRUW, international station of World Wide Broadcasting Corp. located at Scituate, Mass., last Tuesday was granted a modification of its license to permit use of the additional 9700 frequency, providing no objectional interference results to service of other stations which in the opinion of the Commission have priority of assignment.

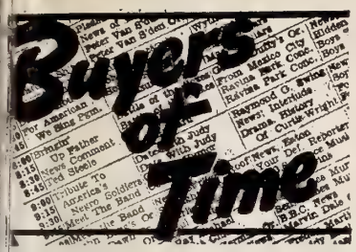
WDRC

CONNECTICUT'S PIONEER BROADCASTER

up - Up - UP

Month after month, Connecticut's Effective Buying Income shows a greater increase—higher than any state in the U. S. A. (Sales Management's report). Use WDRC in Hartford, and take full advantage of your sales opportunity in Connecticut's Major Market.

Basic CBS for Connecticut





JOHN BIMEL GUEDEL

[RED seven times from the same b within three years! That rec- d belongs to John Bimel Guedel, nebuyer and vice-president in arge of radio for Dan B. Miner ., Los Angeles. By the time John ceived his walking papers for the xth time from the Hal Roach udios, he decided it wasn't very eady work, and maybe radio ould be better.

After spending the first eight ears of his life in Portland, Ind., here he was born Oct. 9, 1913, hn came to Los Angeles, emerg- g from U of California at Los ngeles in 1931. For the next ree years, John insists, he lived e life of a bum. Writing blurbs r a new-born comic strip landed m a job in 1934 with Newspaper nterprise Association, Cleveland, here he authored the syndicated lumn, "Barbs." However, within month came another offer from al Roach studios, and the sub- equent oscillating career as writ- r. He submitted an idea for a adio show to Dan B. Miner Co., April, 1937. Agency heads idn't buy the idea, but they gave im a job writing an hour variety how, titled *Houseparty*.

When Clyde Scott resigned as gency radio director to become ales manager of KFI-KECA, Los ngeles, John took over the former ost, in July of 1938. Guedel as- umed his present position as vice- resident in charge of radio in pril, 1941.

John maintains a firm theory hat network programs scheduled ack-to-back should be so dove- ailed that they are able to plug ne another, thus having individual ponsors cooperate to create solid locks of entertainment for the adio audience. Married since 1936 o Beth Pingree, Guedel lives in Beverly Hills, with a pseudo-water- all in his backyard consisting of ecorded sound effects.

WARING GILLESPIE, former man- ger of the radio department of J. W. Pepper, New York, has joined the pro- luction staff of WMCA, New York.

MORE DEFENSE TIME
Industry to Aid Observance From Nov. 11 to 16

RADIO again has been called upon by the Government to furnish free time during Civilian Defense Week Nov. 11-16. Designed to inform the public on the need for universal participation in the civilian defense program, the period will feature spot announcements and radio appearances by well-known public figures and radio personalities.

All stations are being asked, through the NAB, to carry spot announcements promoting Civilian Defense Work, according to Arthur Stringer, of NAB Washington headquarters. Spots also will be used on the major network commercial programs, it was indicated by the Office of Emergency Management, with a speaker appearing on the *Voice of Firestone* and other network features.

During the week 14 guest speakers are scheduled to make broadcast appearances, among them Mayor LaGuardia, Director of the Office of Civilian Defense, President Roosevelt, Kate Smith, Donald M. Nelson, Paul V. McNutt, Mrs. Henry Morgenthau Jr., the Lord High Mayor of London, and Mrs. Eleanor Roosevelt. Three special dramatic shows also will be carried on MBS and NBC-Blue.

Canada Cuts Sets

CANADA WILL SAVE annually about $650,000 on imports of parts for receiving tubes from the United States, in connection with the recent government order curtailing radio receiver production by 25% of the 1940 production. Statistics issued by the Department of Munitions & Supply at Ottawa show that the curtailment on receiver production will mean a saving of $750,000 in radio tubes, for the making of which 85% of the materials come from the United States. Other savings for war needs by this cut in radio set production include 825 tons of steel, 85 tons of copper, 30 tons of brass, 15 tons of aluminum, $125,000 for glass dials, $1,500,000 for ball bearings, 250 tons of corrugated cartons, $1,375,000 in paper tubes, 25,000 gallons of paints and shellacs, $1,375,000 in ceramics, 105,000 square feet of plywood, 5,400,000 square feet of veneers, 1,550,000 board feet of solid wood.

WMCA Changes

BLACKETT - SAMPLE - HUMMERT, New York, which has been placing two hours five times weekly on WMCA, New York, for various drug and cosmetic products of American Home Products Corp., Jersey City, on Oct. 27 changed the format of the period, scheduling *Sweetest Love Songs of Today*, heretofore heard 2-3:15 p.m., to fill the entire two-hour time. The period 1:15-2 p.m. formerly included transcribed repeats of network serial dramas. Two-hour Saturday evening dance parade with Don Phillips orchestra on WMCA will be sponsored by Ex-Lax Inc., Brooklyn, starting Nov. 8 for the full 8-10 p.m. period. Agency is Joseph Katz Co., Baltimore.

STILL GOING STRONG 15 HOURS A DAY!

Radio Station WSAU — Serving North Central Wisconsin — OWNED AND OPERATED BY THE NORTHERN BROADCASTING CO., INC

WAUSAU WISCONSIN

July 31st, 1941

Presto Recording Corp.
242-250 West 55th Street
New York, N. Y.

Gentlemen:

Please rush via parcel post two (2) rubber tires used with the rimdrive 62-A transcription turntable.

Incidently, our 62-A's purchased from you over a year ago have been operating fifteen hours daily without breakdown or expense for replacements. We are thoroughly satisfied with our Presto turntable.

Yours very truly,

Roland W. Richardt

Roland W. Richardt
Chief Engineer

● It takes a real transcription table to keep up with a busy radio station. WSAU found what they wanted in the Presto 62-A...5000 hours of trouble-free service, one simple, inexpensive tire renewal.

If you want a table that gives you a quick jerkless start, always coming up to speed in exactly ⅓ revolution . . . if you want a table so completely vibrationless you don't know it's running . . . if you want a "wow-free" table that runs 33⅓ or 78 RPM. on the button . . . BUY PRESTO.

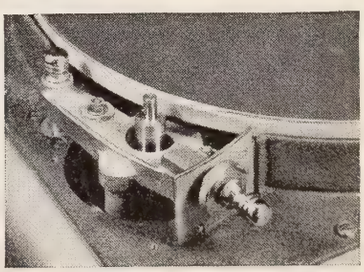
Once you see this Presto table in operation you'll know why an average of 15 radio stations a month are installing 1 to 3 Presto tables to replace their present equipment.

Presto tables give you the performance you've always wanted and they're ready for *immediate delivery.*

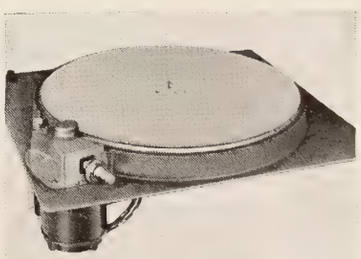
Write today for literature and the name of your nearest Presto distributor.



• *Presto 62-A transcription table for lateral recordings, list price, $385.00.*



• *Simple, foolproof Presto drive system—steel motor pulley drives against rubber tire on turntable rim, only 2 moving parts.*



• *Presto 16" dual speed turntable chassis only, list price, $155.00.*

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone: ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 • CHICAGO, Har. 4240 • CLEVELAND, Mo. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs



NBC BASIC BLUE NETWORK • ST. LOUIS

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AT



Mold of the *future*

Not long ago, men laughed at the railroad . . . the steamboat . . . the airplane . . . and radio. They laughed at the ideas that have made American industry the greatest in the world. While industry, research, and invention mold the miracle of tomorrow, American business looks into the future with confidence. New fields are being opened . . . the riches of a great nation are being tapped . . . new markets are emerging! The possibilities for American business are greater than ever before. KXOK, feeling the pulse of things to come, has keyed itself to meet the advertiser's needs in the rich Mid-Mississippi Valley Market . . . a market where 3,531,700 people spend over $826,000,000 annually in KXOK's primary area alone . . . and defense contracts total more than $700,000,000. Prepare for the future! Strike while the iron is hot . . . now is the time . . . now is the day . . . write or wire KXOK.

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

WITH KFRU, COLUMBIA, MO., ● OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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Advertising Outlook

IN THE helter-skelter of war-defense activity, quickened and punitive FCC edicts, and increasing free-time pressures, we in broadcasting perhaps have taken only a side-glance at another pitfall that faces all who live by advertising.

Mindful of the uncertainty that confronts industry generally, with Uncle Sam perched precariously on a keg of TNT, broadcasters perhaps have been too preoccupied with these more intimate and immediate regulatory onslaughts.

It's plain that a fundamental change is taking place in the national economy. War activity provides the golden opportunity for extreme left-wingers to get in their licks. Those close to Washington's boom defense operations detect more than an incipient movement toward complete destruction of advertising, which the long-haired gentry call "an economic waste".

This transcends the consumer movement, or the pot-shots and pin-pricks at national advertising of the pre-defense era. Practically every defense agency in Washington now has its anti-advertising adherents, and some of the veterans who have advocated grading of consumer goods as a mandatory replacement of brand names find it much easier to spread their gospel under cover of the emergency.

Because business generally is good, many advertisers and probably all too many of the important representatives of media haven't recognized the gravity of the situation. With plenary powers vested in so many individuals and organizations, an anti-advertising movement could spread through the government like wild-fire.

With commendable foresight, leaders in the national advertising and agency field have decided to act. The Assn. of National Advertisers and the American Assn. of Advertising Agencies have called a joint meeting in Hot Springs, Va., Nov. 13-15 to tackle the problem. Because it cuts across all media, key figures in the newspaper, radio and magazine fields, as well as outdoor owners have been invited to the sessions.

ANA and AAAA have concluded that an effective course of action should include (1) a cooperative effort; (2) establish the facts; (3) effective presentation of those facts. It is evident that existing conditions, and the uncertainty ahead, more than justify this course.

Radio, as a major medium, albeit the newest, certainly will pitch in wholeheartedly. Beset with its own troubles, and as the heaviest contributor among the media to the defense effort, radio nevertheless will work with every tool at its disposal to preserve free enterprise, which is the embodiment of advertising under the American system.

Sweeter Refrain

ASCAP, after a ten-month rendezvous with extinction, finally has made its peace with radio. A new high in rancor and name-calling preceded the break with radio last New Year's. The result of the sanguinary encounter, which saw ASCAP drop out of the *Hit Parade*, along with the ascendency of the newly-created BMI and several lesser music performance groups, is an approximate two-thirds reduction in ASCAP's asking price.

There is no basis for gloating on radio's side. ASCAP readily has admitted that it was "licked", and has learned that radio makes music, not the reverse. There is room for two fully-competitive music organizations — BMI and ASCAP. Radio must have access to a going concern in the field, lest there develop a repetition of the experience of the last decade with ASCAP.

Broadcasters—networks and stations alike—should avoid performance of the catalogs of one licensing group to the exclusion of others. Intrinsic merit, of course, counts. But the failure to perform one catalog can only result in its eventual demise. Competition must be maintained in music for the benefit of the writers and of the users — radio and other public performers.

So now let's have a minimum of words over music.

Word-War Crisis

WITH the race toward peace or war for the United States, it was inevitable that radio would find itself caught between the isolationists, the interventionists and the deep blue sea.

Unfortunately the Beckman incident, as it has become known, and latterly the America First incident involving the networks, apparently are only the beginning. As war comes closer it is a foregone conclusion the isolationists will demand more and more time, mostly from the networks. In the final analysis this means allotment of the time of stations.

It's no secret, of course, that little short of coercion has already been used to obtain time. This is true not only of the isolationists; for the interventionists, more subtly perhaps, ha not been derelict in wrangling periods.

This situation isn't unique in broadcasti annals. The matter has come up, in a less degree of course, on every important debate Congress and in political campaigns. But n the stakes are higher. Viewpoints cross a criss-cross political boundaries. Tension a tempers are near the breaking point. The ru of public decorum are easily forgotten und such circumstances.

To date, all sides agree that radio has be eminently fair in the allotment of time f foreign policy discussions. Now, however, t situation gets ugly, with America First, whi uses free speech as its keystone, complaini to the FCC. Section 326 of the Communi tions Act forbids the FCC from exercising a censorship powers. Then why should these o ponents of free speech go to Chairman Fly?

With the lid off, however, utmost vigila must be exercised by those who determ who may or may not speak, if this record fairness and balance is to be maintain Those same spokesmen, who now credit ra with fair play because they have had f access to the network microphones, will quic denounce the medium as a whole if thwar in their efforts to get bigger hookups.

Networks cannot pledge station time in criminately. The public, while it must be k informed, can't be given an overdose of rep tious talk on the same issue. Broadcast s face a dilemma that will transcend the tough of the political campaigns, but nothing t intelligent management can't handle.

They Say...

RADIO COMMENTATORS have only on trouble with the broadcasting companies: The are not permitted to editorialize, and they ar supposed to avoid controversy. Since the Amer ica First Committee considers even facts con troversial if the facts don't help the Americ First Committee, and since the America Firs Commiteee organizes boycotts and letter-writ ing campaigns to sponsors, the lot of the radi commentator is hard. But if the public does no like the commentator, he goes off the air. Her again, the public decides. And the most influ ential commentators are not paid by the net works but by sponsors.—DOROTHY THOMPSO

AS THE European situation became mor critical, in the days before the war, Hitler o the one hand and the Russians on the othe began a campaign of radio browbeating. Ge man broadcasting stations were "jammed" b powerful Russian stations. The Germans r taliated with raucous laughter, and gibes a official pronouncements.

What is called frequency modulation woul solve the problem because of its short rang But Great Britain is in no position to chang its transmitting stations and millions of r ceiving sets. Even if restriction in this shor range fashion were possible, the losses woul outweigh the gains.

No doubt the British will try to offset Ge many's present tactics. Possibly there may l pauses in which some quick-witted Englishma will retort to a Nazi radio heckler. Yet the fa remains that the radio war has gained in i tensity and that voice will be pitted again voice, argument against argument in a wa that Marconi, Fessenden and the invento who gave us a powerful method of mass appe never foresaw.—NEW YORK TIMES.

We Pay Our Respects To —



RAY EMMETT DADY

THE BEST LAID plans of the systematic Ray Dady served to bring him into radio—but not according to plan. Looking back to when Dady became a St. Louis radio name, the present station director and commentator of KWK likes to recall the turn of fate that upset his career scheme without upsetting his microphone aspirations.

It was early in 1934 that the young Dady interested Bob Convey, then KWK's chief announcer, in the idea of a movie criticism program. For six months Ray had been serving an unofficial apprenticeship as voluntary and unpaid assistant to Harry Niemeyer, *St. Louis Post-Dispatch* drama critic. In that time he had built up a bulky portfolio of dramatic clippings covering all phases of the field.

"How can you qualify as a critic?" queried the younger Convey, whose father, the late J. P. Convey, at that time managed KWK.

"Well, I've built my own encyclopedia of drama" Ray replied, offering his portfolio. That was enough for Bob and he scheduled an audition.

At audition time, Ray entered a small studio and faced a mike for the first time, reading a continuity reviewing first-run movies in St Louis at the time and covering current Broadway news, along with an idea he had cooked up of rating movies by one, two, three or four bells.

Over in the audition room Bob Convey listened with interest. About half-way through the elder Convey entered. "What's all this?" he asked, and then listened through the rest of the audition.

When it was over, Ray was summoned. Convey Senior didn't like the idea, but liked the writing and voice. Back in his mind was an idea that radio news had a promising future. And here was the chap to do the job for KWK.

So Ray was told to write a sample news show and come around tomorrow for an audition. This he did, but the audition was cancelled for routine reasons. He came around the next day with a brand new quarter - hour commentary. Again the audition was cancelled. This went on day after day. Finally, after Ray had written his 22d program, he got an audition. The elder Convey liked it, and on May 7, 1934, Ray delivered his first news commentary.

A curious background proved a blessing to KWK's news commentator. Born June 19, 1905 at Mason City, Neb., his family moved during his infancy to Kellerton, Ia., where he attended public school, editing his high-school semi-monthly for two years. In 1916 he left Kellerton to go to Washington. The reason: He wanted to go to Washington.

After a few months loading tear gas bombs at Edgewood arsenal—and his eyes still drip as he recalls his initiation into the effects of this lachrymal stimulant—he enrolled at George Washington University, in the Nation's capital. In spare time he worked in seven Government departments and served as secretary to an Iowa Congressman, meantime shifting his scholastic activity to National University of Law and marrying a Capital girl, Marcella Hartman.

A bit of bad health ended his Washington career, so he went back to Iowa to carry mail on a rural route. In good weather he covered his route in a few hours, leaving the rest of the day for reading. And reading happens to be Ray Dady's one indulgence. He reads every chance he gets. He always has read, and always will. Even during his present schedule of commentaries and executive duties he devotes every possible minute to serious reading—a practice he recommends to all who would dispense news over the air.

Since his KWK debut in 1934 Ray has been on the air most of the time with news commentaries. His news policy is freedom from bias and opinion, unless the views are those of another and properly labeled. In 1936 he was named studio supervisor, to coordinate various station departments and in 1939 he was named station director under Bob Convey.

Personal NOTES

DAVID SARNOFF, RCA president, and NBC board chairman, after West Coast hearings as a member of President Roosevelt's fair employment practice committee, will vacation in Honolulu. Mark Ethridge, Louisville publisher and head of WHAS, that city, is chairman of the committee and returns to his desk following San Francisco conferences.

GARDNER COWLES Jr., president of Iowa Broadcasting Co., on Oct. 21 was one of the speakers on a panel conducted by John Whittaker, well-known war correspondent of the *Chicago Daily News* Foreign Service, at the Shrine Auditorium in Des Moines.

JOHNNY SINCLAIR has been promoted from the promotion to the commercial department of WCHS, Charleston, W. Va.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, has been designated an air raid warden and participated in the recent precaution maneuvers in New England.

RICHARD EVANS, son of Tom L. Evans, president of KCMO, Kansas City, has transferred from the continuity department of KCMO to the sales and sales promotion division.

BILL SHAW, CBS San Francisco sales service representative, has enlisted in the Army Air Forces and on Nov. 3 will enroll in the Rankin Aeronautical School at Tulare, Cal.

WILBUR EDWARDS, salesman of WABC, New York, on Oct. 22 became the father of a baby boy.

NORRIS WEST resigned Oct. 24 as assistant manager of the Philadelphia Orchestra to assume new duties Nov. 17 as program manager of W69PH, new FM station to be operated by WCAU, Philadelphia. He will continue as announcer and commentator for the broadcasts of the orchestra's Friday afternoon concerts on MBS.

RAY C. JENKINS, general sales manager of KSTP, St. Paul, has been elected to the board of the Minneapolis Aquatennial, big summer celebration of the Northwest. Mr. Jenkins also is first vice-president of the Minneapolis Advertising Club, director of the Better Business Bureau, Community Fund board member, and radio chairman of the Fifth District American Legion.

E. RUTH WELDEN, head of the business office of KFRU, Columbia, Mo., is convalescing from an appendectomy.

BILL WISEMAN, promotion manager of WOW, Omaha, and editor of the station's *News Tower Magazine*, has accepted an invitation to speak at the annual convention of the Southwestern Assn. of Industrial Editors at Stillwater, Okla. Nov. 7.

FRED MUELLER, assistant to the director of promotion of KMOX, St. Louis, has been elected secretary of the Junior Advertising Club of St. Louis.

CARTER RINGLEP, formerly of KMBC, Kansas City, has been named manager of the St. Louis office of Radio Sales.

HALE BONDURANT, sales manager of WHO, Des Moines, has been named to the advisory committee of the local Better Business Bureau.

BADEN POWELL, executive assistant of KTRH, Houston, has rejoined the staff after serving in the Army.

JOHN A. MIGUEL Jr., since 1938 assistant manager of radio and phonograph sales of the international division of RCA Mfg. Co., has been promoted to manager of the department, succeeding J. M. Regottaz.

SANDY GUYER has been promoted to commercial manager of WBTM, Danville, Va., succeeding John M. Croft.

WAYNE WELCH, promotion manager of KSO-KRNT, Des Moines, is in Iowa Methodist Hospital suffering from an infected foot.

GEORGE ALLEN of the sales promotion department of WOR, New York, is back on the job after a two-week absence due to an injured leg.

GEORGE ARKEDIS, formerly of Pedlar & Ryan, has joined the New York sales staff of Joseph Hershey McGillvra, station representative.

SAMUEL CHOTZINOFF, director of NBC's music division, has been appointed by President Roosevelt as a member of the advisory committee of music to assist the State Dept. in its program of cultural relations between the American republics.

FREDERICK LEUSCHNER, RCA-NBC Hollywood attorney, is recovering from an illness which has confined him to his home for more than a month.

GEORGE GRANT, of the local sales staff of WBBM, Chicago, is the father of a girl, Barbara Sue, born Oct. 27.

G. L. WINTERS, formerly of WGOV, Valdosta, Ga., has joined WGBR, Goldsboro, N. C., as general manager, succeeding A. T. Hawkins who remains as WGBR president.

GEORGE A. LANDRY, manager of the central office division of the Hawthorne Works of Western Electric Co. at Chicago, has been named head of the staff branch of the production division of the Office of Production Management, according to an Oct. 27 announcement by William H. Harrison, director of the OPM production division.

Stone Heads KROC

WALLACE E. STONE, who in July resigned as commercial and program manager of WDGY, Minneapolis, has been named station director of KROC, Rochester, Minn., it was announced last Monday by Gregory Gentling, president of the station. Active in radio since 1928, Mr. Stone has been associated with WCCO, Mineapolis, KSOO-KELO, Sioux Falls, S. D., and with Critchfield-Graves and McCord advertising agencies. Since leaving WDGY he has been vacationing in Colorado.

Rambeau on Coast

FRED L. ALLEN, formerly account executive of Raymond R. Morgan Co., Hollywood agency, and prior to that commercial manager of KLZ, Denver, has been appointed West Coast manager of Wm. G. Rambeau Co., station representatives, and is establishing offices at 1651 Cosmo St., in the former city. Firm has been appointed to represent KJBS, San Francisco; KFOX, Long Beach, Cal., and KFWB, Hollywood.

Who Leads
the
PARADE OF PROGRAMS
in the
TENNESSEE VALLEY?
•
WAPO
with
KAY KYSER
FRANK FAY
KALTENBORN
RUDY VALLEE
FRED WARING
LUM & ABNER
EDDIE CANTOR
JUST PLAIN BILL
TREASURY HOUR
MRS. ROOSEVELT
COLLEGE HUMOR
MARCH OF TIME
TELEPHONE HOUR
BURNS AND ALLEN
REVEILLE ROUNDUP
LINCOLN HIGHWAY
JOHN'S OTHER WIFE
DR. PEPPER PARADE
FITCH BAND WAGON
LIGHT OF THE WORLD
INFORMATION PLEASE
MR. DISTRICT ATTORNEY
FIBBER McGEE AND MOLLY
WE'RE FIVE IN THE FAMILY
•
5000 Watts-1150 kc.
NBC Red and Blue
•
National Representatives
Headley-Reed Co.

WAPO
Chattanooga, Tenn.

BEHIND the MIKE

JOHN CHARLES DALY, CBS special events anouncer, has been named news reporter on the CBS evening program *The World Today*, replacing Bob Trout, who recently went to London to fill in as the CBS European news chief during a vacation of Edward R. Murrow.

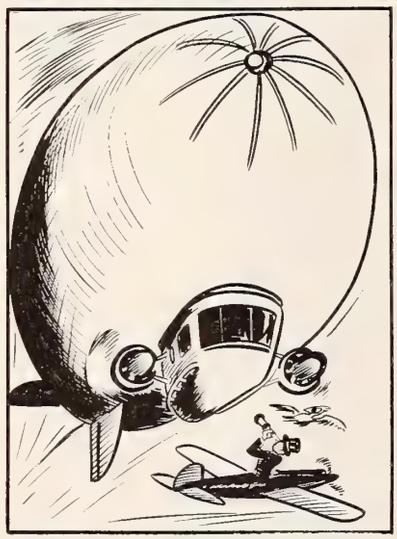
DALE CARTER, former Broadway actress, has joined WBTM, Danville, Va., as women's commentator and editor. Kerr Davies has been added to the WBTM continuity department.

W. P. HEFFERNAN, program director of WBTM, Danville, Va., and director of the local American Legion Forty and Eight band, recently was honored with receipt of the state championship trophy.

ED BRADY, formerly KVOD, Denver, announcer, has joined KOA, that city, in a similar capacity, and replaces Dave Vaile, now with KFRC, San Francisco. Bob Kerschner, of KOA guest relations staff, has resigned to accept a Government position at Rock Island, Ill. His duties have been taken over by William St. John, new to radio.

ED ALLEN, formerly of WIBG, Philadelphia, has joined the announcing staff of WFPG, Atlantic City. Bob Carlyle, WFPG announcer, has returned to work after a serious illness. Allyn Brook announcer, is to be enlisted for military training in January.

IT'S BIG!



The MAGIC CIRCLE

5,000

richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!

Columbia Broadcasting System affiliate

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

Pigs Is —

WLW claims to be the Nation's Station and Boss Johnston is livestock and poultry reporter. Both were sold last week—and at a livestock sale at that. For "WLW" and "Boss Johnston" are big Poland China hogs raised by Earl Harper, a Washington Court House, O., breeder. "Boss Johnston" drew the highest price at the sale but both hogs claim as their sire the Grand Champion Boar of the Poland China Hogs shown at the Ohio State Fair last year, by Mr. Harper. Said Livestock Commentator Johnston: "Folks have named their children, dogs, and guns after me but this is the first time anyone has gone so far as to give my name to a hog."

LOU EMM, formerly of WSPD and WLOK, has joined WHIO, Dayton. George Lummis, freelancer, has joined the WHIO continuity staff.

ROBERT J. STEVENSON, formerly of WNBF, Binghamton, N. Y., and WHN, New York, has joined the announcing staff of WGY, Schenectady.

BOB YOUNG, on active duty with the Army as a first lieutenant, on Nov. 6 is to return to the announcing staff of KOA, Denver. Bob Kerschner, of the KOA guest relations staff, has resigned to accept a Government position at Rock Island, Ill. He is succeeded by William St. John. Ed Brady, formerly of KVOD, Denver, has joined the KOA announcing staff, succeeding Dave Vaile, now of KFRC, San Francisco.

BOB HILLE, announcer of KXOK, St. Louis, has been granted a leave of absence to enlist in the Army.

CHUCK HARRISON, staff announcer of WHBF, Rock Island, Ill., has received his pilot's license after completing a civilian pilot's training course at the Moline Airport.

BEN KIRK, announcer of WAJR, Morgantown, W. Va., is the father of a girl born Oct. 26.

ALAN FISHBURN, director of NBC *Flying Patrol* serial, married Geraldine Kay, New York radio actress, on Oct. 23.

BILL DUNN, in charge of news for CBS in the Far East out of Manila, is now on tour of Asiatic capitals reporting news on the CBS early morning news roundup each week.

FRED WOOD, former announcer of WIP, Philadelphia, was married late in October to Helen Jottros while in Daytona Beach, Fla., where he is recuperating from a recent illness.

LEONARD GROSS, formerly of the guest relations staff of KPO-KGO, San Francisco, has been named assistant to Jennings Pierce, public service program director of NBC's western division.

FRED BRIGGS, program director of KYA, San Francisco, has resigned to join KSFO, San Francisco as announcer.

BILL SELAH, formerly of KMMJ, KFEQ and KFNF, has joined the announcing staff of KFBI, Wichita, Kan.

HERB PLAMBECK, farm news editor of WHO, Des Moines, presided at a Nov. 1 dinner meeting for judges and contestants at which preparations for the WHO Corn Belt Plowing contests were set. Mr. Plambeck also judged the parade at Iowa's cornhusking contest, held Oct. 30 near Hartley, Ia. He was to attend the national cornhusking contest Nov. 3 near Titonka, Ill.

JACK KERRIGAN, announcer of WHO, Des Moines, has been promoted to production manager, with Kenneth Gfeller the new continuity director of the station. Bobby Griffin, veteran WHO announcer, has been named supervisor of announcers, succeeding Capt. Ernie Sanders, now on active duty with the Army.

TOM McKNIGHT, Hollywood radio producer, has been assigned to the weekly CBS holiday season series, featuring Shirley Temple, which starts Dec. 5 under sponsorship of Elgin National Watch Co. Series will replace for four weeks only *Hollywood Premiere*, sponsored by Lever Bros. (Lifebuoy). Miss Temple is reportedly receiving $50,000 for the four appearances which mark the first time she has accepted a contract for more than one broadcast. Deal was set by Wm. Esty & Co., New York.

BERNICE LAWRENCE, formerly secretary to Arthur B. Church, head of KMBC, Kansas City, has joined the NBC Hollywood production department.

BING CROSBY, Hollywood star of the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., on Oct. 30 returned to the show after an absence of 13 weeks.

JOE PARKER, NBC Hollywood producer, and Vida Hunter, of that city, were married in Yuma, Ariz., Oct. 11, it was recently revealed.

RUSS CARRIER has joined the announcing staff of CKX, Brandon, Man. He started with CKBI, Prince Albert, Sask., has also been at CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.; and CKY, Winnipeg.

D. R. P. COATS, veteran Canadian broadcasting personality who has been before the microphone since 1921, has left CKY, Winnipeg, to join the Royal Canadian Air Force in an administrative capacity. He is succeeded in the CKY public relations department by W. Carpenter.

CLETE ROBERTS, KMPC Beverly Hills, Cal., program director, has returned after a recent attack of influenza.

PAUL WEST, formerly KSFO, San Francisco, continuity director, has joined the CBS Hollywood staff as writer, and been assigned to the weekly *Hollywood Showcase*, sponsored by Richard Hudnut Inc. (cosmetics).

WILLIAM SENER, formerly of WSUI, Iowa City, Ia., has joined Radio Council of the Chicago Public Schools as assistant traffic manager.

ROGER (Dutch) UNDERHILL, former sportscaster of WOC, Davenport, Ia., has joined the announcing staff of WISN, Milwaukee, and will broadcast all remaining games on the Marquette football schedule.

ZEB LEE, formerly of WISE, Asheville, N. C., has joined the announcing staff of WPTF, Raleigh.

DON HART, formerly of WJJD, Chicago, and WMFF, Plattsburg, N. Y., has been named chief announcer of WSNJ, Bridgeton, N. J.



WCKY The L. B. Wilson Station
CINCINNATI • 50,000 watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Meet the LADIES



MONICA MUGAN

BEDTIME stories from the pages of Homer and Aristophanes; primitive living in outpost towns of Canada's far north; at least two deeds of heroism; a first-class teacher's certificate from the province of Saskatchewan; and enterprise in radio contribute to the character of diminutive Monica Mugan, heard each week day morning on CBL, Toronto. *At Monica Mugan's*, written and talked by Miss Mugan, women whose interests are broad and alert find stimulus and bright informative talk.

Monica Mugan came to Toronto and CBC five years ago, after serving a radio apprenticeship at CFAC, Calgary, Alta., which she joined in 1930, when that station boasted a personnel of three. For three years she wrote continuity and scripts, acted in plays, broadcast news, sang, played the piano, and directed commercial programs, a pinch-hitting regime that has given her a good sense of values and sound radio knowledge. Born in 1906 in Winnipeg, she learned her classics from her father, a medical doctor, and learned to act with her brothers and sisters under the direction of her mother.

GEORGE COMTE, announcer of WTMJ, Milwaukee, has been signed as commentator for the six concerts of the Wisconsin Symphony.

G. E. (Ted) KNAPP Jr., newest member of the announcing staff of KTRH, Houston, claims to be the tallest mike artist in the business. He stands 6 feet, 7 inches.

CHARLES POINTEL, formerly program director of WFIG, Sumter, S. C., has joined WRDW, Augusta, Ga., as publicity director and special events announcer.

GLENN ADAMS, announcer of WIS, Columbia, has been assigned the leading role in the local Town Theatre group's play, "The Man Who Came to Dinner."

BILLY MAC, formerly of WJMA, Covington, Va., has joined the announcing staff of WBML, Macon, Ga.

TOM SWAFFORD, a student under Marvin Young in the NBC production department, Los Angeles, has been named program director of KGBS, Harlingen, Tex. Don Phillips, formerly of WACO, Waco, Tex., has joined the KGBS announcing staff.

JACK RUTLEDGE, managing editor of the *Valley Morning Star*, Harlingen, Tex., has been appointed news editor of KGBS, Harlingen.

CHARLES STONE, program director of WMBR, Jacksonville, Fla., in recognition of his five years of service to the station, was awarded an all expense trip to New York by WMBR. Glenn Marshall, secretary-treasurer of WMBR, accompanied Mr. Stone.

VINCENT PALMERI, continuity director of WELI, New Haven, is the father of a 9-pound boy born Oct. 16.

BILL MACK, announcer of KDRO, Sedalia, Mo., is in Chicago awaiting induction into the Army Nov. 17.

JACK GREGSON, announcer of KSFO, San Francisco, recently resigned to go to Hollywood.

FRANK J. McGLOGAN, formerly of KSTP, St. Paul, on Nov. 1 joined the announcing staff of WJR, Detroit.

ROD HOLMGREN, news editor for WOI, Ames, Iowa State College Station, joined the news staff of KSO-KRNT, Des Moines, Nov. 1.

JOHN RUSTAD, announcer of KSTP, St. Paul, has returned to the station after a nine-month tour of duty with the Army. Sergeant Rustad was released from further training under the over-28 age regulations.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK



and Something else!

A recent 500% increase in nighttime power, together with a new directional antenna for higher efficiency **where it counts** . . . plus the unquestioned appeal of top-flight NBC Red Network shows . . . makes KDYL a **natural** for anyone selling in the Intermountain Market.

Here are approximately 785,000 people with money to spend—and a "yen" to listen to The Popular Station . . .

KDYL

THE POPULAR STATION

NBC RED NETWORK

JOHN BLAIR & COMPANY National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SALT LAKE CITY

WBT
50,000 WATTS
CHARLOTTE
CBS
The station an audience built
Ask any Radio Sales office for more information about WBT, one of the eighteen CBS 50,000 watt stations.

BETTY WELLS, director of women's affairs of KSO-KRNT, Des Moines, Iowa, is writing a column for *Better Homes & Gardens* Magazine.

ROY WEINEDEL, formerly of WSKB, McComb, Miss., and KXOX, Sweetwater, Tex., has joined the announcing staff of WSLI, Jackson, Miss.

ARTHUR D. HOWDEN SMITH, author and freelance writer, has joined NBC to handle special assignments in writing and public relations.

JIM BRETT, 18-year-old member of International News Service, San Francisco staff, is featured in a weekly quarter-hour on KROW, doing commentary on high school athletics.

EDDIE FIRESTONE Jr., radio actor and Northwestern U student, is legally changing his name to Joey Brewster, the character he plays in *That Brewster Boy*, sponsored by Quaker Oats on NBC-Red.

BILL KASS, former continuity writer of WBBM, Chicago, and co-author of CBS *Meet Mr. Meek*, has been inducted into the Army and stationed with the Third Battalion at Camp Wheeler, Ga.

JOHN MIDGELY, continuity edtior of WCBS, Springfield, Ill., has been called to military service on Nov. 13.

GUY SAVAGE, announcer of WGN, Chicago, is the father of a boy, Jack Eaton, born Oct. 22, in Evanston, Ill.

PHILIP WARNER, for 10 years staff pianist of WCFL, Chicago, has composed a symphony titled "Sinfonietta", first movement of which will be played Nov. 4 when Stokowski makes his first appearance as guest conductor of the NBC Symphony Orchestra. Mr. Warner's composition is the first of several new works by American composers which will be presented.

JOHN D. BOWLS of the transcription production staff of NBC, Chicago, has enlisted in the Navy, Intelligence Division, and will be stationed in New Hampshire. He is succeeded in Chicago by Robert D. Lamb of the NBC guide staff.

J. Struthers Dunn

J. STRUTHERS DUNN, founder of Struthers Dunn Inc., Philadelphia, manufacturers of Dunco relays and timing devices, died Oct. 11 after a long illness. Mr. Dunn had not been active in the business for several years. Present management of the company remains unchanged.



ELMER has located his rowboat. Elmer is the Elmer Curtis, noon news announcer of WIBW, Topeka. The rowboat was torn from its moorings during high water on the Kaw River so Elmer announced that several bottles of his sponsor's product—catsup—would be awarded to anyone finding the boat. Shown is the payoff on the left, Elmer with the reward, M. E. McCoy, who found the boat (and lost his the same day) and in the boat, Ole Livgren, accordionist of the station, and the Shepherd of the Hills, baritone cowboy. The latter are ready to go duck hunting.

CBC Pact With Staff

CONCLUSION of an agreement between the management of the Canadian Broadcasting Corp. and representatives of CBC employes was announced Oct. 24 at Ottawa. The agreement provides for organization of staff councils at CBS operating points (Ottawa, Montreal, Halifax, Toronto, Quebec, Chicoutimi, Sackville, Winnipeg, Watrous, Vancouver) which will include all members of the staff except heads of divisions and members of the administration. The agreement also provides machinery for settlement of staff problems and for a meeting at least once a year at which all local staff councils will be represented to consider problems of employees throughout the country. CBC employes may join unions, but the status of the CBC prevents it from bargaining with unions as such.

CFRC, Kingston, Ont., will change its call letters to CKWS on Jan. 1, 1942, when it will start operating with 1 kw. on 960 kc.

Staff Members Named By WCRS, Greenwood

STAFF of the new WCRS, Greenwood, S. C., which went into operation last Sept. 1 has been announced by the station to include Dan Crosland, formerly of WFBC and WMRC, both in Greenville, S. C. as general manager; W. D. Davis previously connected with a local newspaper, sales manager; Newton S. Smyth, from WRNL, Richmond, Va., production and program department; Fred U. Wamble, formerly of WSPA, WORD, WTAL and WHBB, chief engineer.

WCRS, an NBC-Red station, is owned by Grenco Inc., which was authorized for construction in January of 1940. Station is RCA equipped throughout and music is obtained from Standard Radio. Studios are located on Wilson St. just west of Lander College.

Ziemer Joins WLW

GREGOR ZIEMER, formerly business manager of the American School in Berlin, on Nov. 3 joined the staff of WLW, Cincinnati, as commentator on foreign affairs. Mr. Ziemer is a graduate of the U of Illinois and U of Michigan and with his family has traveled extensively during the last 12 years including trips through Nazi dominated nations. Mr. Ziemer's 14-year old daughter, Patsy, is author of the book "Two Thousand & Ten Days With Hitler" which is soon to be joined by her father's "Education For Death".

Fred Dodge to WBAL

FRED DODGE, New York-Philadelphia liaison of Ward Wheelock Co., advertising agency, has resigned to join WBAL, Baltimore as production manager. He succeeds Harold Azine, who has joined the public relations division of the Marine Corps. Dodge originally entered radio via the agency field later becoming assistant manager of WFIL, Philadelphia.

In the Groove

SEVERE rebuke was recently tendered Dave Fulton, early morning announcer of WCHS, Charleston, by transcription when he set a quarter-hour recorded show in motion. Just as he was stepping into the control room, the disc got hung in a groove and the continuity of the disc began repeating, "Take the record off, you fool."

Here They Are Again!
Those Aristocrats of the Range
THE SONS OF THE PIONEERS



With Their SYMPHONIES OF THE SAGE *200 New Tunes*
Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

WJHP
NBC BLUE - MUTUAL
There's been something added here! Now MUTUAL and BLUE assures a plus audience all the time.
JACKSONVILLE WJHP FLA.

Studio Notes

WFBL, Syracuse, was scheduled to move its commercial department into the station's new building about Nov. 1. Meantime the commercial offices have been maintained in an adjoining vacant store building.

WHO, Des Moines, was host to master plowmen of Iowa, Missouri and Illinois at a special luncheon Nov. 1 when color motion pictures of the recent WHO Corn Belt Plowing Contest were shown. In the evening the party was guests at the Saturday night broadcast of WHO's *Iowa Barn Dance Frolic.*

KXOK, St. Louis, due to the increasing interest in current events, has rearranged its news schedule to include 103 news periods per week totaling 23 hours and 50 minutes. In addition 25 newscasts are broadcast to the four first-run theatres in St. Louis.

WNBZ, Saranac Lake, N. Y., recently celebrated the 12th anniversary of its original quiz show, *The Experts Table*, sponsored by Edelsburg Inc., local furrier. Program brings prominent local citizens to the microphone who pit their wits against those of the radio audience. This summer, WMFF, Plattsburg, N. Y., joined WNBZ in carrying the broadcasts.

WBML, Macon, Ga., on Oct. 15 observed its first anniversary with a series of special programs, starting with a past-midnight DX show put on by WBML engineers and highlighting a half-hour feature the following evening on which were presented members of the station staff and local civic leaders.

WEBC, Duluth, under the direction of Don McCall, station program director, on Nov. 3 begins *Cornsapoppin*, barn dance program using staff and regional talent. Eventually the troupe will tour Northern Minnesota and Wisconsin, originating each broadcast from a different town.

WITH, Baltimore, on Nov. 3 starts as a regular weekly feature 55-minute Monday afternoon broadcasts of concerts by the WPA Concert Orchestra, under direction of Emile Oden'hal, originating in the Garden Court of the Baltimore Museum of Art.

WJR, Detroit, on Oct. 26 observed the 10th anniversary of *Mother's Album*, music and poetry feature, with a special half-hour program featuring an augmented studio orchestra and readings by Duncan Moore, veteran WJR commentator. The program, heard Sundays, 12:30-12:45 p.m., has been endowed by G. A. Richards, WJR president, as a tribute to his own mother.

ROCKY MOUNTAIN Radio Council's weekly presentation of *Journey Behind the News* on KOA, Denver, has been designated by school officials as required listening for 13,441 students in 404 schools in Colorado and the seven surrounding states. Broadcast, now in its fourth year, is conducted by Dr. Ben M. Cherrington, director of the foundation, and formerly associated with the Department of State.

WTAG, Worcester, Mass., was on the spot with a remote broadcast from Fitchburg, Mass., Oct. 24 just two hours after the kidnaping of eight-weeks-old Kenneth MacLean. Programs were conducted from Fitchburg until the solving of the case the following day. WTAG'S mobile unit then sped to Sturbridge, Mass., for ceremonies in connection with the dedication of the city's defense center by Gov. Leverett M. Saltonstall and other ranking officials.

KYA, San Francisco, has exclusive broadcast rights to all pro football games originating in Seals Stadium.

KIRO, Seattle, recently observed its sixth anniversary with a dinner and party for the staff at the new 50-kw. transmitter plant on Vashon Island in Puget Sound.

WWNY, Watertown, N. Y., is broadcasting twice-weekly direct from Madison Barracks, New York. One program consists of organ recitals from a newly erected chapel, the other, from the Post theatre, is devoted to the station complement band and orchestra. In addition a daily news roundup of social activities for soldiers in surrounding towns is given daily, 6:45-7 a.m.

WGRC, Louisville, celebrated its fifth birthday with a special 15-minute program Oct. 23. Principal speaker was Charles Lee Harris, vice-president and business manager, whose father, the late Arthur L. Harris, founded the station.

WDRC, Hartford, has begun its fifth year of broadcasting *The Main Street, Hartford*, a man-on-the-street interview show. Ray Barrett, chief announcer, has been on the program since its start and Howard's Cleaners of Hartford, the original sponsors, still present the program.

Up and Down

THE STAFF of KSTP, St. Paul, is protected against any undue rise in living costs through a sliding pay scale recently inaugurated by the station. Under the plan workers' base pay will be increased or decreased every two weeks, according to the latest Labor Department cost of living statistics. First pay check of staff members, following introduction of the plan, will be increased 6.9%. In no case will any of the workers' pay be dropped below the original base received before the new plan started. The 1935-39 living cost average is figured as the base of 100.

WGEO, Schenectady, GE shortwave station, is expanding its programs to include 15 minutes of news in Czech six days a week. Other news programs are presented in Spanish, Portuguese, French, and Greek.

Price Talk Sponsored

CANADIAN Department of Labor, Ottawa, used a one-time paid network broadcast in the form of a 25-minute question and answer program to outline the new wartime Stabilization of Wages & Prices which goes into effect Nov. 15. The broadcast took place Oct. 29 on 48 stations including a repeat for the Pacific coast and French version for the stations in Quebec province. Account was placed by Walsh Adv. Co., Windsor, Ont.

Meade to Paramount

IN ACCORD with plans to use radio more extensively for film exploitation, Paramount Pictures, Hollywood, is expanding the radio division of its studio publicity department and has added Robert J. Meade to the staff. He is in charge of studio news contact with networks and local stations, working under direction of Robert Hussey, head of Paramount's radio division. Meade one time was on the Hollywood staff of J. Walter Thompson Co.









San Franciscans are staying awake these nights!

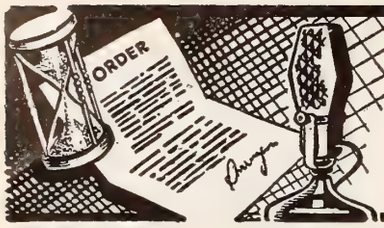
Something has been happening to San Franciscans' sleeping habits! (Their radio listening habits, too.) It's not a revival of the Barbary Coast that's causing the change—but a KSFO local program . . . the late evening broadcast of WILLIAM WINTER—KSFO'S BRILLIANT NEWS ANALYST!

Winter's keen, penetrating interpretation of the news has caught Northern California's favor . . . literally changed it's sleeping habits! At 10:15 p. m. (until recently not considered "peak time" in West Coast radio) Winter's broadcast commands 50% more listeners than the other three network stations combined!

We knew we had picked another winner—even before C. E. Hooper gave us the statistical facts. Not that we're immodest, but KSFO has a knack for picking shows that catch the local favor. And build big audiences. Making radio even more effective for KSFO advertisers.

A CBS STATION • SAN FRANCISCO KSFO

National Representatives: Edward Petry & Co., Inc.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft Worth

Gulf Brewing Co., Houston (Beer), 260 15-min. *sp*, thru Rogers Gano Adv. Agency, Inc., Houston.
Vick Chemical Co., Greensboro, N. C., 78 *sp*, 60 *sa*, thru Morse International, N. Y.
Bathasweet Corp., New York (bath salts, soap), 104 *sp*, thru H. M. Kiesewetter Agency, N. Y.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts), 260 *sp*, thru Goodkind, Joice & Morgan, Chicago.
J. A. Folger & Co., San Francisco (coffee), 260 *t*, thru Lord & Thomas, Chicago.
Quaker Oats Co., Chicago (cereal), 130 *t*, thru Ruthrauff & Ryan, Chicago.
Lehn & Fink Products Co., New York (lotion), 26 *ta*, thru Wm. Esty & Co., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 156 *ta*, thru Joseph Katz Co., Baltimore.
Chamberlain Sales Corp., Des Moines (lotion), 78 *sa*, thru Cary-Ainsworth, Des Moines.
Peter Paul Inc., Naugatuck, Conn. (confections), 39 *sa*, thru Platt-Forbes, N. Y.

WSPD, Toledo

H. Fendrich Inc., Evansville, Ind. (cigars), 3 *sp* weekly, thru Ruthrauff & Ryan, Chicago.
American Cigarette & Cigar Co., New York (Pall Mall), 63 *ta*, thru Ruthrauff & Ryan, N. Y.
Purity Bakers Service Corp., New York, 39 *sp*, thru Campbell-Ewald Co. of N. Y.
Manhattan Soap Co., New York, 36 *sa*, 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Foster-Milburn Co., Buffalo (Doan's), 2 *ta* weekly, 52 weeks, thru Spot Broadcasting, N. Y.
John F. Jelke Co., New York (Good Luck margarine), 117 *t*, thru Young & Rubicam, N. Y.
Owens-Illinois Glass Co., Toledo, 60 *ta*, thru D'Arcy Adv. Co., St. Louis.
General Foods, New York (Wheatmeal), 40 *ta*, thru Young & Rubicam, N. Y.

KPO, San Francisco

Durkee Famous Foods, Oakland, Cal. (Troco), 2 *sa* weekly, thru Emil Reinhardt, Oakland.
South Coast Fisheries, Wilmington, Cal. (Top Form Cat Food), 2 *sa* weekly, thru Barton A. Stebbins, Los Angeles.
Campbell Cereal Co., Northfield, Minn. (Malto-Meal), 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Beaumont Labs., St. Louis 4-Way cold tablets), 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Seeck & Kade, New York (Pertussin), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Quaker State Oil Refining Corp., Oil City, Pa. (Quaker State oil), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

KSL, Salt Lake City

General Mills, Minneapolis, 165 *t*, thru Westo Adv. Agency, San Francisco.
General Foods, New York (Wheatmeal), 52 *sa*, thru Young & Rubicam, N. Y.
Luden's Inc., Reading, Pa., 89 *sa*, thru J. M. Mathes Inc., N Y.
Kellogg Co., Battle Creek (All-Bran), 150 *sa*, thru Kenyon & Eckhardt, N. Y.

WJZ, New York

Ward Baking Co., New York (Tip-Top Bread), 5 *sp* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

WEAF, New York

Beaumont Labs., St. Louis (4-Way cold tablets), 3 *sp* weekly, thru H. W. Kastor & Sons, Chicago.

WABC, New York

Drezma Inc., New York (cosmetics), 5 *sp* weekly, thru Blaine-Thompson Co., N. Y.

KARK, Little Rock, Ark.

Allcock Mfg. Co., New York (porous plaster), 52 *ta*, thru Small & Seiffer, N. Y.
Plough, Inc., Memphis (proprietary), 364 *ta*, thru Lake-Spiro-Shurman, Memphis.
Knox Co., Los Angeles (Cystex), 13 *ta*, thru Barton A. Stebbins Adv., Los Angeles.
National Toilet Co., Paris, Tenn. (cosmetics), 50 *ta*, thru Roche, Williams & Cunnyngham, Chicago.
H. C. Cole Milling Co., Chester, Ill. (Omega flour), 450 *ta*, thru J. Walter Thompson Co., Chicago.
Chamberlain Sales Corp., Des Moines (cosmetics), 78 *sa*, thru Cary-Ainsworth, Des Moines.
National Biscuit Co., New York, 50 *ta*, thru McCann-Erickson, N. Y.
Humko Co., Memphis (shortening), 52 *sp*, thru Simon & Gwynn, Memphis.
Beeman's Laboratory, Atlanta (proprietary), 130 *sa*, thru Harvey-Massengale Co., Atlanta.
Simoniz Co., Chicago, 13 *sa*, thru George H. Hartman Co., Chicago.
American Snuff Co., Kansas City, 260 *sp*, thru Simon Gwynn, Memphis.

WFIL, Philadelphia

Hills Bros., San Francisco (coffee), 108 *ta*, thru N. W. Ayer & Son, N. Y.
Carter Products, New York (Arrid), 5 *sa* weekly, thru Small & Seiffer, N. Y.
American Pop Corn Co., Sioux City, Ia., 5 *sa* weekly, thru Buchanan-Thomas, Omaha.
Brookside Distilling Products Corp., Scranton, Pa. (wines), 5 *ta* weekly, thru Aaron & Brown, Philadelphia.
Yager Liniment Co., Baltimore (liniment), 6 *sa* weekly, thru Harvey-Massengale Co., Durham, N. C.
Knox Co., Los Angeles (Cystex), *t* weekly, thru Barton A. Stebbins, Los Angeles.

WBAX, Wilkes-Barre, Pa.

P. Ballantine & Sons, Newark (beer), weekly *sp*, thru J. Walter Thompson Co., N. Y.
Bayuk Cigars, Philadelphia, 200 *sp*, thru Ivey & Ellington, Phila.
Block Drug Co., Jersey City (Gold Medal capsules), 624 *sa*, thru Raymond Spector Inc., N. Y.
K. Arakelian Inc., New York (wine), 81 *sp*, thru Adrian Bauer Adv. Agency, Phila.
Utilities Engineering Institute, Chicago, 13 *sp*, thru First United Broadcasters, Chicago.

CFRN, Edmonton, Alta.

Canada Starch Co., Toronto (corn syrup), 3 *t* weekly, thru Vickers & Benson, Toronto.
Dr. Bell Wonder Medicine Co., Kingston, Ont., 3 *t* weekly, thru Dominion Broadcasting Co., Toronto.
Quaker Oats Co., Peterborough, Ont. (cereal), 5 *t* weekly, thru Lord & Thomas of Canada, Toronto.
Longines-Wittnauer Co. of Canada, Montreal (watches), *t* weekly, thru Russell T. Kelley Ltd., Montreal.

WLS, Chicago

Quaker Oats Co., Chicago (Ful-O-Pep Poultry Feeds), 13 *sp*, 26 *sp*, thru Sherman & Marquette, Chicago.
Sterling Insurance Co., Chicago, 130 *sp*, thru Neal Adv., Chicago.
Pierce's Proprietaries Inc., Buffalo (Dr. Pierce's Golden Medical Discovery), 330 *sa*, thru H. W. Kastor & Sons, Chicago.
Chris Hansen's Labs., Little Falls, N. Y. (Junket-Quick Fudge), 39 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
American Chicle Co., Long Island City, N. Y., 78 *sa*, thru Grant Adv., Chicago.
Peter Paul Inc., Naugatuck, Conn. (candy), 260 *sa* thru Platt-Forbes, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Laxative Senna), 260 *sp*, thru Sherman & Marquette, Chicago.
Vick Chemical Co., Greensboro, N. C. (cold remedy), 39 *sa*, thru Morse International, N. Y.
Seeck & Kade, New York (Pertussin), 156 *sa*, thru Erwin, Wasey & Co., N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 6 *sp* weekly, thru Rogers & Smith, Chicago.

WHO, Des Moines

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 230 *sa*, thru H. W. Kastor & Sons, Chicago.
Owens-Illinois Glass Co., Toledo, 100 *ta*, thru D'Arcy Adv. Co., St. Louis.
McConnon & Co., Winona, Minn., 26 *sp*, thru Cramer-Krasselt, Milwaukee.
Seeck & Kade, New York (Pertussin), 130 *sa*, thru Erwin, Wasey & Co., N. Y.
Consolidated Cigar Corp., New York (Harvester cigars), 39 *t*, thru Erwin, Wasey & Co., N. Y.
American Cranberry Exchange, New York, 52 *sa*, thru BBDO, N. Y.
William H. Wise Co., New York (books), 6 *t* weekly, Northwest Radio Adv. Co., N. Y.
General Foods, New York (Wheatmeal), 40 *sa*, thru Young & Rubicam, N. Y.

WCAE, Pittsburgh

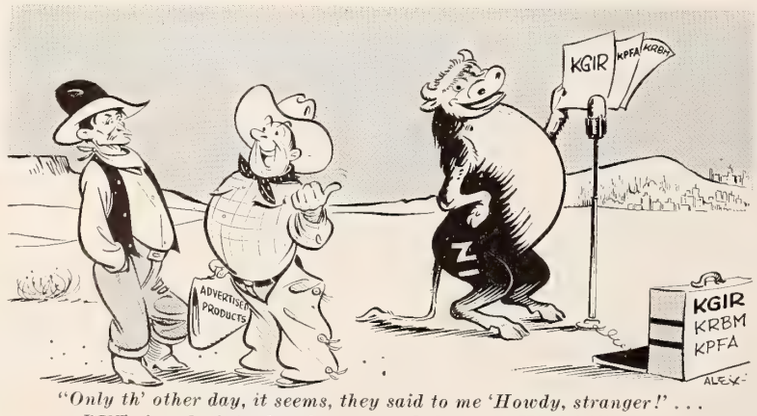
Pinex Co., Chicago (propietary), *sa* series, thru Russel M. Seeds Co., Chicago.
Owens-Illinois Glass Co, Toledo, 100 *ta*, thru D'Arcy Adv. Co., St. Louis.
Yager Liniment Co., Baltimore, 48 *sa*, thru Harvey-Massengale Co., Atlanta.
Long Island Vegetable Institute, New York (cauliflower), 6 *sa*, thru Paris & Peart, N. Y.

WHIO, Dayton, O.

Continental Baking Co., New York (certified bread), 5 *sp* weekly, thru Ted Bates Inc., N. Y.
Bond Stores, New York, 5 *sp* weekly, thru Neff-Rogow, N. Y.
Consolidated Cigar Corp., New York, 78 *t*, thru Erwin, Wasey & Co., N. Y.

WENR, Chicago

Longines-Wittnauer Watch Co., New York (watches), 66 *t*, 13 weeks, thru Arthur Rosenberg Co., N. Y.
Thos. Leeming & Co., New York (Baume Bengue), 10 *ta* weekly, 25 weeks, thru William Esty & Co., N. Y.



"Only th' other day, it seems, they said to me 'Howdy, stranger!' . . .
BUT since he introduced me around they say 'Hi, Ol' Timer!'"

Pd. Adv.

WLW and OHIO State U Planning Spring Course

JOINT participation of the Ohio department of education, bureau of educational research, radio division, Ohio State U and WLW, Cincinnati, in a projected spring short course of study of practical radio station operation for elementary high school teachers was announced last week.

Idea, evolved by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, was developed by Kenneth C. Ray, state director of education; Dr. I. Keith Tyler, director of the radio division of the Bureau of Radio Research; Cecil Carmichael, assistant to Mr. Shouse; and William L. Barlow, of the WLW public service staff. Meeting in Columbus recently, the group worked out a comprehensive schedule for a three-day period, June 17-19, 1942, utilizing noted figures in the field of education and department heads of the WLW-WSAI-WLWO organization. The course will encompass four phases: (1) Management and sales problems; (2) program and schedule problems; (3) public service programming and its various aspects; (4) how commercial broadcasting can be utilized in classrooms and what school radio work shops can do to make effective use of the sustaining time available to them.

Newsreel for Television Is Given First Showing

A PREVIEW of a specially edited newsreel for television stations was given recently for the trade press at Photo & Sound, San Francisco transcription firm. Telenews Theater cooperated with the Photo & Sound staff in preparing the film. Narrators were John Tobin and Andy Potter. The film was 16 mm, and runs 10 minutes and 35 seconds.

Four prints were sent to video stations in New York, Chicago and Hollywood. The sample release uses public domain music. If there is an indication the video industry can sustain a weekly release, production will go on a regular basis. A questionnaire showed that 6 out of 10 stations answering use 16 mm. film, with 8 out of 9 interested in monthly or weekly program film service.

Hope Suit Dismissed

INJUNCTION suit of Bob Hope, Hollywood comedian, filed in Los Angeles Superior Court during early October against his gag-writer, Jack Douglas, has been dismissed on grounds that "it was all a misunderstanding". Claiming that he had exclusive contract rights to the writer's gag, Hope sought to restrain Douglas from contributing material to the NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarettes). Dismissal of the suit was requested by Hope, thereby making Douglas legally eligible to submit gags to the other program as well as the NBC *Bob Hope Show*, sponsored by Pepsodent Co. (toothpaste).

Radio Advertisers

HUDSON SALES Corp., Los Angeles (new cars), in a five-week Southern California campaign which started Oct. 27 is using daily transcribed one-minute announcements featuring *Knox Manning*, on KNX KECA KMPC KFAC KFVD. In addition thrice-weekly participation in the late evening *Knox Manning News* on KNX, is being utilized. Agency is The Mayers Co., Los Angeles.

DAD'S ROOT BEER Co., Los Angeles, on a 13-week contract which started in mid-October is currently sponsoring a seven-weekly quarter-hour of recorded music on KIEV, Glendale, Cal., and thrice-weekly 15-minute participation in Johnny Olson's *Seven Ten Club* on KMPC, Beverly Hills, Cal. Agency is Mayers Co., Los Angeles.

BOVRIL (Canada) Ltd., Montreal (food product), has started daily spot announcement campaign on CFRB, Toronto; CKOC, Hamilton, Ont.; CFPL, London, Ont. Account was placed by J. J. Gibbons Ltd., Montreal.

WILSON PACKING Co., Los Angeles (Tender Made ham), through Brisacher, Davis & Staff, that city, on Oct. 27 started for 30 days six weather report announcements daily on KFI. Firm also sponsors daily participation in *Chef Milani* on KMPC, Beverly Hills, Cal.

SEABOARD FINANCE Co., Los Angeles (investments), on Oct. 20 started for 52 weeks a five-weekly quarter-hour transcribed version of the CBS program, *The World Today*, on KNX, Hollywood. George Irwin, of Smith & Bull Adv., Los Angeles, agency servicing the account, edits and announces the series which features cut-in commentaries from network news correspondents in all parts of the world.

PHILCO PRODUCTS Ltd., Toronto (radio receivers) on Oct. 24 started a spot announcement campaign on 20 Canadian stations. Account was placed by Hutchins Adv. Co. of Canada, Toronto.

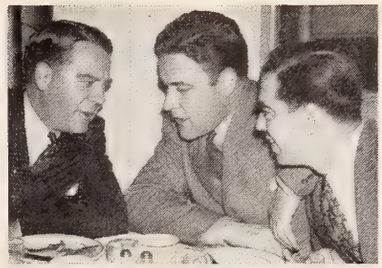
LONGINES-WITTNAUER Co. of Canada, Montreal (watches) has started a Sunday afternoon half-hour transcribed program *World's Most Honored Music* on a number of stations across Canada. Agency is Russel T. Kelly Ltd., Montreal.

HARRY MITCHELL BREWING Co., El Paso, is sponsoring weekly prize fight broadcasts on KROD, El Paso, originating at the local Liberty Hall and handled by Sportscaster Morrison Qualtrough.

IMPERIAL TOBACCO Co., Montreal (Ogden Fine Cut) has started twice-weekly the transcribed *Hoedown for Ogden* on a large number of Canadian stations. Account was placed by Whitehall Broadcasting, Montreal.

SEALY MATTRESS Co., Los Angeles, through Alvin Wilder Adv., that city, on Oct. 26 started sponsoring a weekly quarter-hour commentary, *Layman's Views of the News*, on two Don Lee California stations (KHJ KFRC), Sunday, 9:15-9:30 a.m. (PST). Alvin Wilder is commentator. Contract is for 52 weeks. Firm also sponsors a weekly quarter-hour program of similar title on KECA, Los Angeles, as well as two 15-minute periods of recorded music per week on that station. Expansion to include other West Coast stations is contemplated.

ADLER SHOES for Men, New York (retail), which has been participating on *Here's Morgan* on WOR, New York, on Oct. 27 started a series of one-minute announcements, 14 times weekly for 26 weeks, on WQXR, New York, and may add other stations later. Consolidated Adv. Agency, New York, handles the account.



LETTING THE QUIPS fall where they may, Al Sheehan (left), assistant manager of WCCO, Minneapolis, chats with Clellan Card, of WCCO (center), and Eddie Gallaher, the station's sports announcer. The occasion: Farewell buffet supper for Carl J. Burkland, WCCO sales manager, before he left for New York to take a position with New York Radio Sales.

SAWYER BISCUIT Co., Chicago (cookies and crackers), on Nov. 3 starts quarter-hour *Rhymaster Time* five weekdays for 52 weeks on WGN, Chicago. Agency is George H. Hartman Co., Chicago.

SOCONY-VACUUM OIL Co., New York (Mobiloil, Mobilgas), on Oct. 27 changed the format of its evening news broadcast on WBBM, Chicago, to feature news direct from foreign capitals as gathered at the station's new Listening Post on 1 N. LaSalle St. building. Broadcasts have been shifted from 6 to 10 p.m. (CST). Agency handling the account is J. Stirling Getchell Inc., New York.

LOS ANGELES BREWING Co., Los Angeles, in a one-month Southern California test campaign started Oct. 27 is sponsoring a five-weekly quarter-hour series of recorded dance music on KTMS, Santa Barbara, and 11 spot announcements per week on KFSD, San Diego. Firm uses 50 and 100 spot announcements per week, respectively, on two Mexican stations, XECL, Mexicali, and XEGM, Tiajuana. Expansion of radio schedule to include other California stations is contemplated. Agency is Lockwood-Shackelford Adv. Agency, Los Angeles.

GUARANTY UNION LIFE Insurance Co., Los Angeles, is sponsoring a weekly two-hour program of recorded classical music on KFAC, that city, as well as a quarter-hour broadcast featuring semi-classical numbers two times per week on KECA. Agency is Stodel Adv. Co., Los Angeles.

Only New Orleans Station With . . .
ASCAP AND BMI music
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

KSD
RADIO PIONEERS SINCE 1922
FIRST IN ST. LOUIS
In Popular Program Polls
Basic NBC RED Network
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

POWER!

—WHERE POWER COUNTS MOST



WLAC

NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

GALLO WINE Co., Modesto, Cal. wine), in mid-October, started using on a 5-week basis, seven weekly musical-rhyme transcribed announcements on KGB, San Diego, Cal. Firm also sponsors 30 transcribed testimonial announcements per week on KHJ, Hollywood, and plans expansion of winter radio schedule to include other Southern California stations. Agency is Chas. H. Mayne Co., Los Angeles.

HOROWITZ & MARGARETEN, New York (mazoths), is starting a variety program featuring Harry Hershfield on WHN, New York, to run for 20 weeks beginning Nov. 17, Mondays, 8-8:30 p.m. Advertisers Broadcasting Co., New York, handles the account.

CHARLES GULDEN Inc., New York Gulden's Mustard), using radio on several stations, on Oct. 28 began sponsorship of the *Jewish Amateur Hour* on WBYN, Brooklyn, Tuesday, 8-8:30 p.m. Sponsored locally for the last seven years, the program features Victor Packer, well-known performer of the Jewish stage in the m.c. role. Agency is Chas. W. Hoyt Co., New York.

GREATER NEW YORK BREWERY, for McSorley's ale and its new VX beer, on Oct. 31 started *Here's Looking at New York*, Broadway gossip column with George Jessel, on WEAF, New York, Fridays, 6:45-7 p.m. Agency is Kelly Nason Inc., New York.

TYING in with the current Southern California traffic safety campaign, Ben Hur Products Inc., Los Angeles coffee), on Oct. 26 started sponsoring six safety announcements daily, seven days per week, on KFI, that city. Contract is for 52 weeks. Announcements are directed to pederstrians as well as auto drivers. Firm also participates thrice-weekly in *Homemakers Club* on KHJ, Hollywood, and on Nov. 4 starts six participations per week in *Smile in the Morning* on KMPC, Beverly Hills, Cal. Other West Coast radio is contemplated. Theodore B. Creamer Adv., Los Angeles, has the account.

BLOCK DRUG Co., Jersey City (Stera-Kleen), on Nov. 3 recently started participations on *950 Club* and *Swing Time Review* on WPEN, Philadelphia and on *Musical Clock*, *1 O'Clock Express* and *Pioneer Clipper* on WIP, that city. Company has been on WORL, Boston, for some time. Contracts are for 26 weeks. Agency is Redfield-Johnstone, New York.

Asks Cleveland CP

PAUL C. AIKEN, director of the speakers bureau of the Democratic National Committee during the last presidential election, heads the newly-formed Cleveland Broadcasting Inc., seeking a 5,000-watt full-time station on 1300 kc., in Cleveland. Mr. Aiken who practices as an attorney in Cleveland is 50.13% stockholder while other principals are: Henry G. Tremmel, of the North America Fibre Products Co., 20.67%; Ray T. Miller, Cleveland lawyer, 16.53%; Donald W. Hornbeck, attorney, 6.67%; and Ray T. Lamb, attorney, 2.67%.

KSAM Sale Approved

SALE of KSAM, Huntsville, Tex., for a consideration of $3,500 was authorized last Tuesday when the FCC granted consent to the licensee Sam Houston Broadcasting Co.—a partnership of H. G. Webster, C. N. Shaver and W. Bryan Shaver—to assign the license to W. J. Harpole and J. C. Rothwell. At present Mr. Rothwell is general manager of KSAM while Mr. Harpole is commercial manager of KVIC, Victoria, Tex. Both at one time were part owners of the *Seminole Reporter* of Brady, Tex. KSAM operates on 1490 kc. with 250 watts daytime only.

GEORGE JENNINGS, program director of the Radio Council, Chicago Public Schools, is the author of a vocational monograph titled *The Program Side of Radio* (Bellman Publishing Co., Boston).

Air Force, AFM Settle Differences in Canada

MISUNDERSTANDINGS between the Royal Canadian Air Force and the American Federation of Musicians [BROADCASTING, Oct. 6] have been settled and "our views composed upon all matters" Air Minister C. G. Powers stated in Ottawa following a conference with Walter M. Murdoch, executive officer of the AFM in Canada. The trouble developed after the *Ottawa Journal* reported some weeks ago that no R. C. A. F. band has played on the Canadian Broadcasting Corp. network for some time "because chiefs of the CBC have been threatened indirectly by AFM President Petrillo of Chicago."

Air Minister Powers stated at Ottawa that the policy of using R. C. A. F. bands "in the interests of the armed forces" would be continued. This would eliminate "any suggestions of competition with civilian musicians." "I am satisfied," he said, "that our mutual objective to make the largest possible contribution to our war effort will be the result of our discussions."

Savings Bank Fund

AN APPROPRIATION of $120,000 for radio, $260,000 for newspapers and $20,000 for motion pictures for its first cooperative campaign, was approved by the Savings Bank Assn. of New York, meeting last week at White Sulphur Springs, W. Va. Campaign, to get under way about the first of January, will have a three-fold purpose: To get more people to save and to understand the value of savings now; to emphasize the importance of savings banks in the economic system, and to stimulate public cooperation in the defense savings program. Money will be raised by assessment on the 134 member savings banks in proportion to their individual assets. Ruthrauff & Ryan, New York, was chosen to handle the account.

Food Ads to Expand

ONLY 3 of 51 national advertisers in the food field, who spent some 29 million dollars in 1940, are planning to decrease advertising expenditures next year, according to a survey by *Food Field Reporter*. The survey shows that 26 plan to spend about the same, with the rest increasing their budgets. The advertisers represent about a fourth of the national grocery advertising total.

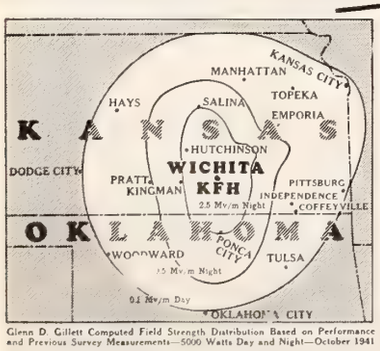


"Spend advertising dollars where business is booming" is a safe rule for time buyers. The above table lists the top twenty of 147 U. S. trading areas—in terms of percentage of business activity change during the year September 1, 1940—September 1, 1941. Wichita ranks second on this list. Yes, Wichita is booming, and to sell Wichita, you need KFH!

BUSINESS ACTIVITY

(Figures from Brooke, Smith, French & Dorrance, Detroit, survey, "Where's Business", September, 1941.)

Trading Area	Sept. 1, '41	Aug. 1, '41	Sept. 1, '40
San Diego, Calif.	+57	+46	— 8
WICHITA, KANSAS	+39	+28	—21
Macon, Ga.	+50	+38	— 8
Williamsport, Pa.	+32	+23	—24
Buffalo, N.Y.	+23	+13	—31
Flint, Mich.	+35	+26	—18
Louisville, Ky.	+45	+39	— 7
Canton, Ohio	+44	+36	— 6
Akron, Ohio	+38	+30	—12
Mobile, Ala.	+52	+40	+ 3
El Paso, Texas	+41	+34	— 8
Dayton, Ohio	+37	+32	—12
Jackson, Mich.	+31	+21	—18
Toledo, Ohio	+28	+18	—21
Detroit, Mich.	+46	+38	— 2
Rockford, Ill.	+42	+36	— 5
Worcester, Mass.	+35	+28	—12
Abilene, Texas	+43	+36	— 3
Portland, Me.	+18	+12	—28
Norfolk, Va.	+43	+35	— 2



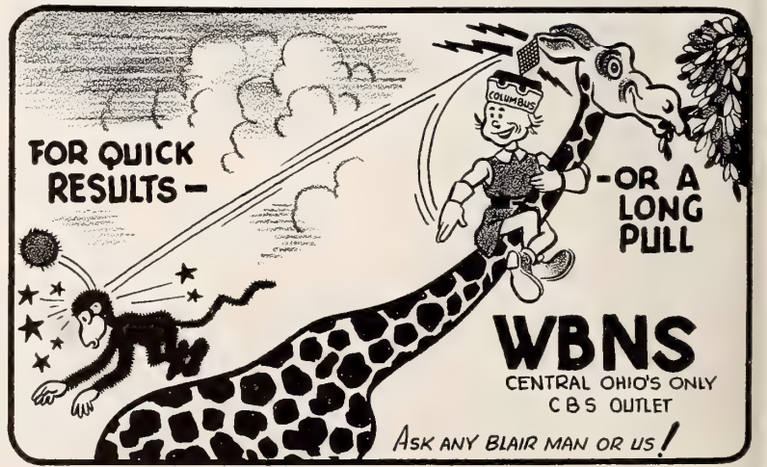
Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

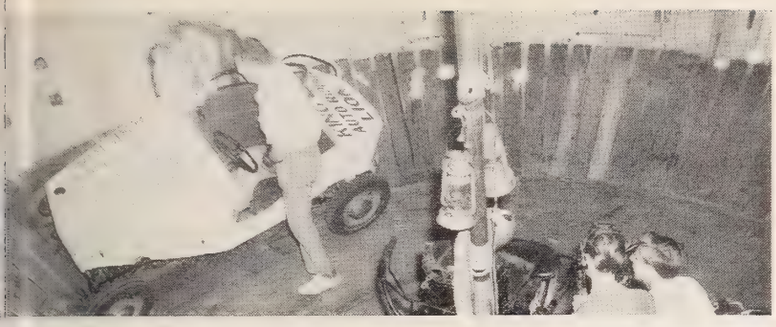
Columbia's Only Full-Time Outlet for Kansas

KFH

WICHITA

CBS • 5000 DAY AND NIGHT • CALL ANY EDWARD PETRY OFFICE





APPETITE for announcers and mikes is evident in the baleful glare of King, the auto riding lion, during a broadcast from the pit of the Motordome at the Winston-Salem Forsyth County Fair, where Rosser Fowlkes, chief announcer and production manager of WAIR, Winston-Salem, handled 23 remotes. Thrill came when the playful kitty came lunging at Fowlkes, only to be beaten off.

Baron's Bark

WLOK, Lima, O., has a new sound effects engineer—Baron, the wire-hair terrier owned by Dick Tinker, local insurance executive. Baron appeared one day recently at WLOK's noon man-on-the-street show, which opens with the ring of a school bell. Ed Braun, handling the show, put the handle of the bell in Baron's mouth, and the pooch performed so noisily that he began to get fan letters. Responding to the listener demand, Baron has become a regular performer on the show, particularly delighting youngsters in the outdoor audience.

Book Plugs on 71

SIMON & SCHUSTER Inc., New York (book—*Your Income Tax*), on Oct. 20 started a campaign on 71 stations. About 100 additional stations will start on Nov. 3. Five and 15-minute periods will be used daily until March 1, according to Edwin A. Kraft, manager of Northwest Radio Advertising Co., agency. The current station list: KFBK KFVD KFYR KGER KHAS KHQ KINY KMJ KMPC WMTR KQV KQW KROC KROW KSL KUJ KVEC KWFT KWJJ KYA WAAT WAGE WAIT WBAL WCAR WCFL WCLE WCPO WDZ WGAR WHAS WHDH WHO WINN WINX WJJD WKRC WKST WKZO WLAW WLOL WMEX WOL WORL WOV WPEN WPRO WTOL WWDC WWSW KSFO WBYN WCBM WCLO WDEL WDGY WDSU WELI WEW WFBM WFMD WHK WIND WING WISN WKBN WLAK WREN WRJN WSOY WSPR.

WFBG
ALTOONA, PA.

- NBC RED AND BLUE
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Senate Funds Requested For Inquiry Into Plight Of the Small Business

CARRYING a request for a $25,000 allocation from contingent funds of the Senate, Chairman Murray (D-Mont.) last Tuesday introduced in the Senate a resolution presaging the start of hearings by the Senate Small Business Committee. Members of the special Senate group, designated to study the plight of small business in a big business economic world, agreed on the $25,000 figure as a starter for extended hearings to be conducted by the committee. It is understood the initial hearings will not begin until February or March.

Although advertising admittedly is one of the major concerns of the special committee, it has been indicated that first attention will be given to the immediate problems of small business arising out of the defense program, from both competitive and financial angles. It is expected this phase of the committee's investigations will tie in closely with the efforts of the OPM Division of Contract Distribution, headed by Floyd B. Odlum, to secure a greater cut of defense business for smaller manufacturers and subcontractors.

Although nothing definite along advertising lines has developed from the committee's previous studies, confined to surveys conducted by its staff, it has been stated by Chairman Murray that advertising aspects of the small-versus-big business situation will come in for consideration by the committee, although not until national defense aspects have been dealt with.

Cooperation of the Justice Department's newly-organized small business section has been pledged by Assistant Attorney General Thurman Arnold, and it is expected advertising will be one of their mutual concerns. With the committee planning to ask eventually for a total of about $1,000,000 for its studies and investigations, there appears little doubt that the Senate group intends to make an intensive inquiry into advertising practices and all the other significant matters from the small businessman's standpoint.



"Just you tune WFDF Flint Michigan and see if the Lone Ranger can do this!"

PERCY C. KLEIN, automobile dealer of Chevy Chase, Md., suburb of Washington, D. C., is applicant for a new 1,000 watt daytime station on 740 kc. in Alexandria, Va., on the outskirts of Washington.

MISSISSIPPI POST GIVEN TO WRIGHT

C. J. WRIGHT, owner and general manager of WFOR, Hattiesburg, has been named president of Mississippi Broadcasters Assn., formed Oct. 23 at a meeting in Jackson of representatives of 12 Mississippi radio stations. Other officers elected at the meeting were H. M. Smith, WAML, Laurel, vice-president, and L. M. Sepaugh, WSLI, Jackson, secretary-treasurer.

Plans for active participation in the national defense effort, particularly through programming cooperation, were discussed at the meeting. An executive committee also was appointed to develop plans for operation of the new association, which has been organized on a permanent basis. It is scheduled to meet quarterly.

NO FATTED CALF IN BEEFHIDE (Ky.)!

WAVE has no beef against Beefhide (Ky.), or any of the other small towns in the State. But we think you should know that all the Beefhides *together* don't begin to make the market that's the Louisville Trading Area. For instance, this Area has 25% *more* income tax payers, buys 46.1% *more* new passenger cars, accounts for 17.6% *more* retail sales than *the rest of Kentucky combined!* Complete coverage of this Area costs less with WAVE than with any other medium—so how's for letting us show you the job we can do?

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Goldbergs' 12th

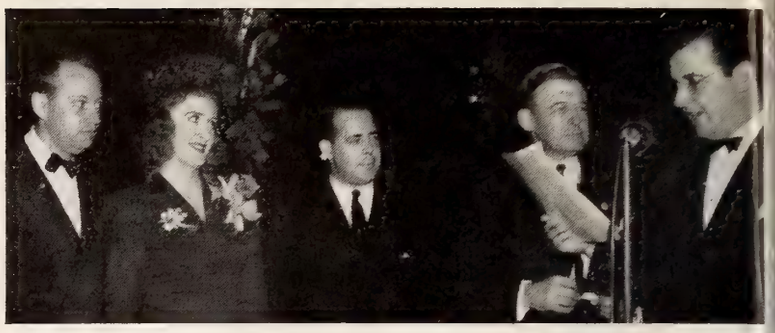
WITH the same cast which made the first broadcast Nov. 20, 1929, the CBS serial *The Goldbergs*, sponsored by Procter & Gamble Co., Cincinnati, for Duz and Dreft, will celebrate its 12th year on the air Nov. 20. Mrs. Gertrude Berg, who also writes and directs the show, continues as "Molly", James Waters is still playing "Jake", Rosalyn Silber, then a child of ten and now grown, is "Rosey", and "Sammy" is still played by Alfred Ryder.

WHK School Series

COOPERATING with Cleveland College of Western Reserve U, WHK, Cleveland, is resuming its annual five-weekly educational broadcasts featuring faculty members of the school. The programs are heard Monday through Friday at 5 p.m. Discussions to be heard cover everything from civics and sociology to literature and science.

Kent Cooper's Second

SECOND composition by Kent Cooper, general manager of Associated Press, to be introduced on the air is titled "Sunset" and was given its broadcast premiere on the Oct. 31 *Cities Service Concert* program on NBC-Red. Mr. Cooper's first published song, "Dixie Girl", was given its premiere by Dr. Frank Black on the same program May 16.



LATE IN OCTOBER, during Better Parenthood Week in Cincinnati Arlene Blackburn, star of the radio serial, *Linda's First Love*, sponsored by Kroger Grocery & Baking Co. for four years five times weekly on 2' stations, played host to 10 little girls who have been named after her radio character. Coming from five States, the 10 little Lindas and their mothers were guests of Miss Blackburn and Kroger in Cincinnati. Apart from all sorts of partying and sight-seeing, the group appeared on special broadcasts on WLW-WSAI and WCPO. Gathered during a WLW-WSAI broadcast at a banquet during the three days of festivities are (l to r) A. E. Johnston, Kroger advertising manager; Miss Blackburn; James D. Shouse, Crosley vice-president in charge of broadcasting Albert H. Morrill, Kroger president; Announcer Paul Jones.

Advertising Council of War

(*Continued from page 16*)

agement, agencies and media".

In reviewing the program for the joint session, the prospectus states that Part I will consist of a presentation showing the menace to advertising and to national brands—a menace based on unsound economics, ignorance and misstatements—and the dangers resulting therefrom which may shortly be realized and may drastically affect the whole national advertising process and brand merchandising.

Part II will consist of a carefully prepared, graphic and fast-moving presentation of the economic justification of sound advertising in which a dozen basic controversial questions are clearly defined and broadly answered. This will be the real meat of the program, done in such a manner and in such form as to be freely available to serve as the basis for presentations by various groups on occasions where advertising is challenged or where enlightenment is earnestly sought.

Parts I and II will be presented on Thursday, Nov. 13. Among speakers will be Leon Henderson, Administrator, Office of Price Administration, and member of Supply & Priorities Allocation Board Mr. Henderson has been asked to tell frankly what is ahead as it may affect advertising and selling and he will answer questions.

On Friday Nov. 14 Parts III and IV will be presented. Part III will include a series of talks by high-ranking top executives representing various industries, men qualified in every way to tell how, through the hard school of practical experience, advertising has proved an indispensable tool of their industries, and the disastrous consequences to stockholders employes, labor, distributors and the public if the free functioning of the advertising process were to be denied. This section, perhaps more than any other, should serve to impress upon the industrial management the importance of safeguarding advertising, not alone for the benefit of any given industrial concern but for all industry, according to the prospectus.

In Part IV, the What-We-Can-Do-About-It portion of the joint session, main points brought out at the preceding meetings will be brought out and various industries and individual companies will be given an idea of what must be done, with the help of advertising, i.e., the agencies and the media. Means to accomplish the objective will be illustrated.

Winding up the Friday session will be a reception, dinner and entertainment.



Slightly Terrific!

Slightly terrific, too, the way WDBJ holds an audience spell-bound! For the record, *most* of the people in this neck of the woods tune to WDBJ *most of the time!* Our magic formula? We're the *only* station that can be heard regularly throughout the entire Roanoke-Southwest Virginia territory! We're the *only* CBS source within listening range! We tailor our local features to our listeners' likes! And *listen*—the 798,000 people in our *primary* area (daytime) make 25.7% of all the retail purchases in the whole state! How about letting us work some sales magic for you?

WDBJ

ROANOKE, VIRGINIA

FREE & PETERS, INC.
Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

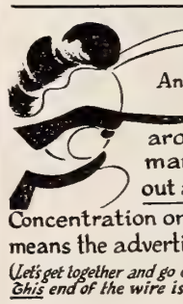
I Want more sales in Central New York?

TRY THE *Pre-sold* AUDIENCE OF

WFBL

SYRACUSE, NEW YORK

FREE & PETERS, NATIONAL REPRESENTATIVES



Ann Tenna *says:*

Reach around a fat market, without any waste!

Concentration on New York means the advertiser WINS!

Let's get together and go over a few spots. This end of the wire is BRyant 9-6000

WINS

Merchandising & Promotion

Two to Blue—To the Trade—UP Features—Mutual Club—Hot From Hannagan

AUDIENCE - PROMOTION tieup arranged by WCBM, Baltimore, and KQV, Pittsburgh, in connection with their affiliation Oct. 1 with NBC-Blue, has been sent in memo form to advertisers and agencies with an explanatory letter from E. P. H. James, Blue sales promotion manager.

As far back as last June the two stations scheduled special announcements and programs as well as turning over regular broadcasts to telling their audiences about Blue programs "to come". Sustaining Blue programs were heard on KQV in early September, and on Oct. 1 dedicatory programs were broadcast throughout the day. In addition, they used direct mail, newspaper and window display advertisements.

* * *

WEBC's Journal

A SEMI-MONTHLY merchandising newspaper circulated among wholesalers and retailers in Duluth, Superior, Wis., and neighboring communities started publication Nov. 1. Published by WEBC, Duluth, the paper is expected to aid jobbers and merchants to improve merchandising of nationally and locally advertised products on the station. Leo Fremont, promotion director, edits the paper.

* * *

Plugged in Strip

HYDE PARK BREWERIES Assn., St. Louis (beer), has started the transcribed *Jane Arden* serial five weekdays on WCBS, Springfield, Ill. Promotion for the show includes a plug appearing in the final panel of the Jane Arden comic strip published in the Springfield *Illinois State Journal*. Agency is Ruthrauff & Ryan, St. Louis.

* * *

Black Masks

WPEN, Philadelphia, distributed black Halloween masks with a bright orange card attached saying "It's fun to put on a false face and fool people on Halloween. But it's not fun and certainly not good business to try and fool your clients the rest of the year".

* * *

Two Bit Hose

SILK HOSIERY of guaranteed first quality is being offered as a premium for 25 cents a pair with certificate from 24½-pound bag of flour by Hecker Products Corp., New York, sponsor of *This Is Life* on MBS. Agency is Leo Burnett Co., Chicago.

* * *

Zenith's FM Bulletin

ZENITH RADIO Corp., Chicago, is mailing to its distributors a bulletin, *FM Progress*, which contains descriptions of FM reception, sales and demonstration tips for merchandising sets, and news of promotions by FM stations.

UP Plugs

BROADCASTERS and sponsors tell the story of the success they've had with UP Radio News Wire Features in a brochure titled *Sponsors Say the Features Pay*. Folder, containing reproductions of letters describing sales increases credited to programs built on the UP features and offering the testimony of station executives that the programs produce contract renewals, has been distributed to all broadcasters and to agencies handling radio.

UP is also distributing a directory, listing by states and call letters, the 46 new outlets which have subscribed to UP news and features during the past six months.

* * *

Plane Derby

SLATED to be an annual event, WCOV, Montgomery, Ala., in mid-October held its first Model Airplane Derby, with cooperation of officers at Gunter and Maxwell Fields. Held at Gunter Field, which was opened to the public for the day, the meet attracted 18,000 spectators. Trophies offered in the day-long Derby were presented by Col. A. Hornsby, commanding officer of Maxwell Field. G. W. Covington, Jr., president and manager of WCOV, who fostered the Derby idea, won congratulations from Army personnel viewing the competition.

* * *

Theatre Club

NATIONAL CLUB of 318.000 letter-writing listeners to MBS *Chicago Theater of the Air* operettas, with chapters all over the country, is being organized by WGN, Chicago, where the broadcasts originate. Each chapter receives a charter, green and gold automobile stickers, occasional photographs and news of actors on the show.

* * *

Station Movies

MOTION PICTURE in technicolor depicting the activities of the entire staff of WTRY, Troy, N. Y., as well as shots of everything from reception desk to towers is being made by Ed Atkinson and a staff of seven. Film, titled "Reel Life", will be used by the station for promotion when completed.

* * *

Studio Film

A FILM "Backstage in Broadcasting" is being prepared in natural color at CKY, Winnipeg, and CKX, Brandon, Man., showing scenes in the studios, offices and transmitter buildings of these two Manitoba Telephone System stations.

Steve's Packets

RADIO EDITORS last week received the first of a series of weekly promotion packets from Publicity Agent Steve Hannagan designed to furnish full information on each of the orchestras playing on the Coca Cola Co. *Spotlight Bands* program, which starts Nov. 3 on 118 MBS stations.

With the start of *Spotlight Bands* at 10:15 p.m. six night weekly, Mutual is shifting some of its programs, as follows: Axton-Fisher Tobacco Co.'s show *Twenty Grand Club*, featuring Mary Small, will be heard Mondays at 9:15 p.m.; the same company's *Danger Is My Business* will shift from 10:15 to 9:15 p.m. on Wednesdays; *Your Defense Reporter* with Fulton Lewis, jr., will be heard Tuesdays at 10:30 p.m., instead of Mondays; John Steele and Arthur Mann, Mutual's London correspondents, shift from Wednesdays 9:15 p.m., to Tuesday same time.

* * *

Theatre Tieup

WPAT, Paterson, N. J., has completed a tie-up with ten leading theatres in Paterson and Passaic whereby screen trailers and lobby signs are used to promote *Your Movie Directory*, a six-weekly morning program.

Scores to Planes

FOOTBALL score sheets from WBBM, Chicago, are given to all American Airlines passengers boarding and leaving planes in Chicago on Saturday afternoons. Last minute score are phoned to the airport by the station's news department.

BROCHURES

JOSEPH JACOBS Jewish Market Organization, New York — 32-page manual, *The Jewish Culture*, explaining significance of different phases of Judaism, i.e., holidays, etc., and what it means to the American manufacturer.

ALLEN B. DuMONT, Labs., Passaic, N. J.—Report on the accomplishments of the organization during its first decade bound in a green suede cover and entitled "Pioneering the Cathode Ray & Television Arts".

WAIT, Chicago—Blue-and-white 12-page booklet introducing pugilistic "Mike Wait" in a horizontal striped sweater and derby hat, whose "tough guy" patter plugs the station's market and coverage.

WGN, Chicago—Booklet titled "The Chicagoland Church Hour" describing procedure used in broadcasting the program, also listing the churches represented.

KFRC, San Franciso—Mailing piece quoting Jimmy Fidler's favorable comment on Don Lee network's *Breakfast Club*.

WMAL, Washington—Success story of *Dream House* sponsorship by P. J. Nee Furniture Co. on WMAL.

CBS—36-page arty book Conquistador, New Style, describing Pacific network.



ILLINOIS?

Sales management gives Decatur 132 rating for November prospects. 2nd highest in State. WSOY covers Decatur and a big chunk of Illinois—



250 W. 1340. Full time. Sears & Ayer, Reps. How can we help you?

WSOY

WSOY - DECATUR

WGNY
1000 WATTS
NEWBURGH, N. Y.

GOTTA PROBLEM?

If your problem is in the Hudson river valley . . . from Nyack to Hudson . . . WGNY would like to have an opportunity to solve it for you. You get coverage . . . service . . . and results with our 1000 watts at the old 250 watt rates. We have studios in Newburgh and Poughkeepsie . . . remote facilities in Middletown. We serve the area with local newscasts from each city . . . UP news every hour . . . ASCAP and BMI music . . . lots of local people participation on programs . . . everything to build and maintain program appeal. If you've tried WGNY you know it . . . if you haven't, let us prove our service, results in an able-to-buy market.

BUY WGNY

WGNY
REPRESENTED BY
HEADLEY-REED CO.

Agencies

BAKER OSTRIN, copywriter of Sherman K. Ellis Inc., has been named radio director of the Chicago office succeeding Charles Hotchkiss, who has joined Blackett-Sample-Hummert, Chicago, as account executive.

ELAINE FIBUSH, formerly of KLX, Oakland, Cal., has joined the radio department of the Mayers Co., Los Angeles, as copywriter.

L. T. LOVE, formerly of John H. Riordan Co., Los Angeles, and Anthony X. Schilling, advertising manager of Ad-Here Paper Co., that city, have joined the copywriting staff of Raymond R. Morgan Co., Hollywood.

IVAN P. FLORSHEIM Jr., formerly in charge of sales and advertising for Florsheim Corp. and Ferriss Pharmacal Co., Chicago, has joined the Neal Adv. Agency, that city, as account executive. Agency recently moved from the 20th to the 15th floor at 309 W. Jackson Blvd. New phone number is Wabash 1630.

EUGENE P. RAMSEY, vice-president in charge of production of Chas. H. Mayne Co., Los Angeles, and Dorothea Powers, New Zealand and Australian radio actress, were married in Reno, Nev., in late September, it was recently revealed.

LEE STRAHORN, producer, for several years with NBC, San Francisco, recently joined the radio production staff of Lord & Thomas, Chicago and will assist in production of the Armour radio program.

FRANK OWEN, formerly of NBC, has joined the media department of Benton & Bowles and will assist George Kern, B & B radio time buyer.



BEAUTY SPECIALIST Richard Willis (left) runs through the script of his *Here's Looking at You* program on WOR, New York, with Stanley Chambers, advertising manager of Barbara Gould Inc., New York, which took over sponsorship of the show Oct. 20 for its cosmetic products. Looking on (standing) is John Hymes, time-buyer of Lord & Thomas, New York, the agency in charge.

RICHARD A. FOLEY Adv. Agency, Philadelphia, has moved to new quarters from 1616 Walnut St. to 1528 Walnut St.

SYLVIA KARASICK, formerly administrative assistant at the Columbia College of Radio & Drama, Chicago, has joined H. W. Kastor & Sons, Chicago, as assistant to Ben Green, program executive.

C. J. LOOMIS, formerly sales manager of Bohemian Distributing Co., Los Angeles (Acme beer), has joined Lockwood - Shackelford Adv. Agency, that city, as director of merchandising.

LEO BOULETTE Agency has discontinued its Springfield, O., office and will open new headquarters in Three Rivers, Mich.

LOEWY ADV. AGENCY, New York, on Nov. 1 will move to 41 Park Row, that city. Telephone is Worth 2-3773.

GREY ADV. AGENCY, New York, has moved to 166 W. 32d St., that city. Telephone is Chickering 4-3900.

DAVID T. DAVIES, formerly assistant publicity director of Union Pacific Railroad, Los Angeles, has joined Earle Ferris Assoc., Hollywood radio exploitation agency.

HARRY W. GORDON, director of the Argentine office of J. Walter Thompson Co., arrived in New York last week, where he will spend some time visiting clients before returning to South America.

INFLUENCE OF WAR COAST AAAA TOPIC

WAR'S EFFECT on advertising business was the main topic of discussion by the 250 delegates who attended the seventh annual convention of Pacific Council of the American Association of Advertising Agencies staged at Del Monte Hotel, Del Monte, Cal., Oct. 23-24 inclusive [BROADCASTING, Oct. 27]. Council Chairman William H. Horsley, president of Pacific National Adv. Agency, Seattle, and Warren E. Kraft, chairman of Washington Chapter of the AAAA and president of Northwest Radio Adv. Co., that city, jointly presided.

Dan B. Miner, Los Angeles president of Dan B. Miner Co. was elected Pacific Council chairman for the ensuing year, and succeeds Mr. Horsley. Joseph R. Gerber, head of Joseph R. Gerber Co., Portland, has assumed the post of vice-chairman, with Terrel T. McCarty as secretary-treasurer. Raymond P. Kelley, secretary-treasurer of Syverson-Kelley, Spokane, and James C. Knollin of Gerth-Knollin Adv. Agency, San Francisco, were named to Pacific Council's board of governors. An advisory committee for the Council, headed by former Chairman Horsley, and consisting of Augus J. Bruhn, Los Angeles manager of McCann-Erickson, and David M. Botsford, president of Botsford Constantine & Gardner, San Francisco, was initiated by the convention.

New Los Angeles Agency

EDWIN B. NEWPORT, head of Newport & Associates, and Faraon J. Moss, owner of Faraon Jay Moss Adv. Agency, retaining their respective Los Angeles organizations, in addition have formed a new firm under name of Adco Advertising at 5212 Wilshire Blvd. that city. Eric Munsinger is production manager. Wallace F. Buss is radio director, with Miss J. Hollebaugh as space buyer. Vocational-Educational Guidance Clinic Los Angeles, has appointed the agency to direct advertising and on Nov. 3 starts a weekly five-minute program on KMPC, Beverly Hills. Other radio accounts include Hoy Construction Co., Los Angeles (real estate), planning a Southern California spot announcement campaign; and Ralph Gordon Feat Pasadena, Cal., (lecture bureau) planning announcements on Pacific Northwest stations.

Named Agency V-Ps

ROBERT WENBAN, formerly vice-president and creative director of Blackett-Sample-Hummert Chicago, has joined Sherman & Marquette, Chicago as vice-president. Lawrence D. Milligan, radio director, has also been made a vice president. Mr. Milligan recently came to the agency from Blackett-Sample-Hummert, where he was account executive on Procter & Gamble Co. for a number of years.

SOUTHERN RADIO FEATURES Dallas, is conducting radio cooking schools on five Texas and Oklahoma stations — WACO, KUIN, KRRV KNOW and KCRC.



To two of 'em, in fact. In Northern Kentucky I did the exclusive radio job, drew an all-time record attendance of 109,463, with 31 shows originated on the spot in eight days. In Cincinnati, I did seven or eight shows a day, helped draw a crowd of 279,240. Small wonder advertisers and grocers alike say as one: "Cincinnati's *own* station is Cincinnati's *food* station!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

KINY
"The Friendly Voice of the Capital"

Almost overnight, defense activities have made Alaska one of the Pacific Coast's major markets—and wealthiest per capita market of them all!



Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Bassett to McKim

N L. BASSETT has joined the d-office of A. McKim Ltd., To- to agency with branches oughout Canada, as radio direc- tor, succeeding Bert Cairns who has occupied the post since May 1940. Bassett's appointment started Nov. 1. He comes from Radio Centre Ltd., Toronto producing and transcription distributing organi- tion, where he became general anager in September. He started s radio career at CJCS, Strat- rd, Ont., and moved from there Northern Broadcasting & Pub- shing Co., Timmins, Ont., serving this group's stations and as sales presentative in Toronto and ontreal for four years, leaving become radio director of James isher Co., Toronto advertising gency.



Mr. Bassett

LEE HELPS RUSS

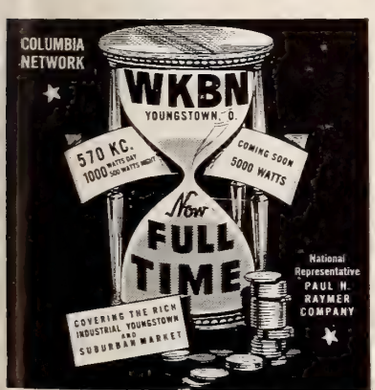
Kirby Repays Favor as Hodges Is Hurt in Wreck

URN about was fair play last eek when Lee Kirby, announcer f WBT, Charlotte, took over the lay-by-play description of the Washington Redskins' professional ootball games after Russ Hodges, ormer WBT announcer now on he staff of WOL, Washington, was everly injured in an auto acci- ent.

Mr. Hodges, who was to be intro- uced to Washington radio and ress circles at a cocktail party)ct. 27, was in Charlotte winding ip his affairs when the accident ccurred. He suffered a broken ertebrae in addition to other in- uries and is expected to be out of ction for at least a month. Dur- ng that time Kirby, who does the Atlantic Refining Co. football play- by-play for WBT, will commute to Washington for the Redskins games which are carried by WOL and sponsored by the P. J. Nee Furni- ture Co.

Last year when Kirby was hos- pitalized, Hodges took over his pro- grams, turning the pay over to Kirby. Now the latter is recipro- cating with the commercial fees going to the injured Hodges.

WQXR, New York, on Nov. 1 started operations on its increased power of 10,000 watts on 1560 kc., with the anniversary celebration of its 1940 power increase from 1 to 5 kw.



Coke by Koppers

A MISTAKE landed a ton of coke in the studios of WDAS, Philadelphia. The station is installing a display case in which samples of the products of station sponsors will be placed on exhibition. Accordingly, the Koppers Coke Co., sponsoring the station's hourly news broadcasts, was called for a sample of coke. Through a misunderstanding, the station porter discovered a ton of coke dumped in front of the case the next morning. It was carried up 12 floors in buckets to the station's skytop studios.

Requests for Facilities Set for Hearing by FCC

FOUR new station applications as well as the application of WFAS, White Plains, N. Y., seeking to shift its frequency to 1230 kc. and increase to unlimited operating hours were designated for hearing by the FCC last Tuesday.

The application of WFAS, currently operating on 1240 kc. as a part time station sharing with WBRB, Red Bank, N. J., and WGBB, Freeport, N. Y., will be heard jointly with that of Paul Forman Godley, pioneer radio engineer, who is asking a new local in Newark, N. J., on 1230 kc. with 250 watts. Consolidated hearing will also be scheduled for two applicants —Beauford H. Jester, Corsicana, Tex., attorney, and Roy Branham Albaugh, partner in a Texas Dr. Pepper Bottling Co.—both seeking a local in Waco, Tex., on the same facility, 1230 kc. with 250 watts fulltime. Individual hearing will also be set for the application of Charles P. Blackley, commercial manager of WSVA, Harrisonburg, Va., for a local in Staunton, Va., 250 watts fulltime on 1240 kc.

Radio Sells Seeds

MOEWS LOEW SEED Co., Granville, Ill. (M-L Improved Hybrids), now using a 26-week schedule of three one-minute announcements weekly on WLS, Chicago, and WHO, Des Moines, reports a 77% increase in business over last year. It was stated that a large part of the increase is directly attributable to its radio advertising. Account was placed by Triangle Adv. Agency, Chicago.

SURVEYS SHOW

That MORE people listen to CJOR, morning, afternoon and evening.

CJOR

Vancouver—B. C.

Nat. Rep.: J. H. McGillvra

H. N. Stovin, (Canada)

1000 Watts 600 K. C.

Walter Tison Requests Station in Jacksonville

W. WALTER TISON, pioneer Florida broadcaster and manager of WFLA, Tampa, on Oct. 21 filed an application with the FCC for a new 1,000-watt fulltime station in Jacksonville, Fla., on 600 kc. with a directional antenna night and day. Jacksonville in the recent monopoly hearings was described as one of the cities not now being served by all four networks [BROADCASTING, Sept. 15].

Mr. Tison reports that in event the station is authorized it will be made available for network affiliation thereby bringing all four networks to Jacksonville. WALT would be the call letters asked if application is granted. Ben S. Fisher, Washington attorney, and Frank G. Kear, Washington consulting engineer, are handling details.

Mr. Tison was formerly part owner of WFLA but earlier in the year disposed of his holdings to the *Tampa Tribune* to clear the way for fulltime operation by WFLA and WSUN, St. Petersburg [BROADCASTING, Jan. 20].

Stratosphere Pickup

WLS, Chicago, on Oct. 24 broadcast the world-record delayed parachute jump—arranged to establish scientific data for future stratosphere flights—made by Arthur H. Starnes from a height of 30,800 feet at 41 degrees below zero, opening his chute at 1,500 feet [BROADCASTING, Oct. 27]. Station's mobile unit was used for constant contact with the plane as it flew into the stratosphere, and Starnes held two-way conversations with Mrs. Starnes and their son on the ground, also with Drs. A. J. Carlson, U of Chicago, and Andrew C. Ivey, Northwestern U, research experts supervising the experiment. Starnes carried 85 pounds of radio and electrical equipment which recorded his reactions during the jump.

If You Want NEWS

(and who doesn't?)

. . . You'll find plenty of it on KFBI. In fact, KFBI carries more news programs than any other radio station in this area.

Some of these NEWS PROGRAMS are now open for sponsorship. But, they won't be open long!

For availabilities and rates, write or wire TODAY!



The Oldest Radio Station in Kansas

KFBI • WICHITA

TOLEDO

A Fort Industry Market

FIRST *in Shows*

FIRST *in Audience*

FIRST *in Experience*

WSPD has been serving Toledoans and their neighbors in Northwestern Ohio and Southern Michigan for over twenty - one years. It's little wonder that this prestige, bolstered by the nation's finest radio entertainment (proven by survey), has won and held a great audience.

•

Ask Katz

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO

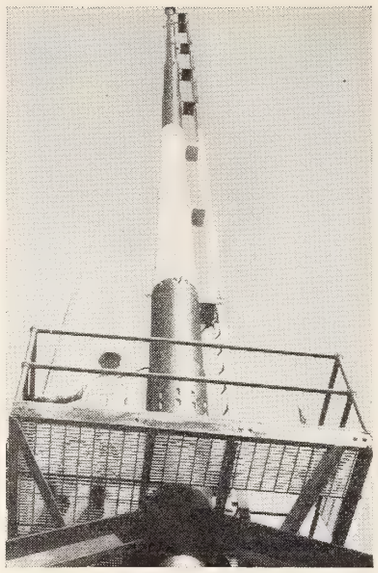
LOEW'S GRANTED FM OUTLET IN CHICAGO

CHICAGO'S seventh commercial FM outlet was authorized last Tuesday when the FCC issued a construction permit to the Oak Park Realty & Amusement Co. for high-frequency facilities in the Windy City. Permitee is a subsidiary of Loew's Inc., nationwide theatre chain, which holds all of the capital stock. Loew's, headed by Nicholas M. Schenck of New York as president, is the parent corporation of WHN, New York, and its FM adjunct W63NY, both licensed to the Marcus Loew Booking Agency. Metro-Goldwyn-Mayer Inc., also a part of Loew's Inc. currently holds a construction permit for K61LA, Los Angeles FM station. The new Chicago station will operate on 47.9 mc. to serve 10,800 square miles and has stipulated that operation will be four hours day and four hours night. Call letters W79C will be assigned.

W71SB, commercial FM station of WSBT, South Bend, and the *South Bend Tribune* was granted a modification of construction permit at the same meeting to make changes in its transmitter and antenna system, increase service area to 7,100 square miles and extend commencement and completion dates 60 to 180 days. Authorization was subject to same conditions relating to Order 79 under which the applicant's present grant was issued.

Drops Waring Suit

PLAGIARISM suit for $60,000 filed by Grombach Productions against Band Leader Fred Waring, Johnny O'Connor, Waring's manager, and Stack-Goble Adv. Agency was dismissed last week in New York Supreme Court at the end of a four-day trial. The plaintiff charged Waring used a program idea which Grombach alleged it submitted to Waring's office and auditioned for Stack-Goble.



WHEN W67C, FM adjunct of WBBM, Chicago, goes on the air shortly it will be among the first to experiment with this special high-gain directional stacked loop antenna atop 1 North La Salle St. Bldg., 621 feet above the street level. Designed to throw a stronger signal with less power, the antenna was perfected by Dr. Andrew Alford of Federal Telegraph Co., Newark. W67C plans to cover the 10,800 square-mile Chicago trading area with 10 kw. power.

RCA's 'Radio Age'

A NEW house organ published by RCA made its initial appearance in Mid-October. Known as *Radio Age*, the publication aims to present factually the news of RCA services, research, manufacturing, communications and broadcasting. First issue carried signed articles by Thomas F. Joyce, vice-president of RCAM; John Elwood, manager of the NBC International Division; Ralph R. Beal, research director of RCA Laboratories; Alfred H. Morton, vice-president in charge of television of NBC.

NEW CAMPUS STATION
Penn Outlet Under Way Without Yoo-Hoo of 1940

A PRIVATE radio station for U of Pennsylvania started broadcasting experimentally Oct. 24. The station, operating on a frequency of 625 kilocycles and using the call letters WUOP, has been set up in one of the freshman dormatories by William Reeder, a freshman, and John Walsh, a graduate medical student. As yet, only radios in the freshman dormitory quadrangle have been able to pick up the programs, which is sent out over the electric wiring system. Programs consist of dance band recordings and campus news.

Last year, a similar broadcast station was built at the campus, but not organized as a regular radio outlet. Instead, a group of students used it as a loudspeaker system. All radios in a row of dormitories facing the city street would be tuned to the campus station and then with one voice, they would hail girls passing by. Campus police subsequently put a stop to this experiment.

Hauck Wins Medal

HARRY W. HAUCK, consulting engineering and formerly associated with Major Edwin Armstrong, inventor of FM, was named winner of the fourth medal award presented in honor of Major Armstrong by the Radio Club of America, oldest technical radio engineering organization in the country. Presentation was made Oct. 31 at the Club's 32nd annual dinner at the Engineers Club, New York, with Admiral S. C. Hooper, director of the radio liaison division, office of the Chief of Naval Operations, Washington, as guest speaker. Mr. Hauck received the medal for his activities in the Club and for his contributions to radio engineering.

U. S.-Brazil Exchange

FIRST in a series of exchange programs between the United States and Brazil was broadcast Oct. 27 on NBC-Red titled *Music for Brazil*, with NBC's international stations WRCA and WNBI simultaneously beaming the program to Brazil with Portuguese announcements. Brazil was heard in turn on NBC-Red Nov. 2 through RCAC facilities with a program of folk music, *Musical Brazil*.

50 KW. IS GRANTED TO KJR, SEATTLE

A CONDITIONAL grant to KJR, Seattle, to increase its power from 5,000 to 50,000 watts on the 1000 kc. channel, unlimited time, was announced last Wednesday by the FCC.

The grant to the NBC-Blue outlet, operated in conjunction with KOMO, Seattle, was conditional upon taking care of a "blanketing situation" and also subject to any action which the Commission ultimately may take in the matter of multiple ownership. The grant specifies a directional antenna for nighttime use. Both stations are operated by Fisher's Blend Station Inc., KJR having been purchased two years ago from NBC.

At its regular meeting on Tuesday, the FCC granted KVOS, Bellingham, Wash., a construction permit to shift from 1230 kc. with 250 watts, unlimited time, to 790 kc. with 1,000 watts fulltime. The authorization included installation of a directional antenna for day and night use and for new equipment.

KFXJ, Grand Junction, Col., was granted a construction permit to shift from 1230 kc. with 250 watts, unlimited time, to 920 kc. with 500 watts at night and 1,000 watts day, fulltime. Installation of new equipment and changes in its antenna system were authorized.

WIS, Columbia, S. C., was granted a modification of its construction permit as modified, to make changes in its directional antenna system and extend commencement and completion dates 60 days and 180 days, respectively, or installation of a new 5,000-watt plant for fulltime operation on its present frequency of 560 kc.

UNIVERSAL PICTURES Co., Hollywood, has released a new musical comedy built around radio personalities. Titled "Swing It Soldier," the film features Ken Murray, Don Wilson, Frances Langford, Blanche Stewart, Elvia Allman, Hanley Stafford, Senior Lee, the Three Cheers, Stop, Look & Listen, with Skinnay Ennis and orchestra.

Out of the Sky

CLIMAXING a promotional campaign in which WSYR, Syracuse, released publicity and advertising on its newly-assigned 5,000-watt operation to nearly 30 newspapers in as many communities, WSYR chartered special airplanes to drop circulars over these new territories. To every thousandth circular a $1 bill was attached, which could be redeemed for a $5 bill at the offices of the newspapers or WSYR.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

CRYSTALS by HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

Bell for 5th District

C. BELL, vice-president and neral manager of WBRC, Birmgham, Ala., has been named to e NAB engineering committee, presenting the 5th District, the AB announced last Monday. Mr. ell founded WBRC in 1925. He arted his radio career as an amaur before World War I, later beame associated with Bell Radio orp., which bore his name and om which sprung WBRC.

Heads NBC Traffic

OHN T. MURPHY, assistant to . B. Lyford, former supervisor of BC's commercial traffic department, as taken charge of the department ollowing the promotion of Mr. Lyford o be executive assistant in charge of tation relations promotion. Mr. Murphy started as a page boy with NBC 11 years ago, subsequently serving as a messenger in the central stenographic division, office boy, clerk, and assistant supervisor in traffic.

WIFE IS SILENT
Serves as Spotter at Game —For Russ Winnie—

HUSBAND - W I F E combination, with the woman assuming the role of "silent partner", is responsible for the enjoyment listeners to WTMJ, Milwaukee, get out of their sports broadcasts. For while Russ Winnie, station sportscaster, broadcasts football games, it's "George", his wife, who spots the play, keeping account of substitutions, ballcarriers, blockers and tacklers on the chart in front of her spouse.

The nickname "George" was affixed to Mrs. Winnie during the earlier days of broadcasting when a woman's place was in the home and not in a radio booth. Through the years the name has stuck. At present she is preparing for similar duties with Husband Russ when he undertakes descriptions of basketball games this winter.

MacGregor in N. Y.

C. P. MacGREGOR Co., Hollywood transcription producers, has established New York offices at 509 Fifth Ave., with Niles Gates in charge as manager. Mr. MacGregor is currently in Mexico for a series of conferences on radio with General Maximino Avila Camacho, Mexican secretary of communications and public works, and returns to his Hollywood headquarters in mid-November.

THE IBEW recently renewed its contract with KYA, San Francisco, on behalf of all technicians at the station, with salary increase retroactive to Oct. 1.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted—Engineer-Announcer—Give salary expected and availability. WBRW, Welch, W. Va.

Licensed Operator — Experience unnecessary. State qualifications, salary, draft status; enclose recent picture. Iowa station. Box 80A, BROADCASTING.

Wanted—Combination engineer, part time announcer. Give full qualification, picture, state salary expected in first letter. WFTM, Fort Myers, Florida.

Salesman—Require hard worker, experienced, capable earning consistently large weekly commission. High pressure "oncers" taboo. Draft status? New York State. Box 78A, BROADCASTING.

Licensed Operator — Voice adaptable announcing. Experience unnecessary. Prefer young married man draft exempt. State qualifications, salary, picture. Rocky Mountain West, Box 77A, BROADCASTING.

Wanted—Immediately, engineer-announcer by station, located north central area. No big starting salary but good opportunity and pleasant working conditions. Give full details. Box 89A, BROADCASTING.

Wanted—Experienced combination Announcer-Licensed Engineer. NBC affiliate in town offering ideal living conditions, married man. Must be polished announcer. Starting pay $175.00 a month plus moving expenses. Permanent. Reply Box 79A, BROADCASTING.

Operators And Announcers—Southern station. Write Box 92A. BROADCASTING.

Situations Wanted

Producer-Salesman - Executive — Desires to manage local station. Married, excellent references. Box 82A, BROADCASTING.

Transmitter Engineer—First phone-second telegraph. RCA, Western Electric Marine experience. Draft exempt. East preferred. Box 83A, BROADCASTING.

Chief Engineer—Age 28, full experience, installation, construction, studio buildng, control operating, continuity, announcing. Now employed, desire change. Box 88A, BROADCASTING.

Competent Licensed Engineer—Experienced, now employed at 5 kw. RCA network station as vacation operator. RCA & NRI graduate. Desires position, preferred in Midwest Station, available now. Box 87A, BROADCASTING.

Situations Wanted (Continued)

Sales And/Or Promotion Executive—Agency Radio Director-New Business Man, with top-notch radio background, 8 years CBS, NY and Washington selling experience, wants responsible sales and/or promotion job with station or agency. 33, single. Write for complete resume. Box 91A, BROADCASTING.

Producer—Of successful farm shows desires position handling talent. Emcees, announces, excellent references, married. Box 81A, BROADCASTING.

Engineer—Telephone and telegraph first. Copy press, maintenance two years broadcast chief engr. Available about December first. Age 39. Box 86A, BROADCASTING.

Combination Man—21, daft exempt. University radio degree. Background: announcing, writing, sales, production, operation (no license). Excellent for station and agency work. Go anywhere. Salary secondary. Box 84A, BROADCASTING.

Experienced Woman Program Director—Background includes college dramatic, musical, radio show production. Now available for development of local talent and forum groups. Coaching experience 6 years. Promotional and sales, 2 years. Age 31. Box 90A, BROADCASTING.

Salesmanager—Six years experience NBC-network salesmanager M & O station. Proven sales ability. Knowledge station operation, program, sales promotion. Interested only in affiliate in good market where initiative will count. Will furnish complete background data on request. Box 85A, BROADCASTING.

Hollywood Radio Producer-Writer—Wants good agency production or sales contact job. Thoroughly experienced all phases radio and complete agency functions. Will entertain any worthwhile proposition. Open for immediate interview. Communicate: Bruce Gilbert, 5 East 66th St., New York City.

Wanted to Buy

Complete—Used equipment for local station. Write Box 76A, BROADCASTING.

1 KW Transmitter—Must be good condition. State make, price and length of service. Box 1120, Aberdeen, Wash.

For Sale

Two Ideco 270 Ft. Towers—With insulated capacity tops. WHIO, Dayton, Ohio.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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There is no substitute for experience
GLENN D. GILLETT
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Washington, D. C.

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SAINT PAUL, MINNESOTA

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RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

To Locate the
LEADER
Look at His
FOLLOWING

The largest, most loyal listener-following in the Dayton market dials WHIO. Our power, programs, and policies are concentrated on delivering that following for our advertisers.

THAT'S WHY WE SAY—

WHIO
IS THE
DAYTON
MARKET
BASIC CBS • 5000 WATTS
G. P. HOLLINGBERY CO., Representative

Purely PROGRAMS

INTIMATE GLIMPSES of everyday life in Washington, London and the U. S. Army and Navy are given listeners to the four half-hour *Microphone Tours* programs presented Saturday at 7 p.m. on NBC-Red. "Guides" for the tours include such NBC notables as Fred Bate, NBC London representative, and John McVane in that city; also Graham McNamee, Carleton Smith, George Hicks, Earl Godwin, Baukhage, William Hillman and Raymond Clapper in the United States.

* * *

Reports From Camp

CAPT. EDWIN P. CURTIN, former radio publicity director of BBDO, New York, is in charge of production for a series of transcriptions titled *Camp Wheeler Reports*, to be broadcast on WINS, New York, and WDRC, Hartford. Series features greetings sent by soldiers at Camp Wheeler, Ga., to their parents and friends as well as interviews on various phases of Army life, as conducted by Pvt. Bill Stynes, former WINS announcer. Music for the series is conducted by Pvt. Harrison Cooper, former arranger for Herbie Kay, orchestra leader, and engineering is handled by Pvt. Thomas Hanlon, former engineer of WBRY, Waterbury, Conn.

How to Help

TO ANSWER the often-asked question "What can I do to help?", the Canadian Broadcasting Corp. has started a number of new women's talk programs, which include *Volunteers for Victory*, a series on finding uses for existing materials to cut down new production in factories which would be freed for war work; *The Child in Wartime*, a series on the bringing up of children today; *Food for Victory*, a series on nutritional cooking and meal planning; *Western Homemakers Talks*, a series on home furnishing and home activities; *Fireside Fun* on home-made entertainment for the "gasless holidays"; *Shop to Save*, a series on economical purchasing to conserve as much as possible of the household's money for war financing.

* * *

Freedom's Meaning

DISTINGUISHED leaders in public life will express their opinions on vital questions currently affecting American and world freedom, on *What Freedom Means* on CBS. Dr. Ruth Nanda Anshen, author, and Jacques Maritain, French philosopher, were opening program guests. Future speakers will include Vice-President Wallace; Ambassador Hu Shih, of China; William Lyon Phelps, former Yale professor; Frank Kingdon, former president of Newark U; Sigred Undset, author and Bertrand Russell, philosopher.

* * *

Scandinavian News

SLANTED to Minnesota's Scandinavian population, KSTP, St. Paul, and six other Northwest stations have started a new weekly series of Scandinavian news shows in English. The series is handled by Val Bjornson, brother of Bjorn Bjornson, NBC correspondent in Iceland, who interjects occasional commentaries in Swedish, Norwegian or Icelandic.

* * *

Chest Sketches

DRAMATIZING the many types of charitable works carried on by Community Chest organizations, WTAG, Worcester, is presenting a quarter-hour series, *Trouble on the March*, as part of its effort in the local Chest drive. Stories are taken from actual case histories on file.

* * *

Wanted by the FBI

DESCRIPTIONS of criminals at large are broadcast each night as the five-minute *Fugitives from Justice* program of WTRY, Troy, N. Y. Material is furnished by the Albany office of the FBI.



DEEP INSIDE the new Vultee Aircraft factory in Nashville went Tim Sanders (center), special events announcer of WLAC, Nashville, during the recent "Employes' Day," which marked completion of Vultee's first O-49 observation plane contract for the Army. During his tour of the plant he stopped with his WLAC microphone to interview workmen on the job. Here he discusses the technique of wing construction with a couple of the boys at the plant.

Cheer For Young Britons

UNDER the direction of Carroll Foster, m. c., listeners to *Looie's Time Klock Klub* of KIRO, Seattle, have contributed more than a ton of clothing and toys to be distributed at Christmas time to children in bombed areas of England. Also the program will mail 1,000 two-pound tins of milk chocolate to British children whose names will be contributed by *Time Klock Klub* members from England.

* * *

Camp Capers

NEW WRINKLE added to the *Breakfast Express* morning feature of WHIO, Dayton, O., is the "Best Army Story of the Week" department. Writers of prize-winning doughboy tales receive free theatre tickets. Many of the stories come from Wright Field and Patterson Air Depot, Army airfields near Dayton, WHIO has indicated.

* * *

Student Experts

HIGH SCHOOL STUDENTS appear as football experts on the new *Gridiron Gossip* show conducted by Sportscaster Sam Molen twice-weekly on WCBS, Springfield, Ill. Wednesday program features a discussion of teams scheduled to meet, with forecasts of the results, while Saturday is devoted to reports of the results.

* * *

Little Business

WJJD, Chicago, on Oct. 23 started a roundtable discussion series on current production tasks, titled *Small Business & National Defense*, produced by the Chicago Commission on National Defense, designed to help the small business man solve his priority problems.

to add sales...
add KWKH!

The addition of KWKH to your radio list is a definite step toward expanding your sales in the progressive Central Southwest—One of the nation's richest areas. Payrolls are up . . . Employment is up . . . People are earning money and spending it. In choosing KWKH you set the stage for selling to an eager-to-buy audience through a response-ABLE medium. To add sales . . . add

KWKH 50,000 WATTS ★ CBS
Serving the wealthy Central Southwest
REPRESENTED BY THE BRANHAM CO.

IN PHILADELPHIA
WFIL
Win Friends Influence Listeners
SELL THROUGH WFIL

NBC, CBS Suits

(*Continued from page 8*)

because the Commission is without statutory authority to make the rules and is beyond the power of the Commission because the rules are "unreasonable, arbitrary and destructive of plaintiff's business without legitimate reasons; are not required by and do not serve public interest; are not necessary to carry out the terms of the Communications Act, and are contrary to the public interest, convenience and necessity and to the Act."

If the Communications Act purports to authorize the Commission to make the rules complained of, then the Act was held to be in this respect unconstitutional and "exceeds the powers of Congress because it delegates legislative power to the Commission without adequate legislative standards", contrary to the Constitution, because it "takes the property of the plaintiff without due process of law . . . ".

The CBS complaint concluded: "Unless the enforcement of that portion of the order referred to in paragraph 7 be permanently enjoined by the court, plaintiff will be unable to negotiate with station licensees for the affiliation contracts described in paragraph 5, or for the renewal of existing affiliation contracts. Station licensees threaten to and will cancel or repudiate subsisting contracts. Plaintiff's ability to negotiate contracts with advertisers and contracts with labor organizations of technical workers and of performing artists will be destroyed or seriously impaired.

Loss of Goodwill

"The penalty which affiliated stations will incur for entering into or performing agreements contrary to the said regulations is so serious that no station will renew or perform any such existing agreements even for the purpose of testing the validity of the rules. Unless relief is granted in this action, plaintiff will therefore be compelled to submit to the consequences of the rules whether they are valid or not. Plaintiff's business identity and public goodwill will be substantially injured and its property and business rendered substantially less valuable. In the premises, plaintiff will suffer irreparable injury for which it has no adequate remedy at law.

"Wherefore, plaintiff prays that the court set aside, annul and permanently enjoin the enforcement of that portion of the order of the Commission which promulgates the rules complained of in paragraph 7 and that the court grant the plaintiff such other and further relief as may be just and equitable in the premises."

NBC, Woodmen and Stromberg Carlson contended they had no adequate remedy at law and no method of proceeding exists for the review of the Commission's order, except by the filing of the suit. It asked the court that as soon as practicable the specially constituted three-judge court convene and that a temporary or interlocutory injunction be entered restraining, enjoining and suspending, until the further order of the court, the operation, execution, effect and enforcement of the order, insofar as it purports to become effective on or before Nov. 15.

Pending a hearing upon the application for a temporary injunction, the court was asked to issue a preliminary restraining order to remain effective until the application for a temporary or interlocutory injunction "shall have been heard and determined and for a period of 90 days thereafter".

After final hearings, NBC prayed that the court decree the order is "beyond the lawful authority of the Commission, in violation of the legal rights of plaintiffs, wholly void and arbitrary and unreasonable, and that the order, insofar as the order purports to become effective on or before Nov. 15, 1941, be perpetually vacated, set aside, suspended and annulled, and the enforcement thereof perpetually restrained and enjoined."

Radio's Safety Role

SUPPORT radio is giving the Emergency Safety Campaign to reduce accidents drew special praise last week from W. H. Cameron, managing director of the National Safety Council, which is directing the nation-wide campaign at the request of President Roosevelt, who become concerned at the steadily rising accident toll and at the number of defense workers who are victims of accidents both on and off the job.

AFFIDAVIT FILED BY WHAM

STROMBERG CARLSON MFG. Co., operating WHAM, Rochester, NBC-Blue affiliate contends that it could sell time to advertisers at only half the price it currently receives were it to lack network affiliation, according to an affidavit filed Oct. 27 in the U. S. District Court for the Southern District of New York, by Edward A. Hanover, vice-president.

Explaining the station's opposition to the FCC network-monopoly order, Mr. Hanover's affidavit states that under the rule less WHAM time will be sold in the future and WHAM will receive less revenue. For the year 1940, the income of WHAM was derived approximately one-half from the sale of network time by NBC, it is stated.

The affidavit pointed out that WHAM has a gross income from sale of its time to NBC and to local and other advertisers of approximately $500,000 a year.

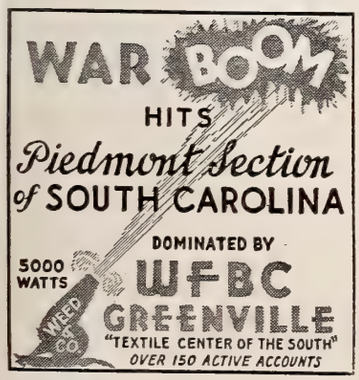
Option Provisions

The present contract between NBC and WHAM grants to NBC a firm option to sell specified periods of the station's time on 28 day's notice, according to the affidavit. "The above mentioned order," it goes on, "prohibits the inclusion of such an optional time provision in any contract between a network organization and a standard broadcast station.

"Because of said contract with WHAM containing provisions for such optional time, and similar contracts with other stations, NBC is in a position to sell time to advertisers on a national network, as such. If an option exercisable as against another network organization or exercisable on less than 56 days notice is prohibited, it will be practically impossible to sell time to advertisers on a network basis, as such.

"In 1941 there has been a substantial increase both in the amount of network time sold to NBC and the amount of time sold to local and other advertisers. Even with an increase in the sales to NBC, WHAM has been fully able to serve its local community in local advertising and in the broadcasting of all events of local interest. Sale of time to NBC and optional provisions of the contract have been equally beneficial to both the national and the local service of WHAM.

"Cancellation of the affiliation contract with NBC will disturb an association which has existed for 14 years and will inflict irreparable loss upon Stromberg Carlson. Furthermore, cancellation of the contract without the consent of NBC may result in suit by NBC against Stromberg Carlson for breach of contract. The order places the burden on Stromberg Carlson of complying with the order, which will cause irreparable damage."







ANN LaHAY
THE NEW AND OUTSTANDING RADIO PERSONALITY FOR CINCINNATI. IN INTERESTING AND INFORMAL PROGRAMS FOR WOMEN.
HOME • BEAUTY • COOKING
WCKY
50,000 WATTS
CBS PROGRAMS



THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR
LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI



175 Miles just for a Sunday Dinner and
KROD goes along. El Paso Southwesterners drive that and farther on weekends . . . but radios in cars and mountain cabins carry your message to them over
KROD
1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
Howard H. Wilson Co., *Natl. Reps.*

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

CBS AFFILIATIONS AT STANDSTILL

NEGOTIATIONS with 21 stations for renewal of their CBS affiliation contracts have come to a complete standstill since the FCC announced its new network rules in May, it was revealed in an affidavit of Herbert V. Akerberg, CBS station relations vice-president, entered in the U. S. District Court for the Southern District of New York in connection with CBS' complaint seeking court action enjoining the FCC from putting into effect its drastic chain broadcasting rules on the scheduled date, Nov. 15.

Listing the 21 stations with whom negotiations have fallen off since the FCC announced its network rules on May 2, Mr. Akerberg in his affidavit declared that other conferences with two stations for CBS affiliation agreements have ceased "because of the danger of the denial of their licenses if they should enter into such agreements".

An appendix to the affidavit also presented copies of letters from 20 other CBS affiliates which in recent months have served notice of their intention to cancel or repudiate their contracts in view of the Commission's network order. In the same general tone, all the letters stated that as a matter of self-protection the outstanding contracts must be abrogated, although opportunity was sought to negotiate a new contract in keeping with the new FCC regulations.

Renewals Pending

"In the ordinary course of business we begin to negotiate for the renewal of existing contract from six months to a year prior to the date of termination of the contract," Mr. Akerberg explained. "In some instances, where the circumstances require it, we have begun negotiations for the renewal of an existing contract as long as two years prior to its termination.

"CBS has regular affiliation relationships with 115 stations licensed by the FCC; the termination dates of the contracts are staggered and the contracts terminate in different years and at different times during the year. The station relations department is therefore continually engaged in commencing, continuing and completing negotiations with various stations for affiliation agreements or for the renewal of such agreements.

"On or about May 2, 1941, we were engaged in conducting negotiations with various affiliates for the renewal of their affiliation agreements. The names of such stations follow: KFBB, Great Falls, Mont.; KGVO, Missoula, Mont.; CKAC, Montreal; WHIO, Dayton, O.; WIBX, Utica, N. Y.; WISN, Milwaukee; WCHS, Charleston, W. Va.; WPAR, Charleston, W. Va.; WMAZ, Macon, Ga.; WNBF, Binghamton, N. Y.; WHCU, Ithaca, N. Y.; WDBO, Orlando, Fla.; WKBH, LaCrosse, Wis.; KGMB, Honolulu; K H B C, Honolulu; WWNC, Asheville, N. C.; WDAE, Tampa, Fla.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; WHAS, Louisville, Ky.; WWL, New Orleans, La.

"Negotiations for the renewal of affiliation contracts had been progressing with these stations for some time. All of the contracts subsisting between CBS and such stations, and for the renewal of which negotiations were proceeding between such stations and CBS on or about May 2, 1941, contained clauses referred to in Paragraph Fifth of the complaint in this action. These clauses have been the foundation of successful network operation and they are necessary to the continued existence of strong and successful network operation.

Other Negotiations

"As a result of the Commission order of May 2, negotiations with reference to the renewal of these agreements with the stations have been terminated because the order prohibits any licensee from entering into such contracts, under the penality of the denial of the renewal of its license.

"In addition the station relations department has been negotiating with WGBR, Goldsboro, N. C., and WGTM, Wilson, N. C., for affiliation agreements of the kind specified in Paragraph Fifth of the complaint. These negotiations have ceased because of the danger of the denial of their licenses if they should enter into such agreements. As a result of the Commission order and its effect upon negotiation with stations for contracts or renewal thereof, the station relations department has ceased functioning in these matters completely and is unable to continue the regular conduct of its business.

"Not later than Nov. 15, 1941, when the said order becomes effective as to existing contracts, all the existing contracts of affiliation between CBS and licensees of the Commission must be abrogated or repudiated by these stations or they will face the certain denial of their licenses. As a result, many stations have threatened that they will cancel or repudiate their contracts of affiliation prior to the effective date of the said order, and many stations have already done so."

Letters included in the appendix were received by CBS from WADC, Akron, O.; WAIM, Anderson, S. C.; WRDW, Augusta, Ga.; KDAL, Duluth, Minn.; WERC, Erie, Pa.; KARM, Fresno, Cal.; WKNE, Keene, N. H.; WNOX, Knoxville; KOIL, Omaha; KGLO, Mason City, Ia.; WREC, Memphis; WQAM, Miami; KOMA, Oklahoma City; WMBD, Peoria, Ill.; KOY, Phoenix, Ariz.; KTUL, Tulsa, Okla.; WIBX, Utica, N. Y.; WNAX, Yankton, S. D.; KSFO, San Francisco; WKBN, Youngstown, O.

Cereal on Blue

CREAM OF WHEAT Corp., Minneapolis, for its hot cereal on Nov. 14 will sponsor the 9-9:15 a.m. period Fridays and Saturdays of the NBC-Blue *Breakfast Club* program originating from Chicago. Number of stations for that time have not yet been cleared. BBDO, Minneapolis, is the agency.

WJR Awarded Plaque For Services to Youth



Michael Church (r) of NYA Gives Medal to Fitzpatrick

IN APPRECIATION of the encouragement WJR, Detroit, gave the youth of America through its series, *Youth in the News*, the National Youth Administration recently presented the station with a bronze plaque in a half-hour broadcast. Leo J. Fitzpatrick, vice-president and general manager of WJR, accepted the award.

Presentation was in conjunction with the U of Michigan's 16th anniversary broadcast. Program featured U of Michigan music by the WJR chorus and orchestra and papers by Dr. Alexander G. Ruthven, university president; Waldo Abbot, director of radio at Michigan; and Orin W. Kaye, state administrator of the NYA. Congratulatory telegrams were received from Gov. Murray D. Van Wagoner and Dr. Eugene B. Elliott, state superintendent of public instruction. *Youth in the News*, presented Saturday mornings at 9 a. m., dramatizes true stories of the outstanding achievements of youth in the fields of economics, business and citizenship during the preceding week.

Cotton Bowl to Gillette

GILLETTE SAFETY RAZOR Co., Boston, on New Year's Day will sponsor exclusively on MBS broadcasts of the Cotton Bowl game from Dallas, and the East-West football game from San Francisco.

WJLD are the call letters assigned to the new station in Bessemer, Ala., authorized Oct. 21 to J. Leslie Doss, manager of WJRD, Tuscaloosa, Ala. [BROADCASTING, Oct. 27].

INS
Radio Station KPAC, owned by Port Arthur (Tex.) College which features broadcasting training, subscribes to INS exclusively!
INTERNATIONAL NEWS SERVICE

Death Threat Seen in New Rules by Paley

Impaired Network Service Held Probable

A DEATH blow would be struck commercial broadcasting by enforcement of the FCC's chain-monopoly regulations, setting off a "descending spiral" in revenues which will result in less program service, fewer listeners, and the inevitable result of impairment of the full, effective and best use of radio facilities of the country, William S. Paley, CBS president, asserted in his affidavit filed in support of the network's complaint against the Government, seeking to enjoin the FCC from making its regulations effective.

The combined effect of the rules, Mr. Paley declared, "would be to destroy the present structure of network broadcasting". He predicted the result would be to "encourage irresponsible fly-by-night operations on a get-rich-quick basis, and to prejudice the permanent and stable network system which now obtains".

National Service

In his 38-page affidavit, Mr. Paley first described the physical characteristics of broadcasting and the role of the FCC. CBS, he brought out, includes 122 stations, 115 of which are independently owned affiliates and seven owned by CBS, one of the latter being leased. CBS programs now are available to over 90% of the nation's entire nighttime audience, he declared.

Describing the economics of broadcasting and the need for national service, Mr. Paley recounted to the court the manner in which broadcasting functions and the degree of competition now existing in the network field. He pointed out that MBS, which he described as "largely controlled by the *Chicago Tribune*, a newspaper, and R. H. Macy & Co., a department store", differs from CBS and NBC. Mutual, he said, "has no studios, maintains no engineering department, neither owns nor maintains any facilities for the production of programs, and does not originate or produce a network program service such as is maintained by CBS and NBC".

He described it as an organization "devoted mainly to the sale of time of its affiliated stations for network broadcasting to national advertisers". Its commercial programs are produced by the originating station "or by the sponsor who buys time", he said, while its sustaining programs are "selected from among those produced by affiliated stations themselves, primarily as a part of the sustaining service of the stations for their own local listening audiences."

Mr. Paley pointed out that CBS leases program transmission service from AT&T for a minimum of 16 hours a day, at a cost of $2,000,000 a year. In 1940 alone, CBS expended in excess of $5,000,000 on sustaining programs and is committed to future payments in excess of $4,000,000 by long-term contracts for real estate, news services, special programs and musicians, he pointed out. Because of its strict adherence to high program standards, CBS has refused over $6,000,000 of network business tendered during a four-year period.

Would Be Immeasurable

To be useful to the national advertiser, the network must be able to provide him with an assurance of nationwide audience comparable to the assurance of nationwide circulation provided by magazines and other printed publications, he pointed out. National circulation for programs can be guaranteed only when outlets are fitted together like a jigsaw picture, so that there are no interstices or "blind spots" between neighboring affiliated stations.

Alluding to the FCC regulations, Mr. Paley said that if the make-up of the CBS network were to lose its stability through the sudden advent and departure of affiliated stations, "listening patterns would fluctuate wildly and the circulation which today results from the constant performance together of scientifically chosen outlets would not exist. What circulation would be produced if the outlets of a network were in continual flux might not be measurable and the advertiser would be reluctant and very likely even unwilling to buy the immeasurable". Nor would the advertiser embark upon the costly venture of a nationwide program series unless the relations between the network he selects and its affiliated stations are "sufficiently stable so that he may reasonably expect to maintain his coverage and enjoy the cumulative fruits of his efforts to please the listening public and promote sales of his product", Mr. Paley said.

This stability, fundamental to the practical existence of network broadcasting, Mr. Paley declared, "has been achieved by the practice of the network and the station in entering into an affiliation contract, pursuant to which the station becomes the network outlet in the station service area." He called the provisions of the existing CBS contract "indispensable to effective network broadcasting and to the fullest use of the radio facilities of the country". Covering the contribution of networks to American broadcasting, Mr. Paley said that the growth of the use of radio facilities of the nation could not have been accomplished without the practices of exclusivity and the call of option time.

Since 1934 contracts between networks and affiliated stations have been filed by stations with the Commission and considered in connection with applications for renewal of licenses and other petitions. CBS, relying upon the validity and subsisting effect of these practices and agreements, has devoted over $18,000,000 of assets to network broadcasting, he said. "Neither the Commission nor its predecessor has ever claimed heretofore the power to regulate the contractual relations between networks and their affiliated stations", he asserted.

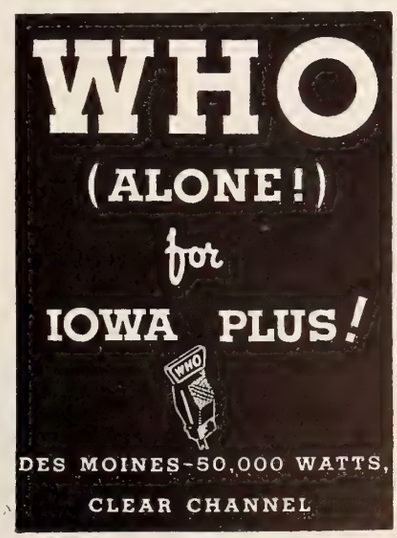
Contracts on File

After reviewing the chain-monopoly investigation culminating in the amended order of last month, Mr. Paley said the approach of the Commission majority to the problems in the broadcasting industry was essentially "one of academic unreality" He said "this thesis is monopoly by Columbia and NBC".

Denying that monopoly exists in network broadcasting, Mr. Paley said the existing national networks are constantly engaged in vigorous competition for advertising sponsorship of commercial pro-

WHP Precaution

REALIZING the wisdom of the old saw "An ounce of prevention is worth a pound of cure" in connection with the local health authorities' announcement that an influenza epidemic is in the offing, Manager A. K. Redmond, of WHP, Harrisburg, Pa., has made arrangements to have the entire staff inoculated against the sickness.





In radio, too,

it's Better to be Lower

Being in the right spot is important. Reminds us of WMCA. It has New York's *lowest* frequency (570 kc.) with enough power (5000 watts) to reach over 12,500,000 people without waste. The reason? Simple. *Low* frequency means *longer* wave-length; *longer* wave-length means *maximum* utilization of power. The best spot is the low spot.

WMCA

FIRST ON NEW YORK'S DIAL

grams, listeners who build the goodwill of their outlets and particularly for the best outlets in all of the desirable markets. Every outlet which is affiliated with CBS today has been free to change its affiliation upon at least one occasion since the formation of MBS, he said. Moreover, there is a substantial turnover in the constituency of each national network.

Need of Identity

"The jurisdictional phase of the entire Commission order as to chain broadcasting rests, I am informed by counsel and I believe, upon the narrow and delicate stem of a single conclusion of fact—the Commission's own conclusion that the public would be better served by radio if existing affiliation practices were to be suppressed, thereby creating a new era of competition in what the Commission calls the 'network-station' market".

Disputing this claim, Mr. Paley asserted:

Columbia's studios show that the flow of programs to listeners is steadiest when the identity of the outlet carrying the programs has been established. A change of outlets carrying a Columbia program upsets the listening patterns for that program, and it takes substantial periods of time before the listening patterns re-form around the new outlet.

This "network-station market" which the Commission is trying to create is not the familiar network-station market in which networks compete for contract affiliates. Instead, it is a market in which the networks would be in competition anew every time they sought outlets for a network program; where networks would engage in a sort of over-the-counter, per program competition. It is an abnormal market in which networks would compete, not for regular affiliates to carry all the network's programs, but for occasional outlets to carry particular programs. The Commission makes entirely clear that by "the network-station market" it means a market where networks compete not merely for contract affiliates but for outlets on a per program basis.

Thus the Commission complains, in the excerpt quoted above that: "Stations bound by the usual five-year exclusive contracts are not free to bargain with other networks for programs; (other) networks are not free to bargain with those stations for time"; and so a station which contracts with one network does not have constant access to the programs of every other network. At no time has the Commission been able to show that in creating this artificial market it is not, in obedience to a theory of its own, forcing the established major networks to cease being what they are today and to become something the precise nature of which no one can wholly foresee.

Theory of Competition

Citing the October opinion of the FCC where it criticizes exclusive option time because it "restricted competition in network programs", Mr. Paley said this represents a brand new theory of competition for network programs such as never existed in the broadcasting industry. In the period before NBC adopted a formal affiliation contract, the outlets of NBC "did not flit from network to network for their national network programs", he said. "There never was any such 'network-station market' as the Commission now has visualized."

The Commission's order, Mr. Paley contended, "puts an end to affiliation practices essential to the existence of network broadcasting". CBS, he declared, "questions only five of the eight rules promulgated, those which restrict the right of stations to enter into affiliation contracts with CBS.

"The effect of the challenged rules", continued the affidavit, "will be to destroy efficient network broadcasting, reduce the number and quality of nationwide programs, and make the country's largest and most powerful stations even more dominant at the economic expense of the smaller stations. Instead of carrying out the professed objective of the Commission, namely the fullest and most effective use of the radio facilities of the nation, the order will in fact impair and restrict their use, contrary to the public interest."

Exclusivity Rule

Discussing the rule against exclusivity, Mr. Paley stated:

Rule 3.101 prohibits a station from entering into an agreement with CBS pursuant to which the station agrees that it will not accept network programs from any network except CBS. Rule 3.102 prohibits a station from entering into an agreement with CBS to obtain CBS's exclusive services within the listening area of the station. These rules prohibit mutual exclusivity of affiliation between Columbia and its outlet stations. These rules may well result in breaking up CBS as well as other national networks, and certainly will cause a contraction in the number of network programs, and a lowering in their quality and standards.

Rule 3.102 as amended in October forbids mutual exclusivity and then provides:

"This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization."

Only one station in each area could be given "the first call" upon Columbia's network programs; but the consideration flowing to Columbia for making that one station Columbia's outlet is today the ability to help that station build an audience and to sell that station's time for network commercial programs. Rule 3.104, as will be seen, destroys Columbia's opportunity to benefit by the bargain.

This one-way street apparently was devised by the Commission after it had found that under the rules as promulgated it was impossible to meet the objection that, with no two-sided affiliation arrangement between networks and stations, the best programs would gravitate to the most powerful stations and the weaker stations would be impoverished. But the Commission obviously expects established networks to grant this one-way option without any quid pro quo, while an unseemly reward is created for the mere adventurer in radio. Any irresponsible newcomer to the network field is left free to pick the choicest stations on all networks, while organizations with standards and character, having sizeable commitments, are asked to bind themselves to outlets often not the most desirable. This wholly artificial arrangement can only usher in twilight for the present network system.

The interdict against territorial exclusivity strikes directly at the stations. The majority of the more desirable Columbia affiliates have made their network affiliation a part of their identification to the public—to listeners through station announcements on network and non-network programs alike, to the commercial world by styling themselves *the* Columbia outlet in the territory upon their letterheads and in their industry advertising.

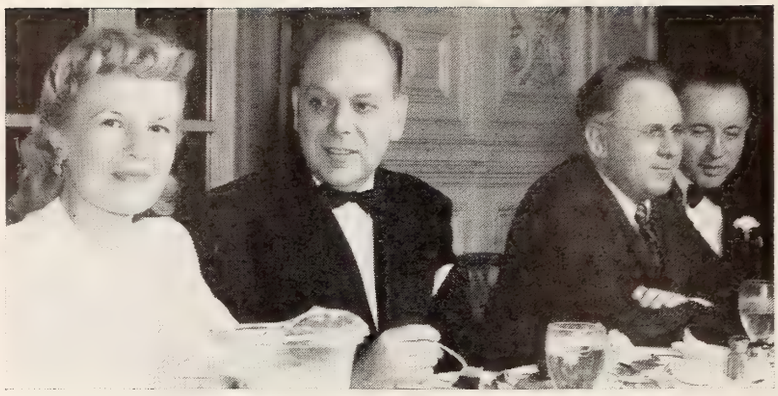
Incentive to Selling

The covenant of the affiliated station to the network that the station will not, during the term of the affiliation contract, accept programs from a competing network provides an incentive for CBS to promote sale of the station's time to national advertisers, and protects CBS against the possibility that a competing network will be the beneficiary of the investment made by CBS in such promotion. It also provides the incentive for CBS to produce good sustaining features, to develop an audience for the station which will be of continuing interest to national advertisers. Exclusivity of affiliation permits the station to advertise itself as the CBS outlet in its area, and thus to take advantage of the national prestige.

The network advertiser wants the biggest continuous nationwide audience he can obtain, at a reasonable price and with the assurance that he can retain it so long as his programs are popular. It is just this assurance which exclusivity tends to create.

Under the Commission's rules the networks would have taken from them the opportunity and inducement to build circulation for themselves and their affiliates on a permanent basis. The rules place the networks in the position that a newspaper or a magazine would be in if it could build circulation only to share that circulation with competitors, and if it had no certain stake in its own ingenuity, enterprise and character building.

Taking up Rule 3.104, as amended, banning exclusive options, Mr. Paley said it continues the absolute



ANNUAL APPRECIATION DINNER of WIRE, Indianapolis, Ind., was attended last Oct. 20 by more than 500 persons. Among those at the speakers table were (l to r): N. G. Mason, secretary-treasurer of WIRE; Paul McCluer, sales manager of NBC Chicago; Roger Reynolds, advertising manager of the *Indianapolis News;* and Rex Schepp, business manager of the station.

THE HEART OF NEW ENGLAND
WLAW 5000 WATTS

They Put It At 680.....and They Stay PUT!

This is not just an idle claim, but a fact based on an exhaustive study of radio listening habits in the Merrimack Valley area. Write for complete information and learn why so many advertisers are making WLAW a "MUST" in New England.

WLAW
LAWRENCE, MASS.
5000 WATTS • 680 KC.
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

prohibition against the giving by stations of exclusive options to networks, but provides that an "option", not exclusive against other network organizations, may be given by a station to national or regional networks for the broadcasting of network programs during not more than three hours in each of the four segments into which the broadcasts day is divided.

When a network's option upon the time of a station ceases to be "exclusive as against other network organizations", Mr. Paley contended, "it ceases to be an option", but becomes "a mere opportunity for the network to offer a program or program series to the stations and try to conclude a contract with enough stations in important markets to satisfy the advertiser."

Disputing the FCC's interpretation of the effect of the "non-exclusive option", Mr. Paley said it will not enable networks "to clear the same period of time over a number of stations for network programs". If CBS' "option" during the period from 8 to 10 p.m., on a Tuesday evening means that the time of the outlets is available for CBS' sponsor "provided that five other network organizations (national and regional) do not make the station contracts first", he insisted, "then Columbia must contract with its sponsor subject to a sheer gamble that the time can be cleared and the advertising contract performed".

The prohibition of exclusive option time will make the clearing of time for the arrangement of a national network program "an almost impossible task", Mr. Paley declared. Advertisers do not determine to use network broadcasting to sell their products only 24 hours prior to the time of the program, he recited. It sometimes takes months of planning, market study and research, program planning and negotiations before an advertiser decides whether or not to use network broadcasting and thereafter what stations and programs to utilize, the court was told.

Assurance Needed

Under the FCC rule, the network might spend months in convincing the sponsor, in helping him select the territory in which to broadcast his program, the stations to utilize, the character of the program, and the talent, "and then find itself unable to provide either the stations or the time desired by the advertiser in the markets which he desires to cover", Mr. Paley said.

"It would be impossible in practice to operate a network such as that of CBS if CBS did not know in advance what circulation it could deliver, what stations it had to offer and what time on those stations was available for use by prospective advertisers", continued the Paley affidavit. "This is precisely the kind of assurance the visual media are able to provide and the kind of assurance which the advertiser requires before he is able to make any intelligent selection of his medium, before he does, in fact, select the medium,"

Alluding to the rule requiring 56 days notice, instead of the current practice of 28 days, Mr. Paley said in this the FCC "strikes a needless blow at the flexibility of the highly competitive network advertising business". While there is frequent need for negotiation in advance for network programs, he said that on the other hand, a variety of reasons in the industrial world will cause advertisers to desire to start an advertising campaign swiftly. Newspapers and magazines will continue to be able to accommodate such advertisers, "whereas network broadcasting will be working under an unnecessary handicap which will weaken it in competition with other media and cause it to lose important business".

Under the rules, Mr. Paley said, the network could not agree, as it does now, to supply a minimum number of hours per week of network sustaining and sponsored programs at a time when "all certainty as to the outlets for network commercial programs is destroyed". He predicted the sustaining program service provisions of present contracts "will go out because existing incentives for the production of sustaining programs will cease".

Sees Network Decline

"The inevitable result," he continued, "will be the decline of the networks as producers and suppliers of programs which the stations now receiving such programs are unable to provide for themselves. Thus networks are relegated principally to the role of time brokers, agencies for the sale to network advertisers of the time of such stations as will engage them to make such sales. It will enable anyone, without the necessity of having a network organization geared to the production of network programs of quality, to buy wire connections and sell the time of whatever stations he can obtain, for any specific commercial programs.

"Not being subject to the expense of operating an organization for the building of programs, with the investment which that entails, such agencies will be in a position to cut the rates to the advertiser, or to give to the station a greater share of the network revenue. Indeed it would be perfectly possible for such an organization both to cut the rates to the advertiser and to give the station a greater share of the revenue, as a result of operating without the trained personnel, the elaborate organization, the talent commitments, and all the other investments and expenses, which make possible the operation of a major network like CBS. The result of the Commission's order will be to encourage irresponsible fly-by-night operations on a get-rich-quick basis and to prejudice the permanent and stable network system which now obtains.

"Unlike Columbia, Mutual has no studios, maintains no engineering department and does not produce programs, except European news broadcasts. It is thus relieved of the expense incidental to such operations and to which CBS is now subject. Mutual is in a position, once these Rules take effect, to charge less than CBS or NBC for obtaining the use of the facilities of the same stations which CBS or NBC would be in a position to offer."

Decline in Service

A contraction in network income from the breakdown of the principle of exclusive affiliation and option time "must certain result in a contraction" of services which are financed from current operations, such as international broadcasting, television, and the development of a Latin-American network. CBS is budgeting $500,000 a year for operation of the Latin-American venture, Mr. Paley said, while it is developing television at an annual expenditure of $800,000 a year, and is spending about $500,000 annual to cover every phase of the European war and the concurrent developments in America.

If networks are to engage in "free-for-all competition on a per-

IT'S KDKA'S 21st
Westinghouse Station Holds Nov. 2 Celebration

KDKA, Westinghouse station in Pittsburgh, celebrated its 21st birthday Nov. 2. For it was on Nov. 2, 1920, that the station began an organized service of regularly scheduled radio programs.

To open the new service, station officials waited for the Harding-Cox election returns, and put them on the air. The first transmitter was a 500-watter, considered a veritable powerhouse in those days. The modern KDKA transmitter is a 50,000-watter, operating on the 1020 kc. clear channel. And whereas the first studios were in the home of Dr. Frank Conrad, a Westinghouse official, at Wilkinsburg, near Pittsburgh, the present up to date ones are in the Grant Building in the heart of the city.



50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.



BUDGETS S-T-R-E-T-C-H
• through our COMBINATION RATES
• . . . and BONUS POINT ADVERTISING
Are you selling soup, soap or socks? There's a big market here on the Texas Gulf Coast. Defense, cattle, cotton and oil are all booming now. Everyone has money to spend and somebody's going to get this money. It might as well be you —it will be you if you tell your story through the only combination to blanket the heart of this area.
National Representatives:
THE BRANHAM COMPANY
KXYZ HOUSTON NBC • Blue
KRIS CORPUS CHRISTI NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

program basis, with the first network which sells a particular period having the station as its outlet for that period," Mr. Paley declared, "then affiliation has lost all its meaning and the contract period could as well have a 20-year duration as a two-year one."

Taking up Rule 3.105, which prohibits the station from making any contract with a network which prevents the station from rejecting network programs which the station reasonably believes to be unsatisfactory, and under other specified conditions, Mr. Paley said if it is intended by this rule to secure stations in their right to substitute sustaining programs for a network program, there can be no complaint concerning it. If, as its wording suggest, the rule proposes to enable stations to reject network commercials which they have already agreed to accept, simply because the station prefers another commercial, "the rule will discourage the use of networks by advertisers."

Text of Summary

The full text of the summary of Mr. Paley's affidavit follows:

The combined effect of the rules complained of would be to destroy the present structure of network broadcasting. Burdens will be imposed upon that structure which will render it less able to meet the needs of the advertiser. A decline in the ability to meet the advertisers' needs will mean a decline in the use of network broadcasting by advertisers and in consequence a reduction in the revenues. The result of this will be less program service, then fewer listeners, and so begins a descending spiral in revenues, rendering the stations less able to serve the public interest. The inevitable result of the Rules must therefore be to impair the full, effective and best use of the radio facilities of the country.

Moreover, the Rules will compel CBS to alter fundamentally the structure and character of its business. In its present method of operation, CBS delivers sustaining programs to the station without direct charge for programs and in most instances without charge for telephone wires to deliver them, and it shares the revenue from commercial programs with the station. CBS is compensated for the costs of producing its sustaining program service, and the cost of the wires necessary to deliver that service, by having the station as an exclusive affiliate, by having an option upon its time for network sales, and by its share of the revenue from network broadcasting. Under the Rules, the service provided to the station by CBS can no longer bring these compensations.

Finally, the broadcasting business is being thrown into confusion and uncertainty by the effect of the Rules upon advertisers, stations and networks. Some advertisers are uncertain and disturbed by the inability of the networks to assure availability of outlets. For this reason they are considering the diversion of their advertising expenditures to other media. Confusion and complications are attendant upon the wide arrangements to be made for program distribution under the Rules. The cost of permanent wire connections to all stations by any single network is prohibitive. There is no way of telling to which stations CBS should obtain permanent wire connections; the number and the cost of temporary wire connections cannot be determined.

There is confusion and uncertainty as to which stations will be connected by wire to which networks for purposes of national defense and national emergency. CBS has been unable to determine how and under what conditions sustaining programs will be delivered an dto which stations. The Commission itself is unable to determine how networks will operate under the rules as promulgated.

Networks are today the greatest and most expeditious means of mass dissemination of news, information and public discussion. They are peculiarly a vital factor of national defense in the present emergency. The inevitable uncertainty, chaos and confusion which the rules will cause is contrary to the public interest.

10. Irreparable Injury. The rules impair Columbia's freedom and ability to enter into the affiliation contracts described in the complaint and in this affidavit. Chairman Fly has stated that any station which had such a contract after the effective date of the rules would lose its license. As to existing contracts the rules are to take effect November 15,1941. In all other respects the rules became effective May 2, 1941.

Breaches of Contract

Some stations having such contracts with CBS are refusing to renew them; some stations having such contracts are threatening to cancel or repudiate them and some stations have already cancelled or repudiated such contracts, on the ground that the rules prohibit them. The stations are refusing to renew such contracts because of the drastic penalty for entering into contracts in violation of the Rules, in the event they are held to be valid.

Columbia is required to contract for adequate space, technical equipment and program material in advance in order to carry on its normal course of business. Because of the uncertainty as to whether it will obtain relief from these rules, Columbia is now unable to contract and arrange for such program material, technical facilities and the like. The Commission's order has already made advertisers doubtful of the continuance of network service, of the availability of network facilities and of the performance of the existing network facilities contracts. This situation seriously jeopardizes Columbia's revenues, the orderly conduct of its business, and its ability to continue its present program policy and service.

Immediate injunctive relief is necessary to protect Columbia's business from disruption. A final adjudication, after a full hearing by this court, that the rules are invalid would, in the absence of interim protection, leave the plaintiff irreparably injured. Affiliated stations have already taken action jeopardizing Columbia's business and the continuity of its services, and advertisers have already indicated serious doubt as to the continuance of their present arrangements. Graver jeopardy is imminent. Not later than the date when the rules become applicable to existing contractual relations, existing values will be destroyed beyond repair.

Listeners will be lost and advertisers will be diverted to other media and in result the plaintiff will lose its goodwill, built up through its having furnished a regular, uninterrupted service for many years. Unless temporary relief maintaining the status quo until a determination of the validity of the rules be granted, plaintiff's final relief in this action will be futile. Since the industry has functioned with public approval for over fourteen years, and since no interest is harmed by its present operations, no injury will result from suspending the rules until final disposition of this case.

FCC Sets Aside 50 kw. Grant for KQW On KSFO Protest; Sets Joint Hearing

BY A 4-2 VOTE, the FCC last Wednesday set aside its action granting KQW, San Jose-San Francisco, a construction permit for 50,000 watts on 740 kc., on petition of KSFO, San Francisco, and designated both applications for simultaneous hearing. Action came on the petition of KSFO, which previously had been designated for hearing on its 740 kc. application.

The vote marked a new division on the Commission, with Chairman Fly and Commissioner Payne voting against the KSFO petition, while Commissioners Craven, Case, Walker and Wakefield voted affirmatively.

CBS-KQW Contract

On Sept. 9, largely at the instance of Chairman Fly, the FCC granted the KQW application for 50,000 watts on the 740 kc. frequency which it now occupies, subject to a plan of independent financing. It simultaneously set for hearing the KSFO application for the same frequency with 50,000 watts, KSFO having suggested that the Commission shift KQW to its present facility of 560 kc. with 5,000 watts day and 1,000 watts night.

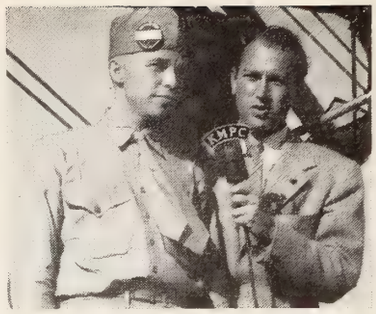
Last month, CBS announced that it had entered a contract with KQW under which the station will become the CBS Bay Area outlet, effective Jan. 1, replacing KSFO. KSFO, owned by Wesley I. Dumm, San Francisco businessman, plans to begin independent operation with the termination of its CBS affiliation [BROADCASTING, Oct. 13].

The Commission announced it had granted the KSFO petition, filed by former Commissioner E. O. Sykes, and that a consolidated hearing had been ordered on the competitive applications. The further request of KSFO that the hearing be held in San Francisco was denied. KSFO contended the Commission had "unwittingly done a grave injustice" to KSFO in granting the KQW application. KQW, through its attorney, Elmer W. Pratt, had asked the Commission to dismiss and deny the KSFO petition on the ground that it was not a "party aggrieved or adversely affected".

General Foods Sports

ALTHOUGH rumor has it that General Foods Corp., New York, is planning to sponsor an extensive list of baseball broadcasts next season for its cereals, and that its two New York agencies, Benton & Bowles and Young & Rubicam, have been making surveys of the general baseball situation, spokesman at the agencies would give out no definite details.

HOWARD R. IMBODEN, editor and publisher of the *Southwest Times*, Pulaski, Va., has applied to the FCC for a new station in Pulaski, 250 watts unlimited time on 1230 kc.



EX-COLLEAGUES met when Dick Carey, formerly KMPC, Beverly Hills, Cal., announcer, who is now in Navy air training, was interviewed by Fred Henry, station's news and special events director, during a recent broadcast of the weekly quarter-hour *Your Navy Today*, remoted from the Naval Reserve base at Long Beach, Cal. Series originates from various naval land and sea bases in the Southern California area, and features interviews with the staffs.

WHN 50 KW. TESTS FORCE WINS MOVE

WHEN engineers of WHN, New York, began testing the station's new 50,000-watt transmitter at East Rutherford, N. J., recently, they found that to put it into actual operation would completely disrupt operations of WINS, New York, whose transmitter is located at Carlstadt, N. J., only 3,000 feet away.

Problem was solved by a deal unique in radio history, whereby WINS has taken over the 5,000-watt transmitter at Astoria, Long Island, previously used by WHN, which is now operating from its new location with its auxiliary 5,000-watt transmitter pending completion of tests and the beginning of regular operation with 50-kw. within the next two weeks.

Agreement was worked out between Herbert L. Pettey, director of WHN, and Major E. M. Stoer, general manager of Hearst Radio, owner of WINS, after consultation with FCC engineers and application for formal approval, which the Commission granted, and went into effect last Wednesday when WINS began using the WHN Astoria transmitter, which will continue as the source of WINS programs until completion of the new WINS 50-kw. transmitter, now under construction at Lyndhurst, N. J. On Wednesday afternoon the interfering WINS towers at Carlstadt were demolished.

SUIT by CBS against Harold S. Guerin and J. Louis Albert, partners doing business as CBS Advertising Inc., was settled in New York Supreme Court last week when CBS received a perpetual injunction restraining the defendants from using the words or the name "CBS".

We have the peak soil conductivity in the U. S. . . . plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kansas in TOPEKA

WSB Revives Its 500-kw. Application, Seventh Stations Seeking Superpower

SEVENTH aspirant for superpower operation was disclosed last Tuesday with the reviving of a 1936 application by WSB, Atlanta, licensed to the *Atlantic Journal*, for an increase in power from its present 50,000 watt operation on 750 kc. as the dominant Class I-A station to 500,000 watts on the same frequency. A fortnight before WHAS, Louisville, had swelled the list to six by formally submitting to the FCC its request for 750,000-watt operation.

Already pending before the Commission were the applications of WLW, Cincinnati, for 650,000 watts, WOAI, San Antonio, seeking 750,000 watts, KSL, Salt Lake City, for 500,000 watts, and WSM, Nashville asking 500,000-watt operation [BROADCASTING, Sept. 15]. Similarly the application of WHO, Des Moines, for an increase to 500,000 watts is reported to be about ready for filing.

Defense Measure

The KSL application had been pending before the Commission since 1936 and last Aug. 20 a petition seeking FCC action was filed. WSM on June 3 did likewise by reviving and amending its application, pending since 1936. WOAI's request was entered Sept. 9, while WLW submitted its petition seeking 650,000 watts during regular operating hours on June 21. WLW is now using 500,000 watts output between midnight and 6 a.m. [BROADCASTING, July 7].

The WSB petition seeking action on the application filed with the Commission by Joseph E. Keller, attorney for the station, urged that the increased power be given to WSB as a national defense measure by permitting the station more adequately to serve the rural areas of the Southeast.

Due to its location in Atlanta, a key city of the South, as well as an agricultural marketing center and a redistribution point for fruits, vegetables and much of the district's live stock. WSB has come to be a source of valuable marketing information for the area, the application states. Due to the emergency now existing and the call being made upon farmers to make drastic changes in their farm operation. WSB contends that its facilities would more effectively cover this area if granted.

At present, the petition further reveals, due to the high static level in the summertime as well as the man-made static level that generates from the industrialization in the Southeastern sector, the efficiency of the present WSB signal in serving the rural district, is lessened. Granting the increase, WSB concludes, would make excellent service available during a greater percentage of time.

In 1936 there were 13 stations which had pending applications for 500,000 watts, which precipitated the so-called superpower fight. Now in the suspense file are the applications seeking this output of WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WJR, Detroit; WGY, Schenectady. The status of certain of these channels, however, has changed since 1936.

Action on the superpower issue by the FCC is seen as imminent as a defense emergency measure. That the Commission is disposed to modify existing regulations to permit power in excess of 50,000 watts has been indicated for several months. The Defense Communication Board, of which FCC Chairman Fly is head, had emphasized the need for providing broadcast service to remote areas in a recent announcement [BROADCASTING, Aug. 11].

AFFIDAVIT FILED BY WOW

WOW, Omaha, could not broadcast high-quality and diversified programs without considerably increasing the expense were it to operate without benefit of its present NBC contract, the Red outlet declared in an affidavit filed Oct. 27 in the U. S. District Court for the Southern District of New York, by John J. Gillin Jr., general manager of WOW.

After reviewing the history of WOW, owned and operated by Woodmen of the World Life Insurance Society, Mr. Gillin's affidavit explains that the station has a present value of approximately $175,000 and in its 18 years of operation by the Society, has created values of over $500,000 in goodwill.

This broadcast structure faces irreparable injury unless enforcement of the FCC network-monopoly order is restrained, according to the affidavit. Three main points are brought out by Mr. Gillin:

A. The Society will be forced to breach the existing contract with NBC with resulting danger of a suit for damages by NBC.

B. The Society will lose revenues from the broadcasting of commercial programs under said contract.

C. The station will be deprived of good-will built up by its affiliation with NBC over a 14-year period.

About half of the broadcasts of WOW are NBC-Red programs, the affidavit explains, with revenue derived by WOW from NBC network programs consistently amounting for several years to more than $100,000 a year.

The WOW service, which the affidavit says reaches millions of listeners in the territory adjacent to Omaha, is based largely on the high quality of sustaining and commercial programs received from NBC. Without the aid of the organization and facilities of NBC, it continues, in furnishing these high quality sustaining and commercial progrmas, it would be impossible for WOW adequately to serve its listening audience without great additional cost in personnel, equipment and facilities.

It is further stated that the additional cost of providing programs of this caliber would impair the revenue producing ability of WOW, and if the same high quality of program material were not maintained, the station's popularity with its present audience would be materially reduced, with a resulting reduction in the value of the station as an advertising medium.

The affidavit states that "the order of the Commission requires in effect a revision of the existing contract between NBC and the Woodmen of the World Life Insurance Society, under penalty of losing its license to operate said station WOW. Affiant is informed and verily believes that NBC cannot profitably operate network broadcasting under the rules promulgated in the order and continue to supply the same high quality of programs.

"The order places the onus on WOW of breaching the existing contract by either failure to broadcast the network programs offered under the option time provisions of the contract or closing down the station, in violation of the express provisions of the existing contract. As a result the Woodmen of the World Life Insurance Society is in imminent danger of being subjected to a suit for damages for breach of the existing contract.

"The revenue of WOW, as well as of radio stations generally, is derived entirely from the sale of radio time to advertisers. The rates for radio time on station WOW, as well as on all other radio stations, are based upon the circulation that they can offer to the advertiser, that is to say the probability that prospective customers will be listening to the programs being broadcast by the station. The probability that a large number of prospective customers will be listening is increased if the programs broadcast by the station are of constant high quality and standard, whereas there is less probability of a large number of prospective customers listening if the programs are consistently of poor quality and of little general interest to the listening public."

Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

Carries more local advertising than any other tri-city station by more than 3 to 1!

WTRY

TROY, N. Y.

1000W 980KC

Basic N B C Blue

An H. C. Wilder Station
Represented by Raymer

5,000 Watts Day
1,000 Watts Night

WMC NBC RED NETWORK

MEMPHIS, TENN.

THE *Billion Dollar* MARKET

★

Represented Nationally by
THE BRANHAM CO.

★

Owned and Operated by
The COMMERCIAL APPEAL

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago
San Francisco

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Trammell Condemns Rules as Radio Threat

Files Strong Plea For Injunction Against FCC

ON THE BASIS of "arm chair theories" a majority of the FCC would "destroy the structure supporting American radio", Niles Trammell, president of NBC, asserted in his affidavit filed with the U. S. District Court for the Southern District of New York, in support of the NBC-WOW-WHAM complaint challenging the validity of the FCC's so-called chain-monopoly regulations. He vigorously joined in the plea for temporary injunctive relief, to thwart a Nov. 15 effective date for the regulations as well as the plea for a permanent injunction against the Commission.

Mincing no words in his condemnation of the regulations, Mr. Trammell in his 34-page affidavit first traced for the court the history of network broadcasting and gave a description of the factors which enter into successful network operation.

National Aspects

It is network broadcasting that enables nationwide broadcasting to be effected and that reflects the national aspects of the radio industry as distinguished from those of purely local character and significance, he said. The average local station is incapable of selling enough advertising locally to round out its broadcasting schedule with commercial or sustaining programs in any way comparable with the quality of those furnished by the network organizations, he said.

This conclusion is confirmed by the unanimous result of surveys indicating that the audience of a station with a network affiliation is greater than that of a comparable station without such affiliation. The 310 standard broadcast stations not affiliated with any network in 1938 operated at an aggregate loss in that year of approximately $150,000, he said, 162 of them showing net income aggregating $888,493 and 148 of them showing net losses aggregating more than $1,000,000.

In carrying the court through the early development of radio, Mr. Trammell described in detail the manner in which commercial and sustaining programs are developed, how a network functions, the competition now existing in the field and how NBC in the first instance undertook operation of two rather than one network. "It took bold money, guts and brains to build in a field which was then new and hazardous," he said in harking back to NBC's organization in 1926.

Declaring that NBC invited competition at the outset and in 1927 it welcomed the organization of CBS, Mr. Trammell said that station demand for still more network service, however, finally induced NBC to initiate its second nationwide radio network in 1927. Between 1927 and 1934, the pioneer years of network broadcasting, he said this service was developed and expanded throughout the worst years of the greatest depression this country has known. The value of the public service which was rendered during those years "is incalculable", he declared.

Ultimately in 1934, MBS was organized and it attained a national status in 1936.

Long Experience

"The network broadcasting services rendered by NBC today are the product of 15 years of informed experience," Mr. Trammell said. "Its organization has been conditioned by the needs of its growing nationwide business. If these needs are disregarded in any effort at overnight reorganization of the industry, as they are by the order of the Commission, network broadcasting as it exists in the United States today and substantial values dependent thereon will be irreparably damaged."

Aside from network broadcasting, other services such as the international shortwave field which is not commercially self-supporting, will suffer. These services have been maintained by NBC and CBS out of revenues derived from standard broadcast operation. Similarly, television and FM, two new forms of broadcasting, must rely for support of moneys derived from other sources.

After describing the nature of NBC affiliation contracts, which are outlawed under the FCC regulations, Mr. Trammell said the item of wire lines alone, borne by NBC, amounted to more than $3,600,000 in 1940. He called the optional time provisions the "balance wheel which regulates the cooperative efforts of the network organization and its affiliated stations in the production of a nationwide broadcasting service." It affects every aspect of network business, including the relations between the network organization and advertisers as well as the relations between the network organizations and affiliated stations.

The national advertiser negotiates for and buys time solely on a commercial basis, Mr. Trammell said. "He will insist upon a national circulation and, if he cannot get it from the radio network, he will divert his money to national magazines and other printed media, to the detriment of the radio service."

How Option Time Works

Describing the manner in which national option time functions, Mr. Trammell declared:

Such advertisers, spending considerable sums on an advertising campaign, negotiate contracts covering the same well in advance and there is keen competition for their business. The optional time provision in network affiliation contracts enables the network organizations to negotiate with such advertisers on the basis of an assured national coverage up to 28 days prior to the first program. It also enables the networks to enter into a contract with such advertisers as soon as the parties have agreed upon terms.

It must be remembered that NBC's Blue network, for example, has 99 affiliates, each of which is compiling daily its individual schedule of commercial and sustaining programs. Under such circumstances, there is every likelihood that NBC will find, upon investigating the possibility of scheduling a network program for a certain hour of a specific day, that a number of stations will have conflicting commitments. In the absence of network optional time, any single station required by the advertiser would be able to override the desire of all of the other stations to carry a particular program.

At the present time, an advertiser using the Red network during the evening hour is required to contract for the use of a minimum of 50 stations, of which only six are operated by NBC itself. Consequently, in the absence of network optional time, each and every advertising contract negotiated for such hours on the Red network would require successful negotiation by NBC with a minimum of forty-four stations.

Sponsors Must Know

From the point of view of NBC's relations with advertisers, network optional time on a firm basis is a sine qua non of negotiation and contracting. The advertiser wants to know what he is buying before he buys it. If a tentative period of time is fixed for his program, but no contract can be entered into before 44 stations have been contacted and the objections of each overcome, the advertiser may well have changed his mind. If stations refuse for any reason to clear time for the advertiser's program, he may refuse to consider a substitute period. Without optional network time, therefore, NBC must deal with advertisers on an "if, as and when" basis, and this is an impracticable basis upon which to conduct any large business enterprise.

From the point of view of NBC's relations with its affiliated stations, network optional time is necessary in order that the business may be conducted on a big enough scale to pay the out of pocket expenses thereof. As will hereinafter be more fully explained, NBC's annual expenses for network and key station operations, exclusive of all shortwave or other nonstandard broadcasting expenses, aggregate more than $17,900,000. It is a human impossibility to obtain unanimity among the large number of necessary affiliates a sufficient number of times to carry this load.

It must be remembered that the 8½ hours governed by network optional time leaves ample periods within which stations can schedule local programs, since the majority of such stations have a daily broadcasting schedule of from 16 to 18 hours. What is more, the programming of a single station operating under these optional time arrangements is infinitely simpler than the programming of a network in the absence of such provisions.

Sustaining Programs

Covering sustaining programs, Mr. Trammell said they have a three-fold importance—quality, popularity resulting in goodwill, and necessity for efficient network operation. He cited the various outstanding sustainings on NBC, pointing out for example that the *National Farm & Home Hour* results in an expenditure of $100,000 a year.

During 1940, NBC sustainings, covering 35,000 broadcasts, entailed an expenditure of more than $3,000,000 for talent and material alone. During the same period, NBC's other expenses for network and key station operations, such as rent, sales, wirelines, engineering, staff, etc. aggregated over $14,900,000.

Networks must graduate their rates to advertisers upon the basis of circulation that they can offer, Mr. Trammell recited. Any change in the provisions of affiliation contracts which would inhibit the networks from offering its full circulation, "will endanger the entire network broadcasting structure as it exists today."

"Any hindrance to the ability of a network to offer its full circulation as based upon the affiliated stations available for a particular program, or the availability of a station in any key market, will result in an inevitable spiral of injury to the network's economic interests, which increases in geometric progression, because any interference which blocks off affiliated stations necessarily lowers a network's revenues and this, in turn, requires a curtailment of program service which, in turn, further de-



V MEANS SAFETY in West Virginia as Col. John W. Bosworth (right center), superintendent of the state public safety department launches a new drive on West Virginia Network. Here he presents a V to Harold C. Miller (left center), news editor of WCHS, Charleston. Looking on are Program Director Bill Adams and Announcer Fred Parsons of WCHS.

creases the revenue to be received by the network."

Outlining the injury threatened by the order, Mr. Trammell said it "impacts" network broadcasting at two vital points—by revising contractual arrangements between stations and networks in a way which will make adequate nationwide broadcasting impossible and seeks to prohibit ownership by a network of more than one station in a given locality, and ownership by a network organization of the only, or the most desirable, station in a given locality.

Need of Options

The "vice" of the time option ban was declared by Mr. Trammell to be its failure to recognize that a network must be able to "clear time on affiliated stations in order to render a nationwide service and that the identity or character of the organization which interferes with such clearance is immaterial."

Under existing procedure, NBC requires an advertiser using the Red during evening hours to contract for a minimum of 50 stations, of which only six are operated by NBC. Thus if option time is prohibited, every contract negotiated for such hours would require negotiation by NBC with a minimum of 44 stations. Each of these stations would, under the Commission's amended order, be scheduling the programs of other networks. The problem of clearing time is intensified when one considers it in connection with the Blue network, which has 99 affiliates and the fact that this clearance must be accomplished for each of the many network programs broadcast.

In order to save itself and its affiliated stations from damage, he said, NBC would have to accomplish this feat a sufficient number of times annually to assure itself of a gross income of more than $20,500,000, which amount is spent in maintaining NBC's network and key station broadcasting services inclusive of wireline.

Continuing his criticism of the optional time ban, Mr. Trammell said:

Thus, elimination of network optional time on a firm basis under the order of the Commission will cause irreparable injury to NBC and its affiliated stations by making it financially and physically impossible to handle a sufficient volume of business to support the existing programs of the network organization. Abolition of such optional time will inevitably lead to increased expenses to NBC and its affiliated stations as well as a reduction in network rates, a resulting loss in revenue and a consequent diminution in the quality of programs, thus setting in motion a vicious descending spiral. Such injury will result from the Commission's order even though NBC and its affiliated stations take no action other than to amend their respective affiliation contracts so as to bring them into conformity with the Commission's order.

The requirement that the station may agree to clear its time of non-network programs only upon 56 days' notice will have the practical effect of an absolute prohibition against network optional time. It is a matter of common knowledge in the advertising business that national advertisers insist that a specific advertising program be placed before the public shortly after the contract is signed. This insistence is not peculiar to radio advertisers. For example, magazines having a national circulation have found it necessary constantly to shorten the period between the closing of an advertising contract and its publication.

Practical Needs

The 28-day notice required in existing option time provisions was not determined theoretically, but is the result of an experienced balancing of the needs of the stations and needs of the advertisers, since the networks must satisfy the legitimate needs of both in order to exist. The 56-day period flagrantly disregards the practical necessities of the advertising business. National network organizations will have to satisfy the advertisers by clearing time on less than 56 days' notice under penalty of losing to competitive advertising media the revenues which support the existing broadcasting services. As a result, NBC will have to negotiate for time on its affiliated stations on the basis of the 28-day notice period which has resulted from experience and in so doing will be unable to clear such time as against local commercial programs, local sustaining programs and other nonnetwork programs, any one of which may defeat the scheduling of a network program.

The inevitable consequence will be the destruction of nation-wide network broadcasting to the irreparable injury of NBC.

Regarding threatened license revocations, Mr. Trammell pointed out that between May 2, 1941 and the present, not less than 24 NBC stations have served notice upon NBC of cancellation of their contracts because of the FCC order. Not less than 24 other stations, he said, have served notice that they do not intend to abide by the terms of their contracts unless they are made to conform with the Commission order. NBC knows of "a substantial number of additional stations which, unless the order is complied with, intend to terminate such contracts upon the effective date of the order."

Affiliation Problems

Mr. Trammell also cited interference with new affiliations, resulting from the order. He said, for example, that WFTC, Kinston, N. C., had requested an affiliation with NBC but as a direct result of the Commission edict, they were unable to enter into the affiliation contract mutually decided upon.

45 Million Listened

FOURTH LARGEST radio audience—45,000,000 persons—to hear a speech by President Roosevelt was reported listening to his talk on Navy Day Oct. 28, according to a survey made by C. E. Hooper. Rating for the broadcast heard on all networks and many independent stations was 51.9, which follows the rating of 70 for his "unlimited emergency" address May 27; 67.4 for his Sept. 11 speech, and 59 for his Fireside Chat on national security Dec. 29.

"A number of present NBC advertisers as well as prospective NBC advertisers to whom NBC has offered to renew existing contracts or has offered new contracts for the broadcasting of commercial programs have refused to enter into said contracts upon the sole ground that NBC would, under the order, be unable to assure said advertisers of the continued availability of stations presently affiliated with NBC throughout the term of said proposed advertising contracts," Mr. Trammel declared.

After assailing the prohibition against network ownership of stations, which would strike directly at at least six of NBC's outlets, owned or leased, Mr. Trammell said NBC would also be damaged by loss of value incident to a forced sale and destruction of value incident to NBC's inability to dispose of a leased station because of lack of provision in the lease.

Declaring that the effect of the order is contrary to the public interest, Mr. Trammel said the conclusion is inescapable that the order will bring out a situation in broadcasting in the United States which is so patently contrary to the public interest, convenience and necessity "as to make its issuance an arbitrary and capricious act of the Commission."

Predicting that a "super-network" would develop under the regulations, Mr. Trammel said the large national advertiser desires to purchase the best network at the lowest cost. Under the order he would be enabled to "put together a network heretofore unavailable by selecting the best stations, and only the best stations, from all networks. An advertiser could approach NBC and insist upon buying a network which consists not only of NBC stations alone, but one built up of the best stations of the Red, Blue, CBS and MBS.

"If NBC should decline to act as sales agent for the deal, there is nothing to prevent the advertiser or his agency from negotiating directly with the stations, contracting for telephone wirelines and establishing his own network for his program."

Mr. Trammell submitted along with his affidavit an exhibit showing a map of a 64-station network,

(*Continued on page 61*)

TIES THAT BIND

★

Many different alloys go into the making of fine steel. Many different nationalities are blended into the making of America.

So it is that the many nationalities speaking in eight different mother tongues over this station, help to solidly forge the unbreakable ties of freedom upon which America is founded.

★

TELL THE NEWS OF YOUR PRODUCTS AND SERVICES TO THIS AUDIENCE OF 5,000,000 PEOPLE

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

"750 On Your Radio Dial"
THAT'S THE CLEAR CHANNEL STATION
WHEB
PORTSMOUTH, N. H.
"The Listening Habit of Central New England"
National Representation by Joseph Hershey McGillvra

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 25 TO OCTOBER 31 INCLUSIVE

Decisions . . .

OCTOBER 28

KVOS, Bellingham, Wash.—Granted CP new equipment directional D & N increase 1 kw N change 790 kc.

KFXJ, Grand Junction, Col. — Granted CP change 920 kc increase 500 w N 1 kw D unl. equipment changes.

OCTOBER 29

NEW, Oak Park Realty & Amusement Co., Chicago—Granted CP new FM station 47.9 mc 10,800 sq. mi. four hours day four hours night

W71SB, South Bend, Ind.—Granted modification CP change transmitter site increase service area 7,100 sq. mi. extend completion date.

KSAM, Huntsville, Tex.—Granted consent voluntary assignment license to W. J. Harpole & J. C. Rothwell for $3,500.

KSFO, San Francisco—Granted petition for reconsideration and hearing against grant of 9-9-41 granting KQW CP 740 kc 50 kw unl; designated joint hearing with KSFO applic. 740 kc 50 kw; denied request hearing site for San Francisco.

WBAX, Wilkes-Barre, Pa.—Granted petition extending effective date Commission order not exceeding three months.

WKNE, Keene, N. H.—Denied petition against 9-3-41 grant to WNBF.

KJR, Seattle—Granted increase 50 kw D & N directional N (grant conditional on blanketing situation and Commission action on multiple ownership).

DESIGNATED FOR HEARING—**NEW, Charles P. Blackley, Staunton, Va.,** CP new staton 1240 kc 250 w unl.;**WFAS, White Plains, N. Y.,** modification license to 1230 kc unl. hours; **NEW, Paul Forman Godley, Newark, N. J.,** CP new station 1230 kc 250 w unl. (consolidated hearing with WFAS); **NEW, Beauford H. Jester, Waco, Tex.,** CP new station 1230 kc 250 w unl.; **NEW, Roy Branham Albaugh, Waco,** same (consolidated with Jester).

MISCELLANEOUS — **WRUW, Scituate, Mass.,** modification international license add 9700 kc; **National Broadcasting Co. Inc.,** granted petition postponement KGO, KOA and WMAL renewal hearings to 1-19-42; **WDAS, Philadelphia, Pa.,** granted petition dismiss application 1260 kc 1 kw N 5 kw directional N.

Applications . . .

OCTOBER 28

WINX, Washington—Voluntary assignment to WINX Broadcasting Co.

NEW, Danville Broadcasting Co., Danville, Ky.—CP new station 1450 kc 250 w (facilities of WLAP provided WLAP'S application for 610 kc. granted).

WCHS, Charleston, W. Va.—CP new transmitter changes directional N shift 640 kc increase 50 kw.

NEW, W. Walter Tison, Jacksonville, Fla.—CP new station 600 kc 1 kw unl directional D & N.

WFTL, Fort Lauderdale, Fla.—CP new transmitter directional N increase 10 kw change 710 kc.

NEW, Homer Rodeheaver, Winona Lake, Ind.—Amend application CP new station 1250 kc unl. directional D & N.

WBRK, Pittsfield, Mass.—CP new transmitter directional D & N change 1150 kc increase 1 kw.

NEW, Cleveland Broadcasting Inc., Cleveland, O.—CP new station 1300 kc 5 kw unl. directional D & N.

NEW, Ralph W. S. Bennett, Sandusky, O.—CP new station 1450 kc 250 w unl.

WROL, Knoxville, Tenn.—Voluntary assignment license to S. E. Adcock.

NEW, Etowah Broadcasting Co., Gadsden, Ala.—Amended application new station 1320 kc 1 kw daytime hours change transmitter.

KXA, Seattle—CP new transmitter directional D & N increase 10 kw hours to unl.

OCTOBER 30

NEW, New Haven Broadcasters, New Haven—Amend applic. SP new station 1200 kc 1 kw D hours.

NEW, Palm Radio Co., Ft. Myers, Fla.—Amend CP new station 1490 kc 250 w unl. (facilities of WFTM).

KITE, Kansas City—Trar sfer control corporation D. E. Kendrick, M. K. McCarten and Sam Pickard to A. L. Glasmann and Paul R. Meitmeyer (9,678 shares).

William Porter Resigns To Set Up Own Office

WILLIAM A. PORTER, Washington attorney specializing in radio, last Saturday announced his resignation from the law firm of Littlepage, Littlepage, Porter, Littlepage & Williams, to establish his own law offices in Washington. Mr. Porter has established offices in the Bowen Bldg. The Littlepage firm henceforth will be known as Littlepage, Littlepage & Williams.



Mr. Porter

Mr. Porter was born in Chicago 35 years ago, but was raised at Grand Junction, Col., where he attended public school and high school. He attended George Washington U and National U in Washington, graduating from the latter in 1929 with his law degree. He was admitted to the bar in 1930 and immediately became active in communications law. He became associated with the Littlepage firm in 1935 and was made a partner in 1939.



PRESTON PIERSON, formerly of WPTF, Raleigh, and Guy Beard, formerly of WKPT, Kingsport, Tenn., and WWNC, Asheville, N. C., have joined the engineering staff of WRAL, Raleigh.

DAVID HOLT has been promoted to chief engineer of KGBS, Harlingen, Tex. Frederick Wilson McFarren, formerly of WACO, Waco, Tex., has joined the KGBS engineering staff.

JACK SUGGS and John Merry, engineers of KFRU, Columbia, Mo., installed and were named consulting engineers of the Columbia Police Department's new shortwave station.

J M. CUNNINGHAM, formerly engineer of C. C. Longevin Co., Los Angeles (public address system), has joined NBC Hollywood.

TRUETT KIMZEY, chief engineer of KFJZ, Fort Worth, Tex., has applied for a new station in Greenville, Tex., 250 watts fulltime on 1400 kc.

NEW, Olympic Broadcasting Corp., Bremerton, Wash.—CP new station 1540 kc 500 w unl.

Tentative Calendar . . .

NEW, Hennessy Broadcasting Co., Butte, Mont., CP 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte,** same (consolidated hearing, Nov. 4).

NEW, Seaboard Broadcasting Corp., Tampa, CP 1590 kc 1 kw unl.; **NEW, Robert V. Lee, Bradenton,** Fla., CP 1490 kc 250 w unl. (Nov. 5).

NEW, Pan-American Broadcasting System Inc, Hollywood, Fla., CP 1450 kc 250 w unl.; **NEW South Florida Broadcasting Inc., Miami,** same (consolidated hearing, Nov. 5).

WCKY FINDS ANNIE

Stages Promotion Stunt for Quaker's Sparkies



PROMOTING the five-weekly *Orphan Annie* series sponsored by Quaker Oats Co. for Sparkies, WCKY, Cincinnati, recently wound up a contest to find the Cincinnati girl most closely resembling the heroine of the comic strip-serial. Winner of an airplane trip to Chicago, along with her mother, and three days of entertainment during which she was to meet the Orphan Annie of radio was seven-year-old Betty Emily Hochhauser (see photo). Preliminary winners in the competition were awarded sterling silver bracelets.

WCKY worked out tie-ups with 10 local theatres, screening trailers advertising the contest and using newspaper space. Quaker Oats Co. distributed 50,000 handbills and each theatre installed a lobby display, supplemented by frequent plugs on WCKY. Preliminary contests were held Oct. 18 in participating theatres, with the finals staged Oct. 25 at the Forest Theatre.

Judges of the competition were Jerry Belcher, WCKY; John Klahm (see photo), Cincinnati representative of Quaker Oats Co.; Councilman Willis D. Gradison; Alfred Segal, *Cincinnati Post* columnist. Details of the contest were handled by Helen Rees, WCKY promotion manager.

Network Accounts

All time EST unless otherwise indicated.

CARNATION Co., Toronto (milk) on Oct. 28 starts *Quarter-Hour of Contentment* on CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec; CKCH, Hull, Que., Tues. & Thurs. 10:30-10:45 a.m. (EDST). Agency: Baker Adv. Agency, Toronto.

JOHN P MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Nov. 30 resumes *Bob Becker's Dog Chats* on 42 NBC-Red stations, Sun., 3-3:15 p.m. Agency: Henri, Hurst & McDonald, Chicago.

Renewal Accounts

CHESEBOROUGH MFG. Co., New York (vaseline), on Oct. 29 renewed for 52 weeks *Dr. Christian* on 64 CBS stations, Wed., 8:30-8:55 p.m. (EST), with West Coast repeat, 8:30-8:55 p.m. (PST). Agency McCann-Erickson Inc., Los Angeles.

BATHASWEET Corp., New York, on Oct. 14 renewed for 52 weeks *Bob Garred Reporting* on 5 CBS Pacific Coast stations, Tues., Thurs., 7:30-7:45 a.m. (PST). Agency: H. M. Kiesewetter Adv. Agency, N. Y.

VICK CHEMICAL Co., Greensboro, N. C. (Vapo-Rub and Va-tro-nol), on Oct. 27 renewed for 13 weeks *News for Women* on 5 CBS stations and shifting from Mon., Wed., Fri., 3-3:15 p.m., to Mon thru Fri, 3:15-3:30 p.m. Agency: Morse International, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike) on Nov. 14 renews for 13 weeks *Information Please* on 108 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

DR. JOHN MATTHEWS, Los Angeles religious), on Oct. 11 renewed for 13 weeks *Religious Talks*, on 8 Don Lee Southern California stations. Sat., 9-9:30 a.m. PST). Agency: Tom Westwood Adv., Los Angeles.

COCA COLA Co., Atlanta (soft drink), has renewed for 5 weeks *The Pause That Refreshes on the Air* on 115 CBS stations, Sun., 4:30-5 p.m. Agency: D'Arcy Adv. Co., St. Louis.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Duz-Dreft), on Nov. 3 adds 17 CBS stations to *The Goldbergs*, making a total of 42 CBS stations, Mon. thru Fri., 5:15-5:30 p.m. Agencies: Compton Adv., New York, for Duz, and Blackett-Sample-Hummert, New York, for Dreft.

TAYTON Co., Los Angeles (cosmetics), on Oct. 23 added WOR, New York, to *Jimmy Fidler*, making a total of 15 MBS stations, Thurs.. 10:30-10:45 p.m. Agency: BBDO, Los Angeles.

KITE SOLD TO GLASMANN, HEITMEYER

SALE of KITE, Kansas City, is sought in an application to the FCC last week of First National Television Inc., under which D. E. Kendrick, Sam Pickard and Miss M. K. McCarten would transfer control to A. L. Glasman, Utah theatre operator and chief owner of KLO, Ogden, and Paul R. Heitmeyer, vice-president and general manager of KLO.

Deal involves 95% of KITE's stock — 9,678 shares, of which Pickard owns 3,946; McCarten, 3,758; and Kendrick, 1,974. Messrs. Glasmann and Meitmeyer have advanced $8,750 on a 50-50 basis and if the FCC authorizes the transfer they will advance $50,000. Of this Glasmann will give $40,000 and Heitmeyer, $10,000. The sellers have agreed that liabilities of the station will not exceed $27,000.

Outstanding stock of the station amounts to 10,621 shares of the 11,000 originally authorized. The other 943 sharles held by various local interests will not be affected by the deal. Mr. Kendrick, one of the transferors, is chief owner and general manager of WINN, Louisl de- cmfwvbg b b vbvbvbbvg ville. KITE operates on 1590 kc.

BLACKETT-SAMPLE-HUMMERT, Chicago, has been appointed agency for Falstaff Brewing Corp., St. Louis. C. L. Hotchkiss, formerly radio director of Sherman K. Ellis, Chicago, has joined B-S-H as radio executive on the Falstaff account.

Trammell Flays FCC Rules

(*Continued from page 59*)

described as "No. 1 Advertiser Network" which would be available to national advertisers under the Commission order. The network does not show a theoretical lineup of stations but represents the stations selected by a well-known advertising expert as typifying what he would like to purchase for his clients when enabled to do so under the Commission's order.

This No. 1 network of 64 stations affords excellent coverage of 92.4% of the radio familiies in the United States and good coverage of all of the remainder of such families, he said. With the same time sold on the No. 1 network, an advertiser seeking a second network to get even the approximate coverage achieved by his competitor, would be required to include 160 stations and would obtain excellent coverage of only 76.4% of the radio families and good coverage of an additional 7.7%, Mr. Trammell pointed out. A third exhibit shows what would have to be done by any third advertiser who might desire the same time on an oposite network. Regardless of the number of stations this advertiser might desire to buy or even the amount of money that he is willing to spend "it would be impossible for him to acquire any network lineup which would give him a national coverage equal to that of his competitor," Mr. Trammell said. The best remaining network possible would necessitate use of 191 stations and would provide excellent coverage of a mere 65% of the radio families and a good coverage of an additional 2.2%.

Even more revealing, Mr. Trammell said, was that the cost of the No. 1 network, despite its unprecedented coverage, would be less to the advertiser than the present NBC network or the present CBS network, or the hypothetical No. 2 or No. 3 Advertiser Network. The No. 2 Advertiser Network with less coverage, moreover, he said, not only will cost more than the present NBC or CBS networks, but will cost more than the super-network No. 1.

"Truly national coverage under the Commission's order will become the opportunity of a relatively few major advertisers and the bulk of the advertising revenue of the United States will go to a relatively few of the country's major stations," Mr. Trammell argued. "There will be only one rather than four national networks worthy of the name and this result obviously is contrary to the public interest, convenience and necessity."

Text of Affidavit

Following is the full text of the summary to Mr. Trammell's affidavit:

The nationwide network broadcasting services enjoyed by the United States today are the fruit of 15 years of hard work and far-sighted development by everybody connected with the broadcasting industry. Without governmental subsidies, in the face of a shattering depression and despite an unusually high rate of obsolescence, the broadcasters risked their money and used their brains with the result that this nation has a network broadcasting service which is unequalled in any other country of the world and which represents a national asset of incalculable value in a time of emergency.

There is scarcely an industry in this country today which can point to a record as clean as that of the broadcasting industry. Its organization and business practices have never been kept secret and the very contracts to which the Commission now objects have been on file with the Commission ever since they were entered into. Year after year the operation of the NBC networks has been certified as being in the public interest by the issuance and renewal of hundreds of station licenses by two Commissions.

Now, on the basis of armchair theories, a majority of the present Commission would destroy the structure supporting American radio. There was no sensational discovery in the Commission's three-year study of network broadcasting to justify this wrecking operation. The Commission was only able to criticize isolated incidents so few in number as to add to, rather than to detract from, the character of the broadcasters.

The Commission's ban upon firm option time represents a refusal to take account of the practical necessities of network broadcasting even as recognized by the Commission itself. The sum and substance of NBC's position as to the effect of the Order forbidding the networks to obtain firm opinions on station time is succinctly expressed in the words of the Commission majority, as contained in the Report of May 2, 1941:

"Few sponsors are willing to spend large sums in building up a program series to be broadcast over a definite number of stations at a certain hour if some of the important stations are subject to withdrawal upon order of a dominant network."

Must Clear Time

Withdrawal or refusal, upon order of a dominant network or upon order of a local sponsor, as pointed out above, the vital issue is that time must be cleared if network broadcasting is to be supported by the advertisers. The effect of the loss of advertising revenues upon network broadcasting services wil be direct and disastrous.

The Commission also proposes to compel NBC to dispose of the key stations which are vital to its network operations and which are renowned for the quality of the service they furnish. The quality of the service rendered by these stations has largely been due to their operation by NBC, and their forced disposal will not only damage NBC but will also work to the prejudice of the interests of the listening public.

The Commission's pious expressions of horror at the "monopolistic" tendencies of four vigorously competing national networks, rendering a valuable and laudable service, raises serious questions as to its understanding of the whole problem of broadcasting when placed beside the plain fact that its order will create a complete monopoly by a single super-network capable of stifling all competition.

It is plain from the facts hereinabove stated that NBC has suffered and will continue to suffer irreparable injury as the direct result of the Commission's order unless enforcement of the same be restrained. On the other hand, the Commission has plainly conceded that continuance of the *status quo* pending a final court determination on the issues raised by NBC in this proceeding will not be inimical to the public interest.

The Commission's order was first issued on May 2, 1941 and in so far as it deals with existing contracts and station ownership, the effective date thereof has been postponed by the Commission itself for a period of over six months. If the public interest has not been injured by such temporizing by the Commission, it can scarcely be contended that any vital interests will suffer as a result of a stay pending a hearing in this proceeding. Thus, when Chairman Fly of the Commission appeared on behalf o fthe majority of the Commission before the Committee on Interstate Commerce of the United States Senate on June 2, 3, and 4, 1941, Chairman Fly several times stated in effect that the Commission would be willing to have broadcast stations continue operations under existing conditions pending a court determination of the power of the Commission.

Clark Questions Fly

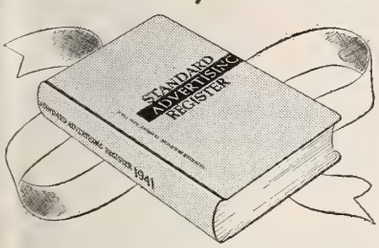
For example, on June 3, 1941 Senator Clark of Idaho asked Chairman Fly:

"If the broadcasting chains that feel themselves aggrieved by your regulations should decide to go into court and test out the question of jurisdiction, or whatever other question might be permissible, I take it from your statement that as long as the court proceeding was undetermined you would not press the matter, even though an injunction or something of the kind might not be obtained from the court. In other words, you would not undertake to force the doing of something that could not reasonably be done within that limit [the original 90 day postponement of the effective date] in the interest of the industry. Do I make myself clear?

In answer to this question Mr. Fly stated:

"Yes; I think you are clear."

The Advertising Who's Who



ADVERTISERS who use Radio

as well as those who do not

are all listed in the Standard Advertising Register. That is why so many radio stations prefer and use this valuable service.

It lists over 12,000 national and sectional advertisers, giving the executive personnel of each advertiser; including the advertising manager, sales manager, divisional managers, etc. It shows the agency or agencies placing the account, in most instances with the agency account executive.

In fact, it gives you all necessary information to effectively solicit the advertiser or agency either in person or by mail. Get more information about this valuable service

write our nearest office.

NATIONAL REGISTER PUBLISHING CO., Inc.
330 W. 42nd St. New York, 333 N. Michigan Ave. Chicago

Youngstown
America's *35th Market
WFMJ
Youngstown's Favorite Station
NBC AFFILIATE
*U. S. Census Bureau

CHOICE PERIODS AVAILABLE!

Write for WWDC's choice open periods. WWDC is Washington's big buy . . . bonus booster signal, economy rates, alert programming in America's most prosperous market.

E. M. Spence Gen'l Mgr. **Washington, D. C.**

WWDC

CHNS
THE KEY STATION OF THE MARITIMES
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.
or JOE WEED
350 Madison Ave.
New York

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

Daytime Sponsors Split Bond Plugs

Formula to Be Devised for Coordinated Campaign

REPRESENTATIVES of five of the leading sponsors of daytime programs last Thursday suggested to the defense savings staff of the Treasury that free announcements urging purchase of Defense Bonds and stamps be proportioned among them according to the number of shows presented by the individual sponsor.

The plan, submitted at a meeting in Washington, is aimed at dividing the load of free announcements now being carried by the "big five" — Colgate - Palmolive - Peet, General Food, General Mills, Lever Brothers and Procter & Gamble. In addition suggestions to work announcements into the shows were proposed by the sponsor representatives.

Will Devise Formula

The five companies, who sponsor almost 50 programs on the three major networks during the daytime, have been using defense bond and stamp copy since the campaign started last May. Up until now there had been no definite coordination of announcements, the individual sponsor using announcements in any manner and as frequently as he saw fit. Under the suggested plan, which apparently meets with the approval of the Treasury, a certain number of announcements would be used each month. The sponsors are to meet among themselves to work out a formula to determine the number of announcements to be used on the various programs.

Attending the meeting were Roy W. Peet, advertising manager of Colgate-Palmolive-Peet; John Allen, general assistant to C. G. Mortimer, general advertising manager of General Foods; Edward G. Smith, radio program manager of General Mills; Philip C. Kenny, radio program department, Lever Brothers; William Ramsey, advertising manager of Procter & Gamble. The Treasury was represented by Vincent F. Callahan, chief, radio and press section, defense saving staff; Charles J. Gilchrest, assistant chief, and Marjorie L. Spriggs, chief of women's programs.

FTC Stipulation

HECKER PRODUCTS Corp., New York, has stipulated with the Federal Trade Commission to stop certain advertising claims for 2-in-1 Paste or Liquid shoe polish, according to an Oct. 31 FTC announcement. Eversharp Inc., Chicago, also has filed an answer to an FTC complaint charging misrepresentation in "guaranteed forever" claims for Eversharp pens and repeating pencils, since a severe charge is made for repairs. The answer admits the representations alleged in the complaint, but maintains that "any reasonable person of ordinary intelligence" would not conclude that Eversharp pens and pencils would never need repair or adjustment.

NINE MBS OUTLETS WILL HOLD STOCK

A REDISTRIBUTION of MBS stock among nine Mutual stations, instead of three as at present, was announced last Friday by W. E. Macfarlane, MBS president, who stated that "six additional members have signified their intention of acquiring equal shares of stock in the corporation with the three original stock-owning members." Acquisition of the stock will give the new holders equal participation in the underwriting and management of the corporation with the present owners, Bamberger Broadcasting Service (WOR, New York); WGN Inc., Chicago; Don Lee Broadcasting System of California.

New stockholders are: Baltimore Radio Shows Inc. (WFBR, Baltimore); Cincinnati Times-Star Co. (WKRC, Cincinnati); Colonial Network of New England; Pennsylvania Broadcasting C. (WIP, Philadelphia); United Broadcasting Co. (WHK-WCLE, Cleveland, and WHKC, Columbus), and WCAE Inc. (WCAE, Pittsburgh).

Mr. Macfarlane stated that enlargement of stock ownership further enhances the mutuality of the corporation.

NAB Sessions

WITH national defense a principal consideration, along with serious problems on the legislative, regulatory and labor fronts, well over a hundred station executives participated in the Oct. 28 meeting of NAB District 1 in Worcester, Mass., and the Oct. 29-30 meeting of District 2 in Syracuse. In conjunction with the District 2 meeting NAB President Neville Miller last Wednesday addressed a special radio luncheon meeting of the Syracuse Optimist Club, attended by 200.

As in previous NAB meetings, both districts adopted resolutions calling for formation of a special committee of radio news editors in each State to aid in coordinating material for news and defense programs.

R&R Vice-Presidents

FREDERICK C. BRUNS, S. Heagan and Herschel V. Wililams, executives of Ruthrauff & Ryan, New York, have been elected vice-presidents of the agency. Mr. Bruns, prior to joining Ruthrauff & Ryan in 1938 as an account executive, was with Federal Adv. Agency, New York, as vice-president. Mr. Bayles joined the agency in 1931, and has been assistant director of the radio department for five years. Before joining R & R Mr. Williams had been on the radio staffs of Benton & Bowles and J. Walter Thompson Co., three years has supervised the agencies daytime and Canadian radio, in addition to creative and contact activity.

Chase & Sanborn Moves To Kenyon & Eckhardt

STANDARD BRANDS, New York, has appointed Kenyon & Eckhardt, New York to handle all Chase & Sanborn advertising effective Jan. 1, 1942, it was announced last Thursday. Now handled by J. Walter Thompson Co., New York, the *Chase & Sanborn Program* featuring Edgar Bergen & Charlie McCarthy, Sundays, 8-8:30 p.m. on 82 NBC-Red stations will move in toto to the new agency on that date. This makes the second Standard Brands product to make the shift, Fleischmann's Foil Yeast (*I Love a Mystery*) going to K&E from Thompson on July 17, 1940 [BROADCASTING, Aug. 1, 1940].

Standard Brand products still handled by J. Walter Thompson include Tender Leaf Tea (*One Man's Family*, on 60 NBC-Red stations, Sunday, 8:30-9 p.m.) and Fleischmann's Yeast for Bakeries.

Studebaker Shortwave

STUDEBAKER Corp., South Bend, Ind., is starting a 30-week series of news broadcasts in Spanish to be shortwaved to Latin American listeners via WRCA and WNBI, NBC international stations, 7:15-7:30 p.m., Mondays and Fridays.



Drawn for BROADCASTING by Sid Hix

"Here's That Radio Station Certificate You Sent For, Butch!"

Networks Explain Refusals of Time

Fcc Gets Facts in Complaint Of America First Group

AFTER a week of tossing statements back and forth among the three networks, the FCC and the newspapers, the America First Committee's first public attempt to force a broadcast nationally, in this instance a New York rally, wound up last week with the score thus:

1—MBS transcribed and rebroadcast a half-hour of the rally from 11:30-12 midnight Thursday, "waiving its policy of broadcasting only important transcriptions".

2—Chairman James Lawrence Fly of the FCC is in possession of network statements as to how they handled the matter following a protest by AFC and a request by Mr. Fly for the networks decision. Mr Fly had no comment Friday on the statements.

3—NBC and CBS stuck to their original announcements and did not carry any of the rally.

4—NBC, CBS and commentators got a verbal lambasting at rally.

Pressure Resisted

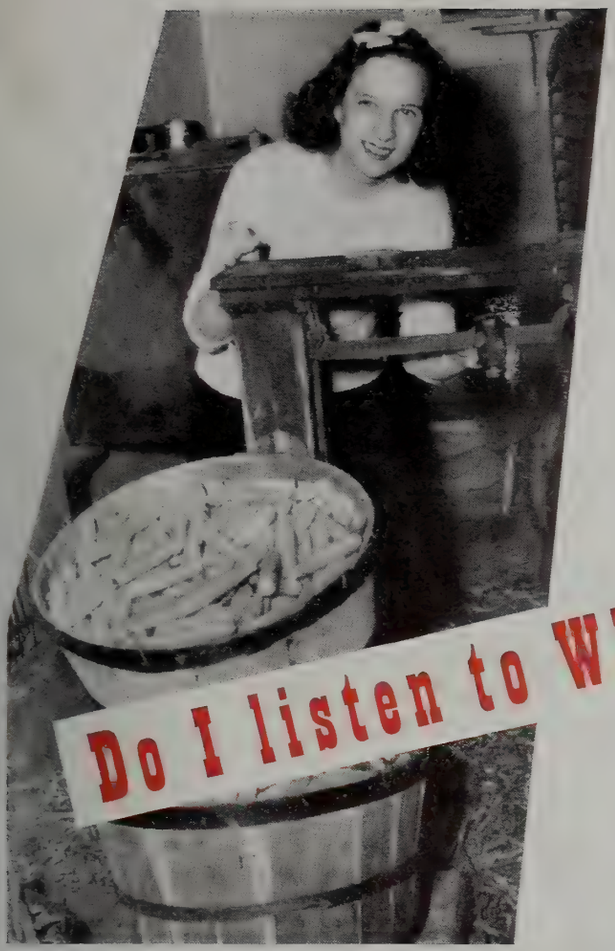
AFC charged in its telegram to Mr. Fly, who is forbidden by the Communications Act from censoring programs, that it had been denied time for speeches by Charles A. Lindbergh and former Ambassador to Belgium, John Cudahy and had only been offered inadequate time for a speech by Sen. Burton K. Wheeler.

Niles Trammell, president of NBC, described the "inadequate time" offered Sen. Wheeler as a half-hour on 62 stations east of Chicago. Mr. Trammell said he saw no reason "to permit the America First Committee to assume a martyrdom which the facts do justify". CBS said it saw no reason why "Lindbergh should have a network every time he speaks".

After being refused time on the networks, Amos Pinchot, of AFC executive committee, requested NBC, CBS, and MBS to transcribe the talks and rebroadcast them. This was refused by CBS and NBC but MBS complied.

Evidently portending a battle that will run into thousands of words, John T. Flynn, newspaper columnist and member of AFC's executive committee, gave NBC and CBS a thorough working over at the rally in New York last Thursday. Mr. Flynn charged the networks were airing more interventionist talks than anti-war speakers, basing his charges on a three-day check made of the chains New York outlets. Mr. Flynn included in his remarks defnse bond announcements, aluminum collection announcements and relief programs.

NBC and CBS both countered with statements Friday challenging Mr. Flynn's figures. The former also pointed out it had allotted time for an American First Rally in Philadelphia Nov. 5.



Do I listen to WLW?

"Why, of course, EVERYBODY in the Muskingum River Valley listens to WLW. The farm we're living on now has always been occupied by some member of the Stacy family. My great, great grandfather, Capt. Wm. Davis, was given the farm for his service in the Revolutionary War.

"Dad comes from a long line of farmers . . . and he's interested in new ideas, modern methods of farming. That's why, if you lived with us, you'd see him every noon, sitting in his easy chair, puffing away on his pipe, listening to WLW's 'Everybody's Farm Hour.' He never misses the market and weather reports.

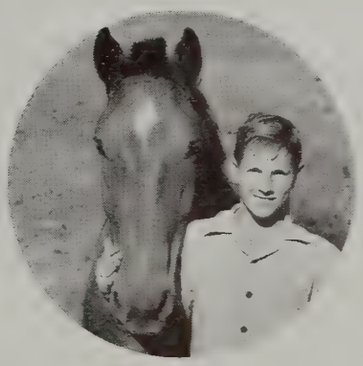


"Mom has plenty of WLW programs she listens to regularly. I'm glad she likes them, because then I know when we're back in school, she won't be lonesome, sitting by herself.



"Ginny (my older sister) and I both go to school. Ohio State and the Marietta Business Institute. In the summer time we always listen to Hal O'Halloran's 'Top O' The Mornin' and Michael Hinn's newscast. Then, too, all the good dance music.

"Frank's the youngest in the family —15. He helps Dad a lot. But Dad says he's worthless to him on Saturday afternoons because he's determined to hear the football broadcasts on WLW.



"And THAT is the way we Stacy's feel about WLW . . . THE CLEAR CHANNEL STATION. We like them most . . . because they serve us best!"

YES—PROGRAMS WITH A DISTINCTIVE SECTIONAL FLAVOR PLUS CLEAR CHANNEL FACILITIES MAKES WLW A FRIEND TO FARMERS IN THE MIDWEST!

CLEAR CHANNEL

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



REPRESENTATIVES: New York—Transamerican Broadcasting & Television Corporation. Chicago—WLW, 230 N. Michigan Avenue. San Francisco—International Radio Sales.



THERE'S A *FIFTH* R IN HIS LIFE!

Radio added the fourth "R" to supplement readin' 'ritin' and 'rithmetic. The schoolboy may not know it yet, but a fifth "R"—Research—has an important role in helping to teach him.

In thousands of American schools, millions of youngsters are learning their lessons with greater ease and speed . . . are finding them more interesting and stimulating...are *remembering* what they are taught...because of research as conducted in RCA Laboratories.

Lessons that *live* are easy to learn...and from RCA Laboratories have come many developments which make them vibrantly alive. The RCA Victor School Sound System combines an effective teaching and administrative aid . . . RCA Victor radios, RCA Victrola models and Victor Records are used extensively to help teach music appreciation, civics, history, geography and other subjects...the RCA Recorder blazes new trails in speech and music instruction.

The purpose of RCA Laboratories is to promote the growth of radio as an art and industry, to meet the expanding demands of national defense, to create new products and services in keeping with the American way of life. The contributions of research in radio and electronics to entertainment, education and industry all help to achieve this purpose today. Research is the guarantee of further progress tomorrow in all that pertains to radio—and that holds for the School of the Air and for those who listen and look to learn.

RCA

RCA LABORATORIES

A Service of the Radio Corporation of America

RCA BUILDING, NEW YORK, N. Y.

Other RCA Services: RCA Manufacturing Company, Inc. Radiomarine Corporation of America • National Broadcasting Company, Inc. • R. C. A. Communications, Inc. RCA Institutes, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

NOVEMBER 10, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 19
WASHINGTON, D. C.



"THEY SURE PLUGGED WHO'S PLOWING CONTEST!"

● Much as we hate to admit it, good farm news reporting is *sometimes* done by somebody besides Herb Plambeck, WHO's star farm news editor.

For instance, a national weekly picture-magazine recently devoted *three pages of pictures* to covering WHO's amazing 1941 Corn Belt Plowing Match. Our hats are off to them!

Starting in 1939, WHO's first Corn Belt Plowing Match drew slightly over 8,000 people. The second, in 1940, brought 15,000. *The 1941 Contest, held on September 20, drew more than 20,000 farm people from every part of Iowa and several surrounding States.*

Even if it were just a hot promotion, the Corn Belt Plowing Contest would prove that WHO is doing a superb and resultful job in reaching midwestern farmers. But the Contest is *not* just a promotion—it's one small part of the biggest job ever done by any radio station, to "win friends and influence people" on farms—for *your* greater good in Iowa Plus. Write for the facts—or ask your Agency to ask Free & Peters!

WHO
for IOWA PLUS!

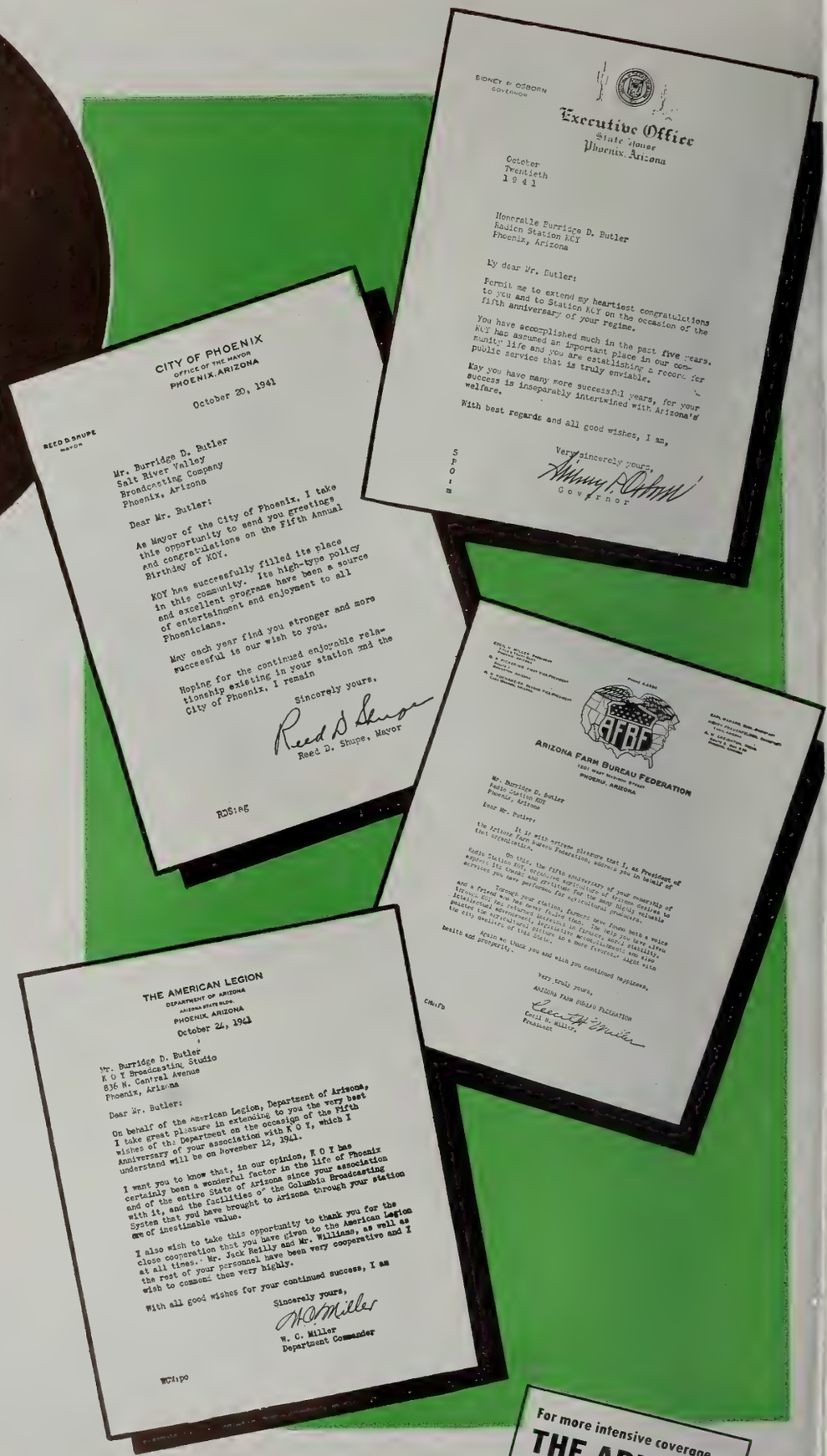
DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Five Years Ago Tomorrow

JUST five years ago tomorrow, KOY, Phoenix, was about to come under its present management, the Salt River Valley Broadcasting Company, Burridge D. Butler, President.

In those five years, since November 12, 1936, KOY has proved itself as Arizona's Station of Public Service. In 31,599 hours of broadcasting, KOY has presented 1,651 hours of educational programs; 1,640 hours of community service and 816 hours of educational programs. Also, there have been 15,246 announcements supporting community enterprises!

Naturally, we are happy that these activities have gained public acceptance for KOY . . . acceptance indicated by scores of such letters as those printed here . . . and we pledge ourselves to continue and improve this service to Arizona.



CITY OF PHOENIX
OFFICE OF THE MAYOR
PHOENIX, ARIZONA

October 20, 1941

REED D. SHUPE
MAYOR

Mr. Burridge D. Butler
Salt River Valley
Broadcasting Company
Phoenix, Arizona

Dear Mr. Butler:

As Mayor of the City of Phoenix, I take this opportunity to send you greetings and congratulations on the Fifth Annual Birthday of KOY.

KOY has successfully filled its place in this community. Its high-type policy and excellent programs have been a source of entertainment and enjoyment to all Phoenicians.

May each year find you stronger and more successful is our wish to you.

Hoping for the continued enjoyable relationship existing in your station and the City of Phoenix, I remain

Sincerely yours,
Reed D. Shupe, Mayor

RDS:ag

SIDNEY P. OSBORN
GOVERNOR

Executive Office
State Capitol
Phoenix, Arizona

October
Twentieth
1941

Honorable Burridge D. Butler
Radion Station KOY
Phoenix, Arizona

My dear Mr. Butler:

Permit me to extend my heartiest congratulations to you and to Station KOY on the occasion of the fifth anniversary of your regime.

You have accomplished much in the past five years. KOY has assumed an important place in our community life and you are establishing a record for public service that is truly enviable.

May you have many more successful years, for your success is inseparably intertwined with Arizona's welfare.

With best regards and all good wishes, I am,

Very sincerely yours,
Governor

SPOrm

ARIZONA FARM BUREAU FEDERATION
PHOENIX, ARIZONA

Mr. Burridge D. Butler
Radio Station KOY
Phoenix, Arizona

Dear Mr. Butler:

It is with extreme pleasure that I, as President of the Arizona Farm Bureau Federation, address you in behalf of that organization.

On this, the first anniversary of your ownership of Radio Station KOY, and operation for the many already obtained by its owner and organization for the many already obtained by agriculture, for the benefit of agricultural producers.

Through your station, farmers have found both a voice and a friend who has helped them. In the last year alone, through your station, farmers have been given valuable information on farming, which has helped to give stability, intelligently administered, to the agricultural industry. Your station has been a powerful factor in helping to bring about a more favorable relationship between the agricultural industry and the city dweller, for a more favorable basis with which to work for the common good, health and prosperity.

Again we thank you and wish you continued happiness.

Very truly yours,
ARIZONA FARM BUREAU FEDERATION
Cecil H. Miller,
President

CHM:fb

THE AMERICAN LEGION
DEPARTMENT OF ARIZONA
ARIZONA STATE BLDG.
PHOENIX, ARIZONA

October 24, 1941

Mr. Burridge D. Butler
K O Y Broadcasting Studio
836 N. Central Avenue
Phoenix, Arizona

Dear Mr. Butler:

On behalf of the American Legion, Department of Arizona, I take great pleasure in extending to you the very best wishes of the Department on the occasion of the Fifth Anniversary of your association with K O Y, which I understand will be on November 12, 1941.

I want you to know that, in our opinion, K O Y has certainly been a wonderful factor in the life of Phoenix and of the entire State of Arizona since your association with it, and the facilities of the Columbia Broadcasting System that you have brought to Arizona through your station are of inestimable value.

I also wish to take this opportunity to thank you for the close cooperation that you have given to the American Legion at all times. Mr. Jack Reilly and Mr. Williams, as well as the rest of your personnel have been very cooperative and I wish to comment them very highly.

With all good wishes for your continued success, I am

Sincerely yours,
W. C. Miller
Department Commander

WCM:po

KOY

1000 Watts on

550 KILOCYCLES

"That explains the coverage"

CBS Affiliate

PHOENIX, ARIZONA

For more intensive coverage—
THE ARIZONA NETWORK!
KOY in Phoenix
KTUC in Tucson
KSUN for Bisbee-Douglas
The most economical way to effectively reach and sell over 90% of all Arizona's buying power.

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY



Alike?

They are all fighters, but neither one is a complete armed force

Here are three men of modern warfare. Naval aviator, tank driver and paratroop. Each one a "powerhouse" of fight and destruction and each one important and necessary for a well balanced, efficient fighting force. Yet neither branch of service is a complete armed force in itself. It takes the combination of *all* branches to make an effective war machine.

The same is true with WSM.

New highs in sales records for clients . . . 5 showmanship awards . . . seven currently popular network shows. This is not the work of any one "genius." It's the close cooperation of a well knit organization and a talent staff in excess of 250 versatile artists.

WSM shows blitzkrieg the heart of America's fastest growing market . . . the South. Where 42% of the nation's crude oil; 100% of the bauxite, and 60% of America's natural gas are produced.

Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL — WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENN

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

When you think of

NEW ORLEANS

you think of:

Fine duck shooting . . .



and

WWL

NEW ORLEANS

50,000 WATTS

(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

November 10, 1941

CONTENTS

No Holiday Boom Seen	7
Transcription Groups Adopt Committee Standards	8
Month's Delay On Monopoly Rules	9
Food Marketers Dissect Radio	10
Independent Broadcasters Meet Nov. 18	12
Argentine Net Buys UP News	14
CBS Nine Month Gross Up	14
Songwriters Push Suit	16
NAB District Meetings Discuss Problems	18
Canada Considers War Advertising	20
Arnold Attacks Attackers	20
Priorities Hinder New Stations	22
Control of Prices Affects Radio	22
Canadian Price Law Avoids Ads	41
Waters Video Defense Plan	43
Philadelphia FM Ushered In	46
FM Sets In 120,000 Homes, Claim	46
Plans For Priorities Group	58
Committee Studies Hemisphere Needs	54
Hearing Notice Claimed Unnecessary	55

DEPARTMENTS

Agencies	40	Merchandising	36
Agency Appointments	37	Network Accounts	56
Behind the Mike	34	Personal Notes	33
Buyers of Time	40	Purely Programs	24
Classified Advertisements	50	Radio Advertisers	39
Control Room	52	Radio Book Shelf	32
Editorials	32	Station Accounts	38
FCC Actions	56	Studio Notes	42
Meet the Ladies	35	We Pay Respects	33

Hix Cartoon 58



REWARD: 903,105* customers for advertisers who find spots on KOIL.

*Persons in KOIL's 0.5 Millivolt Area

KOIL

OMAHA, NEBR.



BOOM **90 MILLION $$**
Federal Defense Appropriation

BOOM **LARGEST SUBMARINE BASE IN THE WORLD**

BOOM **10,000 NAVY YARD EMPLOYEES**
2,200 NEW FHA HOMES

BOOM **PLUS:** Primary in 7 out of 10 Counties in N. H. Plus: 8 out of 16 in Maine Plus: Essex & most of Middlesex in Mass. An area of 330,570 Radio Homes.

★ CLEAR CHANNEL
★ 750 KILOCYCLES
★ 1000 SALT WATER WATTS
★ ASSOCIATED PRESS NEWS
Every Daylight Hour
★ ALL YOUR FAVORITE MUSIC
BMI • ASCAP • SESAC

The New
WHEB

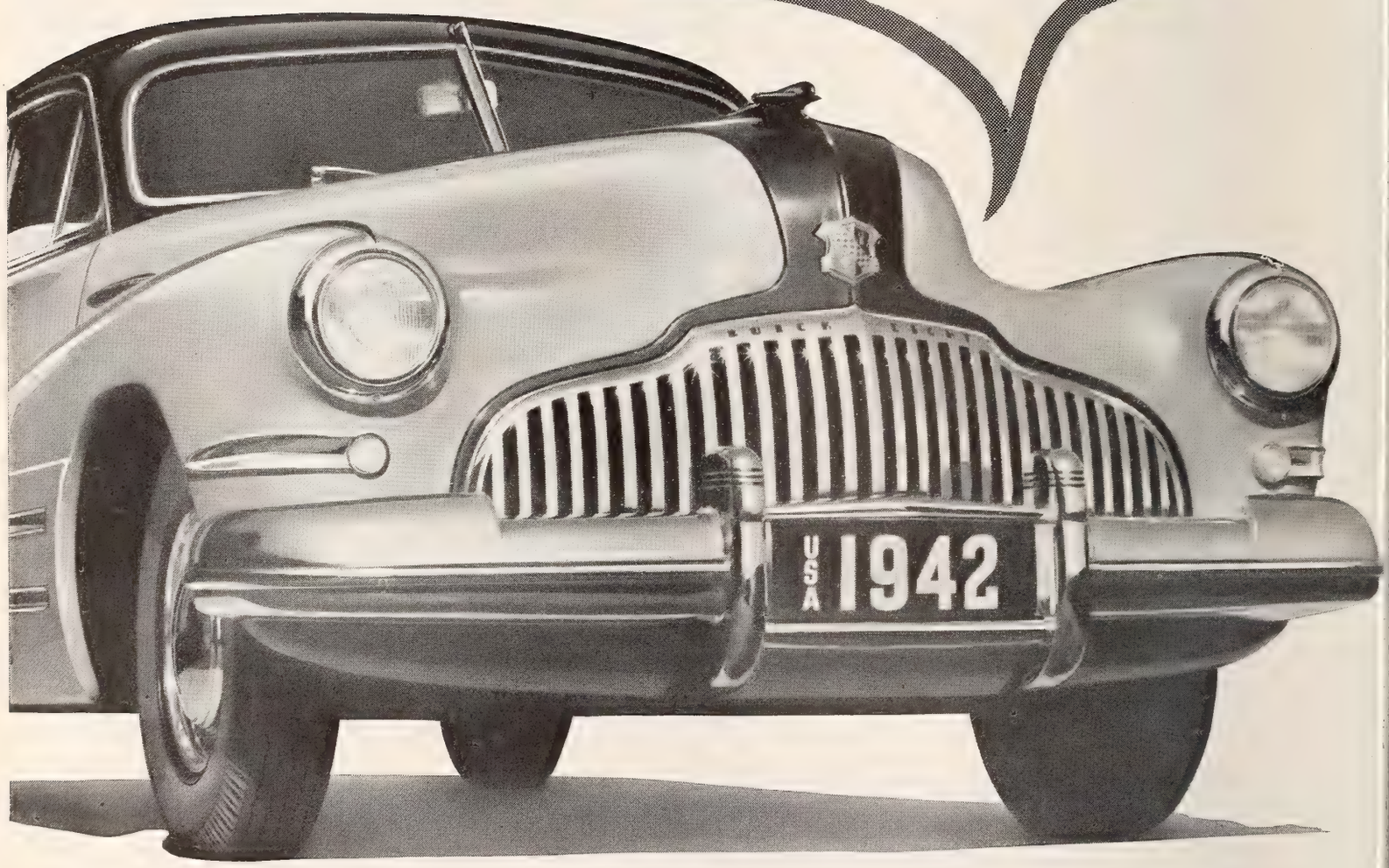
"The Listening Habit of Central New England"

Exclusive National Representation:
JOSEPH HERSHEY McGILLVRA
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
BERTHA BANNAN
Special Exclusive Boston Representative

BERT GEORGES, General Manager
DAVID CARPENTER, Sales Manager

DID YOU HEAR THOSE SONOVOX "SPOTS"—

"BETTER BUY BUICK"



● If you heard those Sonovox radio plugs—a real Buick horn, saying "Better Buy Buick" *in actual words*—then you already know why thousands of people now involuntarily THINK "Better Buy Buick", every time they hear a Buick horn!*

Sonovox, you see, is the revolutionary acoustic development that permits radio advertisers to put words into the "voice" of any sound—permits cows to talk, bells to speak, noises to articulate!

Unquestionably, Buick and Sonovox have *started something*. Other large national advertisers will be on the air soon with brand new spot campaigns created by SONOVOX. Listen for them. . . . In the meantime, write for your copy of "Now Cows can Talk", or ask any Free & Peters office for further information.

---

* 5 spots per day on 46 stations in 32 markets; Sept. 29 to Oct. 4. Agency: Arthur Kudner, Inc., New York.

WRIGHT-SONOVOX, INC.

180 N. Michigan Ave., Chicago

Affiliated with Free & Peters, Inc.

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 19 WASHINGTON, D. C., NOVEMBER 10, 1941 $5.00 A YEAR—15c A COPY

Holiday Surge Not Up to Former Years

High Level of Recent Months Reduces Usual Upward Trend of Season

THE 1941 holiday season looms as the best in radio's history.

But the Christmas ratio of increase over late fall time sales is not likely to show the marked peak customary in past years.

In a survey of broadcast stations, networks, agencies and advertisers throughout the United States and Canada, BROADCASTING staff representatives have sifted replies from a large number of executives. These replies in general indicate a moderate upward trend during the holiday season, following record autumn business.

Autumn business among radio stations exceeds that of any past year but the holiday season will encounter a new set of market factors involved in defense, an industrial boom and world confusion.

Heavy Items Down

Heavy commodities, such as automobiles, stoves, refrigerators, and articles of the sort are encountering priorities problems and production curtailment. Ordinarily these items are responsible for much of the intensified radio advertising during the holiday season. And some national spot users leave the air during each December.

On the other hand, a considerable activity is noted among advertisers selling quick-turnover items and luxury goods in special demand at the holiday season. For example, FM radios along with cosmetics and jewelry are receiving attention in a number of metropolitan markets. Local retail jewelers in some cases are planning busy radio campaigns in the hope that the approaching season will be a record-breaker.

In the jewelry field the Elgin Watch four-week holiday program featuring Shirley Temple on CBS may start a new type of holiday advertising. The intensive Elgin campaign will involve a heavy expenditure for a four-shot broadcast series, and the industry will be watching results with interest.

Year-Round Users

An encouraging factor is the increasing interest in radio shown by department stores all over the country. Station managers report more inquiries from the larger retail outlets than in any past season. In some cases the stores are taking their time until they can analyze Christmas buying habits of the public. But it is indicated that warehouse stocks of merchandise are about on the level with those of the record 1929 season.

One reason for the easing of the usual holiday boom is the fact that many advertisers who used local radio in past years have become converted to the medium on a year-round basis. Others, moreover, place their campaigns in the late summer or early fall to insure availability of desired time.

While business is booming for most stations, considerable nervousness is felt over the business prospects for the coming year.

This perhaps is due more to uncertainty than to any actual indications of a letdown in time buying. Many executives believe that non-priority products will take up the slack caused by a shortage of heavy goods.

The survey by BROADCASTING staff members follows:

NEW YORK

FOLLOWING predictions made earlier this year that 1941 would be a banner year for radio advertising, the general trend of business in the industry is currently upwards, according to spokesmen of advertising agencies, station representatives, local stations and networks, interviewed by BROADCASTING's New York staff in early November.

Asked specifically whether they thought the Christmas trade, expected this year to be larger than the record Christmas of 1929, was affecting radio, executives of New York stations reported little increase in schedules already in progress but some change in commercial copy to conform with the holiday season.

Elgin's Drive

A notable exception to this viewpoint is the special four-week Christmas program featuring Shirley Temple, to be sponsored on CBS by Elgin Watch Co., Elgin, Ill., starting Dec. 5. This series, which will promote Elgin watches as Christmas gifts, may indicate a new trend in concentrated national advertising for the Christmas season, one of the executives of a station representation firm observed.

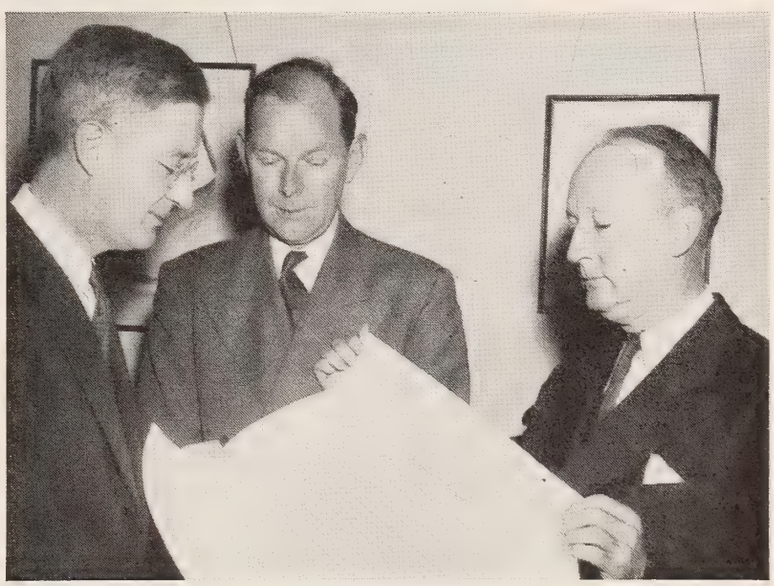
Other exceptions in the more than 50 "negative" answers received on the question of special Christmas business, included reports on small campaigns by advertisers of such luxury items as FM radios, specially packaged cosmetics and jewelry. According to John H. McCarthy, vice-president of McCann-Erickson, New York, "local retail jewelers will spend more on radio this year than any previous years, with sales this Christmas expected to be the greatest in history—greater, even, than in 1929".

Gruen Watch Co., Cincinnati, for instance, has prepared five-minute transcribed programs promoting its watches for distribution to local dealers. Also DeBeers Consolidated Mines, Kimberly, South Africa, through N. W. Ayer & Son is sending its dealers for placement on local stations five-minute transcriptions featuring a dramatic skit on the timeliness of diamond gifts for Christmas.

Among the transcription companies reporting prosperous business, Star Radio Programs has sold more Christmas shows in October than ever before. Sales for the company's *Christmas Tree of 1941* series of half-hour scripts show an increase of 27% so far this year over 1940, with an excellent season indicated from orders now being received and from correspondence with clients.

Although most of the agencies interviewed were optimistic on the local time to be purchased during November and December, one executive of an agency handling a large amount of spot radio reported that local advertisers would definitely use less radio than previously, feeling that a normal course of Christ-

(*Continued on page 47*)



SIGNED, SEALED AND DELIVERED, straight from the White House, newly-appointed FCC Commissioner Clifford J. Durr (left) examines his commission from President Roosevelt immediately after being sworn in Saturday, Nov. 1. Registering approval are FCC Chairman James Lawrence Fly (center) and Associate Supreme Court Justice Hugo L. Black, who administered the oath of office before about 40 members of the FCC staff, Mr. Durr's family and the press in Chairman Fly's office. Commissioner Durr, formerly general counsel of Defense Plants Corp. and assistant general counsel of the Reconstruction Finance Corp., was appointed for a full seven-year term from June 30, 1941, succeeding Commissioner Frederick I. Thompson, also from Alabama. Commissioner Durr left last Wednesday for a 10-day vacation at his home in Alabama. As his personal secretary he has brought from the RFC Mrs. Madge Warner. Also he has appointed as his assistant J. Radcliffe Maumenee, formerly assistant to Commissioner Thompson, who will serve until he leaves for active Army duty.

Transcription Groups Adopt Proposed Committee Standard

Smeby Warns, However, That Formal Approval Has Not Yet Been Given to New Characteristics

INDICATING practical approval of the transcription standards developed by the Recording & Reproducing Standards Committee, functioning since July under auspices of the NAB, Columbia Recording Corp. announced last week that it intends to include on Columbia transcription labels a statement that the recording conforms to the RRSC standards.

Following the CRC announcement, World Broadcasting System, pioneer in the transcription field, last Friday issued a statement outlining its attitude on the RRSC standards. The World statement pointed out that the vertical characteristics "now adopted by the NAB as the standard by which vertical recordings will be judged are the characteristics which World Broadcasting System set up 10 years ago and has maintained ever since".

Coincident with the Columbia announcement, made by William A. Schudt Jr., manager of the CRC transcription division, it was stated on behalf of NBC Radio Recording Corp. and Associated Music publishers that their transcribed products also conform to the RRSC technical specifications.

Word of Warning

Following the CRC announcement, caution was voiced last Thursday by Lynne C. Smeby, NAB director of engineering, regarding reference to the RRSC standards. Noting that the standards have not yet actually been approved by the NAB, he cautioned transcription maunfacturers against representing on labels at this time that their companies were conforming to NAB transcription standards.

"The recording and reproducing standards committee was formed at Detroit on June 26, 1941," Mr. Smeby explained. "Work on standards was started at that time and has progressed very satisfactorily. The committee at the last meeting on Oct. 23 adopted 15 standards and referred nine important items to subcommittees for further study.

"The work of standardization has not been completed. RRSC found that in some cases good standards had been formed by usage, and these were adopted formally by the committee. There are nine items still to be considered, and it is hoped that these can be resolved by the first of the year. After RRSC has finished its work, the standards must be adopted by NAB before they can carry a designation that indicates that NAB approves them. It is unlikely that NAB will not approve verbatim the final work of such a distinguished group of recording experts. However, the formality of approval must be gone through.

"NAB is extremely anxious that the work of the recording committee be completed as soon as possible. It then intends to publish the standards and give wide distribution and publicity to them."

World's Pioneering

"World's pioneering of standards over the period of a decade is well-known to all broadcasters," the World statement declared. "As a part of this program World placed matched reproducing equipment in hundreds of radio stations, a necessary step to properly reproduce the music of the first recorded music library in radio. And while the standards by which World produced these vertical transcriptions were established 10 years ago, constant research and development have been carried on to further improrve quality. Even at the present time World is carrying on an exhaustive research and development program to meet the highest demands of FM.

"World is also whole heartily cooperating with the NAB committee in establishing for the first time a standard for lateral recording. To effect this and in the further interest of standardization World has agreed to alter its highly individualized lateral characteristic to coincide with a common curve which the committee feels is more easily attainable by all lateral producers.

"In discussing these two standards now established by the industry, Percy L. Deutsch, president of World, stated:

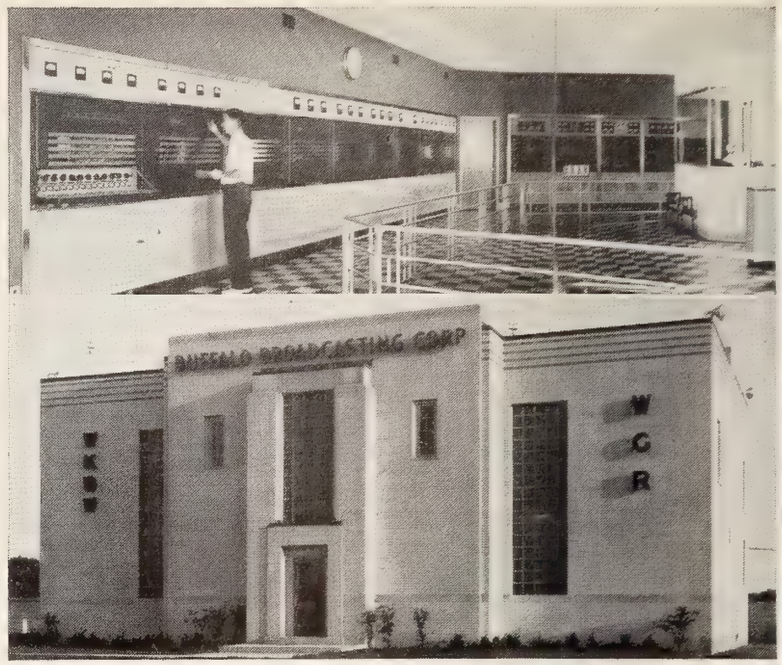
" 'It is extremely gratifying to us that our vertical characteristic is now established as the standard which must be met by any manufacturers coming into this field. We can applaud the committee for filling the long felt need for a standard in the lateral field where lack of standards have encouraged a great deal of recording and reproducing which have been against the best interests of the whole industry.' "

Commenting on the CRC announcement, I. P. Rodman, CRC director of engineering and development, revealed that the lateral frequency characteristic accepted by RRSC had been in use by CRC's transcription division for two years.

"For the last two years CRC's transcription division has used this lateral characteristic because it represents the maximum in quality together with the minimum in surface noise," Mr. Rodman declared. "The fact that the NAB has adopted this characteristic justifies the judgment of our engineers, who put the CRC characteristic into operation in January, 1940."



WESTINGHOUSE and Columbia officials participated in the Oct. 30 dedication of the new 50 kw. transmitter of WKBW, Buffalo (see photos at top of page). Caught at the transmitter were (l to r) V. P. Corbett, Westinghouse Buffalo sales executive; Hiram Deyo, president, Buffalo Broadcasting Corp.; H. B. Vidal, Westinghouse Buffalo district manager; I. R. Lounsberry, BBC executive vice-president; R. G. Harper, Westinghouse industrial superintendent, Buffalo; W. W. Rogers, Westinghouse publicity; Karl B. Hoffman, BBC director of engineering. Among Columbia network officials present at the ceremony were Edward A. Klauber, executive vice-president; M. R. Runyon, vice-president; H. V. Akerberg, vice-president; J. A. Gude, manager station relations. Neville Miller, NAB president, took part in a half-hour CBS program originating before civic and radio leaders.



NEW $350,000 PLANT of Buffalo Broadcasting Corp., accommodating both WGR and WKBW, was formerly dedicated Oct. 30. Power of WKBW now is 50,000 watts and the station has carried CBS programs since Sept. 28. WGR is an MBS outlet. The WKBW transmitter panels (top at left) extend 36 feet, with the WGR transmitter in background (right).

ASCAP RECEIVING STATIONS' PACTS

CONTRACTS sent last week by ASCAP to all stations following the settlement of the ASCAP-CBS-NBC dispute, are being returned by the stations, with more than 100 forms already received, ASCAP reported last Friday. Present ASCAP licensees as well as stations not licensed by ASCAP have received the forms, which cover blanket and per program arrangements for both commercial and sustaining programs. Stations with ASCAP licenses may now change over to the contracts, reducing their fees from 3 to 2¼% for for blanket licenses and from 10 to 8% under the per program plan.

At its Thursday meeting the ASCAP board decided that as contracts were now available to stations, there was no reason to continue its blanket permission for use of ASCAP music at football games over last weekend.

AT&T-Union Dickering

HOPE for settlement of the wage dispute between AT&T and the Federation of Long Lines Telephone Workers brightened as conferences between the groups resumed Nov. 7 and will be continued Nov. 10 before a panel of the U. S. Labor Dept. Conciliation Service. The union had threatened a Nov. 14 strike of 15,000 employes, tieing up long-distance communications. Conciliation officials are understood to have objected to the alleged union violation of the rule barring fighting the controversy in the press.

Delay of Month in Monopoly Rules Ordered

Stipulation Ready; Hearing Set Dec. 15

A BREATHING spell of at least a month on the effective date of the FCC's chain-monopoly regulations was assured last Friday when the U. S. District Court for the Southern District of New York set Dec. 15 as the time for a preliminary hearing on the motions for a temporary injunction made by NBC and CBS in their all-inclusive equity actions challenging the FCC's jurisdiction.

Simultaneously, a stipulation between the parties was being perfected to stay the order of the FCC pending final determination of the motions by the statutory three-judge court to be convened under the suits brought Oct. 30.

Technically, the Nov. 15 effective date stands for the rules until the stipulation on postponement is filed with the court. But that is regarded as a formality. Since the court has established Dec. 15 hearing date, the FCC, as a matter of courtesy, will postpone the effective date at least until then.

Whether the three-judge court will sit Dec. 15 or at a later date was problematical, but it was expected the stipulation would provide for a stay until such time as the court acts on the motions for a preliminary injunction. This is preparatory to consideration of the merits of the network suits challenging the validity of the far-reaching regulations.

FCC Motion Ready

The FCC, through the U. S. Attorney's office in New York, was prepared to file a motion to dismiss the suits on grounds of lack of jurisdiction. Sam Brodsky, a member of the staff of the U. S. Attorney's office, designated as special assistant to the Attorney General, is handling the proceedings for the Government. The negotiations on the stipulation, plus the motions resisting the network suits, however, are being prepared by FCC attorneys, headed by General Counsel Telford Taylor and Assistant General Counsel Thomas E. Harris.

District Judge Henry W. Goddard, who presided when the network suits were filed Oct. 30, is expected to convene the three-judge court Dec. 15. Justice Learned Hand, senior circuit judge, is expected to sit on the statutory tribunal as presiding judge, with District Judge John Bright as the third member. He is the newest member of the court, having been named last June 2.

The stipulation postponing the regulations will be tantamount to a temporary restraining order. The precise language had not been finally approved as BROADCASTING went to press Friday. The networks, it is understood, were seeking to have it provide that the regulations will not become effective until a reasonable time after the court shall have disposed of the temporary injunction issue, which, if adverse to NBC and CBS, would allow them adequate time in which to adjust their business affairs with affiliates.

Whether the FCC will follow its motion to dismiss with a motion for summary judgment, which would be in the nature of a rarely invoked demurrer to throw out the network suits, was understood to be under consideration. MBS, which is steadfastly supporting the regulations, is expected to join in the FCC motions directly or through separate proceedings.

Counsel Negotiating

NBC announced last Friday that Judge Goddard had set 2:15 p.m. on Dec. 15 as the time for the "preliminary hearings on the motions in the suits recently commenced" by NBC and by its co-plaintiffs, WOW, Omaha, and WHAM, Rochester. Similar action, of course, was taken in connection with the separate CBS suit.

"Counsel for the parties," said the NBC announcement, "are negotiating stipulations for submission to the court, the effect of which will be to stay the orders of the FCC, pending final determination of the motions on Dec. 15". Both the motion to dismiss and the plea for an interlocutory decree will be argued simultaneously before the tribunal on Dec. 15.

All during last week, counsel for the FCC and the networks conferred regarding the nature of the stipulation covering the temporary restraining order. Without the stipulation, the court would have acted Nov. 7, but this became unnecessary when the understanding was reached that the parties would agree at least on this phase of the postponement. But it was just as clear that the Government and MBS would strongly resist issuance of a temporary injunction and would just as vehemently urge dismissal of the proceedings on jurisdictional ground.

Stations which have been in a quandary over compliance with the time option ban particularly have been advised informally by their networks, it is reported, that if an injunction is not procured, contracts will be modified to conform to regulations. Only MBS has formally notified its stations of its position, reiterating its opinion that the regulations are for the best interests of broadcasters, advertisers and the public.

Despite the contentions of a complete upheaval of broadcast operations heard in many quarters, it was thought that even if the rules became effective immediate reaction would not be discernible. Most network business, it was pointed out, is contracted under long-term arrangements and only a minimum of business would shift as an immediate result of the ban on time options. It might be several months or even a year, it was pointed out, before the full impact of the regulations would be felt.

Wow! Wham!

SIDE-LINE observers see in the NBC equity suits filed against the FCC chain-monopoly regulations a revealing, though perhaps only a happenstance determination, to give 'em both barrels. Joining in the NBC action were two affiliated stations, the explosive call-letters of which are WOW (of Omaha) and WHAM (of Rochester).

Fred Weber, MBS general manager, sent all of the network affiliates a memorandum letter, which he described as constituting notice that "effective immediately any provision of your Mutual affiliate contract which is, or can be construed to be in violation of the foregoing regulations, will no longer be in force".

The legal conferences on immediate procedure got under way shortly after the suits were filed. On Monday (Nov. 3), John J. Burns, chief counsel for CBS; John T. Cahill, chief counsel for NBC; Telford Taylor, FCC general counsel, and Thomas E. Harris, FCC assistant general counsel, conferred in New York on procedure taking into account the crowded court docket.

The Commission, at a meeting last Tuesday (Nov. 4), authorized the stipulation on postponement of the effective date of the rules, pending consideration of the motions for a preliminary injunction and the drafting of the dismissal motions by the Government.

Counter Claims

It was clear that the FCC desires to argue its motion to dismiss the entire proceedings at the time argument is heard on the temporary injunction. While there was some opposition to this from network counsel, on the ground that the issues were different, it was expected this course would be followed. The Government has 60 days in which to answer the actual complaints, or until about the first of the year.

It is expected also that counter-affidavits will be filed both by the Government and by MBS, opposing the contentions of irreparable injury and going to the jurisdictional phases filed on behalf of the plaintiffs. Affidavits were filed by Niles Trammell, NBC president; John J. Gillin Jr., general manager of WOW, Omaha, on behalf of the Red Network outlet, and Edward A. Hanover, vice-president of WHAM, Rochester, on behalf of the Blue Network outlet. CBS affidavits were filed by William S. Paley, president, and Herbert V. Akerberg, vice-president in charge of station relations [BROADCASTING, Nov. 3].

The FCC counter-affidavit, if that course is decided upon, presumably will bear the signature of Chairman James Lawrence Fly, who has been the moving spirit in the proceedings, and possibly of other staff members. Mr. Weber, for MBS, probably would supply that network's main affidavit, with supplementary pleadings by Alfred J. McCosker, MBS board chairman, or W. E. Macfarlane, president.

Because the proceeding is before a statutory three-judge court under the urgent deficiencies act, the way is paved for ultimate Supreme Court adjudication. Even before the case is heard on its merits, perhaps not for several months, both sides will have an opportunity, it is expected, to seek a Supreme Court review. If the court grants the networks' plea for a temporary injunction, it is entirely possible and regarded as likely that the Government would seek a Supreme Court ruling on the lower court's jurisdiction to issue the interlocutory decree.

Because of the nature of the proceedings, Supreme Court action probably would be expedited, it was thought. On the other hand, should the statutory three-judge court deny the temporary injunction and grant the motion to dismiss or the possible motion for summary judgment, it was expected the networks promptly would seek a Supreme Court review.

Meanwhile, all was quiet on the Department of Justice front, following the momentous Oct. 29 conference of counsel representing all three major networks with Assistant Attorney General Thurman Arnold and his staff, exploring the question of possible Sherman anti-trust actions in the light of the FCC chain-monopoly investigation disclosures. There was no indication whatever that the Department intended to act immediately. It was agreed that a second meeting would be held with Mr. Arnold before any course would be decided upon. No commitment was made by the Department that it would proceed, it was reliably understood, though such might have been inferred, and there was no suggestion that the proceedings would be criminal.

With briefs to be filed by the Government by early January, it

(*Continued on page 57*)

Food Marketers Dissect Radio Selling

Low Income Class Gets Increased Attention

FOOD marketers must recognize the increased buying power developing in the lower income groups as a result of the defense campaign, A. C. Neilson, head of the A. C. Neilson Co. market research organization, last Thursday told the Associated Grocery Manufacturers of America, in New York.

As the generally conceded leader in reaching this buying group, Mr. Neilson said, radio deserves close attention in food advertising campaigns aimed at the lower income classes.

4.24 Hours Per Day

Citing figures resulting from the use of the Neilson audimeter on radios in several hundred midwestern homes, he said the lowest income group listened to the radio an average of 4.24 hours a day, while the next lowest group listened 3.85 hours a day, with the total listening time decreasing as incomes go up.

He said advertisers must watch radio trends closely in the future to see whether increased incomes for the lower groups result in any decided falling off of listeners in this group, explaining that the poor listen to the radio because it is their cheapest form of diversion, but might turn to the forms of entertainment as money becomes available.

Mr. Neilson also advised advertisers to check their types of radio programs to see whether they appeal to the income groups that are entering the market for their products for the first time. He pointed out that, from the standpoint of nationally advertised food brands, the immediate distribution problem is not so much to increase buying by upper income groups because they always have money to spend on these products, but the idea now is for each distributor of advertised brands to see that he gets his share of the lower income group customers who are able to buy his products for the first time.

Turning to the current experience in England, Mr. Neilson said continued advertising of national food brands, even in a scarcity market, has enabled the distributor to maintain one of his most valuable assets—his "consumer franchise" or goodwill. Fifty percent of British food firms, he said, continue their advertising despite the drastic paper shortage which has cut the size of daily papers. Out of 25 advertisements in one edition of a London paper, five were devoted to foods. He pointed out that the drastic British taxing system means that the money would go to the government anyhow, so as much as the the government will allow is being spent on advertising, where it helps maintain consumer franchises for branded products that might not be currently available in adequate qualities, but will go back on the market after the war.

British Food Copy

He analyzed British food copy appeals as follows: Eight percent institutional, apologies for shortages, etc.; 22% health appeals; 33% conservation and thrift; 33% product appeal; with only a negligible amount devoted to price appeal. He pointed to the new emphasis on health and conservation appeal, and said he has noted a definite trend in the U. S. toward stressing of the health and nutrition appeal. He indicated the food industry is entering into a battle with the drug industry over vitamin sales—whether consumers should continue the current trend of getting vitamins through concentrates, or through foods bought from the grocery shelf.

Mr. Neilson said the rise in earnings on the part of the lower income might result in a reshuffling of the food distribution market. For example, he said, housewives are now buying less flour and other ingredients used in home baking of bread, but are probably buying more bread. Consumer movement of food, he said, has increased only 3 to 4% on a tonnage basis during the last year, with no evidence of any appreciable amount of consumer hoarding or retailer profiteering.

On the other hand, he cited figures to show that, to date, advertised brands of foods in the U. S. have failed to benefit from increased purchasing power. He said that 5 cents out of the retail sales of an 11-cent product goes for distribution costs, and he urged food manufacturers to watch this figure carefully and use the money wisely or they will lay themselves open to militant consumers who would do away with the present system of distribution.

Aside from technical problems of the impact of the war effort on the food industry—an impact that has not been nearly as hard as in many other consumer industries, the convention was devoted to industry's relationship to the new national defense nutrition program.

Defense Angles

Although most Government nutrition men stressed the possibilities inherent in Government-science-industry cooperation as a means of selling good nutrition to the people, Federal Security Administrator McNutt, in charge of the defense nutrition program, and U. S. Public Health Surgeon General Thomas Parran, sparkplug of the program, struck disquieting notes. Both appeared to lean in the direction of non-competitive, cooperative, industry-wide institutional advertising rather than specific product plugging.

In praising industry efforts to help the Government promote the nutrition program and explain recent scientific advances to the average consumer, Mr. McNutt singled out for specific praise recent institutional newspaper and magazine campaigns undertaken by the millers, bakers, canners, and meat packers—as industries rather than individual companies.

Too Much Vitamin

Dr. Parran was even more blunt in his criticism of radio advertising, use of the vitamin theme for selling foods, and plugging of individual products. Instead, he suggested cooperative efforts to sell the entire nutrition program out of which, he said, would come benefit to all. Dr. Parran said:

"Speaking as a layman in advertising who listens to a large number of your ultimate consumers, I think the vitamin theme song is getting passé. In merchandising, it has become a bit reminiscent of the well known 'Jeannie with the Light Brown Hair' which the broadcasting systems sung to an early grave a few months ago. I think the lone hand has been played out. I think your strength will come from coordinated, forceful, long-range action. Nobody is asking you to be a philanthropist.

"Gov. McNutt said months ago, 'There is enough gold in this for everybody.' Your gold will come from perfectly legitimate profits possible from eliminating much of what you do at cross purposes to take away business from one another. There is going to be more food business than all of you can handle together. If you handle it properly together you can gain more institutional and individual good will than will follow from all the name bands or expensive radio comedians you can hire, or $50,000 national advertising contests."

However, the middle ground was taken by Russell Varney, chairman of the nutrition committee of the American Bakers Assn., and director of public relations for Standard Brands, who participated in the nutrition forum. He pointed out that the Government can and will help establish a strong nutritional program but cannot be expected to sell products, adding that the food industry can best aid the general nutrition program by first establishing a strong institutional campaign on adequate diets followed by individual product selling.

No Rationing Likely

While the food industry has certain defense problems, the position of the U. S. food industry in general probably never will be as bad as that of the food industry in England, according to Dr. M. L. Wilson, Agriculture Department

(*Continued on page 54*)



PLANS for defense mobilization were discussed with NBC officials Oct. 30 by the Red Network Planning & Advisory Committee. The parallel Blue committee met Oct. 29 [BROADCASTING, Nov. 3]. At the Red meeting were (front row, l to r) James D. Shouse of WLW, Crosley vice-president; John J. Gillin, WOW, Omaha; Niles Trammell, NBC president; Paul Morency, WTIC, Hartford; Frank E. Mullen, NBC vice-president and general manager. Rear row: Howard Lane, KMJ, Fresno; S. S. Fox, KDYL, Salt Lake City; O. L. Taylor, KGNC, Amarillo; Leonard Reinsch, WSB, Atlanta; Mark Woods, NBC vice-president, treasurer.



. . . It takes more than being pretty or having a dimple in our knee to gain acceptance like this among advertisers in the FIRST THIRTEEN WEEKS *of station operation.*

- **102 LOCAL ACCOUNTS**
- **73 NATIONAL ACCOUNTS**

A New **BROCHURE AND COVERAGE MAP** Complete with Market Data . . . Just Off the Press . . .
Write for Your Copy!





WISH

INDIANAPOLIS, INDIANA

5,000 WATTS
1,000 NIGHT

1310 KILOCYCLES
N. B. C. BASIC BLUE

Free & Peters
• NATIONAL REPRESENTATIVES

Net Independents to Meet on Nov. 18

Permanent Setup Will Be Developed at Meeting

PERMANENT organization of Independent Broadcasters Inc., with the election of officers and directors, is projected at a general meeting of independent network affiliated stations to be held in Chicago Nov. 18 at the call of the temporary chairman, Eugene C. Pulliam, WIRE, Indianapolis, and William J. Scripps, temporary secretary, WWJ, Detroit.

Music Problems

Launched as a result of dissatisfaction with the NAB manifested in certain industry quarters, IBI does not propose at the Tuesday meeting, to be held at the Drake Hotel, to take up possible association with National Independent Broadcasters Inc. The invitation said the meeting is "solely of independent network affiliate stations" and "is not a joint meeting with the NIB group."

Ratification of agreements negotiated by the IBI Copyright Committee with ASCAP, which proved the final wedge in return of ASCAP music to NBC and CBS, will be a salient topic. Clearance at the source of transcriptions also will be covered, and at a meeting Monday (Nov. 17) the General Committee and Copyright Committee of IBI meets with representatives of some eight transcription companies as well as ASCAP and BMI in an effort to reach an agreement on clearance at the source.

Aside from organization matters, other topics on the six-point agenda include explanation and interpretation of the FCC chain-monopoly regulations including the option time question; organization of concerted opposition against superpower, and selection of a committee to institute negotiations for reduction of AT&T line charges, including press service lines.

Six Main Points

"You are invited to attend this meeting and participate in the discussions without any obligation to join Independent Broadcasters' Inc.," Messrs. Pulliam and Scripps advised station executives. "Your voice and your vote are needed to determine whether we want a permanent association."

Following are the six points enumerated in the invitation:

1. Final clarification and ratification of agreements negotiated by our copyright committee with ASCAP. You will get first-hand information regarding the revised ASCAP contracts. We believe our committee's work will result in a saving to each network affiliate of from $1,000 to $4,000 a year in clerical expense alone.

2. Explanation of agreements with the transcription companies regarding clearance at the source of transcriptions. Representatives of all the transcription companies, as well as of ASCAP and BMI, will be present.

3. Full discussion, explanation and interpretation of the FCC rules relating to chain broadcasting, including the question of option time. It will be well worth the time required to come to Chicago for this first-hand interpretation of the rules.

4. Organization of concerted opposition to superpower. Our superpower commission will explain the increasingly imminent threat of superpower, and will tell you how you can cooperate in meeting this attack on your station's existence as a network affiliate.

5. Election of directors and permanent officers of Independent Broadcasters Inc., as provided for in the by-laws adopted at our meeting on Oct. 14.

6. The selection of a committee to institute negotiations for a reduction of AT&T charges for all broadcast lines, including press service lines.

Technicians Strike Cuts Off WDWS

Picket at Newspaper Building Causes Six-Hour Silence

WDWS, Champaign, Ill., was forced off the air Thursday for six hours and 17 minutes when six technicians at the station belonging to IBEW Local 1213, affiliated with the ABTU, failed to report for duty in what was described as a "sympathy" strike in conjunction with a walkout of union printers on the three Champaign-Urbana newspapers and in three union printing shops. The station is owned and operated by the *Champaign News-Gazette* Inc.

The technicians failed to report at 7 a.m. when the station normally takes the air but after conferring by telephone with ABTU international headquarters in Washington, F. L. Hurd, ABTU representative, ordered the men back to work. The station was back on the air at 1:17 p.m.

Building Picketed

Spokesmen for the radio engineers local denied their action was a "sympathy" strike, explaining their failure to report for work on the grounds they could not cross the picket lines. Pickets paraded in front of the various newspaper offices and printing shops but no attempt was made to interfere with persons entering or leaving the buildings. Studios of WDWS are located in the *News-Gazette* building.

Until WDWS resumed operation all news media in Champaign-Urbana were affected except WILL, U of Illinois non-commercial station. None of the newspapers affected by the printers strike published Thursday and resumption of publication was indefinite pending negotiations of a new contract between printers and the publishing firms.

ABTU announced Thursday in Frederick, Md., that a petition for investigation and certification under section 9c of the National Labor Relations act had been filed against the Monocacy Broadcasting Co., operators of WFMD, by Edward F. Knight, international representative of the ABTU. The action came, the union said, after negotiations with Laurence Leonard, owner and operator of the station, failed to materialize. However, it was expected that negotiations between the management and the union would be resumed in about three weeks.

HENRY KLEIN JOINS D'ARCY, NEW YORK

HENRY C. KLEIN, since last November assistant radio director of BBDO, New York, has joined the radio department of the New York office of D'Arcy Adv. Co. where he will serve in an all-round capacity writing and producing, with special attention to the production of the *Singin' Sam* transcriptions which are now on more than 260 stations for Coca-Cola. Previous to coming to New York, Mr. Klein was radio producer and director of the Chicago office of BBDO.



Mr. Klein

From 1930-33 Mr. Klein was with J. Walter Thompson Co., Chicago, producing and writing scripts. In 1933 he joined CBS as continuity director of the western division. From CBS he moved to Charles Daniel Frey Co. as radio director, and two years later joined BBDO.

Two for Sanka

GENERAL FOODS Corp., New York, has announced that next year's advertising plans for Sanka Coffee call for a continuation of its two network shows, *We, the People,* on 79 CBS stations, Tuesday, 9-9:30 and *William L. Shirer* on 42 CBS stations, 5:45-6 p.m., in addition to space in 11 national magazines with a combined circulation of 25,000,000. Agency is Young & &Rubicam, New York.

Not Even Latakia

WHEN WGN, Chicago, printed tickets for *An Hour With Elson & Anson* sponsored by P. Lorillard Co., New York, the usual "No smoking, please" admonition was included. Sponsor complained, whereupon the station printed new tickets reading "No smoking in the studios, please, not even Old Golds".

ACA Elections

BIENNIAL General elections for officers of the International Union of the American Communications Assn., as well as elections for local offices, will start Jan. 1, 1942, with the first nominating period. According to terms of the amended constitution of the union, the executive board's members-at-large will be increased next year from 10 to 14, including the president and secretary-treasurer of the international union, to be elected; four vice-presidents, one of whom is to be selected in the balloting, and eight board members, two to be elected.

Medical Spots

AMERICAN MEDICAL ASSN., Chicago (*Hygeia* magazine), using what is believed to be its first paid commercial radio, on Nov. 10 starts a six-day test campaign on KNX, Hollywood, utilizing daily participations in the combined *Sunrise Salute* and *Housewives Protective League* programs conducted by Galen Drake. Placement is through Ivan Hill Adv. Agency, Chicago.

Westinghouse Presents Executives at Luncheon

WESTINGHOUSE Radio Stations Inc. played host Nov. 6 to some 150 leading agency and advertising radio executives at a luncheon held in the Ambassador Hotel, New York. The session was devoted to introduction of managers and sales officials of the Westinghouse stations. Lee Wailes, general manager, presided, while John Hoysradt, entertainer, handled introductions. George Harder, advertising manager, was in charge of the party.

Westinghouse officials present were Mr. Wailes; Mr. Harder; John B. Conley, manager of WOWO-WGL, Fort Wayne; James B. Rock, manager of KDKA, Pittsburgh; Leslie W. Joy, manager of KYW, Philadelphia; C. S. Young, acting manager of WBZ-WBZA, Boston - Springfield; William E. Jackson, general sales manager; sales managers, Frank V. Webb, WOWO-WGL; Frank R. Bowes, WBZ-WBZA; John S. deRussy, KDKA; B. A. McDonald, KYW, and W. B. McGill, sales promotion manager of KDKA.

West Resumes

WEST DISINFECTING Co., Long Island City, N. Y. (disinfectants and cleansers), on Jan. 5 will resume sponsorship of *It Takes a Woman* on WABC, New York, for 39 weeks, in addition to using an as yet unnamed station in St. Louis for a similar period. Program, on WABC and KXOX, St. Louis, first part of this year was discontinued in October after a 30-week run. Agency is Moser & Cotins, New York.

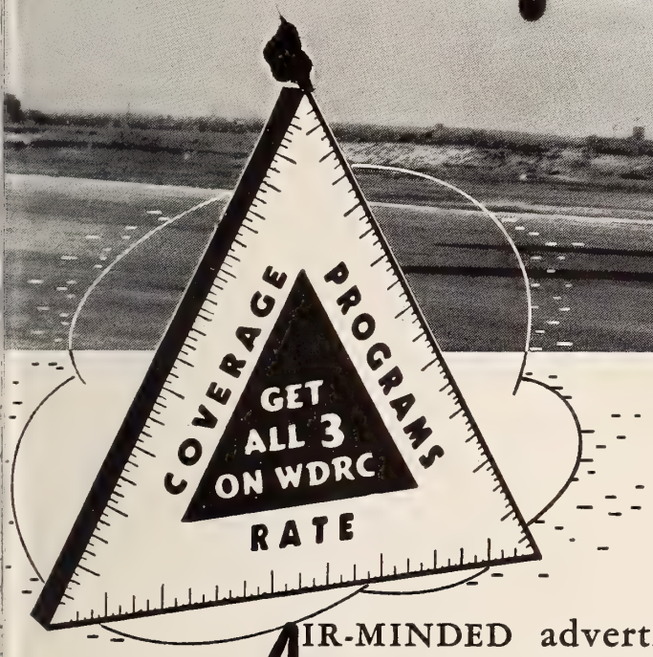
Pompeian Plans

POMPEIAN Co., Bloomfield, N. J. (soap, powder and olive oil), is working out plans for an extensive campaign of one-minute transcribed announcements to get under way on an undisclosed number of stations about the middle of November. Agency is Joseph Katz Co., Baltimore.

Make a 3-Point Landing

IN CONNECTICUT'S MAJOR MARKET





AIR-MINDED advertising executives know that the Hartford Market is booming. Defense activity here is widespread, with United Aircraft alone employing more than 25,000 workers. This rich compact area, which is Connecticut's Major Market, is now more than ever a "must" on advertising schedules.

Likewise, WDRC is a "must" for the time buyer who wants to cover this area, completely, effectively and economically. There's one good way to make a 3-point landing in Connecticut's Major Market and it's summed up this way: You get all three on WDRC: *coverage, programs, rate!*

BASIC CBS FOR CONNECTICUT

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Nine-Month Gross Of CBS Increases

RCA Income Also Shows Gain For the Current Year

GROSS income of CBS and subsidaries for nine months (40 weeks) ended Oct. 4, 1941, from sale of facilities, talent, lines, records, etc. was $44,049,683, according to a statement Nov. 5 by Frank K. White, treasurer. Less time discount and agency commisisons, record returns, allowances and discounts of $12,714,832, the income amounted to $31,334,850.

For the nine months of 1940 (39 weeks) the figures were, respectively, $36,430,612, $10,659,946 and $25,770,665.

Deducting operating expenses and cost of goods sold, $17,744,350 along with selling, general and administrative expenses of $6,385,400, $7,205,099 for taxes and less $52,-266 interest and $585,285 depreciation and amortization, the net income amounts to $6,567,547 as compared to a net of $5,039,749 for the 39 weeks of 1940. To the 1941 net income is added a miscellaneous item of $247,887, which is developed from $299,231 profits from sale of former subsidiary corporations engaged in artist management.

Dividend Declared

Cash dividend of 65 cents per share on Class A and Class B stock of $2.50 par value was declared Nov. 5 by the CBS board, payable Dec. 5 to stockholders of record at close of business Nov. 21, 1941.

RCA and subsidiary companies for the first nine months of 1941 show consolidated net profit of $7,370,165, after providing $9,469,-900 for taxes, compared to $5,209,-043 for the same period in 1940 after provision for $2,523,900. Gross for 1941 was $115,891,792 compared to $89,204,219 in 1940. RCA figures are not broken down to reveal income of NBC, 100% subsidiary.

Networks, Stations Plan Armistice Day Activity

PRESIDENT ROOSEVELT'S speech from Arlington Cemetery, starting at 11 a.m. after a minute's silence, will highlight Armistice Day plans, set for Tuesday, Nov. 11, by networks and local stations. NBC in addition to carrying speech for the Red and the Blue will feed it to approximately 50 non-affiliated stations under special agreement, while its shortwave stations WNBI and WRCA will broadcast translated texts in five languages other than English.

CBS will devote its Tuesday *Report to the Nation* to the theme of "only by total preparedness can America hope to avert a second World War Armistice Day". WOR will twice rebroadcast the speech via transcription at 11:30 p.m. that evening and again during *Moonlight Saving Time*, Wednesday starting at 4:05 a.m. WNBX, WMCA, WQXR and WHOM are among the independents in the New York area which will be "fed" the President's speech.



FULL NEWS report will be heard in Latin America as Radio Belgrano subscribes to UP, which is expanding its Latin facilities. In the Radio Belgrano (Argentine) network news department are (l to r) Oscar Ferri, press chief; Carlos A. Iglesias, Jorge Saruba, Jesus Lorenzo.

Radio Belgrano Subscribes to the UP As Service Expands Its Latin Facilities

RECIPROCAL arrangement whereby South American listeners will receive full radio news service from this country has been worked out by United Press and Radio Belgrano, Argentine network owned by Jaime Yankelevich.



Mr. Yankelevich

News dispatches especially written for broadcast will be supplied daily, effective Jan. 1, 1942, to Radio Belgrano by wire from UP's radio news department in Buenos Aires. Using a formula similar to that in North America, UP has established 14 radio bureaus in all important South Amercian news centers, staffed by editors, reporters and translators, who will handle worldwide and United States news together with full coverage of local news for all republics south of the Rio Grande.

Esso Using 14

Arrangements for UP news in ice was made last week two months after Esso Marketers, through its South American outlets and in cooperation with UP, had introduced its five-minute *Esso Reporter* broadcasts to 14 stations in Chile, Argentina, Uruguay and Brazil [BROADCASTING, Sept. 1].

Arrangements for UP news in South America were handled in that country by Mr. Yankelevich, who has managed Radio Belgrano, now the largest Argentine network, since 1925. In ensuing years, he toured Europe studying European broadcasts, visited the United States 1933-1935 to learn broadcasting developments in this country and introduced them in South America.

Argentine stations forming the Belgrano chain are: Radio Litoral of Rosario, Radio Cordoba of Cordoba, Radio Cuyo of Mendoza, Radio Aconquija of Tucaman, Radio del Norts of Santiago del Estero, Radio General San Martin of Bahia Blanca, Radio Graffinga of San Juan, Radio Provincia of Corrientes and Radio San Rafael of Mendoza.

Shortwave Pact

WLWO, Crosley shortwave station at Cincinnati, starting Nov. 6 has been picking up French shortwave programs from WGEA, Schenectady, and originating Italian programs for the New York station to relay, under an exchange agreement between the two stations. Edward Beck, French announcer, moves to WGEA and Giorgio Padovano, of Florence, Italy, becomes WLWO staff Italian announcer.

Canada News Session

CANADIAN BROADCASTERS will be represented by a committee of five at the Nov. 17 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Ottawa, to discuss changes in the regulations concerning the sponsorship of newscasts. From the Canadian Assn. of Broadcasters will go Harry Sedgwick, CFRB, Toronto, chairman of CAB board of directors; president and CAB general manager Glen Bannerman, Toronto; N. Thivierge, CHRC, Quebec, a CAB director; E. T. Sandell, CKTB, St. Catherines, Ont., a CAB director, and Jos. Sedgwick, K. C., Toronto, CAB counsel. A committee will also attend from the Canadian Press (Canada's AP). The present regulation does not allow for a commercial on sponsored news, merely an announcement giving the name of the sponsor. With Press News established as a subsidiary of the Canadian Press to sell news for broadcast sponsorship, the CBC Board has been requested to change the regulation to allow commercials before and after the news, but not in the body of the newscast.

13 Red Programs Use More Outlets

Sales of Saturday Morning Time Also Increasing

SINCE SEPTEMBER 13 NBC-Red programs have added a total of 90 stations to their networks, all exclusive of routine addiitons made to conform to network requirements, according to Roy C. Witmer, NBC vice-president in charge of Red Network sales.

Programs adding these stations during September and October were: *Voice of Firestone* (Firestone Tire & Rubber Co.); *Kraft Music Hall* (Kraft Cheese Corp.); *Chase & Sanborn Hour* (Standard Brands); *Red Skelton* (Brown & Williamson Tobacco Co.); *The Aldrich Family* (General Foods Corp.); *Pepper Young's Family* (Procter & Gamble Co. for White Naptha); *Johnny Presents* (Philip Morris & Co.); *Fred Waring* (Liggett & Myers Tobacco Co.); *We're Five in the Family* (Vick Chemical Corp.); *Fibber McGee & Molly* (S. C. Johnson & Son); *Xavier Cugat* (R. J. Reynolds Tobacco Co.), and *Quiz Kids* and *National Barn Dance* (Miles Laboratories).

Saturday Gains

Major increase in the sale of Saturday morning time on NBC-Red this year aso was announced by Mr. Witmer, who stated that this year's schedule consists of six quarter-hours sold, as compared with three quarter-hour units in the fall of 1940. New clients starting on the Red in 1941 include Anacin Co. with *America the Free*, 10:30-11 a.m.; Lever Brothers Co. with *Vaudeville Theatre*, 11:30-12 noon, and F. W. Fitch Co. with *Musical Tonic*, 10:15-10:30 a.m. One client, Hecker Products resumed its *Lincoln Highway* program on the Red Saturday morning, adding 12 stations to its schedule, while two seasonal advertisers returned to the network for 1941, namely Benjamin Moore Paint Co., and Acme White Lead and Color Co., with *Betty Moore* and *Smilin' Ed McConnell*, respectively.

Langendorf Comment

LANGENDORF UNITED BAKERIES, San Francisco (bread), on Oct. 27 started sponsorship of Fulton Jewis jr. five times weekly on 27 stations of the Don Lee-Mutual network. Agency is Leon Livingston Adv., San Francisco. The station list: KXRO KELA KRKO KWLK KGY KOL KMO KIT KGA KWIL KALE KPMC KHSL KXO KIEM KHJ KMYC KYOS KDON KVCV KFXM KGB KFRC KVEC KVOE KDB KTKC.

A NEW Fairbanks-Morse 5 kw. gasoline-driven generator has been installed by WRVA, Richmond, for emergency power supply. The station also has acquired 4 RCA type 83C bridging amplifiers. WRVA is experimenting with a new shortwave antenna, similar to that used by the Forest Service and the Bureau of Standards.

NOW 50,001 WATTS

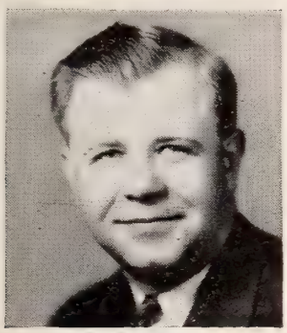
Most In America!

Count 'em! 50,001 Count 'em!

NEW DAYTIME POWER . . . . . 50,000 Watts

OLD RELIABLE, CHIEF ENGINEER SINCE 1928, Mr. WATT STINSON. . . . . 1 Watt

TOTAL (See for yourself). . . 50,001 Watts



Watt Stinson, KVOO Chief Engineer

Operating now on 50,000 watts, daytime, (25,000 watts night time) with 50,000 watts full time for the immediate future, KVOO takes a well-deserved place in the front rank of America's super-power stations. The name of Watt Stinson, KVOO Chief Engineer since 1928, was added for more than jocular reasons. He represents something "extra," the "plus personal element" that advertisers have always enjoyed in every department of KVOO. **Five major executives of KVOO are now serving their 10th year in their respective capacities!**



BLANKETS OKLAHOMA'S RICHEST MARKET

KVOO now, more than ever, blankets the richest market in Oklahoma, Northeastern Oklahoma, where only 39% of Oklahoma's counties and 42% of Oklahoma's square miles furnish 46% to 64% of all vital Market Values for the State In addition, KVOO covers rich counties in Kansas, Missouri and Arkansas.

NO INCREASE IN RATES

N. B .C RED NETWORK

EDWARD PETRY & CO., Inc.

National Representatives

Closing of ASCAP Deal by Networks Insures BMI's Future, Says Tompkins

FIRM BELIEF that BMI will continue operation on a permanent basis despite the return of ASCAP music to the networks was expressed by M. E. Tompkins, vice-president and general manager of BMI, last week in a letter sent to all affiliates of the music group.

While an inevitable readjustment is in the offing, Mr. Tompkins predicted that quality music would get proper recognition. There will be no discrimination against BMI anywhere in the broadcast business, he said, and the goodwill built up during the break with ASCAP will not be dissipated.

Increased in Competition

Mr. Tompkins' letter follows in full text:

BMI's statement that it welcomed ASCAP music back on the air was not merely an acceptance in good grace of something that had already happened, but a sincere expression by BMI and its officers of their opinion of the thing that is best for our company and its affiliated publishers.

There is no doubt of the fact that all of us are going to face vastly increased competition. There is no doubt of the fact that for a period of weeks it is likely that the pendulum, which swung so greatly our way for a time, may swing the other way.

What I do want you to know, however, is that the closing of the ASCAP deal has assured BMI's permanent continuance upon a basis as adequately financed as it has been in the past. BMI's contracts with broadcasters are going to run as long as ASCAP's, and I firmly believe longer.

Although ASCAP music is back on the major networks on a blanket basis, we know that there are many stations which do not intend to take out an ASCAP license for a long time, if at all, and we know that there are many other stations which will sign with ASCAP on a per program basis and which will, therefore, want to continue to use BMI as the backlog of their music programs.

I am convinced that meritorious music will have a chance to assert itself. I know for a fact that there will be no discrimination against us anywhere in the broadcasting business, and that the goodwill which we have built up will not be dissipated. Under these circumstances, it is clear to me that our relationship with each other constitutes and will constitute, on a permanent basis, a very valuable asset to both our companies.

ASCAP music has gone back on the air on a basis which greatly reduces the revenue not only of ASCAP but of all of its members. Our own payments to our affiliates, therefore, will continue to represent a far better and fairer break than they could expect to get from any of our competitors. During the next month we must all put our shoulders to the wheel. We cannot expect the same volume of songs to get the same number of plugs. We can expect quality music to get performance after the inevitable readjustment has been made. BMI is on a sounder footing today than it ever was in the past. If we were right about anything we were right in saying that there is good music available from a great many sources, and that there is a large public ready to enjoy that music regardless of its source.

If you have any doubts or puzzlement as to the existing situation, I hope that you will discuss them with me personally. Meanwhile, however, I want to assure you that the door of broadcasting is open to you, that you may find a little confusion for awhile, but that our joint business future is assured.

New Cooperative Series For Breweries Planned

A NEW SERIES for 1942 of the transcribed program, *Barrel of Fun*, which recently concluded a 26-week run on stations throughout the country on a cooperative sponsorship by beer companies will start next spring, according to Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco, owners of the radio show.

Cutting of the transcriptions will start in January in Hollywood, Mr. Brisacher stated. Either Charlie Ruggles, star of this year's production, or another name comedian will be used, he stated. The new *Barrel of Fun* series will run for 39 weeks in 1942 and will run two quarter-hours weekly instead of one half-hour presentation weekly, as was the case this year.

COPYRIGHT GROUPS FILE CANADA FEES

BMI Canada Ltd. and the Canadian Performing Rights Society (Canadian ASCAP) have filed 1942 tariffs with the Copyright Appeal Board of the Secretary of State at Ottawa, it is learned. Tariffs had to be filed by Oct. 31. It is understood that BMI Canada has suggested total fee collected for music copyright from broadcasting stations be limited to 8 cents per licensed radio set (in 1941 CPRS received 8 cents, BMI 1 cent) and that of this amount BMI Canada receive one-third or a proportionate amount depending on the proportion of BMI music used collectively by Candian stations.

CPRS tariff request for 1942 is believed to be similar to that of recent years, namely 14 cents per licensed receiver, but no confirmation can be obtained.

Whether or not there will be hearings this year before the Copyright Appeal Board is not yet known. The board early this year asked for an appropriation of $5,000 to conduct its own survey as to the use of BMI and CPRS music on Canadian stations. This survey will likely be made shortly, if it has not already been done, and on its findings the board will make rulings, the survey thus being independent.

With peace in the United States between ASCAP and the networks, whose programs are piped into Canada, it is thought the board's survey has not yet been made, waiting conclusion of negotiations south of the border. Any representations before the board by either BMI or CPRS will not likely be made till next January. Rates set will be based on the number of receivers licensed as at March 31, 1942. Canadian broadcasters paid CPRS in 1941 about $115,000 and BMI about $14,500, based on 1,454,717 licenses issued at March 31, 1941, end of the government's fiscal year.



SCRIPT CHECKERS for the new Amanda Snow *Milk Show* on KSTP, St. Paul, are Cliff Rian and Betty Grove, of McCord Co., the agency. Leading milk companies pool their efforts to sell milk, with no brands mentioned. Miss Snow sings and a community sing is included on the program.

Competition is Started By WGN for Operetta

CONTEST offering $10,500 for the composing, selection and naming of a great American operetta was announced recently by WGN, Chicago, in connection with its *Chicago Theatre of the Air* program. Sole requirement is that the operetta be American in theme and setting.

Three top ranking operettas will be chosen, with $8,000 in prize money to go to composers and writers, and $2,500 to be awarded to the general public in a separate contest to select the best of the three operettas and to give a title to the winner. All three will be produced and broadcast over MBS, through WGN its midwest key, beginning the first Saturday in March, 1942. Contest opened Nov. 1, and the deadline is Feb. 10.

Foods Lead on WOR

FOODS and food beverages showed the greatest increase in sales in September of this year over the same month last year according to a products breakdown just completed by WOR, New York, of its gross billings for this September. Foods accounted for 22.7% of the gross billings during that month, a gain of 5% over the September 1940 figures. Toilet goods increased 7.3%; retail billings 1.9%; tobacco 5.4% and wines 2%. WOR sales for September, together with August and July, represented the highest third quarter in the station's history.

RCA Shortwave Series

RCA MFG. Co., Camden (radios and records), during November is sponsoring Alfredo Cibelli, tenor, for several years with the Metropolitan Opera Co., and Mario Silveira, baritone, on NBC shortwave stations, WRCA and WNBI.

BMI has added six stations, making a total of 733 as of Oct. 22. Stations are: KGDE, Fergus Falls, Minn.; WLDS, Jacksonville, Ill.; WSKY, Dallas; WEIM, Fitchburg, Mass.; KPOW, Powell, Wyo.; WSKB, McComb, Miss.; WJZM, Clarksville, Tenn., and WMIN, St. Paul.

Songwriters Plan To Push Litigation

Will Go Ahead With Claims For $1,287,000 Damages

SETTLEMENT of the ASCAP-radio dispute Oct. 30 "will in no way affect the plans" of the 14 songwriters, 12 of whom are ASCAP members, to press their suit for $1,287,000 damages against the NAB, CBS, NBC and BMI, according to Robert Daru of Daru & Winter, counsel to the group.

The composers brought suit last April against the defendants, charging conspiracy to gain control of the music world. The group recently organized the American Federation of Songwriters to protect their rights and to give all such writers the benefits of collective bargaining in the music business, a unionization not provided for by ASCAP, according to Mr. Daru.

Asks Congress Probe

Mr. Daru also announced he would press for a Congressional investigation of the entire radio-music war.

"The public has been led to believe that radio was striking against the best American song writers, barring them from the air, Just to avoid paying a little more for music," he said. "It should have been obvious that with radio's income of hundreds of millions of dollars they would not have gotten into such a disastrous controversy which resulted in indictments for violation of the trust laws, consent decrees by both ASCAP and BMI and many other unpublished difficulties just to shave off an insignificant amount of the music expense. If the Senate Committee, which I have asked to investigate the radio music war, proceeds with an inquiry, the inside story of the whole controversy will come out.

"We also intend to press the proceeding which we have before the FCC for the promulgation of a rule directing radio 'to stick to its last' and keep out of the music publishing business. The published statement that it is necessary for BMI (Broadcast Music Inc.) to function in order to prevent a monopoly in music is just so much more poppycock to becloud the real problem."

SESAC Additions

ALL STATIONS licensed by SESAC are receiving a list of the Hawaiian publications and recordings issued by Eddie Alkire Publications, Easton, Pa., which recently joined SESAC. American Music, whose publications are performable by all SESAC licensees, also is issuing a catalog of its hillbilly, western and cowboy music available for musical programs.

WMCA, New York, is installing a new $28,000 three-manual Wurlitzer pipe organ in its studios. The instrument is located in a soundproof studio. The organ is expected to be ready for use in December.



WITH Canada engaged in an "all out" war effort, Canadians are carrying on as always, despite war-time conditions. Industry is operating at capacity, new factories are coming into production, employment is at a peak, retail sales show steady gains. The average Canadian is sharing in these improved conditions.

In a country geared to increased production, the Canadian Broadcasting Corporation also "carries on". The CBC national network is playing an increasingly important role in the Dominion. Its modern facilities offer a *complete* broadcast service to advertisers who seek to reach the Canadian market.

CANADIAN BROADCASTING CORPORATION

55 York St., Toronto - COMMERCIAL DEPARTMENT - 1231 St. Catherine St. W., Montreal

Current Problems of Industry Discussed at NAB Meetings

Defense, Music, Regulation, Legislation Among Issues Taken Up by Regional Gatherings

COMPLETING another series of the country-wide district meetings scheduled by NAB this fall and winter, radio executives of the 4th and 5th Districts met last week in Greensboro, N. C., and Atlanta, respectively.

Representatives of 50 stations in District 4 attended the Greensboro meeting, held last Monday and Tuesday at Greensboro, one of the largest meetings this fall. The District 5 meeting in Atlanta followed on Wednesday and Thursday. A succession of radio's problems, including national defense, music, Federal regulation and legislation, were presented for discussion at the meetings by NAB President Neville Miller.

Need of Unity

With the membership adopting a resolution favoring a 10-year contract with BMI, the Greensboro meeting featured appearances by Carl Haverlin, BMI station relations director, and E. C. Mills, chairman of the ASCAP executive committee. Commenting on the situation, President Miller declared:

"The most important problem facing the radio industry today is one of maintaining unity. During the past year in settling the music controversy we have seen for the first time what can be accomplished by a united front. Now that this one major problem is well on its way to a successful solution, it is vital that we remain united for the even more difficult problems we can expect to face in the near future."

Army's Setup

Representing the radio branch of the War Department Bureau of Public Relations, J. N. (Bill) Bailey, news editor, outlined the Army radio organization. He emphasized that the Army has no plans to take over and operate radio, but rather intends to cooperate fully with station operators in matters of national defense.

Reviewing other industry problems, Mr. Miller cited shortages of material and personnel resulting from national defense demands, noting that special courses for technical training are being installed at schools throughout the country, as well as through National Youth Administration and the Civilian Conservation Corps. Excesses of Government publicity releases also were discussed by Mr. Miller, along with the purchase of newspaper space by defense agencies using free radio time.

Commenting on consumer movements and efforts to eliminate radio advertising, Mr. Miller declared, "The basis for radio's doing its job is that it can pay its way, and it can pay its way because it has been a successful advertising medium." He added that radio has done a splendid job for national defense and will continue to do so under the American system of broadcasting.

Also it was noted that at the District 1 meeting at Worcester, Mass., on Oct. 28 a resolution was passed directing the NAB to request that all Government agencies eliminate all accounting from individual stations, in regard to the number of particular defense programs carried, and if confirmation of broadcasts by individual stations is required, it should be supplied by NAB rather than the stations.

The District 5 meeting in Atlanta last Wednesday and Thursday featured addresses by Robert Strickland, president of the Georgia Trust Co., and J. V. Freitag, head of Freitag Adv. Agency, who spoke respectively on the financial outlook of the South and an agency man's conception of how stations should approach agencies. Also appearing at the speaker's stand during the two-day meeting were President Miller, Frank Pellegrin, and Jack Harris, news and special events director of the radio branch of the Army Public Relations Bureau.

Pix of Jeannie

Among resolutions adopted at the meeting, expressing satisfaction with the solution of the music situation and confidence in BMI, was one calling for contributions to a fund to commission a painting of a portrait of "Jeannie With the Light Brown Hair", to be presented to BMI at the Cleveland NAB convention next year to immortalize the song's services to the radio industry.

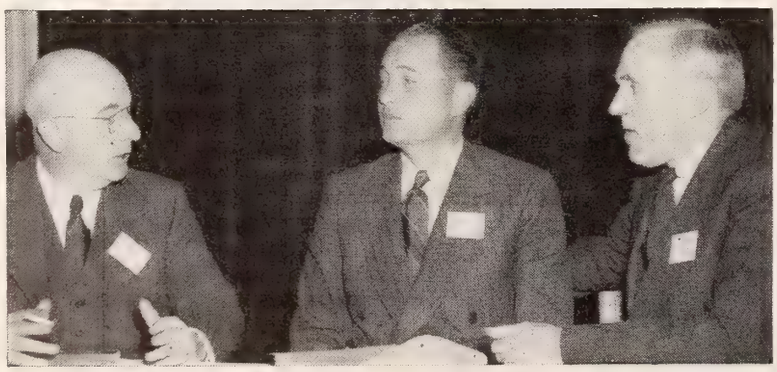
At a Thursday breakfast meeting, held during the District 5 conclave, the Georgia Assn. of Broadcasters elected Mrs. Allie Williams, of WMAZ, Macon, as secretary-treasurer of the State group, succeeding Marjorie Willis, resigned. Another GAB meeting was set tentatively for Macon in late January.

Other Meetings

Remaining meetings in the schedule of 17 to be held this fall and winter are:

District 3—not set, but probably not to be held until after the first of the year.
District 6—Nov. 17-18, Peabody Hotel, Memphis.
District 9—Dec. 15-16, Palmer House, Chicago.
District 11—Dec. 11-12, Hotel Nicollet, Minneapolis.
District 13—Nov. 19-20, Baker Hotel, Dallas.
District 14—Dec. 8-9, Albany Hotel, Denver.
District 15—Nov. 28-29, Palace Hotel, San Francisco.
District 16—Nov. 24-25, Biltmore Hotel, Los Angeles.
District 17—Nov. 1, Heathman Hotel, Portland; Dec. 2, Washington Athletic Club, Seattle.

(*Continued on page 53*)



TALKING OVER PROBLEMS confronting the industry at the NAB District 1 meeting Oct. 29 at Worcester, Mass., are (l to r) E. E. Hill, managing director of WTAG, Worcester, Paul W. Morency, general manager of WTIC, Hartford, Conn., and NAB President Neville Miller.

PA SERVICE ADDS REGIONAL REPORTS

PRESS ASSN., radio subsidiary of Associated Press, this week is expanding its 24-hour newscast wire service to stations by the addition of a special hourly service of state and regional news, heretofore sent out only during occasional periods of the day or night.

Under the new system, regional news will be carried daily without interfering with the transmission of general, national and international news nor affecting the delivery of the PA feature known as Telescripts. To handle this news regional bureaus are being established in news centers so located that they can draw from the state-by-state news gathered and distributed by AP's 100 domestic bureaus and its correspondents.

Radio news men familiar with these various sections have been trained in PA's radio technique, according to Tom O'Neil, PA radio news editor, and are now being assigned to the newly-opened regional bureaus. Each PA bureau will be assigned periods to "cut in" on the wire with news of interest to listeners in a particular section. Also the controlling editor in New York will contact the bureaus each hour, giving each an opportunity to contribute at least one item of prime interest in the area for which it is intended.

Labor Committee Of NAB to Meet

Threats to Operation During Emergency on Agenda

WITH LABOR activities constituting a major threat to maintenance of operations during the emergency, the Labor Executive Committee of the NAB meets Nov. 14 at the Drake Hotel in Chicago to take inventory of the overall situation and develop means of coping with any problems that may arise.



Mr. Miller

The group of five broadcasters will confer with Joseph L. Miller, NAB labor relations director, who will report on the status of current labor conditions and make recommendations drafted as a result of observations at recent national conventions of both the American Federation of Labor and the CIO.

Strike Threats

Members of the commitee include George Smith, WWVA, Wheeling; Gilmore N. Nunn, WLAP, Lexington, Ky.; Ralph R. Brunton, KQW, San Jose-San Francisco, and William E. Hutchinson, WAAF, Chicago. The chairman is yet to be named by NAB President Neville Miller.

While several immediate strike threats resulting from temporary breakdowns of negotiations with the American Federation of Musicians, Associated Broadcast Technicians Union of IBEW and American Federation of Radio Artists, have been averted, portents of new campaigns to achieve better conditions have been detected. Moreover, the threatened strike of long-line telephone workers of AT&T would have a definite bearing on broadcasting operations, since these technicians handle maintenance of broadcast circuits.

Lever Looks Around

LEVER BROS. Co., Cambridge, Mass., is rumored to be considering a change in agency for its Lifebuoy Soap account which runs until Dec. 31 with William Esty & Co. It is understood at least three other agencies are seeking the account. Company sponsors *Hollywood Premiere* on 71 CBS stations, Friday, 10-10:30 p.m. and *Meet Mr. Meek*, on 59 CBS stations, Wednesday, 7:30-8 p.m., for Lifebuoy through Esty.

Holiday Series

BELK-GALLANT STORES, retail chain with outlets in three Georgia cities, has signed with WLAG, LaGrange, Ga., for half-hour daily Santa Claus broadcasts starting Nov. 15 and running until Christmas. The company also is sponsoring 56 spot announcements weekly on the station. Station believes the contract is one of the largest of its kind sold in that area.

ALL SIGNS POINT TO DENVER'S STANDOUT STANDOUT STATION

It's a STANDOUT year for Denver's KLZ, with the BIGGEST Fall volume of national and local spot business in the station's history. With more and more advertisers adapting the flexibility of spot copy to individual sales problems, KLZ's listeners are proving, still again, their amazing responsiveness to this station . . . inviting still more advertisers to use it for profit.

Again this month, KLZ chalks up a new high in proved listener response—maintains its record of a station mail count more than double a year ago. And the figures continue to rise, with no ceiling anywhere in sight! Under these circumstances, KLZ's STANDOUT results for advertisers are easy to understand . . . and, if you please, to share!

One great natural resource of Colorado lies in its big game and fish reserves. KLZ, which has consistently campaigned for conservation and exploitation, hit a high spot in its public service career on September 25th. At Denver's Phipps Auditorium, KLZ staged a STANDOUT Sportsman's Show before a thousand invited notables. First such show ever seen in Denver, it was enthusiastically received by sportsmen and public officials . . . created widespread goodwill and loud clamor for continuance on an annual basis.

When George Hopkins parachuted to a spot atop slick-sided Devil's Tower, he landed full in the glare of the national spotlight. Quick to sense the news value of the stunt, KLZ rushed its mobile transmitter 400 miles to the scene . . . lent valuable aid to rescuers with powerful p. a. and searchlight equipment . . . proved, again with a flood of on-the-spot bulletins, that "KLZ is always there when it happens."



Canada Discusses War Advertising

ACA Told Maintenance of Goodwill Is Essential

ADVERTISING executives stressed sustained advertising effort during the war at the 27th annual meeting of the Assn. of Canadian Advertisers at Toronto, Oct. 30-31. To neglect advertising now would be comparable to leaving an efficient machine to rust during the winter, J. A. MacLaren, president of MacLaren Adv. Co., Toronto, told the convention. "There is plenty of plowing to be done in new fields of purchasing after the war," he said. "It is most advisable for manufacturers to retain the goodwill of their customers until after the war."

B. W. Keightley, advertising manager of Canadian Industries Ltd., Montreal, told of British "sustaining advertising" used to keep brand names in the public mind although the products are not procurable at present due to the firms concentrating on war orders.

Officers Elected

Alex M. Miller, advertising manager of the Chrysler Corp. of Canada, Windsor, Ont., speaking on "Wartime Advertising in Heavy Industries", said "those of us who have to do this type of advertising are approaching a time of testing. We'll have to be better administrators, better spacebuyers, sounder and more fundamental thinkers, and perhaps wiser in thrift than we have been. We will have the problem of helping to preserve the investments of our corporations made in the past through the medium of advertising."

Robert E. Jones, president of General Foods Ltd., Toronto, was elected president for the coming year, succeeding Charles R. Vint, president, Colgate-Palmolive-Peet Co., Toronto. Other officers elected were: First vice-president, P. K. Abrahamson, Borden Co., Ltd., Toronto; second vice-president, E. F. Millard, Ford Motor Co. of Canada, Windsor, Ont.; third vice-president, R. E. Merry, Lever Bros., Toronto; fourth vice-president, J. W. Doherty, Imperial Oil, Toronto; treasurer, W. O. H. James, Dominion Bank, Toronto; directors, C. R. Vint, Colgate-Palmolive-Peet Co., Toronto; J. E. Mason, Canada Dry Ginger Ale Co., Toronto; R. L. Sperber, Sterling Distributors, Windsor, Ont.; Neil B. Powter, Howard Smith Paper Mills, Montreal; Leslie Choyce, McColl-Frontenac Oil Co., Montreal; Joseph Foster, Courtaulds (Canada), Montreal; S. R. Skelton, Goodyear Tire & Rubber Co. of Canada, Toronto; George Bertram, Swift Canadian Co., Toronto; S. H. Young, Christie Brown & Co., Toronto; secretary and manager, Athol McQuarrie, Toronto.



ALL OVER the place, but only for exhibition purposes, is this carpet of commercial network scripts, the product of a week's work, getting the scrutinizing glances of William Forbes (left) and Paul Pierce, CBS Hollywood network sales service and continuity directors, respectively.

Arnold Says Editorial Attacks Convince Public That Advertising Costs Are High

REEMPHASIZING his stand that the Justice Department Antitrust Division, which he heads, has nothing against advertising per se, Assistant Attorney General Thurman Arnold, speaking last Wednesday before a luncheon meeting of the Washington Advertising Club, declared that editorial attacks on the Division's alleged unfriendly attitude toward advertising would do more harm than good.

He suggested also that advertisers and agencies "would do well to clean their own house of hokum".

Three Big Cases

Although advertising itself does not come within the purview of the Antitrust Division, Mr. Arnold explained, advertisers do, and their advertising practices may enter into the picture as an incident to their violation of antitrust laws.

Pointing out that advertising is a part of selling campaigns, and that selling tactics may come up for antitrust scrutiny, he said there were three notable cases where the Antitrust Division had proceeded against advertisers — the General Motors, Ford and Chrysler automobile finance cases, the tobacco and the oil cases—all of which principally involved certain aspects of selling, and hence advertising.

Citing fictitious examples, Mr. Arnold explained that while wasteful advertising will regulate itself so long as a competitive business situation is preserved, industry cooperaton of Federal controls would have to be used in eliminating hokum from advertising or stopping untruthful and unfair representations. "Probably the best way to get efficiency is to allow the fool to part with his money if he wants to", he declared.

The concern of the Antitrust Division in advertising matters lies with how the power of the advertiser is used—if the effect of the use of such power is to eliminate competition, then an advertiser or combination of advertisers may become liable to prosecution for antitrust violation. He declared that "the real nub of the problem is: Have you by the use of that power prevented someone else from getting into business?"

Strikes at Editorials

Taking a poke at editorial attacks which he said seemed to appear regularly after any action of the Antitrust Division that was construed to have an anti-advertising slant, Mr. Arnold declared, "Advertisers might well recognize the peculiar motivation for editorials which bob up only when big advertisers are attacked". Citing the effect of a typical blast, published in *Collier's* magazine, he said his mail was 15 to 1 in favor of stopping the hokum in advertising, with writers saying "go ahead and stop it some more". He argued that the effect of these attacks was to make consumers believe that advertising was indeed a burden upon them, through increased selling prices, while in fact "the advertising costs are very low, but the people don't know it".

U. S. Leads in Canada

AMERICAN NETWORK shows piped into Canada continue to lead in popularity in the Dominion, according to October ratings released by Canadian Facts Reg'd., Toronto. *Jack Benny* heads the list, followed closely by *Charlie McCarthy, Lux Theatre, Fibber McGee & Molly,* and *Henry Aldrich.* Canadian network shows most popular with Canada's listeners are headed by Colgate-Palmolive-Peet's *Happy Gang* for Palmolive, followed by the Lamont Corliss show *John & Judy* for Pond's cream, which is tied with Colgate-Palmolive-Peet's Cashmere Bouquet program *Musical Beauty Box. The Canadian Theatre of the Air* for Ironized Yeast is next on the list. Among French language network shows Lever Bros. *Grande Soeur* leads, followed by Lamont Corliss program *Ceux Qu'on Aime,* Procter & Gamble's *La Rue Principale,* Lux show *C'est La Vie,* Procter & Gamble's *La Pension Velder,* Campbell Soup's *Jeunesse Doree,* and General Food's *Le Cure de Village* for Jello.

Advertising Group Selects Speakers

Henderson, Batt to Address ANA-AAAA Joint Session

IN ADDITION to the dramatized presentations of the influences threatening advertising to be given at the joint meeting in Hot Springs, Va., Nov. 13-15, by the American Assn. of Advertising Agencies and the Assn. of National Advertisers [BROADCASTING, Nov. 3], speakers at the various sessions have been announced by the two associations.

On Thursday afternoon, Leon Henderson, Administrator, Office of Price Administration and a member of the Supply Priorities and Allocations Board, will talk on advertising in the present emergency from his knowledge of the whole defense program as it affects business.

What to Do

Telling what advertising as such has meant to their particular lines, C. R. Palmer, president of Cluett Peabody & Co., and C. C. Conway, chairman of the board of Continental Can Co., will speak Nov. 14 at the morning session. James W. Young, recently director of the division of Foreign & Domestic Commerce of the U. S. Dept. of Commerce, and director of the Communications Section, Coordinator of Inter-American Affairs, will be in charge of the concluding section of the four-part program, dealing with "What Steps Should Be Taken by the Advertising Industry in Dealing With This Problem?"

Informal speaker at the Friday luncheon meeting will be William L. Batt, director of Materials Division OPM and president of SKF Industries, who recently returned from Russia.

Coast Officers

Also announced with the speakers at the joint meeting were officers and governors of the Pacific Council of the AAAA, elected Oct. 23-24 at the council's annual convention at Del Monte, Cal. Chairman is Dan B. Miner, president of Dan B. Miner Co., Los Angeles; vice-chairman, Joseph R. Gerber, president of Joseph R. Gerber Co., Portland; secretary-treasurer, Terrell T. McCarty, president of the McCarty Co., Los Angeles; governors, Raymond P. Kelly, secretary of Syverson-Kelly, Spokane, and James C. Knollin, partner Gerth-Knollin Adv. Agency, San Francisco.

An advisory committee of former council chairmen also was formed under the chairmanship of William H. Horsley, president of Pacific National Adv. Agency, Seattle. Members are David M. Botsford, president of Botsford, Constantine & Gardner, San Francisco, and August J. Bruhn, manager of McCann-Erickson, Los Angeles.



.... *In America's No. 1 Market*

Wise national advertisers know from experience that the opportunity to score with a product in Southern New England is not limited to a brief few weeks. Smart quarterbacking combined with the exceptional hitting power of WTIC can score touchdowns for any product on a year-round basis.

WTIC's team mates—2,573,810 friendly listeners with money to spend—should be all the incentive you need. You're bound to get results in this wealthy industrial area when you let WTIC carry the ball. So, make sure WTIC is in the line-up for your next campaign.

WTIC
US
WATTS
50,000

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

Control of Prices May Affect Radio

Action Within a Few Weeks Now Considered Possible

OFFICIALS of the Office of Price Administration would not comment formally, but it was considered certain in Washington last week that OPA would soon issue orders controlling the manufacturers' prices of a large number of durable goods, including radio sets. It was learned also that officials are doubtful if this move, when taken, will be adequate with the next step being a series of orders setting the prices which may be charged for these products by retail dealers.

In the case of radio, OPA will not only freeze the price of sets but also parts that go into the sets and are charged by the parts manufacturers on sales to assemblers. First of the orders freezing the prices of finished products may be issued within the next four or five weeks but the household industries generally will not be fully covered until sometime next year.

Products Affected

Finished products to be affected by the freezing of manufacturers' prices, in addition to radio sets, are soft floor coverings, glassware, chinaware, stoves washing machines and refrigerators. However, because their price scale has gone up faster, the first to be controlled will in all probability be radios, soft floor coverings, glassware and chinaware.

Prices will be frozen at the level prevailing on a date yet to be selected; however, the pending price control measure now going through Congress sets Oct. 1. In some cases, though, it's possible that the date selected by OPA will place the prices below those now being charged.

INSULAR PICKUPS AMENDED BY FCC

AS A NATIONAL defense measure, looking toward improvement of broadcast service in territorial and insular possessions, the FCC last Tuesday amended its broadcast regulations to give blanket authority to stations outside the continental United States to rebroadcast commercial programs of domestic international broadcast stations.

Heretofore the rule has permitted such commercial rebroadcasts in particular cases and only on specific authorization. The blanket authorization will eliminate the requirement for specific authority for each program, it was pointed out.

The Commission said that Section 3.408 (c) of its Rules Governing Standard and High Frequency Broadcast Stations had been amended to take care of such commercial rebroadcasts, principally in Alaska and Puerto Rico. It will apply generally to all insular and territorial stations, however.

Haskins Drive

HASKINS BROS. & Co., Omaha (Spark granulated soap and Blue Barrel bar soap), recently started a campaign on 14 midwestern stations, using three transcribed one-minute announcements daily for Blue Barrell soap and three transcribed and live spots daily for Spark soap. Agency is Sidney Garfinkel Adv., San Francisco. The station list: KOIL WOW KOWH WMT KRNT KSO KMA WHBF WIBW KFBI KANS WDGY KFEQ KSOO.

Candy Bros. Spots

CANDY BROS. MFG. Co., St. Louis (Red Cross cough drops), on Oct. 27 started a spot campaign on the following stations: 13 one-minute announcements weekly on WTAM KYW WJR KMBC WFAA-WBAP WOAI KPRC; 17 on WCCO and KMOX; 12 on WHO and KNX; 10 on KDKA and WLW; 11 on KPO; 2 on KGO; 3 on WJAS, and 15 on WBBM. Agency is H. K. Kastor & Sons, Chicago.



SILVER HAT, and it's really that, was presented to Niles Trammell (right), by Don Emilio Azcarraga, owner of XEW, Mexico City, as a token of good-will and friendship toward the United States. Ken Smith, NBC Spanish announcer, brought the gift from Mexico City. The hat is hand-hammered.

Construction of New Stations Slowed by Equipment Delays

Several Instances Occur Where Existing Outlets Use Less Power or Borrow From Neighbors

CONTINUED tightening of the material supply situation because of national defense requirements is yielding a steadily blacker prospect for new station construction.

Foreseeing total blockade for all new facilities except a comparatively few cases where the construction of additional broadcast facilities will fill a hole in the civilian and military defense plan, observers also are agreed that increasing difficulties for even existing operations appear definitely in the wind.

Although no figures are available from the FCC or other Federal agencies, it is known that several stations, faced with the need for prompt replacement of equipment such as transmitter tubes or airplane beacons, have had to seek extraordinary relief.

Good Neighbors

It is also known that at least one has sought permission from the FCC to operate with reduced power until certain of its full-power apparatus could be replaced. Several other instances have been reported where a station, faced with such a prospect, has solved its problem only by borrowing the necessary replacements temporarily from a neighboring station.

One of the recently reported developments was difficulty in securing the glass covers for airplane flash-beacons, mounted atop antenna towers. Although it is held in some quarters that such items, for replacement purposes, are available, and that stations are inclined to complain to the FCC or Civil Aeronautics Authority before exhausting all the supply possibilities, it is nonetheless evident that the priorities picture has extended even to this incidental phase of broadcast operations.

The CAA has, on occasion, intervened in behalf of a broadcast station in securing a preferential priority rating for a particular construction project, such as moving the transmitter site away from an airport. This aid has extended to steel and other materials needed to transfer operation from one site to another.

However, according to CAA, the governing factor in granting this aid has always been "aeronautical advantage"—if it is advantageous to aeronautical activity in the particular area to revise or move a radio structure such as a transmitter tower, then CAA may help secure needed material priorities. On the other hand, CAA has kept its hand entirely off new construction, and has intervened only in cases involving a station located in an area with a substantial amount of air traffic, where towers and other structures do in fact constitute an air hazard.

Several requests for CAA aid have come from construction permittees, it is understood, all of whom have been advised to take the matter up through regular OPM priority channels.

MATERIAL DEARTH TAKES FIDLER OFF

SHORTAGE of essential materials due to the national defense program took its first major network toll last week when F. A. Durrant, president of the Tayton Co., Inc., Hollywood cosmetic firm, announced that it was discontinuing its MBS quarter-hour weekly program featuring Jimmy Fidler, film gossiper and commentator, after his Nov. 27 broadcast.

Hope that the program would be renewed, however, was seen in a statement by Mr. Durrant to the effect that although the program contract expired Nov. 13, it was being continued for an additional two weeks to determine if the materials situation might ease enough to allow the firm to meet an increasing backlog of orders attributed to the series.

Cosmetic manufacturers are faced with a double shortage due to increasing use of industrial alcohol in ammunition manufacturing and because of stringent priorities on metals used for containers. Steps are already under way to alleviate to a certain extent the industrial alcohol shortage, while experiments are continuing in an effort to find a satisfactory substitute to replace metal containers. However, even if there is an increase in industrial alcohol production, doubt has been expressed in Washington if an appreciable amount could be diverted to civilian manufacture because of the recently increased demands of the defense program.

95,000 Defense Plugs

DURING October 95,000 one-minute announcements for Treasury Bonds were made on all stations in the country, a new high. Previously spots ran 80,000 to 90,000 since campaign started June 1, according to Bill Freeman, Marschalk & Pratt, New York, who writes the plugs.

SEPTEMBER SPOTS
For National Defense Run
To 228 Per Station

DESCRIBING broadcasting as the "backbone" of Army, Navy and Marine recruiting campaigns, as well as other national defense promotions and personnel drives, the NAB last week announced that during September stations broadcast an average of 228 spot announcements in two categories alone—134 for manpower drives, and 94 for defense financing, such as Defense Bonds and Stamps.

The NAB survey also showed that 665 stations are playing the weekly quarter-hour transcribed Army recruiting program, with many repeats. In addition stations carry about 450 other Army shows each week, the NAB indicated. In announcing the survey results, the NAB pointed out that time devoted to informative and moral building programs on the national defense theme was not calculated, nor has time devoted to non-defense agencies, departments or bureaus, or defense items in news shows or other commercial programs.



Plowing a 1600-mile furrow

for Defense



"FOR almost a year, the Bell System has been working on one of the biggest jobs in its history — laying 1600 miles of cable between Omaha and Sacramento to unite the two vast telephone cable networks of the East and the West.

"The first stage of the job is nearing completion. Last fall crews started westward from Omaha and plowed in cable until the winter closed in. Early this spring they were out again, and now have pushed this cable across the Western Plains to Cheyenne and Denver. The remaining work on this new 1600-mile link of the transcontinental cable will be finished and the cable placed in service to Denver by the end of the year. From Cheyenne the route goes on to Salt Lake City and then to Sacramento. The whole job will be done by the end of 1942.

"The speed with which this work is moving along is a tribute to the Bell System people who are doing it. Our men have been working at top speed to finish the job ahead of schedule as one of their contributions to defense.

"When this 20 million dollar cable is completed, telephone calls will be carried for the first time across the continent entirely by cable—most of it buried in the earth. With the new cable, we can handle more transcontinental calls, do a better all-around job.

"Just another short 'progress report' on one of the Bell System's important defense activities."

THIS *is a quotation from* THE TELEPHONE HOUR, *a regular program heard each Monday night over the N. B. C. Red Network. It is interesting to note that this cable carries special wires for network transmission—in addition to wires for telephone, teletype and telephoto service.*

BOILING FOR BUSINESS IN KETTLE (Ky.)?

Simmer down, fellers—there ain't enough business in Kettle (Ky.) to make it worth while to apply the heat!.. If you're in a stew for Kentucky sales, turn on the gas in the Louisville Trading Area, where effective buying income is 33% *greater* than the rest of Kentucky *combined!* WAVE is the *only* station you need to cook up a potful of business — the only station with *complete* coverage at anywhere near our rates! Make us prove it!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Remember Your Customers With This 3 in 1 Pocket Pal.



RULE-O-SCOPE
By Bastian

→*It's a* RULER
→*It's a* LETTER OPENER
→*It's a* MAGNIFIER
(With fine Rochester lens)

No matter how oversold you may be, you are never oversold on good will. Use this splendid utility remembrance. This item is reasonably priced. Deliveries assured.

Carrying your message will do wonders as:

1. Christmas Gift or Convention Souvenir.
2. Smart Customer Regainer and Retainer.
3. Attention Getting Salesmen's Introduction.

FREE SAMPLE. Executives of rated concerns clipping coupon below to business letterhead will be sent a free sample of this new Bastian item, together with prices, etc.

NAME_____TITLE_____

FIRM_____

CITY_____STATE_____

BASTIAN BROS. CO.
1500 Bastian Street Rochester, N. Y.

Purely PROGRAMS

NEWEST educational feature of WSIX, Nashville, is *Let's Learn Music,* radio music course that has drawn much favorable comment from local school officials. Carried five mornings weekly, the broadcasts are regularly listened to by Nashville school children as part of their classwork. The feature is written and produced by Catherine Warren, supervisor of music in the Nashville public schools, assisted by Frank Bobo, staff organist, and Announcer Jack Simpson. Designed for pupils in the first five grades, the program incorporates vocal lessons by Miss Warren along with both live and recorded music. Lessons are based on the *Music Hour* books published by Silver-Burdett.

* * *

Extolled and Ribbed

WEEKLY 1½-hour musical variety program *Three Round Jamboree,* has been started on 9 NBC-Pacific Blue stations. Each Saturday night three different stations in the group take over a full 30-minute origination of the program, with m.c. extolling climatic and other advantages of his respective area as well as ribbing other participants. Program idea was originated by Birt F. Fisher, manager of KJR, Seattle, with John Swallow, NBC Western division program manager, coordinating.

* * *

Illini Party

CARRIED nightly from a different Illinois U sorority house, the new *Robeson's House Party* half-hour on WDWS, Champaign, Ill., has established itself as a favorite with Illini students. The broadcast, spinsored by the Robeson Department Store, incorporates one-minute transcribed interviews with sorority girls with their choice of recorded selections. The interviews are cut ahead of time and played back later. Hank Miller is m.c. of the feature.

* * *

Helping Hand

SORT OF a mother confessor to the boys at Fort Bragg, N. C., is Virginia Colburn, who along with Lloyd Shearer conducts *The Helping Hand,* new morning advice-to-the-lovelorn program on WFNC, Fayetteville, N. C. The feature immediately has established itself as a sensational mail-puller, according to station surveys.

* * *

Oberlin Music

FIRST in the 1941 series of Saturday morning musical programs titled *Oberlin on the Air* started Nov. 8 on MBS, presented from Oberlin U and featuring students and graduates of the Oberlin Conservatory of Music.

* * *

True Stories

TRUE stories collected during the past 25 years are related by Ben Alexander on the five-weekly quarter-hour program, *Adventures in Hollywood,* which started Nov. 3 on NBC-Pacific Blue stations.

Rural Forum in Canada

BECAUSE of the increasing importance of Canadian agriculture and the success of regional farm broadcasts last year by the Canadian Broadcasting Corp., a new *National Farm Radio Forum* takes the air from Toronto Nov. 10, to be heard each Monday evening. The forum will discuss current farm problems. First broadcast of the series will include a discussion of CBC regional farm commentators gathered at Toronto in conference. Orville Shugg is supervisor of farm broadcasts. Regional farm commentators are Fergus Mutrie for British Columbia, Hugh Boyd for the Prairie region, Don Fairbairn for Ontario, Ralph Marven for the Maritimes, Armand Berube for the French language farm broadcasts in Quebec province. Farm listening groups are encouraged in rural areas throughout Canada.

* * *

Rocky Romances

ROMANCE of Southwestern archaeology is the basis of the Rocky Mountain Radio Council's newest series which started on KLZ, Denver, and KVOR, Colorado Springs Nov. 7. Titled *Trails of the Past,* the programs will offer a dramatized version of a trip into Tabeguache Canyon in the Uncompahgre National Forest in Western Colorado.

* * *

Forum for Editors

ROUND TABLE discussion on topics of the day of local and national interest is presented by various Florida newspaper editors who meet each Monday night for *The Editors Speak* program of WFTL, Fort Lauderdale. Broadcasts also build up goodwill between the station and the newspapers in the area.

* * *

Pupils Take Over

EACH FRIDAY night the staff of CKOC, Hamilton, Ont., walks out of the broadcasting business for a half-hour to let the pupils of one of Hamilton's high schools take over the program in aid of the current War Savings drive. Station positions — managerial, operation, switchboard—are filled during the 8-8:30 p.m. period by pupils.

* * *

College Capers

COLLEGE variety show emanates from the campus of U of Delaware each week as the half-hour *University On the Air* of WDEL, Wilmington, Del. Educational and entertaining aspects are combined with talks by members of the faculty, presentations by student dramatic guilds and music by student artists.

* * *

About Composers

SHORT biographies of composers whose works appear on the program are presented on *Musical Vox Pop,* thrice - weekly feature of KFAR, Fairbanks, Alaska. Written by Brice Howard Jr., the half-hour is devoted to symphonic, operatic and concert music.



WHEN the new streamliner of the Norfolk & Western arrived in Durham, N. C., on its first run, WDNC was on hand to extend a radio greeting. Making a broadcast-tour of the train are (l to r) D. E. Pond, assistant to the superintendent of motive power; J. B. Clark, program director of WDNC; and Frank Evans, WDNC announcer.

* * *

Forum for Sportsmen

SPORTSMEN'S clubs of Minnesota and the State Conservation Department, after years of bickering, now get together each week on WCCO, Minneapolis, to resolve their differences. On a new program, *Sportsmen's Forum,* carried Tuesday evening on WCCO, a different sportsmen's organization meets each week with Conservation authorities to hash over personal opinions on various hunting and fishing regulations. Max Karl, WCCO educational director, acts as m.c. on the show, using a roving mike as he questions club members on rules and regulations. The mike then is turned over to the board of three experts from the Conservation Department, who either correct or pass the original answers.

* * *

Expensive Defensive

INTERVIEWS with prominent Washington officials will be featured on a new MBS weekly series titled *What Price Defense* to start Friday, Nov. 14, 9:15-9:30 p.m. Theodore Granik, moderator of the MBS series *American Forum of the Air* will conduct the programs, which will originate in Washington.

* * *

Music by FM

PAINLESS musical education is being offered school children five days weekly on W59C, Chicago, in a series of quarter-hour recorded music programs, titled *The Children's Symphony,* started Oct. 27. Non-academic continuity features history and appreciation of music and composers.

* * *

Stork Reports

DEDICATED to the babies and mothers in the St. Louis area, KMOX presents Ruth Hulse Nelson in a weekly program, *Blessed Event.* Broadcast salutes the first born on each day of the past week and gives interesting stories on other children as submitted by parents.

* * *

News and Business

HOW news of the day affects business and vice versa is reviewed in a new quarter-hour morning program conducted on KYA, San Francisco, by Lon Hughes, financial editor of the *San Francisco Examiner.* Hughes broadcasts Monday through Friday at 8 a.m.



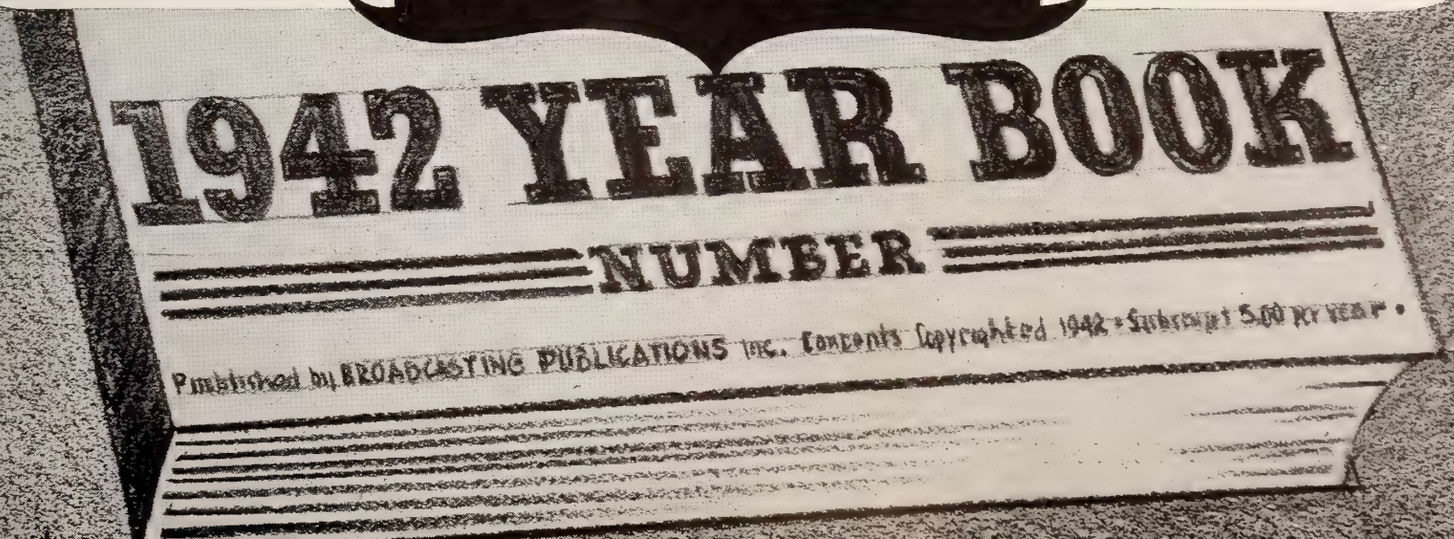
MARKET PLACE OF A CITY

GAY fabrics, foodstuffs, pottery fill the stalls of the city's market place. Commodities of a different sort fill the market place of the broadcasting industry—the BROADCASTING YEAR BOOK Number.

Information, accurate, complete and handy, is the YEAR BOOK's stock in trade. Its pages are turned, its ads read in virtually every office dealing with the business of broadcasting many times a day. That's your clue to the YEAR BOOK'S popularity and advertising effectiveness.

The 1942 YEAR BOOK Number (8th annual edition) is in production. Advertising rates are $192 per page, $108 per half page, $60 per quarter page—subject to regular frequency discounts. For space reservation write BROADCASTING, National Press Bldg., Washington, D. C.

MARKET PLACE OF AN INDUSTRY



NORTH CAROLINA IS THE SOUTH'S NO.1 INDUSTRIAL STATE!

VALUE of MANUFACTURED PRODUCTS

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



Source: — Census of Manufactures, 1939

WPTF in Raleigh is NORTH CAROLINA'S NO.1 SALESMAN!

680 KC NBC Red 50,000 Watts



FREE & PETERS, Inc., National Representatives



PERSONAL APPEARANCES will be a major promotional activity in connection with the new thrice-weekly series started Nov. 5 on WCLE, Cleveland, by Van Camp's Inc. for Van Camp's pork and beans. The quarter-hour shows feature Dick O'Heren (left), popular WCLE singer, who will be accompanied by a three-piece instrumental group. Singer O'Heren here calmly strums his guitar at one of the Fisher Foods Master Markets of Cleveland. Gathered beside a big stack of the sponsor's product are (l to r) Ray Peterson, Van Camp's advertising manager; C. H. Brewster, local Van Camp's distributor, and G. F. Thompson, account executive of Calkins & Holden, New York, the agency.

NBC INFORMATION HEADED BY DALE

ALBERT E. DALE, former managing and Sunday editor of the *Washington Times Herald*, and last year director of public relations and publicity for the Greater New York Fund, has been appointed director of the NBC department of information, as announced last week by Niles Trammell, NBC president.

Mr. Dale has had more than 20 years' experience in the newspaper and allied fields, starting in Albany as legislature correspondent for the *New York Sun* and *Herald Tribune*. After one year as political reporter for the *New York Evening Mail*, he returned to Albany in 1922 to organize the *Albany Evening News*.

Joining the Hearst enterprises in 1929, Mr. Dale served in executive capacities on the *Detroit News*, the *Wisconsin News* in Milwaukee, *Pittsburgh Sun Telegraph* and the *Chicago Evening American*.

Frank E. Mason, NBC vice-president, formerly in charge of the information division, continues with NBC as vice-president on special assignments, and also is "on temporary loan" to the Navy Department in Washington.

Census of Retail Trade For 1939 Is Published

FIRST permanent volume in the series covering the 1939 Business Census, covering the retail trade portion of the tabulation, has been made available by the Bureau of the Census [854 pages, Census of Business, Volume I Retail Trade: 1939, Part 3, Kinds of Business by Areas, States, Counties and Cities, Superintendent of Documents, Washington, $2].

The book contains data previously issued in individual State reports, including a comparison of stores, sales, personnel and payrolls by major groups and principal kinds of business for 1939, 1935 and 1929 for each State and for cities over 500,000. It also lists stores, sales, personnel payroll and stocks by detailed kinds of business for 1939 by States and cities over 500,000.

WFIL-ASCAP Pact

WFIL, Philadelphia, on Nov. 3 became the first network station locally to complete negotiations with ASCAP to broadcast ASCAP music on both WFIL and W53PH, FM adjunct, according to an announcement by Roger W. Clipp, vice-president and general manager of the stations. Commenting on the agreement, Mr. Clipp declared: "We want our listeners to enjoy all the best of the old and the new music from all sources. We want our advertisers and our program-builders to have a free choice of every composition without any restrictions. We are signing the ASCAP contract to add its unlimited blanket service on our stations, and ASCAP music is now back on the air over WFIL."

Pro Playoff to Gillette

GILLETTE SAFETY RAZOR Co., Boston, will again sponsor the professional football playoffs on MBS, it was announced last week. Playoff game will be heard on Dec. 12, unless there is a tie in the preceding games, prohibiting the teams from completing their schedules on Dec. 7. The post-season game is held annually between the winners of the Western and Eastern Division of the National Football League. Last year company sponsored the game between Washington Redskins and Chicago Bears from the capital city.

Only New Orleans Station With UP and AP News

WNOE

New Orleans' Greatest Radio Value

A Mutual Affiliate

Agencies Affected By Auto Decline

Detroit Branches Forced to Curtail Their Activity

AUTOMOTIVE agencies in Detroit have begun a long-anticipated readjustment growing out of the extremely reduced volume of their accounts.

The trend was signalized by decision of Geyer, Cornell & Newell, to close its good-sized Detroit office, servicing Nash-Kelvinator Corp. A handful of executives and others will be moved into quarters at the Kelvinator plant at Detroit to service the account; and production and placement work on the account will be handled in the firm's New York office. The change was said to have been decided upon after the client set up advertising appropriations for the 1941-1942 season representing about half of its 1940-1941 budgets.

Others Curtail

Staff reductions were made early in November at MacManus, John & Adams, where the Pontiac and Cadillac accounts are served. These initial cuts fell largely in the publicity departments for the two accounts, but extended as well into the advertising end.

Publicity departments appear to be bearing the initial load of the contractions. At McCann-Erickson, the head of the publicity department, Robert Strother, moved over to the *Time-Fortune* magazine group; and, without designating a replacement, the agency moved the remaining publicity men up a peg each, reducing the department by one man. McCann-Erickson had previously been reducing its staff, it was reported, due to the loss of the Ford truck account.

Similar reports emanate from other agencies through Detroit, with men dropped from payrolls and not replaced. It is generally conceded that the automotive agencies, faced with reduction of from a third to three-quarters of their substantial commission revenue, will be retrenching steadily during this winter.

The one exception in this picture is Maxon Inc., which has just taken on the Ford truck account, hitherto handled by McCann-Erickson. Maxon has not been identified with automotive advertising except for the Lincoln account taken on last winter; and hence is in the position of suffering reduction on but one comparatively minor account at the same time that it must staff for the requirements of a second such client.

RADIO CLIENTS of United Press are now receiving the radio news wire feature "Speaking of Sports" six times weekly as part of the 12 scripts supplied them regularly. More than 83% of the 528 UP radio clients take the feature, with 51% reporting sponsorship of the commentary on sports events and personalities as written by Ralph Palmer, radio sports editor.

WHEC STARTS BOWLING CONTEST

Popular Spar Offers Chance for Station to Develop Good-Will Among Keglers

THE FAMILIAR cry, "Set 'em up in the other alley", has prompted executives of WHEC, Rochester, to realize the vast possibilities of capitalizing on the town's sporting mania—bowling. Rochester has long been regarded as a red-hot spot for the keglers who jam all the available drives from September to May.

Feeling that a boost can be given to the sport that would result in goodwill for the station and form the basis of a new and interesting series of programs with real listener appeal, WHEC is launching a five-man championship tournament for teams within a radius of 50 miles.

The contest, to last from Nov. 16 to Feb. 8, will be limited to maple-spilling aggregations with team total averages not exceeding 925. Over this period a total of $1,000 will be given in prizes by WHEC. This is broken down into weekly prizes of $60; semi-final prizes totaling $120; and the grand prizes in the finals amounting to $200. Entrance fee is free, with bowlers assuming only the cost of their games.

Notices of the tournament were mailed out to various bowling establishments in the district and within two days, without benefit of any newspaper publicity, 58 teams had filed their applications for entrance. List will be restricted to the first 60 teams submitting entries. Gunnar O. Wiig, general manager of WHEC, has stated that it will be an event "that already seems destined to stack up with, if not surpass WHEC promotions over the years."

Rosefield Coast Discs

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy Peanut butter), recently started a half-hour transcribed program, *The Hollywood Theatre*, weekly dramatic series, featuring Gale Page, Ona Munson, Elaine Barry and Elliot Lewis, on KQW, San Jose, Cal.; KARM, Fresno, Cal.; and KXL, Portland, Ore. C. P. MacGregor, transcription firm, Hollywood, produced the series, which is being written by Kimball S. Sant of that firm. According to Walter Guild, radio director of Sidney Garfinkel Adv., San Francisco, agency handling the account, the station list will be expanded on the Coast in the near future.

WALTER S. GIFFORD, president of AT&T and head of the Bell System, will give a brief report on the progress of the Bell System, particularly in national defense work on the *Telephone Hour* broadcast of Monday, Nov. 10, 8-8:30 p.m. on NBC-Red. Account is handled by N. W. Ayer & Sons, N. Y.

Why WGN spells "C-H-I-C-A-G-O"!



WGN's mobile unit is ready at all hours of the day and night to give Chicago on-the-spot coverage of fires, and other news events of strong localized interest—another reason why WGN spells "Chicago."

Chicagoans and radio listeners throughout the Middlewest recognize WGN as a station with a "Hometown" origin and viewpoint. This recognition is another reason why WGN delivers more listeners to your program.

A Clear Channel Station

50,000 WATTS — WGN — 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Ewing Seeks New 50 kw. Station in New Orleans

JOHN D. EWING, publisher of the *Shreveport* (La.) *Times*, and operator of the 50,000-watt KWKH as well as KTBS, both in Shreveport, has applied for a second clear channel station to be located in New Orleans. Requested is 50,000 watt operation on 1060 kc., the channel at present occupied by Westinghouse's KYW, Philadelphia.

New Orleans at present is served by five stations—the 50,000-watt WWL, WSMB, WDSU, WNOE and WJBW. WWL is a CBS affiliate, with WSMB and WDSU as NBC-Red and Blue stations, respectively, and WNOE as the MBS outlet.

Mr. Ewing is president of the Times-Publishing Co., owner of the two Shreveport stations and is also publisher of the *Monroe* (La.) *Morning World* and *News Star* in addition to the *Times*.



ON THE AIR from the air goes the new transmitter of KDAL, Duluth, on 610 kc. at 1,000 watts. Flying 2,000 feet above the new transmitter site in a Northwest Airlines plane, Mayor Edward H. Hatch and City Councilman Mark Wall of nearby Superior, Wis., pushed a button which sent out the impulse by shortwave starting the new transmitter. In the picture (l to r) Councilman Wall, Ellis Harris, KDAL special events director and Mayor Hatch prepare for the ceremony.

NBC Anniversary Features Studios

New Facilities Dedicated as 15th Year Is Observed

COINCIDENT with the observance of its 15th anniversary to be marked with a special two-hour program Nov. 15, NBC will dedicate and formally open its new Copper and Silver studios, located on the 6th and 7th floors of the RCA Bldg., New York.

The New York section of the special program on that date will be presented from the new studios, prior to presenting a roundtable commentary by NBC news representatives all over the world in one of the most comprehensive hookups in the history of broadcasting.

Equipment Innovations

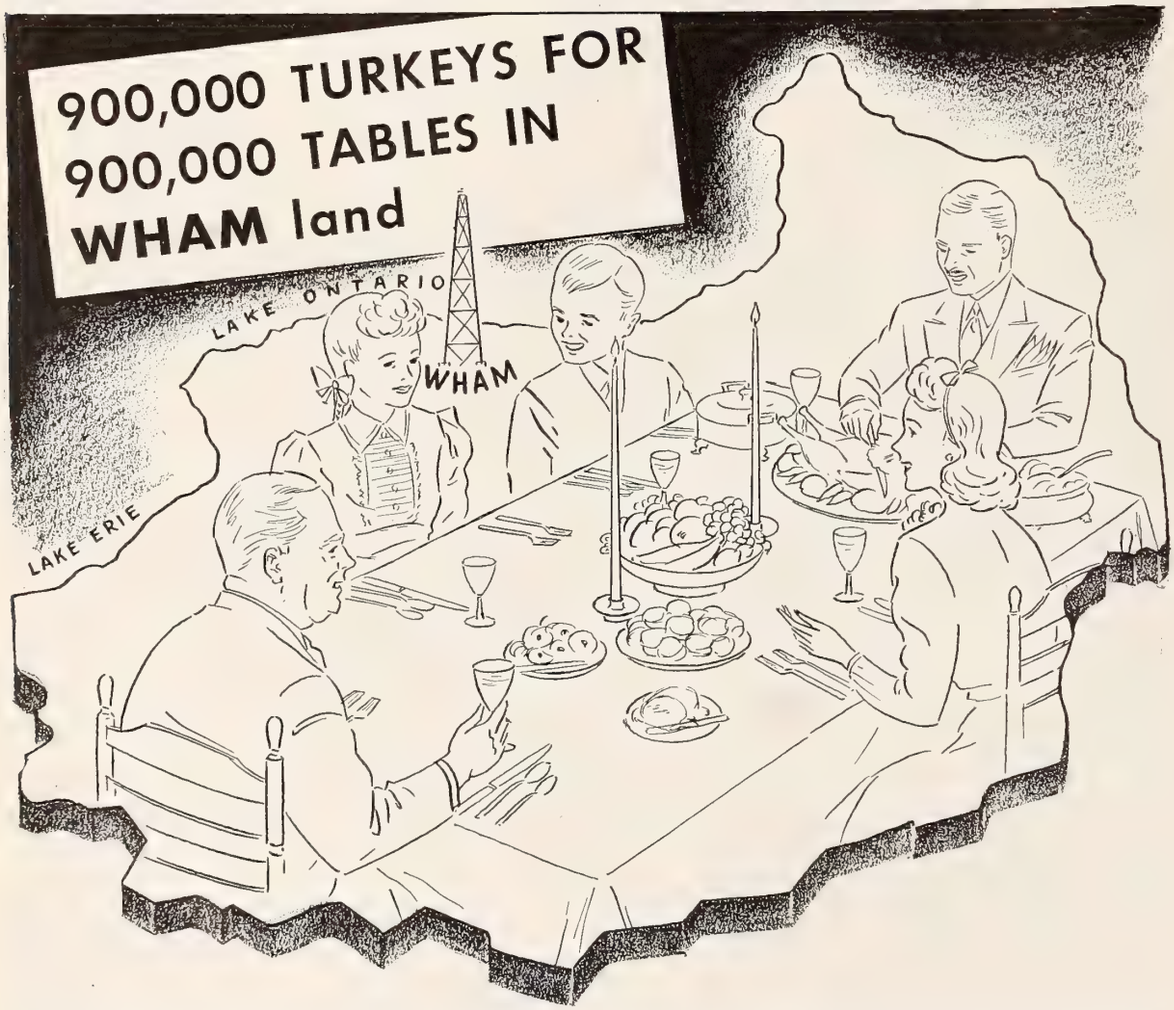
Some 2,000 persons will participate on the program which will feature dramatizations of some of the more important events in the history of radio. It will be heard 11 p. m. to 1 a.m. on the 243 NBC-Red and Blue stations as well as via shortwave to more than 100 stations affiliated with the Pan-American network of NBC's international division.

The modern streamlined studios each seating 450 persons, give the illusion of complete theatres with stage units scientifically constructed for acoustical perfection according to O. B. Hanson, NBC vice-president and chief engineer.

Cylindrical sound reflectors have been placed at the rear of the two stages to blend musical tones and voice intonations. The control room of each studio is located on the stage so the audience may follow the signals of the engineers and production managers.

Soundproof clients' booths are located at the 7th floor level inserted into studio walls at an angle to give a clear view of the 38-foot stages. Non-parallel walls prevent reflection of sound back to the stage microphones as well as echoes which mar listening. Both of the new studios are air-conditioned and constructed on the "floating" pattern used by NBC throughout Radio City.

DR. HARRISON B. SUMMERS, NBC Eastern director of public service programs, as the principal speaker at the annual convention of the New Jersey Assn. of Teachers of Speech Nov. 8 in Atlantic City, spoke on "What about Radio".



They're selling a lot of turkeys in Rochester this year. They're selling more in Monroe County with its prosperous suburban homes. But they are selling *a lot more* in WHAMland.

18 trading centers in 43 counties where the profits of humming industries and a rich farm harvest have piled up buying power, make up WHAMland. Here, 900,000 radio home-owners will sit down to a heartier Thanksgiving meal. Here, buying is better—and with WHAM you can share in it for approximately one-third the cost of localized coverage. It's all within WHAM's primary area. That's why WHAM is a better buy.

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . . Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

Showmanship THAT WINS Intermountain Audiences

KDYL

The POPULAR Station

Salt Lake City

National Representatives JOHN BLAIR & CO.

NBC RED NETWORK

SALES GAIN NOTED AT WESTINGHOUSE

DURING the first three quarters of 1941 Westinghouse Radio Stations Inc. had net sales billings totalling $1,884,658, it was announced last week by Walter Evans, vice-president of the Westinghouse broadcast subsidiary. During September, 1941, billings were $208,805, compared with $161,551 in September, 1940, he revealed.

Pointing to the "marked improvement in earnings this year", Mr. Evans reported: "Business is particularly thriving with KYW, Philadelphia, KDKA, Pittsburgh, and WBZ, Boston. It is also good in the smaller stations of the company, at Springfield, Mass., and Fort Wayne, Ind."

Commenting on the taking over by Westinghouse of the operation and programming of its major stations from NBC, Mr. Evans said, "It is expected that ownership operation will show further improvement over the coming year". Headquarters for Westinghouse Radio Stations Inc. were established in Philadelphia last March. Lee B. Wailes heads the executive staff of the organization, with offices in the KYW Bldg.

H. W. Rogers

H. W. ROGERS, advertising executive of San Francisco and charter member of the San Francisco Advertising Club, died Oct. 31 of a heart attack. He was 74. Mr. Rogers came to the San Francisco bay area 60 years ago and founded the Rogers Adv. Bureau and the H. W. Rogers Adv. Co.

Far From WOR

WOR, New York, recently learned that its coverage had expanded somewhat — to South America, in fact, where there are regular listeners to Jerry Lawrence's all-night program, *Moonlight Saving Time*. In a story lies the proof: A Mr. Moyer of Allentown, Pa., who operates a shortwave sender, called Lawrence in New York to say that he was in communication with a "ham" in Rio de Janeiro. He reported a message from Bert Lown, American orchestra leader now in Rio, who was requesting Jerry to play his old theme song "Bye Bye Blues". Jerry did, and 15-minutes later the man in Allentown called back with thanks from Bert Lown and reported that in Rio and Montevideo people listen to Lawrence nightly until the signal fades.

Wheatena's Novel

SERIALIZED radio adaptation of Eric Hatch's *My Man Godfrey* started Nov. 3 as the second novel to be dramatized on *The Wheatena Playhouse*, five weekly transcribed series sponsored by Wheatena Corp., Rahway, N. J., on 17 stations in selected markets. First novel was *The Rains Came*, by Louis Bromfield, which ended Oct. 31. Agency is Compton Adv., New York.



FISHERWOMAN in her own right is Myrtle Williams Moon, veteran member of the WHO, Des Moines, program department, who went on her first fishing trip while in Florida recently visiting her brother, Pete MacArthur, former WHO program director. In addition to this 69-pound sailfish, for which she received a coveted "Gold Button Sailfish" emblem, Myrtle hooked another sailfish and a tarpon.

WINX Transfer

ASSIGNMENT of the license of WINX, Washington, from Lawrence J. Heller as an individual to WINX Broadcasting Co., which Mr. Heller will control holding 1,837½ of the 2,000 shares of stock issued, is sought in an application to the FCC. Balance will be held by Richard K. Lyon, of Washington, with 125 shares and Herbert Bratter with 37½ shares.

Radio Educators Plan Conference in Chicago

OVER 1,500 radio educators are expected to attend the Fifth School Broadcast Conference, according to George Jennings of Radio Council of Chicago Board of Education, to be held Dec. 3-5 at the Congress Hotel, Chicago.

In attendance this year will be 250 Army public relations officers from Army camps throughout the United States. The major address will be delivered by Edward Tomlinson, NBC advisor on inter-American relations. One of the highlights will be a session on Radio and National Defense with Gen. Frederick Osborn, chief of Morale Division of U. S. War Dept.; Ed Kirby, director of radio branch of bureau of public relations, War Dept.; and Frank Kingdon, of New York.

Others who are to participate include James Rowland Angell, NBC public service counselor; Norman Corwin of CBS; Dorothy Lewis of NAB; Harriet Hester, WLS, Chicago; Hazel Kenyon, KIRO, Seattle; Grace Ingledue, WFIN, Findley, O. Problems of FM broadcasting will be discussed by William Levenson, Cleveland; Linus Travers, Yankee Network; and Carl Meyers, W59C and WGN, Chicago.

Sessions on the Value of Radio Workshop, Radio Writing and How We Use Radio have been scheduled as well as classroom demonstrations, discussion panels, and work study groups.

FIRST IN ST. LOUIS

IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

ST. LOUIS

KWK - MUTUAL - Represented by Raymer

WHY WLAC IS THE CHOI

Survey conducted in Nashville by Certified Public Accountants gives WLAC 17% daytime preference over Station B, and 95% over Station C.

IT'S



First and Only Nashville Station To carry regular programs from Tennessee's Army Camp.



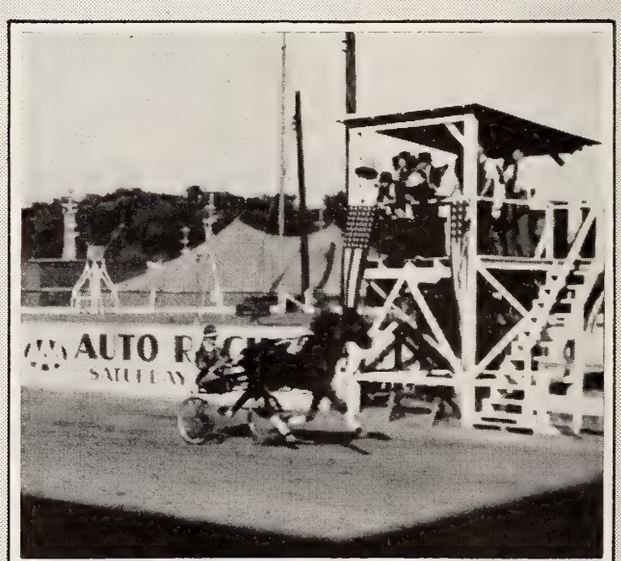
Only Station To Broadcast From first plane (in flight) to come from New Vultee Aircraft Plant.



First and Only St within walls of



First and Only Station To carry daily "Spelling Bee" from downtown sidewalk.



First and Only Station To Broadcast harness races from the Tennessee State Fair.



First Stati program Nashville

THE STATION OF THE GREAT TENNESSEE VALLEY

NASHVILLE, TENNESSEE

WLAC

GOING TO 50,000 WATTS

J. T. WARD, Owner PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

OF *SO MANY* LISTENERS

E STATION THAT ALWAYS *"GETS THERE FIRST"* WHEN IMPORTANT EVENTS OCCUR



broadcast from
State Prison.



First and Only Station To broadcast complete circus performance from under "Big Top"



First and Only Station To Broadcast regular interviews from Nashville's airport. (*Irene Rich)



cast "Quiz"
orium of



First Station To Broadcast the exciting description of a Tennessee "Steeplechase"



First Station To Establish Regularly scheduled newscasts on basis of permanent operation.

WATTS

A PROGRAMS

D PRESS NEWS

Not Only
Power
Where Power Counts Most
but
Programs
That Count Most, Too!

F. C. SOWELL, Manager

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SOL TAISHOFF, Editor

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Clocks Don't Stretch

HOLIDAYS are boom days for most advertising media. This year, however, the boom will not be quite so marked in the broadcast industry, judging by a survey just completed by BROADCASTING.

Curiously, this tapering-off tendency in the seasonal expansion is an encouraging factor. It is encouraging because a stable 12-month trend is desirable in nearly ever line of business. But it is especially encouraging because many of the very advertisers who once merely bought holiday time have been converted to year-round users of the air medium.

A lively holiday season is foreseen by local merchandisers. They have their stock problems and their shortage of heavy goods, but gift and luxury items will move easily due to the swelling payrolls in most market areas.

Many stations are quietly contented with the lessened upsurge of Christmas timebuying for they are encountering a clock-stretching problem that involves careful operating technique.

Both Ends of the Mike

TIGHTENING of the radio equipment situation is causing the broadcasting industry increasing concern. Steps are being taken, with the Defense Communications Board in the forefront, to alleviate the pressure so stations can be kept on the air without serious interruptions. The closer this nation gets to an open break, the more urgent it becomes that its broadcast structure be kept at peak performance. The public must be kept informed and radio becomes the national voice in the defense operation.

But that's only half the story. A highly efficient broadcast structure, adequately supplied with reserve and replacement parts, can't do an effective job if the other end of the circuit is not equally well primed. At this writing, the radio receiver appears to be the step-child. OPM officials apparently have the distorted notion that with 51,000,000 receivers in homes, automobiles and other domiciles and conveyances, America's 135,000,000 people are adequately supplied with reception equipment.

How efficient is that equipment? Unfortunately, a vast number of the receivers in use are cigar-box models, or midgets of ancient vintage in this fast moving radio age. They need frequent repair and adjustment. All must be re-tubed periodically.

For reasons undisclosed, OPM has specifically excluded replacement parts for repairs of home receivers from its recent P-22 priorities order giving perferential status, though an A-10 rating, to a long list of essential industries for repair, maintenance and operating supplies. Moreover, it has shut down on new set production so that the outlook, according to officials of Radio Manufacturers Assn., is for possibly a two-thirds reduction in output next year. Beyond that, the Office of Price Administration, headed by Leon Henderson, as one of its first price-pegging acts, is expected to freeze the prices of radios as such, as well as the component parts sold to assemblers.

In a national emergency, 100% efficiency can't be expected from either government or industry. The pace is swift. Consequently, mistakes are made and essentials are overlooked. But there's always the opportunity to rectify errors.

We believe a mistake was made in failing to provide a preferred rating for the servicing field in radio—a rating that means something and will result in provision of adequate repair and replacement materials and parts for the service field. The broadcasting industry can and is doing its part in trying to maintain peak performance and by supplying more and more gratis time for the national defense effort. But without "circulation" maintained at peak level, that portion of the broadcasting effort is dissipated.

It might not be a bad idea for defense officials to foster a "renovate your old set" campaign, to get more of them in working order, and to assure maximum audience when it's needed most.

Free, White & 21?

THIS MONTH radio broadcasting is 21. It's reasonably free, depending upon how you look at it. And it's white with rage only.

Measured by ordinary standards, radio popped into being full bloom before Old Father Time could bat an eyelash or say Guglielmo Marconi, or maybe Frank Conrad. It's a miracle, the eighth wonder of the world and the super-super of modern conveyance of intelligence! But in that swift 21-year span, radio seems to have grown a set of horns and to have become a monopolistic monster that has to be exterminated.

We're not reading from Grimm's Fairy Tales. Just take a look at the record—the FCC record. A modern Sir Lancelot and his tried and tested squad of majority invincibles, is out to do the job of bringing to book this hydra-headed monster that appears to be guilty only of serving the public interest to the entire satisfaction of the very public it is commissioned by law to serve.

There's the rule banning time options that constitutes one of those heads, we assume. Then there's newspaper ownership of broadcast stations, as another; multiple ownership of stations where overlap is involved, and a host of other things on the books.

All these, it seems, can't wait until the war emergency is past. Upheaval or no, the job has to be done, and the hero must march triumphant, whatever the cost. There shouldn't even be "temporary relief" of the character requested by the major networks in their court proceedings, to hold only until the courts determine whether the FCC has the jurisdiction and authority it has assumed.

The first 21 years undoubtedly will go down in history as radio's hardest. Radio probably couldn't survive another siege like it.

The RADIO BOOK SHELF

BOOK by Paul L. Specht titled *How They Become Name Bands* has been published by Fine Arts Publications, New York ($2.00) as a short history of noted band leaders popular during the last decade. A violinist and orchestra leader himself, Mr. Specht gives invaluable advice on the technique of becoming a successful "maestro," concluding his book with a summary of plans and proposals for Federal aid to struggling young musicians.

THE 10 outstanding dramatic radio scripts of the past year, as selected by Norman S. Weiser, associate editor of *Radio Daily*, comprise *The Writer's Radio Theatre* (Harper & Brothers, New York, $2). Stating in his foreword that the plays included in the volume "are not indicative of the trends in radio during any given period, but are rather the permanent basis of the true radio theatre," Mr. Weiser explains that his prime requisite was that the drama be "good radio." All the plays were written exclusively for broadcasting and six of them were presented under commercial sponsorship.

The publishers are planning to follow up the publication of the book, by awarding honor scrolls to the programs whose scripts were selected as the ten outstanding radio plays of the year. Arrangements have already been made for presentation of the award on the *Cavalcade of America*, two of whose scripts were selected, *American School of the Air, Star-Spangled Theater, Everyman's Theater, Kate Smith Hour*, and *Helen Hayes Theatre*. Writers' awards will also be given to Arch Oboler, Norman Corwin, Ruth Barth, Elpha A. Ellington, Jean Holloway, Therese Lewis, Dwight Irving Cooke, and Jerry Devine.

OFFICIAL Atlas for the CBS *School of the Air of the Americas* program is a "World Histri-ography", prepared by Stuart Ayres of the CBS education department, as a classroom aid along with the Teacher's Manual which the network distributes to teachers in all the American republics. The book tells the social and economic meaning behind the maps published in the world atlas of C. S. Hammond & Co., New York.

We Pay Our Respects To —



HERBERT L. PETTEY

HAPPEN into an office on the top floor of Loew's State Theatre Bldg. in New York about dusk and you'll likely see two columns of red light flashing on the distant Jersey horizon. They are the towers of WHN, whose new 50,000 watt transmitter makes it as powerful as any independent station in the country. Those gleaming towers are a monumental tribute to Herbert L. Pettey, managing director of WHN.

There's quite a story attached to Pettey's entrance into the broadcasting business. He had no burning ambition to get into radio, yet in a few short months he was destined to hold one of its most important jobs in Washington. Shortly before the 1932 elections, Pettey, then selling sound film projection equipment for RCA-Victor, walked into Democratic National Campaign headquarters bent upon selling the idea of mounting film equipment on trucks to be used in the Roosevelt campaign.

Col. Louis McHenry Howe, aide to Roosevelt, received Salesman Pettey and noted "RCA-Victor" on the card. Assuming that anyone connected with RCA knew all about radio, he asked Pettey what time was open for campaign speeches on the networks. Pettey didn't know, but as one of those salesmen who will do anything in the way of service to help put over a sale said he "would be glad to find out." From Howe's office, Pettey approached the networks but could make no one there understand that he was the official representative of the President-to-be.

Accordingly, he purchased a copy of the Sunday *New York Times*, turned to the radio page and blocked out all the programs he knew to be commercial. All the rest of the time he assumed to be available and he returned with the page and his film projection equipment the next day to the office of Col. Howe. He never sold the equipment; instead he found himself made radio director of the Democratic National Committee and before the campaign was over that year he had bought over a half-million dollars worth of time.

In March, 1933, Pettey was appointed secretary to the Federal Radio Commission by President Roosevelt. Since that had been a civil service post up until that time, the appointment required an Executive Order before it could be consummated. This was the second executive order issued by Roosevelt, the first having been the one declaring the bank holiday.

Pettey was born June 5, 1905 in Prospect, O., but he usually refers to Kansas City as his home town since he spent most of his boyhood and school days there. He attended U of Kansas, the school that has produced such well-known radio figures as Sam Pickard, Paul White, Leo Fitzpatrick, Don Davis and the Patt brothers. Pettey studied, of all things, medicine—perhaps better to cope with the "headaches" confronting a station manager.

His first job out of K. U. was with the Crackerjack Company doing advertising and sales promotion. His second was selling Metro-Goldwyn-Mayer films throughout the Midwest. A year later he switched to RCA-Victor, representing that firm in Detroit before being transferred to Washington.

Pettey served as secretary to the FRC and to its successor, the FCC, from 1933 to 1936. In that time he also served on President Roosevelt's Committee on National Communications which prepared and sent to Congress the Communications Act of 1934. He resigned all Washington duties May 1, 1936, to return to Loew's as director of sales of WHN. He became managing director in 1939 and under his direction the station has become known as one of the most successfully operated independent stations in the country.

One of the early proponents of FM, he has secured two grants for the Loew organization for FM stations in New York and Los Angeles. The New York station, W63NY, is to be on the air in another couple of months. Active in FMBI, Pettey is also one of the organizers and secretary-treasurer of the American Network (FM).

In 1928, Pettey married Hope Dolph, sister of William Dolph, manager of WOL, Washington. These two, with his mother in Kansas City, are probably the only persons who know what the "L" in his name stands for.

Herb is one of those affable fellows welcomed in any group because of his sense of humor and wealth of good stories. His contributions toward a better radio industry were recently exemplified in his role as one of the arbitrators of contractual differences between the NAB and AAAA.

Pettey commutes between New York and his home in Bronxville, N. Y., where he is a member of the Siwanoy Country Club. His golf game, usually pretty fair, has suffered somewhat through lack of practice the past few months while he has watched the skyward growth of the new WHN.

Personal NOTES

GEORGE CLAPP, formerly assistant to Adolph Opfinger, MBS program coordinator, has been transferred to the MBS sales service department, where he will deal chiefly with out-of-town broadcast of *Spotlight Bands*, sponsored by Coca Cola Co.

HUGH BADER, announcer of KGVO, Missoula, Mont., on Oct. 18 married Mary Jane Mosby, daughter of A. J. Mosby, general manager of KGVO.

SID BETTS, formerly of the *Edmonton Bulletin*, and Rip Crotty, of CKGB, Timmins, Ont., have joined the sales staff of CKWX, Vancouver, B. C.

JERRY AKERS, formerly general manager of KYUM, Yuma, Ariz., and more recently with KSAN, San Francisco, has joined KJBS, San Francisco, as account executive.

TOM FOXWORTHY, account executive, formerly of KMYC, Marysville, Cal., has joined the sales staff of KYOS, Merced, Cal.

STAN SIMPSON, account executive, has been elevated to sales manager of KTKC, Visalia, Cal., succeeding Millard Kibbe who resigned to join XELO, Tiajuana, Mex., in a similar capacity. Charles Foll, KMO, Tacoma, announcer-producer, has rejoined KTKC as production manager and succeeds Ken Aitken who has been shifted to the sales division as account executive. Staff changes were announced by Charles P. Scott, station manager.

AD FRIED, sales promotion manager of KROW, Oakland, is the father of a girl born Oct. 30.

DAVE WARD, special events director of WKRC, Cincinnati, has been placed in charge of sales promotion under Ken Church, director of national sales and promotion. He has been with the station nearly a year, coming from Premier Radio Enterprises. Prior to that he had been with KSD, St. Louis, and West Coast stations.

TED ENNS, national sales manager of the Cowles Group stations, is recovering from a tonsillectomy.

JESSE H. LIDE has been named assistant general advertising manager of the Westinghouse Electric and Manufacturing Co. He was formerly assistant advertising manager of the Westinghouse merchandising division in Mansfield, O.

EASTON C. WOOLLEY, manager of the service division of NBC's station relations, late last month married Christine Poler of Forest Hills, Long Island.

W. C. ALCORN, general manager of WBNX, New York, is to receive a special citizens medal for Americanism from Bronx Post No. 95, Veterans of Foreign Wars, in a ceremony to be broadcast over the station, Monday, Nov. 10, 8-8:15 p.m. Citation was designed to show unanimous approval of the VFW of the program policies of WBNX, carried out under Alcorn's direction.

AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp., has been added to the Pan American Council of CBS' *School of the Air of the Americas*, representing Canada.

S. C. GALE, advertising manager of General Mills, Minneapolis, has been scheduled as a principal speaker at the NAB 11th District luncheon meeting Dec. 11.

FORREST R. MEANS, of Oklahoma City, has joined the sales staff of KLZ, Denver.

Staff Changes Effected By KMOX, in St. Louis

MERLE S. JONES, manager of KMOX, St. Louis, in a general reorganization of the station's sales staff will assume the additional duties of national spot sales contact while J. Soulard Johnson, sales promotion director, has been promoted to local sales manager.

Mr. Johnson replaces Kenneth W. Church, who recently joined WKRC, Cincinnati, as director of national sales and promotion. Carter Ringlep, formerly of KMBC, Kansas City, has joined KMOX as manager of the St. Louis office of Radio Sales. John Harvey, Rollie Williams and Robert Carpenter remain as account executives.

Tom Rooney, formerly with Ruthrauff & Ryan in St. Louis, becomes acting sales promotion director and director of merchandising with Margaret Hart as his assistant as a result of the reorganization. Fred Mueller, formerly assistant to the promotion director has been named research director.

Val Lawrence Is Named As Manager of KROD

VAL LAWRENCE, vice-president of the El Paso Times Co., has been named general manager of KROD, El Paso, it was announced Nov. 1 by Dorrance D. Roderick, president of the station. Mr. Lawrence has been advertising director of the Newspaper Printing Corp., El Paso, since it was formed in 1936.

Merle H. Tucker, who has been acting manager of KROD since June 1, 1940, will continue with the station as assistant manager, Mr. Lawrence indicated. He said also that no personnel changes were contemplated.

Mr. Lawrence, a 32d degree Mason and a Shriner, has been in the newspaper business for 28 years. Before coming to El Paso in 1927, to join the old El Paso *Herald and Times*, he had been associated with papers in Arkansas, Kansas, Louisiana and Pennsylvania.

BEHIND the MIKE

GEORGE MAYORAL, formerly chief anouncer of WLWO, Cincinnati, Crosley international shortwave outlet, on Oct. 30 joined the electrical engineering department of Studebaker Corp., South Bend, Ind. Mayoral, a native of Puerto Rico, is an engineering graduate of Tulane U. He has been with WLWO since August, 1940.

ARCH McDONALD, sports announcer of WJSV, Washington, has been named chief air raid warden of Montgomery County, Maryland.

SAM GORDON, formerly of WBRK, Pittsfield, Mass., has joined the announcing staff of WTRY, Troy, N. Y.

JESS STANTON, formerly of KSAM, Huntsville, Tex., has joined the announcing staff of KFRO, Longview, Tex. Ray Whitworth, formerly of KWVC, Vernon, and KCMC, Texarkana, Tex., has replaced Edward Tait on the KFRO announcing staff. Tait has joined KTBS, Shreveport, La., in a similar capacity.

REILAND QUINN, formerly general manager of KYA, San Francisco, on Oct. 30 joined KJBS-KQW as announcer-writer.

TONY WHEELER, announcer of WFIL, Philadelphia, and Joan Lane, model, were to be married Nov. 10.

KAY CONLIN, formerly in the publicity department, has been placed in charge of copy at WIP, Philadelphia.

Sings Again

"SOMEBODY ought to break that guy's nose", has often been ventured by disgruntled listeners as the dulcet tones of some crooner fills the air. But reversing the procedure was Johnnie O'Hara, sportscaster of KWK, St. Louis, who lost his singing voice years ago. Johnnie came out of a recent auto accident with a nose broken in six places—only to find on his recovery that the timbre of his voice had improved to such an extent that he now has regained a very presentable singing voice.

NORMAN PAUL, formerly of WISN, Milwaukee, has joined the announcing staff of WROK, Rockford, Ill.

GLENN SHAW, production manager of KSL, Salt Lake City, is the father of a boy born recently, his fourth child.

DIXON GAYER, local music critic and columnist, has joined KROW, Oakland, Cal., as publicity director, succeeding Bob Meikel, resigned.

TED THOMPSON, with NBC in various capacities for the past eight years, on Nov. 15 will join the personnel department of the plastics division of E. I. duPont de Nemour & Co.

MYRON J. BENNETT, conductor of the *MJB Show* on KWK, St. Louis, on Nov. 3 started a daily column in the *St. Louis Globe-Democrat*, written in style similar to his commentaries on his twice-daily radio programs. William Budde, formerly with the H. B. Deal Construction Co., St. Louis, has joined KWK as auditor.

JACQUELINE JONES, formerly a newspaper woman, has joined the continuity staff of WLAC, Nashville.

GEORGE KENT, formerly of WGKV, Charleston, W. Va., has joined the announcing staff of WDNC, Durham, N. C.

HARRY KRONMAN and Jess Oppenheimer, Hollywood writers, have been signed to turn out scripts for *Shirley Temple Time*, which starts Dec. 15 under sponsorship of Elgin Watch Co., on 71 CBS stations for four weeks. Tom McKnight will produce for Wm. Esty Co., agency servicing the account.

MARION HARMAN, formerly of WRDW, Augusta, Ga., has been named station director and program director of WGOV, Waldosta, Ga.

STANFORD LEWIS, former production manager and announcer of WFPG, Atlantic City, has joined WIP, Philadelphia, as news announcer.

J. TAYLOR GRANT, announcer of KWK, St. Louis, is the father of a girl, Carol, born Oct. 26. Grant in private life is Edward Harman.

BILL NEWELL, news announcer of CKWX, Vancouver, B. C., has left to join the Royal Canadian Air Force in Eastern Canada.

DEANE STEWART, for the last eight months a member of the announcing staff of KYA, San Francisco, has been named program director of the station.

CHARLES LIVINGSTONE, drama director of WXYZ, Detroit, has been named director of production, in charge of all broadcasts of the station, including *The Lone Ranger* and *The Green Hornet*, originated by WXYZ for a coast-to-coast MBS hookup. Fran Striker, original writer of the *Lone Ranger* series and currently producing continuity for the newspaper strip, has been ill at his home for three weeks.

JIM KANE, CBS publicity director of WBBM, Chicago, is the father of a girl, Dorothy, born Oct. 31.

JOE DILLON, former program director of WKNY, Kingston, N. Y., returns to Phladelphia and will conduct the *Irish Amateur Hour* for Leo Brady's Furniture Store on WPEN, Philadelphia, where he was previously a member of the announcing staff.

HARRY WOODS leaves the announcing staff of WPEN, Philadelphia, for New York.

JACK RUSSELL, CKGB, Timmins, Ont., program director, is now in the Canadian army.

JACK PATTEN, on the production staff of KSAN, San Francisco, has been named publicity director.

BOB FLEET has joined the announcing staff of KGVO, Missoula, Mont.

PAT HALVERSON, formerly of KGNC, Amarillo, has rejoined the announcing staff of WJDX, Jackson, Miss.

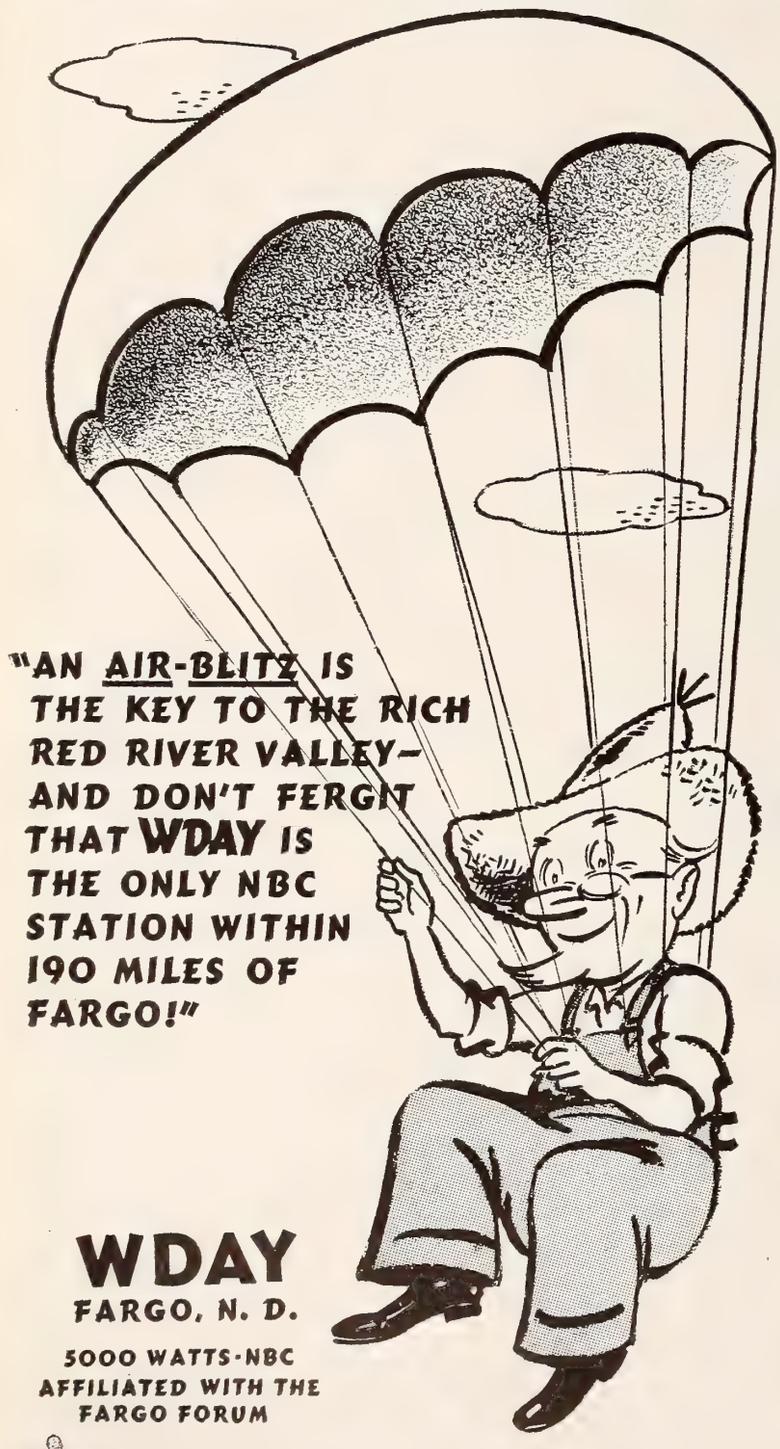
BEN ALEXANDER, Hollywood announcer, has been assigned to the weekly NBC half-hour *Old Gold Show*, featuring Herbert Marshall, sponsored by P. Lorillard Co. (Old Gold cigarettes).

LOUIS CUCOL, traffic manager of WHN, New York, and Jane Mengrone, former press agent, have announced their engagement. They plan to marry early next year.

DAN HUGHES has joined KRGV, Weslaco, Tex., replacing Lyle Grace who has gone to KTSA, San Antonio.

JOHN SHELDON, announcer of WICA, Ashtabula, O., has left for Miami, Fla., to be a student pilot in the Navy.

MARVIN APPLE and Bob Beckett, both new to radio, have joined the announcing staff of KCKN, Kansas City.



WDAY
FARGO, N. D.
5000 WATTS-NBC
AFFILIATED WITH THE
FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

HOW TO BRING HOME THE BACON



For 15 years WWNC has done a real job of "bringing home the sales." Located in a good, moderate-size market, WWNC oftentimes delivers sales far in excess of what those-who - don't - know - this - great station might expect. Why?---WWNC does a top-notch job of promotion for its advertiser that results in much plus business!

Get Results! -- Use....

570 Kc.
CBS Affiliate

WWNC
ASHEVILLE, N.C.

Meet the LADIES



MARSHALL ADAMS

A FLAIR for style, developed as a Powers model not to mention her tenure as stylist for Gimbel Bros. and Sak's, in New York, and a warm personality have firmly established Marshall Adams, newly-appointed fashion editor of WINX, Washington, high in capital fashion circles. The vivacious Miss Adams is a descendant of a prominent theatrical family which accounts for her knack of smart showmanship. Marshall's initiation into professional life was as a John Powers model where association with the artistic spurred her to further art studies. From art school, she successively became a buyer for Saks 34th St. store; stylist for Gimbel Bros., Philadelphia; fashion editor of the *Washington Post*; and then back to New York as research director and style co-ordinator for the Celanese Corp. of America.

AL NEWKIRK, announcer of WICA, Ashtabula, O., has been named news editor and publicity director of WICA, succeeding Thurse F. Sigman who joined the American Rolling Mills, Middletown, O.



Because of our recent installation of new 5,000-Watt equipment we now have for sale one used 1,000-Watt transmitter. Write for details.

By the way, our new 5 KW thoroughly covers the vital Gulf Coast Defense Area.

5,000 WATTS Day and Nite **WALA MOBILE**

Representative
John H. Perry Associates

Staff Employes of CBC Listed in War Service

MORE Canadian Broadcasting Corp. employes are now on active service, according to the latest list made available. Sub.-Lieut. H. J. Browne, CBS musician, Toronto, is now on active service with the Royal Canadian Navy, operating from Halifax. Sergt.-Pilot W. J. Wilson, formerly with CBC Press and Information Department, Toronto, received his wings Oct. 23 at the Royal Canadian Air Force school at Aylmer, Ont. Sam Howe, CBC engineering division Toronto, is training with the Royal Canadian Air Force for overseas service as a firefighter. John Starke, former CBC anouncer at Toronto, is now overseas with an Ontario Scottish Regiment. Ray Cahill, of the Toronto music library, is in the Royal Canadian Army Pay Corps. Gordon Tanner of the CBL, Toronto, sound effects department, is in training to become a wireless operator with the Royal Canadian Air Force. W. J. O'Reilly of the program department at Halifax, is training for special duties with the Royal Canadian Air Force, and Pilot Officer L. B. McDonald of the Royal Canadian Air Force was announcer in the Maritime Division at Halifax before joining.

WSAZ Staff Changes

A NUMBER of additions have been made to the staff of WSAZ, Huntington, W. Va. Bill Knight has joined the sales staff. Al Rauch is new program director. Ted Arnold has been added to the announcing staff. Mary Frances Carter is musical director. Bill Manrov and Bill Hansher have joined the egineering staff. Thelma Adams is new mail clerk. WSAZ has installed a new Collins transmitter and operates from 6 a.m. to midnight.

Gus Mack

GUS MACK, 48, onetime executive of KFWB and KMTR, Hollywood, died Nov. 1 at his home in North Hollywood from a heart ailment brought on by pneumonia. For the past 12 years he was *Los Angeles Examiner* funnypaper story teller on KHJ, Los Angeles. Surviving are his widow, Mrs. Nellie Mack; a son Edward, and a daughter, Mrs. Joyce Couch.

Joy Saves Day

IT WAS LUCKY for the audience in the John Wanamaker Store in Philadelphia, last week when at the eleventh hour they were trying to fill a part in the *Mikado*, that Leslie Joy, general manager of KYW, Philadelphia, was an old hand at Gilbert and Sullivan singing. The regular artist who was to take the part of *Koko* was suddenly called away. Someone noticed Mr. Joy and recalled that his forte a decade or two ago was *Koko* in productions of the Savoy Opera Co. With only 20 minutes rehearsal he stepped before the footlights to save the day.



HAL TOTTEN ON Sports

10:45—11:00 P. M., C.S.T.
Monday Thru Friday

A daily digest of the activities in the world of sports with interesting and instructive comments by Hal Totten, nationally famous sports authority—a sure-fire radio feature that reaches the vast throng of athletically-minded people in the great Chicago market.

Hal Totten, a leader in his field, has for a number of seasons broadcast the Chicago Cubs and White Sox baseball games and many other important sporting events.

"HAL TOTTEN ON SPORTS" and Station WENR, with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana and Michigan is a weapon that will produce greater sales and profits at low cost in America's second largest market—Chicago. . . . Phone or write for more detailed information about HAL TOTTEN ON SPORTS and Station WENR with the assurance YOU GET MORE FOR LESS ON

WENR *Chicago*

Represented Nationally by the NBC Spot Offices in

CHICAGO NEW YORK BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

SPEND LESS
...GET MORE
on WCOP
★
Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.
GOING FULL TIME SOON!
WCOP
BOSTON'S
STAR RADIO SALESMAN

Merchandising & Promotion

Instead of Food Show—Superman Writers—Journey Through Gotham—Chance for Druggists

DESIGNED to supplant the annual Boston food show, the Massachusetts Independent Retail Grocers & Provision Dealers Assn., through Chambers & Wiswell, Boston agency, is sponsoring the Patriotic Pantry Party, a state-wide promotion in which cooperating retail outlets will push 104 selected food products from Nov. 3 to Jan. 31, 1942. The plan ties in with the national defense effort through provision for the stores to sell Defense Stamps, as well as through the giving away of several thousand dollars in defense bonds for prize-winning essays and store displays. Radio is to be used extensively in the three-month drive, along with special promotion displays and newspaper space.

* * *

Whodunit Hats

A MURDER MYSTERY series in which the audience participates in the solution of the crimes, is *Eight Mysterious Hats*, recently started on KPO, San Francisco, by Lundstrom Hat Stores. The series deals with eight chapters, each with a different murder and each involving a different type of hat. Listeners will have to visit one of the Lundstrom stores in order to see the hat involved and get clues that will allow the fan to compete for prizes in solving the murders.

Essay Contest

GRAVEM-INGLIS BAKING Co., Stockton, Cal., which sponsors *The Adventures of Superman* on KTRB, KYOS and KWG, recently conducted an essay contest for school children on "Ten Reasons Why I Am Proud to Be an American." School teachers in the territory were sent personal letters by the sponsor and the contest was announced in classrooms. Children had to go to their grocer, who handled the bread which sponsors Superman, for entry blanks. Contest ran for one month. Cash prizes for the winners included: $10, $5 and $3. In addition the winners received large framed pictures of famous Americans for their classroom and a free trip to San Francisco for presentation of the awards.

* * *

Belt That Glows

SOMETHING new in give-aways for children is the "Luminous Safety Belt" which takes on a glowing appearance when exposed to the light. Offered by General Mills on its *Lone Ranger* series on MBS starting Nov. 5 the belt can be obtained for 10 cents and a boxtop from a package of Corn Kix, which the program advertises.

* * *

Holmes & Druggists

DRUGGISTS from typical American cities are featured from time to time on *Sherlock Holmes* program, sponsored on NBC-Red by Groves Labs., Elkhart, Ind., in the interest of Bromo Quinine. Each of these broadcasts will be preceded by a network announcer selling the service and importance of retail druggists.

* * *

Air Conditioner

PREMIUM offer of a D-D air conditioner for the ice box is being made on the *Man On the Street* program of WCLS, Joliet, Ill., sponsored by Help Inc., Chicago (Help cleanser). Boxtop from the sponsor's product and 10 cents to cover mailing are the only requisites.

* * *

Sponsors' Blotters

WPAT, Paterson, N. J., is supplying its clients with blotters imprinted with advertiser's name, address and phone number, the name of his program and time of broadcast and the station call, dial position and slogan.



HAD WONDERFUL TIME says Charlotte Scott Kalil, 13-year-old student who won one of the monthly trips to New York awarded by WLAW, Lawrence, Mass. Participating in a special broadcast are Ann Michael (left), of WLAW, and Announcer Richard Hickox. The program, based on stories submitted by students up to and including high school freshmen, is sponsored by Glennie's Milk. Each month a student in the WLAW area is awarded a similar trip to New York, with entertainment at some of the better recreation centers and meetings with celebrities.

* * *

Ducats for Doodlers

TO ENCOURAGE doodling and perhaps uncover some latent artistic talent, WDAS, Philadelphia, is sponsoring a *Doodler's Contest*. Listeners must make their drawings on a milk bottle cap and in sending it to the station, must indicate the particular time they heard the announcement made relative to the contest. The best 60 caricaturists will receive free passes to the Stanley-Warner theatres.

* * *

Drug Spots

COURTESY spot announcements urging listeners to trade at their neighborhood drug stores are given by KMOX, St. Louis, in a promotional tie-up with the Retail Druggists of St. Louis. In return each of the 250 stores advertise the time of the announcements on KMOX pennants and builds displays around the merchandise mentioned.

* * *

WCCO's Organ

FIRST appearance of the new house organ of WCCO, Minneapolis, *Station Breaks*, is scheduled for Nov. 15. Leila Gillis of the publicity and promotion department is editor with a staff of seven. Format of the four-page paper will be editorials, gossip, profiles, oddities, birthdays, a grouch and gripe department and one feature story.

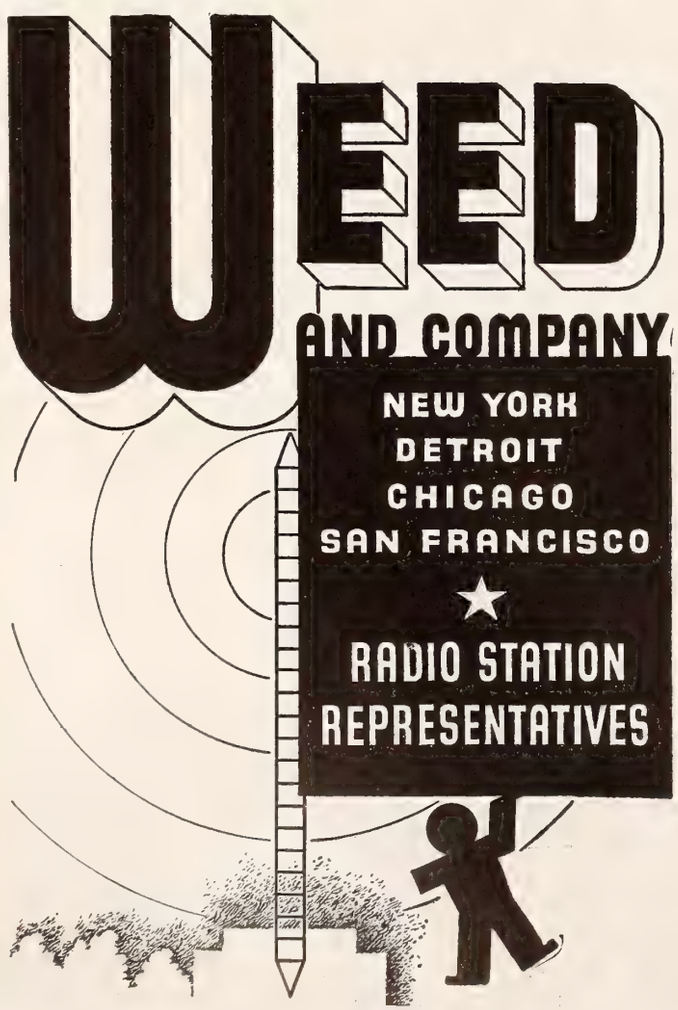
BROCHURES

W51C, Chicago—Booklet titled "Frequency Modulation Radio Programs" listing music in all programs one month ahead; also plugs FM receivers built by Zenith Radio Corp., owner of the station.

WAIT, Chicago—Blue-and-white 12-page booklet introducing pugilistic "Mike Wait" in a horizontal striped sweater and derby hat, whose "tough guy" patter plugs the station's market and coverage.

KJR, Seattle—Multi-color illustrated broadside, incorporating a one-week program log on the reverse side, on the station's local and NBC news service.

WLW—Four-fold yellow brochure featuring the station's new premium testing service, issued to trade and advertising agencies.





AGENCY Appointments

TREESWEET PRODUCTS Co., Santa Ana, Cal. (Treesweet lemon juice), to Armand J. Hanson, Santa Ana.

EL REY VENETIAN BLIND Co., San Francisco (Blind Bite-a cleanser), to Brisacher, Davis & Staff, San Francisco.

NORRIS, BEGGS & SIMPSON, San Francisco (insurance and real estate), to Fletcher Udall & Associates, San Francisco.

NATIONAL MOTOR BEARING Co., Oakland, Cal., to Leonard D'Ooge & Associates, Oakland.

HAAS BROS., San Francisco (Trupak Foods), to Leon Livingston Adv., San Francisco.

KRESKY MFG. Co., Petaluma, Cal. (oil burners), to Gerth-Knollin Adv., San Francisco.

GOLAN WINES Inc., Los Angeles (Legend wines), to Critchfield & Co., Chicago. Radio to be used.

NAN DUSKIN, Philadelphia (ladies' apparel), has appointed J. M. Korn & Co., Philadelphia, to handle its advertising, effective Dec. 1.

POLICYHOLDERS ADVISORY COUNCIL, New York (insurance), to Victor van der Linde Inc., that city. Radio plans being formulated.

BLOCK DRUG Co., Jersey City, N. J., (Gold Medal Capsules), whole account to Raymond Spector Co., New York. Company currently is using 152 stations and 500 newspapers.

STARK BROS. NURSERIES & ORCHARDS Co., Louisiana, Mo., to Mitchell-Faust Adv. Co., Chicago.

Two Venezuela Stations Join CBS Latin Chain

YV1RV and YV1RA, Maracaibo, Venezuela, have joined the CBS Latin American network, bringing the total stations to 74, representing each of the 20 Latin American republics. Owner of the stations is Luis Garcia Nebot, but the affiliation contract was signed in New York with CBS by Joaquin T. MacGregor, Venezuelan businessman.

YV1RV, longwave outlet, operates on 1350 kc., 250 watts, and YV1RA is a shortwave station on 4750 kc., 350 watts. Both stations will operate on 1000 watts each upon completion of transmitter construction and engineering work.

CLEVELAND LISTS SYMPHONY SERIES

CLEVELAND Symphony Orchestra will be heard in two series of broadcasts during the coming season, according to information from Cleveland stations.

Defense industries in Cleveland will sponsor a series of Saturday concerts, 8:30-9:30 p.m. on WHK-WCLE, according to H. K. Carpenter, general manager of the stations. Artur Rodzinski will direct. The idea was worked out in cooperation with the Ordnance Division of the Army to foster closer relations between workers and the Government, it was stated.

WGAR will present a series of 20 Saturday broadcasts, 5-6 p.m., starting Dec. 6 and continuing through April 18. They will be fed to CBS. Rodzinski will direct. The series was arranged after several months of negotiations between John F. Patt, WGAR general manager; Carl Vosburgh, orchestra manager, and Thomas F. Sidlo, president of the Cleveland Musical Arts Assn. WGAR will assume the cost of the orchestra and special facilities at Severance Hall in Cleveland. During four Saturdays when the orchestra is on tour Walberg Brown, WGAR musical director, will conduct a large orchestra. Wayne Mack will produce the series, with Kay Halle and William L. Forman at the microphone. Few guests will witness the concerts.

Signal's Sixth Year

SIGNAL OIL Co., Los Angeles, for the sixth consecutive year, through Barton A. Stebbins Adv., that city, on Nov. 9 renewed for 52 weeks, the weekly half-hour *Signal Carnival* on 14 NBC-Pacific Red stations, Sunday, 8-8:30 p.m. (PST). Starring Barbara Jo Allen, comedienne, in the role of Vera Vague, program includes Jack Carson as m.c., with Martha Tilton, vocalist. Featured also is the Signaleers Quartet. Gordon Jenkins is musical director. John Frazer announces. Herb Polesie, agency producer, also collaborates with Carl Herzinger as writer of the show. Arnold Marquis is the NBC production representative.

Radio's Role

PLAYING UP radio's major role in Civilian Defense Week, Nov. 11-16, the Office of Civilian Defense has published a red, white and blue brochure incorporating information on the week with a bunch of sample announcements to be carried by stations. Included in the broadside is a letter to station executives, urging full cooperation, from Arthur Stringer, NAB coordinator of national defense. Sent to all stations, the brochure also lists state and regional civilian defenes officials.

300 School Programs

INDIANA State Teachers College from Sept. 1, 1940, to Aug. 31, 1941, presented a total of 300 broadcasts on WBOW, Terra Haute, according to the annual report of Dr. Clarence M. Morgan, director of radio education, covering the school's seventh consecutive year of broadcasting. The broadcasts consumed 5,210 minutes of free radio time, estimated to be worth more than $10,000 at regular card rates, the report stated. Dr. Morgan in his report expressly thanked W. W. Behrman and Martin Leich, former and present managers of WBOW, and Program Director Leo Baxter along with other members of the staff for their cooperation.

Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS



With Their SYMPHONIES OF THE SAGE *200 New Tunes*

Produced and Distributed By

ROY ROGERS, INC., HOLLYWOOD, CAL.

KFSD The N B C Station

SAN DIEGO America's fastest growing BIG city

600 Kilos. The best frequency for REAL coverage

You cannot reach this rich San Diego market without KFSD, notwithstanding any claims to the contrary.

Over half of the residents of San Diego depend entirely on local stations for their radio service.

Buy the KEY Station in the Nation's KEY Defense City!

San Diego's WEEKLY Payroll NOW over FOUR MILLION DOLLARS.

★

30,000 Aircraft Workers are earning a WEEKLY wage of over ONE MILLION DOLLARS.

★

Metropolitan population now over 325,000. County population nearly 100,000 more.

★

For results, use KFSD, the Number 1 Station in the Nation's Number 1 Defense City!

Figures as of Nov. 1, 1941

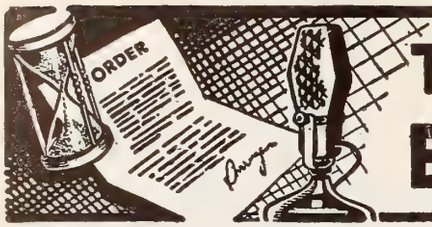


For complete information contact our National Representatives or write

KFSD

San Diego, California

National Rep. PAUL H. RAYMER CO. NEW YORK • CLEVELAND CHICAGO • DETROIT SAN FRANCISCO • LOS ANGELES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WIBX, Utica, N. Y.

Krueger Brewing Co., Newark, 3 *sp* weekly, 8 weeks, thru Compton Adv., N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 *sa* weekly, one month, thru Erwin Wasey & Co., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, from Oct. 13, 1941 to April 3, 1942, thru William Esty & Co., N. Y.
Lever Bros., Cambridge (Swan Soap), 12 *sa* weekly, thru Young & Rubicam, N. Y.
Procter & Gamble Co., Cincinnati (Lava (Soap), 19 *sa* weekly, 26 weeks, thru Biow Co., N. Y.
Luden's Inc., Reading, Pa. (cough drops), 4 *sa* weekly, 17 weeks, thru J. M. Mathes Inc., N. Y.
N. Y. Milk Publicity, Albany, 3 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
General Foods Corp., New York, 10 *sa* weekly, 4 months, thru Benton & Bowles, N. Y.
Kirkman & Son, Brooklyn, 12 *sa* weekly, 12 weeks, thru N. W. Ayer & Son, N. Y.
Smith Brothers, Poughkeepsie, N. Y., 4 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Aetna Casualty & Surety Co., New York, 6 *sa* weekly, 13 weeks, thru Marschalk & Pratt, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall), 24 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WTRY, Troy, N. Y.

Beechnut Packing Co., Conajoharie, N. Y., 4 *ta* weekly, thru Newell-Emmett, N. Y
Foster-Milburn Co., Buffalo (proprietary), 2 *ta* weekly, thru Street & Finney, N. Y.
Fels & Co., Philadelphia (soap), 18 *sa* weekly, thru S. E. Roberts Inc., Phila.
J. H. Filbert Inc., Baltimore (margarine), 6 *ta* weekly, thru Courtland D. Ferguson Inc., Baltimore.
Hecker Products Corp., New York (flour, cereal), 5 *t* weekly, thru Maxon Inc., N. Y.
Hotel Plaza, New York, 2 *sa* weekly, thru White, Lowell & Owen, N. Y.
John F. Jelke Co., Chicago (margarine), 3 *t* weekly, thru Young & Rubicam, N. Y.
N. Y. Milk Publicity, New York, 5 *sp* weekly, thru J. M. Mathes Inc., N. Y.
Hurley Machine Co., Chicago (ironer), 6 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.

WHK-WCLE, Cleveland

Procter & Gamble Co., Cincinnati (Lava), 468 *ta*, thru Biow & Co., N. Y.
Quaker Oats Co., Chicago (cereal), 130 *t*, thru Ruthrauff & Ryan, Chicago.
Socony Vacuum Oil Co., New York, 13 *sa*, thru J. Stirling Getchell Inc., N. Y.
Block Drug Co., New York (Gold Medal Capsules), 260 *ta*, thru Raymond Spector Co., N. Y
Ex-Lax Inc., New York, 260 *ta*, thru Joseph Katz Co., N. Y.
Piso Co., Warren, Pa. (proprietary), 130 *sa*, thru Lake-Spiro-Shurman, Memphis.
Karnack-Ambrosia Co., Scranton, Pa., 26 *sa*, direct.
Pierce's Medicine Inc., Buffalo, 59 *ta*, thru H. W. Kastor & Sons, Chicago.

KHJ, Hollywood

Yellow Cab Co., San Francisco, 4 *ta* weekly, thru Rufus Rhoades & Co., San Francisco.
Douglas Oil & Refining Co., Los Angeles, 6 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 12 *ta* weekly, thru Atherton & Currier, N. Y.
General Electric Co., Schenectady (FM radios), 5 *sp* weekly, thru Maxon Inc., Cleveland.

WENR, Chicago

Walgreen Co., Chicago (drug chain), 104 *sp*, thru Schwimmer & Scott, Chicago.
Lehn & Fink Products Corp., New York (Hinds), 30 *ta*, thru Wm. Esty & Co., N. Y.

WPTF, Raleigh, N. C.

Fashion Frocks, New York, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Buick Motor Co., Flint, Mich., 26 *ta*, thru Arthur Kudner Inc., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Adv. Corp., N. Y.
Beeman's Lab., Atlanta, 3 *t* weekly, thru Harvey-Massengale Co., Durham, N. C.
Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, thru Young & Rubicam, N. Y.
Chatham Mfg. Co., Winston-Salem, N. C., 3 *sa* weekly, thru Cahn, Miller & Nyburg, Baltimore.
Robertson Chemical Co., Norfolk, Va., 6 *sp* weekly, direct.
Sheaffer Pen Co., Ft. Madison, Ia., 30 *sa*, thru Russel M. Seeds Co., Chicago.
Utilities Engineering Institute, Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago

KRGV, Weslaco, Tex.

Duncan Coffee Co., Houston, 5 *t* weekly, thru Steele Adv. Agency, Houston.
Stokely Bros. & Co., Indianapolis (Van Camps), 8 *ta* weekly, thru Calkins & Holden, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 3 *ta* daily, thru Sherman & Marquette, Chicago.
Gulf Brewing Co., Houston, 5 *sp* weekly, thru Rogers-Gano Adv. Agency, Houston.
Ludens Inc., Reading (cough drops), 3 *ta* weekly, thru J. M. Mathes Inc., N. Y.
Walker's Austex Chile Co., Austin, Tex., 2 *ta* weekly, thru Crook Adv. Agency, Dallas.
Wm. Wrigley Jr Co., Chicago, 6 *sp* weekly, thru Arthur Meyerhoff & Co., Chicago.

WFIL, Philadelphia

Pierce's Medicine Inc., Buffalo, 6 *ta* weekly, thru H. W. Kastor & Co., Chicago.
Dr. D. Jayne & Sons, Philadelphia (expectorant), 5 *ta* weekly, thru Street & Finney, N. Y.
Original Trenton Cracker Co., Trenton (crackers), 2 *sa* weekly, thru John Falkner Arndt, Philadelphia.
Atlas Wine Co., Philadelphia (Bon Ton wines), 6 *ta* weekly, thru Philip Klein, Philadelphia.

KROW, Oakland, Cal.

Gas Appliance Society of California, San Francisco (ranges), 5 *sp* weekly, thru Jean Scott Frickelton, San Francisco.
Simon & Schuster, New York (books), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

WLS, Chicago

Iowa Soap Co., Burlington, Ia. (Magic Washer soap), 39 *sp*, thru Weston-Barnett, Waterloo, Ia.
Consolidated Products Co., Danville, Ill. (Semi-Solid Buttermilk Emulsion), 90 *sp*, thru Mace Adv. Agency, Peoria, Ill.

WINS, New York

Gillette Safety Razor Co., Boston, *sp* weekly, thru Maxon Inc., N. Y.
U. S. Playing Card Co., Cincinnati, 10 *ta* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

WLW, Cincinnati

Simoniz Co., Chicago (auto polish), 13 *sa*, thru George H. Hartman Co., Chicago.
Philco Corp., Philadelphia (refrigerators and radios), 6 *ta* weekly, 13 weeks, thru Hutchins Adv. Co., Rochester.
Procter & Gamble Co., Cincinnati (Dreft), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Roman Cleanser Co., Detroit, 6 *sa* weekly, 40 weeks, thru Gleason Adv. Agency, Detroit.
Ludens Inc., Reading, Pa., *sp* weekly, 26 weeks. thru J. M. Mathes Inc., N. Y.
Arcady Farms Miling, Chicago (feed), *sp* weekly, 39 weeks, thru Presba, Fellers & Presba, Chicago.

KFI, Los Angeles

Chas. Hansen's Labs., Little Falls, N. Y. (Junket), 3 *sp* weekly, thru Mitchell-Faust Adv. Co., Chicago.
General Food Corp., New York (Grapenuts, Wheatmeal), 10 *ta* weekly, thru Young & Rubicam, N. Y.
Quaker State Oil Refining Corp., Oil City, Pa. (motor oil), 3 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
General Foods Corp., N. Y. (Post Toasties). 5 *t* weekly, thru Benton & Bowles, N. Y.
Wesson Oil & Snowdrift Co,. New Orleans (Wesson oil), 3 *sa* weekly, thru Fitzgerald Adv. Agency, New Orleans.

WGY, Schenectady

Lumbermen's Mutual Casualty Co., Chicago, 65 *ta*. thru Leo Burnett Co., Chicago.
Seeck & Kade, New York (Pertussin), 4 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
General Foods Corp., New York (Wheat-Meal), 5 *sp* weekly, thru Young & Rubicam, N. Y.
Charles Gulden, New York (mustard), 2 *t* weekly, thru Chas. W. Hoyt Co., N. Y.
C. A. Briggs Co., Cambridge, Mass. (cough drops), 2 *ta* weekly, thru Horton-Noyes Co., Providence.

KFRC, San Francisco

McIlhenny Co., Avery Is., La. (sauce) 52 *ta*, thru Aubrey, Moore & Wallace, Chicago.
Holsum Bakers, San Francisco (American Meal bread), weekly *sp*, thru Leon Livingston Adv., San Francisco.
Majestic Bottling Co., San Francisco (Glas-Barrel beverages), 5 *sa* weekly, direct.

KOA, Denver

American Cigarette & Cigar Co., New York (Pall Mall), 21 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 12 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

WJJD, Chicago

Turner Bros. Clothing Co., Chicago (men's wear), 16 *sp*, thru Robert Kahn & Assoc., Chicago.
Ward Baking Co., Chicago (Tip-Top bread), 78 *sa*, thru W. E. Long Co., Chicago.



"I could tell you a quicker way, brother . . .!"

Pd. Adv.

13 NBC Stations Get Higher Rates

Increased Coverage Basis of New Scale for Outlets

BASED on station improvements and increased coverage, NBC on Dec. 3 will increase rates for eight of its Blue stations and five Red stations, with current advertisers receiving regular rate protection for one year from Dec. 3, provided there is no lapse in service.

New advertisers ordering any of the eight stations for Blue programs, prior to that date will receive service at the old rates, while all new schedules booked and accepted after Dec. 3 will be based on the new evening hour rates.

Blue stations and new evening hour rates are: WSYR, Syracuse, from $220 to $240; WHAM, Rochester, $380 to $400; WTCN, Minneapolis, St. Paul, $180 to $220; WSGN, Birmingham, $120 to $140; WXYZ, Detroit, $360 to $400; WCBM, Baltimore, $140 to $160; KECA, Los Angeles, $240 to $300, and WENR-WLS Chicago, $720 to $750.

Red Evening Rates

New evening hour rates for the five Red stations are: KARK, Little Rock, from $120 to $140; KMJ, Fresno, $120 to $160; WTAR, Norfolk, $140 to $160; WAVE, Louisville, $200 to $220, and WDAF Kansas City, $380 to $400. Rates for cut-in announcements change for three of the above stations, KARK's evening announcements shifting from $10 to $12, daytime from $5 to $6, and Sunday $7 to $9; KMJ, evening $10-$13, daytime $5-$7, and Sunday $7-$10; WTAR, evening $12-$13, daytime $6-$7, and Sunday $9-$10. WAVE has no charge for cut-ins, and there will be no change in cut-in rates for WDAF after Dec. 3.

New York Mayor Tickets Use 64½ Hours of Time

A TOTAL OF 64 hours and 30 minutes air time was purchased by political parties and committees on nine New York stations during the New York mayoralty campaign which resulted in the re-election of Mayor LaGuardia last Tuesday. Leading the field by many hours was WMCA which with 22 hours and 40 minutes accounted for one third of the time sold.

A survey of the station showed that following WMCA in order, in number of hours sold was WOR with 11 hours, 30 minutes; WHN 10 hours; WOV, 7 hours; WINS 4 hours, 20 minutes; WNEW, hours; WEAF and WJZ (combined), 3 hours and 15 minutes and WABC, 1 hour and 45 minutes.

In a breakdown of its political billings for the campaign WMCA revealed that the O'Dwyer and Democratic forces accounted for 14½ of the total hours sold on the station, while the LaGuardia and allied committees purchased hours and 20 minutes and the Communist Party, 2 hours and 50 minutes.

THE San Francisco CBS sales staff staged a going away party recently for Bill Shaw, account executive, who recently was accepted for service in the Army Air Corps.

Radio Advertisers

REID MURDOCH & Co., Chicago (Monarch Finer Foods), on Nov. 3 started a 52-week campaign of 13 station break announcements weekly on W59C, FM station operated by WGN, Chicago, thereby becoming the first sponsor to buy spot time on this station. Rogers & Smith, Chicago, placed the account.

JOHN T. TROLL Co., Los Angeles (B-1 candy mints), on Nov. 3 supplemented its Southern California schedule with six five-minute newscasts weekly on KNX, Hollywood. Contract is for 26 weeks. Firm also uses 14 spot announcements per week on KRKD, with a weekly spot on KHJ, and six daily time signals on KIEV. In addition 42 spot announcements per week are sponsored on FM station, K45LA, Hollywood. Lockwood - Shackelford Adv. Agency, Los Angeles, has the account.

SMITH-DOUGLASS Co., Norfolk, Va. (fertilizer), seasonal users of radio, on Nov. 3 started a news program directed to farmers in the area, five days weekly, 12:25-12:40 p.m., on a two-station hookup of WPTF, Raleigh, and WGTC, Greenville, N. C. Contract runs for 22 weeks. Agency is Lawrence Fertig & Co., New York.

NORTHWESTERN INSURANCE Co., Los Angeles, is currently sponsoring a six-weekly quarter-hour of recorded music on KRKD, that city. Agency is Smith & Bull Adv., Los Angeles.

OREGON PROPERTIES, Eugene, Ore., (farms, ranches), through Smith & Bull Adv., Los Angeles, is sponsoring a five-weekly quarter-hour back-to-the-soil talk, *Oregon Land Man*, on KMPC, Beverly Hills, Cal. Contract is for 52 weeks, having started Oct. 13. Other West Coast radio is contemplated.

WASHINGTON MOTOR Co., Los Angeles (used cars), currently is sponsoring a six-weekly one-hour recorded program, *Music Box*, on KMPC, Beverly Hills, Cal., and in addition a similar 2½ hour Sunday morning musical, *Peter Potter's Platter Parade*, on that station. Agency is Smith & Bull Adv., Los Angeles.

SAMARITAN INSTITUTE, Los Angeles, is sponsoring a total of six 10-minute recorded musical programs, seven days weekly, on KRKD and KFVD, placed through Smith & Bull Adv., that city.

O'KEEFE'S BEVERAGES, Toronto, started on Nov. 1 a Saturday night *Bowling Commentary* on CKCL, Toronto. Account was placed by A. McKim Ltd., Toronto.

PURE GOLD MFG. Co., Toronto (Blue Ribbon tea, coffee), have started Sunday newscasts on CKVD, Val d'Or, Que.; and CKRN, Rouyn, Que. Account was placed by Cockfield Brown & Co., Toronto.



MEN BEHIND THE SOAP OPERAS gather at the Treasury Department in Washington to discuss means of coordinating defense bond and savings stamp announcements. Around the green baize with facts and figures are (seated, l to r) Edwin G. Smith, radio program manager of General Mills; Vincent F. Callahan, chief of radio & press section, defense savings staff; John Allen, assistant to C. G. Mortimer, general advertising manager of General Foods; (standing), William Ramsey, advertising manager of Procter & Gamble; Philip C. Kenny, of Lever Bros.; Roy W. Peet, advertising manager of Colgate-Palmolive-Peet.

FEATURING recorded music and chatter, a new daily half-hour participating program, *Smile in the Morning*, started Nov. 3 on KMPC, Beverly Hills, Cal., with Mark Breneman conducting. Participating sponsors are Marney Food Co., Huntington Park, Cal., (Marco Dog food), through Ivar F. Wallin Jr. & Staff, Los Angeles; Ben Hur Products Inc., Los Angeles (coffee) through Theodore B. Creamer Adv., that city; Los Angeles Soap Co., Los Angeles (soaps), through Raymond R. Morgan Co., Hollywood; Durco Cleaners, Beverly Hills.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), recently started Knox Manning and William Winter, news analyst, weekly on 8 CBS stations in the West for 26 weeks. Account was closed by Art Kemp, CBS Pacific Coast sales manager. Agency is J. D. Tarcher Co., New York. The station list: KNX KSFO KARM KROY KOIN KIRO KOY KTUC.

LEWIS-HOWE Co., St. Louis (proprietary), has started dramatized musical spot announcements five times weekly on CFRB, Toronto; CKAC, Montreal; and CHRC, Quebec. Account was placed by R. C. Smith & Son, Toronto.

PIERCE BROS., Los Angeles (mortuary), on Nov. 3 started for 13 weeks sponsoring a five-weekly quarter-hour program, *The Tall Philosopher*, on KFWB, Hollywood. Agency is W. B. Ross & Assoc., Los Angeles.

REGAL AMBER BREWING Co., San Francisco, recently started *News Behind the News in the World of Sports*, presented by Don Glendon, football expert, whose articles appear daily in seven California newspapers, on KSFO and KARM, Tuesdays and KGO KFBK KMJ KERN KWG Thursdays. Three Hamilton watches are awarded weekly. Agency is M. E. Harlan, San Francisco.

SANTE FE VINTAGE Co., Los Angeles (Three Crown wine), in a two-month holiday campaign which started Nov. 3, is using daily spot announcements six times per week on a group of Southern California stations. List includes KHJ KFWB KMPC KGFJ KMTR KRKD KIEV. West-Marquis, Los Angeles, has the account.

LAURA SECORD CANDY SHOPS, Toronto (chain), on Nov. 4 started transcribed *Songs for Tonight* Tuesday and Thursday on CKCO, Ottawa; CKSO, Sudbury, Ont.; CFCH, North Bay, Ont.; CFPL, London, Ont.; CFRC, Kingston, Ont. Account was placed by Cockfield Brown & Co., Toronto.

BU-TAY PRODUCTS Inc., Los Angeles (Rain Drops water softener, bluing), on Nov. 3 started six-weekly participation in the combined *Housewives' Protective League* and *Sunrise Salute*, featuring Galen Drake, on KNX, Hollywood, as well as weekly participation in *The Homemaker's Club* on KHJ, that city. Contracts are for 13 weeks. Glasser-Gailey & Co., Los Angeles, has the account.

G. H. MUMM CHAMPAGNE, New York (Globe Vermouth) recently started a spot announcement campaign on three stations, using transcribed announcements three times weekly. Agency is Brisacher, Davis & Staff, San Francisco. The stations are KFRC WMCA WDSU.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

BUYERS SEE RED
. . . when they think of Richmond

And that means WMBG—the Red Network outlet in Richmond. For WMBG offers you the best in the Red and the best in the local field—plus specialized merchandising knowledge of Richmond.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.

WSGN
BIRMINGHAM, ALA.
Now 610
Covers more of Alabama than Any Other Station
Headley-Reed Co.
National Representatives

Agencies

JAMES W. YOUNG, formerly vice-president in charge of the western offices of J. Walter Thompson Co., New York, and more recently professor of marketing and advertising at the U of Chicago, has resumed active participation in the affairs of the agency as senior consultant, headquartering in New York. Mr. Young is also a member of the Business Advisory Council of the Department of Commerce and special assistant to the coordinator of Inter-American Affairs.

ISABEL OLMSTEAD and STORRS HAYNES, both of the radio department of Compton Adv., New York, plan to marry in January.

MONROE LEAF, author of "Ferdinand the Bull", has joined the copy department of J. Walter Thompson Co., New York.

MOUNCEY FERGUSON, formerly of the copy department of Benton & Bowles, New York, has joined the copy department of Sherman K. Ellis & Co., that city.

KATHRYNE PARKER, formerly of Tulsa, Okla., has joined staff of Eugene F. Rouse & Co., Los Angeles, as office manager.

PEGGY HARMON, former copywriter of Benton & Bowles, New York, has joined the radio copywriting department of Compton Adv., New York.

KATHERINE LONG, formerly copywriter of H. W. Kastor & Sons, Chicago, has been appointed midwestern editor of *Mademoiselle* magazine with headquarters in Chicago.

AD-SERVICE Co., San Francisco recently added Sam Stiles, formerly with KRE, Berkeley, Cal., as account executive.

JOHN LO BUONO, formerly advertising manager of TWA and more recently with Erwin, Wasey & Co., has joined the Los Angeles office of Brisacher, Davis & Staff. He replaced Joseph Sill, who was called to active duty with the Field Artillery.

JEWELL ADV. AGENCY recently moved from Berkeley, Cal. to 706 Tribune Tower, Oakland, Cal.

FLETCHER UDALL & ASSOCIATES, San Francisco, recently has moved to larger quarters in the Norris, Beggs & Simpson Bldg.

RICHARD FEHR, formerly promotion manager of Billy Rose Enterprises, has joined the publicity department of Benton & Bowles.

BURNS LEE, director of radio publicity of Benton & Bowles, New York, last week on a five-week tour of the Southeast and Midwest to visit station men, newspaper editors and promotion managers.

RICHARD FEHR, formerly promotion manager of Billy Rose's Enterprises, has joined the publicity department of Benton & Bowles, New York.

Soap Account to Bates

COLGATE - PALMOLIVE - PEET Co., Jersey City, has appointed Ted Bates Inc., New York, to direct advertising for Crystal White soap, formerly handled by Sherman & Marquette, Chicago. Company has been sponsoring rebroadcast of *Woman of Courage*, Monday thru Friday, 3:45 p.m. on 61 CBS stations for Crystal White while the original broadcast, 10:45-11 a.m. is heard for Octagon soap, handled by Bates. New setup gives latter agency exclusive handling of the show, for the two products. Other shows handled by Bates for Colgate products include *Guy Lombardo* for Colgate dental cream and *Hobby Lobby* for Palmolive shaving cream on CBS, and *Bachelors* for Colgate dental cream on NBC-Red.

FRANK OWENS, formerly of NBC, has joined the media department of Benton & Bowles, New York, to assist George Kern, the agency's radio time buyer.

EUGENE HULSHIZER, formerly account executive in charge of C. F. Mueller Co. (noodles), Kenyon & Eckhardt, New York, has been appointed to a similar position handling the same account with Maxon Inc., that city, which recently took over the account [BROADCASTING, Oct. 20].

KENYON & ECKHARDT, New York, recently appointed by Standard Brands Inc., to handle all Chase & Sanborn advertising effectve Jan. 1, will establish Hollywood radio production offices for the weekly half-hour NBC *Chase & Sanborn Show*.

JOHN E. ROBERSON, formerly account executive of Monroe F. Dreher Inc., Federal Adv. Agency and Charles W. Hoyt Co., New York, has joined Lynn Baker Co., that city in the same capacity.

WILLIAM C. HODAPP, former radio director of Grant Adv., Chicago, has joined WGN, Chicago, as a script writer.

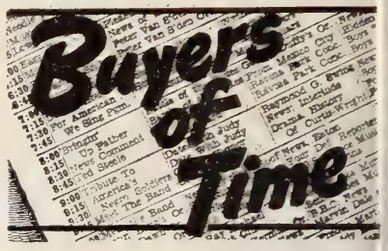
BROWN BOLTE, formerly merchandising manager of Scott & Bowne, has joined the staff of Benton & Bowles to work on the Richard Hudnut account.

Fall Wine Campaign

ITALIAN & FRENCH WINE Co., Buffalo (Roma products distributors), has started a fall and winter campaign, using radio on WEBR, Buffalo, WOLF, Syracuse, and WHLD, Niagara Falls. Ellis Advertising Co., Buffalo, handles the account.



"Do you realize, Miss Jones, since I've been using WFDF Flint Michigan, with its kilowatt on 910, I've become a self-made man!"





HILDA LUCEY

TIMEBUYING is definitely not a man's monopoly. Witness pretty Hilda Lucey of Kenyon & Eckhardt, New York, whose name is closely associated with such large accounts as Kellogg's All-Bran, Kellogg's Pep, Fleischmann's Yeast, Bosco, Knox Gelatine, Quaker State Motor Oil, Wesson Oil and others. A man's size job? Certainly. But Hilda takes it in stride, for she has been thoroughly schooled in the field, both by education and experience.

Estimates, rates, budgets present no great problem for Hilda. Trained in mathematics at the College of the Sacred Heart, Manhattanville, she feels right at home with figures and such matters. Her training in Kenyon & Eckhardt, starting in 1936, has been exclusively with the radio department. Coming to K&E after a short stay with a publishing house in New York, Hilda has been in close touch with all the angles of agency radio handling ever since. Early this year she was made "timebuyer" though for some time previous she had been handling phases of the buying of time for numerous clients.

Born in New York City, the daughter of a high-school principal, Hilda received her early training in Julia Richman High School.

She is to be married Nov. 29 and, she says, most of her spare time is spent looking for an apartment. After that date Hilda will be known in private life as Mrs. John C. Harley. Tennis and skiing are favorite sports.

Why is WMBD Specified for NATIONAL SCHEDULES ...for Example

THE HEART OF ILLINOIS

by PROCTER AND GAMBLE CO.

Powerful stations nearby had been carrying the messages of PROCTER AND GAMBLE CO. But in July, 1939, WMBD was specified as an *additional* outlet for "Ma Perkins", advertising OXYDOL. WMBD is NOW specified as an additional advertising outlet for THREE MORE programs . . .

"Lone Journey" for DREFT
"Right to Happiness" for CRISCO
"Life can be Beautful" for IVORY SOAP



Here's why . . .

Industrial business is GOOD in the 16 counties of WMBD's "Peoriarea"! In 1940 a total of 585 manufacturing plants employed 29,644 people who earned $37,570,182 annually. This forward-striding industrial activity . . . with accompanying increases in agricultural, wholesale and retail activity . . . represents a tremendous surge of concentrated buying power. You can do PRODUCTIVE BUSINESS with the help of "Peoriarea's" ONLY dominant radio station . . . WMBD!

FREE & PETERS, Inc.
Exclusive National Representatives

5000 WATTS DAY
1000 WATTS NIGHT
TEST SPOT OF THE NATION
WMBD

MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

WISCONSIN RAPIDS
WFHR
1340 Kc.
250 W.
Now Affiliated with the
MUTUAL
BROADCASTING SYSTEM
You can be SURE of Coverage in Central Wisconsin with
RADIO STATION WFHR
Studios in Wisconsin Rapids, Marshfield and Stevens Point, Wis.
Let Us Send You Some Success Stories
W. F. Huffman, Owner — G. T. Frechette, Mgr.

Canada Price Law Avoids Advertising

Rates Not Mentioned in the Terms of Dominion Plan

PLACING of a price ceiling on all commodities and services in Canada has been ordered by the government at Ottawa to go into effect Nov. 17. As far as can be learned from broadcasting executives and publication executives, advertising rates will not be affected by the Order-in-Council setting forth the regulations of the price ceiling order.

Advertising rates are not mentioned specifically in the order either under the exempt or non-exempt services, and it is understood that rates will not be pegged as are practically all other services and goods at the maximum prices applying between Sept. 15 and Oct. 1. Interest rates, prices of real estate, stocks and bonds, banking paper, are among other services specifically exempted by the Order-in-Council.

Recent Increases

A number of Canadian publications have announced advertising rate increases within recent months, some to go into effect early in 1942. Canadian broadcasting stations have not increased rates for some time except in the case of stations given power boosts, a number of which will be going on the air with increased power shortly. Should the interpretation given by broadcasting executives be correct, these stations will be able to increase their advertising rates to cover the increase in power.

The price ceiling order is tied with a wage stabilization order, curtailing wage increases except for promotions and increased responsibilities. The wage stabilization order also goes into effect Nov. 17, calls for a compulsory cost-of-living bonus of 25 cents per week for each rise of one point in the cost-of-living index announced by Ottawa.

While the cost-of-living bonus is paid by a number of broadcasting stations and the Canadian Broadcasting Corp. to employes, few broadcasting stations will be affected immediately by the wage stabilization order. It will at first apply only to concerns employing more than 50 persons, which eliminates all but a few of the Canadian stations and broadcasting organizations, though including major advertising agencies and the CBC. Later smaller concerns will come within the wage stabilization order as the organization for controlling it becomes organized. The cost-of-living bonus if not already being paid, must be paid by all employers by Feb. 15, 1942.



DUNKING, perhaps, is the hobby of Chick Allison, sales promotion manager of WLW, Cincinnati, who plays the feature role in this delightful genre. Pulling Chick's noggin out of the bucket are Win Levy, WSAI promotion manager, and Howard R. Chamberlain, assistant program director of WLW. Chick started the fun by setting up the bucket (dura-zinc-alloy by Wheeling Steel, No. 4A) for an apple bobbing contest among stenographers of WLW.

Stone Gets KLBM

SALE of KLBM, LaGrande, Ore., by Harold M. Finlay, present licensee of the station, to Ben E. Stone, general manager of KOOS, Marshfield, Ore., and secretary-treasurer of KVAN, Vancouver, Wash., was approved by the FCC last Tuesday. Deal, involving a total consideration of $10,000, was authorized with the FCC which stipulated that such action is not to be construed as an approval of any subsequent assignment or transfer of the license by reason of default on the part of the assignee or otherwise. Mr. Findlay, formerly publisher of the *LaGrande Observer*, has been manager of KLBM since its inception in 1938.

Fleischmann's on MBS

STANDARD BRANDS, New York (Fleischmann's Yeast), on Jan. 6 will start sponsorship of *What's My Name*, summer replacement for the *Chase & Sanborn Program* on NBC-Red, Sunday, 8-8:30, on approximately 80 MBS stations, Tuesday, 8-8:30 p.m. Heard during the summer in the interests of company's Royal Gelatin & Puddings through Sherman K. Ellis & Co., New York, program with Arline and John Reid King back in the starring roles, will have same general format, according to Kenyon & Eckhardt, New York, agency handling Fleischmann's, which also takes over Chase & Sanborn Jan. 1 [BROADCASTING, Nov. 3].

NAMES MAKE NEWS

... and News Makes Listeners LISTEN!



"WHO'S NEWS", new NBC-Recorded Series presents 39 "Names in the News" in Person!

PEOPLE—fascinating people, unusual people, well-known people—people who make the headlines and whose everyday doings are of interest to millions! *Those* are the people your listeners will meet on WHO'S NEWS, new NBC-recorded series of five-minute programs. Each is complete in itself, or may be used to high-light longer shows.

In each program, George Romilly chats informally with one of America's leaders in the arts, sciences, business, sports, music or the entertainment world. Rube Goldberg, for instance, describes his invention for getting rid of olive pits at cocktail parties. Burnet Hershey tells how he scooped the world on the terms of the Versailles Treaty. Alexander de Seversky tells of America's needs in aviation. John Robert Powers lists the requirements of a successful photographer's model. Admiral Richard E. Byrd—Leopold Stokowski—Alice Duer Miller—Walter Duranty—Dr. George Gallup... these are only a few of the personalities actually appearing in WHO'S NEWS. Write for complete information today!

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago

Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

KSL
50,000 WATTS
SALT LAKE CITY
CBS

More than three million people listen regularly to KSL

Ask any Edw. Petry office for more information about KSL, one of the eighteen CBS 50,000 watt stations.

Studio Notes

KGEI, General Electric international short-wave station at San Francisco, recently augmented its news service by the purchase of Associated Press for its many newscasts to foreign lands. Manager Buck Harris states that both INS and Associated Press are now used to send out news in English, Spanish, Dutch, French, and Chinese—both Mandarin and Cantonese dialects.

KGO, San Francisco, in mid-October carried a special pickup direct from the lobby of the Central Bank of Oakland when the institution celebrated its golden jubilee. Featured on the broadcast, highlighted by NBC stars in costume, were music and reminiscences of the Gay 90's, along with appearances by veteran employes and early depositors, and Mayor John F. Slavich, of Oakland.

WLW, Cincinnati, on Nov. 12 observed the golden anniversary of Pa and Ma McCormick, veteran members of the station talent staff. Now in their 16th year as WLW entertainers, the elderly pair drive from Mason, O., each morning to open the *Top O the Morning* program at 5 a.m.

KGBS, Harlingen, Tex., relayed its portable recording equipment to the bank of the raging floodwagers of the Rio Grande on Oct. 27. While there the international bridge to Mexico collapsed and the KGBS staff recorded the event with actual sound effects. The disc was played the following day and twice more later when requests flooded the station.

KTKC, Visalia, Cal., has established RCA-equipped remote studios on the mezzanine floor of Hotel Fresno.

KDYL, Salt Lake City, was on the air with a description of a recent $250,000 fire in downtown Salt Lake City in record-breaking time. From the time instructions were given to roll out the KDYL mobile unit to the actual start of the broadcast only 11 minutes elapsed.

WLOK, Lima, O., on Oct. 27 formally dedicated new studios in nearby Van Wert, O. The new studios, located in the main auditorium of the Marsh Foundation School, will be used primarily for educational broadcasts. On hand for the dedication were Judith C. Waller, public service program director of NBC central division, various WLOK executives and officials of the Fort Industry Co., owners of WLOK.

WHOP, Hopkinsville, Ky., was on hand with an on-the-spot broadcast from Nortonsville, Ky., following the recent mine explosion tragedy. Manager Ernest Lackey and B. A. Smith, chief engineer, rushed to the scene. Finding no a. c. current and only one dial system in the community, they enlisted the aid of the Bell Telephone Co. and Kentucky Electric power linesmen to put in a special hookup.

KDKA, Pittsburgh, has added the direct-wire service of Reuter's to its news facilities. The station, which also has United Press and Associated Press coverage, as well as Western Union ticker for sports, will use Reuter's copy on a daily 11:45 midnight newscast.

R. W. DUMM, special events and program director of KSFO, San Francisco, presented a special transcription to the annual convention of the Redwood Empire Assn., in Eureka, incorporating bits from eight different broadcasts made in the Redwood Empire of California during the year.

KGVO, Missoula, Mont., is presenting a daily cooperatively sponsored program, *Calling All Women*, which includes a cooking school as well as a wide variety of features of interest to women. A daily contest gives listeners a chance to win points which at the end of three months determine the winner of certain household appliances and other prizes.

KVI, Tacoma, Wash., contributed to Navy Day by presenting a special short wave broadcast from the yacht *Gallant Lady* when KVI announcers accompanied Naval Officers setting out to meet the Flotilla of the Marine Parade in Commencement Bay just outside Tacoma Harbour. Flotilla consisted of fifteen naval vessels—four destroyers, four minesweepers, five patrol boats and two anti-submarine net tenders. Discussion of Navy Day and its origin featured the broadcast.

ONCE a week, the *Georgia Jubilee Gang*, featured hill-billy entertainers of WSB, Atlanta, goes to some hospital or sanitorium in the state and presents a half-hour show for the shut-ins and patients. Initial show was originated at Fort McPherson Hospital.

WDNC, Durham, N. C., is presenting the weekly *Your Duke Parade* from the Page Auditorium of Duke U before a capacity audence of several thousand students. The show, a variety broadcast, is entirely produced, announced and performed by the Duke students.

WNAX, Yankton, S. D., on Nov. 3 originated the *Vox Pop* program of Wally Butterworth and Parks Johnson from Winner, S. D., famed for its pheasant hunting grounds. Here they interviewed Winner citizens and hunters from this real Indian country, recapturing the spirit of the Old West from an assembled audience of 1,200.

KDAL
Voice of CBS in the Duluth - Superior Market---

The Twin Ports where "Defense" comes from.

From the docks of Duluth, Superior, Two Harbors and Ashland will go nearly 80,000,000 tons of ore this season - - the backbone of defense armament. As this region meets the increased demand for raw materials, so KDAL keeps pace by moving to a preferred spot on the dial - 610 with 1000watts to provide complete coverage of the rich mining and industrial regions of Northern Minnesota and Wisconsin.

With its new power and more favorable position on the dial, KDAL now delivers more than twice as many listeners in its expanded coverage area. More listeners plus complete merchandising and promotion make KDAL a "must" on any schedules.

KDAL

FREE & PETERS, INC.
Exclusive National Representatives

Coordinating Group for Video Defense Proposed at Meeting Called by Waters

GREEMENT that a special committee, perhaps under the supervision of the FCC, should be formed to aid the television industry in its work for defense by coordinating all ends of the Government in operation with manufacturers of equipment and operators of television stations" was reached Nov. according to Norman D. Waters, president of Norman D. Waters & Associates, following a meeting in his New York offices with representatives of television manufacturers and the broadcasting industry.

Mr. Waters stated such a committee should be non-partisan, nonpolitical and unbiased, with no connection with the commercial television. It would act as a central agency or clearing house to serve the public's interest and help the industry accomplish the maximum as a defense medium.

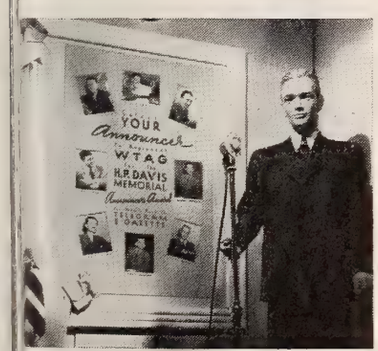
Met With Fly

Mr. Waters gave a report of his recent trip to Washington to talk over the same problems with FCC Chairman James L. Fly and other government officials.

Chairman Fly had no comment on Mr. Water's plan beyond emphasizing that the FCC was "definitely interested" in keeping television clicking during the emergency. He hoped visual broadcasting would be used more broadly in the defense effort, stressing the importance of maintaining television so it can go ahead when the crisis passes.

Mr. Waters, a pioneer television program producer [BROADCASTING, Oct. 27], late in October first made public his plans for a wider use of television in national defense. He urged Subs of Television, through which owners of television receivers would open their homes and business places to a vastly increased television audience.

Present at the meeting with Mr. Waters were Noran Kersta, representing NBC and RCA; Leonard Hole, CBS; Bert Harkins, WOR, New York; Dr. D. W. May, General Electric Co.; F. A. D. Andrea, Fada Radio Co.; Mortimer W. Loewi, Allen B. DuMont Labs., and Seymour Turner, Paramount Pictures.



AN ENTIRE WINDOW of the John C. MacInnes Co., Worcester, Mass., is devoted to the participation of WTAG in the annual H. P. Davis National Memorial Announcer's Contest. The model is draped in what the well-dressed announcer should wear. Phil Jasen, WTAG promotion manager, arranged displays in other stores.

FM DIRECTS TRAINS
Ordnance Plant Uses Radio Instead of Blocks

FM RADIO, instead of signal blocks or lights, will be used to direct trainloads of TNT, artillery shell, aircraft bombs and antitank mines through the immense switchyards of the Elwood Ordnance Plant, Joliet, Ill., the Army Ordnance Department announced last Tuesday. All dispatching will be done by radio—the first exclusive reliance on radio control for directing such large scale switching operations as those in the 22-square mile terminal yard, according to the War Department.

Radio was considered a safer and more positive method of control for directing high explosive freight in the plant yards than the ordinary block signals, which are made inoperative by fog or other adverse weather conditions, it was stated. The train control equipment operates on a separate frequency from that of the guard and fire department radio. The special equipment, incorporating every conceivable protection against sabotage, was manufactured by the General Railway Signal Corp.

License Modifications Granted to Four Locals

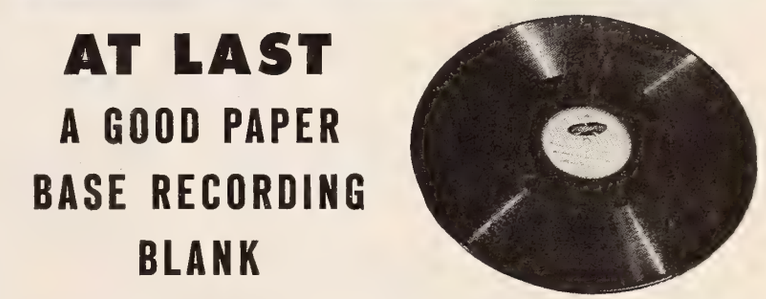
MODIFICATIONS of licenses to operate with 250 watts were granted four locals by the FCC at its meeting last Tuesday. KWBW, Hutchinson, Kan., was authorized to increase day and night power to 250 watts with changes in equipment, subject to submission of field intensity measurements on directional performance.

WCAZ, Carthage, Ill., was granted authority to change equipment and increase power from 100 to 250 watts, daytime only, on 1080 kc. KMYC, Marysville, Cal., was granted a modification to increase day and night power to 250 watts on 1450 kc. WFIG, Sumter, S. C., was granted a simliar authorization on 1340 kc.

Coast Macaroni Test

WALTER G. BRAY Co., Oakland, Cal. (Mueller macaroni), recently started a test campaign on KFRC, San Francisco, using 100-word spot announcements three times weekly for 10 weeks. This is the first radio used by the advertiser. If campaign proves successful the sponsor will probably expand its radio to other leading markets on the Coast, according to the agency handling the account, the Johnston Co., San Francisco.





MANY recording engineers have rejected the idea of using paper base discs for recording. You may feel that way about them, too. But we think you may change your mind when you see the new, improved Presto Monogram Disc. We sent samples of this disc to a few stations in July. In every case they started to use them immediately in quantity.

They are not as smooth as our glass or recoated aluminum discs and we don't recommend them for reproducing delayed broadcasts but they're ideal for reference recordings. They're lightweight, easy to file, safe to handle or mail anywhere and the price is 40% less than our standard discs.

The base of the Monogram disc is cardboard—the flattest, smoothest stock obtainable. The coating material is exactly the same as our highest grade discs. They cut with the same needle pressure and angle. Surface noise is nil.

The Monogram disc is made in all sizes up to 16". It's worth knowing about. Order a sample carton of 10 from your distributor today.

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

AUDITIONING CHILD PROGRAMS

Board Named by Radio Council to Function as A Proving Ground for Broadcasts

A PRE-AUDITION BOARD, comprising men and women in business and professions, to act as a proving ground for proposed children's programs, and offering its services to all agencies, was announced by the Radio Council on Children's Programs at a luncheon meeting held recently in New York. Leaders in radio, advertising agencies and educational fields were heard during the three-hour session, presided over by the new permanent president, Mrs. Nathaniel Singer. A constitution and by-laws were drawn up, marking the formal organization of the group which had been operating on an informal basis for the last years.

Three-Point Program

Mrs. Singer proposed a three-point program: "(a) That the homicidal numbers to which the young generation likes to listen before pattering off to slumberland, be retired; (b) good programs be allowed to remain and not die an untimely death, sponsor or no sponsor; (c) new programs sought and developed which deal with loyalty to America—devotion to this new democracy—the American Way of Life."

Among the speakers who discussed various aspects of the suggested program were Sidney Strotz, NBC vice-president in charge of programs; Niles Trammell, NBC president; Sterling Fisher, CBS director of education; Jules Seebach, representing MBS; Neville Miller, NAB president, and Ed Kirby, formerly of NAB, now head of the radio division of the War Department.

Governing board set up by the council includes: Mrs. Nathaniel, president; Mrs. Dorothy Lewis, vice-president; Mr. Wilson Parkhill, treasurer; Rita Hochheimer, secretary; Mrs. Harold V. Milligan, Virginia Comer, Irene Smith and Erik Barnouw.

'Pantagraph' Yields

THE BLOOMINGTON (Ill.) *Daily Pantagraph* has succumbed at last. One of the few remaining dailies which steadfastly refused to publish agate listings of radio programs, the paper, through managing editor Arthur Moore, notified stations in the city's listening area that after ten years the listings will again be published Harold Adams is radio editor.

RAYMOND GRAM SWING, MBS news analyst, starting the week of Nov. 3 dropped his Friday evening broadcast and resumed on Thursday evening 10-10:15 p.m. He is now heard Monday thru Thursday.

W. H. Behrman Resigns As Manager of WISH

RESIGNATION of William H. Behrman as general manager of WISH, Indianapolis, which began operation several months ago, was announced last week by C. Bruce McConnell, president. Mr. Behrman has not announced future plans. Prior to joining the new station last March, Mr. Behrman for nine years had been vice-president and general manager of WBOW, Terre Haute. Before taking over management of WBOW, he headed WGBF, Evansville.



Mr. Behrman

Mr. McConnell announced he would assume policy direction of the station, with R. E. Bausman, commercial manager, taking over other managerial functions. Mr. McConnell is sales manager of Merchandise Brokers Inc., tobacco and candy wholesalers, and owns 33⅓% of the station. Mr. Bausman joined WISH with its inauguration, having served formerly as commercial manager of WIRE, Indianapolis, and afterward with WRAL, Raleigh.

Boardwalk Slump

RADIO'S effectiveness as an advertising medium has prompted national advertisers to withdraw their exhibits from Atlantic City's boardwalk, it was declared last Monday by Harold Faunce, resort realtor, in protesting to the County Tax Board a $300,000 assessment on the property of Central Pier Co. Appearing as an expert, Mr. Faunce stated that while the ocean pier was built originally for national exhibitors, this variety of boardwalk tenant is becoming extinct. Advertising managers and agencies, he said, either were turning to radio and national magazines or were being forced to prune their advertising budgets.

GE Names Brewer

CHARLES A. BREWER, since 1938 executive assistant to the head of General Electric Co.'s appliance and merchandise department in Bridgeport, Conn., has been appointed manager of distribution services, also supervising commercial research.

Pressure Group Still Protestin

MBS Latest to Be Subject Complaint to the FCC

WITH the scene shifting betwe the America First Committee a Fight For Freedom Inc., broadca ers last week found themselves s in the midst of the continuo squabble among patriotic pressu groups about radio coverage.

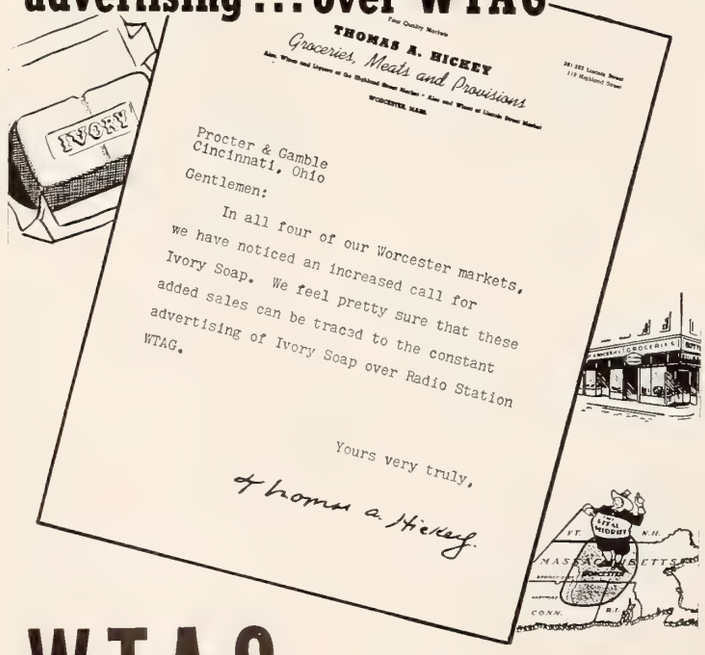
Immediately after a protest AFC, which was about wrung d during an exchange of correspo dence between NBC and CBS a FCC Chairman James Lawren Fly, in which the networks deni alleged unfairness as between terventionist and non-interventi ist groups [BROADCASTING, Nov. a storm arose from Fight For Fr dom, which attacked MBS for providing time to answer an A broadcast carried by that netwo

Protest to Fly

Wiring a protest to Chairm Fly last Monday, Ulric Bell, cha man of the FFF executive comm tee, charged that MBS proba had "responded to pressure fr its *Chicago Tribune* owners" a that the network "discrimina against those who want Hitleri destroyed". The complaint elici a request to MBS from Chairm Fly for a "statement of facts" how the FFF-AFC matter had b handled by the network.

In refusing FFF's request time, MBS explained that "A requested time on the basis t they wanted to answer the Pr dent; therefore, we do not feel can allot time now to answer the Last Wednesday, answering Cha man Fly's request for an expla tion, Fred Weber, MBS gene manager, called attention to MBS system of supplying pick for network service through af ated stations, stating that in controverted case FFF had proached WOR, New York key MBS, which "found it necessary decline the broadcast", thus m ing the proposed talk unavaila to be fed to MBS stations. The sons, not stated in Mr. Weber's ter, would be set forth in a l letter, he said.

"...added sales...traced to... advertising...over WTAG"



WTAG
WORCESTER

COMPLETE CENTRAL NEW ENGLAND COVERAGE

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

EDUCATIONAL PLAN
Colleges and Stations Form New England Group

EDUCATIONAL RADIO Council, composed of five Connecticut Valley colleges and three cooperating New England stations, was formed early in November to improve the educational features currently carried by member stations and develop new ones. The group includes Amherst College, Massachusetts State College, Mount Holyoke College, Smith College, Springfield College, and WSPR Springfield, WHYN, Holyoke, and WHAI, Greenfield. WBRK, Pittsfield, also has been invited to cooperate and is expected to join the group.

Chairman of the counsel is Francis C. Pray, of Mossachusetts State, with Anne Wilder, of Mount Holyoke, as secretary. Representing the stations on the Council are Warren Greenwood, WHAI, Walcott Wyllie and Muriel Landers, WHYN, Wayne Henry Latham and Quincy Brackett, WSPR. Recordings of programs are to be made, which will be played back later in the year for analysis by radio experts and college representatives for criticism.

Roundtable Returns

RETURNING TO CBS after a seven-week recess, *Invitation to Learning*, round table program featuring the literary classics, will start Nov. 16 with Mark Van Doren, Pulitzer Prize winner in poetry, serving again as informal chairman. Leon Levine, assistant CBS education director, will produce.



BEAUTIES of the wide open spaces are the subject of the conversation among O. P. Soule (left), owner of KSEI, Pocatello, Idaho, and KTFI, Twin Falls, Mrs. Wythe Walker, and Wythe Walker, the stations' national sales representative. The Walkers were making a tour of the West at the time.

Grombach Suspends

GROMBACH PRODUCTIONS Inc., New York transcription firm, has suspended operation and closed its offices until the end of the national emergency with the call to active military duty of its president, Jean V. Grombach, who is a major in the National Guard. In the interim Stanley Lazarus, company attorney, will handle all old Grombach business.

WILLIAM SHIFFRIN has resigned as an associate of A. & S. Lyons Inc., Beverly Hills, Cal., talent agency, to resume a former affiliation with A. George Volck Inc., Los Angeles, artists service. He becomes vice-president of the latter agency and takes over as head of that office when Volck reports Nov. 17 for active naval duty as lieutenant-commander.

Rides the Gain

WSM, Nashville, each week carries *Fort Jackson on Parade*, Army talent program originating at Fort Jackson, S. C., 400 miles away. A complete staff to handle the program has been recruited from soldiers at the fort. Recently, with the boys off on maneuvers, WSM discovered no engineer could be found at camp to monitor the program. But right on schedule the regular pickup came through. After the broadcast the WSM control room received a long distance call from Lieut. Col. Frank L. Whittaker, executive officer of Fort Jackson. Complimented for the fine emergency engineering job someone at the fort had done, Col. Whittaker replied: "Thanks. In the absence of an engineer I just took the bull by the horns and did the job myself".

Kentucky Air School

FIVE programs weekly are fed from the U of Kentucky to a nationwide MBS hookup, the largest audience of any university in the country, according to a release last week of the university's publicity department. The U of Kentucky also lists 17 programs that are originated each week through the school. Four are broadcast over the regional Southern Network while the other eight are carried by either WHAS, Louisville, or WLAP, Lexington, Ky.

Radio Division Officers Named by Defense Group

RADIO DIVISION subcommittee chairmen of the Committee on Information, Defense Savings staff of New York State, has been announced by Hugh Kendall Boice, vice-president in charge of sales of WQXR, and recently appointed chairman of the division. Stuart Peabody, advertising director of the Borden Co., is chairman of the subcommittee in charge of agency contacts for radio ideas; P. Wesley Combs, vice-president of Wm. Esty & Co., New York State station contacts; Walter Craig, program director of WMCA, programs.

W. H. Taylor, former manager of CBS' Detroit office, is vice-chairman of the Radio Division, and also heads the subcommittees in charge of commercial sponsors' contacts and New York City station contacts. The committee on information is headed by Arthur Kudner, president of Arthur Kudner Inc., with Samuel D. Fuson, vice-president of the same agency, as vice-chairman.

Cereal on 'Club'

CREAM OF WHEAT Corp., Minneapolis (cereal), through BBDO, Minneapolis, has purchased a twice-weekly quarter-hour on NBC-Blue *Breakfast Club* starting Nov. 14. Company will sponsor the program on 60 stations Fridays and Saturdays at 9-9:15 a.m. Program's other sponsor, Swift & Co., Chicago, has a quarter-hour period on Thursdays, Fridays and Saturdays.



VIEW OF DOWNTOWN WASHINGTON WHERE MANY IMPORTANT GOVERNMENT BUILDINGS ARE LOCATED—Fairchild Aerial Photo

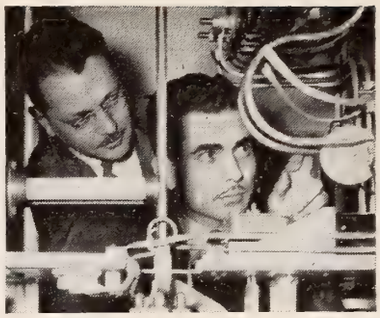
Regular FM Service for Philadelphia Begun as W53PH, W69PH Make Debut

FM SERVICE to Philadelphia and the adjacent areas began within the last fortnight, W69PH, FM adjunct of WCAU, has gone on preliminary program tests preparatory to regular operation, while W53PH, FM station of WFIL, announced it would inaugurate operation on Nov. 10 from 2 to 8 p.m. daily. W53PH's plans call for no duplication of AM service with the exception of a few outstanding shows and special events. The station will include special events features planned for FM only and will carry some of the network shows which WFIL is unable to carry locally.

Maj. E. H. Armstrong, inventor of FM; John Shepard 3d, president of the American Network, with which W53PH will be affiliated; and Acting Mayor of Philadelphia Bernard Samuels, were the principal speakers at the special inaugural program, 8.30-9.30 p.m. WFIL carried the second half-hour of the dedicatory program which featured local talent and NBC network stars. Samuel R. Rosenbaum, president of WFIL, acted as m.c.

Previously WCAU had put its FM station, W69PH, on the air at Sunday noon, Nov. 2, to broadcast the first FM transmission in the Philadelphia area. Decision to rush W69PH into operation was taken Oct. 31, on which day permission was applied for. Approval came late Nov. 1 and transmission started the next day. Actually, the broadcast was made to test the 10,000-watt transmitter atop a center city building, which is to provide FM service for a 9,300 square mile area. During the testing period, W69PH is broadcasting intermittently between noon and 8 p.m.

Kenneth W. Stowman, director of W69PH, said that at the conclusion of the test period a regular program schedule will be offered, consisting largely of news and classical and semi-classical music.



IT LOOKS GOOD to me says Kenneth W. Stowman (left), director of FM station W69PH, WCAU's FM outlet in Philadelphia, and George Lewis, technical director, during the station's Nov. 2 debut.

FOURTH FM GRANT IS GIVEN DETROIT

DETROIT'S fourth commercial FM station was authorized last Tuesday when the FCC issued a construction permit to the King-Trendle Broadcasting Corp. for high-frequency facilities in the Motor City. Permittee is also licensee of WXYZ, Detroit, NBC-Blue outlet and key station of the Michigan Network.

Grant covers use of the 47.3 mc. channel to cover a service area of 6,800 sq. mi. Stipulated also was the condition that the present antenna of WXYZ be changed to allow installation of an FM turnstile antenna on the west tower of the directional array. Call letters will probably be W73D.

Previously FM outlets had been authorized to three of the city's other standard stations—WWJ (W45D), WJLB (W49D) and WJR (W53D)—while Detroit's fifth station, WJBK, has submitted an application for an FM station.

Non-commercial FM facilities were granted to the Board of Education of the Memphis (Tenn.) City Schools at the same meeting with the granting of a construction permit for operation on 42.1 mc. with 250 watts. Condition was imposed that the permitee should apply for modification of its construction permit to specify equipment for FM instead of AM as originally set forth.

Award for Truth

SPECIAL award for truth in presenting a radio show will be made to the CBS *Death Valley Days* program by the Parents' Magazine Press, publisher of *Parents' Magazine* and *True Comics* during the regular broadcast of the program next Thursday night, 8-8:30 p.m., with rebroadcast 12:30-1 a.m. The Old Ranger, narrator of the series which is based on authentic stories of Death Valley, will receive the plaque. Program sponsor is the Pacific Coast Borax Co.

THE CBS College Broadcast Service, which started last year as the first publicity division exclusively for college editors, is now releasing weekly news on all three major networks to 450 editors of university newspapers and magazine, written by Walter Murphy of CBS' publicity staff.

120,000 FM Sets In Homes Claimed

Philco Claims Most Sales of Sets in Recent Months

MORE THAN 120,000 FM sets are now installed in American homes as compared to the 15,000 sets in homes at the start of 1941, according to FM Broadcasters Inc., a compiled from figures reported by FM set manufacturers, now turning out about 1,500 receivers a day.

Although a score manufacturers are now producing 100 different FM models that the public may buy the supply still lags noticeably behind demand in most cities where FM activity has been lively, FMI stated, adding that distributors report their orders remain 20% to 50% ahead of shipments received from factories.

New York in Lead

Of the total sets in homes, New York has between 25,000 and 30,000; Chicago, over 15,000; New England more than 10,000; Detroit 6,000; Los Angeles, 6,000; Philadelphia 5,000; Milwaukee, 3,800 Pittsburgh 3,500; Hartford, 2,700 Albany - Schenectady 2,500; St. Louis with three stations building 1,600 sets; Cleveland, 2,000; Kansas City, 1,600, and San Francisco 1,700.

Emphasizing that low price "will do more than anything else to stimulate public interest in FM Thomas A. Kennally, vice-president of Philco Corp., Philadelphia claimed recently that since June this year, sales of Philco low-price FM-AM receivers have exceeded those of all other kinds of FM sets combined.

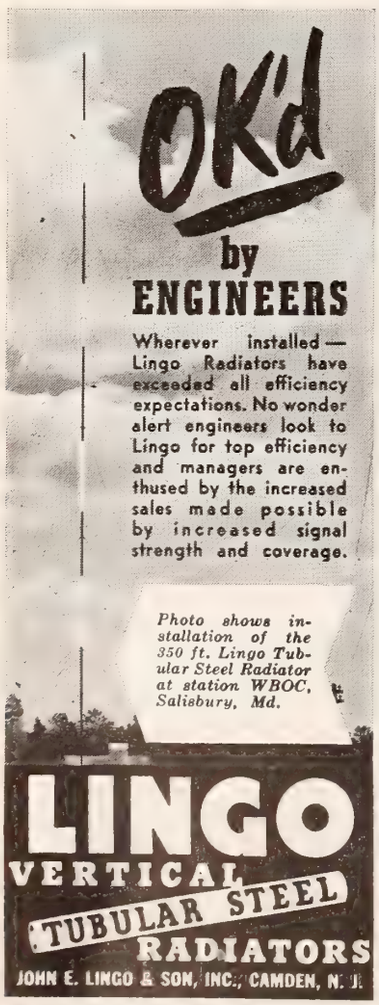
Philco's Aim

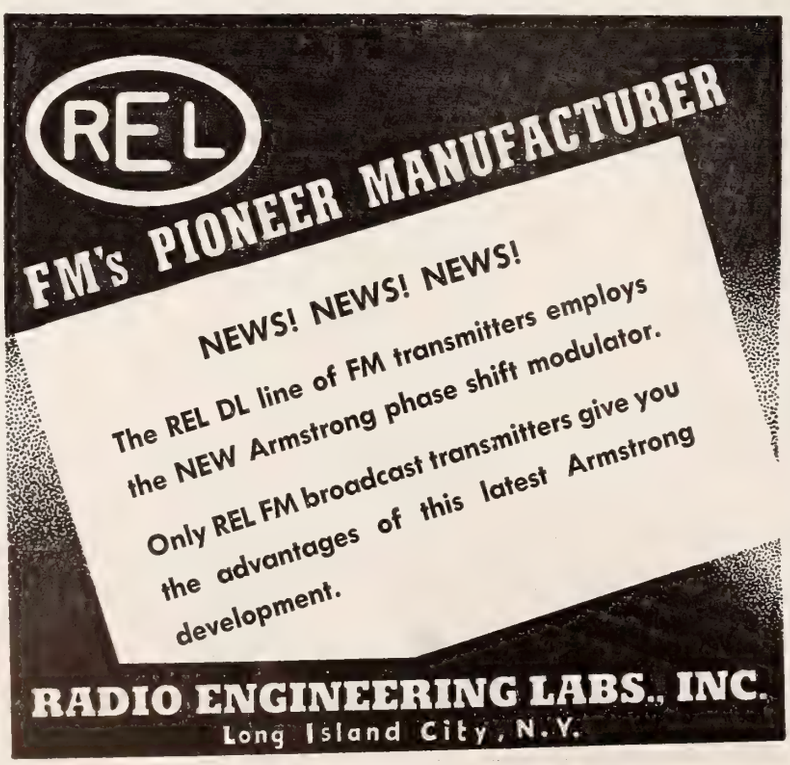
Philco's most important aim the development of FM is to give customers primarily interested radio entertainment on the A band a chance to sample FM small additional cost, thus bringing the advantages of FM to the tention of more and more people Mr. Kennally declared. Every tube in a Philco FM set operates on both FM and AM, while simplicity operation is achieved in the Phi through the circuit arrangement making it possible to tune in F standard broadcasts and shortwave programs with a single dial and single set of controls, he said.

Worcester FM Change

W1XTG, FM adjunct of WTA Worcester, Mass., will operate with a revised program schedule, effective immediately, it was announced last Monday by William T. C anagh, program and product manager. Under the new schedule the FM station will feature a r series of local live broadcasts pared especially for W1XTG not duplicated on WTAG. To operate separately, special library music clearance departments have been set up for each station.

U. S. PRODUCTS Corp., San J Cal. (glass-packed food) has na Richard Jorgensen Adv., San Jose agency, and is said to be using ra





Holiday Boom Not Up to Former Years

High Level of Recent Month Reduces Usual Swing

(*Continued from Page 7*)

as business will take care of all he stocks they can supply.

This same view was expressed y several other agencies, which aintained that with priorities olding up delivery on certain roducts, too much "high-pressure" dvertising this year would find dvertisers unable to meet the pub- c demand. Dealers feel also that ncreased salaries due to expand- ng defense industries have "put eople in the mood to spend", and nat special holiday advertising ight find companies unable to eep up with the potential dollar utlay.

Although the stations in the New ork area all reported "no special hristmas business," the consensus f spokesmen interviewed showed business better than ever before", business 200% better than last ear, with only 46 minutes a week ill unsold", and "largest volume f business currently scheduled in he history of the station".

WOR, for instance, announced st week that sales for August, eptember and October of 1941 eached an all-time high, making he third quarter of this year the rgest in the station's history.

Similar statements from tran- cription companies showed book- ngs way above average, sales sizably ahead of last year", "more rograms sold locally than ever efore", and a specific report from ne company of a general increase f 40% over last year.

Through the general feeling of profitable Christmas season and n upward trend in the volume of adio advertising, there seems to e some apprehension as to the ffect on business early next year f the war in Europe and of the riority situation in this country.

Some stations feel that non- efense or non-priority products ill fill in any slack caused by the ightening up through priorities of ther products such as refrigera- ors, automobiles, etc. Others said hat even among the commodities ot affected by defense there was ncertainty as in the packaging roblem, for instance, making it ifficult for companies to obtain orrugated boxes, tinfoil, or tubes or face creams.

On the whole, the outlook for he Christmas season just getting nder way seems to be better than ver before from the standpoint of ranscription campaigns for luxury gift items; general business from the stations' point of view has reached an all-time high for the entire year of 1941, while the future prospect, though encouraging at present, is viewed with rather a "can't tell yet" attitude.

CHICAGO

NO SPECTACULAR INCREASE in the total dollar volume of radio advertising during the 1941 holiday season is anticipated by Chicago timebuyers, station representatives, and midwestern stations. Although one of the nation's greatest Christmas seasons is predicted this year, a glance at the national spot picture reveals that a few isolated accounts here and there will be using radio for special Christmas promotion.

National spot billing is up over last year, and December, 1941, will undoubtedly show a healthy increase over the same month last year. But spot business is good. In fact, if it were not so good, national advertisers whose annual use of newspapers and magazines for Christmas promotion is determined by tradition, might be approached with more vigor to try extensive Christmas radio campaigns.

Seller's Market

As one station representative put it, "Of course, we're out to get the business we can, but radio is enjoying a seller's market, and we have a tough enough time finding availabilities for sponsors who want 26 and 52-week contracts rather than finding time for an advertiser who wants to go on the air at Christmas time for two or three weeks."

In a few specific instances, food companies, meat packers and national wine distributors will use special spot announcement campaigns to announce Christmas offers. A Christmas campaign in behalf of electric shavers is expected to be repeated this year. But this business is more than offset by three and four-week holiday hiatus taken by some proprietary companies and manufacturers of staples such as soap products who explain that during the holiday season their dealers place all counter, display and selling emphasis on gift merchandise.

This year, however, a large number of midwestern stations report that retailers, more than ever before, are entering into special Christmas promotions. Special transcribed Christmas programs are finding local sponsors that heretofore have not been sold on the advantages of holiday radio promotion. Here again, however, a number of stations reported that they haven't made any concerted effort to go after the Christmas business because of the tight schedule situation.

Direct Sale Items

One of the largest users of radio out of Chicago during the holiday season will be advertisers of direct sale items—books, fountain pens, jewelry. Since the time is purchased outright in direct proportion to the sales return, Christmas offers are expected to increase considerably the time used by these advertisers. One advertiser of fountain pens will be using 230 stations during the holidays, and expects to spent about $3,000 a week on one Chicago station alone during the Christmas weeks.

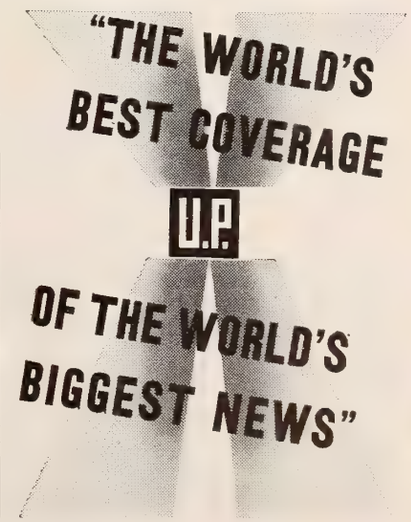
Manufacturers of men's furnishings—neckwear, shirts, gloves, hose, novelties—have never in the past been strong radio advertisers, and there is no indication that this will not be true again this year. Electrical appliances, toasters, mixers, waffle irons, electric irons, high on the Christmas gift list, are promoted through local utilities, and by manufacturers, for the greater part, through magazines. Radio will enjoy a merry Christmas as a result of a banner year [predicted in BROADCASTING, Jan. 1, 1941], but not as a direct result of Old Nick.

LOS ANGELES

AS THE WEST COAST prepares for what is expected to be the busiest, bustlingest and buyingest Christmas holiday season in its history, check-up with station operators, representatives, agency executives and many retail advertisers reveals that radio will be a major media used to attract consumer trade.

With new money circulated by emergency defense workers and uniformed men stationed at some 82 Pacific Coast Army camps, forts and aviation bases, retailers and manufacturers, too, have their weather eye on opportunities offered by such a bonanza.

Anticipating a record-breaking holiday buying spree, they plan to use radio to its fullest extent, with time already contracted for in many cases. Scores of advertisers will augment regular current schedules with additional spot announcement campaigns, or use participation in local quizes, newscasts and home economic broadcasts. As result several stations already report schedules full for the pre-holiday season. Agency executives and station representatives verify this in complaining of the



Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office



difficulty in securing station time.

Level of busness on West Coast stations is at a tremendous peak, and has been for months. Operators declare their chief problem is finding time for local accounts due to the tremendous pressure of national and regional business.

Business Soaring

Current estimates are that the three Pacific Coast States—California, Washington and Oregon—have been enriched by more than three-quarter-of-a-million new persons from other parts of the country since taking of the 1940 census. These are not penniless migrants, but solid wage-earners attracted to the Western states by defense activity. They are all potential Christmas shoppers.

California reportedly has 500,000 of these new wage-earners. Airplane manufacturers in California are currently giving employment to more than 140,000 workers. Shipyards employ more than 55,000 persons and it is estimated that before the year is out will have increased that number by 12,000, barring of course, labor difficulties.

Los Angeles alone has had a 200,000 population increase as result of the defense industry boom since 1940, thus adding an estimated $36,000,000 monthly to the industrial payroll. All are potential buyers. Monthly increase in the industrial payroll almost doubles that of last year and will bring the total for 1941 from $350,000,000 to $375,000,000.

The Los Angeles metropolitan area now has more than a billion dollars in defense orders on hand.



BLACKOUT COMMITTEE of KEX, Portland, Ore., kept the station on the air 45 minutes during the city's practice blackout against a mock air raid, with vivid descriptions of the proceedings. Here, (seated, l to r), Bill Mock, KEX director of public events, in charge of the show, and Hank Norton, who wrote the script for the broadcast, poured over the final plans. While in the background looking on are Phil Irwin, Bob Thomlinson, Chief Announcer Don Kneass and Rollie Truitt, all of KEX.

The prosperity is especially noticeable in the great Inner-California Valley, due largely to soaring prices for cotton and fruit and the construction of airplane centers outside of Bakersfield and Sacramento. San Diego's population has increased by about 100,000 since Jan. 1. With airplane factories augmenting present personnel and enlarging plants, an additional 50,000 workers are expected to settle in that area within the next couple months, resulting in more consumer spending.

Salutary efforts of the West Coast boom are not confined to any city or group of cities. Many of the new developments have sprung up in previously no-man's-land beyond the orbit of metropolitan areas, thus creating marketing potentialities as yet undreamed of. The spurt is spread throughout the West with huge concentrations of consumers virtually untouched by any media except radio. Contract figures for major industrial centers don't tell the entire story. Subcontract breakdowns, even if they were available, wouldn't either.

Therefore, to get a goodly share of this prosperity, West Coast department stores will use heavier pre-holiday schedules, to advertise every kind of commodity. With the home-rental shortage in congested areas, real estate operators are utilizing radio to advertise new subdivisions springing up around airplane factories. Luxury items such as jewelry, automobiles, perfumes, cosmetics, clothing, furniture, furs, and other commodities that fall into the category of gifts will be advertised via radio according to contracts already signed.

Bullock's Inc., Los Angeles (department store), in a three-week holiday campaign which starts Nov. 21, will use approximately 26 transcribed spot announcements on each of a group of local stations. List includes KHJ KFI KECA KNX KFWB. Agency is Dana Jones Co., Los Angeles.

PHILADELPHIA

THE PRE-HOLIDAY Christmas shopping month is just another month in the year as far as Philadelphia radio is concerned. characteristic are the comments of both advertising agency and radio station executives alike.

"If another account asks for radio time, I'll have to join the Foreign Legion," says the radio director of a local advertising agency active in timebuying. And from a station executive comes the remark, "Certainly there will be a large number of national and local advertisers seeking radio time for the pre-holiday season. But where are they going to go with time a premium even now!"

The pre-holiday boom, experienced by local merchants, is practically non-existent in local radio. Over a period of years, many local merchants confining radio activity to holiday seasons only, have since become year-round advertisers. Others, to insure the desired radio time, have started their campaign during the early fall.

The national defense boom in this area has made it advantageous for local merchants to extend advertising expenditures to cover radio schedules since the start of the fall season. As a matter of fact such advertisers as wine concerns and jewelry houses, each year pointing heavily on the pre-holiday shopping season, started their schedules late in October or early in November.

Tight Schedules

While there will unquestionably be heavy demands for time for the December weeks, tight schedules on all the stations will make such placements on a catch-as-catch-can basis. Sales managers of the local stations, as a result, do not feel that December billings can show any decided rise over the high pea November billings will reach.

Business at all the stations has been at holiday levels since the start of the new season. Stations have been forced to extend the day's broadcasting to accommodate advertisers and guaranteed time for spot campaigns is practically a thing of the past. Advertisers and agencies are no longer concerned with "what time," but are satisfied in merely getting the "time". Aggravating the situation is the clamoring of local merchants who were literally forced off the air because the dawn-to-dusk policy of the part-time stations, which have lost available time because of early darkness during the winter months.

The unprecedented demand for radio time at the local stations has long been anticipated by the stations. That one-eighth of the nation's defense program is concentrated in the Philadelphia area has



"ME, TOO!" says WSAI's Winged Plug, "I'm tops in PROGRAMS . . . with the cream of NBC Blue plus top-flight local shows. I'm tops in POPULARITY . . . with a flock of my sponsors on renewal contracts. And I'm tops in PROMOTION . . . through the use of street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window displays and a monthly house-organ for dealers. Doesn't that make ME a TRIPLE-THREAT? You bet it does. Try me in YOUR backfield!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

IN PHILADELPHIA WFIL Influence Listeners SELL THROUGH WFIL

ated a boom in wage-earners t in turn has soared retail es to a new high with the sea- al Christmas shopping period l to come. Moreover, because of reopening of factories and pyards, there has been a shift in pulation from the small upstate ns to the metropolitan centers, ating an ever-growing market buyers among the wage-earners. Agencies report that advertisers, retofore turning deaf ears to nned campaigns, are now prac- ally begging for a prospectus. e trend is not in any single direc- n, the boom of prosperity being oyed by all along the line—low- ce merchandise and luxury items ke. Radio, station heads, admit, getting more than their share.

SAN FRANCISCO

TIMISM held a wide edge over ubt in the minds of radio execu- es, timebuyers and advertisers the San Francisco Bay area in ard to a record-breaker pre- iday time-buying. The doubt t the 1941 holiday air advertis- would reach last year's peak s expressed by a minority, who nted out that due to National fense priorities, advertising of h merchandise as automobiles, rigerators, radios, cameras and merous other articles, usually vy at Christmas season, would curtailed, if not completely ved this year.

That may be the case, said the ers, but the retail merchants— partment stores, in particular— well as manufacturers of bever- es, wines and beers and others eiving spending money of na- nal defense workers, will in- ase their advertising to new hs. Retail merchants will bear vn on lower priced, higher- nover merchandise in their ad- tising. Larger merchandise, ich will be limited in supply this son due to the government pri- ties, will use radio in some cases, very few.

Better Than Rosy

However, all in all, the picture the San Francisco bay region tions looks better than rosy, lging by the statements of those erviewed by BROADCASTING.

Al Nelson, general manager of O-KGO said that the local bill- s for the two stations for Octo- , November and December will 80% better than the same three nths in 1941. "We look for the eatest pre-holiday season in the tory of our stations," Mr. Nel- n stated, adding "more retail res are using our stations now an ever before and the depart- nt stores are gradually breaking wn and using the air medium."

William Pabst, KFRC general nager, struck a similar optimis- note in his statement. He added wever, that although pre-holiday lio advertising will be good, it uld be better considering the ospects for a buying avalanche ring the pre-Christmas period. concurred with Mr. Nelson that partment stores will probably do re advertising this year on radio an at any previous time.

There is one thing that might pel this trend, however, for the st month there has been a strike The Emporium, San Francisco's largest department store. Although the Emporium has always been a very small user of radio, if the strike is not soon settled, there are fears it will spread to other stores.

Time Is Scarce

At KSFO, Sales Manager Haan Tyler stated that time was becoming a serious problem. However, spots and abbreviated programs, such as 5 and 10-minute shots, would be available. A number of retailers, he stated, are contemplating the use of children's shows for the pre-holiday period. KSFO's pre-Christmas business this year will surpass last year's by a wide margin.

KYA, KJBS and KSAN, unaffiliated locals, who derive from 40 to 60% of their business from local advertisers, foresaw some increase in time buying for the next 60 days. Manager Ed Franklin, of KJBS, stated that October was the best month in the history of the station and that from present commitments the trend will continue until the holidays. Advertisers who never used radio before are beginning to come on KJBS, he said. One such advertiser is the Crystal Palace Market, San Francisco's largest public market. It started out with a brief test campaign and is now on a regular schedule.

Harold H. Meyer, KYA manager, stated that from inquiries and the general trend, the holiday business will remain at about the same level as last year. Because of the limited supplies of some commodities due to national defense priorities, radio naturally will lose some clients, but on the other hand those who have supplies available will increase their radio budgets. KYA is enjoying a good department store business and is looking for an increase.

KSAN will enjoy an increase in business of approximately 20 per cent over that of last year, Lou Keplinger, general manager, stated. The bulk of this business will be local spot.

Stores Interested

Much the same story of added commercial time came from the eastbay in Oakland. Philip G. Lasky, KROW manager, stated that his station will show an increase of from 13 to 14% this pre-holiday season over that of last year. "A lot of interest is being shown by department stores this year," Mr. Lasky said," and before long they may be knee-deep in radio."

The same story from San Jose, home of KQW. C. L. McCarthy, station manager, looks for considerable increases during November and December, stating that the local and bay area business would be the best in years.

Agencies, Too

From the agencies, too, came a generally optimistic outlook, with a few notes of doubt sprinkled here and there as regards the priority merchandise and its shaving of radio advertising. For instance, in past years the Electric Appliance Society of Northern California had used radio to advertise small electric appliances for the home. This year, according to Jean Scott Frickelton, agency handling the account, due to the scarcity of commodities no radio will be used. The same rang true in the case of a client of Long Adv. Service. Hassell Smith, manager, stated that one of its clients, which sold cameras and binoculars, formerly went into

Can't Collect

JUST PRIOR to Ottawa's test half-hour blackout recently, an announcer at one of the Canadian capital's stations came through with this piece of advice to listeners: "Anyone killed or injured during the blackout should bear in mind they will receive no payment or compensation."

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago

San Francisco

THANKSGIVING for WTSP ADVERTISERS



There's no controversy on the date. Every day is Thanksgiving for those who use the "Double Bonus" Station for the most economical coverage of the rich St. Petersburg-Tampa metropolitan area, a $100,000,000 market. Added to complete coverage of the St. Petersburg-Tampa market (Pinellas and Hillsborough Counties, Florida's greatest population center) WTSP offers:

BONUS NO. 1—More than 250,000 winter vacationists who spend $40,000,000 here every year.

BONUS NO. 2—Army, Navy and Coast Guard bases with an annual payroll of $4,000,000.

WTSP

The Mutual Station

serving the

Metropolitan St. Petersburg-Tampa Sales Territory

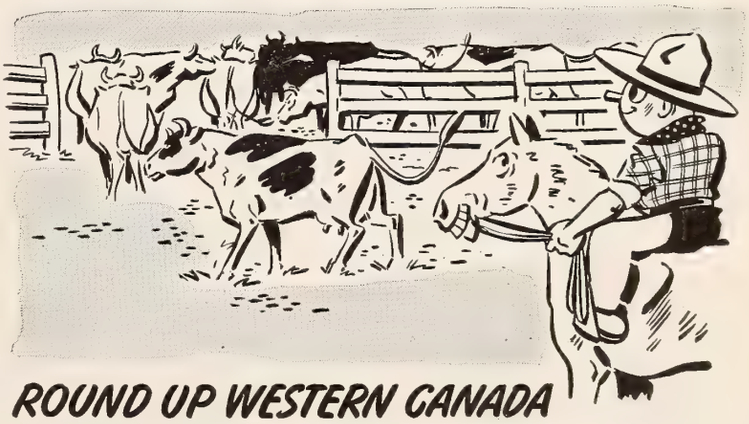
A REGIONAL STATION

St. Petersburg TIMES Affiliate

R. S. STRATTON, Manager

ST. PETERSBURG, FLORIDA

In CANADA — It's the 'All-Canada' Stations



ROUND UP WESTERN CANADA WITH THE 'ALL-CANADA' STATIONS

Listener preference stations spotted throughout Western Canada enable you to cut out the select markets and corral them for your products, by spotting your radio programmes on the 'All-Canada' stations. Local programmes and merchandising service in each locality plus full market information is yours for the asking, too.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia		Edmonton ——— CJCA	**Manitoba**
Trail ——— CJAT		Grande Prairie ——— CFGP	Winnipeg ——— CJRC
Kelowna ——— CKOV		Lethbridge ——— CJOC	
Vancouver ——— CKWX			
Victoria ——— CJVI		**Saskatchewan**	
Kamloops ——— CFJC		Moose Jaw ——— CHAB	
Alberta		Prince Albert ——— CKBI	
Calgary ——— CFAC		Regina ——— CKCK	

ALL-CANADA

Exclusive Representatives

U.S.A.-WEED and COMPANY

CANADA—All-Canada Radio Facilities Limited

"DICTATOR" say our advertisers. "You tell 'em to buy and they do buy . . . in six states." Doesn't this give you an idea?

WIBW The Voice of Kansas in TOPEKA

heavy pre-Christmas advertising. This year it has been entirely curtailed.

Walter Burke, radio director of McCann-Erickson; Walter Guild, radio executive of Sidney Garfinkel Adv., and many other timebuyers and station representatives agreed that from the present outlook, pre-holiday radio spending in the San Francisco bay area will top all previous years.

DETROIT

CURTAILMENT of automotive and other "heavy goods" advertising appropriations is throwing a lengthening shadow over the volume of Christmas promotional effort being drafted in Detroit agencies. At the same time, station reports are that holiday time bookings are in excellent volume, perhaps the best in history, due to the fact that Detroit industrial activity is still substantial and will so continue past the turn of the year.

The automotive budgets are the most severely cramped at present. Passenger car output has been cut in half for the 1942 model span, and in addition considerably higher prices on new models have chilled the buying market. As a result, advertising circles report that budgets for the Chrysler and Ford divisions have been cut about 50%; that Chevrolet, bellwether of the General Motors group, has already reduced a third; and that ind pendent smaller companies are fo lowing at least like proportions i their planning.

Output Down

At the present outlook, as a r sult, it is expected that adverti ing placements from the autom bile, refrigerator, stove and oth large-item producers centralized the Detroit area will be down about half their appropriations f the holiday season in 1940.

Lightly publicized in the ge eral consumers goods curtailme has been the fact that refriger tor and stove companies have al suffered formal output cuts a have also been unable to rise maximum levels, even under redu tions, due to materials and pa shortages. The refrigerator co

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
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There is no substitute for experience
GLENN D. GILLETT
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982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman—Kansas City Radio Station. Salary and commissions. Box 116A, BROADCASTING.

Experienced Salesman—State qualification, salary expected, draft status. Work in Western Mass. Box 117A, BROADCASTING.

Licensed Operator — Experience unnecessary. State qualifications, salary, draft status; enclose recent picture. Iowa station. Box 102A, BROADCASTING.

Wanted—Good commercial announcer. Prefer man with play-by-play sports experience. Write or send transcription. WKBH, La Crosse, Wisconsin.

Continuity Writer—Young man with ideas. For spots, programs, brochures. Sober. Rush qualifications, sample copy, salary requirements to WCMI, Ashland, Ky.

Salesman—Require hard worker, experienced, capable earning consistently large weekly commission. High pressure "oncers" taboo. Draft status? New York State. Box 101A, BROADCASTING.

Wanted—Immediately, engineer - announcer by station, located north central area. No big starting salary but good opportunity and pleasant working conditions. Give full details. Box 103A, BROADCASTING.

Continuity And Script Writer—Capable of directing department of 5000 watt midwestern non-commercial station. Must have Christian as well as continuity experience. Offers real opportunity for the right man. Box 110A, BROADCASTING.

Growing Western Station—Wants two announcers with friendly commercial style. If you think you are perfect, don't apply. Must be cooperative. Salary and commercial fees. Give experience, salary expected and picture in first letter. Box 118A, BROADCASTING.

Situations Wanted

Hollywood Radio Producer-Writer—Wants good agency production or sales contact job. Thoroughly experienced all phases radio and complete agency functions. Will entertain any worthwhile proposition. Open for immediate interview. Communcate: Bruce Gilbert, 5 East 66th St., New York City.

Sports Announcer—Experienced! Play-by-play! General assignments! References! Employed! Box 112A, BROADCASTING.

Production And Traffic Manager—Wants opportunity for advancement. Versatile, energetic. Seven years' experience with management of personnel, news, announcing, all phases. Draft exempt, now employed. Consider change for right salary. Box 106A, BROADCASTING.

Situations Wanted (Continued)

Young Lady Available—For engineeri or continuity. Licenses and experien Texas or adjoining states. Box 11 BROADCASTING.

Commercial Manager—Now employed, years' experience all phases, marri draft exempt. A-1 references. Box 11 BROADCASTING.

Copywriter-Announcer—Strong commer copy, saleable ideas, production and p gramming. News, emcee, persona shows. Box 108A, BROADCASTING.

Fifteen Years Commercial Radio—Progra production man — writer — announc news specialist—employed—desires cha —moderate salary. Box 104A, BRO CASTING.

Program, Production Or Special Eve Director—Vast experience, now employ married. Excellent background. Best references. Box 113A, BROADCASTI

Salesman—Well experienced, record of h sales, young, aggressive, ideas, nondr able, seeks change—give full details. 109A, BROADCASTING.

Experienced Announcer And Control-R Man—College training. Local and work productions. Best recommendati Can produce. Available immediately. 107A, BROADCASTING.

Copywriter—23, exceptional idea man, e utive ability. Soap operas, children's grams or adv. continuity. Excellent tr ing and references. Worth investigat Box 114A, BROADCASTING.

Wanted To Buy

5 K.W. Amplifier—State age, make, co tion, price and length of service. 105A, BROADCASTING.

Wanted — Recorder, professional d speed 16" studio or portable, comp with amplifier, reasonable. P. Clock 1624 So. 8th St., Phila., Pa.

Wanted—2 R.C.A.—Western Electric others, lateral or lateral-vertical pick for 16" transcriptions, must be in condition. J. Edw. Williams, 42 Street, Essex, Conn.

Wanted—One d.c. generator, rated 16 v 36 amperes, compound wound, speed r.p.m., of type used with W. E. 5-C tr mitter. Would consider two unit m generator set of same capacity. Also one 19-inch relay rack, 69 inches h Scott Helt, Station WIS, Columbia. S Carolina.

For Sale

Two Ideco 270 Ft. Towers—With insul capacity tops. WHIO, Dayton, Ohio.

anies in particular are finding at their available supplies of erchandise, not only for Christas but for normal buying during ovember are insufficient to meet mands in many areas. As a result ey are pruning their advertisg budgets quite sharply.

Cooperative Advertising

Cooperative advertising is reorted in some quarters as slightly tter than the direct factoryaced time and space. This is rticularly true in the automotive ld, where dealers are encounterg unexpectedly heavy sales restance to the new higher prices, d are turning on promotional essure to begin buying, unhamred by the same considerations pro rated allowances governg manufacturer actions.

Some better indications are also rthcoming from automotive supier companies, whose radio time ying appears in moderately improved volume over past holiday asons. These firms are not yet mpered by the problems besetng the car makers, and are findg fairly good replacement marts in a nation whose automotive blic, by and large, is reconcilg itself to making older cars another year or more. These mpanies are doing a good share ward improving the overall autotive radio advertising picture.

Heavy Bookings

In contrast are reports from the dio stations themselves that their okings for the Christmas season e excellent—better than last ar, and the best in their hisry. They ascribe this to the genal knowledge that industrial acrity in Detroit, hub of the dense program, is still in high gear, d that the effect of the curtailent of car output, measured in rms of employment and payrolls, ll not come fully into play until ter the first of the year.

Miscellaneous accounts of these ations are planning to use time have already made commitments exceedingly satisfactory volume, e automotive accounts being, of urse, the conspicuous exception. Some uncertainty still exists on tail time, however. A confidential rvey conducted among Detroit erchants late in October and rly in November revealed a softing of volume which is impelling the stores to go slow until the ristmas trend is more clearly scernable. But the innate confence of the stores is well indited by their stocks of merchanse ordered and in warehouse—vast total close to 1929 comparae levels, if not above them.



PASSING THE BUCK, three nimrods of KLZ, Denver, gather in the office of Manager Hugh B. Terry to present him with the stuffed head of a deer whose steaks and chops had become the main course of a venison dinner given recently for more than 40 members of the KLZ staff. Presenting the newest addition to the Terry trophy room are the three hunters who brought back the animal a few days after the deer season opened—(l to r, standing) Fred D. Fleming, news editor; Bob Harris, announcer, and Harvey Wehrman, acting chief engineer of the Denver station.

CANADA

CANADIAN broadcasting stations are doing more business than ever before. Station representatives in Toronto report an increasing difficulty to book suitable time for national advertisers and state that local advertisers are taking more time on stations throughout the Dominion. They report that numerous stations are completely sold out, that advertisers booked earlier this year for fall and early winter time in order to obtain preferred times.

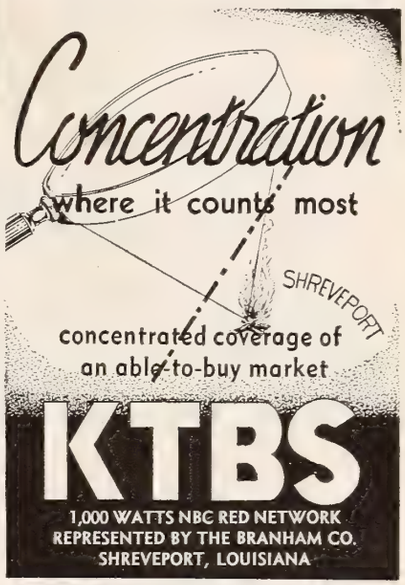
Instalment Curb

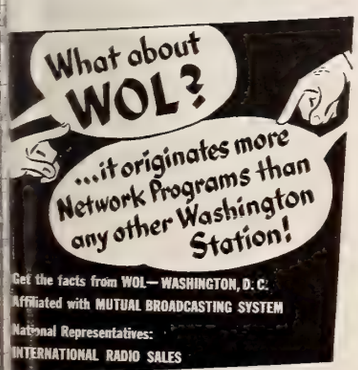
Canada is enjoying the highest employment in its history. Retail sales are ahead of last year. A good Christmas trade is expected, and a number of stations report increased bookings for the holiday over last year, although agencies do not expect any more Christmas time for national advertisers than usual. Government efforts are to halt the expanding consumer purchasers, to divert more of the increased national income into war financing. It is officially stated that 40% of the national income is now being spent by the Dominion on the war.

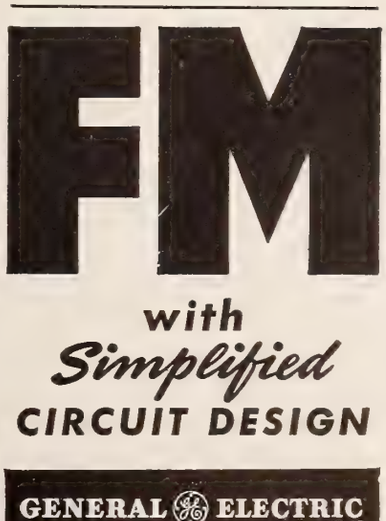
There will be some important changes in commercials used for holiday trade by some advertisers. Companies doing a large credit business, formerly advertising a small down payment or no down payments till after Christmas, will this year not be able to use this type of commercial since the government curtailed instalment buying as of Oct. 14.

Minimum down payment on delivery is $10, at least one-third the purchase price of most commodities, 50% in the case of automobiles. Minimum monthly payments must be $5, with only one year to pay, except in the case of cars costing more than $500 when 18 months is allowed. Loan companies are similarly hit, as are charge account stores. Institutional programs are now used by some of the credit houses.

While there is no scarcity of goods as yet in the Dominion, a preliminary curtailment of 25% in









365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives



In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

—:—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

output of most electrical household appliances and durable goods, has recently been put into effect. There will not be as great a variety of holiday merchandise since the ban on importation of non-essential consumer goods went into effect just before last year Christmas. Priorities are narrowing the choice of merchandise. Automobile output for 1942, as an example, is down to 44% of the 1940 passenger car output.

Canadian stations will devote considerable pre-Chirstmas time to boosting the sale of war saving certificates and stamps, the government having recently launched another paid campaign and both stations and sponsors giving free time and commercials to the sale of these war financing investments. Many Christmas gifts will be in this form this year, according to all signs.

Price Order

More advertisers are now using Canadian stations for spot as well as network broadcasts. While some advertisers have had to curtail their advertising, as the flour companies, others have come into the field, many with institutional programs.

Two government measures which may have some effect on pre-Christmas radio advertising are the Stabilization of Prices & Wages Order which goes into effect Nov. 17, and the Food & Clothing Industry Licensing Order which starts Dec. 1. Under the first, all prices, wholesale as well as retail, have a ceiling at the highest in effect during the period from Sept. 15 to Oct. 11, but may fall below this.

It covers all commodities, exempts interest, prices of stocks and bonds, a number of other items and advertising rates. The second calls for licensing of all manufacturers and individuals in the food and clothing industries, even to the hot dog stand and the neighborhood tailoring shop. Both will bring about some new techniques in advertising copy.

While Canadian business on Canadian stations is increasing, it is of interest to note that business originating in the United States is also up on a number of Canadian stations. One major market station reports that its American billings are up this year 40%. The fact that American stations are back on standard time while stations in Ontario and Quebec remain on daylight time is also playing a part in making increasingly valuable to Canadian advertisers the hour before American-originating network shows are piped into Canada.

Broadcasters have done an increasing business since the start of the war, and there are no signs of a letup though some advertising agency executives are taking into consideration in laying out campaigns the government's increasing controls on consumer purchases. They feel advertisers should continue to use the air as British firms are continuing their advertising even though they may no longer be making consumer products.

WIBC Appoints Raymer

PAUL H. RAYMER Co. has been appointed national sales representative of WIBC, Indianapolis, effective immediately, according to C. A. McLaughlin, general manager of WIBC.

New Local Granted In New Bern, N. C.

Three Other Applications to Build Are Set for Hearing

A NEW LOCAL station in New Bern, N. C., a seaboard community of 12,000 inhabitants, was authorized last Tuesday by the FCC which simultaneously designated for hearing the applications of several others seeking new stations and new facilities.

The new construction permit was issued to the Coastal Broadcasting Co. Inc. to operate with 250 watts on 1450 kc. Principal owner in the permitee corporation is Philip Howard, local clothier, holding 47.6% of the stock, while his two sons, Louis N. and Howard H., who at present manage their father's clothing firm, each hold 22.2%. The balance is held in small blocks by six other stockholders. Originally Jones Weiland, operator of WFTC, Kinston, N. C., just 50 miles northwest of New Bern, had been listed as a stockholder, but later relinquished his interest.

Parties Affected

The new station applications set for hearing were those of Herman Radner, seeking a 1,000-watt daytime station in Fort Dearborn, Mich., on 680 kc.; Edward E. Reeder, applicant for a station in Seattle, Wash., 250 watts on 1560 kc., to be heard jointly with the applications of KPMC, Bakersfield, Cal., and WSOY, Decatur, Ill. both seeking assignment to that frequency; Bob Jones College Inc., asking a 1,000-watt daytime station on 550 kc. The last named application to be heard jointly with the application of the Constitution Broadcasting Co., Atlanta, Ga., for a new 5,000-watt day and 1,000-watt nighttime station on the same 550 kc.

AFRA Signs WBYN

AMERICAN Federation of Radio Artists reports that negotiations are under way with WBYN, Brooklyn, and WAAT, Jersey City, for contracts covering announcers and talent. Union also said that Vic Conners, AFRA field representative, was expected to arrive in Dallas-Fort Worth during the weekend to help the AFRA local straighten out differences and establish cordial relations with WFAA-KGKO. Emily Holt, national executive secretary of AFRA, said that during her recent visit to those cities [BROADCASTING, Oct. 13], she had been courteously received by station officials and expressed the belief that the differences existing between stations and AFRA would soon be ironed out and contracts signed.

McGRAW-HILL Book Inc., New York, has announced publication of its new and improved second edition of "Fundamentals of Vacuum Tubes" by Austin V. Eastman, associate professor of electrical engineering, U of Washington, devoted to the latest engineering data on vacuum tube laws and applications.

in the CONTROL ROOM

JOHN W. CHRISTIANSEN, Cedar City, Utah, has joined KS Salt Lake City.

NORWOOD PATTERSON, tec nician of KSAN, San Francisco, a son of the station's owner, S. H. Pa terson, and recently married Fe Whitson.

BOB SOWERS, of Toledo, has join the engineering staff of WICA, As tabula, O.

FREEMAN TATUM has joined t transmitter staff of KFRO, Longvie Tex., replacing Paul Horten who h returned to college.

HOWARD PHILLIPS has joined t engineering staff of KVOO, Tul replacing Clarke McNally who has cepted a defense radio position wi the government.

JUDSON EDWARDS, engineer KSO-KRNT, Des Moines, recen married Cecelia Harness. Sid Pea man, of the engineering department. conducting night school classes tw weekly in radio engineering, sound fects and continuity writing.

JACK BURRELL, television engin of NBC, New York, is the father a girl born Oct. 26.

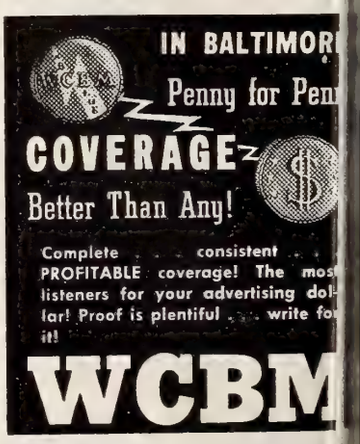
WILLARD BOTTS, a selectee Fort Lee, Va., has returned to his gineering post at WIP, Philadelph

BACK THE HARD WAY

Habicht Returns to U. S. Via Siberian Route

HERMAN HABICHT, NBC M cow representative in Moscow sin 1934, and claimed by NBC as t only radio correspondent in t Soviet capital until the war, turned to New York last week. H duties in Moscow were taken o by Robert Magidoff, of New Yo who has been broadcasting for N from Kubyshev, wartime Russ capital. Mr. Habicht will ma several lectures in this country fore starting a long vacation.

A native of Chicago and a Ha ard Graduate, Mr. Habicht turned to the United States the trans-Siberian railroad, Chi Japan, Manila and the Pac Coast. His first uncensored bro cast in seven years was carried NBC-Blue Nov. 1. Before the he was allowed to broadcast o twice from Russia.



NAB Meetings

(*Continued from page 18*)

The attendance list at the eensboro meeting included:

Edward A. Allen, WLVA; Campbell houx, John W. New, WTAR; Wilton ne, Easy Jones, WBBB; Gordon Gray, rris L. O'Neill, Harold Essex, WSJS; nk V. Becker, WTBO; James L. Howe, TM; C. T. Lucy, WRVA; Graham Poy-, Jack Field, Joseph Ahern, Richard H. son, WPTF; John H. Norton Jr., NBC; E. Joscelyn, Royal E. Penny, WBT; lter Brown, J. W. Kirkpatrick, WSPA; liam E. Rine, George W. Smith, WVA; B. Walter Huffington, WPID; P. Jordan, Jack Weldon, WDBJ; Fred tcher, WRAL; O. J. Kelchner, WMMN; Waters Milbourne, WCAO; Major ge, Jack Denman, Henry Sullivan, nly Holland, WBIG.

. D. Willard Jr., WJSV; Walter A. wry Jr., WMBG; Frank E. Koehler, nes H. Moore, WSLS; Jack Tracey, C; R. S. Morris, W. C. Irwin, WSOC; n S. Elias, WWNC; John M. Rivers, SC; John W. Schultz, WSTP; John derson, Flem J. Evans, Roland D. Mar-ll, WPAR; Henry V. Diefenbach, John Kennedy, WCHS; Mike Layman, AZ; Howard L. Chernoff, West Virginia work; George C. Blackwell, WBLK; T. Hix, WHKY; Frank Jarman, NC.

. H. Berkeley, WRC-WMAL; Charles ham Sr., WCHV; E. S. Whitlock, NW; G. Richard Shafto, J. Dudley menig, WIS; Jerry Winters, WGBR; ver C. Crilley, WJSJ; H. Roy Whit-. WMVA; Allen Wannamaker, WGTM; rge Walker, WAIR; Harry Wright, TH; T. D. Youngblood, WFIG; George der, WCBM; Bert Hanauer, WFBR; L. Laure Jr., WRNL.

. C. Mills, ASCAP; Neville Miller, nk E. Pellegrin, NAB; Leonard D. lahan, SESAC; Carl Haverlin, BMI; ph Wentworth, Lang-Worth; Bill Bailey, io Branch, War Dept.; Alex Sherwood, ndard Radio; Dan Rodgers, Raymond ctor Co.; S. Niles Gates, MacGregor rtising Co.

The attendance list at the At-nta meeting included:

rank King, WMBR; Jim Woodruff Jr., BL; J. M. Comer, Mr. Watson, WATL; d Holt, WAPI; Steve Willis, WJNO; mie Davenport, WRBL; Vernon Story, MA; K. G. Marshall, WBRC; Henry nston, WSGN; G. W. Covington, John ghes, WCOV; Elise Sharon, WJHP; F. Borton, WQAM.

ewis Link, Jerry Wigley, WSUN; lter Tison, WFLA; Ralph Wentworth, g-Worth; John Norton, John Treacy, C; John Mayo, AMP; Leonard Callahan, SAC; Carl Haverlin, BMI; Dan Rodgers, ctor Adv.; A. Spies, WGPC; Maurice eman, Don Ioset, George Storer, WAGA; n Fulton, Elizabeth McCarthy, Frank ther, Paula Wilhite, WGST.

ohn Outler, Marcus Bartlett, Lorin ers, WSB; J. B. Fuqua, WGAC; W. R. gson, WRDW; Charles Smithgall, GA; Ed Mullinax, WLAG; Bob Feagin, rles Pitman, WBML; E. K. Cargill, Red ss, WMAZ; Harbin Daniel, WSAV; Ben liams, WTOC; Harold Marler, WRLC; n Tobola, Jack Williams, WAYX; L. Duncan, WDKA.

The attendance list at the Dis-ct 1 meeting in Worcester Oct. included:

laine—Albert W. Smith, WCSH.

ew Hampshire — Earle Clement, NH; David H. Carpenter, Gordon Kin-, Bert Georges, WHEB; Leslie F. Smith, ohen J. Burke, WMUR; L. Runnels, EA; Herman Steinbruch, WKNE.

hode Island—W. Paul Oury, Theodore Allen, WCFI; John J. Boyle, WJAR; liam T. Bush, H. William Koster, RO; Malcolm Parker, WEAN.

onnecticut—C. Glover Delaney, WTHT; J. Frey, WBRY; F. M. Doolittle, Walter ase, William Malo, WDRC; R. W. is, WNBC; Slocum Chapin, WSRR; W. Morency, Irwin Cowper, T. C. Dray, WTIC; S. B. Gammell, WTHT; old Thomas, WATR; N. E. Whittaker, C.

assachusetts — Mildred P. Stanton, RC; C. W. Young, WBZ-WBZA; George ker, WORL; Haskell Bloomberg, Robert ahue, WLLH; E. E. Hill, G. H. pert, Dorothy B. Robinson, WTAG; N. Armstrong Jr., WCOP; James L. tes, Horace W. Nichols, WHAI; Wil-T. Welch, Leonard C. Cox, WSAR; gsley F. Horton, L. G. del Castillo, EI; Harriett M. Alleman, WOCB; M. B. land, WBRK; Milton H. Meyers, IM; Quincy A. Brackett, M. W. Stough-WSPR; Irving E. Rogers, David G. es, David M. Kimel, WLAW; Albert W. lin, Robert Feldman, WMAS; Charles DeRose, P. J. Montague, WHYN; Hugh R. Norman, WNBH; Warren Greenwood, WHAI; R. L. Harlow, WNAC; Linus Travers, WAAB; Frank R. Bowes, J. F. McNamara, WBZ.

Neville Miller, Frank Pellegrin, NAB; Jack Treacy, Burton Adams, Sheldon Hickox, NBC; Carl Haverlin, M. B. Tompkins, BMI; Jack Harris, J. N. Bailey, War Department; Niles Gates, C. P. MacGregor Co.; Ralph Wentworth, Lang-Worth Features; Leonard D. Callahan, SESAC; Robert H. Reid, INS; Alex Sherwood, Standard Radio.

The attendance list at the Oct. 29 District 2 meeting in Syracuse, N. Y., included:

Clarence Wheeler, Gunnar O. Wiig, WHEC; I. R. Lounsberry, Karl B. Hoffman, WKBW; Thomas L. Brown, WHDL; K. McAllister, Alexander MacDonald, Kolin Hager, A. O. Coggeshall, WGY; Fred R. Ripley, WSYR; Thomas E. Martin, J. Clos Jr., WWNY; George F. Bissell, WMFF; George Torge, Edgar Twamley, WBEN; S. Gregory, WJZ; Frederick L. Keese, WMBO; L. F. Wylie, S. Woodworth, R. G. Soule, O. Soule, WFBL; Willitm I. Moore, WBNX; Elliott Stewart, M. Carlo, WIBX; William A. Fay, Arthur W. Kelley, WHAM; Simon Goldman, WJTN; Dale L. Taylor, Hal Wagner, J. Cleary, WENY; William A. Riple, WTRY; G. Frey, J. Treacy, B. Adams, NBC.

Carl Haverlin, BMI; Bill Bailey, Jack Harris, War Dept.; Leonard Callahan, SESAC; Alex Sherwood, Standard Radio; Neville Miller, Frank Pellegrin, NAB; Ralph Wentworth, Lang-Worth; J. Mayo, Associated Music Publishers; Niles Gates, Transcription Library.

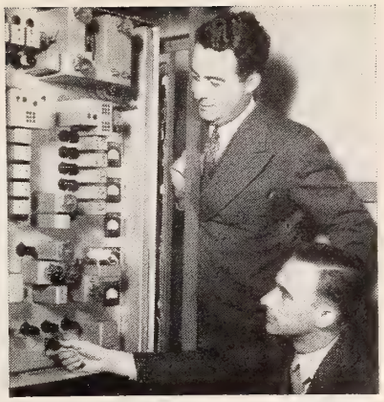
WRNL

ALWAYS RINGS THE

BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS



FM EQUIPMENT for W45CM, high frequency adjunct of WBNS, Columbus, is admired by Lester Nafzger, chief engineer of the station (standing), as Frank Gunther, vice-president and chief engineer of Radio Engineering Laboratories Inc., manufacturer of the 10-kw. transmitter, makes final adjustments. Transmitter, on order Sept. 1, was delivered Sept. 27 by REL and installed for W45CM's commercial debut Oct. 24.

WOR Sales Bonuses

FIVE account executives of WOR, New York, on Nov. 3 received bonuses for surpassing their individual sales quotas for the third quarter of 1941 — George A. Schmidt, Otis Williams, W. Thomas Hamilton and Robert I. Garver, of the New York office, and Robert Wood, of the Chicago office.

HYDE PARK LIBRARY
Is Scene of Royalty Pickup
—Handled by WKIP—

WKIP, Poughkeepsie, N. Y., last Tuesday recorded, in the President's study at the new Franklin D. Roosevelt Library on the Hyde Park estate, a quarter-hour broadcast by Princess Juliana of the Netherlands and her two children. The royal family were week-ending with the President and Mrs. Roosevelt, and the special program had been requested by the Netherlands Information Bureau for rebroadcast via shortwave on WRUL, Boston.

Bruff W. Olin, WKIP manager, and John Burke, chief engineer, handled the program. The Chief Executive, his wife and guests arrived at the library about noon, a transcription was made of their native-language comments, and then was rushed to New York, where the transcription was tied in by wire to the WRUL studios for broadcast at 3 p.m.

Child Panel

PANEL DISCUSSION on "Radio and Our Children" between representatives of the radio industry and the education field will be held Nov. 13 by the Child Study Assn., at its New York headquarters, prior to the institution's annual meeting the following day at the Hotel Commodore, New York. The panel will cover the problems of the writer, director, producer, broadcasting systems, advertising agencies, sponsors, parents and children, and how these problems can be met and reconciled.

Change in Serial Cast

SELENA ROYLE, who until recently played the lead in Colgate-Palmolive-Peet's *Woman of Courage*, Monday-through-Friday strip on CBS, starting Nov. 10 will play the lead in *Kate Hopkins*, five-time weekly serial sponsored by General Foods for Maxwell House Coffee. Moss Royle succeeds Margaret McDonald who has the *Kate Hopkins* lead for the last two years. Other members of the cost, including Constance Collier, Clayton Kollier and Raymond Edward Johnson, remain unchanged. Ted Bates Inc., New York is the agency for the Colgate account while Benton & Bowles, that city, handles Maxwell House.

Where But

WSYR

SYRACUSE

can you get COMPLETE program building facilities?

ATLANTA

A Fort Industry Market

Atlanta's Talking about

WAGA

The Fastest Growing Radio Station in the South

•

WAGA

Soon goes to a new frequency

590

and boosts its power to

5000 watts FULL TIME

•

NBC BLUE - Represented By John Blair

A FORT INDUSTRY STATION

The Blue Ribbon Station

WAGA

ATLANTA, GA.

Food Marketers

(*Continued from page 10*)

Extension Service chief and aide to Mr. McNutt on nutrition, when he said there is nothing in the picture now to indicate that it will be necessary to ration food or to do many of the things which were done by the U. S. Food Administration in World War I.

Probably because this was a convention of the leading radio advertisers in the nation, a number of promotional radio shows were originated from New York in honor of the convention, including the following:

Up From What—Participants, Austin Ingleheart, General Foods, Wilmot Rogers, California Packing Corp. (Del Monte), and Walter R. Barry, General Mills, MBS; Transatlantic radio conversation between Lord Woolton, British minister of supplies, Paul S. Willis, AGMA head, and FSA Administrator McNutt, CBS; *John Daly's News Summaries*, CBS; *The Food Industry & National Defense*, Paul Willis; Harry W. Flannery, CBS correspondent back for Berlin.

GORDON EATON, formerly of WGST, Atlanta, has joined the announcing staff of WBT, Charlotte. He succeeds Russ Hodges, now with WOL, Washington, who is hospitalized with injuries received in an auto accident.



BANANAS!

FOR A SHIPYARD?

YES, CARLOADS OF THEM!

We use them to grease the ways when we launch one of the ships we're building for the Defense program.

New ships, new contracts and NEW PAYROLLS every day in this . . . TEXAS' BOOMING GULF COAST INDUSTRIAL AREA. Put your schedules where they'll do a real job.

KFDM FULL TIME 560KC 1000 WATTS

NBC BLUE

BEAUMONT

Represented by HOWARD H. WILSON COMPANY

PETER PAUL NEWS PLAN HITS SNAGS

A NUMBER of NBC-Red affiliates were reported last week as strenuously objecting to a plan which would place a 15-minute news commentary on 50 stations 5:45-6 p.m., Monday through Friday, immediately preceding the *Esso Reporter* on many stations. Under the proposal Peter Paul Inc., Naugatuck, Conn. (chewing gum, candy) would sponsor Robert St. John, former Associated Press war correspondent, now heard daily on WEAF, New York, in that period.

Roy Witmer, vice-president in charge of NBC-Red sales, had no comment on the contemplated program. Protests arose because of the conflict with Esso sponsored news, a fixture on many stations, and programs sponsored by local or regional concerns.

Platt-Forbes, New York agency handling the Peter Paul account, said the company planned to take a network period but that negotiations "were still going on".

NEUTRALITY FORUM
Iowa Congress Participate In WHO Program

EACH Iowa Congressman was given a three-minute segment of a one-hour pickup from Washington fed direct to WHO, Des Moines, in a neutrality repeal symposium, on Nov. 9, using special lines. After their talks a roundtable was conducted by Baukhage, NBC commentator. Ralph Evans, publicity director for Palmer interests operating WHO, made the arrangements for Col. C. J. Palmer, Central Broadcasting Co. president, and J. O. Maland, WHO manager.

Participants included Representatives Thomas E. Martin, John W. Wynne, Henry O. Talle, K. M. Lecompte, Paul Cunningham, Ben F. Jensen, Vincent F. Harrington.

Ernest Gold Joins WEVD

ERNEST GOLD, composer of "Practice Makes Perfect," and the first of the unknown songwriters to gain recognition in the music world through BMI, has been named musical director of the *Story Shop*, program on WEVD, New York, for which Mr. Gold has been composing and playing the music for the past four weeks.

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!

GET THE FACTS FROM WCAR
PONTIAC • MICH.
THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK

Staff Forum

WAAT, Jersey City, on Nov. 6 started a weekly *Announcer's Forum*, half-hour discussion period for announcers and other staff members. The sessions feature a 10-minute talk by a guest speaker and a 20-minute roundtable discussion of announcing, programming and other problems. First guest was Norman Kersta, of the NBC television department, and Walter Rundle, United Press promotion manager, is scheduled for the next appearance.

Adams-NBC Dicker

ALTHOUGH it was reported last week that John T. Adams, concert and radio talent manager, formerly with Adams & Adams, New York, is planning to purchase the NBC Artists Service, as BROADCASTING went to press no contract had been signed nor would NBC make any official statement on the matter. Mr. Adams is said to be heading a syndicate interested in buying NBC's talent list of radio and concert artists, excluding the network's package programs. Reported price was $100,000.

Center of Population

THE CENTER of population of the United States in 1940 was located 2 miles southeast by east of Carlisle, in Haddon County, Indiana, about 36 miles south of Terre Haute. In the 1930-40 decade the center moved westward 13 miles and southward 7.9 miles. Since 1790 the center has moved westward 602 miles from a point 23 miles east of Baltimore.

Bosco on WABC

BOSCO Co., New York (milk amplifier), starting Nov. 11 will sponsor the Tuesday and Thursday broadcasts of *The World Today* report of CBS correspondents from world capitals on WABC, New York, 6.45-7 p.m. Program is now sponsored across the board, Monday through Saturday with Chesebrough Mfg. Co. sponsoring the Monday, Wednesday and Friday periods and Ludens having the Saturday spot. Kenyon & Eckhardt, New York, handles the account.

ESTHER RALSTON, motion picture star, has succeeded Selena Royle in the leading role of Martha Jackson on *Woman of Courage*, Monday-through-Friday daytime serial sponsored by Colgate-Palmolive-Peet Co.

WINS

Ann Tenna *says:*



I've lovely, rising sales-curves...no waste line-and cover the New York area like a road map. That's what WINS sales at low cost in this bailiwick.

(When you're "on the spot" with me You're sitting pretty as can be !)

Committee Studie Hemisphere Need

Key Defense Agencies Lo Over Policies, Facilities

ESTABLISHED by Presider Roosevelt to study communicatio facilities in the Western He sphere, a special Interdepartment Committee on Inter-American Co munications held its first meeti last Tuesday. The new body, hea ed by Nelson Rockefeller, Coor nator of Inter-American Affai includes representatives of key fense agencies.

In a letter to Mr. Rockefell President Roosevelt asked him assume responsibility for the formal committee; to study the tent of existing communications cilities in the American republ to determine the adequacy of pr ent facilities and need for furt development, and to establish p cies governing the relationship the Government in a program signed to establish a more effici communications system betwe the American republics.

Members of Group

The committee membership cludes DCB-FCC Chairman Jan Lawrence Fly, and Rear Admi S. C. Hooper, in charge of ra liaison for the Chief of Naval Op ations, for DCB; John Tomlins Economic Defense Board; Thon C. Burke, chief of the Division International Communicatio State Department; Col. William Donovan, Coordinator of Inforn tion, with Murry Brophy as alt nate; James H. Edwards, chief the Division of International Ec omy, Commerce Department; W Clayton, deputy administrator, F eral Loan Agency. FCC Chief gineer E. K. Jett has been nan liaison official for DCB and F

Operation methods were a ma consideration at the Nov. 4 orga zational meeting. A secretariat the group, to be established wit the Rockefeller organization, be headed by Ford Studebaker, f merly of American Export A lines. No specific study progra were formulated at the meeting, though the range of such progra will be discussed at a coming m ing.

KCMO Names Pearson

JOHN PEARSON has been na exclusive national representat of KCMO, Kansas City, effect immediately, as announced by J Stewart, manager. Station, wh operates on 5,000 watts dayt and 1,000 watts night time on 1 kc., will join NBC-Blue on Dec Simultaneously, Mr. Pearson appointed national representa of WEW, St. Louis, and KW Poplar Bluff, Mo. Mr. Pearson represents seven Missouri stati

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MEREDITH WILLSON, Holly musical director of the weekly *Coffee Time*, sponsored by Gen Foods Corp. (Maxwell House coff has written a new song titled Song of the Little Red Book".

NEW WAY TO AID DEFENSE

WHBC Sells Plenty of Bonds and Stamps and Frees Spot Time for Other Purposes

)METHING NEW in the way programs to sell defense bonds d stamps has been developed by lix Hinkle, general manager of HBC, Canton, O., with the sta- n's new *A Stamp a Day* pro- am. The feature, sponsored by al business firms and manufac- rers six days weekly, is produc- g big results in sales of bonds d stamps and also has freed a bstantial amount of spot time ich can be used for other pur- ses. An outline of the *"Hinkle an"* has been sent to NAB mem- rs by Arthur Stringer, NAB rdinator of national defense.

Before the start of the new pro- am, WHBC built a three-sided les booth at one corner of the nton public square, decorated it red, white and blue and wired for heat and light. Three sales- dies also were hired to preside the booth, selling defense stamps ery day except Sunday, from 9 n. to 9 p.m. The building cost e station about $600, with this pense amortized over a six-week riod in figuring rates for spon- rship.

Free for Interviewee

Each noon from 12:15-12:30 nmy Dooley conducts a man-on- e-street program outside the oth, interviewing passersby. Each erviewee receives a 25-cent de- se stamp, and if he correctly swers a question posed by An- ncer Dooley or executes a sat- actory stunt, he receives four mps instead of one. About $6 rth of stamps are given away each broadcast, according to Mr. nkle.

On each of the six days the gram is heard it is sponsored a different local industry. The nsor is identified each day by cing his name on signs on the ee-color booth. His name remains the booth for 24 hours, and signs are changed each morn- . Contracts were signed on a -week basis, with each company nsoring one program a week. e sponsors include Timken ller Bearing Co., Hoover Mfg. , Diebold Safe & Lock Co., Ohio wer Co., Luntz Iron & Steel Co., l the *Canton Repository*.

Glad to Do It

Commenting on the sponsorship gle, Mr. Hinkle said:

"These are all large manufac- ing concerns which ordinarily not advertise locally. I might l that these commitments from se sponsors were obtained over telephone by myself. There s no selling required whatsoever l they seemed to be very happy do it. The original commitment all of them was for six weeks. st what happens after that re- mains to be seen, but I suspect that it will be continued by them, as the sale of defense stamps is being stimulated very rapidly. They have now reached over $300 a day.

"I might add that the Timken Co. is making plans to greatly stimulate the interest in the purchase of defense stamps on the remaining days of their sponsorship. They are spending more for this additional promotion than their original commitment to us.

"The complete costs were figured in, including the amortization of the building over a six-week period, as well as the cost of the personnel required to sell the defense stamps. We have arrangement made, of course, with the local post office to keep savings stamps supplied to us, as well as arrangement for police protection. We have dubbed this program *A Stamp a Day*, and we open it with the slogan, 'A stamp a day keeps war away'."

Venard to Petry

LLOYD G. VENARD, formerly sales manager of WCKY, Cincinnati, is returning to the sales staff of the New York office of Edward Petry & Co., representatives, after an absence of about 18 months. John E. Harrington, who has been associated with McCann-Erickson for the last 14 years, has joined the sales promotion staff of the Petry organization.

Heads 'Time' Radio

ROBERT FITZGERALD, of the Books-Arts section of *Time* magazine prior to his recent year's leave of absence, has been placed in charge of the publication's radio section, replacing John McCarten, transferred to the national defense and theatre divisions. Assisting Mr. Fitzgerald is Leora Aultman, succeeding Sonia Bigman, who has been shifted to the *March of Time* program on NBC.

Gen. Van Deusen Named

BRIG. GEN. George L. Van Deusen has been named commandant of the Army Signal Corps School, Fort Monmouth, N. J., the War Department announced last Thursday. He succeeds Maj. Gen. Dawson Olmstead, recently appointed Chief Signal Officer of the Army. Gen. Van Deusen since last January has been in command of the Signal Corps Replacement Training Center at Fort Monmouth.

JAMES E. SAUTER, of Air Features, New York, has been appointed regional defense officer to handle press relations, radio and newsreel activities of the second defense region, New York.

Notice of Hearing Held Unnecessary

FCC Contends That Only the Applicant Must Be Told

COMING UP with the startling statement that notice and hearing opportunity need be afforded no one but an actual applicant, the FCC last Monday filed its answering brief with the U. S. Court of Appeals for the District of Columbia in the appeal sought by NBC from the FCC's grant to WHDH, Boston, of 5 kw. fulltime on 850 kc., clear channel assigned to KOA, Denver.

Briefs also were filed with the court on behalf of WHDH by its counsel, Andrew G. Haley, and for WEEU, Reading, by George O. Sutton. WEEU operates as a Class II station on 850 kc. with 1,000 watts power. Both opposed the NBC appeal, holding that NBC, on behalf of KOA, has no standing to maintain its appeal and that the FCC acted properly in making the WHDH grant.

Something New

Amazing legal practitioners, the novel interpretation of the FCC's legal department on the question of right to hearing appeared in the Commission's brief, which stated at one point:

Section 309 (a) [of the Communications Act] not only does not prohibit the Commission from granting applications without a hearing, but actually makes it mandatory for it to do so if it can determine from the application that public interest, convenience, or necessity would be served by a grant thereof. Thereby Congress sought to promote the full utilization of radio facilities in the public interest by having them assigned as promptly as possible, while at the same time affording to applicants the maximum protection against unwarranted denials of licenses to operate radio equipment.

It should also be pointed out that section 309 (a) requires that the Commission "shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe". No such right of notice and hearing is conferred upon any person other than the applicant, and no duty rests upon the Commission to grant any person other than the applicant an opportunity to be heard.

It has been indicated that the KOA-WHDH case may come up for argument before the court in December, although it is thought argument probably will not be heard until after the first of the year.

True Just Misses

HAROLD TRUE, commentator of WXYZ, Detroit, narrowly missed obtaining a place on the Detroit Common Council in the elections Nov. 4. True placed eleventh in a field of 18 contesting for the nine council places. The last successful candidate of the nine polled 107,309 votes, according to complete unofficial canvasses. True obtained 95,554 votes, considerably bettering his position in the primaries, when he barely qualified at the tail-end of the 18 successful primary aspirants. A major share of True's campaigning was done by radio.

Radio Club Finds Jobs

RADIO EXECUTIVES' CLUB at its regular Wednesday luncheon-meeting in New York, was informed by its newly-formed employment committee that after one week, seven openings were found in agencies and stations. Visiting radio men included Bill Malo, WDRC; James Fishbach, WOL; Frank Webb, WOWO, and Bob Harrington, WSVA. It was announced that next week's gathering would be entertained by the cast of the MBS sustainer, *Can You Top This?*



KDAL

CBS • CP 1000 Watts • 610 KC

DULUTH

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

TO THIS STATION

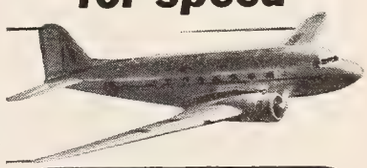
½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ 5000 WATTS NIGHT AND DAY

The only CBS outlet for Northeastern Wisconsin

GREEN BAY, WISCONSIN

YOU DEPEND ON THE AIRLINES for speed



and the airlines depend on Postal Telegraph



● Speed plus dependable service! That's why—"It Pays To Fly!" And for these same reasons, all major airlines—like many of America's greatest business firms—have found—it pays to use Postal Telegraph.

You too can enjoy this same speedy, dependable telegraph service—at low cost—at any Postal Telegraph office. Or—

Phone*

Postal Telegraph

*Charges appear on your phone bill

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 1 TO NOVEMBER 7 INCLUSIVE

Decisions . . .

NOVEMBER 4

NEW, Board of Education of the Memphis City Schools, Memphis, Tenn.—Granted CP new non-commercial educational station FM emission 42.1 mc. 250 w unl.

NEW, King-Trendle Broadcasting Corp., Detroit—Granted CP new commercial FM station 47.3 mc 6,800 sq. mi.

NEW, Coastal Broadcasting Co., New Bern, N. C.—Granted CP new station 1450 kc 250 w.

KWBW, Hutchinson, Kan.—Granted CP increase 250 w equipment changes.

KLBM, LaGrande, Ore.—Granted voluntary assignment to Ben E. Stone for $10,000.

WCAZ, Carthage, Ill.—Granted CP equipment changes increase 250 w unl.

KMYC, Marysville, Cal.—Granted modification license increase 250 w unl.

WFIG, Sumter, S. C.—Granted modification license increase 250 w unl.

KFDA, Amarillo, Tex.—Granted petition reconsider and grant without hearing renewal license.

DESIGNATED FOR HEARING—**NEW, Bob Jones College Inc., Cleveland, Tenn.**, CP new station 550 kc 1 kw D (consolidated hearing with applic. Constitution Broadcasting Co., Atlanta, Ga.); **NEW, Herman Radner, Dearborn, Mich.**, CP new station 680 kc 1 kw D; **KPMC, Bakersfield, Cal.**, CP shift 1560 kc increase 10 kw D & N new transmitter antenna; **NEW, Edward E. Reeder, Seattle**, CP new station 1560 kc 250 w unl. (consolidated hearing with KPMC applic.).

WNBI, New York—Granted modification license 6100, 9670, 11890, 15150, 17780 and 21630 kc; 50-100 kw operation on 9670 kc, 50 kw operation on the others.

WRCA, New York—Same.

KGLU, Safford, Ariz.—Granted license renewal.

NOVEMBER 6

MISCELLANEOUS — **WCAM, Camden, N. J.**, withdrew motion continue consolidated hearing to 11-26-41; **WIBG, Glenside, Pa.**, granted petition dismiss application 990 kc 1 kw ltd. to Knoxville; **WTEL, Philadelphia**, granted continuance hearing to 1-9-42; **KFNF, Shenandoah, Ia.**, granted postponement hearing 12-14-41; **KGLU, Safford, Ariz.**, dismissed petition hearing continuance; **NEW, Hugh McClung, Fresno, Cal.**, granted petition remove from hearing docket amend power to 1 kw change location to Sacramento; **NEW, Ralph L. Lewis, Greensboro, N. C.**, granted petition dismiss application without prejudice.

NOVEMBER 7

MISCELLANEOUS—**NEW, High Point Broadcasting Co., High Point, N. C.**, placed in pending file under Order 79, cancelling Nov. 12 hearing.

Applications . . .

NOVEMBER 3

NEW, The Torrington Broadcasting Co., Torrington, Conn.—Amend CP new station 1340 kc 250 w unl. (facilities of WBRK if and when vacated).

WERC, Erie, Pa.—Modification license 250 w N & D.

WMVA, Martinsville, Va.—CP new antenna increase 250 w D & N.

NEW, Meadville Tribune Broadcasting Co., Meadville, Pa.—CP new station 1340 kc 250 w specified hours with WSAJ.

NEW, Jacksonville Broadcasting Corp., Jacksonville, Fla.—CP new station 1270 kc 5 kw unl. directional N.

WTMV, East St. Louis, Ill.—Transfer control from William H. West to Carlin S. French, 314 shares stock (62.8%).

NEW, Contra Costa Broadcasting Co., Richmond, Cal.—Amend applic. CP new station re stock ownership.

NOVEMBER 5

NEW, John D. Ewing, New Orleans—CP new station 1060 kc 50 kw unl. directional N.

NEW, Florida National Broadcasting Corp., Miami—CP new station 1170 kc 5 kw unl. directional D & N.

KOAM, Pittsburg, Kan.—Amend applic. CP change 860 kc 5 kw D & N new transmitter directional changes.

KYOS, Merced, Cal.—Amend applic. CP 1490 kc 250 w.

16 Years for 'Opry'

CLAIMING a new record, WSM, Nashville, on Nov. 15 will start its 16-year-old *Grand Ole Opry* series for four full hours, completely sponsored. The show, divided into half and quarter-hour portions for sponsorship, is now completely bought up. The broadcast includes a half-hour segment fed to NBC-Red for Prince Albert Tobacco.

NOVEMBER 7

WAAT, Jersey City, N. J.—CP increase 5 kw D & N new transmitter directional changes.

WWRL, Woodside, L. I., N. Y.—Modification license unl. time contingent on WCNW shift

NEW, Metropolitan Television Inc., New York—CP commercial television station (formerly W2XMT) channel No. 8, A5 emission, unl., 500 w aural, 1 kw visual.

WKRC, Cincinnati—CP change 640 kc 50 kw unl new transmitter antenna.

WDBO, Orlando, Fla.—CP equipment changes increase 5 kw N 10 kw D.

KHQ, Spokane, Wash.—CP new transmitter increase 5 kw N 10 kw D.

KSEL, Pocatello, Ida.—CP increase 500 w N 5 kw D equipment changes.

Tentative Calendar . . .

KWK, St. Louis, CP 680 kc 50 kw unl. direction D N (Nov. 10).

NEW, Hennessey Broadcasting Co., Butte, CP 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte**, same (consolidated hearing, Nov. 12).

NEW, High Point Broadcasting Co., High Point, N. C., CP 1370 kc 100 w unl.; **NEW, Ralph L. Lewis, Greensboro, N. C.**, same(consolidated hearing, Nov. 13). First application subsequently placed in pending file 11-7-41.

KFNF, Shenandoah, Ia., license renewal (Nov. 14).

Asks For Sacramento

HUGH McCLUNG, operator of KVCV, Redding, KHSL, Chico, and KYOS, Merced, Cal., who originally had applied for a new station in Fresno, Cal., was authorized by the FCC last Tuesday to amend his application to shift the location of his proposed station to Sacramento and to request 1,000-watt operation. Action was motivated by the granting of a new local Oct. 14 in Fresno to J. E. Rodman, local auto dealer, which gave the city three stations. Mr. McClung had been managing editor of the *Merced Sun-Star* for almost sixteen years, but sold all his newspaper interests last March so he could devote his full time to radio.

Van Dyck Heads IRE

NEWLY-ELECTED president of the Institute of Radio Engineers is A. F. Van Dyck, manager of RCA License-Laboratories, New York, as announced last week by the IRE board of directors following a ballot among members. W. A. Rush, controller of radio for the Government of Canada, Department of Transport, was named vice-president of the group. New directors, of which three were to be selected, are: A. B. Chamberlain, CBS chief engineer, W. L. Everitt, professor of Electrical Engineering at Ohio State, and B. J. Thompson, assistant director of the research and development laboratories of RCA Mfg. Co.'s Radiotron division.

RADIO CENTER, New Haven, has contracted for 52 one-minute announcements on W65H, New Haven FM outlet, from Nov. 1 through Dec. 27, promoting FM receiver sales, it has been announced by William F. Malo, W65H commercial manager.



More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3″ cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators. Lapp Insulator Co., Inc., LeRoy, N. Y.

This giant base insulator supports one corner of the new WABC tower now operating on Little Pea Island, New York.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts

All time EST unless otherwise indicated

New Business

SMITH BROS., Poughkeepsie, N. (cough drops) recently, started 26 weeks Knox Manning newscasts 8 CBS western stations, Mon., W Sat., 8:55-9 p.m. and *William Win* news commentary, Sun., 8:25-8 p.m. (PST). Agency: J. D. Tarc Co., N. Y.

EAGLE OIL & REFINING (Sante Fe Springs, Cal. (Gol Eagle gasoline), on Nov. 9 started 13 weeks *The World Today* on 3 C Pacific Coast stations (KNX KA KSFO), Sunday, 11:30-12 n (PST). Agency: General A Agency, Los Angeles.

STANDARD BRANDS Inc., N York (Fleischmann's Yeast), on J 6 starts *What's My Name?* on MBS stations, Tues. 8-8:30 Agency: Kenyon & Eckhardt, N York.

Network Changes

COLGATE - PALMOLIVE - PE Jersey City (Colgate tooth powd on Nov. 3 added six CBS-Florida tions (WMBR WJNO WDBO WQ WFOY WDAE) to *Stepmother,* n ing a total of 54 CBS stations, M thru Fri. 10:30-10:45 a.m. with rebroadcast 4-4:15 p.m. Agen Sherman & Marquette, Chicago.

BEKINS VAN & STORAGE Los Angeles, on Oct. 31 expanded *Henry, New Analyst* on 4 CBS Pa Coast stations (KNX KSFO KA KROY) from Mon., Wed., 5:30-5 p.m. (PST), to Mon., Wed., F 5:30-5:45 p.m. (PST). Agen Brooks Adv. Agency, Los Angele

BAYUK CIGARS, Philadel (Bayuk "Phillies"), on Nov. 7 a a Friday broadcast to *Sizing Up News,* on 75 MBS stations, Mon. Wed., 8-8:15 p.m. Agency: Ivey Ellington, Philadelphia.

TAYTON Co., Los Angeles (metics), on Nov. 27 drops *Jim Fidler's Hollywood News* on 15 M stations, Thurs. 10:30-10:45 Agency: BBDO, Los Angeles.

MISPRONOUNCED WOR

Favorite Mistakes Are Liste

In Phoney Plug

A COMMERCIAL announcem to demonstrate a group of w most commonly mispronounced announcers, was composed by D Arthur, program director of WI Glenside, Pa., when called upo give an address before a Phila phia group. The commercial r

"Try Whozis Cough Syrup, n from a *genuine* old New Engl formula, and today recognize one of the nation's leading c *preventives.* Whozis Cough Sy enjoys a *tremendous* popula and *authoritative* sources c that in their *expert* opinions it no equal. The housewife g about her daily tasks, the *dict* leading his army, the horse even though warmly dresse sweater and riding *breeches,* have need of Whozis. To get much needed *respite* and relief ing an annoying cough ailment this superior *preventive. Ad* your *inquiries* in response to *advertisement* to Whozis, Win *Creek* Road, Split Lip, Ohio. will *finance* dealers. Listen a *Monday* for a similar program.

Monopoly Rules

(*Continued from page 9*)

ght be February before the statu-
ry three-judge court could hear
guments. Because of the crowded
cket of the court and the de-
rmination to handle the matter
riftly, it was thought that taking
testimony probably would be
t short and that if normal pro-
sses are pursued an opinion might
forthcoming by Spring. This all
esupposes that the case will not
t to the Supreme Court, one
y or the other, on the temporary
junction issue.

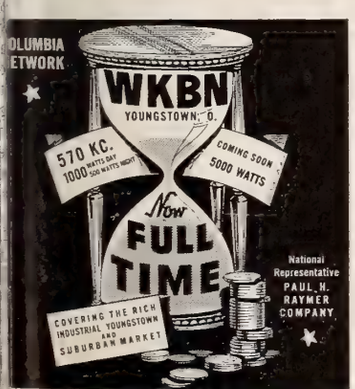
Mr. Brodsky's appointment as
vernment counsel came after
athias F. Correa, U. S. Attorney
New York, has disqualified him-
lf, because he served as chief
sistant to NBC Counsel Cahill
nen the latter was U. S. Attor-
y. He had requested that the
torney General designate some-
e else to defend the Government.

MBS Appearance

MBS, on Nov. 5, filed with the
urt an appearance as a party
fendant, "reserving the right to
allenge the jurisdiction" of the
urt. It was unnecessary for MBS
intervene as such, it was pointed
t, since it was a party in the
oceedings below and could join
sue as a matter of right. The
per was filed by Emmanuel Dan-
tt, WOR-MBS attorney. Partici-
ting in the proceedings for MBS,
wever, in addition to the Dan-
tt firm, will be Louis G. Cald-
ll, MBS chief counsel, and mem-
rs of his staff, including Ham-
nd E. Chaffetz, Percy L. Rus-
l and Donald Beelar. Also parti-
pating will be the Caldwell as-
ciated firm in New York of
wnley, Updike & Carter.

Mr. Weber, in his Nov. 1 memo-
ndum letter to affiliates, stated
at notwithstanding the activities
other elements in the broadcast-
g industry, it is the intention of
tual "to scrupulously comply
th the spirit and letter of the
gulations". The network there-
re is "revising our outstanding
iliate contracts so that such con-
acts will in all respects comply
th these regulations".

SA MAXWELL, the famed party-
er, has been signed exclusively
Telecast Productions, Inc., New
rk, for sponsored television pro-
ams.





FOLLOWING a special dedication ceremony, Fred Weber, MBS general manager, and Diana Forbes-Robertson, niece of the late Maxine Elliott and wife of Writer Vincent Sheean, admire the plague which will hang in the lobby of Mutual's new theatre on W. 39th St., New York. The plague reads: "This theatre was originally named for Maxine Elliott, a great actress and a beautiful woman. On Nov. 3, 1941, it was converted into The Mutual Theatre, for the presentation of quality network broadcasts."

LIBEL INSURANCE POLICY DEVELOPED

AFTER protracted negotiations with insurance firms, the NAB insurance committee announced last Friday that it had evolved a recommended form of libel, slander and copyright infringement insurance policy which would be available to broadcasters from Employers' Liability Assurance Corp. Ltd. In announcing the successful negotiations with this company, Roger W. Clipp, chairman of the special NAB committee, indicated that it is expected other companies will make available similar protective policies.

According to an analysis by Chairman Clipp, the new Employers' policy provides (1) broad coverage in a single policy—libel, slander, copyright infringement and the infringement of dramatic and literary rights; (2) no burdensome provisions requiring performing rights licenses and verification of compositions for infringing material; (3) reasonable rates.

Members of the insurance committee, which for six months has investigated the insurance situation, include, in addition to Mr. Clipp: Bill Moore, WBNX, New York; C. R. Dean, CBS; Charlie Wall, NBC, and Lynne Smeby, NAB, secretary.

The NAB stated that the new policy may be purchased through any agent of Employers' Liability Assurance Corp. Ltd., or an insurance broker.

General Marine Plans

GENERAL MARINE Corp., Chicago, has named McJunkin Adv. Co., Chicago, as agency. Radio and sports magazines will be used. E. A. Trivil is handling the budget for McJunkin.

Chain Regulations Formally Revised

Normal License Period for Stations Now Two Years

FORMALIZING its action of Oct. 11 in modifying the chain broadcasting regulations as specified in its supplemental report [BROADCASTING, Oct. 13-20], the FCC last Tuesday announced amendment of those paragraphs of the rules and regulations affected by the order.

The normal license period of all broadcast stations, pursuant to the chain regulations, was extended to two years. It was explained at the FCC, however, that stations must file renewal applications as prescribed under their existing licenses, with the renewals then to be extended for the new term, which may be for more or less than the two-year period in order to comply with the new requirements. In no event, it was stated, will a license be issued for more than two years and four months, while others may be issued for less than one year, to fill out a given tenure.

Staggered Penalties

Licenses are staggered by frequencies in six categories under the existing system. These categories will remain the same, it was declared. The renewal dates are Feb. 1, April 1, June 1, Aug. 1, Oct. 1, and Dec. 1.

The Commission's public notice, formalizing the chain-monopoly regulations, follows:

Pursuant to its Supplemental Report on Chain Broadcasting of Oct. 11, 1941, the Commission amended Sections 3.102, 3.103, and 3.104 (pertaining thereto) and, at the same time, amended Section 3.34, extending the normal license period of all standard broadcast stations to two years, with expiration date of licenses on the various frequencies listed, and Section 4.3 (re license period for broadcast stations other than standard, and renewal of licenses).

Spots for Hope Book

PEPSODENT Co., Chicago (dental products), is using 17 markets the week of Nov. 10 to promote Bob Hope's autobiography, *They Got Me Covered*, in one-minute announcements plugging a new over-the-counter deal in which the book can be purchased for 10 cents plus any Pepsodent product. Agency is Lord & Thomas, Chicago.

KPQ Joins Blue

KPQ, Wenatchee, Wash., on Nov. 10 joins NBC-Blue bringing the total of Blue stations to 168. Station is owned by the West Coast Broadcasting Co., and operates with 250 watts on 1490 kc. unlimited, but has a construction permit for 1,000 watts daytime and 500 night, on 560 kc.

KINY
"The Friendly Voice of the Capital"
"Hey Fellows!"
When you buy KINY, you are buying into the heart of the wealthiest per capita United States market — Alaska!
Executive Offices
Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

INS
Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".
INTERNATIONAL NEWS SERVICE

Sales through the air
WING
Dayton, Ohio
5,000 WATTS
Day and Night
NBC RED & BLUE
National Representatives
PAUL RAYMER CO.
buy WING-get WIZE (BONUS STATION)
DAYTON, O. SPRINGFIELD, O.

You Can Dominate the Omaha Great Plains Market
WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC. 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co. Representatives

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Plans for Priorities Advisory Group For Communications Near Final Stage

PLANS to vest priorities advisory power for the communications industry in the Defense Communications Board were nearing the final stage over the weekend. An expected directive from the Office of Production Management had not been announced, however.

It was understood that FCC and DCB Chairman James Lawrence Fly would meet with Donald M. Nelson, priorities Division director, during the Nov. 10 week to renew discussions of the plan, under which DCB may receive broad power to recommend to the OPM Priorities Division on priorities matters for the entire communications industry, including broadcasting It is expected such a plan, with the specialized knowledge of DCB experts dovetailing with the experience of the OPM organization, would greatly improve the position of the entire industry in priorities matters [BROADCASTING, Nov. 3].

Rationing Plan

Recommendation of communications priorities policies to SPAB, including the rationing of communications service according to relative importance, is understood to be a major power to be granted DCB under the plan. OPM is known to be considering the proposition, regarding DCB and its Priorities Liaison Committee, or some other body to be constituted under DCB, as a clearing house for priority problems. It is believed delay has arisen through the desire of the OPM Legal Division to clear up technical details.

Within the industry it is felt the plan will speed materials for operation and maintenance. A whole new priorities section under DCB, might be necessary, with fulltime paid personnel.

Another development came Thursday with release by the Office of Price Administration of a letter from OPA Administrator Leon Henderson requesting "all manufacturers of radio receiving sets, radio-phonograph combinations, radio parts or radio-phonograph combination parts to maintain prices of these products at the level prevailing Oct. 15, 1941". His letter, indicating the Federal attitude from the consumer approach, asked manufacturers also for an "expression of your willingness to cooperate". During the last week OPM also again urged manufacturers in all fields to consider means of reduring the number of varieties for styles in their products.

It was learned the OPM Civilian Supply Section has on occasion granted necessary priority rating to a broadcaster needing a transmitter tube replacement. It is understood a tentative definition of an emergency provides that if a broadcaster has installed his last spare tube of a particular size and is without spares, he can obtain, through proper application, one replacement tube.

Aveyard to MacFarland

A. E. AVEYARD, nationally known advertising figure, last Friday joined Hays MacFarland & Co., Chicago, as a partner and vice-president. He has acquired a stock interest. Name of the firm has been changed to MacFarland, Aveyard & Co. No change in executive personnel is planned. Mr. Aveyard entered advertising with Campbell-Eward Co., Detroit, moving to Lord & Thomas in 1925 where he later became executive vice-president in the home office in Chicago as well as a member of the board. After that he became vice-president, general manager and a director in the Chicago office of BBDO. Hays MacFarland & Co. was formd in 1929.

Hammond Dealers

HAMMOND INSTRUMENT Co., Chicago, has launched a cooperative spot announcement campaign with local dealers on a share-cost basis, to promote its new Hammond Solovox. Announcements will be one-minute transcriptions of background music played on the Solovox with dialogue and provision for local dealer mention. Each skit is a dramatization with a man, a girl and a musician demonstrating typical Solovox approximations of musical instruments. Agency for Hammond is George H. Hartman Co., Chicago.

Laco Soap Spots

LACO PRODUCTS Inc., Waltham, Mass. (castile soap and shampoo), is planning a campaign of one-minute transcribed announcements to get under way within a week or two on an undisclosed number of stations. Joseph Katz Co., Baltimore, Md., the agency, is working out details.

London Bells

ONE of the problems to be solved when John Gunther and Leslie Howard appear as guest experts while sitting in a BBC studio in London on Nov. 14 broadcast of American Tobacco Co.'s *Information Please*, is a code to substitute for the usual raising of hands, to be used by the guests 3,000 miles away. But Clifton Fadiman, m.c., came through with the solution: When Gunther wishes to answer, he will let Fadiman know by ringing a bell in the London studio. When Howard thinks he has the dope, he signifies by pressing a buzzer. Kieran and FPA from NBC studios will be the other members of the board of experts for the evening.

WGN and AFM Accord For Musicians Adopted

DETAILS of agreement reached between WGN, Chicago, and Chicago Federation of Musicians, Local 10 setting up special scale and provisions of employment for musicians on W59C, station's FM outlet, were announced in the November issue of the Local's monthly organ, *Intermezzo*, as follows: Musicians, $60 a week, three hours work in a period of six consecutive hours, five days a week, with the conductor receiving $10 per week extra. Record turners, $60 a week, four hours consecutive employment, five days a week. All overtime to be paid at a rate of $4 per hour.

"In consideration of the employment of nine staff musicians on W59C only," the bulletin states, "the regular staff musicians now employed on WGN are permitted to play on W59C within their basic hours." Although the scale is 50% less than regular broadcasting scale, there are possibilities for added employment since there are 10 applications on file for FM stations in the Chicago area, according to the bulletin.



Drawn for BROADCASTING by Sid Hix

"He Kept Us On the Air by Rebuilding Tubes With Aluminum He Gets Out of Beer Caps!"

KOB Contests Standi Of NBC in Its App

DECLARING that NBC has standing under the law to pro the FCC's action in granting "special service authorization" KOB, Albuquerque, under wh that station would operate with kw. day and 25 kw. nighttime po on 770 kc., KOB Counsel W. Th dore Pierson last Thursday f with the FCC an answer to brief of NBC on behalf of W NBC-Blue key in New York, p ently enjoying a 1-A status on 770 kc. clear channel.

The KOB answer, which as denial of the NBC petition, a days after Counsel Pierson filed an application to modify KOB authorization to a strai 50 kw., night and day.

The KOB grant, which bears the earmarks of a clear-cha breakdown, also drew protest f KXA, Seattle, whose counsel, T Littlepage Jr., last Monday Tuesday filed an opposition b and an appending letter asking FCC to set aside and rescind Oct. 15 KOB order. Referrin the KOB grant, made without h ing or application by KOB, on FCC's own motion, as "a most regular proceeding", Counsel Li page in his letter cited enginee findings that the proposed 50 operation of KOB on 770 kc. w cause serious interference to K service. KXA also operates on kc., limited to WJZ, the domi station on that channel.

The Commission was asked n extend the KOB authorities t kw., instead either assigning station to a frequency other 770 kc. or requiring that KOB quately protect KXA by insta a directive antenna, reduc power, or both.

Two Television Ima Synchronized by N

NEW TECHNICAL develop called by NBC engineers "tyi two synchronizing generator radio," was tried out for the time Nov. 4 on WNBT, NBC's vision station, so televiewers able to follow election retur the same time they watched fessional wrestling matches Ridgewood Grove, Brooklyn.

To accomplish this, it was sary to join one image from Manhattan—the election re from Radio City—with an image, radioed from Brookl trick which required that th units be in absolute synchro A running box-score of the m alty race was faded in at the t the wrestling image at freque tervals giving the major pa the election returns during bouts.

The new development now i it possible for engineers to s from Radio City's television st to the mobile unit, without a blank screen or an un image on the receiver. The sor's message also may be s imposed on an image or th tion's call letters can be without interrupting the te feature.

KFQD, Anchorage, Alaska, h pointed Homer Owen Griffith of wood as its national advertisin resentative.



S.R.O.

AN HOUR BEFORE THE SHOW



BOONE COUNTY JAMBOREE PLAYS TO RECORD AUDIENCES OF 169,406 PEOPLE DURING 1941 FAIR SEASON

• • •

ANOTHER INDICATION OF WLW's POPULARITY WITH RURAL AUDIENCE

Yes, sir—WLW's Boone County Jamboree entertainers really pack 'em in wherever they go in WLW land. Take the Ohio State Fair, for example. The huge Coliseum was completely sold out more than an hour before the show, and still long lines of people waited at the door, hoping to get in. It was an all-time record crowd.

But record breaking crowds are not unusual for Boone County Jamboree personal appearances. As a matter of fact, these popular entertainers played a total of 63 dates in seven states during the fair season, July 4 to October 4, and established new attendance records at fourteen events.

This year, also, WLW produced a spectacular pageant, "By Dawn's Early Light," with a cast of more than 100, at the Ohio State Fair. The most lavish entertainment ever attempted by the fair management, and certainly the most ambitious ever undertaken by a radio station, "By Dawn's Early Light" played to *45,757* people . . . another all-time record for the fair.

WLW's clear channel facilities, plus progressive programming aimed specifically at its rural audience, gets the farmers' ear in the Midwest. They flock to see Boone County Jamboree favorites because they have heard them on WLW.

CLEAR CHANNEL

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



REPRESENTATIVES: New York—Transamerican Broadcasting & Television Corporation. Chicago—WLW, 230 N. Michigan Avenue. San Francisco—International Radio Sales.

LOOK AT WHAT 21 YEARS HAVE WROUGHT!



The World Becomes One "Neighborhood" for the Army-Navy Game!

THIS month, American radio broadcasting comes of age—reaches its majority with the twenty-first anniversary of KDKA in Pittsburgh. And this month furnishes an excellent opportunity to see *how far* American Broadcasting has come in just 21 years...with the world-wide broadcast of the Army-Navy football game on November 29 at 1:15 p. m., E.S.T.

When KDKA began, it was practically a miracle for a station to be heard at all—by anybody—anywhere. But when the Army plays the Navy this month, fans half the world away will hear every play. For this game will be carried on both the Red and the Blue Networks of the National Broadcasting Company ...over Station KGU in Honolulu... over Station KZRH in Manila... over NBC International Shortwave Stations WRCA and WNBI . . . General Electric Shortwave Stations WGEA, WGEO, KGEI . . . Westinghouse Shortwave Station WBOS.

Even ten thousand miles from the stadium, it will take very unusual conditions indeed to prevent listeners from picking up at least *one* of these stations!

Behind the progress of broadcasting lies a step-by-step improvement in broadcasting facilities. Year by year, in the RCA Laboratories, engineers and scientists have labored to perfect RCA Broadcast Equipment—to produce transmitters of higher efficiency, greater dependability, and finer quality—to serve both stations and listeners through *better* broadcasting!... Just one more reason why it pays to look for the RCA name on your new equipment!

Use RCA Radio Tubes in Your Station for Finer Performance

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA

Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore

PRINTED IN U.S.A.

BROADCASTING

The Weekly Newsmagazine of Radio

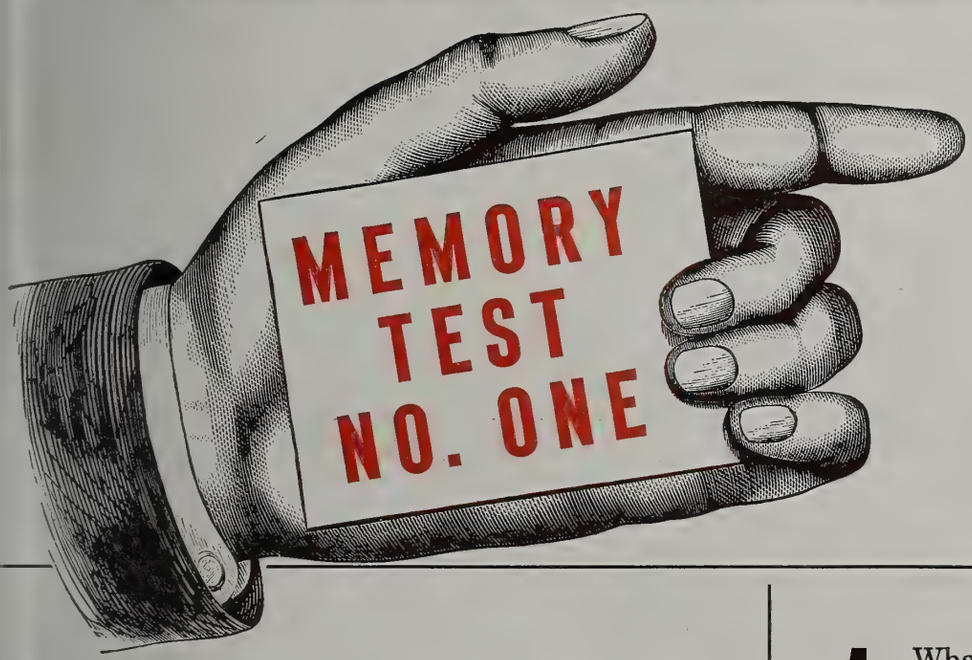
Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

NOVEMBER 17, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 20
WASHINGTON, D. C.



for advertising and radio executives

1 What famous children's show has quietly acquired a new, vital pattern and approach?

2 What major station recently launched the most complete method for measuring local audience composition and program standing?

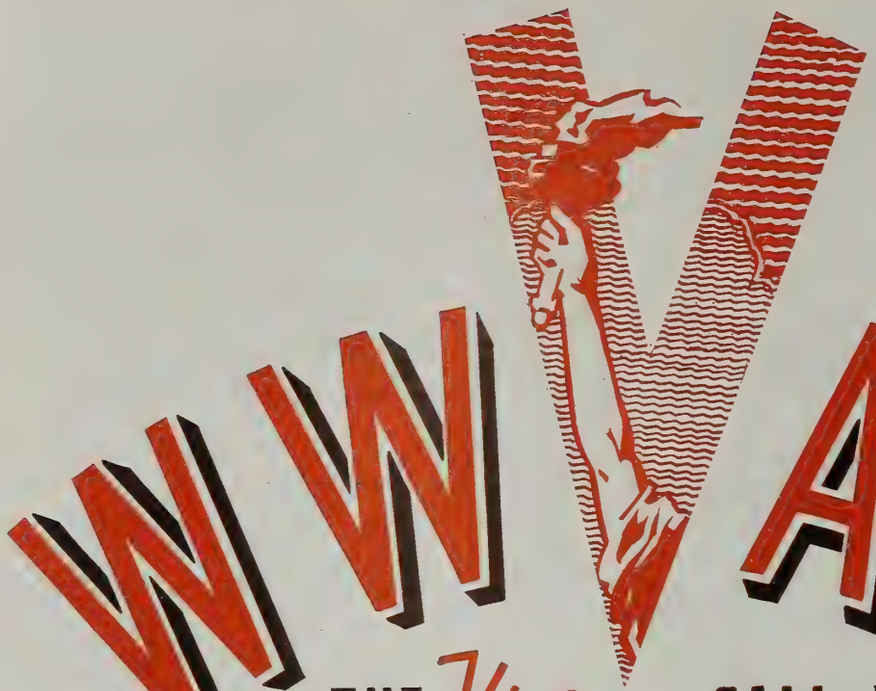
3 Using only one major station, what well-known company reduced its advertising expenditures 50% and increased its sales 10% in a previously considered "saturated market"?

4 What non-network program has regular listeners in 35 states, Canada and South America?

5 What major metropolitan station covers the greatest rural sales territory in the United States?

6 What late-evening program made a little-known mattress a sales-leader in less than three weeks?

SEE PAGE 35 *for the answers*



THE *Victory* CALL LETTERS!

Victory - RECORD NUMBER LOCAL ACCOUNTS!

Victory - RECORD NUMBER NATIONAL SPOT ACCOUNTS!

Victory - RECORD NUMBER N.B.C. COMMERCIALS!

Victory - RECORD YEAR FOR WWVA JAMBOREE ATTENDANCE!

Victory - RECORD SALES IN THE STEEL AND COAL BELT OF THE NATION!

Victory - RECORD NUMBER OF LOYAL LISTENERS IN EASTERN OHIO, WESTERN PENNSYLVANIA AND NORTHWESTERN VIRGINIA!

Victory - RECORD RESULTS FOR ADVERTISERS!

WWVA

N. B. C. BASIC BLUE

WHEELING, WEST VA.

5,000 WATTS

50,000 WATTS

Coming up soon!

A FORT INDUSTRY STATION

JOHN BLAIR

REPRESENTS US NATIONALLY

OUT FRONT

WITH NEW ENGLAND SPORTS FANS . . . .



AROUND the sports calendar, season-in and season-out, The Colonial Network, through A 1 service, has won a following of loyal listeners that is unquestionably the largest in New England.

Football . . . baseball (American and National League Games) horse racing . . . hockey . . . basketball . . . track meets . . . sports events of all types are broadcast in greater number by The Colonial Network than by any combination of stations, or single station, in New England.

This is just one segment of the huge market reached by The Colonial Network, with its wide coverage and 19 locally accepted, key-buying-area stations.

It has successfully sold cereals, razor blades, gasoline, cigarettes . . . and numberless products appealing to all listeners.

Before you make New England radio commitments, get the facts about the network that does an effective selling job . . . economically.

WAAB	Boston	WSAR	Fall River	WATR	Waterbury	WCOU	Lewiston, Auburn
WEAN	Providence	WSPR	Springfield	WBRK	Pittsfield	WSYB	Rutland
WICC	Bridgeport, New Haven	WLBZ	Bangor	WNLC	New London	WELI	New Haven
WLLH	Lowell, Lawrence	WFEA	Manchester	WLNH	Laconia	WEIM	Fitchburg
		WNBH	New Bedford	WRDO	Augusta		
		WTHT	Hartford	WHAI	Greenfield		

The Colonial Network

BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



One of the very highest heads of a company which compounds headache remedies had *this* to say the other day about KOIL's *7-Point Plus Merchandising:*

"Thank you very much for your Proof of Performance enclosing the newspaper radio page and the list of promotional announcements. We appreciate very much your cooperation in this merchandising."

THAT 7-POINT PLUS MERCHANDISING STATION IN OMAHA, NEBRASKA.....

KOIL

for the rural and small town audiences, use

KFAB LINCOLN, NEBR

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REPR

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

November 17, 1941

CONTENTS

Advertising Pledges Aid to War Economy	7
ANA Revives Radio Plan	7
Henderson Denies Advertising Fight	9
Status Quo on Chain Suits	10
Price Control Bill Protects Advertising	12
Schechter War Department Adviser	12
Church to London as BBC Adviser	12
FCC Postpones Newspaper Hearing	14
Seven Sponsors Open W53PH	18
Hearst Starts Radio Section Tabloid	20
NBC-CBS-WLW Cover Maneuvers	21
FCC Grants New Louisville Station	24
FCC Seeks NBC-CBS Suit Dismissal	40
Canadian Government Buys More Time	42
BMI Sets Long Term Contracts	50
ASCAP Disc Clearance Set	50
Telephone Strike Delayed	51
Allocations Will Benefit Broadcasters	54
Britain Considers Commercials For Colonies	54

DEPARTMENTS

Agencies	48	Merchandising	34
Agency Appointments	38	Network Accounts	52
Behind the Mike	32	Personal Notes	31
Buyers of Time	24	Purely Programs	36
Classified Advertisements	46	Radio Advertisers	43
Control Room	53	Station Accounts	42
Editorials	30	Studio Notes	39
FCC Actions	52	They Say	30
Meet the Ladies	33	We Pay Respects	31
Hix Cartoon	54		

BUYERS' GUIDE FOR THE INDUSTRY!

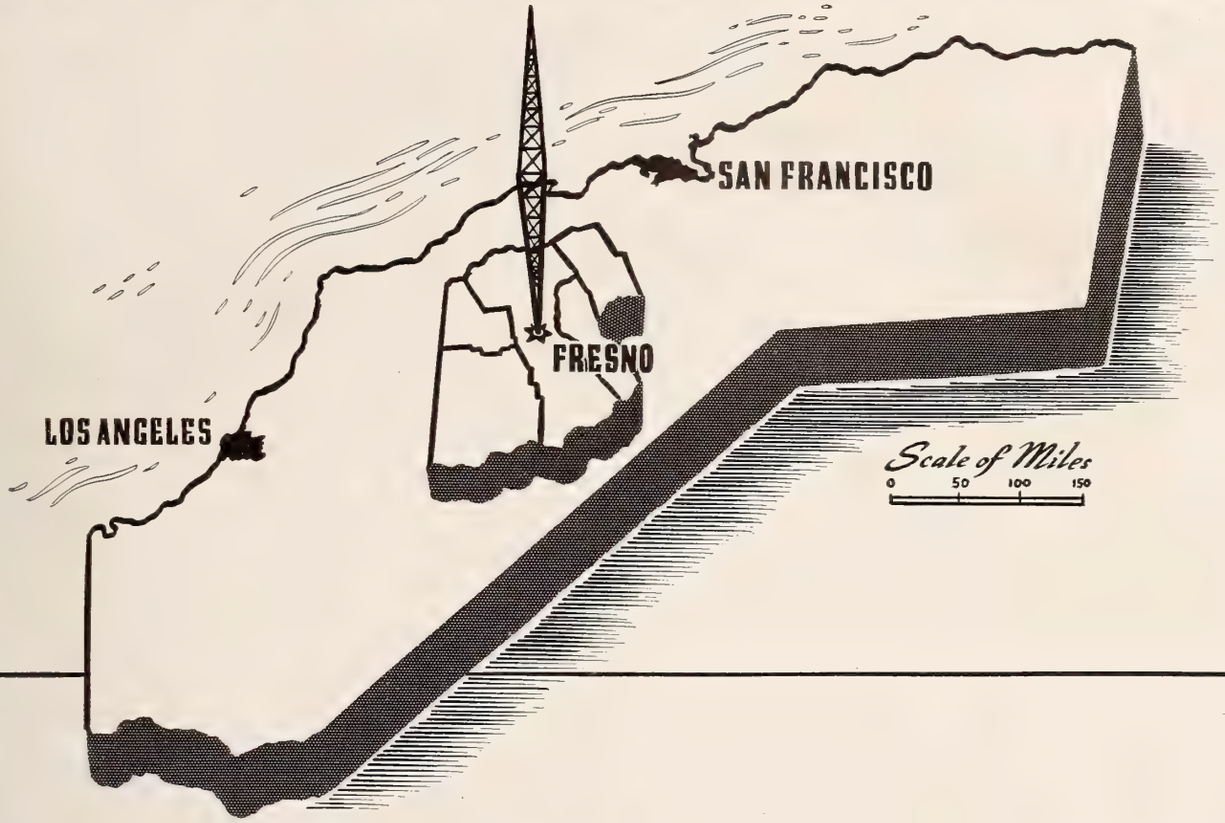
Knows all . . . tells all . . . sells all

1942 BROADCASTING YEAR BOOK NUMBER

WIRE YOUR RESERVATION COLLECT!

$192 page • $108 half • $60 quarter

KARM INCREASES POWER 2000%



—OFFERS SENSATIONAL OPPORTUNITY IN CENTRAL CALIFORNIA!

On Nov. 30, Station KARM at Fresno will become one of the *most important* stations in the U. S. Already a basic member of the Columbia Pacific Network, with a sensational record of preference in Central California, *we multiply our power twenty-fold on Nov. 30.* . . . Judge all these facts for yourself:

KARM's Market: Fresno is the center of one of the most amazing territories in the U. S.—a market in which the per capita spending is $879, against the California average of $461, and the U. S. average of $319—a five-county market that spends *more consumer dollars* than Vermont, Delaware, Wyoming, Nevada, or New Mexico!

Of these five Fresno market counties, one is the *second* richest farm county in the U. S.—one is the *fourth*—one is California's *first* in cattle shipping—one is among the West's largest producers of *oil* and gas!

KARM's Coverage: According to an *authoritative* recent independent coincidental survey, KARM commands an *average* of 58.2% of the available audience in this fabulous five-county market — loses only 37.7% to local competition, loses only 4.1% to "outside" stations!

KARM's Competition: Please note that the above listening data was taken while KARM was still a 250-watt station, competing with a 5000-watt Fresno contemporary. *On Nov. 30, KARM goes 5000 watts.* . . .

Rates have not yet been advanced. We believe in view of all the above facts, Station KARM represents the best radio opportunity in America. Write for availabilities—or ask Free & Peters.



Free & Peters, Inc., Exclusive National Representatives

KARM

5000 WATTS . . FRESNO
FOR CENTRAL CALIFORNIA

FRESNO—THE GOLD IN GOLDEN CALIFORNIA!

Fresno, California, is the center of one of the most amazing territories in the U. S.—a market in which the per capita spending is $879, against the California average of $461, and the U. S. average of $319—a five-county market that spends *more consumer dollars* than Vermont, Delaware, Wyoming, Nevada, or New Mexico!

Of these five Fresno market counties, one is the *second* richest farm county in the U. S.—one is the *fourth*—one is California's *first* in cattle shipping—one is among the West's largest producers of *oil* and gas!

With Basic Columbia Pacific Network service, Station KARM commands an average of 58.2% of the available audience in this fabulous five-county market—loses only 4.1% to "outside" stations! . . . These figures are from a recent and authoritative independent coincidental survey, made when KARM was a 250-watt station. You can draw your own conclusion as to what the figures will be *after Nov. 30*, when *KARM goes 5000 watts, day and night!*

If you are selling in Central California, KARM is the "must" station. Let us give you the whole story.

KARM

5000 watts . . . Fresno

FOR CENTRAL CALIFORNIA

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE

. . .IOWA. . .

WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH

. . .SOUTHEAST. . .

WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE

. . .SOUTHWEST. . .

KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA

. . .PACIFIC COAST. . .

KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

AND

WRIGHT-SONOVOX, INC.



CHICAGO: 180 N. Michigan Franklin 6373 · NEW YORK: 247 Park Ave. Plaza 5-4131 · DETROIT: New Center Bldg. Trinity 2-8444 · SAN FRANCISCO: 111 Sutter Sutter 4353 · LOS ANGELES: 650 S. Grand Vandike 0569 · ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

ol. 21, No. 20 WASHINGTON, D. C., NOVEMBER 17, 1941 $5.00 A YEAR—15c A COPY

Advertising Pledges Aid to War Economy

Henderson's Plea Dispels Fears For Future

DVERTISING and Government ound they had a common ground hen they met last week in what as billed as a fight by advertising save itself from possible extinc- on or perhaps just serious injury. The event was staged Nov. 13-14 the Assn. of National Advertis- s and the American Assn. of Ad- rtising Agencies at the Home- ead, Hot Springs, Va. The two ssociations met in an unprece- nted joint session at which the ture of advertising was to be praised in the war economy.

But instead of starting a mad mpaign against governmental ac- ons affecting advertising, the aders of that industry agreed in rge measure with Leon Hender- n that the two groups have a mmon aim—preservation of what ch termed a "dynamic economy".

Federal Influences

Under the strategical plan for e unusual ANA-AAAA joint ses- on, the convention spent one day, hursday, proving the facts about fluences tending to undermine tional brands and the advertis- g thereof, as well as the facts out the economic effects of ad- rtising and its vital place in the merican system of free enterprise. his portion of the convention ound up with a fear-dispelling eech by Mr. Henderson, who is dministrator, Office of Price Ad- inistration; director, Division of vilian Supply; Office of Produc- on Management; member, Supply riorities & Allocations Board [see xt on page 9].

Climax Comes Friday

The Friday meeting was devoted discussion of the indispensabil- y of advertising as proved by ex- rience and the all-important mat- r of what to do about it.

The fiery two-day session ached its zenith at the Friday nd-up when it was agreed that e self-preservation fight of the vertising industry will be waged individuals and groups repre- nting advertisers, agencies and edia.

The convention came to an offi- cial close when Harold B. Thomas, of the Centaur Co., presiding, called for a rising vote of those who would join the organized ef- fort to sell advertising to the pub- lic in case such a campaign is un- dertaken.

Advertising and media groups received a blunt warning from Niles Trammell, NBC president, that trouble lies ahead for adver- tising unless action is taken.

Trammell On Radio Troubles

"Our medium is exhibit A show- ing what can happen when you turn your back on what is going on in Washington," he said in representing radio during a series of brief talks by media representa- tives. "We saw it coming in 1936, but turned our backs. If you don't do something, what happened to us will happen to all advertising. Radio is anxious to cooperate in every way possible to further this program."

It was strongly indicated that one basis of the advertising cam- paign to sell advertising to the pub- lic will be the Harvard Study of the Economic & Social Effects of Advertising. Comprising some 300,- 000 words, the study will be avail- able the first of the year and is described as the best report on the subject possible to produce. It is a project of the Advertising Re- search Foundation, jointly organ- ized several years ago by ANA and AAAA.

Young on 'What to Do'

The convention developed into a free-for-all Thursday during Mr. Henderson's talk when he answered a barrage of penetrating questions and captivated the convention with humorous and understanding re- marks. Speaking, of course, from the standpoint of Federal price and allocations control, Mr. Henderson quickly convinced many hard- shelled anti-NewDealers that they have been duped by under-the-bed- time stories.

From the standpoint of the ad- vertising industry, James Webb Young, senior consultant, J. Walter Thompson Co., handled the tough assignment of "What Shall We Do About It?", cimaxing the two-day joint meeting.

Mr. Young's climactical talk was built around the thought that ad- vertising is now in the position of being required to justify itself as a social force. He called for co- operative steps by the advertising industry to bring about in the country a new faith in the possibil- ities of the dynamic economy. He pleaded that advertisers help busi- ness regain leadership of the na- tion's economy.

From Two Viewpoints

But through his strictly pro- advertising talk he asked the in- dustry to adapt advertising to a war economy.

Which is just what Mr. Hender- son asked.

The difference rested in the fact that Mr. Young spoke from the ad- vertiser's and the agency's view- point, keeping foremost the present

ANA Revives Plan to Measure Radio

Broadcast Advertisers Show Interest in Pinkham Idea

AN OLD radio problem was kicked squarely into the open last Wed- nesday when the Assn. of National Advertisers, meeting at Hot Springs, Va., decided that some- thing ought to be done about evalu- ating radio stations on a standard basis.

The action was taken at a panel of several dozen ANA radio users at the Association's private session held prior to the joint Nov. 13-14 war council called by the ANA and the American Assn. of Advertising Agencies.

Pinkham's Plans

Instigator of this resuscitation was Charles Pinkham, advertising manager of Lydia Pinkham Medi- cine Co. Mr. Pinkham plans to spend about $600,000 next year on his company's basic radio campaign, along with additional fall and spring campaigns. About 200 sta- tions will be selected.

A scientific spender of advertis- ing money in thousands of news- papers in addition to his radio schedule, Mr. Pinkham is interested in devising a radio evaluation formula covering mechanical fac- tors. He has perfected an intricate automatic card index system for newspapers, and hopes for the day when he can buy radio on the basis of a medium covering mechanical factors such as frequency, power, radio homes, conductivity.

Wants Scientific Formula

If he can get such a factor, Mr. Pinkham told the ANA's radio group, he then can take into ac- count such factors as hour, pro- grams before and after, programs opposite, station's special appeal.

After receiving support from others at the session, Mr. Pinkham obtained a unanimous vote author- izing steps to set up a coverage method. He said that responsibility rested in the ANA's lap to do some- thing about it, but no action was taken other than to approve the general idea.

History of the joint ANA-AAAA- NAB effort to set up a coverage method similar to newspaper and magazine circulation evaluations was recalled at the session, as was the $40,000 spent on the project.

Mr. Pinkham said he is not in- terested in station rate cards be- cause he can't understand them. He desires a scientific formula un- der which he can have some idea of what he is buying for the money he spends. His intricate newspaper card system solves the problem for that medium, he told the radio panel.

The ANA radio group discussed surveys and listened to the read- ing of a list of rate increases. The ASCAP question didn't cause any particular comment.

As was the case at the main ANA Convention and the joint ANA-AAAA meeting, most adver- tisers showed a tendency to go ahead and advertise as usual. They are prepared for hardships and face many shortages of raw ma- terials, along with packaging dif- ficulties. But there was little talk of fear; rather, most advertisers are looking into the future with fortitude.

danger to the nation, whereas Mr. Henderson said he was trying to help advertisers do that very job, speaking from the standpoint of the Government's price, production and allocations agencies.

Graphic portrayals of the problems facing advertising, along with the types of growing opposition now being met, were given on the opening day by CBS and Time Inc. Using material furnished by the ANA-AAAA committee in charge, CBS staged a drama built around Federal opposition to advertising and national brands, consumer movements, educators' activities and current business and production problems. The CBS drama was produced by Frank Barton, written by Yascha Frank and directed by Earle McGill, all of the network's staff. It drew frequent applause, and was followed by a convention ovation.

The morning session at which CBS supplied the program was presided over by B. B. Geyer, of Geyer, Cornell & Newell, New York, AAAA vice-president. A. O. Buckingham, Cluett Peabody & Co., former ANA chairman, was in charge of this portion of the program.

'Times' Big Show

At the afternoon session the same day, Time Inc. used dramatic and movie technique to present the economic justification of sound advertising. Presiding was H. W. Roden, of Harold H. Clapp Inc., retiring ANA chairman. Representing the program comittee was T. D'Arcy Brophy, of Kenyon & Eckhardt. The *Time* show also drew lengthy applause. It was followed by Mr. Henderson's talk.

In keynoting advertising's current problem, Mr. Young reminded that advertising's main obligation to itself has been to make advertising pay the advertiser. Now, he says, advertising is having its soul searched and is required to justify itself as a social force.

He found three sources of danger. First is a repugnance for some of the bad taste and the clamor of advertising. Second is a group of serious students of economics and distribution, largely educators and specialists in the consumer movement. Third is "the fact that there is in Washington today a group of administrators and administrative advisors who do not cal themselves friends of advertising."

Arnold's 'Shrewd Blows'

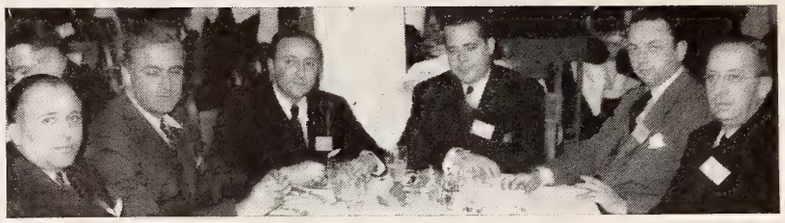
On the third point he referred to some "shrewd blows in passing" which are being dealt by Thurman Arnold, head of the Anti-trust Diviison, Department of Justice. He claimed there are in Washington many persons in positions of power who "are honestly convinced that our whole free enterprise system needs to be overhauled, to be greatly modified or to be completely replaced. They believe that they know how to do it. They intend to do it if they can—not only because they believe it needs doing, but for the very human reason that power is a sweet possession. This group of people is not made up of the practical politicians. It is made up of idealists and humanitarains, who are trying to be 'practical'."

This group, he added, conceives practicality in terms of the end always justifying the means. "Being sincere about their ultimate ends," he said, "they seem to have no scruples in abandoning all principles as to means."

Mr. Henderson, on the other hand, went to great length on the previous afternoon to state that he was not a member of a group conspiring to alter or destroy advertising. He conceded he was skeptical about advertising at times, just like other consumers, but firmly believes that advertising serves a useful economic function. He described advertising as the cheapest and best method of selling, "as shown by your business experience".

Mr. Henderson conceded that Government agencies oppose scare advertising about scarcities. Restraint of trade practices were out of his field, he said.

ANA-AAAA "War Council" Newsreel



LUNCH FOR SIX at the Homestead, Hot Springs, was served to this radio group at the ANA-AAAA meeting. Diners are (l to r) L. F. Erickson, Western sales manager, CBS; Kennet Hinks, vice-president, J. Walter Thompson Co.; John W. Karol, director of market research, CBS; James D. Shouse, vice-president and general manager, Crosley Corp., operating WLW, WSAI, WLWO; Robert E. Dunville, vice-president in charge of sales, Crosley Corp.; W. C. Gittinger, vice-president in charge of sales, CBS.



RADIO MAKERS AND USERS were represented as this informal group was caught just before the Thursday afternoon session of the ANA-AAAA at Hot Springs. They are (l to r) Frank Walker, RCA; O. B. Capelle, sales promotion manager, Miles Labs; Stand Withe, manager, publicity department, Aetna Casualty & Surety Co.; Herbert Thompson, Miles advertising manager; O. C. Brown, advertising manager, Oklahoman & Times, affiliated with WKY-KLZ-KVOR.



CHEESE, MILK AND OIL, along with the agency business, provide ample conversational topics for these ANA-AAAA attendees at Hot Springs. In group are W. S. Lockridge, vice-president of J. Walter Thompson Co., Paul Willis Jr., advertising department, Kraft Cheese Co.; John H. Platt, Kraft director of advertising Jule Miller, vice-president, Pet Milk Co.; Ben Pollak, advertising and sales promotion manager, Richfield Oil Corp.

Untrammelled

SOMETHING new in radio cooperation occurred at the closing session of the ANA-AAAA convention at Hot Springs, according to BROADCASTING'S Hot Springs correspondent: Niles Trammell, president of NBC, addressed the convention over a CBS microphone.

Like Mr. Young, Mr. Henderso took several peeks into the futur of business, economy and advertis ing. Under an expanding economy he explained, he hopes to see mor of "the right kind of advertising' He always has advocated this ex panding productive economy, h said, and believes increased use c advertising should accompany suc an expansion, which he hopes wi come after the war.

Voicing pleasure at the achieve ments of radio and other media i helping consumers understand an meet the problems of defense, M Henderson departed from his pre pared text to look into some ne possibilities open to advertising An expanding market is availabl he said, in consumer goods not con petitive with defense, particularl non-metallic items. A diversio from scarce commodities to plent ful consumer items, he said, offe advertisers a chance to push suc items as food, travel, clothing ar basic desires not requiring metal

Record-Breaking Production

Present production, he reminde is at least 50% above the 1929 re ord or any other record. Nation income currently is at the rate 96 billion dollars, with about billions a month soon to be d voted to defense.

Without pulling punches, he ca tioned the advertising industry be prepared to make sacrific along with other business and i dustrial groups. It's no time fight fantasy and abstractions, l said. Advertising must survive a thriving, dynamic force, ar vision and leadership will be need in the peace to follow when ne horizons will be opened.

At the end of his prepared a dress, Chairman Roden called f a rising vote of appreciation ar the convention pledged its cooper tion to the Government spokesma

Henderson Answers Queries

In a fast-moving barrage questions after his address, M Henderson insisted that no pla exist to effect reforms in gra labeling and standardization und the guise of defense. Some merc andising standardization may necessary, he conceded, and r minded that Donald M. Nelso OPM administrator, favors simp fication and reduction in the nu ber of models.

Mr. Henderson saw no immedia danger of a power shortage, asi from that in the Southeast.

Going into the problems of Washington official, he deni stories that he had told bakers th could reduce prices by cutting a vertising. He called the tale "galloping ghost". In Washingt he said, if somone doesn't like y they have a press agent who sta muttering out of the side of h mouth that you don't like advert ing.

Mr. Henderson expects to s marked progres in types and app of consumer merchandising, su

(*Continued on page 49*)

Henderson Disclaims Fight on Advertising

Warns Crisis Facing All Industry; Says More, Not Less, Advertising is Needed

The text of the address delivered by Leon Henderson, Director of the Office of Price Administration, and member of Supply Priorities and Allocations Board and of the Office of Production Management, before the Nov. 13 joint meeting of the Assn. of National Advertisers and the American Assn. of Advertising Agencies in Hot Springs, Va.

YOU GENTLEMEN are assembled here, I am advised, to consider what you can do to preserve your business. I am here to discuss that subject with you because, as I see it, it is part of my job to help you if I can.

However, the fundamental consideration with all of us is the preservation of our democracy and all of its free institutions. So at the beginning, I would emphasize my considered opinion that what we might call the institution of advertising is threatened with no special or extraordinary peril which is not shared by other economic and social organisms in this country.

In fact, I hope we are unanimous in the conclusion that the Nazi assault upon personal and economic liberties is so real and so vicious that our first and most immediate job is to organize our energies and resources to effectively repel that threat. And those of us in government must never permit ourselves to be diverted by any group or groups from this main purpose. Without privilege or discrimination we must all move together. Those policies or issues which provoke controversy in time of peace must be forgotten if they stand in the way of the job ahead.

Common Dangers Ahead

Time does not permit any administrator in the defense program to tolerate unnecessary innovation or experimentation in the social or economic field. At least, I can speak for myself and the jobs to which I have been assigned. I repeat to you that as great and difficult as your problems are in the field of advertising, so far as I am aware there are no dangers ahead for your business that are not common in varying degrees to other and different types of enterprises. And by danger I mean Hitler's attack upon your liberties and mine.

In other words, gentlemen, you have no monopoly on trouble. And the text you have selected in your prospectus for this meeting: "Awake, arise, or be forever fallen"—applies with equal significance to every business enterprise in this country and to each individual citizen as well.

I am certain you recognize the universal application of your theme as it has to the problems we as a people face. And at the risk of stating the obvious, I wish to express the confident hope that your deliberations here not only will result in a sound appraisal of the problems you face as business men, but that in addition you will evolve some useful formulae that will make your institution and its brilliant techniques of even greater service to the nation as a whole in this time of crisis.

Now I think I am vaguely aware of some of the things that are bothering you. And for my own part I wish to enter a "general demurrer" on one of the principal counts. Some of your trade publications and other sources have ascribed to me a point of view about advertising. The clear inference has been that I am a charter member of some little cell of conspirators whose main purpose in life is to alter, reform or perhaps destroy advertising as we know it. I appreciate that those who want to believe such under-the-bed-time stories would remain unconvinced by my simple denial. And my private opinions about the economic utility of advertising may be irrelevant anyway.

'It's Not My Job'

However, the fact is that I have never had the opportunity or the occasion to give sufficient research or investigation to advertising to come up with any really informed opinion about it. I have always assumed and I now assume that advertising performs a useful economic function. I have in a general way subscribed to the accepted view that use of advertising and its many devices of "crying one's wares" is the cheapest and most efficient method of selling. If this were not so, I am quite certain that the tremendous sums expended each year in this field would not be repeated.

You members of the Association of National Advertisers don't spend money just because you are attracted by the dynamic personalities of account executives. I am aware of the statistical and psychological tests you employ to measure results of your advertising expenditures. And if these tests weren't proof of results, you would undoubtedly spend your money in other ways of ringing the doorbells of the nation's consumers.

It's not my job—and for this I am grateful—to undertake to police the abuses of false and misleading advertising. I know I am correct in the assumption that you all subscribe to proper regulation which undertakes to suppress and punish the outlaw and the faker. Our office has already expressed its opposition to "scare" advertising and



MR. HENDERSON

advertising which emphasizes scarcity.

Nor is it my duty to give attention to the possible use of the apparatus of advertising in fostering or extending practices in restraint of trade. These tasks are entrusted to others and I have enough to do without attempting to usurp somebody else's job. I understand that sometimes you have rather vigorous differences with those who are administering the statutes to which I have referred. That you would have such differences is not unnatural and I am not here to explain or defend the policies of coordinate colleagues in government. They can and do speak for themselves.

However, I wish to make one thing clear at the risk of a further invasion of the privacy of my personal economic views. If I have a point of view about advertising, it is that under the sort of expanding economy I would like to see *there should be more of it.* That is, more of the right kind.

For An Expanded Economy

I disclaim any responsibility for whatever public skepticism there may be about advertising. I have the general impression that some second-raters may have crawled under the tent of the top-flight performers, imitated your techniques and deceived the consumer. But this is merely a personal hunch and has nothing to do with my job. I mention it only for the reason that I gather from some of your trade publications that I am expected to say something unpleasant.

The truth is that I have for many years advocated a greatly expanded productive economy. This, of course, involves a vastly accelerated production and distribution of consumers' goods. If, as you believe and as I assume, advertising is the cheapest and most efficient selling method, then under more normal circumstances the increased use of proper advertising should accompany the expanding economy which I have always advocated and which I hope will follow this war.

Unfortunately the "more normal circumstances" to which I have referred do now exist, and our problems must be weighed in the light of extraordinary conditions, some of which I shall discuss later. However, I wish to emphasize at this point that I am somewhat bewildered by the attitudes that assume I am hostile to advertising because some of your problems happen to come within the scope of the job I am trying to do. I think if time permitted an individual interchange of views, most of you would find that we are in the same corner and that our areas of agreement would be overwhelmingly greater than our points of difference.

Advertising Is Important

The objective of the Office of Price Administration is to prevent unwarranted price increases. The purpose of the Civilian Allocation Division is to assure the most equitable distribution and the maximum supply of goods for civilian consumption without sacrifice of defense requirements. I have responsibilities in these closely related fields. And it will be my purpose, as it has been in the past, to discharge those responsibilities in a manner which will mantain the maximum of free choice and judgments by all groups which may be affected.

You don't expect me to tell you that advertising is not going to suffer in this defense program. I wouldn't try to kid professionals. But I can tell you with all conviction that I regard it as part of my job to do what I can to maintain the maximum of civilian activity in our economy consistent with the basic requirements of defense. And I ask you to believe me when I say that since the question has been raised—frankly it never occurred to me until recently—I consider that advertising is included in the category of important civilian activity. I say this with full recognition that no one can say with certaintly whether "advertising" is a business, a practice or a state of mind. However, what seems to be concerning some of the advertising profession are my motives.

'Talk' on Everything

Again let me say for myself—and this goes for my entire organization—that there exist no secret or subtle designs with respect to advertising or any other legitimate business practice. Having said this, I hope I shall not find it necessary to reiterate such an obvious statement of fact. I accept the apoligies of those who may be responsible for making me feel that it is essential to disavow a destructive intent.

Some hard-bitten skeptics may feel that what I have said up to this point is taking refuge in vague

(*Continued on page 35*)

Suits Retain Status Quo For Chains

Decision Is Not Likely Prior to Spring Next Year

MAINTENANCE of the status quo of network-affiliate relationships until well into 1942 is foreseen as a result of litigation instituted by NBC and CBS against the FCC's chain-monopoly regulations and the counter-measures taken by the Government in the FCC's behalf.

With hearings on the applications of the networks and NBC's co-plaintiffs, WOW and WHAM, scheduled for Dec. 15, and with arguments on motions of the FCC to dismiss the proceedings set for the same time, legal observers felt an adjudication hardly can be forthcoming until Spring, at the earliest. Either way, it is expected a Supreme Court ruling on the jurisdictional phase will be sought.

Under the stipulations and letter agreement subscribed to by both the Government and the networks, filed with the statutory three-judge court in New York last Wednesday in lieu of issuance of a temporary restraining order, provision is made for possible appeals by either side to the highest tribunal. Should the networks procure a temporary injunction, the way would be open for the Government to go direct to the Supreme Court on the jurisdictional issue. Whether the Solicitor General, as the chief Government lawyer, would sanction such an appeal, however, cannot be foretold; nor can the acceptance of certiorari by the highest court be predicted.

Breathing Spell Seen

If, on the other hand, the court should deny the motions for injunctive relief or grant the FCC's motion to dismiss, or its alternative motion for summary judgment, amounting to outright dismissal, the way would be open for the networks to seek certiorari on direct appeal to the Supreme Court. The same uncertainty would surround acceptance of such a review by the court.

While the stipulations entered into by the direct parties provides for postponement of the effective date of the chain-monopoly regulations pending hearing and decision by the three-judge court on the preliminary injunction, the supplementary letter agreement specifies that the Commission will take no steps to enforce the rules for a period "of not less than 10 days after service of an order" of the court disposing of the motions for the preliminary injunction. That assures another breathing spell, even should the court judgment be adverse to the networks.

That, it is presumed, would give the networks sufficient time to file a new appeal with the Supreme Court and presumably seek another restraining order. The Government, however, in the letter agreement, subscribed to and released by network counsel, specified that it would be "free to oppose and contest any application by plaintiffs for a further stay of said order of the Commission".

Two Days Probable

How much time the three-judge court will allow for argument on the temporary injunctions and the FCC's opposition motions has not been indicated, but it is surmised that possibly two days may be entailed. MBS, which already has intervened in the proceedings, is expected to join in the arguments, supporting the Commission's position throughout.

While the court is expected to act with reasonable expedition in the case, as long as a month may elapse before its decision is forthcoming. That would be after the first of the year. Then the way would be cleared for attempts to get into the Supreme Court by one side or the other. Should the temporary injunction issue and should the Government elect not to go to the highest tribunal, the case then would go to trial on the main complaints seeking permanent injunctions, which probably would mean no determination until well into 1942, at the earliest.

The industry is watching the proceedings avidly. NBC and CBS affiliates generally heaved a sigh of relief when the court last week in effect encouraged the stipulations postponing the effective date, in lieu of issuing a temporary restraining order. District Judge Henry W. Goddard, who presided at the motions court, had strongly intimated that he would issue a restraining order if a voluntary stay had not been worked out.

Sitting with Judge Goddard the proceedings will be Circuit Judge Learned Hand, who will preside, and Federal Judge John Bright, newest member of the bench.

Lots of Legal Talent

It is expected that FCC General Counsel Telford Taylor and his chief assistant, Thomas E. Harris, will handle the Dec. 15 arguments for the Government, assisted by Samuel Brodsky, recently appointed special assistant to the Attorney General, who has been assigned to the Government's case since institution of the network suits.

All three attorneys signed the Government motions to dismiss and Mr. Taylor entered an affidavit

(*Continued on page 53*)

TEXT OF AGREEMENTS ON NETWORK RULES

FOLLOWING is the text of identical stipulations entered into by the FCC with CBS, on the one hand, and NBC and its co-plaintiffs, WOW, Omaha and WHAM, Rochester, on the other, deferring the effective date of the FCC's chain-monopoly regulations until the statutory three-judge court in New York acts on pending motions for a preliminary injunction scheduled for hearing "on or before" Dec. 15, in Civil Action No. 16-179:

It is hereby stipulated by and between all the parties by their respective counsel:

1. That counsel for all parties will cooperate to bring on for hearing on or before December 15, 1941 the Motion for Preliminary Injunction heretofore filed by plaintiff and the defendants' Motion to Dismiss the Complaint or, in the alternative, for Summary Judgment.

2. Pending such hearing by this Court and the determination by it of plaintiff's said Motion for Preliminary Injunction, the defendant Federal Communications Commission is suspending, and will take no steps for enforcement or application of, the Commission's Order of May 2, 1941, in Docket No. 5060, as last amended October 11, 1941, with respect to any failure by any radio station to comply with such Order.

3. Any party hereto may move before the Court to modify the terms of this stipulation to the same extent which such party would be entitled to had this stipulation been in the form of a temporary restraining order issued after hearing.

Text of Letter Agreement

Supplementing this stipulation was the following letter subscribed to by counsel for the Government and the plaintiffs:

In connection with the filing in the three-judge District Court for the Southern District of New York of the stipulation between the parties in the above proceeding, providing for suspension of the Commission's Order in Docket No. 5060, as amended, we wish to express the understanding of the parties with respect to matters not covered in said stipulation.

In the event that the Court in said proceeding denies plaintiffs' motion for a preliminary injunction, defendant Federal Communications Commission will take no steps to enforce or apply its said Order for a period of not less than ten days after service of an order of the Court with notice of entry so disposing of plaintiff's motion. It is further understood in this connection, that defendants will be free to oppose and contest any application by plaintiffs for a further stay of said Order of the Commission.

It is the further understanding and agreement of the parties to said proceeding that the aforesaid stipulation does not prevent the defendant Federal Communications Commission from continuing in accordance with its past practice to require licensees to advise said Commission from time to time of the terms or status of their network affiliation contracts in order that said Commission may be fully informed thereupon.

If the foregoing statement conforms to your understanding, kindly sign the enclosed copy of this letter and return the same to the Commission.

For FCC motions to dismiss and affidavit of General Counsel Telford Taylor, see Pages 40-41.



SAMUEL BRODSKY

Young Federal Lawye Handles FCC Case in Su

"ATTORNEY for the Unite States of America" is the tit of this young barrister, named t represent the Government in th actions brought by CBS and NB WOW-WHAM seeking to enjo the FCC from invoking its chai monopoly regulations.

Samuel Brodsky was designate within the last fortnight by A torney General Biddle as a speci assistant to the Attorney Gener in the proceedings. He is colla orating with Telford Taylor, FC general counsel, and Thomas Harris, assistant general counse who are participating as attorne for the Commission.

Mr. Brodsky was born in Ka sas City, Mo., in 1912, but w raised in Tulsa, Okla., where h attended grade school and the Un versity of Tulsa. He was graduate from Harvard Law School, co pleting a three-year course in 193

Immediately after graduatio Mr. Brodsky became secretary New York Circuit Judge Julian W Mack. In 1938 he was named a sistant to the U. S. Attorney, r maining there for four years, u til his designation to represent th Government in the network pr ceedings immediately following f ing of the suits on Oct. 30.



FEW STATIONS DOMINATE THEIR MARKETS AS WKY DOMINATES OKLAHOMA CITY

Why, of course! Everyone knows it! veryone, that is, who makes it his busi- ss to keep up with such things. To dio people in the know, therefore, it is ore or less common knowledge that, sed on station ratings in 31 leading arkets, WKY ranks at or near the top ong NBC-Red stations throughout the y and that other Oklahoma City sta- ns rank well toward the bottom among eir network affiliates in these same 31 arkets in percent of programs heard.

At various periods of the day, WKY ranks first, second, third . . . never lower than seventh in program rating in this impressive list of 31 top-ranking NBC-Red stations.

A station which ranks that high nationally must be somewhat of a tip-topper at home. And that, my dear, is what practically everyone knows . . . especially those time-buying fellows who have this information at their fingertips and make it a point to keep up with such things.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Price Control Bill Amendment Yields Advertising Protection

OPC Powers Defined, Limited in New Measure; No New Tax Legislation This Session

SOME PROMISE of allaying advertisers' fears over increased Federal control of advertising and marketing practices, through anti-inflation price control legislation, was seen last week when the House Banking & Currency Committee reported the Emergency Price Control Act of 1941 and included in it a definitive provision excepting "aids to distribution" from the anticipated Frederal control. The measure (HR-5990), sponsored by Chairman Steagall (D-Ala.) and an Administration "must", probably will come up for House debate early in the Nov. 17 week.

The price control bill probably will be one of the last pieces of major legislation for the House this session, it is thought. Despite efforts by Secretary of the Treasury Morgenthau and President Roosevelt to secure immediate attention and action on another huge five-billion dollar tax bill, Congressional leaders have indicated there is not the ghost of a chance that such far-reaching tax legislation can be considered and passed before next session. Following action on the price control measure, it is understood the House plans to take a vacation through most of December.

Indication that the Committee carefully considered possible effects on advertising in framing the bill was shown in its action in including the specific limitation of powers under the act and in revising provisions of the bill as originally introduced. In its original form the bill provided broad powers for the Office of Price Control over selling and marketing practices, among others. In the new bill these powers have been specified to cover "speculative or manipulative practices or hoarding", with nothing specified as for selling and marketing practices.

After reviewing the powers granted OPC, the bill provides: "The powers granted in this section shall not be used or made to operate to compel changes in the business practices or cost practices or methods, means or aids to distribution established in any industry, except to prevent circumvention or evasion of any ceiling established under this Act."

Commenting on this limitation of powers, the committee report stated:

"The powers of the administrator (OPC) are limited in the case of newspaper and other advertising. Newspapers and advertising agencies expressed fears to the committee that the powers in the bill on which the committee held hearings might be susceptible of use, or might operate, to curtail the advertising services rendered by newspapers, and thus interfere with accepted policy in relation to the press. Since newspapers are dependent on advertising, the committee deemed it wise also to limit the powers of the administrator with respect to normal business practices of newspapers and others."

It is believed that the pending bill, barring unexpected changes, would protect normal advertising, selling and promotion costs, fair trade, unfair trade and other regular distribution practices. The amendment limiting the powers over advertising practices is understood to have been sponsored by Rep. Patman (D-Tex.).

Army Advisor



A. A. SCHECHTER

Schechter Advise Army on Publicity

NBC Official Now Conductin Survey of Entire Setup

A. A. SCHECHTER, director o news and special events of NB has been named a special advise to the Bureau of Public Relation War Department, it became know last week. Reporting directly t Brig. Gen. Alexander Surles, chie of the bureau, which encompasse press, radio and motion picture Mr. Schechter will be in Washing ton at least two days a week.

Niles Trammell, president o NBC, has granted Mr. Schechte leave to handle the War Depar ment assignment which is expecte to run indefinitely. He will, hov ever, retain his NBC connection i New York.

In discussing the appointmer Gen. Surles said he wanted to ol tain the services of a "crack pr fessional expert" to look over t War Department's public relatio setup with a view toward improv ment of service to newspaper radio and other media of info mation. Naturally, Gen. Surl pointed out, the War Departme can never put its public relatio on the same scale as a commerci firm because it is basically a mil tary operation. However, there a many factors in common and it with the idea of developing the that Mr. Schechter will work, l said.

Conducting Survey

At present the NBC news chi is making an inspection of the cor plete War Department public rel tions bureau, not confining himse to radio alone. After this is cor pleted he will make a report of h findings together with recommend tions to Gen. Surles.

The appointment of Mr. Schec ter is in line with a long-ran policy of public relations first e nunciated by General George Marshall, chief of staff, when t national emergency began. Th policy provides for complete coo eration by the Army with ne media and the furnishing of all i formation that does not come sp cifically under the heading secret, restricted or confidential. was this policy which led to t raising of the press section of t War Department to the status of bureau with a brigadier general r sponsible to the Chief of Staff a Secretary of War in charge.

Ted Church Is Named American Advisor In London for Broadcasts of the BBC

WELLS (Ted) CHURCH has accepted the post of American Advisor to the British Broadcasting Corp. for its North American Service, BROADCASTING was advised this week. Mr. Church will leave for London during the week of Nov. 24.



Mr. Church

Until recently Mr. Church was radio director of the Republican National Committee, handling that party's radio activities from July, 1938, through July, 1941. Previously he had seen lengthy service in virtually all phases of American radio.

He joined radio from the ranks of the Washington newspaper correspondents in 1931, serving CBS in Washington in a wide variety of posts directly under Vice-President Harry C. Butcher until 1936. Following a short stay with the GOP in the 1936 Presidential campaign, he worked at NBC and on commercial programs in New York until 1938 when he returned to Washington.

General Advisor

The appointment culminates a long search by BBC officials for an American to pass judgment on programs intended for American listeners, according to Lindsay Wellington, BBC North American Director. The job to be done, Mr. Wellington said, requires full knowledge of American radio—the structure of the industry, national and regional listener and production habits in both commercial and sustaining fields, public and governmental relationships—and of the delicacy necessary in wartime in adjustments in international broadcasting techniques.

Mr. Church said he expected his duties to be that of general program advisor, working with the BBC North American service program director and checking program content and techniques for deviations from acceptable American listening.

"One thing I hope to be able to do," he said, "is to persuade BBC to carry more programs which are acceptable to the American networks and to individual American stations, so that British-American relationships may be made even closer. Program exchange at the moment is not entirely satisfactory. The British viewpoint, expressed by Britons, should be heard in this country much more so than it is at present.

"As I understand it, part of my work will be to assist in the discovery and development of such acceptable British programs. I believe this to be radio's first step on the road to real international understanding. The time should not be far off when British commentaries will be as common in this country as those, for example, of Raymond Gram Swing and Albert Warner are in England."

Mr. Church is married, has two sons, James, 10, and Robert, three months. His family will remain in Washington. He said he expected to return to America for a brief visit in July, 1942.

More for Lava

PROCTER & GAMBLE Co., Cincinnati (Lava Soap), is adding 11 stations to its original list of 30 for its 26-week campaign of one-minute transcribed announcements, 16-20 times weekly [BROADCASTING, Oct. 6]. Of the additions WTAM WGY WBCM and KRNT have already started with New York City stations WBNX WEVD WMCA WHN WNEW WOR and WOV to get under way Dec. 1. Agency is Biow Co., New York.

General Foods Spots

GENERAL FOODS Corp., Ne York (Maxwell House Coffee starting Nov. 10 is conducting special five-week campaign of or minute transcriptions in the Ch cago area on WMAQ, WBBM a WGN. Benton & Bowles, New Yo the agency, indicated there was expansion contemplated for t present.

Bouquets to you from

THE PERFECT COMBINATION

5000 WATTS

570 kc



● WSYR's new 5000 watt power at 570 kc is indeed "The Perfect Combination."

An idiosyncrasy of radio makes it so. 5000 watts at 570 kc will send a 2-millivolt signal 52 miles. At 1400 kc, to deliver the same signal the same distance would require 340,000 watts!

It's a Perfect Combination that's handing every one of our advertisers a bouquet—a "bonus" bouquet of greater coverage, better penetration and increased selling-power!

Now, more than ever, WSYR is a wise radio buy. Now, this one station at one cost reaches 27 of the most prosperous, populous counties in all New York State!

WSYR SYRACUSE, N. Y. NBC

AN H. C. WILDER STATION ● REPRESENTED BY RAYMER

WNEW's Jackpot

WHEN a local independent station and its talent is the feature of programs on NBC-Red and Blue the same evening, that's promotion on a grand scale. Which is what WNEW, New York, attained last Wednesday night when the principal guests on the NBC-Blue *Chamber Music Society of Lower Basin Street* were WNEW's Merle Pitt and his "Five Shades of Blue" orchestra, as well as Martin Block who conducts the WNEW *Make Believe Ballroom* program. At the same time, 9-9:30 p.m., on the Red network, the Eddie Cantor program, *Time To Smile*, featured a takeoff of WNEW's all-night *Milkman's Matinee.*



CONVERSATION was pleasant at a recent Los Angeles luncheon honoring Mrs. Dorothy M. Lewis, New York vice-president of the Radio Council on Children's Programs, who is making a nationwide survey. Jennings Pierce, NBC Western division agricultural director (seated), outlines a proposed radio series to Mrs. Lewis, while Glan Heisch, KFI-KECA, Los Angeles program manager, listens.

FCC Postpones Resumption of Hearing Covering Newspaper-Radio Ownership

APPARENTLY striking some snags in its preparation of revised exhibits on newspaper ownership of broadcast stations, the FCC on its own motion has deferred until Nov. 27 resumption of the newspaper-ownership hearings. At completion of preliminary phases of the inquiry on Oct. 23, during which the Commission's "affirmative" case was presented, FCC Chairman James Lawrence Fly announced a three-week respite until Nov. 13. The Nov. 27 date affords a further two-week postponement.

Scheduled for first attention as the hearings reopen are the revised FCC exhibits, which were attacked by counsel for the Newspaper-Radio Committee for obvious inaccuracies in the opening days of the proceeding in July. Following introduction of these corrected statistical data, along with some new exhibits, the Newspaper-Radio Committee is to start presenting its affirmative case, probably starting with a group of statistical analyses from the industry point of view.

Hettinger Slated

The Committee, which has not revealed its complete plans, will present Dr. Herman S. Hettinger well-known radio economist and associate professor of economics at the Wharton School of Finance U of Pennsylvania, and Paul F Lazarsfield, Columbia U professor and former head of the Princeton Radio Research Project, as industry witnesses to go into the statistical matter to be offered. Members of the Committee met in New York on Nov. 7 to discuss hearing plans with Chairman Harold Hough Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the Committee.

With departure of David L Lloyd from the FCC legal staff to join the legal department of the Economic Defense Board Eugene Cotton, young New York attorney, has been named to succeed him as chief of the FCC's newspaper inquiry unit.

Since its opening session on July 23, the FCC newspaper-ownership investigation has limped along with repeated postponements. Five Commission lawyers have had an active hand in examining witnesses to develop the FCC's thesis opposing newspaper ownership of broadcast facilities. Despite an announced plan to hold hearings three days weekly, the proceeding slowed to a snail's pace in recent weeks, with hearings actually held only one or two days a week.

Mr. Cotton joined the FCC legal staff Oct. 2 as special counsel. The 27-year-old attorney was born in New York. After a year with the firm of Szold & Brandween, he spent four years as a senior attorney in the Litigation & Hearing Division of the New York State Labor Relations Board. A 1933 graduate of City College, New York, he received his law degree in 1936 from Columbia U.

Seek Music Material

WQXR, New York, through Eddi Brown, its musical director, taking the lead in an effort to get stations to play more American music, each week is sending scripts, program notes, lists of musical compositions and other material of the broadcasts of its program *Meet the American Composer* to stations throughout the country as a pattern to follow in presenting similar programs. Already the following stations indicating an interest in the plan: WJSV WHCU WER WTIC WHOM WELI WKI WHLD WHBC WSBT WHB KHAS KGVO KGIR WMR KVOS WRE WNAD KFPY KI KVI KROD WGRC WDOD WDN

CRACK-O-DAWN SELLING!

AT 5:30 sharp every weekday morning, KSFO's Farm Journal is on the air. Crack-o-dawn selling . . . that gets results! (Such good results, 6 sponsors signed in just one week!) With surveys indicating more farmers available to radio between 5:30 and 6:30 A.M. than any other time, KSFO's Farm Journal reaches—and sells—this vast, crack-o-dawn audience!

Austin Fenger, KSFO Farm Editor, packs his 60-minute program full of farm facts, market prices, forecasts, news, and music. Adding up to a fashioned-for-the-farmer program!

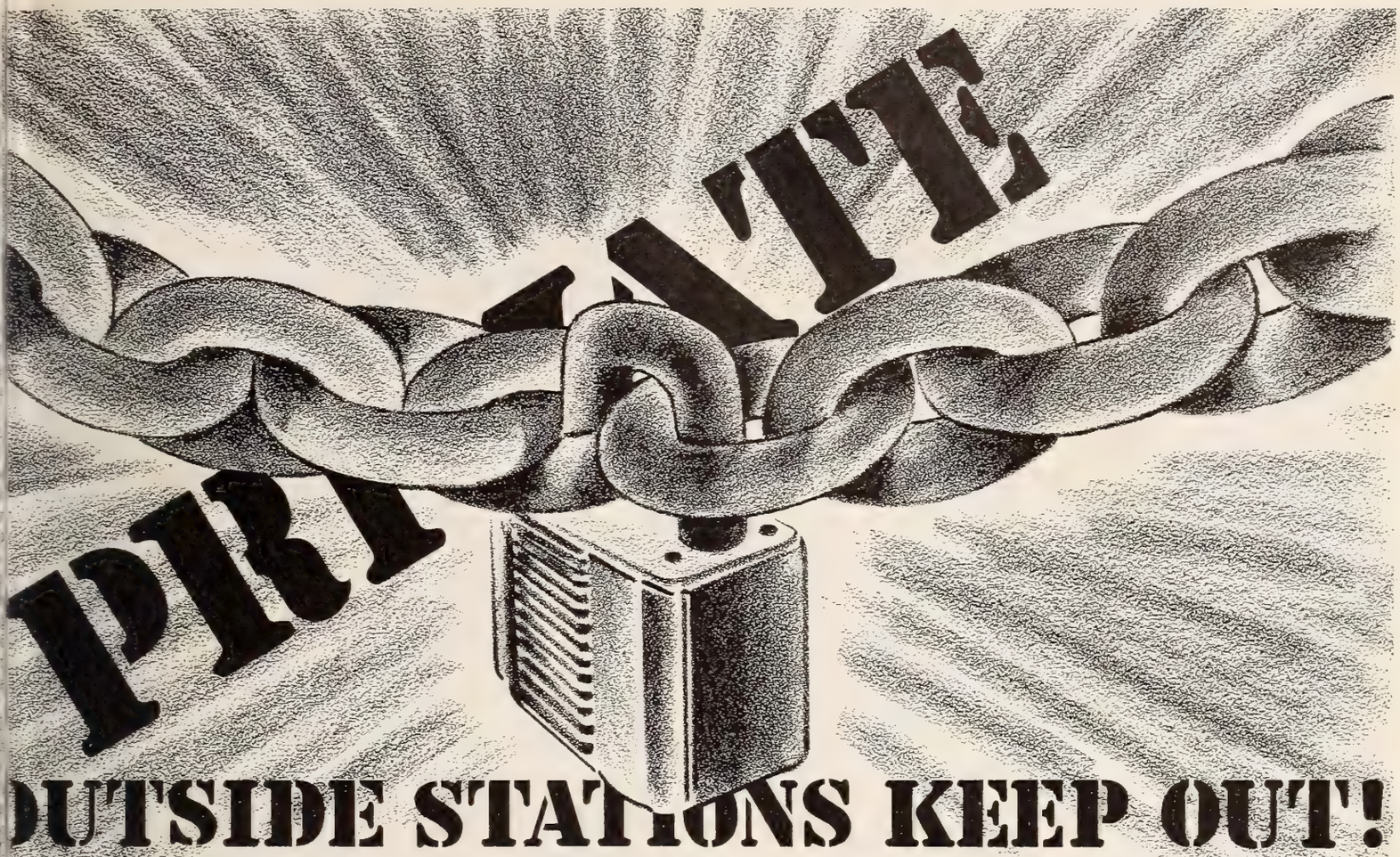
Farmers and their families like the "Journal". They tell us so in letters that come from every county in Northern California. (48 counties that make up one of the richest farm markets in the country!)

It's a responsive, crack-o-dawn audience that listens to KSFO's Farm Journal. Listens and buys the advertised products. At present, there is still room for additional sponsors. Did you say, "Tell us the details"?

The 48 counties of Northern California form one of the largest—and richest—farm markets in the entire country. Sweeping across 91,000 square miles, this vast area covers 23,000,000 acres of farm land. The average valuation per farm is $15,791 . . . over 2½ times higher than the national average. From fruit, vegetable, and grain products, and from livestock and allied products, the Northern California farmer receives one of the highest per capita farm incomes in the United States!

KSFO A CBS STATION · SAN FRANCISCO
National Representatives:
Edward Petry & Co., Inc.





OUTSIDE STATIONS KEEP OUT!

The Scranton—Wilkes-Barre Market (17th in the U. S.) is as private as an Indian reservation when it comes to radio reception. Outside stations don't stand a chance.

Most of it is due to the Pocono Mountains and a few other natural obstacles that nip outside station signals in the bud. They can't get over the mountains.

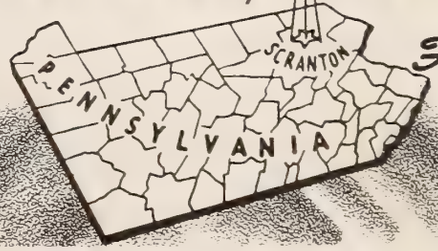
But that's not all. WGBI does such a standout job in this industrial market of 652,000 people that outside stations don't stand much of a chance. That's proved by the fact that 98% of the daytime listeners and 96% of the nighttime listeners in the biggest county in this section listen to WGBI exclusively (Dr. Starch & Staff Survey).

WGBI is the only station heard throughout this Market . . . the only regional or clear channel station serving it.

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

WGBI
SCRANTON, PA.

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
National Representatives



SCRANTON BROADCASTERS, Inc. *Frank Megargee*, **Pres.**

COMMUNIST CLAIM OF TIME REFUSAL

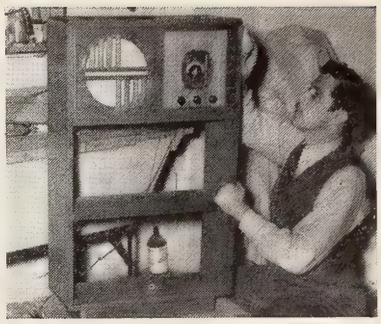
TO ALL appearances another link in a growing chain of complaints from opposing sides of pressure groups, a telegram signed by two representatives of the Communist Party demanding that the Commission compel NBC to grant a party spokesman free time on the air was received last Monday by the FCC. No action has been taken by the Commission.

The telegram, signed by Philip Frankfeld and Carl Reeve, representing the party in Eastern Pennsylvania, indicated that NBC had refused a request for broadcast time for a speech by William Z. Foster, chairman of the Communist Party. The spokesmen charged that NBC had carried a 30-minute broadcast by John Cudahy, ex-ambassador to Belgium, "to attack President Roosevelt". Chairman Foster spoke at a Communist rally in Philadelphia Nov. 14.

The Communist complaint was the third of its kind in the last month. Previous allegations of favoritism and unfairness had been directed at CBS and NBC by the America First Committee, and at MBS by Fight for Freedom Inc. Both organizations have directed their complaints to FCC Chairman James Lawrence Fly, who in each case has asked the cited networks for a "statement of facts" on the situation. In their answer NBC and CBS declared they were doing their best during a difficult time to give a reasonable amount of time to both interventionist and non-interventionist groups, denying all allegations of partiality in allocating time [BROADCASTING, Nov. 3, 10].

Canada Buys Time

TO EXPLAIN farm income payments, the Department of Agriculture, Ottawa, is using an 11 station Canadian Broadcasting Corp. commercial net for thrice-weekly broadcasts which started Nov. 7, 11:15-11:30 (EDST). The program originates with the Prairie Farm Assistance Branch of the department. Account was placed by J. J. Gibbons Ltd., Regina, Sask.



MANUAL ART of woodworking is practiced as a hobby by Howard R. Chamberlain, assistant program director of WLW, Cincinnati. Here he works in his home shop on an artistic radio cabinet. He also is an expert rifle shot.

WTAG, Worcester, Mass., has started a new sustaining series highlighting the educational opportunities offered by the State Division of University Extension. John P. McGrail, supervisor of the State education bureau, interviews instructors on the courses they conduct.

2,200 Holiday Spot Placed for Dried Frui

CALIFORNIA MISSION PA Co., Los Angeles (California drie fresh and candied fruits), in a intensive three-week holiday can paign which starts Nov. 25, wi use a total of 2,200 transcribed on minute announcements, with Do Wilson, narrator, on a group California stations.

List includes KRKD KMT KMPC KIEV KGFJ KGER KFV KFAC KFWB KFOX KECA KH KNX KLS KLX KJBS KSA KRE KYA KROW KFSD KG KFMB KARM.

Firm will also sponsor on a sta gered schedule, participation *Ellie Albright, Norma Young Happy Homes,* and *Let's Pl Bridge,* on KHJ, Hollywoo *Knox Manning, News, Housewive Protective League* and *Sunri Salute* on KNX, that city; *A Baker's Notebook* and *Californ Kitchen,* on KFI, Los Angele *Musical Clock,* on KECA, that city *Al Jarvis' Make-Believe Ballroo* on KFWB, Hollywood; *Andy Virginia,* KMPC, Beverly Hill Cal. Allied Adv. Agencies, Los A geles, has the account. Walter M Creery and Mayfield Kaylor a account executives.

Latin Link Allowed

ADJUSTING its rules to confor with an Oct. 21 decision authori ing Press Wireless Inc. to enga in the transmission of outbou broadcast program material to Ce tral and South America, the FC last Wednesday amended sectio 6.9 and 6.51 of its rules governi fixed public radio service. T amended regulations will perm "interception of addressed progra material at points other than tho specifically named in the licen of fixed public and fixed publ press service, with particular vie to transmission of such progra material to Central and Sou America". Press Wireless is slat to transmit MBS program servi to Latin America [BROADCASTIN Oct. 27].

Stevens Heads WHLS

HARMON L. STEVENS, form production manager of WHL Port Huron, Mich., has assum the duties of manager of the st tion replacing Angus D. Pfaff. M Stevens, who is a 50% owner the station, has served as produ tion manager, announcer and new caster during the 3½ years t station has been on the air. M Stevens' partner in the ownersh of WHLS is his father, Herm L. Stevens, Port Huron City Co missioner. The station operat fulltime on 1450 kilocycles wi 250 watts and carries programs NBC Blue and Michigan radio ne work.

WOR Studios Revised

ALL STUDIOS at WOR, New Yor are currently undergoing a change make them acoustically perfect so th music transmitted from them will of a "concert hall quality". The ne technique makes each studio a co posite of uneven surfaces, with va ous shapes and sizes of sound-absor ing "baffles" applied irregularly to t four walls. Dr. Joseph Maxfield Electrical Research Products Inc., d signed the new acoustical treatme working with Edward Content, a sistant chief engineer of WOR.

Proved Listener Preference

Leading in "Firsts" in 18 Nation-Wide Popularity Polls

KSD In St. Louis

FOR POWERFUL SALES STIMULATION

BASIC NBC RED NETWORK

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

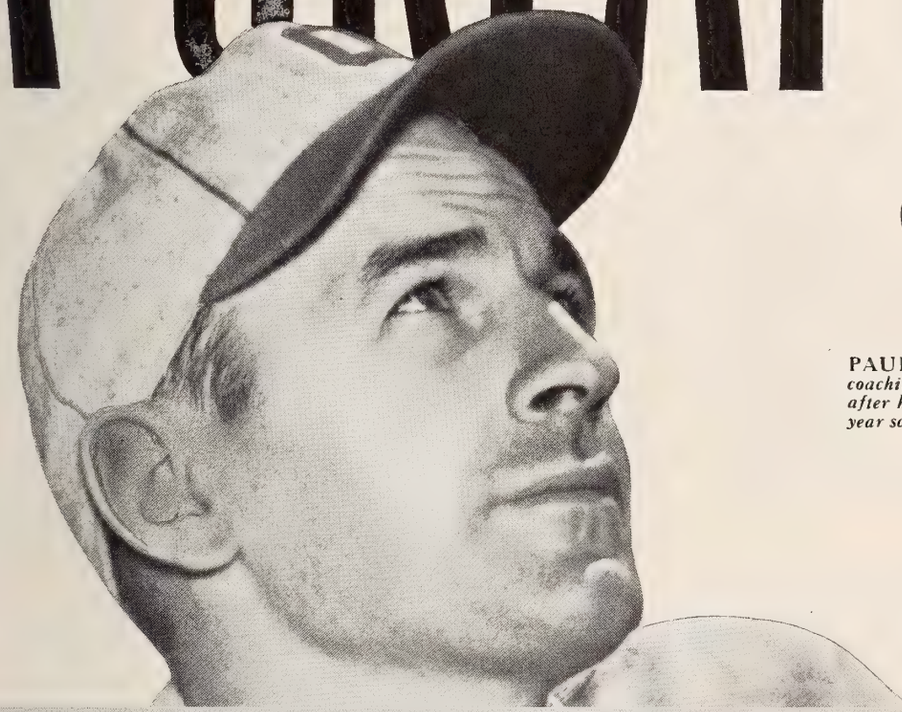
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



FRITZ CRISLER *Coach of Michigan's mighty Wolverines who are pointing for their traditional gridiron classic with Ohio State on November 22nd.*



A GREAT PAIR





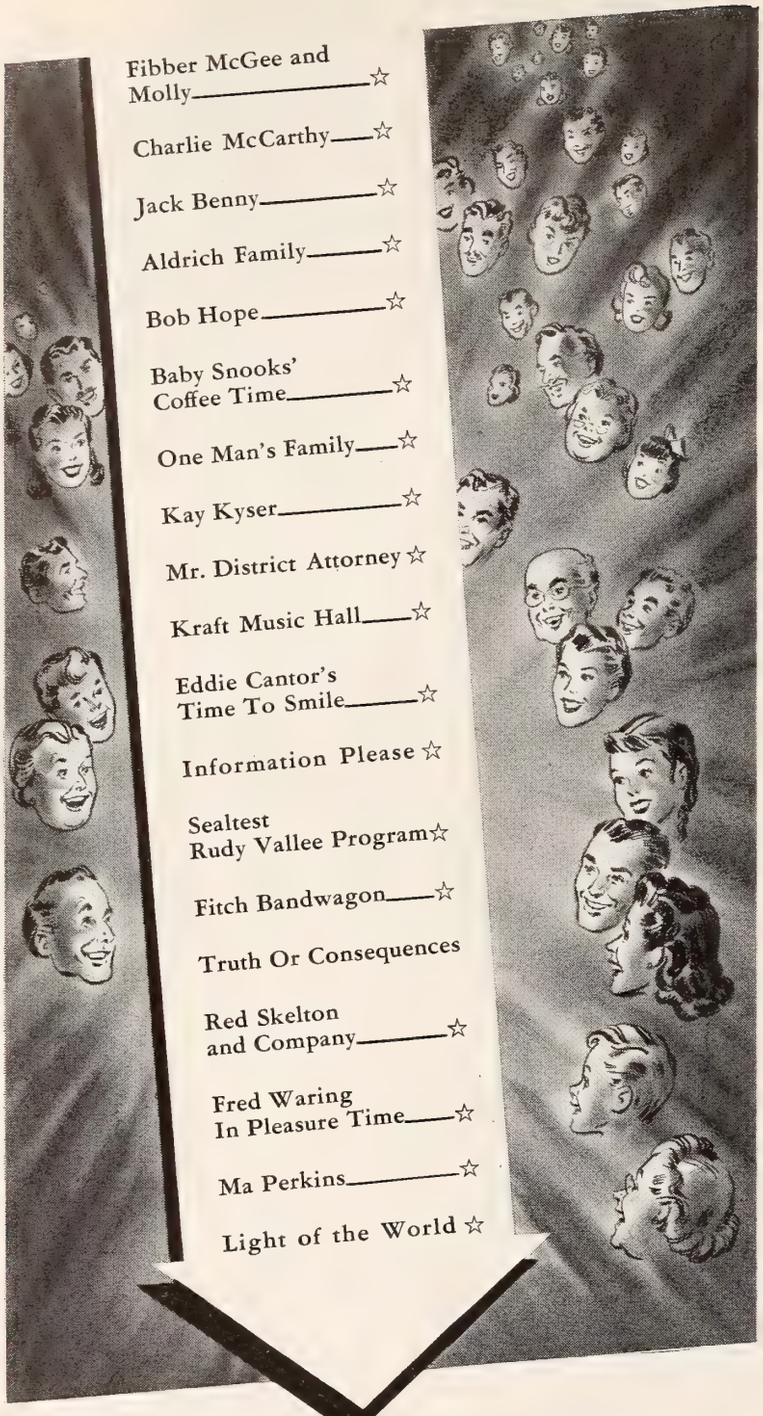
PAUL BROWN *who stepped into the coaching berth with Ohio State's Bucks after his remarkable high-school eleven last year scored 477 points to 6 for its opponents.*

When the Universities of Michigan and Ohio State meet on the gridiron, there are thrills aplenty. And, when you let WJR and WGAR carry the ball for you in the top metropolitan markets of these two great states, there are thrills for you too ... the kind that only mounting sales can bring.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

SIC STATIONS • • • COLUMBIA BROADCASTING SYSTEM • • • G. A. RICHARDS. PRES. • • • EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE



The greatest schedule of radio programs in the world unquestionably attracts the greatest number of listeners in any market.

In Chicago, it's on...

WMAQ

50,000 WATTS 670 Kc.

Chicago key station of the National Broadcasting Company

RED NETWORK

Represented Nationally by the NBC Spot Offices in

New York Boston Chicago San Francisco Washington Hollywood Cleveland Denver

7 Sponsors Greet Debut of W53PH

And They're Under Contract With Philadelphia Outlet

WHEN W53PH, FM station of WFIL, Philadelphia, went on the air for the first time Nov. 10, the opening day's schedule included seven commercial accounts. With the exception of Zenith radio, broadcasting FM demonstrations for promotion among dealers, all of the accounts are for a minimum of 26 weeks and four are for 52 weeks.

The initial W53PH FM advertisers include:

Motor Parts Co., Philadelphia (Zenith distributor), six 15-minute programs weekly of FM demonstrations.

Seven Up Bottling Co., Philadelphia (soft drink), six 5-minute news periods weekly, thru Philip Klein, Philadelphia.

Lit Brothers Department Store, Philadelphia (GE radios), six 5-minute news periods weekly, placed direct.

Keystone Automobile Club, Philadelphia (auto club memberships), six 30-second announcements weekly, thru James G. Lamb, Philadelphia.

Henry Hurst Inc., Philadelphia (linens), six 30-second announcements weekly, thru Aaron & Brown, Philadelphia.

Barr's Jewelers, Philadelphia (Gruen watches), 36 time signals weekly, placed direct.

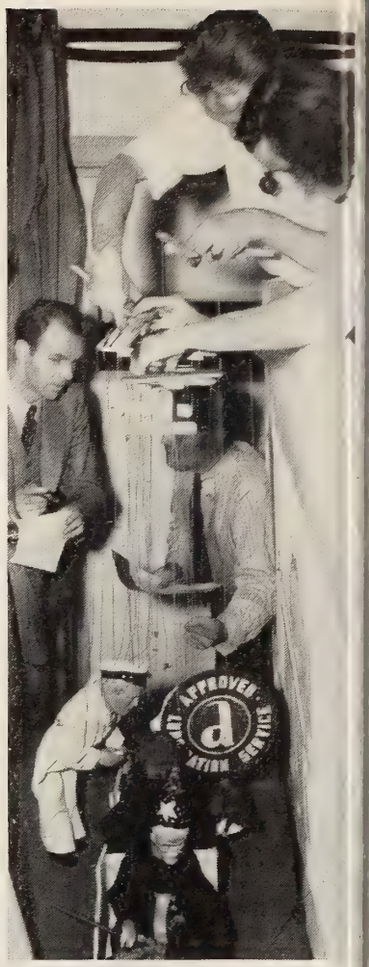
Parkway Baking Co., Philadelphia (bread), six 5-minute news periods weekly, thru J. M. Korn Philadelphia.

Radio Leaders Attend

Among broadcasters in Philadelphia Nov. 10 for the transmitter dedication were John Shepard 3d, president of the American Network, with which W53PH will be identified; Maj. Edwin H. Armstrong, FM inventor; Jack Latham, general manager, American Network; Fred Weber, of MBS; Ted Streibert, vice-president of WOR-MBS, and Jack Poppels, WOR chief engineer. On the dedicatory broadcast brief remarks were heard from Roger W. Clipp, vice-president and general manager of the stations; George H. Johnson, president of Lit Brothers Department Store and chairman of WFIL's board; Robert L. Johnson, president of Temple U; Charles H. Grakelow, Philadelphia's director of supplies and purchases. Samuel R. Rosenbaum, WFIL president, was m.c.

Mr. Clipp announced appointment of Felix Meyer as program director of W53PH. Mr. Meyer came to Philadelphia from New York in December, 1940, and spent several months at Philco's television station studying program presentation problems. He was on the producing staff of Mark Warnow's *Hit Parade* and Harry Salter's *Hobby Lobby* programs and was radio director of Atheron & Currier, New York, before coming to Philadelphia.

WHIT are the call letters of the new local in New Bern, N. C., authorized Nov. 4 by the FCC to the Coastal Broadcasting Co. Inc. [BROADCASTING, Nov. 10].



COMMERCIALS utilizing mario ettes featured the Atlantic Refi ing Co. sponsored telecast of tl Penn-Navy football game in Phil delphia over Philco station WPT Consulting the script (below) a Warren Wright, program manag of the station, and Jack Roche N. W. Ayer & Son, handling tl Atlantic account, while abo Frank and Elizabeth Haines pr pare to put the marionettes throug their commercials.

Gaspipe Station Open On Georgetown Campu

NEWEST addition to the Interc legiate Broadcasting System, GBS, new "gaspipe" station whi started operating last Wednesd on the campus of Georgetown Washington. The station was s up by the University at a cost slightly more than $2,000.

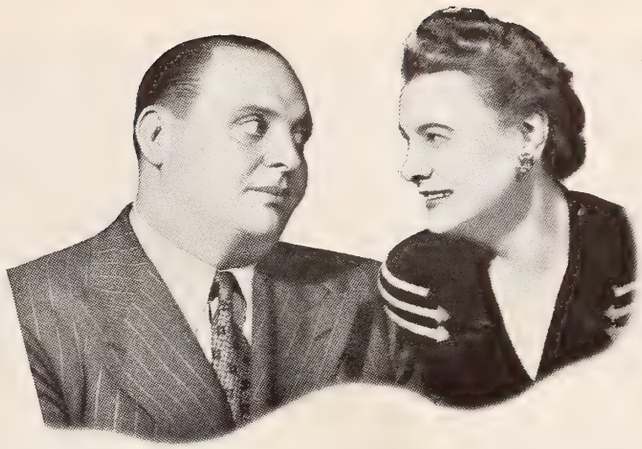
To be operated by students u der a faculty supervisor, the ou let claims a potential audience about 600 listeners, drawn fro the 800 students. A studio h been established in the radio roo of New North Bldg.

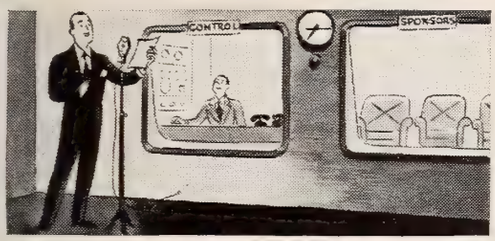
A daily broadcast schedule planned, with a pre-breakfast bu letin of campus events. The sign is received on 100 kc. GBS office include Carl Bunje, president, o of the originators of the gaspi broadcast idea at Georgetown; Pa Hilsdale; Jim McSherry, progra director; Oswald Schuette, techn cal director; Bill Blum, busine manager; Jim Magarahan, exec tive secretary; Dick LeVieux, co trol operator; Martin Garve musical director; Dick Groff, chi announcer; Albert A. Austi faculty advisor and director.

"Two Years with the Right Woman"

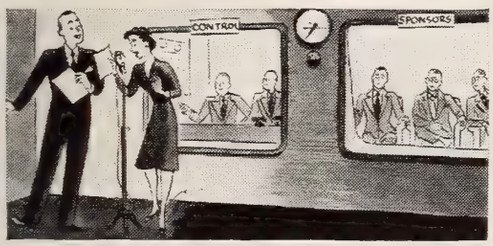
(or "You Can't Tell About Radio")

by ED EAST





Chapter I. ***Doldrums***—Radio is funny. You never know what's going to happen or why. Two years ago I started a morning show on WJZ—Breakfast in Bedlam—fairly early, seven to seven-fifty-five. Tried it alone. No sponsors—not so good.



Chapter II. ***La Femme***—So I got a woman (always a good idea). She couldn't act, sing or play a musical instrument—but she could talk—just plain talk—like people talk. Her name was Polly. Folks liked her—and Breakfast in Bedlam started to build. We got sponsors. That's good.



Chapter III. ***At Last***—We got more sponsors. Sponsors got more business. That's *very* good.



Chapter IV. ***Success***—Now Breakfast in Bedlam is *practically** sold out. *That's swell!*

Yes, Ed, once you get the right formula rolling on the right station, you can't help but click. And your sponsors have found that once an advertiser gets on the program with the right formula on the right station, his sales message can't help but click—and his cash register can't help but ring.

Nice going, Ed. Glad you found Polly.

**There are a few availabilities—one choice fifteen-minute period in particular. You could call or write Jim McConnell about this at WJZ. That would be wonderful!*

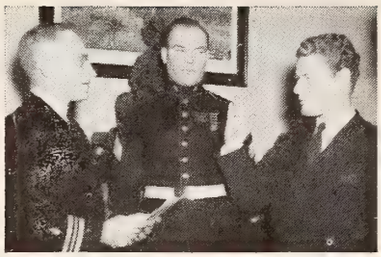
1921—1941
WJZ
NEW YORK'S PIONEER STATION
50,000 WATTS · 770 KC.

KEY STATION OF THE NBC BLUE NETWORK

MBS OCTOBER GROSS UP 37.3% OVER 1940

FOLLOWING the announcement in the Nov. 3 issue of BROADCASTING that MBS would resume issuing monthly gross billing figures, the network last week released its gross billings for October, 1941, as $839,829. This figure represents an increase of 37.3% over the same month last year, which, without including political billings, was $611,794, or an increase of 7% over October, 1940. If political business is included, the total becomes $784,676.

Cumulative gross billings of MBS for the first 10 months of 1941 total $5,393,522, a 59.1% increase over the same period last year, when the total was $3,389,627 without political business. Including political revenue last year, the total was $3,562,509, making this year's total 51.4% over 1940's first 10 months.



FROM THE HALLS of WBAL to the uniform of a United States Marine goes Harold Azine (right), former continuity manager of the Baltimore station. Here he takes the oath of the Marine Corps in the office of Mayor Howard Jackson.

CHARGING misrepresentation in the sale of fish products, the Federal Trade Commission last Wednesday announced that a complaint had been issued against General Foods Corp. and Frosted Foods Sales Corp., New York, and General Seafoods Corp. and 40-Fathom Fish Inc., South Boston.

Hearst Papers Start Weekly Tabloid Radio Section; Others Provide Space

WITH Hearst newspapers in 10 cities inaugurating weekly tabloid radio sections, many newspapers throughout the country have recently become aware of the readership value of radio news, and accordingly are expanding the editorial space devoted to radio. The idea for the Hearst radio supplement came from Mr. Hearst himself, who from San Simeon, Cal., recently wired his editors outlining the suggestion.

The four to eight-page supplement is handled individually in each city, and contains the week's radio listings, pictures, current radio news and developments, feature stories, etc. The weekly supplement is scheduled to start or has already started in Hearst papers in Baltimore, Boston, Chicago, Detroit, Los Angeles, New York, Oakland, Pittsburgh, San Antonio, and San Francisco. Albany, Milwaukee, and Seattle probably will get under way after the others have been launched.

In Chicago, it was learned that Marshall Field's new morning newspaper not only intends to devote considerable space to news of radio but is setting up a listening post, and will assign one man to cover news received via short wave. The *Chicago Tribune* is revising its method of listing programs after a careful two-month study, and is planning to fill out the page by approximately doubling the daily radio stories.

'Pantagraph' Reforms

The *Bloomington* (Ill.) *Pantagraph*, which for years prided itself among the trade on its steadfast refusal to carry even daily listings of radio programs, has notified stations units listening are that, after 10 years, the listing will again be published.

The decision by newspaper publishers to provide more complete coverage of news of radio has been stimulated, no doubt, by a series of readership studies which indicate that there was possible revenue as well as increased readership interest in a comprehensive radio page. Dr. George Gallup in 1936 made a readership survey for the American Newspaper Publishers Assn. that showed the high popularity of radio columns. Surveys made by individual newspapers have corroborated Gallup's findings.

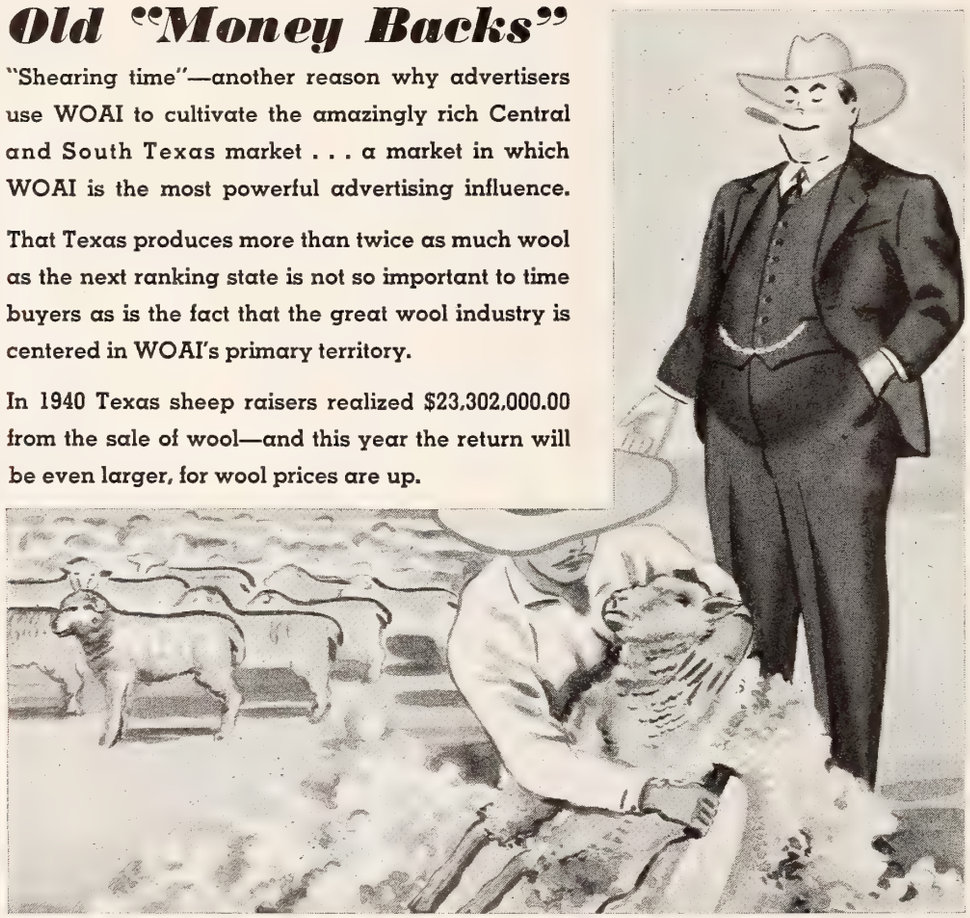
The results of a confidential survey made last year by Porter Bibb, account executive of BBDO, New York, and at that time radio publicity director of the agency, showed that, in most cases, the radio page, after page one, and the comic section, was the most widely read feature in the paper. On that basis, it is expected that a number of newspapers that have traditionally given the cold shoulder to news of radio will eventually inaugurate radio columns as a regular feature.

Old "Money Backs"

"Shearing time"—another reason why advertisers use WOAI to cultivate the amazingly rich Central and South Texas market . . . a market in which WOAI is the most powerful advertising influence.

That Texas produces more than twice as much wool as the next ranking state is not so important to time buyers as is the fact that the great wool industry is centered in WOAI's primary territory.

In 1940 Texas sheep raisers realized $23,302,000.00 from the sale of wool—and this year the return will be even larger, for wool prices are up.



WOAI San Antonio

50,000 WATTS

CLEAR CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AFFILIATE NBC MEMBER TQN

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

NBC and CBS Set Maneuver Series

YE-WITNESS reports of the nal phases of the U. S. Army aneuvers in North and South arolina will be heard on CBS and BC Nov. 17-28, when the First rmy, under the direction of Lt. en. Hugh Drum, and the Fourth rmy Corps stage a series of batles, known as the CHQ phase of e "free maneuver".

CBS Schedule

The CBS broadcasts are scheded Monday through Friday, 4:30-45 p.m. during the two-week pe-od, with two special broadcasts the war games Nov. 23 and 30 ring the regular CBS *Spirit of 1* defense program. Eric Sevaid, former CBS correspondent France, will cover the Fourth rmy Corps with headquarters at nester, S. C., while William Slom Jr., CBS director of special ents, has been assigned to the rst Army at Southern Pines, . C. Both men are "veterans" the last war games in Louisia, and will again serve as regur "war" correspondents with the oops in uniform and subject to apture".

NBC will present daily sumaries and reports during the pe-od, broadcasting 4:45-4:55 p.m. ily on the Blue. Also on the Blue 7 p.m. Sundays, Nov. 16, 23 and , special descriptions are being esented, as well as Tuesdays and hursdays, Nov. 18, 20, 25 and 27 the Red network.

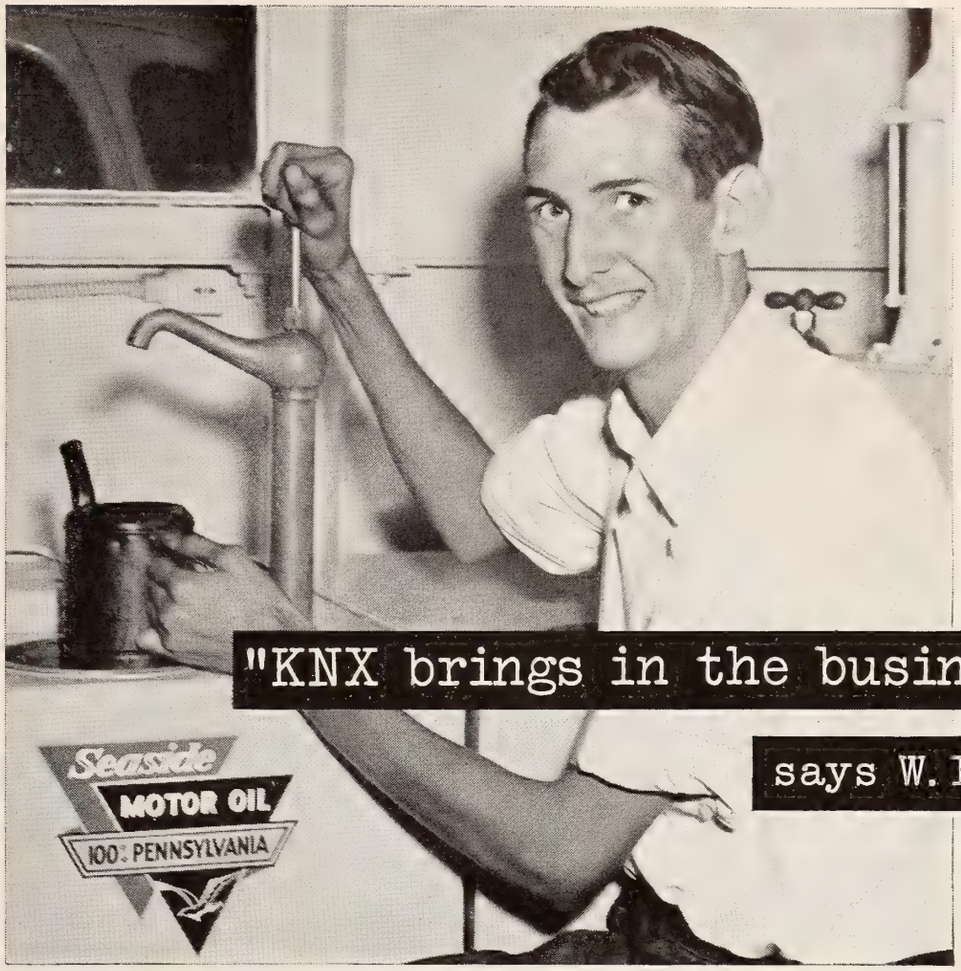
WLW Coverage Plans

Assigned to the Fourth Army rps from a point adjacent to headquarters will be Dave Garway of NBC's Chicago staff. om the Southern lines of the rst Army maneuvers Don Gardir of NBC's Washington staff ll report progress, while Mayrd Stitt, of the NBC special ents division, will direct all covage from Southern Pines headarters.

WLW will also cover the North d South Carolina maneuvers. cil Carmichael, assistant to Vicesident James D. Shouse, will be charge of maneuvers coverage, he was during the Louisiana war mes. James Cassidy, special ents director of WLW, will anunce the programs, and R. L. dford, engineer, will handle the hnical problems of the broadsts. The staff will begin activis on Saturday, Nov. 15, at Ches-, S. C.

Artists' Sale Unchanged

'ATUS of the sale of NBC Arts' Service to a syndicate group aded by John T. Adams, concert d radio talent manager, reted last week in BROADCASTING, s not changed, according to NBC cials. Purported sale, at a price $100,000, was to include purase of NBC's talent list of radio d concert artists, excluding all ckage programs.



Young Mr. Meier operates a service station selling Seaside Oil Company petroleum products.

As a day-by-day witness of KNX's power to sell, he's sold on the company's show on KNX.

"We're winning new customers every day," he says, "And it's the *Spelling Beeliner* on KNX they talk about."

KNX
LOS ANGELES
50,000 WATTS

Like others on the sales front where consumer reaction is first felt, Seaside station operators know the power of KNX to influence buying habits.

Seaside's *Spelling Beeliner,* Sunday show on KNX, has proved itself to the men who man the pumps . . . and the cash registers.

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES with offices located in New York, Chicago, St. Louis, Charlotte, and San Francisco

Research Group Formed

TO PROVIDE translators and source material in about 10 different languages for shortwave broadcasts to Europe, Short Wave Research Inc., non-profit organization, has been formed in New York at 122 E. 42nd St., with Marya Blow as president. Although full details on the group are not available, SWRI will work with independent stations and in an unofficial capacity with the Office of the Coordinator of Information. Vice-presidents are Ward Cheney and Bertram F. Willcox, secretary is Edward C. Carter, and treasurer is David F. Seiferheld.

Blue in Kinston

PREPARATORY to its affiliation Dec. 1 with NBC-Blue, WFTC, Kinston, N. C., has redecorated its studios in downtown Kinston. Promotion of the event is being accomplished through window displays in leading stores, movie trailers and huge auto bumper displays.

P&G Shifts Two Serials and Times on NBC-Red

PROCTER & GAMBLE Co., Cincinnati (Camay and White Naptha soaps),on Dec. 29 will make a complete shift in product, time and agency for two of its five-weekly serials on NBC-Red. *Guiding Light*, now heard on 71 stations Mon. through Fri., 3:30-3:45 p.m. for Camay Soap, through Pedlar & Ryan, New York, will go over to Compton Adv., New York, for White Naptha soap. At the same time program will shift to 11:15-11:30 a.m., now occupied by *Pepper Young's Family* on 67 stations for White Naptha. The latter program goes to the 3:30-3:45 p.m. slot, with Pedlar & Ryan taking over for Camay.

Meanwhile P & G has signed Martin Block, conductor of *Make Believe Ballroom* on WNEW, New York, to do cut-in commercials for the Camay show starting Dec. 1, shifting when the programs shift on Dec. 29.

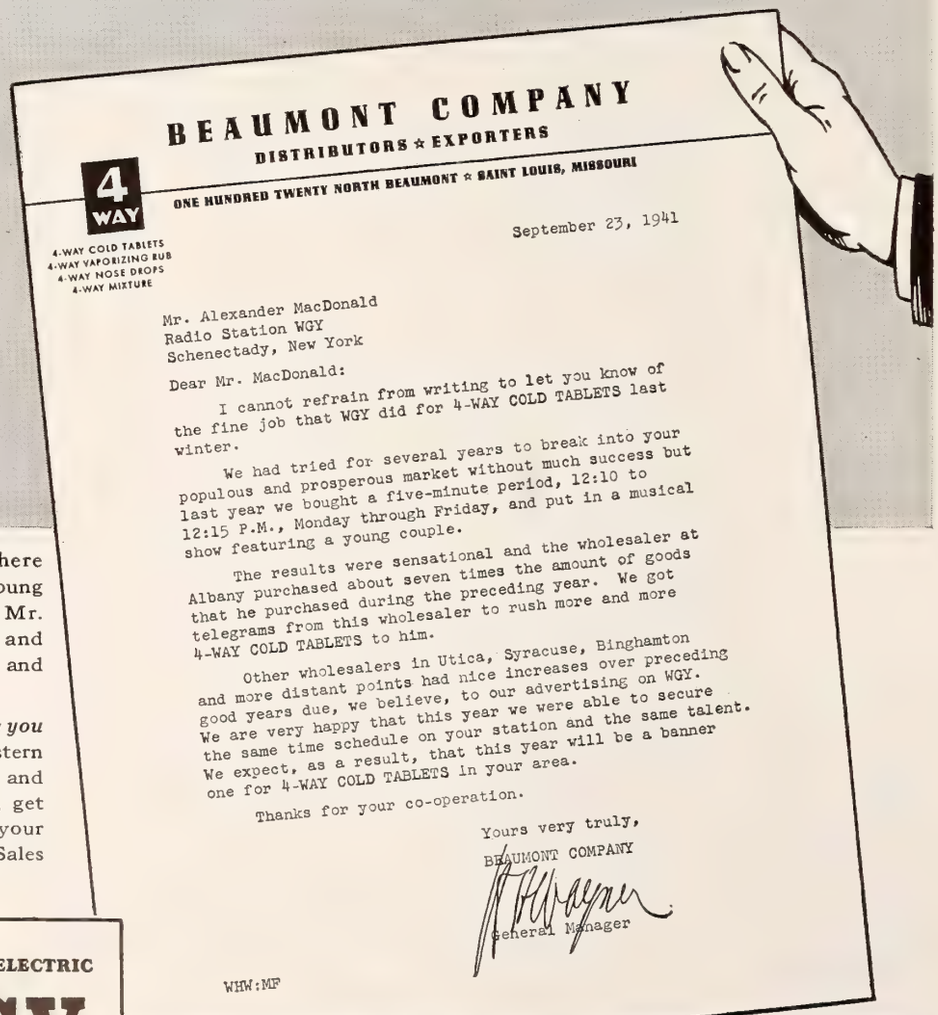
Mueller News Series

C. F. MUELLER Co., Jersey City, N. J. (macaroni & spaghetti), through its recently appointed agency, Maxon Inc., New York, last week began sponsorship of two news programs, *Mueller's News with Mark Hawley* on 13-CBS stations, Wednesday, Thursday, Friday, 4:45-5 p.m. for 26 weeks and *News at Noon with Don Goddard* on WEAF, New York, Tuesday, Thursday, Saturday, 12-12:15 p.m., for 13 weeks. In addition company is planning to place spot announcements in several additional markets by the end of the week. Plans for the latter were not yet complete as BROADCASTING went to press.

Sgt. Hodgkinson Missing

SERGEANT - PILOT BRIAN HODGKINSON, former staff announcer at CKY. Winnipeg, is reported "missing after air operations on Oct. 27" according to a cable received by his parents in Winnipeg.

BEAUMONT Gets "Sensational" Results on WGY



The letter shown here was unsolicited. The "young couple" referred to by Mr. Wagner is "Otis and Eleanor," WGY vocal and instrumental duo.

For information on how *you* can get results in eastern and central New York and western New England, get in touch with WGY or your nearest NBC Spot Sales Office.

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices
New York Chicago Boston Washington
Cleveland Denver San Francisco Hollywood

WGY-51-211

RULES AMENDED
To Allow Station Breaks On Quarter-Hours

MOVING to place all half-hou programs on a parity so far a identification announcements ar concerned, the FCC en banc las Wednesday amended Section 3.40 of its rules and regulations to pe mit stations to announce call le ters "either at the quarter-hour b fore and after the hour or at th half-hour, as they elect". Th change in regulations, previousl requiring identification on the hou and half-hour, with certain excep tions for particular types of pr grams, was made on motion MBS, it is understood.

Identification on the hour still required under the rules, althoug the amendment in effect permi parity between half-hour program starting on the hour and half-hou and those starting on the quarte hour after the hour and runnin through to the three-quarter-hou i.e., 1:15-1:45 p.m. Exceptions the general rule include broadcas of operatic productions, footba and baseball games, continuou speeches and the like, in which st tion breaks would cause a disru tion of continuity.

Trammell Called In Su By Songwriters in N. Y

FIRST action to take place in th suit filed last April by 14 son writers, 12 of them ASCAP mem bers, against NAB, CBS, NBC an BMI is set for Nov. 17, when Nil Trammell, NBC president, is sche uled to appear in the New Yo Supreme Court by order of Justi Isidor Wasservogel for examinati before trial.

The plaintiffs charge unlawf conspiracy on the part of the d fendants to acquire control of t songwriting business at the tir of the ASCAP-radio music wa now settled, and are seeking dam ages totalling $1,217,000. In orde ing Mr. Trammell's appearan Judge Wasservogel ordered seve items struck from the list of que tions to be asked, including the a leged "coercion" of bandleaders play BMI music and the issuan of "false and misleading stat ments" to the public about ASCA Counsel for the group of songwr ers is Daru & Winter, New Yo

Washington Apple Spot

WASHINGTON STATE App Advertising Commission, Wen chee, Wash. (Delicious apples conducted a concentrated campai for Thanksgiving business with two-week spot announcement dri on 13 stations. Hundred-wo spots were used two and thr times daily during the campai on WTCM WAPI WALA WSM KTBS KDAL KFYR KFS WREC WXAX KLRA KFE Agency is J. Walter Thomps Co., San Francisco.

House Sheet

STILL another station house o gan! KFDM, Beaumont, Tex., n publishes a bi-weekly tabloid car ing a complete schedule of p grams as well as editorial mat devoted to programs and persona ties on the station. It is distribut by Western Union.

Hal B. Rorke Is Named To CBS Publicity Post

HAL B. RORKE, since early 1937 in charge of CBS West Coast publicity with headquarters in Hollywood, has been appointed assistant publicity director of the network and assumes his New York post Dec. 1. He will work with Louis Ruppel, CBS publicity director. Mr. Rorke replaces Theodore Weber, who resigned in mid-November to join the Chicago morning newspaper *AM*, as amusement advertising manager.



Mr. Rorke

Before entering radio, Mr. Rorke did publicity work for MGM film studios and was women's page editor of the *Los Angeles Times* from 1934-1936. Prior to that he was on the staff of the *Los Angeles Illustrated Daily News* for eight years, two of which he served as managing editor. Following his graduation from Stanford in 1925 he was affiliated with the United Press New York office for a year.

Stock Show Spots

GRAND NATIONAL Livestock Exposition, San Francisco, which will attract livestock dealers and breeders from the entire nation Nov. 15-22, is using San Francisco radio extensively to call attention to the combined livestock, horse show and rodeo in San Francisco's new million-dollar livestock pavilion. A total of 200 spot announcements are being used on KPO KGO KSFO KYA KJBS SAN KFRC. In addition, participations are being used three times weekly on Dude Martin's cowboy program on KYA, on Charlie Marshall's KQW program and on Austin Fenger's *Farm Journal* of KSFO. Agency is Gerth-Knollin Adv., San Francisco.

FRANCES FARMER WILDER, CBS Pacific Coast educational director, as result of her personally supervised, weekly half-hour current events program, *What's It All About?*, has been made a member of the Pacific Southwest Academy, Los Angeles affiliate of the American Academy of Political & Social Science.

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago

San Francisco

GIVE YOUR PROGRAMS

NEW Life



WITH THE NOVACHORD

From its single piano-like keyboard come **thousands** of musical ideas that SELL!

One man . . . one instrument . . . yet the Novachord gives you the brilliant effects of *many* musical instruments—more music, more color, more variety than you ever thought possible.

Whatever your musical requirements—colorful fill-ins . . . distinctive themes and signatures . . . melodic transitions . . . or rich, delightful music to carry the full weight of entertainment—the Novachord fills the bill.

Easy to play for any pianist . . . conveniently movable . . . amazingly versatile . . . the Novachord offers a fascinating, new solution to almost every musical problem. It is a profitable investment for any radio station large or small.

Find your nearest Hammond dealer in the classified phone book. Let him demonstrate the Novachord's amazing possibilities. Let him show you the countless ways it can give your programs a new musical "lift."

Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:

PIANO • VIOLIN • FLUTE • TROMBONE • CELLO • ENGLISH HORN • BASSOON • GUITAR • HARMONIUM • HARPSICHORD • CORNET • BRASS ENSEMBLE • SLEIGH BELLS • CHIMES • TRUMPET • CELESTE • OBOE • SAXOPHONE • BASS VIOL • FRENCH HORN • PICCOLO • BANJO • CLAVICHORD • VIBRAPHONE • MUSIC BOX • STRING ENSEMBLE • HAWAIIAN GUITAR • CLARINET • and MANY MORE



Your fingers touch the piano-like keyboard . . . and as you turn the Tone Selectors you *color* your music with effects of orchestral instruments.

HAMMOND NOVACHORD

The NEW idea in music—by the makers of the HAMMOND ORGAN.

If you haven't received your FREE recording of Collins Driggs at the Novachord, send for it today. There's a full half hour of thrilling music on its two sides, all Public Domain, for your use . . . any time. Write: Hammond Instrument Co., 2989 N. Western Ave., Chicago.

USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE

FCC Grants New Station in Louisville; Regional Will Operate on 1080 kc.

LOUISVILLE'S fifth radio station was authorized last Wednesday when the FCC granted the petition of Mid-America Broadcasting Corp. for a reconsideration and grant of its application for a regional outlet in the Kentucky city and simultaneously issued a construction permit for operation on 1080 kc. with 1,000 watts night and 5,000 day, unlimited time, employing a directional antenna and subject to "special proof of performance" to the Commission.

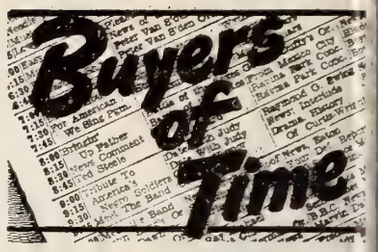
The grant also cancelled a hearing on the application that had been hertofore scheduled. The 1080 kc. channel is occupied by KRLD, Dallas, and WTIC, Hartford, dominant Class I-B stations—both using 50,000 watts and a directional antenna at night.

Principals in the new corporation are Milton S. Trost, part-owner of a local department store, who holds 255 shares of the permitee's 875 shares of stock issued; Emanuel Levi, formerly business manager of the Courier-Journal & Louisville Times Co. and now in his own insurance business, 140 shares; Lawrence Jones, a director of the Frankfort Distilleries, 140 shares; James F. Brownlee, president of the Frankfort Distilleries, 70 shares; E. T. Altsheler Jr., head of a local tire agency, 70 shares; Henry Fitzhugh and Mary Peabody Fitzhugh, 70 shares each; Willard Johnson, 50 shares; and L. T. Smyser, president and director of a local realty firm, 10 shares. Messrs. Brownlee, Trost and Altsheler hold the positions of president, vice-president and secretary-treasurer, respectively.

Louisville is served at the present time by four other stations—the 50,000-watt WHAS, the 5,000-watt WAVE, WINN and WGRC, located just across the river in New Albany, Ind. All four are affiliated with national networks.

Calide Labs. on KSFO

CALIDE LABORATORIES Inc., Oakland, Cal., (Caylonic plant tonic), using radio for the first time, recently started a test campaign with six-weekly participations in Gordon Owen's *Home Service* program on KSFO, San Francisco. A sample offer is being made during the broadcast, and according to the agency handling the account the reply has been highly satisfactory. W. Warren Anderson, of Leonard D'Ooge & Associates, Oakland, agency, stated that if the present radio test is successful, the sponsor may spread his radio to other markets.





GEORGE L. TRIMBLE

A MAP showing the migrations of George L. Trimble, manager of the media department, Marschalk & Pratt, would look like a travel a Born at Kansas City, in 189 George attended school in Denve but his college courses were a Tulane in New Orleans and Syr cuse in New York State. His fir advertising experience was in th production department of the o McMullen agency in Manhattan. year there preceded his enlistmer in an Army training course a Princeton during World War I.

In 1923 George joined Marschal & Pratt. His first assignment wit this New York agency was as field investigator in the marketir division. He learned to ring doo bells and interview dealers. Tha analytical viewpoint guided hi in organizing the media depar ment at M&P. About 13 years ag George bought his first radio tin by telephoning KDKA and co vincing the Pittsburgh station ma ager that a series of recorded pr grams would "sound fine".

In those days stations had r representatives. Broadcast tin was sold, or bought, through bro ers. Coverage maps were most circles or outlines of guesses. Ma keting information was equal sketchy. And merchandising radio programs was strictly catc as-catch-can.

"Today," George frankly admit "radio timebuyers have a lot ea ier life because we have so mar more facts upon which to base ou judgment."

The Trimble home in Bloomfiel N. J., is enlivened by two boy aged 6 and 11. George's non-co mercial time is most often devot to a home workshop where l turns out cabinet work with pr fessional skill.

KVOO, Tulsa, has started a new pr gram, *Camp Barkeley Calling*, whi will report the activities of Okl homans in Uncle Sam's service Camp Barkeley, near Abilene, Tex Material for the broadcasts is fu nished by the Camp Barkeley Pre Division.



NAB DISTRICT MEETS START FINAL PHASE

BEGINNING the final lap of the district meeting circuit this fall NAB President Neville Miller and Frank Pellegrin, NAB director of sales promotion, left Washington Nov. 16 to participate in the District 6 meeting in Memphis, Nov. 17-18. The NAB executives then will continue en route to seven remaining district meetings scheduled through December, traveling to the West Coast and concluding with the District 9 meeting in Chicago Dec. 15-16. They will have attended all 16 district meetings held this fall.

Kirby Talks

Also participating in meetings in Memphis, Dallas, Los Angeles and San Francisco will be E. M. Kirby, NAB public relations director on leave as civilian director of the radio branch of the War Department Bureau of Public Relations. Mr. Kirby and other representatives of the radio branch will attend all the NAB district meetings, explaining the functions of the Army organization in regard to broadcast operations. An important development of this participation has been the movement to hold meetings of radio news editors to discuss and correlate news aspects of the defense situation.

The remaining district meetings, with dates and locations, follow:

District 3—no meeting date set, but not to be held until after first of year.
District 6—Nov. 17-18, Peabody Hotel, Memphis.
District 13—Nov. 19-20, Baker Hotel, Dallas.
District 16—Nov. 24-25, Biltmore Hotel, Los Angeles.
District 15—Nov. 28-29, Palace Hotel, San Francisco.
District 17—Dec. 1, Heathman Hotel, Portland, Ore.; Dec. 2, Washington Athletic Club, Seattle.
District 14—Dec. 8-9, Albany Hotel, Denver.
District 11—Dec. 11-12, Hotel Nicollet, Minneapolis.
District 9—Dec. 15-16, Palmer House, Chicago.

Educational Journal

ASSOCIATION for Education by Radio, Chicago, has started publication of monthly *Journal*, sent gratis to association members. Editor is James C. Hanlon; business manager is George Jennings. On the publications committee are: Elizabeth Goudy, director of radio, Los Angeles County Schools; Carl Menzer, director, WSUI, Iowa State U., Iowa City; Dr. I. Keith Tyler, Evaluation of School Broadcasts Study, Ohio State U., Columbus; Phillip H. Cohen, WNYC, New York; Capt. Harold W. Kent, radio section, bureau of public relations, War Dept., Dr. William Boutwell, Office of Education, Federal Security Agency; and Louella Hoskins, Radio Workshop, New York U.

Heard on Air

WDRC, Hartford, Conn., has started a new type of promotion to demonstrate proof of the power of advertising to clients and agencies. Whenever the opportunity arises, WDRC announcers add this phrase during discussions of commercial products: "And when you buy it, say you heard it on the radio."

PAR SOAP Co., Oakland, Cal., through Tomaschke-Elliott, that city, recently started thrice-weekly the new quarter-hour transcribed version of *Sons of the Pioneers' Symphony of the Sage*, on six Arizona Broadcasting Co. stations, originating from KTAR, Phoenix. Contract is for 52 weeks. Atlantic Auto Supply Co., Jacksonville, Fla., on Nov. 5 started for 26 weeks, sponsoring the program five times weekly on WMBR, that city. Farley's, San Diego, Cal., (retail chain), is sponsoring the series five times per week on KFSD, that city.

Davis New Grant V-P

TYLER DAVIS, for the last five years radio director of Kenyon & Eckhardt, New York, has been appointed vice-president of Grant Advertising, New York office. Before coming to K&E, Mr. Davis was supervisor for all Vick Chemical Co. radio, 1934-1935, and before that spent several years as an independent radio producer. He also was copy chief of Winston & Sullivan agency, New York, now defunct, and at one time wrote copy and did contact work for BBDO, New York.



Mr. Davis

CFRN, Edmonton, Alta., began operation of its new RCA high-level K-1 1,000-watt transmitter Nov. 1, marking the station's seventh year on the air. The studios have been completely renovated and RCA equipment installed.

KCMO, in Kansas City, Applies for 10-50 kw.

CONSTITUTING the fourth applicant in the Kansas City area for 50,000 watts, KCMO, Kansas City, last Wednesday filed with the FCC an application for assignment on 810 kc., the channel now used by WGY, Schenectady, and KGO, Oakland, Cal. The station seeks 50,000 watts day and 10,000 watts night on the frequency, and proposes removal of KOAM, Pittsburg, Kan., from its daytime assignment on the channel to 860 kc., a Canadian wave, with 5,000 watts fulltime.

Other applicants for 50,000 watts in the area are KMBC and WHB, Kansas City, and WREN, Lawrence, Kan. The KCMO application was filed by Andrew Haley, Washington attorney, with Ring & Clark as consulting engineers.

TED EPSTEIN, former announcer of WCAE, Pittsburgh, has been commissioned a major in the Coast Artillery and assigned to Fort Eustis, Va.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

FOOD FOR THOUGHT.



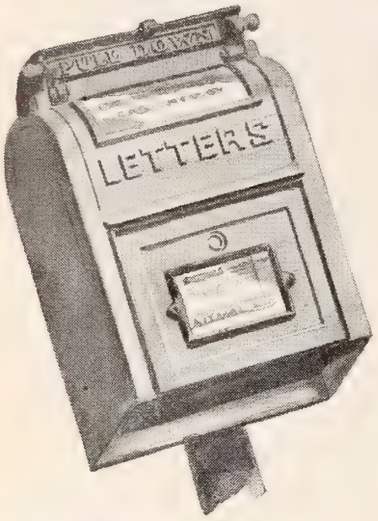
Food and grocery products advertisers,—both local and national,—buy more program periods on WHEC than on both the other two Rochester stations COMBINED!

Nevertheless, we can still offer choice of a few desirable periods for YOURS—let us tell you what's open!

WHEC—ROCHESTER, N.Y.

BASIC CBS
National Representatives
J. P. McKinney & Son
New York, Chicago
San Francisco

• *To Serve Well*
The Broadcasting Engineer



Birthplace of *Success*

Every time a CREI lesson assignment is dropped into a mailbox some ambitious engineer is a step closer to his promotion — better position —increased pay.

Throughout the Broadcasting industry CREI students daily deposit in mailboxes their hopes and ambitions in the form of carefully answered lesson examinations. More than 5000 professional radiomen—many of them your own associates—are now preparing for better paying positions and secure futures with the help of CREI systematic instruction in practical radio engineering.

CREI does not merely offer simple reading assignments or self-correction lessons. *Each CREI lesson text contains a stiff examination* prepared specifically to determine the student's understanding of the work covered, and his ability to proceed with the next lesson. Each examination must be written up and submitted by the student to the school, where it receives careful and exact correction of mistakes, and personal notations and suggestions, when necessary, by a trained instructor.

A CREI course gives you a *broad, working knowledge* of practical radio engineering — the kind of knowledge that rates the confidence of your employers — makes them select *you* for the more important duties—singles you out for promotion when duties well-done are rewarded.

Step up to YOUR mailbox now, and send your request for a copy of our descriptive booklet and complete particulars about CREI courses. THAT MAILBOX may be the "birthplace of YOUR Success"!

"Serving the Radio Industry since 1927"
CREI men in More than 350 Stations

CAPITOL RADIO
Engineering Institute
E. H. RIETZKE, *President*
Dept. B-11
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

Purely PROGRAMS

JERRY BELCHER, one of the original man in the street interviewers, started a new thrice-weekly series over WCKY, Cincinnati, Nov. 11. Heard Tuesdays, Thursdays and Saturdays, the program titled *Jerry Belcher's Neighbors* will follow the format of his last NBC network show bringing listeners glimpses from homes in and around Cincinnati. Using the WCKY Studio Plane, Jerry will transcribe the interviews which will be played back for broadcast.

* * *

Requests at Dawn

POINTED TO the thousands of defense workers either going to or leaving their jobs at that hour, WDRC, Hartford, has started a new 6-7 a.m. recorded dance music program, *Sleepy Slim's Serenade*, conducted by Harvey Olson. A special telephone line has been installed in a WDRC studio, and Announcer Olson handles requests on the spot while he is on the air. The new program gives WDRC a weekday opening hour of 6 a.m. instead of the previous 7 a.m.

* * *

Midnight Whodunit

DRAMATIC THRILLER, *Dark Fantasy*, a new series of 25-minute sustaining programs, was originated by WKY, Oklahoma City, last Friday, midnight, and fed to NBC-Red. *The Man Who Came Back* was the first of the weekly programs. Production is handled by John I. Prosser of WKY with George H. Hamaker (Scott Bishop) writing the script. This program follows *Southern Rivers*, another coast-to-coast origination at WKY.

* * *

South American Travel Talks

VIEWS of South America gained on a trip last summer, Spanish anecdotes and his own views on North Americans comprise the material for *News & Views of the Americas* and the *Spanish School of the Air* presented on KOB, Albuquerque, by Dr. F. M. Kercherville, head of the foreign language department of the U of New Mexico.

* * *

Frost Warnings

DIRECTED to Southern California citrus growers, a nightly weather forecast and frost warning is broadcast on KFI, Los Angeles. Remoted from Pomona, Cal., five-minute series is handled by Floyd Young, U. S. meteorologist, under supervision of Harrison Holliway, station manager.

* * *

Crime Jury

FROM THEIR easy-chairs beside their own radios, six Winnipeg listeners picked at random each week from the telephone directory, are asked to be jurors on the locally sponsored *Guilty or not Guilty* program. Each week's episode represents a trial, and the jurors picked at random are asked to vote "guilty" or "not guilty" at conclusion of the program.

Frat Quiz

BACKED by the Missouri U Pan-Hellenic Council, fraternity and sorority folk participate weekly on the *Brainbuster* quiz show, conducted by Don Campbell on KFRU, Columbia, Mo. The winning house is to receive trophies awarded by Columbia Baking Co. and Julie's, fashion shop, KFRU advertisers. KFRU also is broadcasting a new half-hour forum feature, *The World We Live In*, featuring students and faculty members of the university and Stephens and Christian Colleges in discussion of topics of the day. Foster Brown, KFRU staff member and instructor in the radio department of Stephens, directs the program.

* * *

Fugitives From Nazis

WARTIME series, *Brothers in Arms*, on Canadian Broadcasting Corp., features personal experiences of men who have escaped from Nazi-occupied Europe and come to Canada to train in one of the four foreign armies now encamped on Canadian soil. First broadcast was made at Little Norway, Toronto training camp of the Royal Norwegian Air Force; the second is to be made at the Netherlands Army training camp at Stratford, Ont., Nov. 26, and others will follow from the Polish and Belgian army training camps in Ontario and Quebec.

* * *

About the Edwards

WEEKLY dramatic series relating experiences of an American family, and titled *The Edwards*, was started on NBC-Pacific Blue stations, Nov. 8. Quarter-hour program is written by Peter Dixon and produced by Arnold Marquis, with members of the Edwards family, theatrical group, portraying themselves.

* * *

Tour of Camps

NEW ARMY LIFE program *Present Arms*, tentatively intended to be broadcast twice weekly on Tuesday and Thursday evenings, was started last Thursday at KMBC, Kansas City. Listeners hear interviews with officers and enlisted men and are taken on tours of camp facilities. Edwin Brown, KMBC director of special events, handles interviews and had Brig. Gen. Frederick E. Uhl, Omaha, Neb., Commanding Officer of the Seventh Corps Area, on the first program. The transcribed series is available to any radio station in the Seventh Corps Area from the Army's Public Relations Office at Omaha.

* * *

Instruments Portrayed

DESIGNED to acquaint the listening public with orchestral instruments, a new nine-week series, *NYA Musical Moments*, features the NYA symphony orchestra on WNYC, New York. Solo performances of each instrument demonstrates tone color, dynamic range, extremities of pitch, technical resources, common and unusual usages and the characteristics of the instrument itself.



THE ARMY takes over WMAZ Macon, Ga., but at the invitation of Manager E. K. Cargill. The radio staff of Camp Wheeler's public relations office handled all announcing, engineering and production activities through one afternoon under the direction of Capt. Edwin P. Curtin, post public relations officer and former director of radio publicity for BBDO, New York. Capt. Curtin at left checks over script with Sgt. Harmon Hyde, former announcer and production man of WPRO, Providence.

* * *

Time to Pay

TO COUNTERACT the public impression that all installment buying is subject to Government restriction, WDAS, Philadelphia, is carrying a thrice-weekly series of special programs designed to dispel listeners' false impressions. Undertaken after several installment concerns using time on WDAS had complained about the effect on their sales of this public misunderstanding, the program presents advertising managers, credit association executives and store employes, who outline advantages of buying on credit, recite the regulations on installment sales, and demonstrate that certain businesses, such as jewelry and clothing, are not subject to controls.

* * *

High School Reporter

WWNY, Watertown, N. Y., will carry a weekly series *High School Reporter of the Air*, sponsored by the Watertown School of Commerce, with the school principal as adviser. News bulletins from Northern New York high schools are read and a weekly guest editor interviews student leaders.

* * *

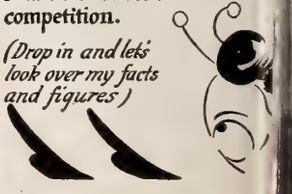
Religious Series

EARLY MORNING program of hymns, scriptures, prayers and benedictions, titled *Morning Devotions* recently started on WBYN Brooklyn. Formerly heard on NBC under the auspices of the Federal Council of Churches in cooperation with the local Federations, program is now presented by local Federations in the Brooklyn area.

WINS

Ann Tenna says:
Stop counting sheep nights and begin counting sales by day. Be a smart advertiser who WINS over competition.

(Drop in and let's look over my facts and figures)



GL-880

A *MIDGET* IN SIZE—A *GIANT* IN OUTPUT



Three-fifths actual size

FOR HIGH-POWER FM AND TELEVISION

To Get the Most from Your Tube Dollar Be Sure to Specify GL-880's

GL-880 is the largest of the G-E developed tubes for high-frequency (FM and television) services. Its background is more than 28 years of G-E tube experience.

GL-880's ingenious "folded" anode reduces internal lead lengths by 10 inches without sacrificing cooling surface. High efficiency is obtained even at high frequencies.

Dual grid leads for separation of excitation and neutralization minimize neutralizing problems.

Easy to Drive

With only 1500 watts driving power at the grids, two GL-880's will deliver an easy 50 kw of FM at 50 mc.

Here's Real Versatility

Primarily for FM and Television, yes, but GL-880's have unusual efficiency at international and standard broadcast frequencies, and as modulators. A pair will give a 50-kw plate-modulated carrier at 25 mc!

Be sure to ask your nearby G-E representative for full information on the complete line of G-E transmitting tubes for all services. There are G-E offices in 80 principal cities. General Electric, Schenectady, New York.



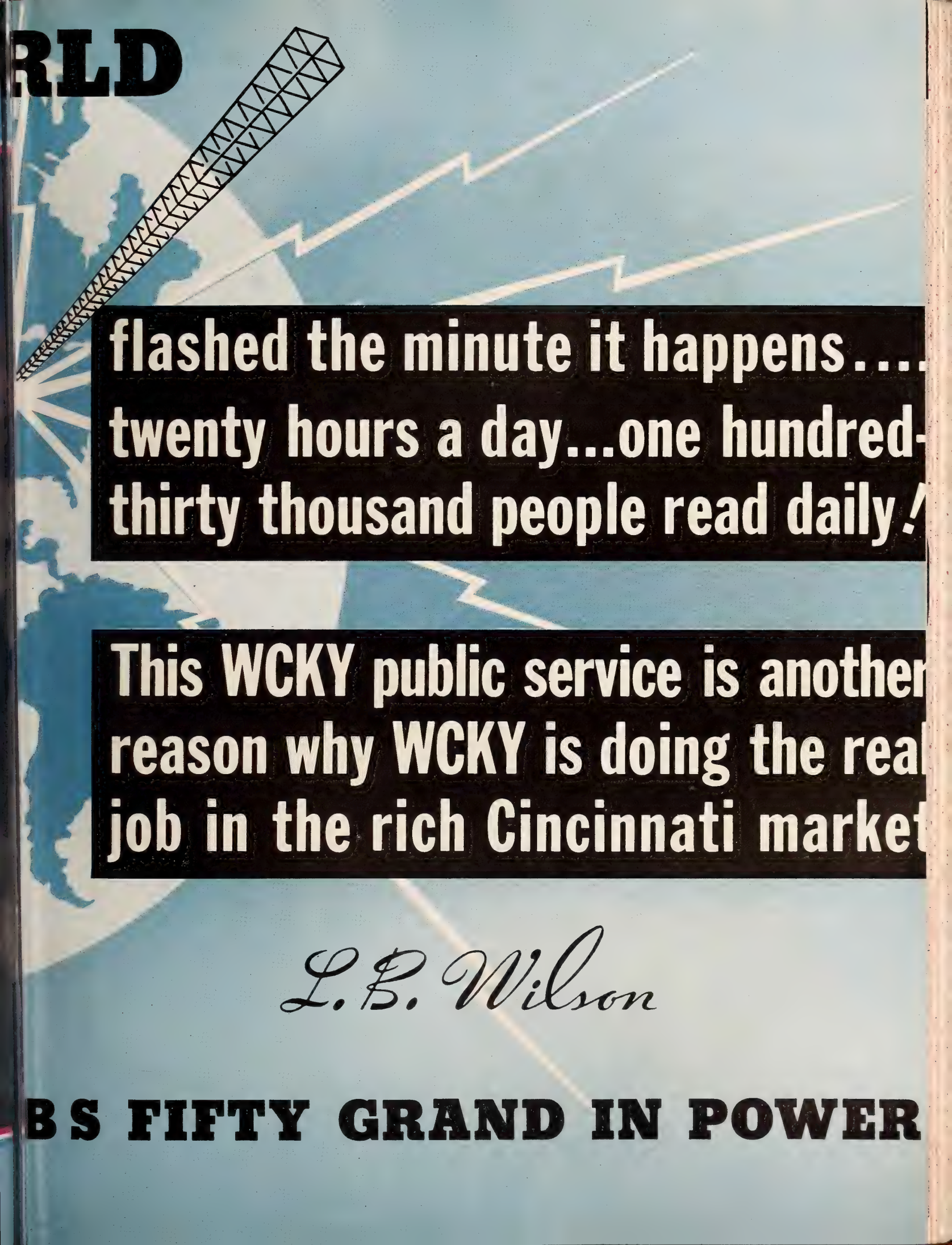
G-E 50,000-watt FM broadcast transmitter

GENERAL ELECTRIC

191-18

NEWS OF THE W


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GIBSON
WCKY
STUDIOS
STUDIOS HOTEL GIBSON NEWS
HOTEL GIBSON
IT'S WCKY FOR
ALL COLUMBIA
RADIO PROGRAMS
DOWS
CIGARS
DOW'S DRU
ICE CREAM SODA


RLD
flashed the minute it happens....
twenty hours a day...one hundred-
thirty thousand people read daily!
This WCKY public service is another
reason why WCKY is doing the real
job in the rich Cincinnati market
L. B. Wilson
BS FIFTY GRAND IN POWER

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Time Muddles On!

HO, HUM, so the FCC's newspaper-divorcement inquiry has been postponed again. Instead of resuming last Thursday after a three-week lapse, they won't recommence until Nov. 27.

After weeks and weeks of study, the FCC staff still hasn't completed revision of its basic exhibits, originally designed to show that newspaper ownership of broadcast stations is conducive to unfair competition, or something. In the process it has changed counsel only a half-dozen times.

For weeks it has been evident the FCC has veered from its original course in the proceedings. There does not appear to be any overpowering desire by the majority to attempt to invoke regulations banning newspaper ownership of any kind of station under the existing law. Now the intent is to make recommendations to Congress. There prevails something more than well-founded rumor that the majority of the FCC feels the issue is too hot to handle without an expression from Congress.

Meanwhile, scores of applications are being held up under Order No. 79, gathering dust in the suspense files. Development of FM is being impeded. And shortages of basic materials as the emergency stiffens have already reached the critical stage. The longer Order 79 stands, the more difficult the material problem.

The log-jam decreed under Order No. 79 certainly isn't helping the public, Government or the industry-at-large. It's a little late perhaps, after expenditure of so much of the taxpayer's time and money, not to mention the industry, to call the whole thing off, though it probably would be the discreet move. The only alternative now is to close the case as expeditiously as possible, do something about Order 79, and shoot the recommendations (if any) to Congress.

News Rules and War

GUNPOWDER odors are in the nostrils of practically all broadcasters. The impact of defense activity has been felt up and down the line—in programming, in priorities and in every aspect of station operation. The "business as usual" sign is in the ashcan, except insofar as observance of the "American plan" is concerned.

The job ahead is an extremely delicate one for radio. Business is uncertain for everyone, but radio business, so long as there is time to sell, is destined to fare reasonably well. Sales executives have been alert in planning for the future, and in tapping new or undeveloped sponsorship vistas. And the advertising-agency trade has learned well that radio advertising, adroitly presented, for most commodities and services is basic.

The second danger is not economic. It's entirely in the programming end. It requires an unprecedented degree of acumen, awareness and timing. The task of keeping the nation informed, without emotion or hysteria, largely devolves upon radio, and the contemporary press. The basic morale job is radio's because it reaches the great majority of the population in split seconds.

Program management (including the basic ingredient of news handling) becomes fundamental as the war tempo quickens. It is critical work, requiring supreme intelligence and a sort of sympathetic handling. War reporting is grim stuff, particularly with a medium as intimate with its public as radio. That job appears ahead for the first time for American radio.

Rules of the game for this task are being evolved. The NAB, during the current cycle of district meetings, is calling in program directors and news editors of stations, both member and non-member, to get across the story. Ed Kirby, NAB public relations director now on leave as the Army's civilian radio advisor, is presiding at these sessions, for the first time bringing together these men behind the programming and news-processing, to exchange ideas and to condition the industry for the job ahead. In another room the sales managers are counselling to cushion their operations against any sudden economic shock. The jobs are equally important.

In the newspaper publishing field, the working editors a decade or so back formed the American Society of Newspaper Editors. It is made up of the men who actually produce the news budgets, from the initial assignment to the job of putting the paper to bed. They are divorced from the operations of the American Newspaper Publishers Assn., made up of owner-publishers, who decide basic policy and apply themselves to business. The ASNE group has problems peculiar unto itself, divorced from the business office.

In radio, the program directors-news editors should constitute an analagous group. Every man responsible for the news that goes out over a station microphone, from 250-watter to 50,000-watter, is as important in status and public responsibility as the news editor of the comparable paper in the community.

They Say...

THE PARADOX of the thing is that the "air" can carry only so much sound at a given time, and therefore the "channels" are limited. Consequently it is necessary to see that they are not monopolized, and this means governmental regulation. But because of this it is all the more necessary that governmental regulation shall be most scrupulous to avoid the smallest suggestion of "control" by itself of *what* shall or shall not go "on the air", and also of all suggestion of partiality in determining *who* shall and who shall not have the "channel" privileges. There is one principle which is clear as the "norm" of regulative policy.

It is contained in the old legal maxim—*Abusus non tollit usum*—abuse must not destroy use. In this case the dangers that lie in abuse of the air privileges are insignificant by comparison with the dangers that lie in anything by way of restriction of *freedom* in discussion. We have to take the chance of the "demagogue" and we must be extremely vigilant to see that he has all the "rights" of the statesman. Furthermore, "abuses" when they occur must be dealt with as best we can *after* they occur. The maxim "an ounce of prevention is better than a pound of cure" is not applicable here. At all hazards the air must be kept *free*.—WALL STREET JOURNAL.

Henderson Unloads

MR. LEON HENDERSON, the administration's big anti-inflation man, did a job of deflating an illusion the other day in addressing the "wake up and fight" joint-session of the Assn of National Advertisers and the American Assn. of Advertising Agencies at Hot Springs.

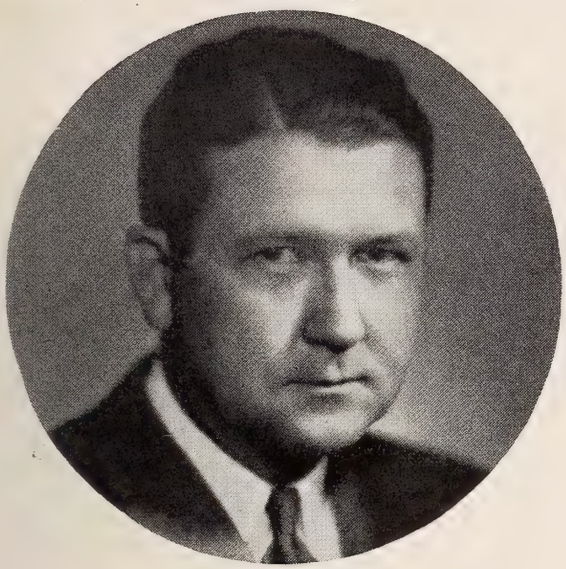
It was a powerful story that Mr. Henderson told—so powerful that we publish it in full text this issue. He wants more, not less, advertising. He regards it as the cheapest and most efficient method of selling, using the craft's own figure of 2% of the value of all manufactured products as the cost-factor.

But Mr. Henderson, in perishing the thought that his Office of Price Administration was out to "alter, reform or perhaps destroy" advertising, didn't say that advertising would not be affected in the war economy. Far from it. There are dangers ahead for all business. But he included advertising in the category of "important civilian activity" and disclaimed any "secret or subtle designs" in his organization with respect to advertising.

That's as far as his assurance could go. The real troubles of advertising, along with other industry, cannot be forecast in an all-out war. The immediate future of advertising in a seller's market with a limited supply of consumer goods is uncertain.

The words uttered by Mr. Henderson are the most reassuring advertising has heard since the emergency developed. They were not high sounding phrases. They made straight, long headed logic. We have detected enough to know that there is in government a strong anti advertising clique which espouses grading of consumer goods. Now, with the top man in price-control slot so pointedly on record, advertisers, media and agencies can approach the arduous days ahead with less concern about the boring from within process, and rely upon their resourcefulness to get them over the hump in the "lick Hitler" drive.

We Pay Our Respects To —



CLYDE F. COOMBS

FOR a business that depends so much on engineering knowledge broadcasting has comparatively few of that profession managing stations. One outstanding exception is smiling, hard-faced Clyde F. (for nothing) Coombs, vice-president and general manager of KARM, bustling 250-watter in Fresno, Cal., which Nov. 1 ups its power output to 5,000 watts fulltime.

Just because he is an engineer and knows the difference between a millivolt and a kilocycle doesn't mean that KARM's Coombs doesn't know the dollar side of radio nor what advertisers buy programs that people listen to. For back in 1934 Clyde Coombs jumped from selling equipment for RCA in 11 Western states to selling programs for NBC in San Francisco. He is a native westerner, having been born Feb. 1, 1902, at Payson, Utah.

It's axiomatic, of course, that selling new programs is a far cry from selling tried and tested equipment that has passed the rigid standards of modern engineering practices and Clyde Coombs would probably be the first one to tell you so.

In 1938 he left NBC and joined the CBS sales organization in San Francisco. At CBS he developed the reputation of being one of the most constructive and "program minded" network salesmen in the business. Which is no mean transition for a man who was graduated in engineering from the U of Utah in 1925 and who spent the next nine years exclusively in radio engineering.

With a sheepskin tucked under his arm, which attested that one Clyde F. Coombs had duly completed undergraduate engineering, he got his first job in the radio laboratories of General Electric at Schenectady, proving ground for many radio firsts, both personnel and equipment.

Not content with just a practical knowledge of engineering, he entered Union College for post graduate work, studied advanced engineering at GE and had time to teach a little on the side.

His first big chance came in 1927 when he collaborated with C. W. Hansell of RCA at Rocky Point, L. I., on shortwave directional antenna systems, forerunner of the broadcast end of shortwave transmission. Still a GE man, he was placed in charge of the installation of CKGW, Toronto, a 5 kw. job.

Then came further adventures into new engineering fields. With A. D. Ring, former assistant chief engineer of the FCC and now in consulting engineering practice in Washington, he worked on the development and design of 50 kw. transmitters using 100 kw. tubes. By this time RCA had decided to enter the field and when its transmitter division was formed Coombs was one of the first employes working under its head, B. R. Cummings. For six months he lived out of suitcase, supervising all RCA transmitter installations. These included the original 50 kw. transmitter of WFAA, Dallas, the first 5 kw's for KPRC, Houston, and WBT, Charlotte, sandwiched between kibitizing on the WTIC, Hartford, and WTAM, Cleveland, 50 kw. installations which utilized the 100 kw. tubes Andy Ring and he had worked out.

Then RCA needed a livewire on the West Coast and Coombs was shipped to Pacific shores. There he installed more transmitters and the one he looks back on with particular pride is the first 50 kw. KFI, at Los Angeles. Here he was all over the field, supervising the installation and design—and he even made the sale.

After this came the transition from engineer to program salesman. During his stay with CBS he made the major contribution to the *Who Am I* show which he built up with Emil Brisacher, the advertising man, for sponsorship by California Conserving Co. This is claimed to be the original audience participation program and still holds the all-time high Pacific Coast mail producing record.

Ten months ago he was named manager of KARM by Mrs. Hattie Harm, widow of the late George Harm, founder of the station. During that time he hasn't been idle. The station has gotten a substantial increase in power, new frequency, a new CBS affiliate contract, and is now completing construction of an entirely new plant and offices.

Clubs he lists as Rotary, Sunnyside Golf and County, Fresno Advertising and Chamber of Commerce. In addition, he belongs to Sigma Nu and Theta Tau. Married in 1923 to a school sweetheart, Lyla Jones, he has three children—Mary Lou, 15; Jeannine, 13, and Clyde F. Jr. or Buster, as his dad knows him, 8.

Personal NOTES

MAJ. GEN. Victor Odlum, formerly vice-chairman of the Board of Governors of Canadian Broadcasting Corp., has been appointed Canadian High Commissioner to Australia. He resigned from his CBC post early in 1940 to assume command overseas in April, 1940, of the Second Canadian Division overseas.

J. GILBERT PALTRIDGE has been named sales promotion manager of the NBC stations—KPO-KGO— in San Francisco. He succeeded Jack Campbell who resigned to join KFRC, San Francisco. Paltridge for seven years was a member of the sales promotion department of Foster & Kleiser, outdoor advertising firm, in San Francisco.

GEORGE W. SMITH, managing director of WWVA, Wheeling, again has been named general chairman of the Red Cross roll call drive.

WINFIELD LEVI, WSAI, Cleveland, sales promotion manager, formerly editor of WSAI house organ, *I-Opener*, was inducted into the Army Nov. 17.

RANDY RYAN, former manager of KMMJ, Grand Island, Neb., has joined the commercial staff of KANS, Wichita.

FRANK J. RIORDAN, formerly with NBC, Chicago, guest relations staff, has joined WING-WIZE, Dayton-Springfield, as sales promotion manager.

WALT DENNIS, formerly associate farm editor of KVOO, Tulsa, has been appointed merchandising and promotion manager, succeeding George Engleter, who will manage KHAS, Hastings, Neb.

J. SOULARD JOHNSON, local sales manager of KMOX, St. Louis, has been appointed by the St. Louis Assn. of Manufacturers' Representatives as general chairman for this year's annual Christmas Party of that organization.

JACK WAGES, Phoenix actor featured in the five-weekly quarter-hour program, *Tovrea's Love Story Time*, sponsored by Tovrea Packing Co., on Arizona Network stations, has been added to the commercial department of KOY, that city, as account executive.

H. A. P. (Hap) POLITE, formerly with various West Coast advertising agencies, has been appointed commercial manager of KPRO, Riverside, Cal. John Stumberg, formerly of Detroit, has been made an account executive. Louise Dardenelle, lecturer, musician and author, has become home economics director and will conduct a daily participation program, *Hospitality House*.

SLAYTON POLLEYS LaDUE, publishers' representative, recently was appointed San Francisco office manager of Homer Owen Griffith, station representative headquartered in Hollywood. Firm also represents the West Coast division of Howard H. Wilson Co., Walker Co., and Foreman Co., national station representatives. Griffith recently established Seattle offices at 4404 White Bldg., with Hal Pearce in charge.

HENRY FLYNN, of CBS Hollywood public relations department, has been promoted to the sales division as account executive. He replaces Edward A. Larkin, transferred to the network's San Francisco sales staff. William McMurtrie, of guest relations staff, takes over Flynn's former duties.

KYLE G. FRAZIER, of the commercial office of WMSL, Decatur, Ala., has returned after serving in the Army.

CARROLL BAGLEY, formerly of the WMCA, New York, sales staff, has joined WINS, that city in a similar capacity.

BURRIDGE D. BUTLER, president of WLS, Chicago, and KOY, Phoenix, and Mrs. Butler have returned to their Phoenix home for the winter.

FRED DARLING, manager at CKGB, Timmins, Ont., has been appointed production chief of the five stations operated by Northern Broadcasting & Pub. Co., Timmins. He is succeeded at CKGB by Murray Morrison, of CKRN, Rouyn, Que. Darling has been with Northern Broadcasting for a number of years.

ROY HOFSTETTER has joined the sales department of CKGB, Timmins, Ont.

GEORGE BARRY, radio actor in New York, was appointed to the newly-created post of night manager of WIP, Philadelphia, beginning Nov. 18.

G. J. (Jerry) BRINKMAN, for five years affiliated with KABR, Aberdeen, S. D., has joined the sales staff of WLOL, Minneapolis.

DON GILMAN, NBC Western Division vice-president, has returned to Hollywood after three weeks in New York.

C. ROY HUNT, general manager of KOIN and KALE, Portland, Ore., has returned to his home following an operation and convalescence at the Mayo Bros. Clinic, Rochester, Minn.

HIBBARD AYER, formerly commercial manager of WWNY, Watertown, N. Y., and previously with Sears & Ayer, radio representative, has joined the sales staff of WATN, Watertown.

J. B. (Steve) CONLEY, general manager of WOWO-WGL, Fort Wayne, Ind., on Nov. 4 was awarded the Purple Heart Medal of Merit by the War Department. Mr. Conley served as a sergeant with the 320th Machine Gun Batalion, and was wounded in the St. Mihiel offensive.

Delgado Heads KYCA

MUCIO DELGADO, program director of KYCA, Prescott, Ariz., has been named manager of the station, succeeding Albert Stetson, now in St. Louis. Mr. Delgado, formerly of KVOA, Tucson, recently was awarded a trophy by the local American Legion post as Prescott's outstanding citizen for the year.

CHNS

HALIFAX, NOVA SCOTIA

ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA

U. S. Representatives:
JOS. WEED & CO.
350 Madison Ave.
New York

BEHIND the MIKE

LARRY DELGADO, announcer, has been put in charge of all Spanish programs of KRE, Berkeley, Cal.

JOHN CONRAD, former special events director in the Midwest, has been transferred from active Army duty to the reserve following nearly a year of service. He has not announced immediate plans, and is at his home in Topeka, Kan.

STU MACDONALD is a new addition to the junior announcing staff of CJKL, Kirkland Lake, Ont.

Arkansas Pilots

KUOA, Siloam Springs, Ark., can take the air in more than one way with the discovery last week that Manager Storm Whaley, three announcers, three engineers and the sales manager of the station have private pilot ratings. Clincher is the further revelation that one former KUOA engineer is stationed at Kelly Field, while another is taking advanced flight training at Conway, Ark.

BOB McDONALD, newscaster of KGNC, Amarillo, is the father of a boy born Oct. 24.

LLOYD ANDERSON, KMOX announcer, St. Louis, who holds a reserve commission as second lieutenant, has been called to active service at the Armored Force Replacement Training Center, Fort Knox, Ky.

CARL CHRISTOPHER Jr., has joined the KMOX, St. Louis, announcing staff, moving from KSD, St. Louis, to succeed Lloyd Anderson who has been called to the Army.

S. KEITH JAMESON, formerly of WMBD, Peoria, Ill., has joined the announcing staff of WKBN, Youngstown, O. Bob Provence, WKBN news editor, on Dec. 30 is to marry Rachel Tuckwiller, society editor of the *Raleigh Register*, Beckley, W. Va.

PAUL SCHEINER, formerly associated with Martin Block, WNEW entertainer, has been named recorded music director of WMCA, New York. The position is newly created.

RONALD DAWSON, production and continuity chief for WCHS, Charleston, W. Va., celebrated his 10th anniversary as a writer for the Script Library of New York Nov. 8.

DON HOPKINS, formerly of WKMO, Kokomo, Ind., has joined WWVA, Wheeling, and has the early morning trick. He replaces Fulton King, now at Camp Lee, Va.

RALPH K. MADDOX, production manager for Dallas studios of WFAA-WBAP-KGKO, Dallas-Fort Worth, recently addressed the Texas Federation of Women's Clubs convening in Dallas, pointing out how women's clubs can build programs with listener appeal in a discussion on the responsibilities of radio stations toward public service programs.

BERTRAND MITCHELL, for several years an actor and director of the theatre in the East and West, has joined the continuity and production staff of the Dallas studios of WFAA-WBAP, KGKO, Dallas-Fort Worth.

BOAKE CARTER, radio commentator, on Nov. 7 was divorced by his wife, Mrs. Beatrice O. R. Carter. A final decree was granted Mrs. Carter in the Philadelphia Court of Common Pleas. Grounds were not revealed.

JAMES BURNS McGREACH, British Broadcasting Corp. chief overseas news commentator, has been in Canada recently gathering recordings on Canada's war effort.

WILLIAM STRANGE, Canadian Broadcasting Corp. commentator, author of a book *Into the Blitz*, based on his experiences in gathering data in Great Britain this past spring for CBC broadcasts.

TOMMY WEBER, NBC chief photographer, on Nov. 15 resigned to open his own commercial studio. Mr. Weber formerly operated a photo news service, Standard News Photo, and was previously on the photo staff of the *New York Journal*.

EDITH W. CRANE, formerly on the editorial staff of the New York office of BROADCASTING and now with *Western Advertising*, San Francisco, Nov. 2 was married to Emmet Hathaway Jones in Burlingame, Cal.

PETER BARKER, former director of the *Esso Television Reporter* series on NBC's television station WNBT, a production associate for many Broadway plays, has joined NBC's television production staff. Mr. Barker, recently released from the Army Signal Corps at Fort Monwouth, N. J., previously taught stagecraft at the Harvard U Summer School.

DON MOZLEY, Missouri U journalism senior, has joined the announcing staff of KFRU, Columbia, Mo., replacing Jack McGee, now in the Navy.

IRA BLUE, sports commentator, formerly of KPO-KGO, San Francisco, has joined KQW, San Jose, Cal.

ERIC DAVIES, program director of CKX, Brandon, recently married Marion Meighen at Portage la Prairie, Man.

TOM BENSON, of the production staff at CKY, Winnipeg, is the father of a baby girl.

BILL WOOD, newscaster of KFRC, KGO, San Francisco, his wife and two soldier hitch-hikers, were injured in an auto accident near San Jose, Cal. recently. Wood suffered a broken wrist and cut knee.

RUTH CHAPEL, of NBC-Hollywood press department, and Ed O'Leary, Lockheed Aircraft flight superintendent, were married Nov. 1 at Las Vegas, Nev.

STERLING V. COUCH, education director of WDRC, Hartford, has been appointed a member of the Committee on Public Information, a division of the Hartford Defense Council.

JOCKO MAXWELL, WWRL, New York, sportscaster, has been signed to conduct a sports column in the *American Athlete*, a monthly magazine published in New York.

SHOW!



SLAP
45 HAPPY MINUTES with IRENE

WCAE has a slightly terrific lady screwball, name of Irene. So we built a show around her. Packed it with music, laughs and sales oomph. And it's becoming a quiet sensation among Pittsburgh's "4 million."*

One, two or three quarter-hour strips of Irene's colossus (4 to 4:45 p. m.) are now available to any sponsor with a sense of humor and a few (sales) records to break. Grab your phone or your secretary and tell us where to send complete information.

*Population, WCAE Service Area

PITTSBURGH NETWORK
WCAE
MUTUAL
5000 Watts · 1250 K. C.

The KATZ AGENCY
National Representatives
500 Fifth Ave. · New York, N.Y.

The rich Appalachian area can't hope to top the New York market in population. But it has more than a million (WJHL primary and secondary coverage) of the "spendingest" people you ever saw. Especially when their cash crop goes to market. Millions of pounds of burley tobacco will be sold in this area in the next two months. And remember, WJHL is the only single advertising medium that can adequately sell this market at one low cost.

1000 WATTS · 910 KC · NBC BLUE

WJHL
Johnson City, Tenn.

International Radio Sales
Representatives

W. Hanes Lancaster
Manager

ETTY HUTTON, New York vo-list, has been signed as a permanent ature of the weekly NBC *Bob Hope ow*, sponsored by Pepsodent Co. e has a major role in the Paramount n, "The Fleet's In."

RUCE ANSON, NBC Hollywood nouncer, has been inducted into e Army. Aubrey Ison, relief an-uncer, takes over the former's ties.

OWARD PYLE, program director KTAR, Phoenix, did the narration the color movie, *We Went to Camp*, locally produced Boy Scout picture. will be exhibited throughout the uthwest.

RANK LITTLE, traffic manager of TAR, Phoenix, and Shirley Keller, o of that city, were to be married v. 15.

AUL ROSCOE, program director of FW, Kearney, Neb., is the father a baby girl born Nov. 7.

EORGE ROBERTSON has joined announcing staff at CKY, Winni-g, after serving on a number of other stern Canadian stations.

HUCK ACREE, NBC *Auction* izmaster, has published a book of ms for children, titled *Doodle-Dee-o.*

ELENE S. BURTON, of the WOR ss department has written a chil-n's Cantata, "Birthday Party for ther Goose" which had its premier WOR's *Rainbow House*, Saturday, v. 8.

W. McELVAIN, former news iter of NBC Chicago special events ff, has joined Press Assn., Chicago, radio news subsidiary. He is suc-ded by Baskett Mosse, formerly of lsa *World* and UP news staffs.

HN STILLI, announcer of WHIO, yton, O., is the father of a girl n Oct. 30.

Meet the LADIES



VERA HOLLY

CERTAINLY it must have been thrilling to give a birthday present to such loveliness as blonde, blue-eyed Vera Holly. And to Vera, it was the best present of her entire radio career when WBEN, Buffalo, decided on her 21st birthday to assign her the role of hostess on the station's *International House Party.* Nearly three years ago Vera first joined the program, a series formulated on the "hands across the border" policy, and as soloist thrilled Canadians with her soft, husky tones. Vera is also heard thrice weekly as a feminine emcee, featured vocalist and actress on WBEN.

ROBERT A. DAVIDSON, announcer, formerly of WLAG, LaGrange, Ga., is now at WCHV, Charlottesville, Va., same capacity. On Oct. 18 he married Lillian Sammons, of LaGrange.

MATTHEW R. THORNEYCROFT and J. Richardson Loughrin, formerly of NBC Chicago guide staff, have both joined radio stations as staff announcers, Mr. Thorneycroft to WGAR, Augusta, Ga., and Mr. Loughrin to WDEV, Waterbury, Vt.

CHARLES KLEIN, NBC Chicago guide captain, has been granted a leave of absence for service with the Marines at San Diego. Carl Olson of the guide staff takes over for Mr. Klein.

GARY MILLER, freelance writer, has joined the continuity staff of WBBM, Chicago.

STAN GORDONI, formerly of Gordoni & Lee, Chicago program producers, has joined WOMT, Manitowoc, Wis., as announcer and copywriter.

JACK PAYNE, former CBS Chicago continuity writer, has joined W59C, Chicago.

GAYNE WHITMAN and Bud Heistand, Hollywood announcers, will be re-assigned to the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co., when broadcasts resume Nov. 26 from Southern California.

BOB YOUNG, staff announcer of KOA, Denver, has returned to his duties after finishing a one-year tour with the Army as a reserve first lieutenant.

BILL WOODSON, former announcer of WTCN, Minneapolis, has gone to New York for dramatic work. Tod Williams, WTCN news commentator, is the father of a boy born recently.

DAVID OLSON, for the last 12 years on the production staff of WCAE, Pittsburgh, has joined WJR, Detroit.

KAY LEE, formerly of WDNC, Durham, N. C., has joined the continuity staff of WSLS, Roanoke, Va.

HELEN WILLIAMS, formerly of WGRC, Louisville, has joined W45D, FM station in Detroit, as a continuity writer.

DeLAMAR HARRELL has joined the continuity staff of WSB, Atlanta.

HAL FIMBERG, Hollywood gag writer on the CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co., and author of the book, *Jump for Joy*, has been given a Columbia Pictures contract to write a mystery comedy for Boris Karloff and Peter Lorre.

GENE NORMAN, formerly WPAT, Paterson, N. J., announcer, has joined KMJ, Fresno, Cal.

BOMBARDIERS RON DEACON and Jack Holmes, former announcers at CKX, Brandon, Man., are now with the Royal Canadian Artillery at Fort Brandon training centre.

ROBERT STUART, Wesleyan U senior, has been named to assist Program Director Walter Haase of WDRC, Hartford.

CHARLES J. HIGGINS has been promoted to be chief announcer of WLAW, Lawrence, Mass.

RALPH KENNEDY, recent John Brown U graduate, has been named chief announcer of KUOA, Siloam Springs, Ark. Luke Tanner, formerly of KBTM, Jonesboro, has joined KUOA.

PHILIP BOWMAN, production chief of WBBM, Chicago, has joined Blackett - Sample - Hummert, Chicago, as radio producer. He is succeeded by Richard Faulkner, staff producer. Walter Preston, veteran staff producer, has been named acting program director.

At No Rate Increase

KFYR

now gives you

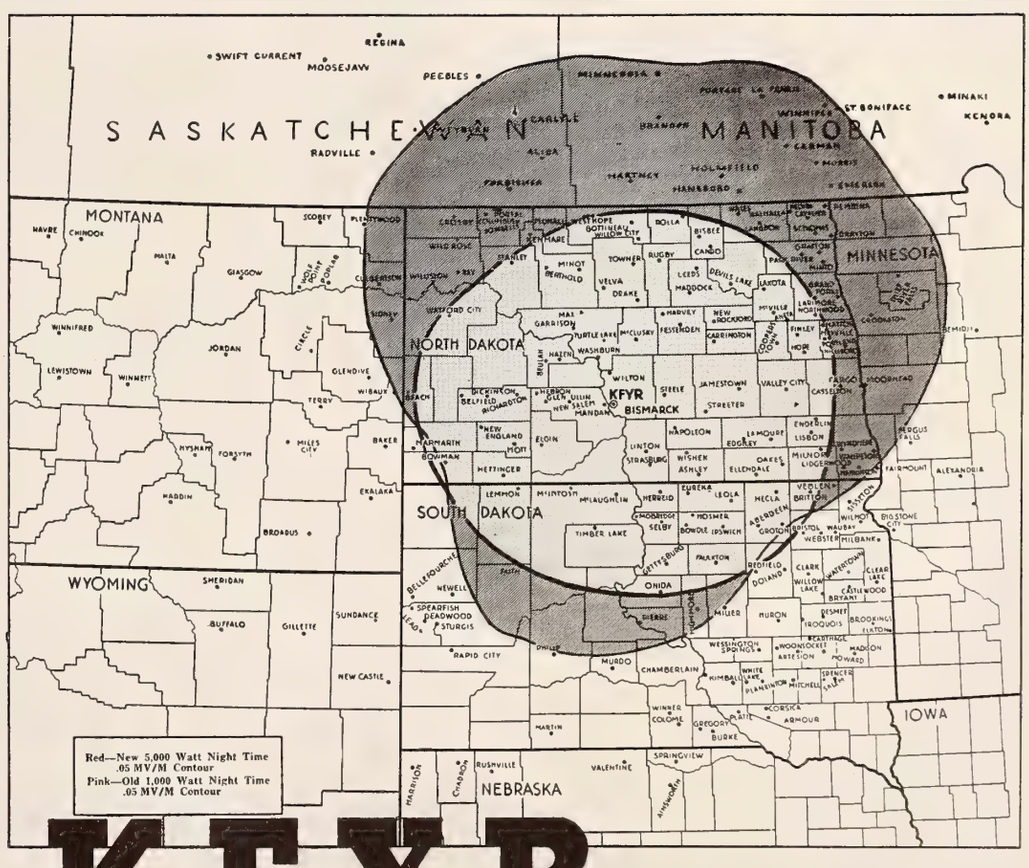
167%

greater potential night time audience

B. P. I.
(Before Power Increase)
104,050 Radio Homes
(Light Shaded Area)

A. P. I.
(After Power Increase)
278,600 Radio Homes
(Dark and Light Areas)

★



KFYR Bismarck, N. Dakota

ASK ANY JOHN BLAIR MAN • MEYER BROADCASTING COMPANY

Colonial Salute

BOOMING appearance of Guy Lombardo's band on the new MBS *Coca Cola Spotlight Band* series, WAAB-Colonial in Boston worked the "local angle". Albert Vigneau, Boston bank employe, was the guest of honor on Colonial's *Spotlight Bands Salutes*, which heralds the six-time weekly *Spotlight* series. Mr. Vigneau is the brother of Lombardo's pianist, Frankie Vgineau.

CHET PHILLIPS, formerly of WADC, Akron, has been named to the announcing staff of WCAE, Pittsburgh.

WASHINGTON'S BIG BUY!

Write for WWDC's choice open periods. WWDC is Washington's big buy . . . bonus booster signal, economy rates, alert programming in America's most prosperous market.

E. M. Spence, Gen'l Mgr. — Washington, D. C.

WWDC

Merchandising & Promotion

Colonial Salute—Sperry Hearts—They Explain
Sherwin-Williams Roto—WLW Awards—Santa's Records

A CAMERA CONTEST for its listeners with other listeners as picture subjects is being sponsored by WDAS, Philadelphia. The subjects are the faces of listeners in the crowd gathering around the daily "sidewalk interview" broadcast each noon in front of the center-city Karlton Theatre. The camera studies are made by the fans behind a large sign in the lobby of the theatre, which not only calls attention to the program, but contains a hole for the camera and is not discernable to the public. The best pictures are placed on display in the theatre lobby, those submitting pictures selected receiving defense stamps. Also, the subject identifying himself in the display receives a defense stamp.

* * *

Sperry Hearts

EMBLAZONED with a big red heart on bright yellow paper, KLZ, Denver, has distributed 1,000 store banners to promote General Mills' show for Sperry Wheat Hearts cereal, titled *Stories America Loves*. Banners have been placed in grocery stores throughout Colorado.

Sherwin-Williams Roto

A SIXTEEN-PAGE rotogravure section showing pictures of successful contestants in scenes from operas and in candid shots in civilian life, with pictures of other performers and notables connected with the *Metropolitan Opera Auditions of the Air*, has been issued by Sherwin-Williams Co., Cleveland, sponsors of the broadcasts. Titled "Sherwin-Williams Radio News", the section includes two pages of homes painted with the company's paints and a page listing all the NBC-Red stations on which the program is heard (Sunday, 5-5:30 p.m.).

* * *

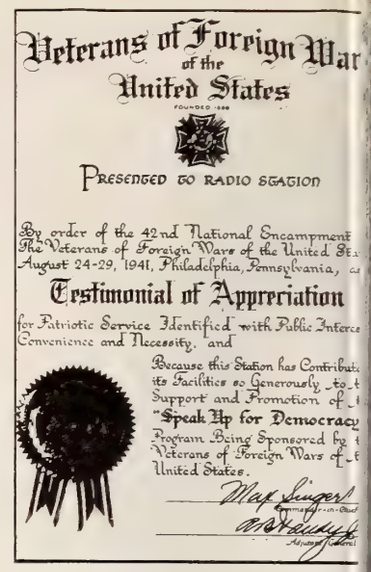
They Explain

EXECUTIVES of stores sponsoring programs on WPAT, Paterson, N. J., are invited to explain to their potential customers some of the problems resulting from the effect of defense priorities on buying and to make suggestions as to how they may best be circumvented by the buying public, on *Time for Women*, a six-a-week show conducted by Adele Hunt, woman commentator. Guest speakers explain not only matters as shortages of materials, but also the reason for taxes being placed on certain consumer goods while others are left untaxed.

* * *

WLW Awards

WLW's agricultural department will take an active part in the awarding of trophies at the International Livestock Exposition to be held in Chicago, Nov. 29-Dec. 6. Ed Mason, director of farm programs, Mert Emmert, Lowell Watts and Earl Neal will bring a daily, first-hand glimpse of the show to listeners of the station's *Everybody's Farm Hour*.



CITATIONS like this are bei presented to 443 stations by t Veterans of Foreign Wars. Th were authorized at the 42d Natio Encampment. Formal presentati is made by local post commande The stations give 15 minutes on t 11th of each month to promotion VFW's Americanism campaign.

* * *

Santa's Records

DISPLAYING a three-color st ized Santa Claus, Columbia R cording Corporation's Christm campaign brochure has appea giving illustrations with space newspapers and magazines toge er with a list of 68 stations pick to carry the announcements an description of the accompanyi direct mail campaign, first to used by CRC on a share-cost ba with dealers. The $200,000 ca paign will include spot announ ments five nights weekly for C umbia Records as Christmas gif

BROCHURES

BUFFALO BROADCASTING Co —Coverage maps showing prim and secondary areas both day white) and night (in black) WKBW and WGR.

KARM, Fresno, Cal.—Plastic-bou illustrated coverage brochure, *ma you've been missing something!*

WITH, Baltimore—Plastic-bou brochure describing its Miss Maryl 1941 promotion stunt last August.

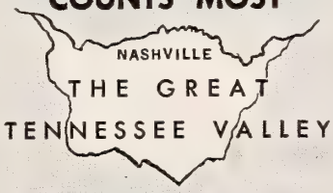
5000 WATTS
FULL TIME
beginning about
DECEMBER 1, 1941



WTAG
WORCESTER
Complete
Central New England Coverage

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

POWER!
—WHERE POWER COUNTS MOST



WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Lowest National Rates in New Orleans!
QUARTER HOUR—ONE TIME
Daytime

RED	30.0
BLUE	30.0
C.B.S.	65.0
MUTUAL (WNOE)	20.0

WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

Henderson Speech

(*Continued from page 9*)

neralities. I shall try to be more ecific. There is a statement in e prospectus of this meeting that ere has been talk of curbing adrtising as a means of controlling flation and restricting it as a eans of controlling production." cannot deny that as a statement fact because, as all of you know, ashington abounds with "talk" every subject, and perhaps there no conceivable proposal that has t been the basis of "talk" in ashington.

All I can say about this one is at I have not been a party to any ch conversations. And if "curbg advertising" as a means of ntrolling inflation and production d been seriously considered, I ink I would know about it. rthermore, I would not want the o of attempting to prevent inflan or limiting civilian production "curbng advertisng" was my ly tool. Even if all advertising penditures were taken into acunt, according to your industry ures, only 2% of the value of all nufactured products is involved.

Stands on Testimony

It is therefore apparent to me at of all the headaches and nightures that I can visualize in the ture, the question of what to do out advertising is unlikely to conont me as a major problem. It s been our experience so far in e price ceiling we have fixed that vertising has not even been conlered as a major cost element. sually questions of labor costs, nsportation, raw materials and ner items are fully analyzed and praised, but so far selling and stributing costs have not been ged as a compelling reason for posing a price ceiling.

If some industry whose prices re under consideration did urge reased advertising cost as the sis of challenging a particular ce ceiling, we would of course required to go into the question. t I stand on the statement which nade in my testimony before the use Banking & Currency Comttee that our policy would be as a tter of course to take normal selling and advertising costs into account. I stated further then I had to secret reservations about that statement. I repeat it now.

However, it may have been that some of you gentlemen, or perhaps it was somebody else who did not accept in full faith my statement of that policy, or perhaps it was to make assurance doubly sure that there was written into the Price Control Bill as reported out by the House Banking & Currency Committee the proviso that the powers granted—and I quote: "shall not be used or made to operate to compel changes in the business practises or cost practises or methods, means or aids to distribution established in any industry, except to prevent circumvention or evasion of any ceiling established under this Act". This language was designed to take care of advertising, and I so interpret it.

No 'Concealed Policies'

The fact that I have stated to you that I have no designs or evil intentions about advertising, and the further fact that it will be an affirmative policy of my office to take into account normal advertising costs, will, I hope, give you whatever assurance you seek on that score. It does not mean that any of your real problems are solved.

I have no way of appraising the immediate future of advertising in a seller's market with a limited supply of consumers goods. It would appear that you have enough real and vital problems without having to create imaginary difficulties. And if any secret intentions on my part or any concealed policies of my office have been included among your worries, I ask that you eliminate them at once.

As Director of the Civilian Supply Division I am supposed to distribute as best I can the materials that the defense program doesn't require. The going is getting tougher. As we shift from the pri-



SWEET SIXTEEN is WRVA, Richmond, and so is Helen Catherine Szourou (left), who was 16 the same day, as was young Bobby Otto Jr. C. T. Lucy, cutter of cake, has been WRVA manager since its inception in 1925. Recently the staff presented him with bowling shoes and other gifts on his 50th birthday.

KDYL

serves the Intermountain area, with 785,000 population and $300,000,000 annual spendable income . . . a market worth cultivating.

★

5000 WATTS
Day & Night

★

KDYL
The POPULAR Station
Salt Lake City
Representative: JOHN BLAIR & CO.
NBC RED NETWORK

"7 years with the wrong woman,
May drive a man to drink,
BUT
7 years with the same station,
Is a very good record, we think!"

On September 9, 1941, WJBC completed 7 years of service to Central Illinois. Of the 44 advertisers that started 7 years ago, *41* are STILL ON THE AIR. THE REASON: *RESULTS IN INCREASED SALES.*

Full Time **WJBC** **1230 KC**

Represented by
International Radio Sales

ANSWERS *to memory test #1* (questions on front cover)

1 "Uncle Don." This show's gay, new patter and rearrangement has brought it a greater fascination and effectiveness.

2 WOR . . . The method—"The WOR Continuing Study of Radio Listening in Greater-New York," prepared by Crossley, Inc.

3 Bell & Company, maker of "Bell-Ans."

4 WOR's all-night program, "Moonlight Saving Time."

5 WOR. Ask to see this station's "Plowpoint & Pocketbook" which completely describes its rural-farm territory and the amazing opportunities it offers the advertiser.

6 "Ramona and The Tune Twisters," a 15-minute participating show on WOR from 10:45 to 11:00 P.M., Mon. thru Fri.

WOR

that power-full station
at 1440 Broadway, in New York

BLAZE (Ky.) AIN'T SETTING THE WORLD ON FY-YUR!

Probably you've never heard of Blaze (Ky.). Chalk it up to the fact that Blaze's buying power is just a flickering flame. BUT, the *Louisville Area's* ability to buy is a conflagration—actually 57.1% of the State's *entire* effective buying income! With WAVE, alone, you can completely cover this red-hot Area at a cost that won't burn you up! Turn in an alarm for the dope, today!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C. Basic Red

FREE & PETERS, INC.
National Representatives

orities system to an allocations plan it is hoped that a smoother flow of residual materials will go to non-defense industries. Yet, we all recognize, terrific shortages are going to continue until the job of licking Hitler is finished. None can escape the impact of the increasing utilization of materials and productive capacity for armaments. It is my hope that you in the advertising profession will accelerate your efforts in helping the country understand not only the necessity for adjustments but to devise methods of easing the shock.

Much has been done in the field of substitution for consumers' goods for which defense needs have created a shortage. I have been impressed by advertising copy and radio announcements which emphasize conservation and other helpful methods of bridging the gap. I am certain that your ingenuity and talents will continue to develop new schemes that will be of real assistance to consumers and manufacturers during the difficult days ahead.

Re Paper Stocks

I know you are interested in our present views and information about the paper situation. According to present data the supplies of newsprint and book paper appear adequate for the next year, in spite of the fact that defense activities are consuming about 20% of the nation's output. As many of you know, there was a substantial increase in the wood pulp price over a year ago. At the present time our information is that there is not a wood pulp mill in the country that will hold together that is not operating at capacity.

Unfortunately uninformed reports of a great paper shortage have tended to create a tight delivery situation on many kinds of paper, and it is our information there exists rather extensive hoarding by some users. This condition has tended to magnify whatever shortage may exist, and were it not for this fear, it is our belief that supplies of paper at this time would be fairly adequate for practically all users.

With respect to future prices, we do not propose to sanction any further increases. In other words if, as it appears, a further rise in price would not result in an increase in output, it is our view that such an increase would be purely inflationary and as such must be resisted. While modesty would forbid me from making the obvious comment that we have done a good job in this field, I can assure you that without present controls prices on wood pulp, waste paper and other paper products would much above current levels. Moreover, if prices had been permitted to rise, hoarding would probably have been much greater than it today, with a resulting decrease paper available to consumers.

Ready for Trouble

We don't delude ourselves that there is no trouble ahead in the paper field. We anticipate it and are getting set to handle it. It will interest you to know that in the Paper & Paper Products Section of the Price Division a separate Printing Papers Unit is being established. This particular unit will be staffed by men of outstanding experience in the production of printing papers—men who are thoroughly familiar with the manufacturing costs. It will be the duty of this unit to scrutinize closely all current prices of printing papers and to observe price trends for the purpose of recommending action whenever these prices seem unjustifiably high.

There is likewise being established a distributor's unit with personnel of jobber or wholesale experience which will be selected for their knowledge of distribution costs. This unit will follow distributor prices in the same way that other unit examines manufacturers' prices.

1942 Auto Production

Together these units will watch closely the printing paper price situation from the beginning of manufacture until the time the product is sold to the printer or the publisher. Recommendations will be made and action will be taken whenever prices seem out of line. I invite printers and publishers to immediately register complaints with us regarding further price increases which occur in the printing papers field. This type of cooperation is essential if we are going to do the job with which we are charged. Such information or complaints should, of course, be specific and contain all the necessary details upon which to base further inquiry.

Another aspect of our job which I am certain is of great interest to you concerns the 1942 production of automobiles. As you know, Civilian Supply Division of OPM has directed the curtailment of production in 1942 to approximately 50% of the 1941 models. According to the statistics of your indi-



CELERY time in the Rockies finds General Manager Lloyd E. Yoder (left) of KOA, Denver, shipping the mountain delicacy to NBC Vice-President Don Gilman in Los Angeles. Mr. Yoder in the ranchero's outfit turns over the shipment to First Officer Robert Clark of Western Airlines and the feminine onlookers are Beverly Ward, KOA music department, and Mrs. Jack Lyman (extreme right), wife of the station's production manager.

When you want RECORDING BLANKS in a hurry . . .



. . . you will find it easy to buy PRESTO. Over 200 leading radio distributors now stock Presto glass, steel and paper base discs . . . cutting and playing needles. They are ready to give you immediate delivery. They will also handle shipments of used aluminum base discs to our factory for recoating and stock the recoated discs for delivery to you as you need them.

If you haven't yet used the new Presto discs, they will send you samples without charge. Take advantage of the convenient service they offer. Write for the name of your nearest Presto distributor today.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

WDRC

CONNECTICUT'S PIONEER BROADCASTER

3-Point Landing

Here's the way to spot radio business in Connecticut's Major Market. Make a 3-point landing by comparing stations for (1) coverage (2) programs (3) rate. In Hartford, you get all three on WDRC.

Basic CBS for Connecticut

There's "sock" in 5 KW on our 580 kc frequency —equal to more than a million watts at the other end of the dial.

WIBW The Voice of Kans in TOPEK

, the expenditures for national vertising by the automobile industry in 1940 was about 69 million lars. This, I am advised, represented more than 16% of all national advertising expenditures in four principal media of newspers, magazines, radio and farm rnals.

Naturally you are concerned as whether a 50% cut in production is going to result in corresponding reduction in national advertising expenditures. I wish I ld tell you, I can't because I n't know. All I can say is that only concern and duty is to ke sure that the production edules are adhered to and that reasonable price is maintained. thin those boundaries, the question of advertising expenditures, as ee it, is a matter resting exsively within the control of the rtiser.

The Office of Price Administran has no official policy on this stion and does not intend to e one, except that we will de to make any decision or recomndation as to the extent of advertising expenditures. I regard s as a matter within the area of e choice upon the part of manuturers, and the only way we ld possibly come into the picture n the extremely unlikely event t manufacturers urged advertis- costs as a reason for an increase prices of the product. Then, un- the pending legislative proal, our consideration of the matwould be limited to the question to whether this device was beused to circumvent or evade ceiling established under the

Duty to Perform

am quite convinced that you e an important duty to perform he crisis which confronts us all. n know more about how you can ctively perform that duty than ould possibly know. I am frank saying because of the difficult s that have been assigned to me need your support.

ll of our problems are too real, vital for us to engage in fight- fantasy and abstractions. Let bury men of straw and unite in recognition that we have a mon enemy that is real and threatening. He is called Hitler. To lick him we must submerge our prejudices and overlook petty annoyances and irritations. And we must do more than that—we must be prepared to make sacrifices and adjustments for the common cause; and no one can predict with any certainty the real extent of those sacrifices.

Must Survive

So far as advertising is concerned, I repeat that it must survive as a thriving dynamic force. Not only does it deserve to continue because of its contributions to our way of life, but it has a job to do *now*.

And I can visualize an even greater use of the technique when peace comes and a vast surplus of men, materials and productive capacity calls for the vision and leadership to translate these resources from production for war to production for peace. When that time comes, it is my judgment that if we are intelligent and resourceful, new and vast horizons will open for us all. Our job now is to hasten that day.

Morgenthau Gratified

WAAT, Jersey City, received a wire of appreciation from Secretary of the Treasury Morgenthau for donating the full 24-hour period between midnight Monday, Nov. 10, and Tuesday, Nov. 11, to the sale of Defense Savings Bonds and Stamps. No commercial messages of sponsors were broadcast by the station during the period unless they had definite reference to defense bonds or stamps. In all, 50 sponsors were affected. Mr. Morgenthau, in his wire, said "we are gratified to hear of your plan. Please express to your advertisers our appreciation also".

Defense Promotion Plan Made by Chicago Group

CHICAGO COMMITTEE on National Defense, of which H. Leslie Atlass, vice-president of CBS-Chicago was recently appointed radio chairman by Mayor Edward J. Kelly, is planning special radio promotion to stimulate public interest in the defense program during National Defense Week, Nov. 11-16. Serving on the committee are Kenneth D. Fry, NBC-Chicago; Bruce Dennis, WGN; Gene Dyer, WAIT, WGES, WSBC; Al Hollender, WIND-WJJD; Arthur Harre, WAAF; H. C. Crowell, WMBI; Al La Valle, WEDC; Mel Wolens, WCFL; R. W. Hoffman, WHFC (Cicero); Harold Safford, WLS.

J. Oren Weaver, special events director of WBBM, who is also radio chairman of the national defense subcommittee on civilian morale, with the aid of Chuck Logan, Les Mitchell and Robert Hartman of WBBM, and George Roosen, free lance script writer, are preparing special defense scripts, as well as lining up radio talent for special five-minute "V" speeches before theatre audiences and special groups during the week.

Foster Manages KFAR

WILSON K. FOSTER, formerly commercial manager of KFAR, Fairbanks, Alaska, has been named manager. Lincoln W. Miller has been appointed program director and Alvin O. Bramstedt placed in charge of special events.

'March' to Europe

TIME Inc., New York (*Time* Magazine), starting Nov. 14 at 4 p.m. and on each successive Friday, is shortwaving to Europe via WGEO, General Electric shortwave station in Schenectady, a transcribed version of the Thursday *March of Time* broadcasts on NBC-Blue. For some time in the past company has been using a similar arrangement to shortwave the program to Latin America through WGEO, Saturdays at 6:30 p.m. and with a repeat on KGEI, General Electric shortwave station in San Francisco, at 8 p.m. [BROADCASTING, Oct. 27]. Agency is Young & Rubicam, New York.



Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS



With Their SYMPHONIES OF THE SAGE *200 New Tunes*

Produced and Distributed By

ROY ROGERS, INC., HOLLYWOOD, CAL.

THE HEART OF NEW ENGLAND
WLAW 5000 WATTS

MORE PEOPLE are listening MORE HOURS

Recent surveys show that the WLAW audience is growing . . . growing in a market of more than 400,000 radio families . . . the important Merrimack Valley area. You're missing worthwhile EXTRA radio coverage in New England if WLAW is not on your list.

WLAW

LAWRENCE, MASS.
5000 WATTS • 680 KC.
Columbia Affiliate
National Representatives
THE KATZ AGENCY, Inc.

In this HARD-BOILED BUSINESS

. . . you win or lose friends on the basis of RESULTS. WHIO has more year-in-and-year-out advertisers on the air than any other station in the Dayton market. Why?

Because . . .



WHIO IS THE DAYTON MARKET

BASIC CBS • 5000 WATTS
G. P. HOLLINGBERY CO., Representative

NBC'S 15th BIRTHDAY PARTY

Celebrated at Station Parties Tied Together By Network After 1 a. m. Signoff

NBC M & O stations took part in the network's 15th anniversary celebration last week with a special intercompany "conversation" Monday night after NBC-Red and Blue had gone off the air at 1 a.m.

Executives of NBC stations in New York, Chicago, Washington, Hollywood, San Francisco, Cleveland and Denver, spoke from dances held by each station, their short talks interspersed with music from the orchestras playing at the different parties. Niles Trammell, NBC president, spoke from the WEAF-WJZ celebration at the Waldorf-Astoria Hotel in New York, with Harry Kopf, Frank E. Russell, Don Gilman, A. E. Nelson, Vernon Pribble and Lloyd Yoder from the cities mentioned.

Also to celebrate NBC's 15th birthday, Roy C. Witmer, NBC vice-president in charge of Red sales, gave a luncheon Nov. 12 for about 47 members of the New York trade press at the Hotel St. Regis, at which Mr. Witmer and Mr. Trammell gave short talks.

Climax of the week's celebration was the three-hour broadcast Saturday night on 243 NBC-Red and Blue stations, as well as via shortwave to Latin America [BROADCASTING, Nov. 10], with more than 2,000 persons participating, including FCC Chairman James L. Fly, Secretary of War Henry L. Stimson, Secretary of the Navy Frank Knox, David Sarnoff, president of RCA speaking from the *Matsonia* in mid-Pacific, Mr. Trammell and stars of radio, stage and screen.

STAHLMAN CASE UP EARLY IN DECEMBER

WITH an answering brief filed last Wednesday by the FCC, the appeal of James G. Stahlman from a District Court decision upholding the power of the Commission to require his appearance under subpoena at the newspaper-ownership inquiry is scheduled to be argued before the U. S. Court of Appeals for the District of Columbia during the first week in December. The Court of Appeals decision is expected during the month.

Decrying the appellant's fear of a "straw man", the FCC brief took flat issue with the position of Elisha Hanson, ANPA counsel handling the Stahlman case, that the FCC's inquiry was illegal and that therefore the subpoena of Mr. Stahlman was a nullity in the eyes of the law. Emphasizing "public interest, convenience and necessity" considerations, the FCC brief held that it has unquestionable authority, under Section 403 of the Communications Act, to hold general hearings such as the newspaper-ownership proceedings [BROADCASTING, Oct. 27].

KIRO, Seattle, in cooperation with the Department of Agriculture marketing service, is initiating a new feature on its *KIRO Housewives Inc.* By announcing daily market price information to listeners, money-savings buys can be made by housewives which in turn will alleviate temporary farm surpluses.

AGENCY *Appointments*

LA-NU DISTRIBUTING Co., Philadelp (medicated hair and scalp ointment, coc nut oil shampoo and Dorothy May C metics), to Julian G. Pollock Co., Phila phia. Radio, newspapers, and magazi will be used.

GUARANTEE RESERVE Life Insura Co., Hammond, Ind., to Lane, Benson McClure, Chicago. Said to use radio.

EARL E. MAY SEED Co., Shenando Ia. (nursery), to Cary-Ainsworth, Moines.

LA ROSA MACARONI Co., New York. M. H. Hackett Inc., that city. Users radio in the past; new plans being for lated.

BROWN & THOMAS Adv. Corp., N York, continues to service account of Gc Wines Inc., Los Angeles.

ALBERT S. SAMUELS Co., San Fran co and Oakland (jewelers) to Freder Seid Adv. Agency, San Francisco. F currently using radio on KSFO and KRC

ROSEFIELD PACKING Co., Alam Cal. (Skippy Peanut Butter), to Sid Garfinkle Adv. Agency, San Franci Firm is currently using half hour tr scribed program *Hollywood Theater* KQW, KARM and KXL and plans to ad this list.

DE FOREST'S TRAINING Inc., Chic (trade school), to Buchanan & Co., C cago. Radio may be used.

EHRAT CHEESE Co., Chicago (Ci E cheese), to L. W. Ramsey Co., Chic

MURPHY PRODUCTS Co., Burling Wis. (poultry and livestock feeds), Wade Adv. Agency, Chicago.

REVERE CAMERA Co., Chicago, Buchanan & Co., Chicago.

SPIC Inc., Chicago (toiletries), to Un Adv. Cos., Chicago.

EDELBRAU BREWERY Inc., Brook to Weiss & Geller, New York. Radio be considered for next year.

MACMILLAN PETROLEUM Corp., Angeles (MacMillan gasoline), to Roy Durstine Inc., New York. Radio plan for Southern California.

B. CRIBARI & SONS, Madrone, Cal., New York (San Benito, Sonnie Boy win to Dave Lodge Adv. Agency, Philadelp to handle the winery's advertising Pennsylvania. Radio will be used.

WNBI-WRCA Changes

WNBI and WRCA, NBC inter tional stations have been granted modification of license by the FCC specify use of frequencies 6100, 9(11890, 15150, 17780 and 21630 using 50,000 watts except on 9670 where operation with 50,000 to 1 000 watts is authorized. Station sha time on all frequencies with WR and on 11780 kc. with WBOS.

WTCN

NBC STATION—ST. PAUL—MINNEAPOLIS

BIG MARKETS
For the Price of One

MINNEAPOLIS AND ST. PAUL
with a
POPULATION OVER 800,000



Write for Details of Programs and Time Available, Rates, Market Data, and Information on Merchandizing Service.

FREE & PETERS, INC., *Exclusive National Representatives*
New York Chicago Detroit Los Angeles San Francisco Atlanta

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Studio Notes

WRDW, Augusta, Ga., sent its special events staff 20 miles into the Georgia wilderness to describe the ground breaking and flag raising ceremonies of Georgia's newest and largest Army training center, Camp Gordon. A program running two hours was transcribed and played back on the station. Because of a lack of facilities, transcription equipment had to be set up four miles from the broadcast origination point.

WFHR, Wisconsin Rapids, Wis., put in a real anniversary celebration to mark its first year in operation, Nov. 1. Three thousand persons paid 40 cents apiece to witness a show consisting of 31 individual acts running 2½ hours. The show was followed by dancing, with music by seven orchestras.

WLW and WSAI, Cincinnati, will carry 15 broadcasts in connection with the annual Red Cross Roll call in that city Nov. 11-29.

KTAR, Phoenix, is claiming a record mail return from its Mexican hour. The program drew 32,758 cards and letters during the month of October. A one-day high of 6,561 replies was recorded.

WSLS, Roanoke, Va., which recently observed its first birthday, has remodeled two new offices adjacent to the studios in the Shenandoah Life Bldg., for the sales department and announcing staff.

KVOA, Siloam Springs, Ark., as its part in national defense has scheduled a quarter-hour programs monthly connected direction with the Army, Navy, Treasury or some defense effort. In addition a total of 264 one-minute announcements dealing with national defense are given each month by KVOA.

UNDER direction of Fox Case, CBS West Coast public relations, news and special events director, and his assistant Chet Huntley, a 40-minute program dramatizing functions and scope of operation of the network's Hollywood news bureau was staged before 1,000 high school newspaper editors attending the Southern California Press Assn. convention Nov. 15 at Whittier, Cal.

WICC, Bridgeport, Conn., through its New Haven studio, on Nov. 19 will resume *Listeners' Theatre* for the fourth successive season in cooperation with the Yale U drama department. WICC originates the weekly series for Colonial Network. Productions employ original scripts by students of playwriting classes of Prof. Walter Richard Eaton, supervised by Constance Welch, associate professor of play production.

KIRO, Seattle, has distributed about 30,000 CBS *School of the Air* manuals to schools and teachers in its listening area, as well as holding classroom demonstrations in various schools in the territory. A recent preview broadcast, supervised by Hazel Kenyon, KIRO, educational director, drew a large number of State and local education officials.



BURNED TOAST is out, warns Pat Peterson, newsman of KLZ, Denver, showing charming new spouse, the former Pat Fletcher of KLZ steno department. New toaster was presented by members of the staff.

WHO, Des Moines, on Dec. 13 will hold the fifth annual WHO Corn Festival, according to an announcement by Herb Plambeck, WHO farm news editor. Sponsored by WHO in cooperation with major seed corn companies, the Festival is to feature displays in the lobby of Hotel Fort Des Moines. Arrangements are being made for well-known corn judges to place the entries. The 1940 show attracted 166 exhibitors from 11 States and Canada, offering 791 entries and 1,597 ears of corn in the competition.

WBAL, Baltimore, charging an admission price of a can of food to its Happy Johnny's *Roundup* program, will turn over all food received to the Baltimore Department of Welfare for distribution to needy families on Christmas Morning. Unique fee will be charged until Dec. 20.

TRANSCRIPTS of the *U of Chicago Round Table* weekly NBC broadcasts, prepared in Braille, are regularly made available to more than 1,000 deaf and blind persons in a new service of the American League for the Deaf-Blind in cooperation with the American Red Cross.

WCHS, Charleston, W. Va., and the West Virginia Network were on the air 25 minutes after the explosion Nov. 6 at the Blaine Island Carbon & Carbide plant in which three men lost their lives and a score were injured. Description of what was being done to clear the scene was given and assurances sent out to quiet the panic among families of the employes of the carbon company.

WLOK, Lima, O., has started a weekly series of remote programs from the campus of Bluffton College, Bluffton, O. featuring musical groups at the school. A brief talk of an educational nature is given during each broadcast. The series will run 26 weeks.

NEW STUDIOS for CKX, Brandon, Man. are to be opened late in November. The new studio building, alongside the Brandon City Hall, is now finished and equipment is being installed.

WXYZ, Detroit, and stations of the Michigan Radio Network, will carry play-by-play broadcasts of all home games of the Detroit Red Wings hockey teams. Harry Wismer, WXYZ sports commentator, will handle the program.



CLEVELAND, OHIO

Represented by: PAUL H. RAYMER CO.

KTKC

"The Voice of the San Joquain"

with Studios in Fresno and Visalia, Calif.

announces its affiliation

with the

NATIONAL BROADCASTING COMPANY
BLUE NETWORK

Get your message to the half million people in Fresno, Tulare, Kings, Madera and Kern Counties, via KTKC, all located in the rich agricultural San Joquain Valley.

It's a sure bet for

RESULTS!

NOW!—*1000 Watts Fulltime on 920 kc.*

SOON!—*5000 Watts Fulltime on 940 kc.*

National Representatives
INTERNATIONAL RADIO SALES

750 KC.—A CLEAR CHANNEL—1000 WATTS

WHAT MORE COULD YOU ASK FOR IN A PRIMARY OF 330,570 RADIO HOMES

(Certified mail count)

$90,000,000.00 Defense Program

WHEB

The Listening Habit of Central New England

PORTSMOUTH, N. H.

National Representation by Joseph Hershey McGillvra

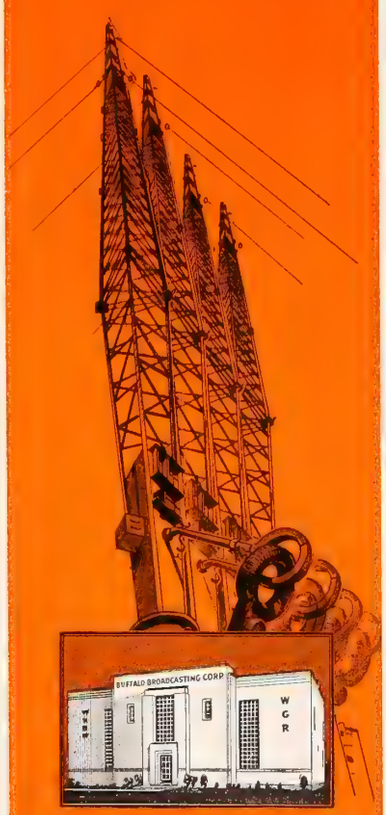
The BIG NEWS IN BUFFALO

WKBW

goes to

50,000 WATTS

blanketing 11 states and 12 million people



New $350,000 Transmitter Plant

WKBW 1520 K. C.

BUFFALO'S 50,000 watt COLUMBIA NETWORK STATION

BUFFALO BROADCASTING CORPORATION

National Representatives FREE & PETERS, Inc.

FCC Seeks NBC-CBS Suit Dismissa

Taylor Backs Up Case For Commission in Affidavit

DISMISSAL of the NBC and CBS suits against the government, challenging the validity of the FCC's chain-monopoly regulations, was sought by the government in motions filed with the statutory three-judge court in New York last Monday by Samuel Brodsky, recently named special assistant to the Attorney General. The motions, seeking in the alternate a "summary judgment" by the court, which would be in the nature of a rarely-invoked dismissal on jurisdictional grounds, were accompanied by a detailed affidavit of Telford Taylor, FCC general counsel.

Under stipulations entered into by the network with the Government, the motions will not be argued until about Dec. 15, the date set by the three-judge tribunal for hearing on the NBC-CBS motions for preliminary injunction.

Dismissal was sought in the motions filed by Mr. Brodsky, with Mr. Taylor and Thomas E. Harris, FCC assistant general counsel, as co-counsel, on the ground (1) that the court lacks jurisdiction; (2) that the complaints fail to state claims upon which relief can be granted, and (3) that even if the court had jurisdiction, the pleadings and other papers filed and the Taylor affidavit show that there is "no genuine issue" as to the material fact and that the "defendants are entitled to judgment as a matter of law."

Text of Affidavit

The full text of the affidavit accompanying the motions for dismissal follows:

TELFORD TAYLOR, being duly sworn, says:

"1. He is General Counsel of the Federal Communications Commission and as such is familiar with the Commission's proceedings taken under Order No. 37, Docket No. 5060, and that the proceedings include the following:

"(a) The Federal Communications Commission on March 18, 1938, by Order No. 37, authorized an investigation 'to determine what special regulations applicable to radio stations engaged in chain or other broadcasting are required in the public interest, convenience or necessity." On April 6, 1938, a committee of three Commissioners was appointed by the Commission to supervise the investigation, to hold hearings in connection therewith, and 'to make reports to the Commission with recommendations for action by the Commission.'

"(b) Between November 14, 1938, and May 19, 1939, the committee held hearings pursuant to public notice that the Commissi would hear any person or orga zation desiring to present eviden on the matter included for inves gation in Commission Order No. The committee requested the n tional networks, regional netwo station licensees, and transcripti and recording companies to prese evidence. It also requested inform tion by questionnaire from license of stations and from holders stock in licensee corporatio In addition, persons and organiz tions requesting an opportunity present evidence material to t investigation were given an opp tunity to be heard. In all, the co mittee actually heard witnesses 73 days during this 6-month peri Ninety-six witnesses were hea Their evidence fills 8,713 pages transcript. Seven hundred a seven exhibits were introduced. T testimony and exhibits fill 27 lar volumes.

"(c) Twenty of the ninety-s witnesses were called by the N tional Broadcasting Co.; they tes fied for the equivalent of more th 24 hearing days. Their testimo fills 3,225 of the 8,713 pages transcript. They introduced 227 the 707 exhibits. The testimony one National Broadcasting Co pany witness, David Sarnoff, pre dent of the Radio Corporation America and chairman of t Board of the National Broadcasti Company, fills 200 pages.

"(d) Seventeen witnesses a peared on behalf of the Columl Broadcasting System. They tes fied for the equivalent of more th 16 hearing days. Their testimo fills 2,180 pages of the transcr and they introduced 186 exhibi The testimony of the president the Columbia Broadcasting Syst fills 130 pages of the transcript.

"(e) Eight witnesses for t Mutual Broadcasting System tes fied for the equivalent of more th 6 hearing days, filling 670 pages the transcript and introducing exhibits.

"(f) On June 12, 1940, the co mittee issued its report based up the evidence adduced at the he ings and the official records of t Commission.

"(g) In November, 1940 bri in the proceeding were filed on half of National Broadcasti Company Inc., Columbia Bro casting System and Mutual Bro casting System and other int ested parties. On December 2 and 1940, oral arguments before full Commission were presented the parties. These arguments w



"SO AM I!" says WSAI's Winged Plug, "SALES dynamite! A blast out of ME sends MORE of the Cincinnati area's 800,000 women and girls into MORE of its 4,236 groceries and 446 drug stores. And the retailers are READY for them, too, because WSAI PLUGS ITS PROGRAMS. Street car and bus cards, neon signs, news pictures, movie trailers, taxi-cab covers, downtown window displays and a monthly house-organ for dealers are typical of the selling helps employed by WSAI."

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

550 K C

KQV

CBS Affilia

FIRST on the dial; FIRST with listeners; FIRST in results for advertisers

JOHN BLAIR & COMPANY

Affiliate Station WLS Chicag

irected to the committee report d to certain draft regulations is- ed for the purpose of giving ope and direction to the oral guments. On January 2, 1941, pplementary briefs were filed on half of National Broadcasting mpany, Inc., Columbia Broad- sting System and Mutual Broad- sting System in which were dis- ssed the jurisdiction of the Com- ssion with respect to matters vered by the committee report d the draft regulations, and in ich attention was given to the ual and feasible limits of com- tition in the broadcasting field, th particular reference to net- rk broadcasting.

FCC May 2 Report

"(h) On May 2, 1941, the Com- ssion issued its report setting th its findings and conclusions the proceeding, together with an der adopting eight regulations egulations 3.101 to 3.108 inclu- e) setting forth policies which e Commission would thereafter ply in exercising its licensing ictions. Two of the seven Com- ssioners filed additional views senting from the action taken the Commission. The effective e of the regulations was de- red for 90 days from the date the order with respect to exist- contracts, arrangements, or derstandings, or network organi- ion station licenses, and further vision was made for extension the effective date of Regulation 06 in order to permit the orderly position of properties. On June 1941, the Commission provided the postponement for 90 days m May 2, 1941 of Regulation 07, and for further postpone- nt of the effective date of that ulation in order to permit the derly disposition of properties. July 22, 1941, the effective date the regulations with respect to sting contracts, arrangements, understandings, or network or- nization station licenses, or the intenance of more than one net- rk by a single network organiza- n was again deferred until Sep- ber 16, 1941, and on August 28, 1, said effective date was post- ed until after the disposition of petition of the Mutual Broad- ting System to amend Regula- ns 3.103 and 3.104.

MBS Plea to Amend

(i) On August 14, 1941, the tual Broadcasting System peti- ed the Commission to amend of the regulations, 3.103 and 4. Upon this petition the Com- sion called for briefs and oral ument by interested parties. efs were filed by National adcasting Company Inc., Co- bia Broadcasting System and tual Broadcasting and by one ional network organization and l argument was held before the mmission on September 12, 1941. reafter, on October 11, 1941, Commission issued a Supple- ital Report on Chain Broad- casting (two of the six Commissioners dissenting) together with amendments to three of the regulations (3.102, 3.103, and 3.104). The Commission simultaneously postponed the effective date of the regulations with respect to existing contracts, arrangements, or understandings, or network organization station licenses until November 15, 1941, and suspended the effective date of Regulation 3.107 indefinitely, with the provision that any subsequent order of the Commission placing Regulation 3.107 in effect should provide for not less than six months' notice and for further extension of its effective date from time to time in order to permit the orderly disposition of properties.

"(j) On October 31, 1941, the Commission issued its minute setting forth the procedure to be followed in applying the Chain Broadcasting Regulations. Said minute reads as follows:

Text of Oct. 31 Minutes

If a station wishes to contest the validity of the Chain Broadcasting Regulations adopted in Docket No. 5060, or the reasonableness of their application to the particular station, its license will be set for hearing. In order to insure that the station may remain on the air and be in no way injured by any such Commission proceeding and appeal to court from a decision in such proceeding, the Commission will grant such licenses a temporary extension of its license, with renewals from time to time until there has been a final determination of the issues raised at such hearing. In the event of such litigation, and if the validity of the application of the Chain Broadcasting Regulations to such licensee is sustained by the courts, the Commission will nevertheless grant a regular license to the licensee, otherwise entitled thereto, who has unsuccessfully litigated that issue, if the licensee thereupon conforms to the decision.

The supplementary decision and order in Docket No. 5060 indefinitely suspended Regulation 3.107, relating to the operation of more than one network by a single network organization. No similar suspension was made of that portion of Regulation 3.106 relating to network operation of more than one standard broadcast station with substantially overlapping service areas. The Commission will postpone indefinitely any action to prevent such dual station operation if it is shown that the operation of two stations in any city is indispensable to the continued operation of two networks by a single network organization.

The adoption of the foregoing procedure is without prejudice to the rights of any person who may petition the Commission for modification or stay of the Chain Broadcasting Regulations.

"2. A certified copy of said proceedings before the Commission in connection with Order No. 37, Docket No. 5060, is filed herewith and incorporated herein by reference as Exhibit A.

"3. Among the grounds urged by planitiff in support of its contension that the action of the Commission promulgating the Chain Broadcasting Regulations is invalid are that:

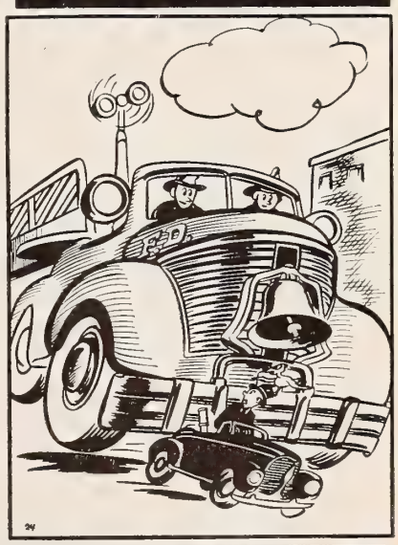
1. The Rules are unreasonable, arbitrary and destructive of plaintiff's business without legitimate reason.
2. The Rules are not required by and do not serve the public interest, convenience and necessity.
3. The Rules are not necessary to carry out the provisions or the purposes of the Communications Act of 1934.
4. The Rules are in fact contrary to the public interest, convenience and necessity, and to the provisions and purposes of the Communications Act of 1934.

"Affiant submits that Exhibit A is relevant on the above issues sought to be raised and that it shows that the regulations are not arbitrary and capricious but that they serve public interest, convenience or necessity and carry out the provisions or purposes of the Communications Act, and that there is no genuine issue as to any material fact."

Radio Executives Meet

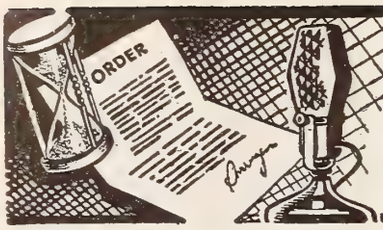
EDGAR FELIX, president of Radio Coverage Reports, and Henry Morgan, WOR comedian, spoke before the Radio Executive Club of New York Nov. 12. Out of town guests were Glen Bannerman, president of the Canadian Association of Broadcasters; Charles Caley, WMBD, Peoria; Hal Bondurant, WHO, Des Moines; Paul Hodges, WLW, Cincinnati; Charles Denny, WERC, Erie; Jim Wade, Free & Peters, Atlanta office; Hal Seville, WBAX, Wilkes Barre.









THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Noxzema Chemical Co., Baltimore (Noxzema), 13 *sa*, thru Ruthrauff & Ryan, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 157 *sp*, thru Bermingham, Castleman & Pierce, N. Y.
Southwestern Drug Corp., Dallas, 156 *sp*, direct.
General Foods Corp., New York (Post Toasties), 110 *t*, thru Benton & Bowles, N. Y.
Mantle Lamp Co., Chicago, 13 *t*, thru Presba, Fellers & Presba, Chicago.
Luden's Inc., Reading, Pa. (cough drops), 80 *sa*, thru J. M. Mathes Inc., N. Y.
Hulman & Co., Terre Haute, Ind. (baking powder), 62 *sa*, thru Pollyea Adv., Terre Haute.
Seeck & Kade, New York (Pertussin), 82 *sa*, thru Erwin, Wasey & Co., N. Y.
Lever Bros. Co., Cambridge, Mass. (soap), 52 *sa*, thru Young & Rubicam, N. Y.
E. I. DuPont de Nemours & Co., Wilmington, Del. (Paints), 13 *sa*, direct.
Beaumont Labs., St. Louis (cold tablets), 152 *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.
McKesson & Robbins, Bridgeport, Conn. (Pursin), 26 *ta*, thru H. W. Kastor & Sons, Chicago.
Quaker State Oil Ref. Corp., New York (motor oil), 39 *ta*, thru Kenyon & Eskhardt, N. Y.
Kellogg Sales Co., Battle Creek, Mich. (All-Bran), 150 *ta*, thru Kenyon & Eckhardt, N. Y.

WLW, Cincinnati

Willard Tablet Co., Chicago, 3 *sp* weekly, 13 weeks, thru First United Broadcasters, Chicago.
Universal Match Division of the Pan American Match Corp., St. Louis (Red Cross cough drops), 13 *sa* weekly, 20 weeks, thru H. W. Kastor & Sons, Chicago.
Aurora Products Co., Cleveland (American Star skin lotion), 3 *sa* weekly, 26 weeks, thru Ray Taylor & Associates, Cleveland.
Seeck & Kade, New York (Pertussin), 5 *sa* weekly, 26 weeks, thru Erwin Wasey & Co., N. Y.
C. A. Briggs Co., Cambridge, Mass. (H-B Cough Drops), 2 *sa* weekly, 16 weeks, thru Horton-Noyes Co., Providence.
Simoniz Co., Chicago (liquid cleanser), *sa* weekly, 13 weeks, thru George H. Hartman Co., Chicago.

KYW, Philadelphia

Block Drug Co., Jersey City (Gold Medal Capsules), 3 *sa* weekly, thru Raymond Spector, N. Y.
Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 13 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 4 *sa* weekly, thru Compton Adv., N. Y.
Charles Gulden Inc., New York (mustard), 2 *t* weekly thru Charles W. Hoyt Co., N. Y.
Little Crow Milling Co., Wausau, Ind. (Coco Wheats), 6 *sa* weekly, thru Rogers & Smith, Chicago.

WGNY, Newburgh, N. Y.

Beverwyck Breweries, Albany, 3 *sp* weekly, thru Peck Adv. Agency, N. Y.
Wm. Wrigley Jr. Co., Chicago, 6 *ta* daily, thru Vanderbie & Rubens, Chicago.
John F. Jelke Co., Chicago (margarine), 3 *t* weekly, thru Young & Rubicam, N. Y.
John F. Trommer, Orange, N. J. (beer), 5 *ta* weekly, thru Federal Adv. Agency, N. Y.

KECA, Los Angeles

Sealy Mattress Co., Los Angeles, 2 *t*, *sp* weekly, thru Alvin Wilder Adv., Los Angeles.
Harold H. Clapp Inc., Rochester (baby food), 5 *ta* weekly, thru Young & Rubicam, N. Y.

WIS, Columbia, S. C.

Miles Labs., Elkhart, Ind. (Alka-Seltzer), 4 *t* weekly, thru Wade Adv. Agency, Chicago.
Morton Salt Co., Chicago, 3 *ta* weekly, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
Block Drug Co., Jersey City (Gold Metal Oil), 5 *ta* weekly, thru Redfield-Johnstone, N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Plough Inc., Memphis (St. Joseph aspirin), 14 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
Chattanooga Medicine Co., Chattanooga (Black Draught), 6 *sp* weekly, thru Nelson-Chesman Co., Chattanooga.
G. E. Conkey Co., Cleveland (feeds), 3 *sa* weekly, thru Rogers & Smith, Chicago.
Bayer-Semesan Co., Wilmington, Dela. (seed inoculator), 6 *sa* weekly, thru Thompson-Koch Co., Cincinnati.
Yager Liniment Co., Baltimore, 3 *sa* weekly, thru Harvey-Massengale, Durham, N. C.
Beaumont Labs., St. Louis (Four-Way Cold Tablets), 10 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Lehn & Fink Products Co., New York (Hinds cream), 5 *sa* weekly, thru William Esty & Co., N. Y.

WBBM, Chicago

Macfadden Publications, New York (*Liberty* magazine), 156 *sp*, thru Erwin, Wasey & Co., N. Y.
Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 270 *sa*, thru H. W. Kastor & Sons, Chicago.
E. J. Brach & Sons, Chicago (candy), 52 *sa*, thru U. S. Adv. Corp., Chicago.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 160 *sa* thru J. D. Tarcher & Co., N. Y.
Vick Chemical Co., New York (Vicks Inhaler), 52 *sa*, thru Morse International, N. Y.
Illinois Meat Co., Chicago (Broadcast Corned Beef Hash, meat products), 26 *ta*, thru Arthur Meyerhoff & Co., Chicago.
Shaler Co., aupen, Wis. (Rislone, Karbout, Hot Patches), 6 *ta*, thru Kirkgasser-Drew, Chicago.

WLS, Chicago

Goodyear Tire & Rubber Co., Akron (farm equipment), 23 *sa*, thru N. W. Ayer & Son, N. Y.
United Drug Co., Boston (Rexall 1c sale), 4 *sp*, thru Spot Broadcasting, N. Y.
Morton Salt Co., Chicago (smoked salt), 39 *t*, thru Klau-Van Pitersom-Dunlap, Milwaukee.
Van Camps Inc., Indianapolis (canned foods), 117 *sp* and 78 *sa*, thru Calkins & Holden, N. Y.
American Poultry Journal, Chicago (publication), 3 *sp*, thru Shaffer Brennan Margulis Adv. Co., St. Louis.

KSL, Salt Lake City

American Popcorn Co., Omaha, 5 *ta*, thru Buchanan-Thomas, Omaha.
American Packing & Provision Co., Ogden, Utah, 52 *sp*, thru Gilham Adv. Agency, Salt Lake City.
Philadelphia Daily News, Philadelphia (*Candid Eye* magazine), 4 *t*, thru First United Broadcasters, Chicago.

WOR, New York

Coca-Cola Co., Atlanta (beverage), 6 *sp* weekly, thru D'Arcy Adv. Co., St. Louis.
Rum & Maple Tobacco Corp., New York tobacco), 5 *sa* weekly, thru Raymond Spector Co., N. Y.
Musterole Co., Cleveland (cold preventative), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
B. C. Remedy Co., Durham, N C. (headache powders), 3 *sa* weekly, thru Charles W. Hoyt Co., N. Y.
Hi-V Vitamin Corp., New York (vitamin capsules), 6 *sa* weekly, thru Applied Merchandising, N. Y.
Kerr Chickeries, Frenchtown, N. J. (baby chickens), 3 *sa* weekly, thru N. W. Ayer & Son, N. Y
Allstate Insurance Co, Chicago (auto insurance), 3 *sp* weekly, thru E. H. Brown Adv. Agency, Chicago.
Gambarelli & Davitto, New York (wines), *sp* weekly, thru DeBiasi Adv. Agency, N. Y.
Wheatena Corp., Rahwey, N. J. (Cereal), 3 *sp* weekly, thru Compton Adv., N. Y.
Purity Bakeries Service Corp., New York (Taystee bread), 3 *t* weekly, thru Campbell-Ewald Co., of N. Y.
Hoffman Beverage Co., Newark (beer and soft drinks), 3 *sp* weekly, thru BBDO, N. Y.
B. T. Babbitt Inc., New York (Bab-o and Lycon cleansers), 3 *sp* weekly, thru Maxon Inc., N. Y.
Bristol-Myers Co., New York (Sal Hepatica), 3 *sp* weekly, thru Young & Rubicam, N. Y.

WCAE, Pittsburgh

Pope Labs., Hallowell, Me. (Joint-Ease), 2 *sa* weekly, thru Spot Broadcasting, N. Y.
Vick Chemical Co., New York (proprietary), 6 *sa* weekly, thru Morse International, N. Y.
Manhattan Soap Co., New York (Sweetheart), 6 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Studebaker Corp., South Bend (autos), 3 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.

WHO, Des Moines

Corona Mfg. Co., Kenton, O. (ointment), 13 *sa* weekly, Campbell-Sanford Adv. Co., Cleveland.
Pennsylvania Salt Mfg. Co., Philadelphia, 65 *sa*, thru Sherman K. Ellis & Co., Chicago.
Kellogg Co., Battle Creek (All-Bran), 150 *ta*, thru Kenyon & Eckhardt, N. Y.
Carey Salt Co., Hutchinson, Kan., 13 *sp*, thru McJunkin Adv. Co., Chicago.
Shaler Co., Waupun, Wis., 7 *sa*, thru Kirkgasser-Drew Adv. Agency, Chicago.

WENR, Chicago

Peter Fox Brewing Co., Chicago (Fox De-Luxe beer), 167 *sp*, thru Schwimmer & Scott, Chicago.

KWBW, Hutchinson, Kan.

Griesdieck Western Brewery Co., Belleville, Ill., 6 *sp* weekly, thru Gardner Adv. Co., St. Louis.

WPAT, Paterson, N. J.

International Correspondence Schools, Scranton, Pa., *sp*, thru N. W. Ayer & Son, N. Y.



"If the KGIR advertiser doesn't use music in his announcements or programs, or if the music is cleared at the source . . . he doesn't have to PAY for it!! . . . is that NEWS, or have I got to bite a dog?!!"

Canada Expandi
Paid Advertisi

Dominion Government Buyi
Heavier on Air Medium

WHILE American advertisers a media are preparing a war co cil to fight anti-advertising mo [BROADCASTING, Nov. 3], Canad advertising media, including ra are enjoying more government p advertising campaigns than at a time in the industry's history.

The Canadian government is f lowing the British governme which is now the largest adver er, spending approximately $ 000,000 annually in publicatio there being no commercial ra advertising in Great Britain. T Canadian government, throu various departments, is using growing amount of paid adver ing, including campaigns for nancing the war effort, annou ing and explaining various w measures as the new price a wage ceiling regulation.

Joint Placement

Latest among radio paid adv tising campaigns in addition those mentioned, are paid netwo of the Department of Labor, partment of Agriculture, and forthcoming campaign by the partment of National War Se ices. Insofar as advertising app priations of non-government adv tisers are concerned, the only sti lation in this year's excess pr taxation regulations pertaining advertising, allowed for normal pansion in advertising.

Canadian agencies have set u special wartime committee to h dle jointly through all agen various government campaig while a number of government partments are using individ agencies for specific campaigns.

IZAAK'S FOLLOWERS
Oakland Fish Series Build Sporting Business

SIMON HARDWARE Co., O land, Cal. (hardware and sport goods) recently started its 1 year on radio when it signed a week renewal for its progr *Fishin' Fool* on KROW, Oakla

For 11 years this program, w Ralph Stevens as the commentat disciple of Izaak Walton, has b on the air for the Simon Compa Through its radio advertising firm has built up one of the larg fishing and sporting goods dep ments in California.

Stevens goes fishing five d a week, exploring the waters n the San Francisco-Oakland a and on Friday nights he tells wh the fish are biting, what bait use, what tackle and equipmen indicated. Fishing gossip and n fill in the quarter-hour that become an institution in North California.

KHAS, Hastings, Neb., formerly taining its news from regular wires, added the PA radio wire 15.

Radio Advertisers

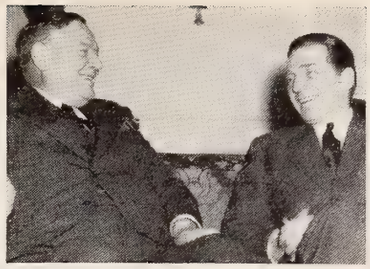
ENERAL FOODS Corp., New York (Maxwell House coffee), has started WBBM, Chicago, four weekly participations on Lorraine Hall's *Every oman's World*, and also four weekly -minute early morning transcribed nouncements. Agency is Benton & wles, New York.

ANTHO-KREAOMO Co., Clinton, (M-K cough remedy), has started r five-minute newscasts daily on AIT, Chicago. Business was placed ect by Mrs. M. E. Gillen, treasurer l general manager of the company.

NSOLIDATED DRUG TRADE oducts, Chicago (proprietary), ich recently started on WBBM, icago, one-hour, early morning *usin Emmy & Her Gang* six times week, has added a 25-minute tranibed Sunday program, *Echols Quar-*, and a half-hour Saturday morntranscribed corncast, *Cousin Emmy Her Barn Show*. Latter program is rd live on KMOX, St. Louis, and nscriptions have also been placed WCAU, Philadelphia; WBT, Char-e; WWL, New Orleans. Benson & ll, Chicago, is agency.

DERAL OUTFITTING Co., San ncisco (chain clothing), recently ted sponsorship of Dude Martin's *ythm Roundup*, a half-hour fiveekly on KYA, San Francisco. Agenis Allied Adv. Agencies, San Fran-o.

MAR BAKING Co., San Fran-o (chain), recently started parpations, five times weekly, on Dude rtin's *Sunrise Roundup* on KYA, Francisco. Agency is Sidney Garel Adv., San Francisco.



MR. TUMS HIMSELF (J. H. Howe) has a chat with his new comedian, Frank Fay (right), just prior to a broadcast of the NBC-Red program heard at 10:30 Thursday evening. Mr. Howe is president of Lewis-Howe Co., St. Louis (Tums).

SOUDACK FUR AUCTIONS, Winnipeg, has started weekly quarter-hour *Calling the Fur Trade* on CKY, Winnipeg, and spot announcements on CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.; CFCN, Calgary, Alta.; CJCA, Edmonton, Alta.; CKBI, Prince Albert, Sask.; CKPR, Fort Williams, Ont.; CFAR, Flin Flon, Man.; CKCA, Kenora, Ont. Account was placed direct.

ROBIN HOOD MILLS, Montreal (oats), started on Nov. 10 thrice-weekly quarter-hour episodes of *Toby & Susy's Corntussel's News* on 16 Western Canada stations. Account was placed by James Fisher Co., Montreal.

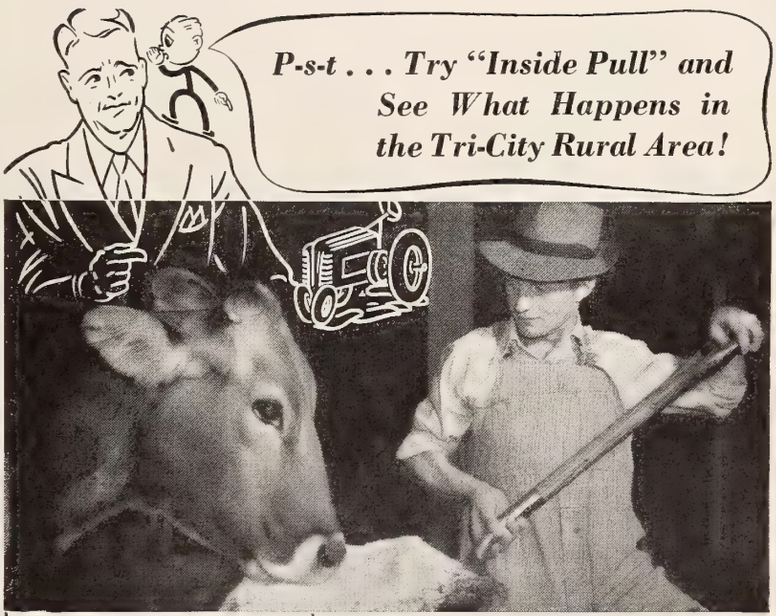
P. S. BUSTIN DRUG Co., Toronto, has started a weekly half-hour transcribed show on CKCL, Toronto. Account was placed by Frontenac Broadcasting Co., Toronto.

ARIN Co., San Francisco (tire treatment) using radio for the first time, has started *Yodelin' Johnnie*, cowboy singer, on 4 California stations, a quarter-hour weekly. Agency is Rhoades & Davis Adv., San Francisco. The station list: KFBK KMJ KWG KERN.

YELLOW CAB Co., San Francisco, on Nov. 11, started for 52 weeks *California Story Teller* twice-weekly on KFRC, San Francisco and KHJ, Los Angeles. Ray Lewis is narrator with Jack Moyles doing dramatic sequences. Script is written by Jeane McGahey. Agency is Rhoades & Davis Adv., San Francisco.

GENE COMPTON Corp., San Francisco (restaurant chain), recently started a radio campaign in San Francisco using 12 one-minute transcribed dramatic spot announcements weekly on KYA; participations in the KJBS *Alarm Klock Klub* and the *Magic Hour* concert programs on KJBS weekly. Agency is Frederick Seid Adv., San Francisco.

NEMMER FURNITURE Co., Buffalo, has started sponsoring Jim Wells' late night sport column on WBEN, of that city for 26 weeks. The firm also sponsors thrice-weekly, 15-minute, *Headlines on Parade* on that station. Account was placed through Ellis Adv. Co., Buffalo.





THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production —SERVED BY WHBF!

—unless you're using WHBF's "inside pull". In this prosperous 52-county area, the farmers listen regularly to WHBF, the 5000-watt station they can Yes sir—thousands of farmers in the Tri-City area are busy making money! But you may get very little "spending response" to your selling messages always hear, regardless of weather! Many advertisers who found they were not effectively "in the picture" in this market when they depended on "outside voices" to do their jobs are now using WHBF for results! Let us mail *YOU* the facts about the *cash response* YOU can get with this proven "inside pull"—which means "home town" favorite WHBF!

Howard H. Wilson Co.
National Representatives

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

When you think of SPOTS...
Think of John Blair!

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST LOUIS • SAN FRANCISCO • LOS ANGELES

While Others Shift
The Same
KYA
in
Baltimore

☆Same Network
CBS basic since 1927
☆Same Frequency
600 kc. since 1922
☆Same Popularity
The Voice of Baltimore
Since 1922

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

INTRODUCING

Brookhaven, Mississippi — another of those we serve.

Population — 6,232; Sales Establishments — 164; Total Sales — $5,488,000; Distance from Jackson —56 miles.

Invest your advertising dollars with WJDX—Dominant Radio Station in Mississippi's growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

BREAKFAST CLUB COFFEE Inc., Los Angeles (Vitamin B-1 coffee), is sponsoring a six-weekly quarter-hour newscast on KFWB, Hollywood. Firm also sponsors *Voice of Friendship*, with Rita Murray, commentator, on 3 CBS California stations (KNX KSFO KARM), Tues., Thurs., 8-8:15 a.m. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

JOHN B. TROLL Co., Los Angeles (Vitamin B-1 candy mints), on Nov. 3 started sponsoring a six-weekly quarter-hour newscast on KNX, Hollywood. Contract is for 26 weeks. Firm also sponsors a five-weekly news program with Herb Allen commentator, on KECA, Los Angeles. Lockwood-Shackelford Adv. Agency, that city, has the account.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), is sponsoring a one-hour recorded musical program six times per week on KFWB, Hollywood, having started Nov. 3. Firm, on that date, started a similar six-weekly quarter-hour program titled *Eastside Merry-Go-Round* on KTMS, Santa Barbara. Both contracts are for 52 weeks. Placement is through Lockwood-Shackelford Adv. Agency, Los Angeles.

STANLEY TALBOTT, formerly with Bethlehem Steel Corp. and General Electric Co., has been named merchandising manager of the Dr. Pepper Co.

CIGAR INSTITUTE OF AMERICA, New York (industry promotion of cigars), on Nov. 26 will start a four-week campaign using 16 one-minute announcements on WMAQ, Chicago, and eight on WENR, Chicago. Agency is Lambert & Feasley, N. Y.

FORD DEALERS' ADV. FUND of So. Cal., Los Angeles, on Nov. 10 started a six-weekly quarter-hour late evening newscast, *Bob Garred, News*, on KNX, Hollywood. Contract is for 13 weeks. McCann-Erickson, Los Angeles, has the account.

Long-Term Tenor

TEN YEARS waiting for a chance to sing at KDYL, Salt Lake City, proved no obstacle to Tenor Homer Gates who recently presented himself to Emerson Smith, KDYL program director, with a message that he had been told ten years previously by a station auditioner that the half-decade would prepare him for a spot at that station. Sorry! Gates failed to get the job.

NEDICKS STORES Inc., New York, now sponsoring a news and sports show on WHN, New York, and a quarter-hour of Latin American dance music on WNEW, that city, on Nov. 17 is to start *Nedicks Little Show*, a variety quarter-hour, 10:45-11 p.m., on WMCA, New York. Agency is Weiss & Geller, New York.

PABST SALES Co., Chicago (beer and ale), starting Nov. 13 is sponsoring all 48 home hockey games of the New York Rangers and Americans for the second successive year, together with all of the home and away games of the Stanley Cup Playoffs at the end of the season, on WHN, New York. Games are aired Tuesday, Thursday and Saturday at 9:30 p.m. and on Sunday 10 p.m. Bert Lee is doing the play-by-play and Dick Fishell is handling the color. Company at present is sponsoring broadcasts of all the home and away games of the football Giants on the same station. Agency is Lord & Thomas, Chicago.

HOUSE of BETTER LIVING, Los Angeles (natural foods), on Nov. 4 starts thrice-weekly quarter-hour diet talks by Mildred Lager, on KFAC, that city. Contract is for 52 weeks. Other radio is contemplated. Associated Adv. Agency, Ls Angeles, has the account.

GENERAL ELECTRIC Co., New York distributor), is sponsoring *News reel Theatre of the Air* Monday, Wednesday, Friday and Sunday, 6-7 a.m. for four weeks during November to advertise free inspection of oil burners. Account was placed direct.

DR. FLOYD B. JOHNSON, Los Angeles, (religious), through Richard F. Connor Adv. Agency, that city, has started sponsoring a weekly quarter-hour transcribed talk on a group of seven California stations—KQW KVEC KERN KFOX KMTR KGB KFXM. Others will be added. Contracts are for 26 weeks.

DR. PHILLIPS CANNING Co., Orlando, Fla. (fruit juices), recently started two quarter-hour participations weekly on *Jack Kirkwood's Breakfast Club* on KFRC, San Francisco. Contract is for 16 weeks. Agency is Long Adv. Service, San Francisco.

Goldsmith Acquires Fu "Aldrich Family" Righ

A NEW six-year agreement whe by Clifford Goldsmith, author a writer of *The Aldrich Family*, comes owner of the progr (Thursday, 8-8:30 on 87 NBC-R stations) was effected recently w General Foods Corp., sponsor. U der the old arrangement, which h until October, 1942, to run, Go smith was paid what is understo to be $2,000 weekly for writing script.

As owner he will sell the progr to General Foods on a packa basis, paying all salaries exc those of director and announc both of which will continue to handled by Young & Rubicam, N York, agency in charge. It is derstood also that Y & R has fi call on finding another spon should General Foods decide drop the program before the ter nation of the new agreement, wh is retroactive to Oct. 1. Cost of show at present is understood to about $4,500 weekly.

Worcester to UP

CHARLES WORCESTER, form ly farm editor of WNAX, Yankt S. D., has joined the Washing staff of the Uni Press Radio W to write daily the Farm Fr feature. Forme a Minnesota f mer, Mr. Worc ter is a gradu of the U of M nesota College Agriculture a was farm serv director



Mr. Worcester

WNAX for 2½ years. Previou he performed similar duties w KYSM, Mankato, Minn.

Morgan in Hawaii

IF WAIKIKI is wacky these da blame it on Henry Morgan, hum ist of WOR, New York. For Hawaiian Brewing Co., of Ho lulu recently started sponsorin transcribed version of *Here's M gan* on KGMB, Honolulu a KHBC, Hilo, Mon. thru Fri. 9: 9:45 p.m. Hawaiian time. A rep of the original *Here's Morgan* MBS is picked up and transcri by the San Francsico Recording and sent to Hawaii via clipper.

WITH the recent addition of stations, BMI subscribers now t 740. New stations to join are WF Fayetteville, N. C.; KFUN, Vegas, N. M.; WSNJ, Bridgeton. J.; WOLF, Syracuse, and WF Findlay, O.

In radio, too, it's Better to be Lower



Radio stations at *low* frequencies transmit on a *longer* wave-length. A *longer* wave-length means a *stronger* signal—one that retains its power better over distance. WMCA is New York's most fortunate. It operates on New York's *lowest* frequency (570 kc.) with enough power (5000 watts) to reach over 12,500,000 people with clarity—and economy.

WMCA

FIRST ON NEW YORK'S DIAL

Where Sales Multiply

Air Castle of the South

WSM

50,000 WATTS CLEAR CHANNEL

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WJHP

NBC BLUE - MUTUAL

Now MUTUAL and BLUE at WJH
Here's Double Value in every minut
WJHP is a must in Jacksonvill

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

JACKSONVILLE WJHP FL



)METHING NEW in secretaries, an honorary Indian princess, is Ruth alsh, office aide to Phil Hoffman, of WNAX, Yankton, S. D. Miss Walsh cently accompanied Mr. and Mrs. Hoffman to a WNAX *Vox Pop* broadst in Winner, S. D. Before the broadcast Chief Bone Shirt invited her to his tribe, gave her the tradition tribal shawl and endowed her with e appellation, Princess Ruth, at ceremonies following the broadcast.)sed in full splendor are (l to r) Chief Bone Shirt, Alice Kills Plenty, incess Ruth Walsh, Susie Bone Shirt and Arnold Bacon, WNAX just ain comptroller and not an honorary anything.

ILO, GRAND FORKS, MAKES INAUGURAL

ECEIVING permission from the C to begin program tests and mmence operation Nov. 1, the w KILO, Grand Forks, N. D., mediately went on the air with 0 watts night and 1,000 day as time-sharing station with the U North Dakota's KFJM, also in and Fork. KFJM will operate om 3 to 5 p.m. daily with the lance of the broadcast day utilled by the new KILO.

Dalton LaMasurier, manager of FJM, applied to the FCC for e new station after reaching an reement with university officials r the time-sharing deal. Construcn permit was subsequently anted last Aug. 22 by the Comssion.

No construction was involved in e new station and the entire staff KFJM was transferred to ILO. KFJM's studios in the First ational Bank Bldg. and transmitr on the university campus will used by KILO with the latter ation also taking over the comercial contracts of the university ation, according to Mr. LaMarier. Only personnel change was the appointment of Harvey Kees as chief engineer of KILO while Prof. E. J. O'Brien, chief engineer of KFJM, will confine his activities to the university's station. KFJM under the arrangement reverts to its former status of non-commercial operation. Mr. LaMasurier is also operator of KDAL, Duluth, Minn.

Favor Repaid

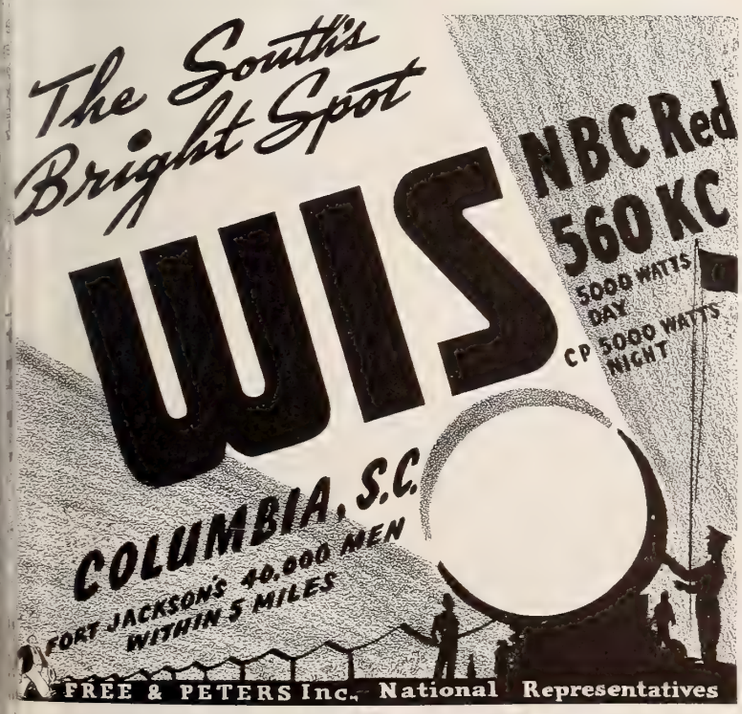
PUBLIC SERVICE programs, especially those on controversial subjects, are frequently the cause of more trouble than profit, but they recently paid out for WPAT, Paterson, N. J. Police and firemen in that city, campaigning for higher pay, have met opposition from the newspapers but were given time by the station to present their views, under its "equal opportunity" rule. When, recently, WPAT had some windshield stickers printed, the two departments, in appreciation, voluntarily cooperated by affixing the stickers to 5,000 autos.

Lieut. Carl O. Petersen

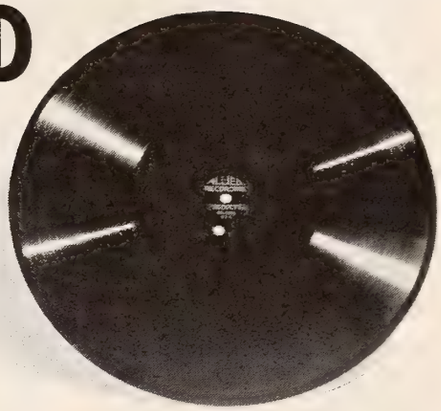
LIEUT. Carl O. Petersen, USNR, radio engineer, explorer, moving picture technician and camera man, who was a member of the first two Byrd Antarctic expeditions, died Nov. 10 of a heart ailment while en route to Portland, Me., aboard the *USS Ranger*. He participated in setting a world's record in radio and aviation, Jan. 25, 1929, conducting the two-way communications over the Bay of Whales from an expedition's plane, "The Stars & Stripes", to the *New York Times* radio station in Times Square, 10,000 miles distant. He was also radio operator of a dog sled expedition which went about 75 miles south of Little America.



"Saturdays whin WFDF Flint Michigan broadcasts the Metropolitan, it's the Met fur me, it is, or else!"



ALLIED
GLASS BASE RECORDING DISCS



for broadcasting stations, sound recording studios, schools, musicians, etc.—available for prompt delivery in the professional 16 and 12 inch sizes.

FEATURES:

Durable, flexible special glass base.

Standard overall thickness—every disc uniform thickness—no change of the cutting angle necessary.

Smooth, guaranteed, accurate-size holes—accurate in diameter — accurately centered—drilled directly in the glass base—the same as aluminum.

Extra smooth outside edge—no cutting your hands.

Coating better than the original Allied aluminum base discs, which have been preferred and used in leading studios for the past five years.

Fit any standard make recorder or transcription equipment.

Carefully packed and shipped in special, convenient, safe, easy-to-open, easy-to-use containers — every disc in every shipment guaranteed to reach you in perfect, ready-to-use condition.

IF you have not been using or have not yet tried Allied's New Glass Base Discs, a trial will convince you of their merits and superior quality—at no premium in the cost to you. We invite you to try this disc—that is how we obtain new customers. We feel certain that you will re-order—that is how we build sales volume—from satisfied users. Your telephone call, letter, wire or cable will receive our prompt and courteous attention.

ALSO AVAILABLE
recoating service for your old aluminum discs. Delivery in one week. Details on request.

PROMPT DELIVERY *direct from the manufacturer—to any part of the United States, Canada, South America and to some foreign countries.*

ALLIED RECORDING PRODUCTS CO.
21-09 43rd Ave., Long Island City, N. Y.
Phone: STillwell 4-2318 • Cable: Allrecord New York

ANNOUNCER WANTED

For general staff duty. Must be fully experienced and meet high standards in voice and other qualifications. Apply to

KSD
ST. LOUIS
Basic NBC Red Network

WANTED
Permanent Connection

Man in early 40's. 12 years radio; 3 years with CBS. Wants position as sales and program manager on station with definite future in its community. Reasonable compensation. Highest references. Box 129A, BROADCASTING.

Elson's Sports Series

BOB ELSON, sports announcer of WGN, Chicago, has signed with Forecast Pictures, Chicago, to present a series of motion picture shorts consisting of Elson's forecasts of upcoming sporting events and a sports newsreel feature with Elson as commentator. Titled, Bob Elson's Sports Forecasts, the shorts will be distributed to theatres throughout the country starting in January.

MIRACLE MFG. Co., Conshohocken, Pa., in a complaint announced Nov. 6 by the Federal Trade Commission, is charged with false and misleading representations in advertising for Miracle Radio Control and Miracle Aerial Loop, radio receiver devices.

KFRE, WWPG to MBS

KFRE, Fresno, Cal., and the ne WWPG, Lake Worth-Palm Bea Fla., will join MBS about Dec. bringing to 192 the total numb of MBS affiliates in U. S., Cana and Hawaii. WWPG, owned by t Lake Worth Broadcasting Co., w operate with 250 watts full tin on 1340 kc. KFRE will become a sociated with the Don Lee Broa casting System, MBS West Coa network affiliate. Station, owned the Rodman Chevrolet Co., Fresn Cal., operates with 250 watts 1340 kc.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
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There is no substitute for experience
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Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

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HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted—First class announcer. State experience, references, salary expected first letter. Box 145A, BROADCASTING.

Announcer—Experienced man capable of handling rural programs for midwestern station. Box 144A, BROADCASTING.

Announcer-Control Operator—Experienced. State age, previous experience and salary expected. Box 143A, BROADCASTING.

Announcer Continuity Writer—Wanted by CBS affiliate. Give complete information and salary first letter. Box 132A, BROADCASTING.

Wanted Program Director Announcer—5000 watt network affiliate. State age, experience, draft status, salary first letter. Box 133A, BROADCASTING.

Experienced Woman—Commentator for department store program, town of 400,000, wanted immediately. Send full particulars, picture, and salary desired. Box 142A, BROADCASTING.

Record Producing Mail-pull Announcer—An straight staff man. Send transcriptions, pictures, references. Write fully of experience and results, salary desired. KITE, Kansas City, Missouri.

Wanted—Two combination announcer engineers, new station, new equipment. In detailed reply state age, experience, starting salary expected, references, inclose recent snapshot. Station KFFA, Helena, Arkansas.

Wanted—Combination program director and and announcer. Must know music and have ideas in programming. North Central Local Station. State qualifications and salary expected. Box 140A, BROADCASTING.

Smart, Creative, Ambitious—Free lance writer (male) situated New York or its suburbs to collaborate with me on comedy scripts. Profit sharing basis. Write immediately. Box 135A, BROADCASTING.

Growing Western Station—Wants two announcers with friendly commercial style. If you think you are perfect, don't apply. Must be cooperative. Salary and commercial fees. Give experience, salary expected and picture in first letter. Box 128A, BROADCASTING.

Exceptional Opportunity—Experienced program-production manager wanted for established network affiliate in premium Southeastern market. Man must be able to create and produce shows which sell against competition. Prefer metropolitan background. All communications held confidential. Box 141A, BROADCASTING.

Situations Wanted

Salesman-Executive — Desire to manage local station. Experienced, capable, married, draft exempt, excellent references. Prefer West. Box 138A, BROADCASTING.

Situations Wanted (Continued

Commercial Manager—Now employed, f years' experience all phases, marri draft exempt. A-1 references. Box 127 BROADCASTING.

Salesman — Married—experienced netw and independent—five years presen employed—desire change. Salary and co mission. Available thirty days. Box 13 BROADCASTING.

Licensed Engineer—Now employed at 5 k desires change. 6 years' experience. m ried, draft exempt. 3 years' experie as chief engineer. Box 137A, BROA CASTING.

Sportscaster—Draft exempt, twenty-n years old, with play by play experie in Football, Baseball, and Basketball. present employed. Willing to move a where for good connection. Box 13 BROADCASTING.

Chief Engineer—5 years' experience c struction, operation, maintenance types of equipment. Have construc two stations. Can also qualify as perienced announcer. Married. Perf health. Selective service class 3. Box 13 BROADCASTING.

Commercial Manager—Eight years ne paper, three years agency, four ye radio. Exceptional background in tional business. Married. Age 39. N employed. Especially interested in n work affiliate in medium sized mark Box 134A, BROADCASTING.

Wanted To Buy

Station—Purchaser interested in regional local outlet—Florida or west coast. N not be successful. All details held ab lutely confidential. Basic facts desir Write Box 146A, BROADCASTING.

Will Buy, If Priced Reasonable—Bro casting station. Confidential. Box 13 BROADCASTING.

Two 78-33 1/3 Turntables—State age, ma condition, price and length in servi WFOR, Hattiesburg, Miss.

5 K. W. Amplifier—State age, make, con tion, price and length of service. 126A, BROADCASTING.

Wanted—One d.c. generator, rated 16 vo 36 amperes, compound wound, speed 1 r.p.m of type used with W. E. 5-C tra mitter. Would consider two unit mo generator set of same capacity. Also n one 19-inch relay rack, 69 inches hi Scott Helt, Station WIS, Columbia, So Carolina.

For Sale

Two Ideco 270 Ft. Towers—With insula capacity tops. WHIO, Dayton, Ohio.

RCA 100-E Transmitter Complete—Trou free, economical. Details on requ Terms to responsible party. KOKO, Junta, Colorado.

WHO WANTS BUGGIES?
FM Pamphlet Gives Resume Of Modern Medium

STRIBUTED to the nation's io dealers and retailers, FM adcasters Inc., New York, has lished a 12-page booklet, *Who nts to Buy a Buggy?*, designated outline sales possibilities and ng these marketers up to date FM developments. The booklet s written by Dick Dorrance, BI general manager.

everal paragraphs in the meaty phlet, which outlines the devel- ent and operation of FM broad- ing, are devoted to spiking fal- ous notions about FM service warning against inferior low- e receivers which do not provide principal advantages of recog- ed FM reception. The publica- is directed particularly to the ll dealer and floor salesman has direct contact with the sumer.

Murrow Returning

WARD R. MURROW, chief of CBS European staff, last week his London headquarters for on to embark from there in ut 10 days on an American- nd *Clipper*. Mr. Murrow re- ned in London past his sched- departure to "break in" Bob ut, CBS ace commentator, who delayed in Lisbon on his way ake over Murrow's post. During Murrow's extended vacation in United States, Mr. Trout will CBS' London correspondent, his executive job with the network.

O PRACTICAL demonstrations of ings of the *Columbia School of Air of the Americas* will be made e groups of educators, in Atlanta, Nov. 21 and in Columbia, S. C., 28. The Atlanta demonstration is of the agenda of a meeting of the onal Council of Teachers of Eng- while in Charleston the showing be made before the Superintend- Principals and Supervisors Assn.



SCROLL AND GOLD belt buckle for Dr. W. R. G. Baker (right), were presented in honor of his election as radio-television vice-president of General Electric Co. Presenter was C. A. Priest (left) engineer of the radio transmitter engineering department. Toastmaster at a testimonial dinner in honor of the new GE television studio was J. M. Howell (center), Schenectady works manager.

Farewell to Swing

NO MORE SWING was the ultimatum laid down at W65H, Hartford FM station. In eliminating cacaphonic cadences from the station's production, Program Director Walter B. Haase stated that FM was "ideally suited" for smoother dance music and symphonies and "we're going to leave the violent swing arrangements to the standard broadcasting stations."

FOR THE 20th year winter weekly broadcasts of personal messages are sent to the Canadian Arctic and sub-Arctic beyond the ordinary reach of telegraph wires, when the Canadian Broadcasting Corp. started the *Northern Messenger* broadcasts from Ottawa on Nov. 7. The program for the lonely hunters, trappers, traders, Mounties, missionaries, nuns, doctors, nurses and others living in the far north, originated with KDKA back in 1922.

Chicago FM Test

PRELIMINARY testing of W75C, FM station of the Moody Bible Institute, Chicago, also licensee of standard broadcast station WMBI, a non-commercial outlet, was begun Nov. 2. Temporarily W75C is using a 1,000-watt Western Electric transmitter and WE "buggy whip" type of antenna mounted on a 90-foot wooden pole. The transmitter is located on the site of WMBI's transmitter at Addison, Ill., 20 miles west of Chicago. H. Coleman Crowell, vice-president of the Institute and director of WMBI, has announced that W75C will continue to operate with 1,000 watts until the new main 50,000-watt WE transmitter is delivered next spring.

American Network Stock Adds FM Operators

RECENT additions to the list of stockholders in American Network Inc., organization of FM broadcasters which plan to start limited network operations next year, include WCAE Inc., Pittsburgh; the St. Louis Star-Times Publishing Co., owner of KXOK, and the Indianapolis Broadcasting Co., owner of WIRE. The latter two companies have filed applications for FM stations with the FCC and are awaiting action, while WCAE plans to apply for a permit soon.

Other recent ANI stockholders include the Constitution Publishing Co., Atlanta, Ga., National Life & Accident Insurance Co., Nashville, and WFIL, which owns W53PH, FM station already on the air six hours daily.

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

REL
M's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
ADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

PERFORMANCE
STRENGTH and
LOW COST...
For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.
Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.
WRITE TODAY FOR FULL DETAILS AND QUOTATIONS
WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

What? No China

ELMER D. PEDERSON, KFI-KECA, Los Angeles, account executive, recently won a 1942 Packard automobile at a theatre drawing.

DIGGING DIVIDENDS *from ISOLATION*

KROD gives you effective, economical coverage of the El Paso Southwest. Far removed from other markets and large broadcasters, this prosperous area is otherwise radio-isolated. Dig dividends for your client or company by using

KROD

1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest

Dorrance D. Roderick, Owner
Val Lawrence, Manager
Howard H. Wilson Co., *Natl. Reprs.*

Murphy to Wade

MURPHY PRODUCTS Co., Burlington, Wis. (feeds), has appointed Wade Adv. Agency, Chicago, and will continue its present radio schedule: Half-hour weekly *Murphy Jamboree* on WLS, Chicago, and WHO, Des Moines; similar half-hour program, *Murphy Family Party*, weekly on WMT, Cedar Rapids, Ia.; three live spot announcements weekly on WDAY, Fargo, N. D., and WLW, Cincinnati, and five 200-word announcements weekly on KMA, Shenandoah, Ia.

Chicago Ad Club Party

CHICAGO Federated Advertising Club on Dec. 18 will hold its annual Christmas party at the Hotel Sherman. Proceeds will go to the Off-the-Street Club, Chicago organization working with underprivileged children. The entertainment committee for the party is headed by James L. Stirton, NBC. C. Chester Carlson, American Colortype Co., is general chairman of the party, and George DeBeer, Bauer & Black advertising manager, will preside at the function.



DOWN WHERE THEY SLICE the bacon, executives of Kingan & one of the nation's largest meat packers, and WFBM, Indianapolis, cuss a contract calling for 52-week sponsorship of Gilbert Forbes n cast over the station. Looking over the latest type bacon slicing mac in the 25-acre Kingan Indianapolis plant are (l to r) J. W. McElli Kingan general sales manager; L. W. Lindow, WFBM manager; N caster Forbes; Don Menke, WFBM copy editor; Lyle Ludwig, annour and W. R. Sinclair, president of Kingan & Co.

GET OUT IN FRONT *and SELL*

in the Central Southwest!

An advertiser who goes after business in the Central Southwest can get it. Incomes are up! Employment is up! . . . People are making money and spending it . . . Business is on the up-swing!

Defense spending?—sure, industries in this area are getting a share of the defense and allied contracts—already well over $200,000,000.00 has been awarded in KWKH's primary coverage zone. Five big army bases inside our primary quarter the largest concentration of troops in the nation.

Get out in front and sell! Tell the eager-to-buy audience in the great Central Southwest with KWKH's 50,000 watts of response-able coverage . . . a real selling tool to help you get more orders.

KWKH **50,000 WATTS ★ CBS**

SHREVEPORT, LOUISIANA

Serving the progressive Central Southwest

REPRESENTED BY THE BRANHAM COMPANY

Agencies

J. P. HAMILTON has been elected president of Tandy Adv. Agency, Toronto, with which he has been connected since its organization in 1927. Prior to that he was with Smith, Denne & Moore, Toronto, joining the agency in 1919 on his return from service overseas in the First World War.

FRED T. LEIGHTY, formerly research director of Sherman K. Ellis & Co., Chicago, has joined Blackett-Sample-Hummert, Chicago, in an executive capacity.

JAMES J. JACOBSON, until recently vice-president of Dundes & Frank, New York, has been appointed sales promotion director of Erwin, Wasey & Co., that city.

DON BELDING, Los Angeles vice-president and manager of Lord & Thomas, has been added to the board of trustees of Los Angeles College of Osteopathic Physicians & Surgeons.

WALTER BURROUGHS, for 12 years Los Angeles manager of Crocker-Union, lithographers-publishers, and recently appointed West Coast manager of H. W. Kastor & Sons, has consolidated the Hollywood radio department with new general offices established at 111 W. Seventh St., in the former city. David McCrosker continues as an associate. Hugo Scheibner has discontinued his Los Angeles agency to join Kastor as an associate.

PAULINE HAGEN, timebuyer of R. H. Alber Co., Los Angeles agency, is currently on a three-week trip to Midwest and East.

ARTHUR GRIMES, formerly associated with the Frigidaire account of General Motors Corp. in the Lord & Thomas Dayton, O., office, has been transferred to Camden, N. J., where he will reside and assist in the contact of the agency's RCA Mfg. Co. account.

HOWARD E. WILLIAMS of Erwin, Wasey & Co., San Francisco, is touring markets in the Midwest and East for Petri Wine Co., planning an advertising campaign.

ELIZABETH DENELT, fashion rector of Botsford, Constantin Gardner, has returned to New after a month's business trip to West Coast where she conferred agency heads and executives of zen Knitting Mills, Portland, (swimming suits).

RUFUS RHOADES & Co., San F cisco, large user of network reg and local radio time, on Nov changed its firm name to Rhoad Davis, Adv. The change was to include the name of Rober Davis, who has been a partner vice-president of the firm for the year. Rufus Rhoades continues president.

DUNNIE SHEWELL, formerly count executive and merchandisin rector of Blackett-Sample-Hum New York, has joined the mark department of BBDO, New York.

JOSEPH STAUFFER, radio dir of Kenyon & Eckhardt, New left recently for Hollywood whe is completing plans and ground for the agency's taking over the S ard Brands Chase & Sanborn prog effective Jan. 1 [BROADCAS Nov. 3].

MAURICE CLIFFER, former lance announcer - writer - actor script writer of Grant Adv. and sel M. Seeds Co., Chicago, has j Malcolm-Howard Adv. Agency, cago, as radio director.

ARTHUR VOGEL, formerly of ner Adv. Co., has joined Sherm Marquette, Chicago, as assistan director.

WILLIAM F. DAY, vice-preside charge of copy and chairman o advisory committee J. Walter Th son Co., New York, has resigned

JOHN E. HARRINGTON, for of the McCann-Erickson, New radio department, has joined the promotion staff of Edward Pet Co., New York, station repres tives.

LARRY SCHWAB, Broadway Hollywood producer, who has with the Biow Co., New York. producer and idea man, is leaving agency Dec. 1.

1340 WINX **Washington's Own Statio**

WIN WASHINGTON WITH WIN

WINX BUILDING • WASHINGTON, D.



OGRAM DIRECTORS of MBS stations convened their semi-annual meeting at the Hotel Stevens, cago, Nov. 9-10, bartering ideas and outlining net- k program suggestions for submission to the MBS rating board. Busily engaged in a note-taking con- ence are (seated, l to r): R. W. Richmond, WHK- LE, Cleveland; Bert Hanauer, WFBR, Baltimore; deline Ensign, WOL, Washington, Van C. Newkirk, Lee; Adolph J. Opfinger, MBS program service nager; John Pierson, president, Press Wireless. nding, Herbert C. Rice, WGR, Buffalo; George ffy, Colonial Network; Murray Arnold, WIP, Phila- hia; and Julius F. Seebach, WOR, New York. Also at the two-day conference were: John Tinnea, KWK, St. Louis; Clifton Daniel, WCAE, Pittsburgh; Brad Simpson, WKRC, Cincinnati; Dave Driscoll, WOR, New York. WGN, Chicago, was represented by Frank P. Schreiber, general manager; Claire Oldson and Verne Brooks of the program department; W. A. McGuineas, sales manager; Ben Berentson, sales promotion manager. From the MBS office in New York, Wallace Walker, statistician; Andrew L. Poole, traffic manager; Tom Slater, special events coordinator; Ruth Allen; and from the Chicago office Don Pontius, midwestern sales promotion, and Miles E. Lamphiear, auditor and office manager attended.

ATIONS PLAN NEW BS VARIETY SERIES

OGRAM directors of MBS sta- s, meeting in Chicago last week pleted plans for the presenta- of a new series of 30-minute iety shows to be heard four es weekly. Thirteen station pro- m directors met with MBS de- tment heads at the meeting, a i-annual affair.

he new variety series, as yet itled, is slated to begin Monday, . 1, and will run Mondays ough Thursdays, 3-3:30 p.m. ST). WHK, Cleveland, will serve he base of the new series, with cups from Chicago, Cincinnati, Angeles, Buffalo, New York, roit. Each contributing station handle the production of its ticular unit, but WHK will co- nate the show.

n addition to discussing the new iety series, the program bosses t over many phases of network ration, pledging additional spe- events and sports attractions. ne of the plans discussed will be sed on to the MBS board of di- ors and operating board for fication.

RARD DARROW, nine-year-old *Kid*, will be m.c. on the *Treasury r* program Tuesday, Nov. 18, 8-9

ll textile plants in the Piedmont ection of South Carolina are at eak capacity, with an all-time igh in employment and payrolls. ll have defense orders and priori- es. This area is dominated by VFBC, Greenville, South Carolina. 000 watts—NBC Red Network— Veed and Company, Representa- ives.

ANA-4A Sessions

(*Continued from page 8*)

as food processing, for example. He advised those interested in container problems to take them up with the OPM Container Branch. He explained another myth centering around his alleged opposition to an expanded supply of consumers goods. Actually, he is pleased in such cases, he explained, because then "you don't need a price schedule".

Institutional Copy 'Ingenious'

A further statement of pro-advertising views came as Mr. Henderson was answering a question about publication problems during the allocations era brought about by the war economy. The Federal official definitely and convincingly declared that he likes institutional advertising copy. "It's ingenious," he said, and predicted it would occupy a prominent place in both the war and post-war economy.

As to publications, Mr. Henderson said he didn't see much present danger of a paper shortage, nor did he know of any plans to limit the circulation of magazines.

Mr. Young, who also has been a member of the Business Advisory Council, Department of Commerce, and special assistant to the Coordinator of Inter-American Affairs, suggested that present educational functions of the advertising industry he strengthened. Among them he listed activities of the Advertising Federation of America and its local affiliate clubs: Better Business Bureaus and Chambers of Commerce; the AAAA Committee on Consumer Relations, which cooperates with media owners; the Advertising Research Foundation, jointly formed by the ANA and AAAA. The need thus is to "sell" advertising to the public.

As part of this selling job, he asked rhetorically: "Could we not, individually, be a little less noisy on the radio, a little less brutal in the newspaper, a little less silly in the magazines without reducing our effectiveness as salesmen? All I know is that too many people say they get from too much advertising a faint whiff of that about which your best friend won't tell you."

ANA OFFICERS

Chairman—Gordon E. Cole, Cannon Mills.
Vice-Chairmen—Carleton Healy, Hiram Walker Inc.; C. G. Mortimer, General Foods.
President—Paul B. West.
New Directors—H. W. Roden, Harold H. Clapp Inc.; A. O. Buckingham, Cluett, Peabody & Co.; M. H. Leister, Sun Oil Co.; C. C. Carr, Aluminum Co. of America; Jule Miller, Pet Milk Sales Corp.; Paul Ellison, Hygrade-Sylvania.

Mello Testing

HEYMAN PROCESS Co., New York (Mello chocolate drink), is conducting a test campaign of one-minute live announcements, 20 times weekly for seven weeks on approximately 10 stations in Buffalo, Rochester, Syracuse and Albany. Weiss & Geller, agency handling the account, indicated that expansion is definitely contemplated if results are successful.

Opens Dallas Branch

CAMPBELL-EWALD Co., New York, has opened a Dallas branch of its agency in the Republic Bank Bldg., to service its accounts in the Southwest area. Manager is Aubra Dodson, formerly of KPRC, Houston. Telephone is C-1318.

WGNY
1000 WATTS
NEWBURGH, N. Y.

ASK A LOCAL MERCHANT

Yes, ask the local merchants in the Mid-Hudson valley and they'll tell you they like WGNY results. More local merchants are using WGNY each new season. The local boys, we think, are good buyers . . . and they're buying WGNY (with studios in Newburgh, Poughkeepsie and Middletown).

WGNY now operates with 1000 watts on a clear, regional channel. Before January 1, 1942, you can buy time on WGNY at the old 250 watt rates. One trial will convince you it's wise to

BUY WGNY

WGNY
REPRESENTED BY
HEADLEY-REED CO.

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

BMI Approves Long-Term Pact With A Million-Dollar Budget

PROVISIONS for long-term contracts for performance of BMI music, overlapping the terms of the eight-year ASCAP agreements, were approved last Wednesday by the board of directors of BMI at a special meeting in New York.

While precise details of the sliding scale formula have not been evolved, the plan in principle was unanimously approved. It provides roughly for a budget in excess of $1,000,000 annually for the industry-owned music company. Rates, according to NAB-BMI President Neville Miller, will be further reduced, resulting from economies in operation impossible during the first phase of BMI's existence.

Contract Runs to 1950

This budget compares to one of approximately $1,200,000 provided for the current year, and was said to assure the continued existence of BMI as a dominant factor in the music performance field.

The term of the new contract, covering blanket licenses, will be from March 12, 1942, until March 11, 1950. ASCAP contracts signed with the networks and with individual stations run until Jan. 1, 1950. Current BMI contracts expire next March 12.

The sliding scale of payments will be proportionately reduced in each bracket, under the formula adopted. It was expected that the precise plan would be announced during the week, after completion of actuarial tabulations. The principles agreed to by all members of the board were regarded as "fair to all branches of the industry", President Miller stated.

Attending the session, in addition to President Miller, were NBC President Niles Trammell; CBS Executive Vice-President Edward Klauber; John Shepard 3d, president, Yankee-Colonial Networks; Walter J. Damm, WTMJ, Milwaukee; Paul W. Morency, WTIC, Hartford, and John Elmer, WCBM, Baltimore, all BMI directors. Also in attendance were Sydney M. Kaye, executive vice-president of BMI, M. E. Tompkins, vice-president and general manager, and Carl Haverlin, stations relations director.

Indicative of the tranquility that pervaded the meeting was the reaction of Mr. Damm, a veteran copyright crusader. In a letter to NBC President Trammell, last Thursday, he said:

"We want to go on record, in view of the splendid attitude taken by the National Broadcasting Company at last week's BMI meeting, that we will rebate to NBC an amount equivalent to that which NBC will pay to BMI in clearing BMI music used on network programs carried by WTMJ."

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
J. O. MALAND, Manager
FREE & PETERS, Inc.
National Representatives

EXPERIENCE
CJOR looks back on more than 15 YEARS of active service to the community.
CJOR
Vancouver—B. C.
Nat. Rep.: J. H. McGillvra
H. N. Stovin, (Canada)
600 K. C. 1000 Watts

KFRU
COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

ASCAP Disc Clearance Set; Industry Resentful of Ban on Football Music

CLEANING UP some of the loose ends on ASCAP's return to the air, NAB President Neville Miller last Friday announced that at a meeting in New York wtih ASCAP officials two days earlier the meaning of local contract provisions with respect to clearance at the source of transcriptions had been clarified. Simultaneously he announced that difficulties still are being encountered on broadcasting football music on non-licensed stations, but that progress was being made on regional network contracts, with settlement expected shortly.

Alluding to the understanding with ASCAP on clearance at the source of electrical transcriptions, Mr. Miller said:

Three Possible Cases

The question has been raised concerning clearance at the source of commercial transcriptions. There are three possible cases:

1. Stations having no ASCAP license:—Transcriptions will be cleared by ASCAP for the advertiser upon payment of 8% or 2% depending upon the character of music used.

2. Stations having a per program license:—The transcription will be cleared either by the advertiser paying 8% or 2% or the station including the program under the station's per program contract.

3. Stations having a blanket license:—Such stations have the right to play the transcriptions without any further clearance and will include the program under the station's blanket contract and pay 2¼%.

Although the actual operating plan has not been worked out as yet, it is presumed that ASCAP will furnish to advertisers and agencies lists of stations with ASCAP licenses indicating the character of each license. Most likely the plan will require clearance only for those stations not licensed, the licensed stations reporting to ASCAP in the regular method.

NAB Dissatisfaction

Regarding football music, Mr. Miller said that on Nov. 7 the ASCAP board suddenly decided not to continue its previous policy of permitting broadcasting of ASCAP music by non-licensed stations on local and regional football programs over the weekend.

That the NAB looks with disfavor on the ASAP action was made clear in its bulletin last Friday. Contract forms negotiated with ASCAP had just reached stations, and because they were extremely complex, stations did not have time to study the terms, much less execute them prior to the Nov. 7 move. Moreover, it was said no form of contract of any kind had been submitted by ASCAP, despite repeated requests, for the spe football networks.

"Under these circumstances, industry expected that ASC would continue its previous po of permitting the football musi be used," said the NAB. "The versal of policy was learned late last Friday (Nov. 7) at a when it was too late to do anytl about it."

Suggestion for Future

Declaring that the question s has been discussed with ASC NAB stated that Society offi said protests had been made some ASCAP members and th fore the Board did not believ should issue any additional w ers. NAB suggested that on fu football broadcasts stations ca ing games which have not cleared at the source should municate directly with ASCAI said it had been informed ASCAP that special licenses single games will be issued rate of 8%.

Mr. Miller announced also he had received a telegram f ASCAP Nov. 13, confirming understanding reached the s day that errors made in both mercial and sustaining blanke censes offered stations by the ciety would be corrected.

"Local stations intending to ASCAP blanket licenses," Miller said, "should strike Paragraph IV of the 'Local Bla Commercial Letter' and P graph III of the 'Local Bla Sustaining Letter' before si ture, and initial the deletion in margin.

"The effect of striking t paragraphs is to retain in the tion the right to switch at the of any year from blanket lic to per program license, and versa. Stations failing to st these paragraphs lose their ri to switch to per program du the term of the contract.

"ASCAP has agreed to delet above paragraphs from any tracts which have been signe local stations heretofore."

ASCAP Drops Fight

WITH the amicable settlemen its overall copyright dispute, CAP has dropped its litiga against the 1937 Washington S anti-ASCAP statute, accordin an announcement in Olympia week. ASCAP has complied the requirement that it file the Secretary of State its ca of compositions available for li sing, it was stated, enabling i resume the licensing of station the state, which have not been ing ASCAP, with certain ex tions, since enactment of the s statute.

Lanius' Father Dies

C. H. LANIUS, father of Ch Lanius Jr., acting chief of N European staff, stationed in B Switzerland, died Nov. 13 at his h in Harlowton, Montana, after a illness. Mr. Lanius Jr. was advise the death on the Nov. 13 broadca NBC's regular *News of the W* program, when he came on the gram to give his report from Ber

elephone Union elaying Strike

&T Wage Dispute to Come fore USCS Nov. 21

RIKE THREATENED for Nov. by 15,000 members of the Fed- ion of Long Lines Workers fol- ing a wage dispute with AT&T, been postponed by the union at request of Dr. John R. Steel- , head of the U. S. Conciliation vice. In informed quarters it thought the threat had been ndoned entirely.

ccording to John J. Moran, sident of the FLLW, an execu- session will be held Nov. 21 in v York between representatives he USCS and the union's na- al council, which includes dis- t leaders of the 21 areas in the states which make up the Fed- ion. Basic demand of the union hat AT&T agree to bargain h it as a unit rather than indi- ually with its division areas, grant wage increases to work- in five of the areas. The aver- wage increase demanded by the n is about 4%.

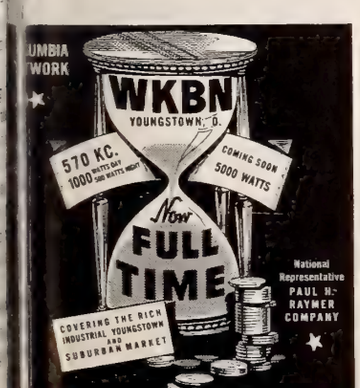
Notice to Networks

ast week when the strike had n definitely declared as taking e at 11:59 p.m. Nov. 14, Henry ver, counsel for the union, noti- the networks of the intention trike and asked them "to advise which spots we can set up a suf- nt force to keep open those ra- wires which are hooked into onal defense projects."

BC, CBS and MBS all replied Mr. Mayer's wire that the con- plated strike, which would tie all long-distance communica- s as well as network broad- ing, "would be a national ca- ity"; that "uninterrupted serv- to stations is essential to na- al defense", and that "the en- nation depends on network dcasting at this time", thereby ing it "impossible to designate ew isolated spots . . . to keep n radio wires".

Xmas Cigar Plugs

NERAL CIGAR Institute of erica, New York (cooperative), ting Nov. 26 will use radio for first time, with a series of tran- ed institutional announcements. s will be played five times kly on an undisclosed number stations in 21 major markets. ncy is Lambert Feasley, New k.



Scripps a n d Bannister Promoted in Revision of 'Detroit News' Radio

REORGANIZATION of the managerial structure of WWJ, Detroit, was announced last Friday by William J. Scripps, manager of the station, who assumes the newly created post of general manager of radio for the *Detroit News*. Harry Bannister, veteran sales manager of WWJ, was named manager of the station.

Succeeding Mr. Bannister is Harry Betteridge, formerly of WWJ, and recently of the George P. Hollingbery radio station representation office in New York. Mr. Betteridge's assistant as sales manager is Harold Priestley.

Edwin K. Wheeler, of the WWJ sales staff, was named by Mr. Scripps as manager of W45D, the *Detroit News* FM station. Forest Wallace, operations manager of WWJ, was named business manager for both stations.

Call Letter Transfers In New York Authorized

WNEW, New York, will operate on 1130 kc. with 10,000 watts power and WOV, also in New York, with 5,000 watts on 1280 kc. under a mutual agreement to exchange call letters approved last Wednesday by the FCC. Apart from the FCC-approved call letter switch, the exchange arrangement between Greater New York Broadcasting Co., owned by Arde Bulova, and Wodaam Corp., operating the 1280 kc. station six-sevenths time, also covers transfer of programs and program personnel from the former 1280 kc. operation to the new 1130 kc. location, although programs still will be identified by the same call letter, WNEW.

Two Regional Boasts

TWO regionals received authority from the FCC last Wednesday to boost their power to 5,000 watts fulltime, pursuant to Havana Treaty provisions terms. WNBC, New Britain, was granted a construction permit to increase its night power from 1,000 to 5,000 watts on 1410 kc., using a directional antenna both day and night. KGER, Long Beach, Cal., was granted a construction permit to make changes in its equipment and increase its power from 1,000 to 5,000 watts fulltime in 1390 kc., using a directional at night.

KINY

"The Friendly Voice of the Capital"

Take a look at Alaska! and KINY's national advertisers' Libby, McNeill & Libby, Borden's, Lipton's Tea, Kraft Cheese, Reynolds Tobacco Company, Postal Telegraph, Bulova Watch, Alaska Steamship, Chase & Sanborn, Best Foods and others!

Executive Offices
Am. Bldg., Seattle, Wash.



1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

FCC Affirms Ruling of Motions Officer Denying Atlanta Depositions for WGST

WITH unmistakable indications of a political fight, the FCC on Nov. 8 announced its affirmation of an earlier decision of Motions Commissioner George H. Payne denying a petition of Georgia School of Technology, operator of WGST, Atlanta, to take depositions in Atlanta in connection with a hearing, scheduled for Dec. 1, on the school's application for license renewal.

The Commission announcement climaxed an exchange of pointed communications between FCC Chairman James Lawrence Fly and Arthur Lucas, prospective operating lessee of WGST, and a long series of petitions and counter-propositions growing out of the FCC inquiry into the alleged passing of control from the hands of the licensee to a lessee.

Defies 'Threat'

Taking issue with the action of Mr. Lucas, co-licensee of four Georgia stations, in spreading his complaint to members of the Georgia delegation in Congress, as well as to Stephen T. Early, White House press secretary, Chairman Fly declared in a Nov. 7 letter to Mr. Lucas: "So long as I am chairman of the Commission, decisions are going to be made upon the merits and not in accordance with purely political influence, threats or coercion."

It is understood the station does not plan to take the denial of its petition for taking depositions to court, and will participate in the Dec. 1 hearing, although it does not surrender its right subsequently to question the Commission's action.

The WGST license renewal application, originally scheduled for hearing Nov. 26, 1940, has been continued for a year both at the request of the licensee and on the FCC's own motion. At one time set for Atlanta, the Commission on Aug. 22 directed that the hearing be held in Washington, later setting the Dec. 1 date.

Pickard Heads CBS

Southern Broadcasting Stations Inc., headed by Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president, which for the last 10 years has operated the station under an agreement regarded as a management contract, on Aug. 28 petitioned to intervene in the renewal proceeding on grounds that its contract with the school was in issue because it extended to Jan. 6, 1950. Following an unsuccessful petition by the licensee to hold the hearings in Atlanta rather than Washington, the licensee school petitioned for an order to take depositions of 12 persons in Atlanta.

WHAT'S TODAY'S BEST RADIO BUY IN THE DETROIT AREA?

CKLW—THAT LIVE-WIRE MUTUAL STATION!—RIGHT IN THE MIDDLE OF THINGS AT 800 K.C., IT'S SIGNAL COVERS THIS GREAT MARKET CLEAR AS A BELL!

CKLW

5,000 WATTS DAY and NIGHT • CLEAR CHANNEL

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 8 TO NOVEMBER 14 INCLUSIVE

Decisions . . .

NOVEMBER 10

WGST, Atlanta—Denied petition review order of 10-29-41.

NOVEMBER 12

NEW, Mid-American Broadcasting Corp., Louisville—Granted petition reconsideration and grant CP new station 1080 kc 1 kw N 5 kw D directional.

KGBX, KWTO, Springfield, Mo.—Denied joint petition for rehearsing against new station grant of 9-9-41.

WNBC, New Britain, Conn.—Granted CP increase 5 kw directional changes.

KGER, Long Beach, Cal.—Granted CP equipment changes increase 5 kw unl. directional N.

WOV, New York—Granted petition exchange call letters with WNEW.

NEW, McKeesport Broadcasting Co. Inc., McKeesport, Pa.—Designated for hearing application CP new station 960 kc 1 kw D.

KWFT, Wichita Falls, Tex.—Designated for hearing application increase 5 kw N.

WROL, Knoxville, Tenn.—Designated for hearing application 1 kw N.

NEW, J. Marion West, Wesley W. West and P. M. Stevenson, Houston, Tex.—Placed application CP new station in pending file under Order 79.

NOVEMBER 13

NEW, Community Broadcasting Corp., Middletown, N. Y.—Proposed to grant CP new station 1340 kc 250 w unl., action would automatically deny similar application of NEW, **Herbert L. Wilson, Middletown.**

NOVEMBER 14

MISCELLANEOUS — **WAAF, Chicago,** granted continuance to 1-16-42 until 30 days after Commission acts on petitioner's show cause order; **WSPA, Spartanburg, S. C.,** granted leave intervene WAAF application; **KFRO, Longview, Tex.,** denied motion modific. applic. be placed in pending file, hearing continued to 2-16-41; **NEW, Imes-Weaver Broadcasting Co.,** Murfreesboro and **Columbia, Tenn.,** motion amend applications to 1340 kc. granted withdrawn from hearing docket; **NEW, Capitol Broadcasting Co., Port Allen, La.,** granted continuance consolidated hearing to later date; **W57A, Schenectady, N. Y.,** granted leave amend applic. modific. CP new FM station to 48.5 mc., remove from hearing docket; **NEW, Norfolk County Broadcasting Co., Norfolk, Va.,** granted in part motion dismiss applic. CP new station; **WOR, New York,** dismissed petition intervene Crosley Corp. Applic.; **WSOY, Decatur, Ill.,** granted leave amend applic. within 30 days, dismiss petition as to removal hearing docket.

Applications . . .

NOVEMBER 13

WGNY, Newburgh, N. Y.—Special service authorization unl. hrs.

WMCA, New York—Voluntary assignment to WMCA Inc.

WHEC, Rochester, N. Y.—CP new transmitter, directional N & D change 790 kc increase 5 kw N & D.

WSPA, Spartanburg Advertising Co., Spartanburg, S. C.—CP directional changes increase 5 kw D & N.

WALB, Albany, Ga.—Amend applic. CP 1550 kc. omit request 1550 kc directional changes.

KOTN, Pine Bluff, Ark.—CP install new transmitter.

WAPO, Chattanooga, Tenn.—CP directional changes increase 5 kw D & N.

WMC, Memphis, Tenn.—CP install new transmitter increase 1 kw N 10 kw D directional N.

New, Portland Broadcasting Co., Portland, Ore.—CP new station 1450 kc 250 w share KBPS (facilities KXL when vacated).

KPAS, Pasadena, Cal.—Special service authorization 5 kw until 5-1-42.

Tentative Calendar . . .

WCAM, Camden, N. J., renewal and modific. license; **WCAP, Asbury Park, N. J., same.**

WTNJ, Trenton, N. J., same (further consolidated hearing, Nov. 19).

KWK, St. Louis, CP 580 kc 50 kw unl. directional D and N (Dec. 15).

WAAF, Chicago, CP 950 kc 1 kw directional N unl (June 16).

New Middletown Local Proposed

Action Would Deny Similar Request of H. L. Wilson

A NEW local in Middletown, N. Y., was proposed last Thursday by the FCC when it issued its proposed findings of fact and conclusions after a recent consolidated hearing proposing to issue a construction permit to Community Broadcasting Corp., applicant for a new station in the New York city. Findings specified operation on 1340 kc. with 250 watts and necessitates denial of a similar application by Herbert L. Wilson, New York consulting engineer, for like facilities in Middletown. Such a proposal by the FCC is equivalent to a grant unless the action is contested within 20 days, the protest period allowed by the Commission.

Principals in Community Broadcasting Corp. are Martin Karig Sr. and his wife, Elsie, controlling 180 of the 202 shares issued so far; their son, Martin Karig Jr., 20 shares; Alwyn Karig, brother of Martin, 1 share; and Robert E. Lee, 1 share. Total issue will be 1,250 shares. The Karigs have stipulated to sell a hardware business they own at present in order to devote more time to the new station, if finally approved.

The FCC favored the Community application over that of Mr. Wilson, stating Martin Karig Jr., who would manage the new station, has "demonstrated a greater familiarity with local conditions (in Middletown) than Herbert L. Wilson". The Commission also contended that Mr. Karig had proposed to serve on a purely local basis, whereas Mr. Wilson had signified his intention to join a national network if granted the station.

Peter Paul Time

ALTHOUGH no official comment from NBC executives was forthcoming, it was understood last week that the network had discontinued all efforts to clear time on the Red Network for a quarter-hour news program with Robert St. John, under sponsorship of Peter Paul Inc., Naugatuck, Conn. (chewing gum, candy). When the company first planned to expand the program, now heard on WEAF, New York, daily from 5:45-6 p.m., immediate objections arose because of the conflict with the *Esso Reporter* news program, which immediately follows that period on many of the Red stations. Time might be cleared for the Peter Paul program on the Blue network, it was rumored, but no details had been arranged Friday, nor would the agency, Platt-Forbes, New York, make any further comment.



LAST WORD DEPT.: "If Missouri U beats Michigan State, I'll climb that smokestack!" Paul Aurandt, program director of WKZO, Kalamazoo, so exclaimed in propositioning Harry Caray, WKZO sports announcer, who accepted the challenge vice versa, on the outcome of the Nov. 1 Michigan State-Missouri football game. Announcer Caray, who stuck to his home State's team, thoroughly enjoyed Aurandt's precarious ascent in a bosun's chair after Missouri had handed State a 19-0 walloping. Too good an opportunity to miss, Aurandt took a WKZO microphone up with him.

Il Progresso Converted Into General Ad Agency

IL PROGRESSO Broadcasting System Inc., New York, incorporated last month to produce and sell Italian programs to WBYN, Brooklyn [BROADCASTING, Oct. 27], has a new adjunct, Il Progresso Advertising Service Inc., which will be run as an advertising agency for national accounts under the exclusive management of Hyla Kiczales, former general manager of IPBS.

The agency, located at 132 W. 43rd St., will specialize in radio and newspapers for its accounts, Miss Kiczales stated. Formerly general manager of WOV, New York, Miss Kiczales also managed WBIL, former New York parttime outlet, along with WPEN, Philadelphia.

LaHay to Chicago

ANN LaHAY, director of women's of WCKY, Cincinnati, has resigned to become radio editor of the new Chicago morning paper, to be published by Marshall Field III. Miss LaHay, formerly of KLZ, Denver, will assume her new duties about Dec. 1, L. B. Wilson, president and general manager of the station, has made no announcement of a successor.

Network Accoun

All time EST unless otherwise indica

New Business

ARIN Co., San Francisco (tire pr ration), recently started *Yod Johnny* on 4 McClatchy station California, Sun., 12-12:15 p.m. (P Agency: Rhoades & Davis Adv., Francisco.

CREAM OF WHEAT Corp., neapolis (hot cereal), on Nov. started the *Breakfast Club* on 65 N Blue stations, Fri. and Sat., 9-9 a.m. Agency: BBDO, Minneapolis

MACFADDEN PUBLICATIO Inc., New York (*Liberty* Magazi on Nov. 18 starts *Paul Sullivan* 17 CBS stations, Tues. and Th 6-6:10 p.m. Agency: Erwin, Wase Co., N. Y.

EAGLE OIL & REFINING Santa Fe Springs, Cal. (Golden E gasoline), on Nov. 16 starts *World Today*, on CBS-California work, Sun., 11:30-12 noon, P Agency: General Adv. Agency, Angeles.

C. F. MUELLER Co., Jersey N. J. (macaroni & spaghetti), on 13 began *Mueller's News with J Hawley* on 13 CBS stations, W Thurs., Fri., 4:45-5 p.m. for 26 we Agency: Maxon Inc., N. Y.

HUDSON'S BAY Co., Winn (chain department store), on Nov starts *Red River Barn Dance* o western Canadian Broadcasting C stations, Sat. 10:30-11 p.m. (C Agency: Cockfield Brown & Co., nipeg.

EMERSON DRUG Co., Balti (Bromo-Seltzer), on Nov. 17 adds CBS-Florida stations (WM WQAM WDAE WDBO W WFOY) to *Vox Pop*, Mon., 8-8 p.m., making a total of 72 CBS tions. Agency: Ruthrauff & R N. Y.

Network Changes

LEWIS-HOWE Co., St. L (Tums), on Nov. 11 shifts *Ho Heidt's Treasure Chest* on 75 N Red stations, Tuesday, 8:30-9 (EST), from New York to H wood. Agency: Stack-Goble Adv. A cy, Chicago.

FDR SPEECHES PU BIG RADIO AUDIEN

THE THIRD and fourth lar daytime American audience to President Roosevelt was tallied week by the Cooperative Anal of Broadcasting, which repo that his American Legion Ar tice Day speech in Washi Nov. 11, broadcast on all n networks, was heard by 28.4% the set-owners interviewed, and Nov. 6 address rated 20% of set-owners tuned in.

The President's largest day audience was attained Jan. 1937, when 31% of set-owners ported hearing an address d ered from 12:20-12:48 p.m.

C. E. Hooper, in conductin survey for CBS of United St radio families listening to President's Armistice Day spe reported the fastest mass rese rating it has ever compiled. speech was broadcast at 1 a.m., and at 2:30 p.m., CBS ceived the report from Hooper 10,000,000 families, or appr mately 30,000,000 Americans, h the address.

Net Court Case

(*Continued from page 10*)

cing the history of the network-nopoly proceedings, in support his contention that the court ked jurisdiction; that the com-ints failed to state a claim upon ich relief could be rendered and t even if the court had jurisdic-n, there is no "genuine issue" to any material fact that the works are entitled to a judg-nt as a matter of law.

Some time this week it is ex-ted MBS, in joining the Gov-ment's motion for dismissal, o will submit affidavits support-the position. The principal affi-vit will be that of Fred Weber, eral manager, with possible sup-mental contentions by other S officers.

Antitrust Participation

There is the possibility that the titrust Division of the Depart-nt of Justice will participate in arguments, though this is re-ded as doubtful. Thus far, no d has been forthcoming from Department as to plans, if any, arding possible anti-trust pro-lings against all networks BS included) in connection with rent business practices which ht be construed as in violation the Sherman anti-trust law.

Antitrust Division attorneys er Assistant Attorney General rman Arnold, it is understood, continuing their study of the re proceedings. But there has no concrete indication one way the other. It is presumed that ore any action is taken another ference will be called of possible ties in interest by Mr. Arnold. s commitment, it is understood, made following the initial con-nce at the Department on Oct. -the day before the suits were d.

CC Chairman James Lawrence , in his regular press conference . 10 said the Commission had ked out the agreement stipu-lating that it would not enforce the regulations until the court determines the injunction question. He described it as merely an agreement between counsel to be filed as a part of the record, taking pains to point out that it does not carry over to the "final trial". He added: "We are simply giving time to permit orderly litigation of the matter."



MINNESOTA'S FOOTBALL TEAM was directly responsible for this Minneapolis gathering of Princeton '22 graduates listening to a broadcast of a recent game. Rear row (l to r), Louis E. Tilden, International Division of NBC; Donald B. Laurie, sales manager, Quaker Oats Co., Chicago; Bob Buechner, WCCO, Minneapolis, sales department. Front row (l to r), Frank Chapman, whose wife, Gladys Swarthout, was making an appearance with the Minneapolis Symphony, and Charles Winton, president of WLOL, Minneapolis.

in the CONTROL ROOM

PAUL E. COURTLAND SMITH, technician of KQW, San Jose, Cal., and Frances Erskine were married recently.

JOHN FULLER, studio engineer of WBBM, Chicago, is the father of a girl born Nov. 2.

BOB THOMPSON, KOY, Phoenix, chief engnieer, has returned following an attack of flu.

HERMAN NEWMAN has joined the engineering staff of KHRG, Okmulgee, Okla.

PAUL DIXON, formerly of WATN, Watertown, N. Y., has joined the engineering staff of WSLB, Ogdenburg, N. Y.

DAVE KARBACH, KOY, Phoenix technician, has resigned to join KSUN, Bisbee, as announcer-engineer. His former post has been taken over by Cliff Miller, who had been doing relief.

WILLIAM J. McGINNIS and Harry Zabel have joined the engineering staff of WTCN, Minneapolis.

NELSON GARDINER, studio operator at CKY, Winnipeg, is taking an officer's training course at an eastern Canadian military camp. Prior to enlisting he was a sergeant in the reserve force of the Royal Canadian Corps of Signals.

CAPT. C. E. SNIDER, former chief operator at CKX, Brandon, Man., has returned from overseas where he has been since Jan. 1940, and is now attached to the instructional staff at Camp Shilo, Man.

STEPHEN DIER, formerly chief engineer of KSCJ, Sioux City, Ia., and now with the Army at Camp Claiborne, La., has been named to command the 34th Signal Company, comprising six officers and 206 signal men.

WALTER GLAUS is the latest member of the technical staff of WCAE, Pittsburgh.

DAVID TASKER has joined the technical staff at CKY, Winnipeg.

JAMES SHELTON, former press operator of KILO, Grand Forks, N. D., has joined the War Department in Washington as a junior communications officer.

BERT CRUMP has joined the engineering staff of CKGB, Timmins, Ont., coming from CKVD, Val D'Or, Que.

Chicago Opera Series

CHICAGO OPERA Company returned Nov. 10 to MBS for a five-week series each Monday through Dec. 1, 11-12:15 p.m. Originating through WGN, MBS Chicago Key, the series is presenting in order "Carmen", "Othello", "Falstaff", "Tosca" and "Barber of Seville", with such stars as Gladys Swarthout, Ricard Bonelli, Lawrence Tibbett, Giovanni Martinelli, John Charles Thomas, Grace Moore and Nino Martini appearing.


since 1923

The oldest radio station in the state, KFBI, WICHITA, has been serving the people of the State of Kansas since 1923.

Age isn't everything, of course. But listening habits of 18 years standing are not easily broken. Particularly since *KFBI* has been, and is, keeping ahead of the times consistently. If you want loyal, responsive listeners, try *KFBI, WICHITA!*


The Oldest Radio Station in Kansas

KFBI · WICHITA

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station



250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

WSOY

KFBK
Sacramento, California
SERVES the RURAL WEST
REPRESENTED NATIONALLY BY PAUL H. RAYMER
McClatchy Broadcasting Co.
KFBK Sacramento

Shoot the Works!

TESTED AND APPROVED by wise advertisers all over, WAIR is a sure bet for any advertiser with a worthy product—like YOURS.

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

INS

Another Important New England Radio station subscribes to INS — WORC, Worcester, Mass.

INTERNATIONAL NEWS SERVICE

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Switch to Allocations Seen As Benefit to Broadcast Industry

DCB Directive Still Expected; Would Provide Broad Recommendatory Powers for DCB

ALTHOUGH the importance of establishing a technically skilled advisory group to expedite the supplying of needed strategic materials to the communications industry was emphasized last week when the Supply Priorities & Allocation Board virtually tossed the established industry priorities set-up out the window in favor of direct individual allocations of materials, no official word is yet forthcoming from SPAB on the authorization of broad advisory and recommendatory powers in allocations matters for the Defense Communications Board.

However, with conferences continuing, it is expected that within a short time the Office of Production Management will issue a directive setting up the the DCB organization as a technical advisory body for material needs of the entire communications industry, including broadcasting [BROADCASTING, Nov. 3, 10]. With the allocations system supplanting the priorities setup, the need for such a clearing-house, directed by experts in the radio, telephone, telegraph and cable fields, is regarded as greater than ever, since services must be carefully weighed and rationed in the light of available materials for repair, replacement and even some new construction.

Dark Prospects

One previously mentioned facet of the many-sided effect of the priorities situation on the broadcasting picture was developed briefly by FCC Chairman James Lawrence Fly at his press conference last Monday. Indicating that although no definite policy has been enunciated by the Commission, he said it was "conceivable" that the FCC eventually might want to postpone hearings or other action on applications for new broadcast facilities if it appears that no construction materials would be available for the new station. Several weeks ago Chairman Fly, in discussing the prospect for new-station applicants, indicated that it would be exceedingly difficult, from a purely practical standpoint, for any applicant to secure a new facility, since he would have to show that that facility would supply a defense service to a community not adequately served.

Amplifying this stand in the light of the constantly tightening priorities situation, Chairman Fly indicated that although the priorities picture may affect FCC policy it would not do so to a controlling degree insofar as the right to a hearing on applications is concerned. However, although the FCC is not disposed to project possible policy changes too far ahead of the prevailing supply prospect, it also is wary of piling up on its records a long list of approved applications which cannot be put into effect because of the lack of construction and operation materials, he indicated.

Authoritative reports last week also indicated that OPM is considering setting up a separate section in its Priorities Division to handle communications priority matters exclusively. This new section presumably would provide the actual operating machinery within OPM for handling communications priorities, with the projected DCB operation providing expert advice and recommendations. The function of industry advisory committees, such as the one recently set up for communications manufacturers, as well as organizations like DCB, would become increasingly important under any material allocations plan, it is felt.

Rationing Expected

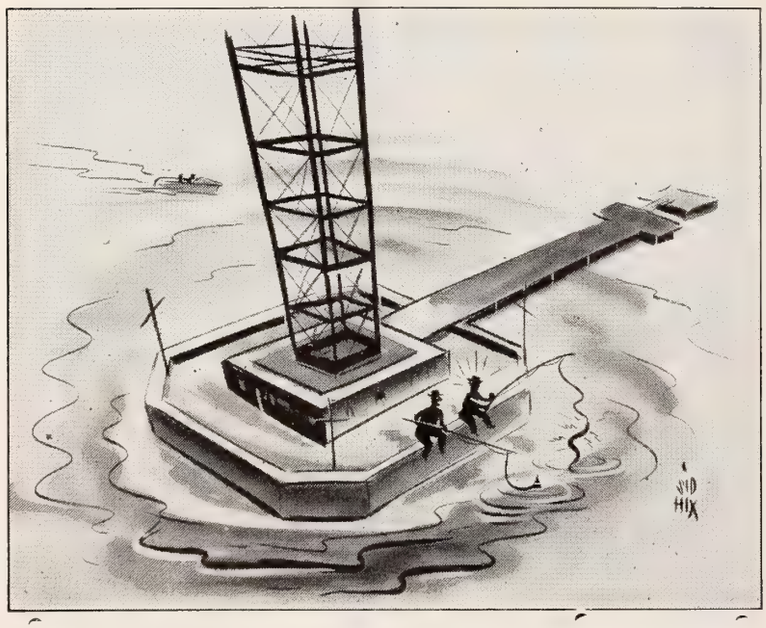
Industry observers for some time have foreseen rationing and allocation of materials as the obvious solution to many of the shortcomings of the priorities system. Although the switch from priorities on an industry basis to allocation on a materials basis is expected to take months, communications experts have indicated belief that the communications industry would fare much better under an allocation plan, particularly since broadcasting and other branches of the industry are popularly classified as essential defense factors.

Although communications some time ago were blanketed under an A-10 defense rating provided in General Priorities Order P-22, it became apparent long since that so many industries enjoyed the A-10 classification that competition for materials was as strong as it had been when most of the industries had only a B non-defense rating. Ostensibly a favorable classification, A-10 has come to mean nothing, since not enough materials are available to satisfy demands for projects with even better ratings than A-10. Under the allocations system, with consideration starting with the end product rather than the type of industry, it is thought greater recognition will be given communications service as a defense factor, with corresponding improvement in availability of supplies, at least for repair and maintenance.

Another development pointing to a possible improvement in the production volume for broadcast needs was the formation last week of a Coordination & Equipment Division in the operations branch of the Army Signal Corps, headed by Maj. Gen. Dawson Olmstead, Chief Signal Officer of the Army. The new division, incorporating a staff of technically qualified communications officers from the combat branches of the Army, Navy and Marine Corps, and a group of civilian experts, was set up to correlate and improve military communications equipment, with an eye particularly on possibilities for standardizing production of Army communications equipment. Apart from the important defense considerations of universal adaptability of such equipment, industry spokesmen pointed out that standardization conceivably could release some productive capacity for civilian production.

WQXR Signs ASCAP

WQXR, New York independent, registered as the first station in the metropolitan area to sign with ASCAP since the return of its repertoire to the networks on Oct. 29.



DRAWN FOR BROADCASTING by Sid Hix

"If We Can't Catch Anything but Electric Eels, I'm Going to Get Transferred Back to the Studios!"

Britain Survey Commercial Ide

Might Set Up Crown Colo Outlets Under Proposal

BRITISH government has un tentative discussion setting after the war a number of c mercial broadcasting stations the Crown Colonies — Gibralt Singapore, Hongkong, West Ind Newfoundland and mandated P estine—Gladstone Murray, gene manager of Canadian Broadca ing Corp. told BROADCASTING l Friday.

These proposed stations, to erate on the broadcast band a shortwave, will have no connect with British Broadcasting Co but will be under official Gove ment direction. No change planned at present in the status BBC regarding sponsoring p grams. Commercialism on B could only be made possible change of the Parliament Act der which BBC operates.

Proposed commercial stati throughout the Crown Colonies the British Empire would ca advertising from any sponsc though British advertisers wo have a preference, Mr. Mur stated. There will not be a mon oly in British advertising, a more than likely an operation s ilar to that existing now betw American commercial netw shows and CBC would be worl out for use of colonial commerc stations to carry American a other commercial programs.

No Definite Steps

Stations are planned to oper locally or on networks, with n work programs being carried tween various colonies on sh wave. Thus programs originati in Great Britain, Canada, Uni States, or elsewhere would heard on the commercial netw around the world.

No definite steps have been tal in establishing commercial stati in colonies, Mr. Murray explain the entire plan being only in c cussion stages for future devel ment after war. Administration proposed stations is also still the talk stage, but BBC is not c sidered likely unless changes a made in its charter.

Mr. Murray emphasized th there is no thought of making Bl either partly or fully commerci as reported in New York, that t commercial chain would be entir new, for operation outside t United Kingdom, and would not terfere with systems operating dominions, would be establish only in Crown Colonies and su British-administered territories Palestine. That the British gove ment may at some future time low BBC to go commercial is, ho ever, not ruled out, but is n planned at present, he indicat

Lindsay Wellington, BBC No American representative, said New York, "The BBC is not c templating any commercial bro casting now or after the war."



If You Want to Make a Splash in Baltimore—Use WBAL!

There are a quarter of a million radio homes in the *high intensity* area of 50,000-watt WBAL . . . a million folks with money to spend.

If you sell food, for instance . . . there's a *hundred million dollar* market waiting for you.

If it's drugs you purvey . . . there's *seventeen million bucks* to be had. Whatever you sell, you've got an opportunity to get a slice of the *four hundred million* retail sales in this important trading center.

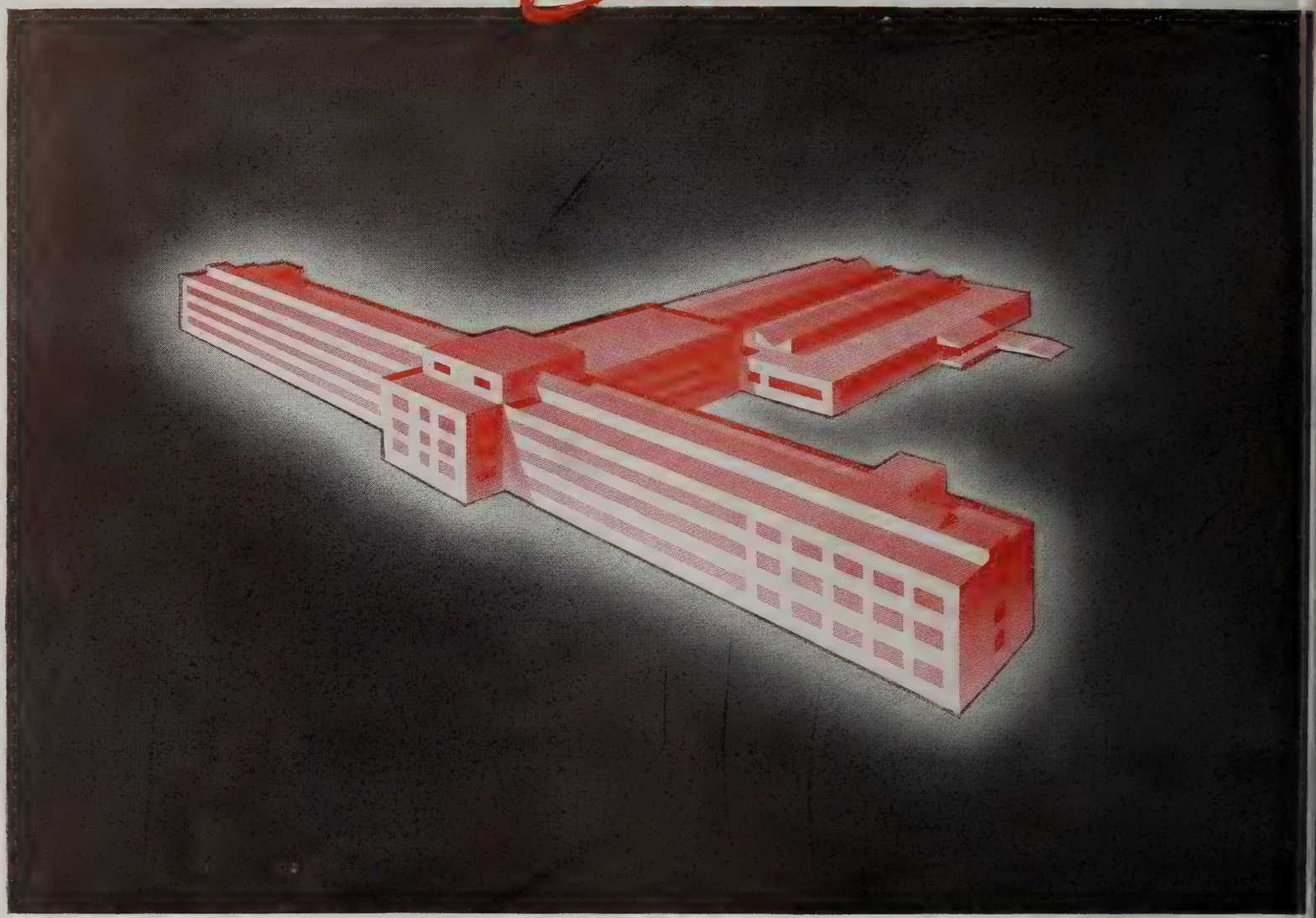
Yes sir, Baltimore is a whale of a big market . . . a big market that takes plenty of power to reach and move. When you come into Baltimore, you can't afford to make a little ripple that will be swallowed up.

You've got to make a big splash . . . and that means WBAL!

WBAL

MEANS BUSINESS IN BALTIMORE

This is the House *Electrons* are Building



"Great oaks from little acorns grow"—In radio, great services from little electrons grow. Electrons—tiny bits of electricity—are corpuscles of science in the lifeblood of radio progress.

Electronics took wireless out of the spark gap and put it into the vacuum tube oscillator; it lifted radio off the cat-whisker of the crystal detector and placed it in the electron tube, acting as both detector and amplifier. Electronics gave wireless a voice—the radiophone, now called broadcasting.

Today in the Electronic Age, a new structure—RCA Laboratories—is being built on 260 acres at Princeton, N. J., planned to be the foremost radio research center in the world. Here in surroundings that inspire clear thinking and research, scientists of RCA Laboratories will seek new truths. They will develop new inventions and services for radio, for industry and for people everywhere, because Electronics is an ever-broadening field.

The main section of RCA Laboratories—the House that Electrons are Building—will be ready for occupancy in the Spring of 1942. And with its opening, a new gateway to the future of radio swings wide for the benefit of America and all the civilized world.

RCA LABORATORIES

A Service of the Radio Corporation of America

Other RCA Services: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America • R. C. A. Communications, I
National Broadcasting Company, Inc. • RCA Institutes, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

NOVEMBER 24, 1941
Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 21
WASHINGTON, D. C.

ONE in a MILLION



Lulu Belle congratulates Mrs. Henry Devine of Racine, Wis., the MILLIONTH visitor to the WLS NATIONAL BARN DANCE

ON Saturday, November 8, 1941, WLS entertained the *ONE MILLIONTH* paying visitor to

THE WLS NATIONAL BARN DANCE

One million people have paid to see America's oldest, continuous radio program since it moved into the Eighth Street Theater in March, 1932. This is only *one* indication of the great interest the people of Chicago and Mid-West America have in WLS. For others, ask any John Blair man.

50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS
REPRESENTED BY JOHN BLAIR

More than 100 types of tubes for use in Commercial Broadcasting, Point to Point Communication, Ultra High Frequency Transmission, Electro Medical Apparatus, High Voltage Rectification and many Industrial Applications.



We're in the Army* now

* U. S. Army, Navy, Civil, and Aeronautical Departments, etc.

. . . and faced with a continuous step-up in the demand for AMPEREX Transmitting and Rectifying Tubes for the armed services.

Despite the fact that your valued commercial orders for certain tube types must be subordinated to problems arising from the national emergency, the priorities situation, restrictions on certain rare refractory metals and materials, etc. . . . we <u>are</u> still able to fill all your orders.

However, in this period of unusual stress, we ask your consideration and cooperation in anticipating your requirements so that we may maintain our customary rapid delivery schedules.

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET • BROOKLYN, NEW YORK

eadership in Library Service

BIG NAMES, THESE . . .

. . and try as we may, we can't help feeling just a bit excited about the newest additions to our list of popular dance bands!

▼ ▼ ▼

How does BOB CROSBY and his Dixieland Band sound to you? Well, it sounds just as good to us! And how would you like to see RAY NOBLE and his Orchestra added to our roster? No sooner said than done . . . we've got 'em both, for you and your listeners.

▲ ▲ ▲

Not that either of these gentlemen are any strangers to your listening audiences. Ray Noble's Orchestra, which has been the musical highlight of many a top radio show, is currently engaged on the Chase & Sanborn - Charlie McCarthy Program . . . and Bob Crosby is heard weekly with Milton Berle and Charles Laughton on Three-Ring Time, wherein he demonstrates to all and sundry that he is the rightful owner of the title, "The Best Dixieland Band in the Land."

▼ ▼ ▼

The first Crosby releases are out this month and Noble will be enroute to our station-subscribers shortly . . . boosting our impressive aggregation of name dance bands to a new high in listener interest. This month also welcomes Alvino Rey and his Orchestra, now back on the Coast and within reach of our microphones. Alvino, his band and his charming vocalists, the King Sisters, are more popular than ever. Their latest batch of tunes for Standard tops 'em all.

▲ ▲ ▲

Well, add it up and what have you got? Maybe it's an urge to write us for further information on the full Standard Radio Program Library . . . and when you do, be sure to ask us also for the latest dope on Standard Radio's "SPOT-ADS" and Super Sound Effects.

WELCOME TO:

WBAL—Baltimore.
WALA—Mobile, Ala.
WLDS—Jacksonville
WJZM—Clarksville, Tenn.
KDAL—Duluth, Minn.
WOSH—Oshkosh, Wis.
WICA—Ashtabula, Ohio
WOL—Washington, D.C.

Largest List of Active Subscribers!

. . . STANDARD CERTAINLY DESERVES A VOTE OF THANKS

KFMB

WORCESTER BROADCASTING CO
PACIFIC SQUARE STUDIOS
SAN DIEGO, CALIFORNIA

October 12, 1941

Mr. Gerald King
Standard Radio
6404 Hollywood Boulevard
Hollywood, California

Dear Jerry:

We are just completing our second month of operation and Standard Radio certainly deserves a vote of thanks. Any library service that provides a diversified program schedule 17 1/2 hours a day merits the finest bouquet you can toss it; and that indeed is the case at KFMB.

San Diego, the "blitzboom" city of the nation, now has a population of over 300,000 people who are enjoying the fine variety of Standard's music, a variety which includes the finest classical and semi-classical groups, vocalists, and the greatest name bands in the country.

Technically speaking, the excellence of reproduction has been praised by countless letters and phone calls. Our only embarrassment has been caused by those of the listening audience who insist on inspecting our studio organ, which exists only "by transcription."

May we thank you and your organization for the fine product and the excellent, easy-to-use service you provide.

Very truly yours,
WORCESTER BROADCASTING CORPORATION
Warren B. Worcester
Warren B. Worcester, President

WBW:CLM

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

WHAT IS YOUR particular requirement for a Program Library Service? Technical Excellence . . . High Salability . . . or Variety? More than likely, it is all three of these in one, plus a liberal dash of that elusive quality known as Showmanship. You will find all these qualities in greatest degree in the Standard Radio Library Service. It is not one, but a combination of many qualities that have won for us "Leadership in Library Service" . . . as well as the loyalty of a constantly growing list of subscribers who say "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD **CHICAGO**

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

When you think of

NEW ORLEANS

you think of:

Fine duck shooting . . .



and

WWL

NEW ORLEANS

50,000 WATTS

(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

November 24, 1941

CONTENTS

Net Affiliates Form NAI	7
ASCAP Revises Disc Clearance	7
Washington State Fee Claims Settled	8
High Officials Ease Doubts of Industry	9
Radio Priorities Committee Named	10
ASCAP Gives Football Clearance Individually	14
BMI Cuts Fee 25%	14
WOV, WNEW Shift	16
NAB District Meeting at Memphis	16
Challenge To Grid Guessers	18
Tall Tales Jump Tall Shoes Sales	20
NBC Studies 15-Year Growth	22
RCA Dedicates New Laboratories	22
Navy Reveals New Detector	24
KDKA's 21 Technical Years	24
WMCA and *New York Times* To Cooperate	28
Uncle Don, An Institution	50
Pep Boys 5,000 Hours	56
BMI Sends Out Third Quarter Checks	61
Fly Denies FCC Communist Influence	62

DEPARTMENTS

Agencies	48	Merchandising	46
Agency Appointments	29	Network Accounts	60
Behind the Mike	36	Personal Notes	35
Buyers of Time	58	Purely Programs	38
Classified Advertisements	45	Radio Advertisers	41
Control Room	54	Radio Bookshelf	34
Editorials	34	Station Accounts	40
FCC Actions	60	Studio Notes	52
Meet the Ladies	37	We Pay Respects	35

Hix Cartoon 62



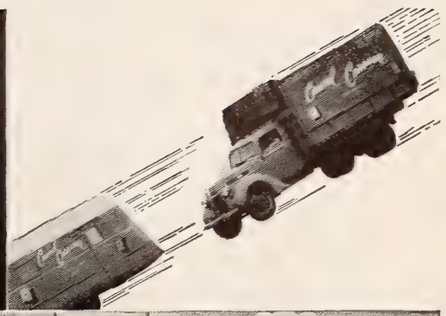
FOR SALE: One Blanket.
Covers Nebraska and her neighbors
Low cost returns

KFAB

LINCOLN, NEBR

EYES RIGHT !











"HEY BUDDY IT'S THE *Camel Caravan*"

Yes Sir! And plenty of Uncle Sam's fighting men are in for a real show . . . . in fact more than 255,000 soldiers, sailors and marines . . . . at more than 40 Army Camps, Flying Fields, Marine Barracks and Naval Bases have already seen the Camel Caravan. Many more will see it on future dates. The Camel Caravan is the first show for the service men to be presented by a commercial sponsor . . . . thanks to the R. J. Reynolds Tobacco Company and William Esty and Co., Inc. It's a tailor-made show for the man and woman in uniform, and not the broadcast of a show from Army Camps. WSM is appreciative of the fact that it was selected to furnish talent for the first unit of the Camel Caravan. And we are justly proud of the fact that the unit bears the name of our 16-year-old radio show, The Grand Ole Opry. We are deeply honored in that we were able to join the Reynolds Tobacco Company and William Esty and Co., Inc., in making this worthwhile contribution to our armed forces.

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.



"Wake me when he goes!"

● Every year, as our long white beards get longer and whiter, we become more and more bored by high pressure salesmen — and more and more determined never to "sell" anything again!

The funny thing is—the less radio time we "sell", the more our sales go up!

So maybe most agencies and advertisers *like* this conception of "selling": True *facts*, clear *comparisons*, honest *analyses* and sincere *suggestions*. In other words, we just lay our medium on the line, figuring that if it fits your needs, you'll be as glad to take it as we are to offer it!

If that's how you like to be "sold", give us a ring. We *know* you'll like the way we operate, in this group of pioneer radio station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KGKO . . . . FT. WORTH-DALLAS
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
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BROADCASTING
and
Broadcast Advertising

l. 21, No. 20 WASHINGTON, D. C., NOVEMBER 24, 1941 $5.00 A YEAR—15c A COPY

Net Affiliates Establish Permanent Group

ulliam President; Superpower Is Opposed

SCRIBED as a militant suc-sor to Independent Radio Net-rk Affiliates, rather than as a l-scale trade association de-ned to supplant NAB, Network iliates Inc. was formally organ-d at a meeting of some 75 adcasters representing about stations at an all-day closed sion at the Drake Hotel in Chi-o last Tuesday.

Eugene C. Pulliam, WIRE, In-napolis, was elected president d headed a slate to serve until first convention of the group, be held in Chicago during the st half of April. Hulbert Taft , WKRC, Cincinnati, was elected e-president, and William J. ripps, WWJ, Detroit, secretary-asurer. A board of 12 was cted to serve until the April con-ntion, in segments of three con-tuting committees selected from ong affiliates on each of the four tionwide networks.

Favor NAB Change

The Chicago action completed ganization groundwork laid at o previous meetings, held in Chi-go Oct. 7 and 14. While there s a strong undercurrent of op-sition to activities of the NAB, was made abundantly clear there s no intention of establishing a ade unit horizontally competitive th that organization.

Predominant sentiment, accord-g to reports from the closed ses-n, was in favor of a sweeping organization of NAB, with the ajor networks themselves ex-ded from full participating mem-rship. Demands of this charac-, it was said, might be served the NAB soon. Restricted in its embership to major network af-iated stations, NAI, which tenta-ely had been created as Inde-ndent Broadcasters Inc., is de-gned to supplant IRNA, which for veral years served as the trade oup, within the NAB, for net-ork outlets.

Leading up to the formation of AI were allegations heard in in-stry quarters that NAB was dominated" by the major net-works. FCC Chairman James Lawrence Fly himself has expressed this view and has fostered development of other industry trade groups.

Superpower Opposed

Foremost on the new organization's list of objectives is its reiterated opposition to superpower. Clarification of clearance of the source of transcriptions occupied the NAI copyright committee in a 12-hour session on Monday [See story below]. In a prepared statement released after the day-long session, it was stated "the new organization will interest itself, in addition to the problems of superpower, in the establishment and maintenance of healthy and mutually beneficial relations between its members and national networks with which they are associated. The new organization pledged itself to present to the FCC its views and experience on current problems affecting the industry, and to cooperate with the commission in formulating regulations which will stimulate the growth and development of American system of broadcasting".

At the outset of the closed meeting, Mr. Pulliam, who has been acting as temporary chairman, read a letter to the group from Commission Chairman. Fly extending best wishes and greetings to the group. Mr. Fly outlined in his letter the status of the monopoly rules, which have been suspended until the court renders a decision on the temporary injunction sought by NBC and CBS.

Considerable discussion during the meeting centered around superpower. Paul D. P. Spearman, Washington attorney, addressed the group on that subject. He indicated that if the arguments against superpower were presented with frankness and fairness, the FCC would grant a full hearing. He also stated that proponents of superpower were already active in Washington, doing missionary work in the War Dept., Dept. of Agriculture, and the National Grange.

NAI said in its statement that it was convinced that power in excess of 50,000 watts "would create a dangerous monopoly of broadcasting power in the hands of a very few, and concentrate the outlets moulding public opinion and policy, while at the same time weakening regional and local outlets to a point where they would be unable to serve properly their own communities."

Sanders Bill Discussed

One of the broadcasters whose station competes with a nearby 50,000-watt station, said he has successfully combated the larger station with superior programming, and by organizing other stations in his area into a network and interchanging programs. Another broadcaster who operated a 50-kw. clear-channel station expressed his opposition to power so-called superpower stating that although his station was on a clear channel, he wanted to go on record as opposing granting of licenses in excess of 50,000 watts as an

Disc Clearance Is Revised By ASCAP

Plan Not in Conformity, It Is Said, With Consent Pact

MODIFICATION of procedure in handling clearance at the source on commercial transcriptions, at the request of the newly-organized Network Affiliates Inc., was announced last Friday by ASCAP after action of its board of directors. The new method, however, was not construed as wholly in accord with the understanding of broadcasters and transcription companies as to requirements of the Department of Justice consent decree entered into by ASCAP last March.

The NAI copyright committee, at a 12-hour session in Chicago last Monday with representatives of the leading transcription companies and ASCAP, BMI, SESAC and AMP, sought to clarify the clearance at the source issue, resulting in the request to ASCAP. Originally, ASCAP had taken the position that sponsored transcribed programs would be cleared at the source for all station broadcasting them, irrespective of whether these stations had ASCAP licenses.

As modified, however, the ASCAP procedure will be to clear at the source only for stations for whom the transcription companies request such clearance. Stations with blanket ASCAP licenses can, under the terms of those licenses, play transcriptions without the necessity for clearance at the source. The broadcasts thus will have been paid for by their 2¾% blanket license fee. Stations for which clearance at the source is requested will be charged at the per program rate of 8%.

Per Program Fee

In its Friday announcement, ASCAP emphasized that under the modified procedure, the individual station now has "sole and complete determination" as to whether any sponsored transcription including ASCAP music shall be cleared at the source. It pointed out that some stations having ASCAP licenses which seek clearance at the source are unwilling to assume the responsibility for performing music on such recordings. In such cases, it stated, the transcription companies will be charged 8% of the station rate for clearances.

Meanwhile, it was ascertained that the Department of Justcie had been asked to look into the transcription clearance matter, because of the conflict as to consent decree requirements. Ed Craney, KGIR, Butte, Mont., is understood to have broached this matter to the Department last Wednesday. The Department's view, it is presumed, will support the position taken by the industry, rather than by certain of ASCAP's spokesmen.

Mr. Craney was in New York last Friday to confer with ASCAP on final phases of the transcription issue.

The NAI group supported the BMI BMI method of optional clearance, but scored ASCAP "all-or-nothing" method, whereby it is not possible for an advertiser using a number of stations to clear the music on a clearance-at-the-source basis for

(*Continued on page 57*)

unwise precedent for small and large stations alike.

The Sanders bill, (HR-5497) now in the House, came in for a share of the discussion. While it was felt some of the provisions of the bill are acceptable—namely that part providing for a clarification of the Commission's power—the measure in its present form is not endorsed because it contains a joker which acts to the advantage of the clear-channel stations, it was asserted. This joker, it was said, is the clause which, in effect, provides for freezing of broadcasting facilities at present operation—with the exception of the clear-channel stations.

A legislative committee was appointed to take charge of the super-power issue as well as the Sanders Bill. The committee was instructed to study the bill and make recommendations to the House Committee on Interstate & Foreign Commerce when the bill comes up for hearing in January.

That NAI will oppose certain provisions of the Sanders Bill in the hearings was regarded as likely. It was charged, among other things, that the NAB had "blindly supported" the Sanders Bill, without appreciating all of its implications.

Apropos FCC activity, NAI, according to its statement, "pledged itself to present to the FCC its views and experiences on current problems affecting the industry, and to cooperate with the Commission in formulating regulations which will stimulate the growth and development of the American system of broadcasting."

A Committee to negotiate for reduction of line charges was selected. However, the membership of both committees has not been completed. The opinion was expressed that the AT&T might voluntarily reduce line rates if the committee became active.

Music Problems

The music situation came in for an airing, especially in respect to clearance at the source of transcriptions. Both Sidney M. Kaye, BMI executive vice-president, and ASCAP General Manager John G. Paine were invited to make brief talks.

Mr. Pulliam who has been one of the prime movers in the new organization will serve as president until the first part of April when the first annual meeting is scheduled tentatively in Chicago. A board of 12 directors, three affiliated with each of the four networks was selected as follows: NBC-Red affiliates—Ed Craney, KGIR, Butte; W. J. Scripps, WWJ, Detroit; Eugene C. Pulliam, WIRE, Indianapolis. NBC-Blue — Ronald Woodyard, WING, Dayton; Luther L. Hill, KRNT, Des Moines; H. J. Brennen, KQV, Pittsburgh. CBS—Hoyt Wooten, WREC, Memphis; John A. Kennedy, WCHS, Charleston; Edgar Bill, WMBD, Peoria. MBS—Donald Davis, WHB, Kansas City; Hulbert Taft Jr., WKRC, Cincinnati; Leonard H. Kapner, WCAE, Pittsburgh.

A show of hands indicated that all but two present at the meeting intended to become permanent members. Mr. Pulliam received about 20 telegrams from persons unable to attend but expressing a desire to join the organization.

In addition to those mentioned, among others present at the meeting were Don Searle, KOIL-KFAB, Omaha; Harold Dewing, WCBS, Springfield, Ill;, Harold Dahl. WKBH, LaCrosse, Wis.; Benedict Gimbel Jr., WIP, Philadelphia; H. Dean Fitzer, WDAF, Kansas City; E. E. Hill, WTAG, Worcester; E. L. Hayek, KATE, Albert Lea, Minn.; John J. Gillin Jr., WOW, Omaha; Henry W. Slavick, WCM, Memphis; William Gillespie, KTUL-KOMA, Tulsa-Oklahoma City; Bill O'Neil, WJW, Akron; Arthur B. Church, KMBC, Kansas City; Stanley Hubbard, KSTP, St. Paul; Walter J. Damm, WTMJ, Milwaukee; Wiley P. Harris, WJDX, Jackson, Miss.; Campbell Arnoux, WTAR, Norfolk; Forrest P. Wallace, WWJ, Detroit.

Others at the meeting included: Verl Bratton, WREN, Lawrence, Kan.; Gordon Gray, WSJS, Winston-Salem; Warren P. Williamson, Jr., WKBN, Youngstown; Martin Leich, WBOW, Terra Haute; F. C. Eighmey, KGLO, Mason City, Iowa; Glenn DeL. Snyder, WLS, Chicago, KOY, Phoenix; Haydn Evans, WTAQ, Green Bay, Wisc.; Harold M. Loeb, WFDF, Flint, Mich.; R. H. Swintz, WSBT, South Bend; Dorrance Roderick, KROD, El Paso; Leslie C. Johnson, WHBF, Rock Island, Ill.; Jack M. Draughon, WSIX, Nashville; John J. Dixon, William R. Traum, WROK, Rockford, Ill.; Owen Saddler, KMA, Shenandoah, Iowa; Lester Lindow, WFBM, Indianapolis; E. K. Cargill, WMAZ, Macon; Ed Yocum, KGHL, Billings, Mont.; Jack Price, WBNS, Columbus; S. E. Adcock, WROL, Knoxville; George Coleman, WGBI, Scranton; F. E. Fitzsimmons, KFYR, Bismarck, N. D.; Ben Ludy, WIBW, Topeka; Ed Allen, WLVA, Lynchburg; Joe Maland, WHO, Des Moines; Roger Clip, WFIL, Philadelphia; Arthur Bright, KFPY, Spokane.



MAJORITY of board of directors of newly-formed Network Affiliates Inc., organized in Chicago last Tuesday. Seated (l to r) Hulbert Taft Jr., WKRC, Cincinnati, vice-president; Eugene C. Pulliam, WIRE, Indianapolis, president; Leonard H. Kapner, WCAE, Pittsburgh. Standing, Hoyt Wooten, WREC, Memphis; Ronald Woodyard, WING, Dayton; Paul D. P. Spearman, Washington attorney (not a board member); John A. Kennedy, WCHS, Charleston; Luther Hill, KSO-KRNT, Des Moines; Don Davis, W Kansas City. Other members of the 12-man bo not present for the photograph, are William J. Scri WWJ, Detroit, secretary-treasurer; Ed Craney, K Butte; H. J. Brennen, KQV, Pittsburgh; Edgar WMBD, Peoria. The group will serve until April, w NAI holds its convention.

RUTHRAUFF & RYAN NAMED BY LIFEBUOY

LEVER BROS. Co., Cambridge, Mass., on Jan. 1, 1942, will shift all advertising for its Lifebuoy soap and shaving cream products from Wm. Esty & Co., New York, to Ruthrauff & Ryan, New York, agency which handled the account until Dec. 1, 1939.

During 1940, while Esty was in charge of Lifebuoy, Lever Bros. spent $209,507 to promote the soap on CBS, a 59-station hookup weekly for the half-hour program, *Meet Mr. Meek*. The series vacationed during the summer of 1941 for six weeks, returning to CBS Oct. 8 in its present period, Wednesday, 7:30-8 p.m. Also for Lifebuoy, Lever Bros. sponsors *Hollywood Premier*, with Louella Parsons and guest stars, on 71 CBS stations, Friday, 10-10:30 p.m.

Standard to BBDO

STANDARD OIL Co. of California, San Francisco, placing advertising through McCann-Erickson, that city, for 28 years, has appointed BBDO as its agency, effective Jan. 1, 1942. R. L. Hurst will be the BBDO San Francisco account executive. Firm currently sponsors the weekly half-hour *Standard School of the Air* on 32 Pacific Coast Don Lee stations, Thursday, 11:30-12 p.m. (PST), as well as the once per week *Standard Symphony Hour* on that same list of stations, Thursday, 8-9 p.m. (PST).

WHEB, Portsmouth, N. H., has installed a new 6,000 volt DC Collins power transformer, purchased from Collins Mfg. Co., Cedar Rapids, Iowa.

Washington Sta Fee Claims Settl

Over $250,000 Is Invol In Back Royalty Charge

ASCAP CLAIMS amounting to proximately $250,000, accumul during the last four years du which time the score of station Washington State paid no ro ties, were dropped with the a able settlement of the anti-ASC litigation in the State a fortn ago.

It was learned authoritati that ASCAP had agreed to these claims against stations in State which negotiate performa contracts proffered since the jor network agreements last mo Presumably those that do not licenses will be called upon to just back payments due.

Card Index Accepted

The settlement was reached w ASCAP dropped its litiga against the 1937 Washington S anti-ASCAP statute, requirin to file with the Secretary of S a catalog of compositions avail for licensing, among other thi The State accepted the ASC card index as sufficiently com hensive to comply with this stat it was understood.

The settlement reached in W ington State appeared to be at riance with the practice being voked by ASCAP in connec with other licensees over paym due ASCAP. At the special vention of Network Associates in Chicago last Tuesday [see 7], it was stated that ASCAP ruled that stations which do settle their accounts cannot out ASCAP licenses. In cer quarters this was viewed as trary to the terms of the con decree entered into by ASC with the Department of Justice

High Officials Ease Doubts of Industry

new Confidence Of Government In Medium

CERTAINTY over the effect he wartime economy on day-y operations of the industry been dispelled in large meas- by recent pronouncements of public officials.

bservance of NBC's 15th an-rsary Nov. 15 was the occasion renewed expressions of con-ce in Broadcasting by the rican Plan by President Roose- and other high ranking offi- identified with the war emer-y and with communications.

s the war tempo increases there been detected in the broad-ng industry growing concern t the ultimate fate of commer- broadcast operations, particu- in the light of tightening up Government regulations, un-llability of materials for con-ction and maintenance, and in-sed demands for time by Gov-nental agencies, old and new.

Executive Praise

hile the President, in a letter files Trammell, NBC president, mended the pioneer network ts anniversary and renewed his ressions of faith in the ability he industry to meet the emer-cy load, the industry found atest solace in the statement of ersecretary of War Robert P. terson, on the same occasion.

articipating in the three-hour anniversary broadcast, Mr. terson not only paid high trib- to broadcasting but in unvar-ed language said it was the ernment's intention to keep adcasting "exactly as it is".

remarks carried weight be-se the War Department, under ting statutes, assumes full con- of all domestic communica-s in time of national emer-cy. Broadcasting, under these eprints, falls directly under the is of the Army. Col. Patterson, second in rank in the War De-tment, is the top operations ial of the Army.

rom Secretary of the Navy nk Knox, charged with control external communications, also e assurances that the Gov-ment did not propose to molest mercial broadcast operations as h. FCC Chairman James Law-ce Fly likewise added his plaudits the work of radio during the rgency in the NBC party.

he President [see facsimile of er] said it was clear that radio ll be called upon to play an reasingly important part in nestic and world affairs". But added he had no doubt that mbers of the industry realized responsibility and that they l "meet that responsibility by

THE WHITE HOUSE
WASHINGTON

November 6, 1941

My dear Mr. Trammell:

On the occasion of the fifteenth anniversary of the National Broadcasting Company, I wish to extend my congratulations and best wishes.

Radio has contributed greatly to the culture of the American people during the past two decades, and has been a factor of incalculable value in making them the best informed people in the world through the dissemination of information affecting their welfare.

We are living in a time of the gravest national emergency and no one can foretell the demands this emergency may make upon all of us in the future. We do know, however, that radio will be called upon to play an increasingly important part in domestic and world affairs. I have no doubt that the members of the broadcasting industry realize the responsibility which is theirs and that they will meet that responsibility by rededicating their vast resources to the maintenance of our democratic traditions, while at the same time they work with redoubled zeal to make our American system of broadcasting the best in the world.

To you men and women who have worked so diligently and have made such a vital contribution to our democracy during the past fifteen years, I send hearty greetings.

Very sincerely yours,

Franklin D. Roosevelt

Mr. Niles Trammell,
President,
National Broadcasting Company,
New York, N. Y.

rededicating their vast resources to the maintenance of our Democratic tradition, while at the same time they work with redoubled zeal to make our American system of broadcasting the best in the world."

Col. Patterson commended radio for having performed "one of the most brilliant public services in its history in reporting the development, the training and the achievements of the new Army of the United States".

The importance of radio in the national scene was emphasized by the Army chieftain. It has made every American citizen a listener "in the highest councils of the nation" and has "given him a voice in those councils which he did not have before. Radio has helped to make this the best-informed nation in the world."

Fifteen years ago, Col. Patterson recalled, each section of the country would get a different picture of a given situation according to the papers it read. Only a few people got a picture of the whole situation. "Now the entire nation is given the facts and given them impartially, all sides have a voice, and the nation is given that picture almost simultaneously."

In totalitarian countries that condition does not obtain, Col. Patterson said. There the common citizen is unimportant. He hears only what he is supposed to hear. "He may be shot for listening to broadcasts from overseas," he observed.

Pointing out that NBC celebrates its anniversary in a somber time, "when forces of darkness are at large in the world", Col. Patterson said the greatest weapon we have, which the dictators would destroy first, "is the weapon of free, enlightened and universal discussion, the voice of the people itself".

Then came his assurance to the industry. He said:

"And so on this anniversary of the founding of the National Broadcasting Co., we underline the importance of the priceless gift each and every one of us has when he turns on his radio and is instantly in touch with what is going on in his Government, what is going on in his Army. That is one of the things we believe in keeping exactly as it is. And we are going to keep it that way."

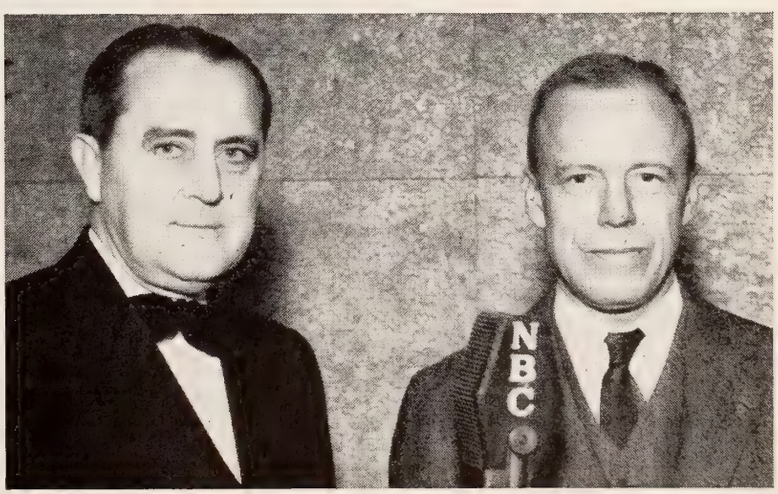
Tribute From Knox

Secretary Knox, after commending NBC's "willing and enthusiastic cooperation with your Navy", added his tribute to the fine public service of the American System of broadcasting during the emergency. He said radio today finds itself in a position of greater importance to the nation than ever before in its brief but crowded history. Along with other media, it is doing its part to bring about "that unity of determination, unity of effort, and unity of ideals, which must culminate in this nation's unity of purpose".

What was interpreted as a plea for avoidance of reforms at this time was seen in Secretary Knox's added observation:

"When our national security is threatened—that is not a time to stop and argue over personal opinions. In this present hour, all of us must feel the desire to do his utmost for the common good."

(*Continued on page 47*)



IN THE NBC studios in Washington as the network celebrated its 15th anniversary are President Niles Trammell, left, and Undersecretary of War Robert P. Patterson who saluted NBC for the War Department, Nov. 15.

OPM Names Radio Advisory Group

New Group Consists of 29 Representatives of the Industry

APPOINTMENT of a 29-member radio industry advisory committee within the Office of Production management organization, representing manufacturers covering the whole range of radio production, was announced last Friday by Sidney J. Weinberg, chief of the OPM Bureau of Industry Advisory Committees. Committee appointments made by OPM were based on recommendations offered at an Oct. 30 meeting of OPM officials with radio manufacturers.

Working from the production viewpoint, as contrasted to the operations approach of broadcasters and utilities, the new group will function in an advisory capacity to the OPM Priorities Division, providing expert information on manufacturing requirements and possibilities. Members of the advisory committee probably will make recommendations subsequently for appointments of other industry representatives to subcommittees.

Members of Group

Regarded as representing a cross-section of the radio manufacturing industry, the new committee includes in its membership: Benjamin Abrams, Emerson Radio & Phonograph Corp.; W. R. G. Baker, General Electric Co.; M. T. Balcom, Hygrade Sylvania Corp.; W. J. Barkley, Collins Radio Co.; A. Bloom, General Instrument Corp.; H. C. Bonfig, RCA Mfg. Co.; Roy Burlew, Ken-Rad Tube & Lamp Corp.; H. W. Clough, Belden Mfg. Co.; Allen B. DuMont, Allen B. DuMont Labs.; P. V. Galvin, Galvin Mfg. Co.; Larry Gubb, Philco Radio & Television Corp.; K. D. Hamilton, Isolantite Inc.; W. P. Hilliard, Bendix Radio Corp.; H. J. Hoffman, Westinghouse Electric Co.; J. J. Kahn, Standard Transformer Corp.; L. L. Kelsey, Stewart-Warner Corp.; R. H. Manson, Stromberg-Carlson Telephone Mfg. Co.; J. M. Marks, Fada Radio & Electric Co.; Victor Mucher, Clarostat Mfg. Co.; L. F. Muter, Muter Co.; Harold L. Olesen, Weston Electrical Instrument Corp.; W. F. Satterthwaite, General Dry Batteries Inc.; Ernest Searing, International Resistance Co.; S. N. Shure, Shure Bros.; Ray Sparrow, P. R. Mallory & Co.; R. C. Sprague, Sprague Specialties Co.; Arthur E. Thiessen, General Radio Co.; S. T. Thompson, Zenith Radio Corp.; A. S. Wells, Wells-Gardner Co.

Meantime reported plans to develop an advisory clearing-house on priorities matters for broadcasting and communications, from the operations viewpoint, under supervision of the Defense Communications Board, remained in status quo.

It is known that a directive, which would authorize broad recommendatory and advisory powers in DCB, still is being considered by officials of OPM and the Supply Priorities & Allocations Board. However, it is understood, the OPM legal department has not completed consideration of various aspects of the proposition, a prominent problem of which is the demarcation of authority [BROADCASTING, Nov. 3, 10, 17].

Problems of Authority

With the switch of OPM from the priorities system to direct allocations, following an impossible supply situation arising from the constantly broadening authorization of priorities on an industry-by-industry basis, it has become apparent that the functions of such organizations as the OPM Radio Industry Advisory Committee and the projected DCB operation will become increasingly important. With allocations promised on an intelligent canvass of needs, involving necessarily a rationing of various types of service and production, the need for expert information and interpretation on supply and demand certainly will be felt by priorities officials.

PLANNING GROUPS APPOINTED BY NBC

RESULTS of the elections of Red and Blue network station planning and advisory committees were announced last Friday by NBC as follows: Red Network—Paul W. Morency, WTIC, Hartford, District 1; James D. Shouse, WLW, Cincinnati, District 2; O. L. Taylor, KGNC, Amarillo, District 5; Arden X. Pangborn, KGW, Portland, District 7, with runoffs to be held in Districts 3, 4 and 6.

Blue Network—Harry Wilder, WTRY, Troy, District 1; Harold Hough, KGKO, Ft. Worth, District 5; Howard Lane, KFBK, Sacramento, District 7, with runoffs to be held in Districts 2, 3, 4 and 6.

Loren Watson Resigns From Position at IRS

RESIGNATION of Loren Watson as general manager of International Radio Sales, subsidiary of Hearst Radio Inc., was announced last Friday by Maj. E. M. Stoer, general manager of Hearst Radio. Mr. Watson, who has headed IRS since July, 1938, has not announced his future plans.

Maj. Stoer's announcement follows:

"It is with regret that Hearst Radio Inc. announces the resignation of Loren Watson as general manager of International Radio Sales, effective Nov. 29, 1941.

"Mr. Watson's successor has not yet been selected.

"The activities and policies of International Radio Sales will continue as heretofore under the supervision of E. M. Stoer, pending naming of Mr. Watson's successor."

RADIO COVERAGE planned to date for the 46th Annual Congress of American Industry to be held Dec. 3-6 by the National Assn. of Manufacturers at the Hotel Waldorf-Astoria, New York, will include three broadcasts on Mutual, two on CBS and one on NBC,

FILMS explaining scientific principles in simplest terms by employing animated cartoons feature a new television show, *Science in Action*, which made its bow last Wednesday on WBNT, NBC video station. Technique is an adaptation for video from a similar method used by Prof. Charles E. Gus, of New York U Engineering School to illustrate his classroom lectures.

FCC Is Given Rebuke In Resolution at CIO

A RESOLUTION condemning the FCC for purported failure to protect the rights of labor to use of broadcast facilities was submitted Friday at the CIO national convention.

The convention was told the FCC's inquiry into newspaper ownership of broadcast stations had disclosed discrimination "by anti-labor publishers". The FCC was asked to ascertain the degree to which labor unions have been injured through denial of time for labor.

The resolution alluded to the KYA, San Francisco, incident which occupied several days of the FCC newspaper inquiry. Resumption of the FCC probe is scheduled for Nov. 27.

AT&T Strike Postponed; Negotiations Continued

THREATENED strike of employes of long lines division of AT&T, which would result in complete stoppage of all network radio programs as well as other forms of long distance telephone communication has been postponed until Nov. 28 at the earliest. Meantime representatives of the Federation of Long Line Workers will attempt to settle their dispute with the company through negotiations. Agreement to this further postponement of strike action was reached at a meeting of FLLW's national council with representatives of the U. S. Conciliation Service in New York last Friday.

Strike, which would affect 15,000 long line employes was originally scheduled for Nov. 14 [BROADCASTING, Nov. 17] but was deferred when union officers acceded to the request of Dr. John R. Steelman, head of the USCS, that no action be taken until after last Friday's meeting.

Pertussin Series

SEECK & KADE, New York (Pertussin cough syrup), on Nov. 24 starts a series of one-minute live announcements on KGU, Honolulu, and KHBC, Hilo, for 26 weeks. Company is now using announcements on about 25 stations for Pertussin. Agency is Erwin, Wasey & Co., New York.

New Defense U... To Aid in Polici...

Office of Facts and Figu... Is Acquiring Personnel

ALTHOUGH personnel plans h... not proceeded beyond the org... zational phase, it is unders... that the newly-created def... agency, Office of Facts & Figu... is laying groundwork designe... make it a far-reaching po... making agency to coordinate ... formation on defense matters ... the American public.

Its function will be to coordi... the work of established Gov... ment agencies in presenting a c... and detailed picture, based on h... fide facts of the Administrati... defense and foreign pol... [BROADCASTING, Oct. 13], wit... comparatively small personnel ... perintending this work, it has h... indicated.

Lewis a Consultant

Set up by President Roose... in late October, OFF is heade... Archibald MacLeish, Librarian ... of Congress. Starting out as ... offshoot of the Office of Civi... Defense, headed by Mayor Fio... H. LaGuardia, OFF has drawn ... of its top figures from that age ...

William B. Lewis, CBS v... president in charge of progra... who was brought to Washing... originally as expert broadcas... consultant to OCD Director ... Guardia, has been transferre... OFF as a consultant, along w... Capt. Robert E. Kintner, for ... newspaper columnist who had b... transferred by the War Dep... ment to OCD, and John Flem... special assistant to the chief of ... Bureau of Agricultural Econon... who recently was loaned to ... new agency.

Meservey Joins OFF

Latest addition to the OFF s... is Douglas Meservey, assistant ... Bertha Brainard, manager ... NBC's program and talent s... department in New York, who ... been granted a leave of absenc... assist Mr. Lewis in OFF. Ot... personnel appointments are ... pected soon, although it has b... indicated that in comparison w... other defense agencies OFF ... have a small staff.

At the time OFF was authori... by President Roosevelt it was ... phasized that although its op... tion would be designed to pro... more intelligent information to ... American public, it would not ... erate as a propaganda age... Rather, it was explained, it wo... cooperate with established Gove... ment press and radio departme... to see that they presented a c... plete and undistorted picture ... readers and listeners, as contras... to incomplete reports or repetiti... of effort often resulting from l... of a coordinating body.



"POWER IS ONLY HALF OF IT!"

● Maybe we're just a little idealistic, or something, but somehow it doesn't give us much of a kick to be chosen from among other Middle-Western stations just because we "have more power than all other Iowa stations combined".

Sure, that point about power is true. But almost all our friends who've investigated further, are apparently convinced that head-work is at least *half* the reason for WHO's popularity with Mid-Western listeners.

For instance, no other station out this way does so much good-will-building work among state, civic, charitable and public-service organizations. No other station gives so much activity. And no other station offers anything like as much top-notch *entertainment,* both national and local.

Even if we had small power, WHO would still be a stand-out station. So thanks for remembering that we *have* a lot of power—but, in addition, please sort of watch the way we call our plays!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

WCAU

ow! we can't even whisper below a SHOUT!

People in metropolitan Philadelphia are hearing your program much better these days — if you are using WCAU — because, *now we can't even whisper below a shout.*

We've just built a complete new transmitter on a new site near Moorestown, N.J., at a cost of $250,000. And, ever since we started talking with this new giant's voice, our programs have been booming into the nation's third largest market, *as much as 25 times louder, richer and clearer.*

The new WCAU transmitter is only 3.7 miles from Philadelphia, 6 miles nearer than the old one. This proximity . . . plus a new 420 foot tower . . . and the latest RCA high-fidelity 50,000 watt transmitter, enables WCAU to spray *25 mv. or better over the entire city.* Translated, this news means that your program on WCAU is getting better reception than ever.

WCAU has long been Philadelphia's most popular station. For more Philadelphians it's the station that's easiest to listen to, because, *now . . . we can't even whisper below a shout.*



★ *The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey*

WCAU

50,000 watts in all directions

Philadelphia • WCAU Building, 1622 Chestnut Street . . . New York City • CBS Building, 485 Madison Avenue . . . Chicago, Ill. • Virgil Reiter, 400 North Michigan Avenue . . . Boston, Mass. • Bertha Bannon, 538 Little Building . . . Pacific Coast • Paul H. Raymer Company

Cut of 25% in Fees of BMI Ordered Under New Licenses

General Slash Effective in March for 8-Year Blanket Contract; All Programs Are Covered

A GENERAL reduction of 25% in BMI license fees will go into effect next March for stations accepting the new eight-year blanket licenses, BMI announced last week. Contract, approved the week previous by the BMI board of directors [BROADCASTING, Nov. 17], runs from March 12, 1942, after the expiration of the current one-year licenses, to March 11, 1950, overlapping the ASCAP contracts by several months.

Unlike the ASCAP blanket contracts, which cover commercial and sustaining programs in separate individual licenses, the BMI blanket agreement covers all programs broadcast by the station, both commercial and sustaining. Stations are classified into 19 categories according to income, ranging from Class A stations, with annual incomes of less than $15,000, by $5,000 gradations to Class S stations, with annual incomes in excess of $100,000.

Varying Fees

Fees currently range from 1% for Class A stations to 1.66% for Class S stations, which under the new contracts will be reduced to 0.75% for Class A and 1.2% for Class S, with proportionate reductions for the other classes of stations.

New contracts will include clearance at the source for all network programs, both national and regional, with network fees the same as the maximum station fees, 1.2%. All percentages are to be calculated on the basis of gross income, which is defined by BMI as gross revenue less deductions of time discounts, agency commissions and allowance of 15% for sales expense. The same deductions are also permitted in the ASCAP blanket license contracts before the percentages are calculated.

Per program licenses, which BMI will offer as of next March, follow the same sliding scale as that used in figuring the blanket licenses, with Class A stations paying 3.33% of their gross income from commercial programs using BMI music and Class S stations paying 5.55%. Other classes of stations adopting per program arrangements with BMI will pay fees between these minimum and maximum amounts. This procedure is at variance with the ASCAP per program plan, which applies a flat 8% fee for all commercial programs regardless of the annual gross income of the station.

Programs using BMI music only as a theme, signature or bridge, with less than one complete chorus being used; programs using BMI arrangements of public domain selections and broadcasts of sporting and other public events in which BMI music is used incidentally will, under the BMI per program plan, be charged fees ranging from 0.5% to 1% of the revenue from such commercial programs, the rate varying according to the classification of the station.

The same sliding scale, from 0.5% to 1%, will also be applied to sustaining programs under this plan of license, the fees in this case being calculated on the highest rate card rate for the time of the broadcast. Since these per program fees were established some months ago, it is possible they may be reduced in line with the blanket license fee reductions when the actual contracts are prepared, but this is one of the numerous details which has not as yet been fully worked out.

BMI estimates that even with the reductions its new plan will give the music organization an income in excess of $1,000,000 a year. Both NBC and CBS have pledged themselves to sign the eight-year contracts, subject to the same provision which they made in their preliminary agreement with ASCAP, that their affiliates agree to rebate to the networks a proportionate amount of their revenue from network commercial programs, in this case, 1.2%, as the stations share of the cost of clearance at the source.

Unanimous resolutions of support for BMI, adopted at recent NAB district meetings, indicate that the broadcasting industry is standing solidly behind the musical source of supply it has created, BMI reports, stating that the broadcasters included in the districts where meetings have already been held account for a major part of the BMI income.



BACKED UP several deep during an airport pause by members of the Detroit Lions football team are these three agents, largely responsible for the team's radio success—(foreground, l to r) Lloyd Buhs, vice-president and general manager of Pfeiffer Brewing Co., Detroit, sponsoring Lions games on Michigan Radio Network; Fred L. Mandel Jr., owner of the team and department store executive; Harry Wismer, advertising executive of Maxon Inc., Detroit, agency handling the account. Mr. Wismer also handles the play-by-play accounts of the games for WXYZ and MRN.

Football Clearance Given Individually To Stations Under New ASCAP Policy

AT A SPECIAL meeting last Wednesday, the ASCAP board of directors voted to extend the terms of all officers until April 1, 1942, when the next annual election will be held. The Society's headquarters explained the election of officers is usually held about that time each year, but this year the election was postponed because of the controversy with the broadcasting industry.

Board also clarified the ASCAP stand regarding the use off its music in connection with the broadcasting of football games. From the beginning of the season until the signing of the contracts with NBC and CBS, the Society had granted blanket licenses for such performances to all stations and networks, each week voting to permit these broadcasts without payment or penalty for the coming wek-end games.

Time to Study

On Nov. 7, however, this policy was changed and no such general permission granted, occasioning considerable criticism from the broadcasting industry, which held that the action was too precipitate since ASCAP had not given the broadcasters sufficient time to study and sign their individual contracts [BROADCASTING, Nov. 17].

Following last Wednesday's meeting, ASCAP spokesmen explained that any broadcaster who is interested in taking out an ASCAP license, but who wishes to broadcast football games in the interim, should write to the Society, which will grant him this permission and bill him later on the basis of whatever type of contract he takes out, blanket or per program. This, the Society stated, is fair to the broadcasters and also to the ASCAP membership and will prove a hardship only to those stations who do not intend to take out ASCAP licenses but who had hoped to use ASCAP music on football broadcasts without payment.

Officers whose terms were extended until next April are: Gene Buck, president; Louis Bernstein, vice-president; Otto A. Harbach, vice-president; George W. Meyer, secretary; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary, and Irving Caesar, assistant treasurer.

Signed contracts are coming in from stations at a "satisfac rate," ASCAP reported, ad that many broadcasters are w ing for explanations regar this or that clause in the cont and its application to specific l situations. The pressure of queries is so great, it was st that it will probably be at l another week before the Soci field men go out on the road to tact stations which have not signed one form or another of ASCAP licenses.

BMI Gets Ruling

Upholding the ruling of New York Supreme Court, Appellate Division affirmed B right to appear as co-plaintiff Edward B. Marks Music Cor a test suit against ASCAP to termine whether ownership of sical copyrights rests with composer or publisher and de ASCAP's motion to have stricken from the suit [BR CASTING, Sept. 29]. The A late Division ordered BMI to an amended complaint, separa the two groups of composer music published by Marks incl in the suit.

ASCAP last week infor WGN, Chicago, that its mem could not cooperate with the tion in WGN's prize contest fo "Great American Operetta." of the contest rules, ASCAP p ed out, specifies that the spo "desires to acquire the exclu rights to perform the winning eretta by radio broadcasting television," which bars AS members from entering the test as the consent decree ent into by ASCAP with the Fed Government prohibits any AS member from giving an exclu license for his composit ASCAP told WGN that if clause were revised in line with consent decree it would be gla publicize the contest among membership.

New BMI Directory

AS AN AID to programming broadcasters, Broadcast Music the latter part of November issue a *Directory of Records*, taining all the records in its solidated Record List of Janu 1941, and in supplements, ex those controlled by Associ Music Publishers and SESAC. Directory comprises the work 42 rceord-makers and 91 pub ers, with 300 Polish records previously announced. Native sian music, composed, arranged edited by Basil Fomeen, is available to BMI subscri through the Am-Russ Music C new BMI affiliate.

Knox Spots

KNOX Co., Hollywood (Cyst in an eight-week campaign, on 23 started sponsoring the qua hour transcribed series, *New per Adventures*, once weekly stations located in seven m markets. List includes W WING KROD KGKO WI WINN KOIL. Agency is Barto Stebbins Adv., Los Angeles.



TURN MORE "TIME" INTO MONEY!

Through These EXTRA Selling Features of NBC Thesaurus!

IF you want to sign up sponsors fast, of course you have to give them "names"—names such as Allen Roth, Sammy Kaye, Horace Heidt, Carson Robison, Harry Horlick, and the host of other top-ranking stars in *NBC Thesaurus*.

But remember, it takes *more* than name talent alone to sell a sales-wise sponsor! . . . and to catch the ears of radio-wise listeners.

Variety of Music

For one thing, your program offerings need *scope*. You get it in *NBC Thesaurus*. The range of Thesaurus music includes swing and sweet, military-band, symphonic, hillbilly, sacred and novelty selections —close to 2,500 selections in the basic library today. New releases add 75 to 80 selections monthly. From them are built balanced, unified, musical programs of every variety—written and produced with the skill that you expect from "The Program Center of Radio." They help the most modest budget blossom out into a well-rounded, highly-rated station schedule.

Skillfully-Produced Programs

What's more, *NBC Thesaurus* now provides sparkling continuity for 71 program periods (approximately 25 hours) each week—26 outstanding shows! And NBC helps you *sell* these features, by providing a colorful, dramatic presentation in portfolio form for each of your salesmen, a sales manual and a complete publicity kit.

Finest Reproduction

And wait until you hear the quality of *NBC Thesaurus* recordings. NBC ORTHACOUSTIC puts your shows on the air with all the flavor and character of *live* sound.

Yes, it takes *more* than just "names" to build a listener-pulling schedule and to sell a sponsor—and Thesaurus has what it takes. So if you want to sell *to* sponsors and *for* them as well, get aboard the *NBC Thesaurus* bandwagon now. Write today for presentation, availability, rates and audition records.

NBC THESAURUS

(A Treasure House of Recorded Programs)

RADIO RECORDING DIVISION, NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

Facilities Swapped By WOV, WNEW

Bulova Expected to Enter the Regional Net Field Shortly

EXCHANGE of power, call letters and transmitting equipment between WOV and WNEW, New York, recently authorized by the FCC [BROADCASTING, Nov. 17], will take place at 12:01 a.m. Dec. 1, it was announced last week. With the transfer, Greater New York Broadcasting Corp., present operator of WOV, begins operating WNEW, which will retain its headquarters at 501 Madison Ave., New York, and its present program schedule, but which will then operate fulltime on 1130 kc with 10 kw. power, using the present WOV transmitter at Kearney, N. J. Wodaam Corp., now operating WNEW, will take over the WOV call and will operate on 1280 kc. with 5 kw. from the WNEW transmitter at Carlstadt, N. J.

Same Studios

WOV under the new arrangement will continue to broadcast from studios at 730 Fifth Ave., New York. New WOV schedule will comprise programs designed to appeal especially to the Italian-American audience from 7 a.m. to 5 p.m. From then until midnight, WOV will broadcast an elaborate musical variety program, including all types of music from opera to swing and featuring both live and recorded music.

Following this exchange in New York, it is anticipated that Arde Bulova, owner of Greater New York Broadcasting Corp. and a stockholder in Wodaam Corp., will shortly enter the regional network field with his American Broadcasting Corp. With WNEW as the key station, programs will be fed to ABC stations WCOP, Boston; WNBC, New Britain; WELI, New Haven, and WPEN, Philadelphia, it is understood, although no definite details were available last week. Full time operations of WCOP, which is currently testing its new transmitter, are expected to begin about Dec. 1, after which the new regional network will be ready for service.

Lady Esther Looking

LADY ESTHER Ltd., Chicago (cosmetics) is understood to be seeking a 7-7:30 p.m. spot on NBC-Blue for a second network show, to feature Freddy Martin's Orchestra. Both NBC and Pedlar & Ryan, New York, agency in charge, admit negotiations have been taking place, with the network seeking to clear the desired time. It is also understood that CBS is putting in a bid for the new show. Company sponsored Freddy Martin on that network a few weeks last summer previous to the start of *Orson Welles* on 63 stations, Monday 10-10:30 p.m.



MEMBERS OF NAB's DISTRICT 6 dined during their meeting in Memphis last Monday and Tuesday. Lined up in rows at table are (first row, left front to back) Frank E. Chizzini, NBC; Claude Barrere, NBC Thesaurus; Dan Rodgers, Raymond Spector Adv. Agency; Hugh M. Smith, WAML; Bob McRaney, WCBI; James Eatherton, WCBI; L. M. Sepaugh, WSLI; Jess Swicegood, WKPT; Herbert Denny, Standard Radio; F. E. Bolls, KELD; Second Row: C. K. Beaver, KARK; John M. Outler Jr., WSB; Frank Pellegrin, NAB; Storm Whaley, KUOA; K. F. Tracy, KLRA; Joseph C. Gannon, WMSL; M. L. Medley, WHUB; William Reeves, WHUB; Leonard Coe, KLRA; Carl Haverlin, BMI. Third Row: John R. Pepper, WJPR; Hollis Woo WREC, F. C. Sowell Jr., WLAC; George Por Washington radio attorney; John McCorma KWKH-KTBS; Jacob F. Weintz, Tide Magaz Rev. F. A. Cavey, S. J., WWL; W. H. Summerv WWL; Fourth row: O. W. Jones, WQBC; Frank P. Cashman, WQBC; E. A. Alburty, WH Fred P. Pfahler, WROL; Harry Nides, WR John Reese, WROL; W. A. Wilson, WOPI. Sta ing (l to r) are Roy Wooten, WREC, Neville Mi NAB; Edwin W. Craig, WSM; James C. Hanral WMPS; Enoch Brown, WMC; Sheldon B. Hic Jr., NBC; Mrs. C. J. Wright, WFOR; C. J. Wri WFOR; Wiley Harris, WJDX; Harry Stone, W

NAB District Meetings Score Federal 'Compulsion', Purchase of Defense Ads

ACTING on a report of industry problems presented by NAB President Neville Miller, members of NAB District 6, meeting in Memphis last Monday and Tuesday, indicated unanimous support of long-term BMI licenses, opposition to the FCC's new network regulations, and support for revisions to the Communications Act as would be accomplished through such legislation as the Sanders Bill. Similar action developed at the District 13 meeting last Wednesday and Thursday at Dallas.

With 69 registrants, the District 6 meeting was presided over by Edwin W. Craig, executive vice-president of National Life & Accident Insurance Co., licensee of WSM, and an NAB director. Group sessions were held Tuesday by sales managers and program directors-news editors. The latter session, a feature of all the district meetings this fall, was conducted by Bill Bailey, of the radio branch of the War Department Bureau of Public Relations. Ed Kirby, NAB public relations director now on leave as civilian head of the radio branch, attended the Dallas meeting.

Reaffirming industry policy for cooperation in the national defense effort, on a gratis basis, the District 6 delegates scored the practice of "certain (government) agencies in requesting from stations detailed reports concerning programs and announcements used by stations, believing such requests to be kin to dictation and compulsion." Also adopted by the membership was a resolution "expressing opposition to the discriminatory purchase of paid advertising campaigns by Governmental agencies in competing media for the promotion of the national defense effort."

The attendance list at the District 6 meeting in Memphis included:

H. V. Anderson, WJBO; C. K. Beaver, KARK; Claude Barrere, NBC Thesaurus; F. E. Bolls, KELD; Enoch Brown, WMC; Mrs. Frank P. Cashman, WQBC; Rev. F. A. Cavey, S. J., WWL; Frank E. Chizzini, NBC; Leonard Coe, KLRA; B. C. Conway, WQBC; Edwin W. Craig, WSM; J. Roy Dabadie, WJBQ; Herbert Denny, Standard Radio; James Eatherton, WCBI; Joseph C. Gannon, WMSL; James C. Hanrahan, WMPS; Wiley P. Harris, WJDX; Carl Haverlin, BMI.

Sheldon B. Hickox Jr., NBC; Birney Imes, WCBI; O. W. Jones, WQQC; J. C. Liner Jr., KMLB; W. H. Lancaster, WJHL; M. L. Medley, WHUB; Neville Miller, NAB; Bob McRaney, WCBI; John McCormack, KWKH-KTBS; Harry Nides, WROL; John M. Outler Jr., WSB; F. E. Pellegrin, NAB; Fred P. Pfahler, John Reese, WROL; Bill Reeves, WHUB; Dan Rodgers, Raymond Spector Adv. Agency; Jess Swicegood, WKPT; L. M. Sepaugh, WSLI; Hugh M. Smith, WAML; F. C. Sowell Jr., WLAC; Harry Stone, WSM; W. H. Summerville, WWL.

K. F. Tracy, KLRA; M. K. Vickrey, WMSL; Storm Whaley, KUOA; F. E. Wilkerson Jr., WSLI; W. A. Wilson, WOPI; Hollis Wooten, Roy Wooten, WREC; C. J. Wright, Mrs. Wright, WFOR; Carter Parham, WDOD; Ken Marsh, WJHL; Bentley B. Mackay, Dept. of Agriculture; Joe Eggleston, WMC; Bill Bailey, War Department; E. A. Alburty, WHBQ; John R. Pepper, WJPR; E. Pournelle, WHBQ; Jack Parrish, KOTN; Ted J. Fontelieu, WSMB; Charles F. Dilcher, John Blair & Co.; Crystal Brown, Hamilton Noland, Winston Dustin, WSM; Allen Jackson, WMC; Allen Lacy, WJDX; George Porter, Washington, D. C.; Thomas Cox, J. P. Beard, KBTM.

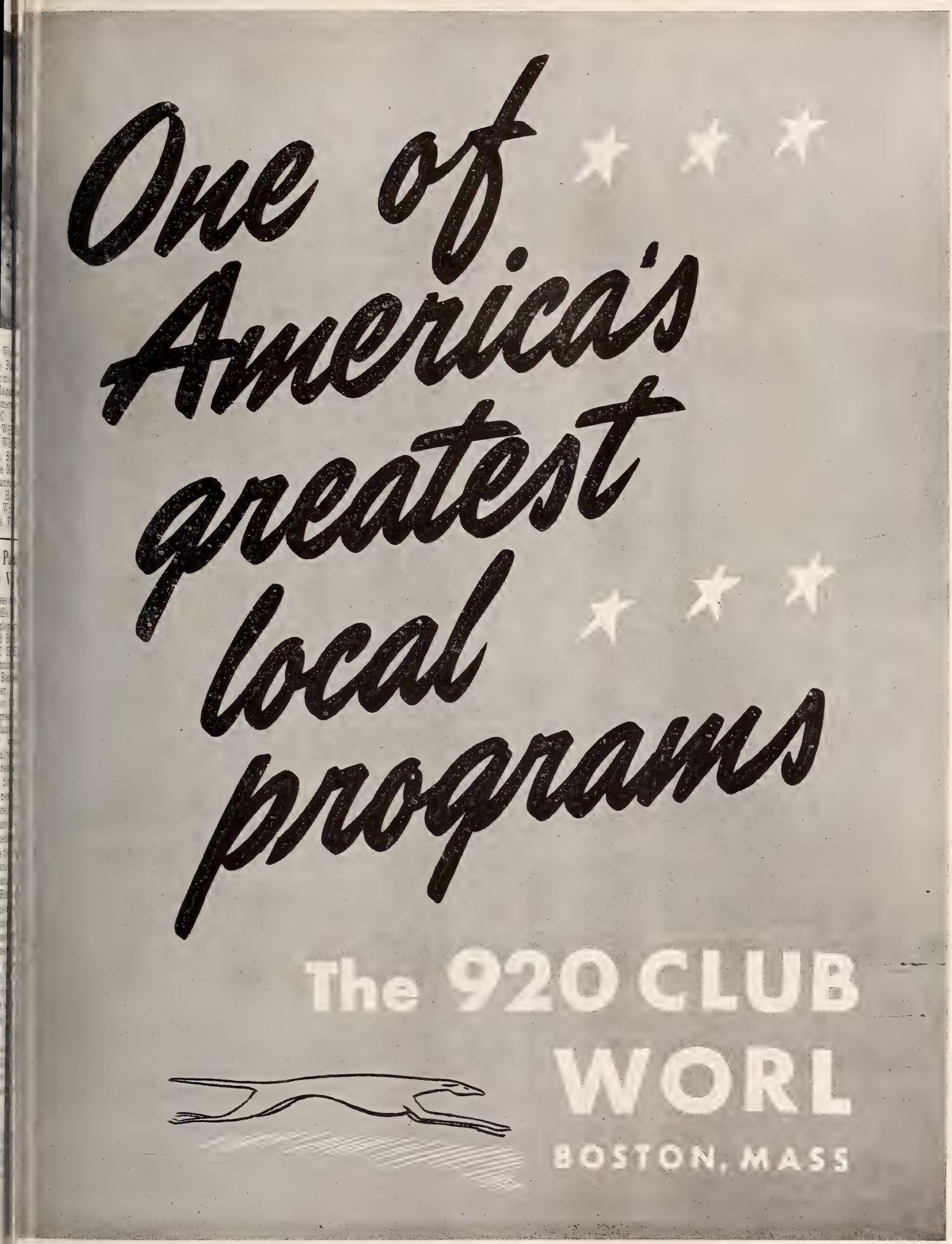
Sunkist on 10

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist lemons), in a four-week campaign which starts Nov. 24 will use two spot announcements daily, seven days per week, on a group of stations in 10 major markets. Agency is Lord & Thomas, Los Angeles.

WHAS Signs New Pa ABTU Wins FMD V

PROVIDING wage increases o to 75%, WHAS, Louisville, completed a new employ agreement with Associated Br cast Technicians Unit of IB (AFL), according to an annou ment last Friday by Russ Ren er, ABTU business manager. agreement, with Local Union 1 succeeds an expiring agree with an independent associatio WHAS engineers under w they have worked for several ye While the old agreement requ 15-year service to qualify for wages, the new contract req only 2½ years. It is estimated about 85% of the technicians employed will qualify immedia for top salary. Negotiations for station were handled by Mark ridge and Lisle Baker Jr., and Rennaker and William Blar president of the local, for the ur Announcement also was made ABTU that an election condu last Friday by the 5th regi office of NLRB, covering tec cians employed by WFMD, F erick, resulted in victory for union. Conducted by secret ba the election was one of the speedy conducted by the NL Stipulation for consent elec was signed by Edward F. Kni international representative ABTU, and Laurence Leon WFMD, president.

KRAFT CHEESE Co., Chic through J. Walter Thompson Hollywood, has signed Mary Ma film actress and singer, as a perma feature of the weekly NBC *K Music Hall*, effective with broad of Jan. 1. She replaces Connie well who leaves the show for a sonal appearance tour.


One of America's greatest local programs
The 920 CLUB
WORL
BOSTON, MASS

Price Sees Press In Improved Role

Warns Newspaper That Radio Has Public Acceptance

SPEAKING of the relations of press and radio, Byron Price, executive news editor of the Associated Press, told the national convention of Sigma Delta Chi, professional journalistic fraternity, in New Orleans Nov. 15 that the newspaper of the future, if it is to stand as high as newspapers have stood in this country for a century, will sift its news reports far more carefully and leave "the field of fidgity reporting and hasty conclusion to its newer and less experienced compatriot."

Mr. Price said that the public had found a use for radio, that publishers could not afford to discount the importance of radio or be blind to its progress, but that the radio was not likely to replace the newspaper at the family fireside.

The convention at its last meeting named Palmer Hoyt, publisher of the Portland *Oregonian*, operator of KEX-KGW, as president, and Barry Farris, editor of INS, as vice-president, and made distinguished service awards to Cecil Brown, CBS foreign reporter, and Dr. Paul Lazarsfeld, director of radio research, Columbia U.

Prize for Cairo Pickup

Mr. Brown was the recipient of the fraternity's radio news writing award for his broadcast from Cairo of the German parachute invasion of Greece and how King George of Greece escaped from his besieged capital. Dr. Lazarsfeld received his award in recognition of the research in journalism in his book *Radio & the Printed Page*.

Mr. Price, speaking at the fraternity's annual banquet, said,

"We still turn to the newspaper pages, over and over again, for confirmation and for that lasting and satisfying conviction which somehow is inherent in the arrangement of printer's ink on paper, and somehow is only faintly imitated by words which come from nowhere and vanish into nothingness before we can be sure we have understood them."

"There is something fundamental in the reliance of the American public on newspapers for authentic news," Mr. Price said. "In these times, of all times, the great majority of readers want a place of sure refuge. They want protection from propaganda, and from false alarms which travel the waves of international communications and come rolling into the homes on the wings of rumor, surmise and wishful thinking."

As for newspapers themselves, Mr. Price said better writing, better photography, better printing, better public relations and better public education in the art of reading newspapers were prime needs today.



OPENING of W53PH, Philadelphia, was attended by notables as the FM outlet of WFIL took the air. Among participants were (l to r) Samuel R. Rosenbaum, WFIL and W53PH president; Robert L. Johnson, president of Temple U; Roger W. Clipp, vice-president and general manager of WFIL and W53PH; George H. Johnson, chairman of the WFIL board; Maj. Edwin H. Armstrong, FM inventor.

CHALLENGE TO GRID GUESSERS

KDFN Proposes Naming Best Prognosticator on Basis of Bowl Game Selections

EDITOR, BROADCASTING:

In a spirit of good fun, we'd like to issue a challenge through the columns of BROADCASTING, on behalf of the KDFN Football Board, or any other football forecast group presenting its prognostications by radio, to meet our Monday Morning Quarterbacks at the year's end, in a Brain Bowl contest to determine which board may be entitled to the title as U. S. Radio Football Forecasting Champions for the year.

Our plan is this: The KDFN Football Board will huddle around its Crystal Ball sometime around the middle of December, after the schedules have been completed for the various bowl games, and will come up with its predictions on the outcome of these games. These predictions will be mailed to BROADCASTING to reach you by Dec. 28.

Picking the Champ

Any other forecast group which cares to accept the challenge is invited to do the same, with any entry received after noon (EST) Dec. 28 ineligible.

Then, if we may presume on your generosity, we will leave it to BROADCASTING to determine which forecast sheet is the most accurate, on the basis of predicting the winners, and the scores. Whichever forecast group has the best average, is entitled to the Brain Bowl Championship, as the No. 1 Radio Football Forecast Board in the nation. The only requirements are these: The forecast list for the Brain Bowl contest must include the names of the forecasted winners, and the scores, and it must be submitted by a forecast group which has been regularly presenting its forecasts by radio during this 1941 football season.

And now, something about the KDFN Football Forecast Board. It was organized four years ago, by this station, to give Casper football experts and Monday Morning Quarterbacks an opportunity to display their ability as prognosticators. An 11-man team of experts is organized at the beginning of the season. Early each week, each judge on the board is provided with a list of the 50 outstanding football games coming up each weekend. He returns his predictions to the station by mid-week, and KDFN tabulators tally the forecast sheets, naming the winner in each game on a majority basis. The team getting the greatest number of votes from football judges is forecast as the weekend winner. Predictions are presented on a Thursday evening quarter-hour show, in which three or four judges take speaking parts each time, to present, in mock court fashion, the board's predictions on the outstanding games of the week. So far this season, the board has scored an average, including the week ended Nov. 8, of 82.57%, which we believe is one of the outstanding football averages in the nation, and one that will stand comparison with that of any other group competing on a comparable basis, on the 50 outstanding games each weekend.

The board has been organized four years, and is sponsored this year by the Casper Brewing Company, and Kistler's sportsman's headquarters in Wyoming, both of Casper. Board membership includes Dr. T. J. Drew, Alfred Clowry, W. H. (Post) McGrath, A. V. Crater, C. H. Thompson, Glen Richey, Ray Dame, Louis Keefe, Perry Luellen, and C. M. Crowell. One is a dentist, another a lawyer, four are connected with oil companies, one is a florist, another is in the grocery business, one is employed by a big trucking company, and one is a pharmacist.

The KDFN Board includes four seniors, and the rest juniors and sophomores chosen from the ranks of Casper's business and professional men who are students of football. Our freshman squad this year was very disappointing, inasmuch as the board is not yet old enough to have an active alumni group able to send us outstanding freshman talent each year.

In the meantime, with an 82.57% average for the 1941 season, u and including the week of No the KDFN Football Forecast B challenges any similar grou produce a better average for season.

HARRISON BREWER,
FREDERIC HUFSMITH,
Head Coaches
The KDFN Football For Board, KDFN, Casper, W

Editor's Note—Sure, BROADCAS will be glad to accept entries, su to the above conditions, and ar for an impartial judge. Qualified prognosticators are invited her to submit their predictions to Fo Board Judge, BROADCASTING M zine, 874 National Press Bldg., W ington, D. C.

Murrow Honored

EDWARD R. MURROW, ace CBS foreign correspondent, was honored last week by the national Greek letter fraternity, Kappa Sigma as "Man of the Year."

FOOTBALL LIKERS

WOR Survey Shows Both M And Women Listen—

DIVISION of men and w listeners to football broadcas almost equal, according to the est findings of WOR's Contin Study of Radio Listening Greater New York, which rev that in every 10 homes checke persons were found listening t radio, consisting individually men, 12 women and 3 chil Sunday seems to be "top F period of the week," the stud ported, with sets-in-use on day proportionately greater during many of the so-called nant weekday evening liste periods.

Programs slanted towards income groups do not always low income listeners. WOR di ered, while the same thing i parent in shows slanted at l income audienees. Also uncov was data proving that of the New York favorite program quarter-hour and half-hour gories, one to four locally prod and slanted shows are leader

Further analysis by WO specific income group program peal, tends to minimize long-e lished belief that any one period need be dominated by popular show. If likes and dis in the varied income groups studied, therefore, program b ers can slant local show patt to successfully compete with rent big show audience accun tions.

Italian Block Out

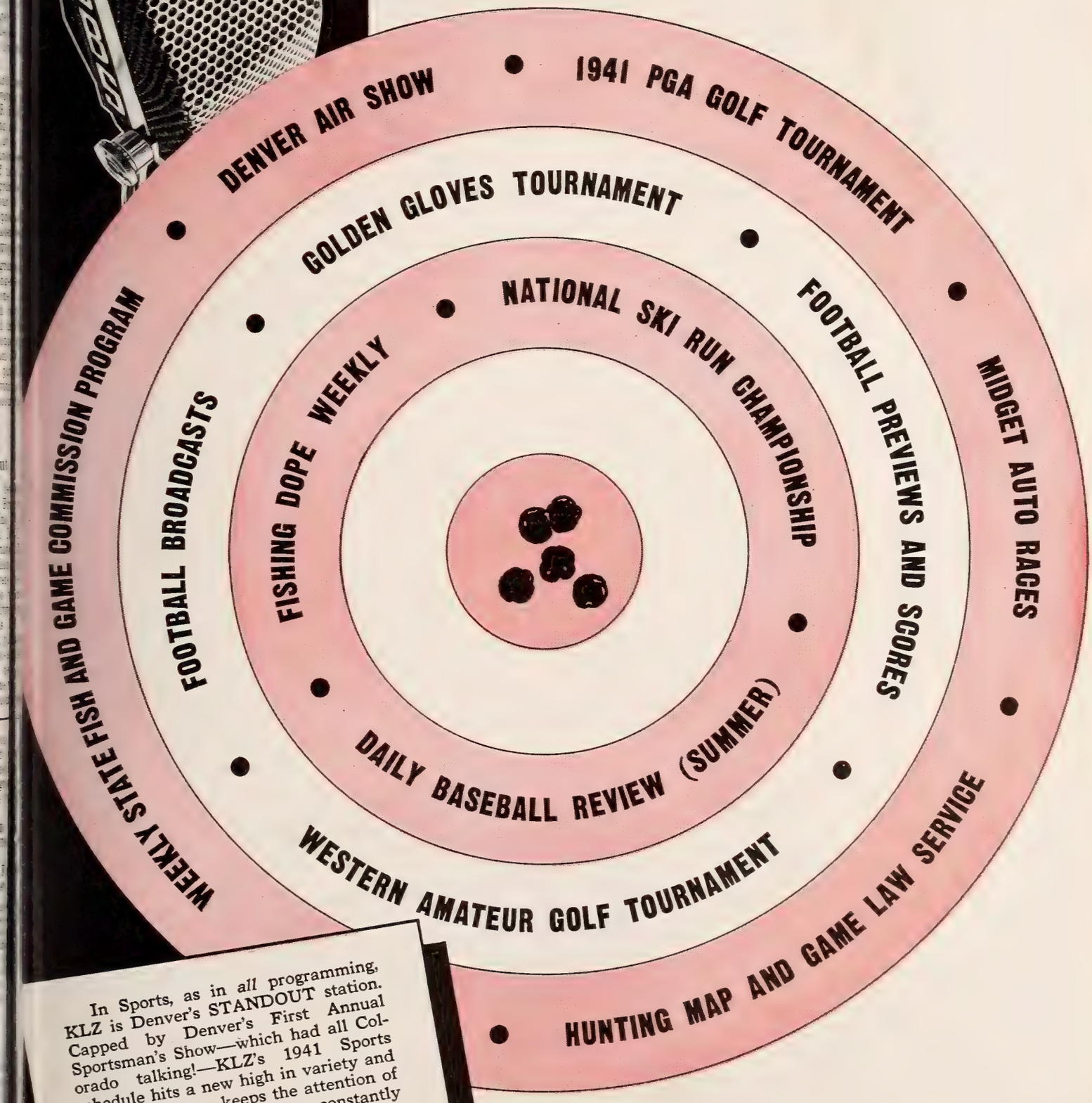
ARRANGEMENTS made bet WBYN, Brooklyn, and Il Pro so Broadcasting System Inc., York, whereby IPBS on De would start daily presentatio a six-hour block of Italian grams on the station were celled last week, with no re for calling off the prospective given by WBYN officials. I started by Generoso Pope, pub er of *Il Progresso Italio-A cano*, New York Italian nev per, was incorporated some w ago as an independent com

THIRD PRODUCTION on the scribed dramatic series *Whe Playhouse* sopnsored on a group o tions by Wheatena Corp., Rah N. J., will be "Jane Eyre", sta with the Nov. 24 broadcast of th times weekly broadcasts. Agenc Compton Adv., New York.



STANDOUT

STANDOUT WITH SPORTSMEN



In Sports, as in *all* programming, KLZ is Denver's STANDOUT station. Capped by Denver's First Annual Sportsman's Show—which had all Colorado talking!—KLZ's 1941 Sports schedule hits a new high in variety and completeness . . . keeps the attention of free-spending sports-lovers constantly fixed on this station.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Tall Shoes and Still Taller Tales

Morgan's Mutterings Proving Effective Sales Medium

By CHARLES L. ROTHSCHILD
President
Consolidated Adv. Agency

IN OUR NEWSPAPER advertising for Adler Elevator Shoes, we have always stressed the appeal, "Now you can be almost 2 inches taller the instant you put them on". Morgan paraphrases it, "Now you can be almost 2 inches taller the instant you put them on . . . *if you stand up in them!*"

And that's the tip-off on the kind of a job Morgan (*Here's Morgan*, WOR, New York, 6.45 to 7.00 p.m., Monday to Saturday) does for Adler Shoes for men. We submit carefully conceived scripts, submit them to office-response, go over them word for word with our client . . . and then tune in hesitantly and fearfully (and hopefully) to see what Morgan is going to do to them.

Caustic and Cryptic

Sometimes he claims a script is too innocuous to rate air time and viciously and audibly tears it up, substituting his own cock-eyed version of a sales talk. He has expressed caustic but definite opinions regarding the probable habits and origin of men who would wear bright colored shoes (Adler knockabout shoes in ten colors). He has told listeners that it bores him to read store addresses . . . "Get a bloodhound and locate an Adler store for yourself".

But no matter what he does . . . no matter whom he insults—including listeners, our commercial script department or the sponsor, to whom he refers as Old Man Adler . . . Morgan sells Adler Shoes. Which makes him the white haired boy with everybody concerned.

After a year of increasingly successful newspaper advertising had demonstrated the existence of a definite market for a shoe that would make men "almost 2 inches taller", we decided to enlist the mass appeal of radio with an appropriation practically equal to our newspaper budget. After weeks of discussion and consideration of various programs, a two-week trial of *Here's Morgan* was decided upon.

An instant response was noted in every one of Adler's stores throughout the New York metropolitan area. The expression, "Morgan sent me" became a buy-word among customers. Mail inquiries were received from remote corners of the Eastern section of the country. It was apparent that what used to be referred to as the 12-year-old intelligence of the radio public had matured to a point where it clamored for Morgan mania . . . a sophisticated, satiric, subtle type of humor.

The diversity of this radio-born customer group is amazing. A colored porter who previously had been refused a job that was "in the bag" because he was too short. (P. S. He got the job when he bought Elevators.) The man whose girl was showing signs of wandering because he was too short. The professional dancer whose act was marred only by the fact that his partner was taller than he was. Men from every walk of life walked into Adler stores, said, "Morgan sent me", slapped down $12.50 (now $12.95) and walked out in a blaze of glory and self-confidence inspired by a couple of inches of added height.

Frequent Conks

As "Old Man Adler" himself—Jesse Adler, president of Adler Shoes for Men—expresses it, "I am trying to locate the nurse who dropped Henry on his head when he was a baby. She deserves a medal. Except for her inspired carelessness, Morgan may have grown to *normal* manhood. In that event, we would not have had to expand our production facilities to accommodate the faithful followers of his gospel. It is a little known fact that WOR employs a little man with a green beard and a big hammer to shadow Morgan 24 hours a day. Every time Henry shows the slightest sign of returning sanity, little old green-beard conks him with the sledge".

We recently offered a football booklet via Morgan. "Don't send any money", he said. "Don't send a reasonable facsimile. Don't send a box top. Just write the name Adler on a penny post card and mail it to Morgan, WOR, New York". A week later Henry was tearfully pleading with his audience to stop asking for football books, "because Old Man Adler is getting a sore arm from signing postage checks".

And post cards were in the minority! Most of the requests were in the form of letters—running as long as four typewritten pages. Some were embellished with ornate drawings . . . others tried to out-Morgan Morgan. "We don't like football, but if it will make Old Man Adler happy and feel better, send one along". "Send a football book and I'll tear it up and listen to you anyway". "Your program is the only one my fox terrier listens to regularly". "Do you think Adler Elevators will ever replace the old-fashioned fish bowl; and what do you feed them?".

Piquant Plugs

Here are a few excerpts from typical Morgan commercials. Maybe you can figure out what makes them click. We just accept them silently as blessings from the air in the form of increased sales.

"A man walked up to an Adler Elevator Shoe and said, 'What kind of a heel are you, anyway?' And the Shoe said, 'I'm an ordinary heel and proud of it!' The heels are no higher . . ."

"If any of you men listening to me (always presuming, of course, that someone is listening to me) are of short or medium height and would like to be taller—as who wouldn't (except a six-foot soldier in a five-foot trench) here are two suggestions: (1) You can place a rope around your neck, throw the end of it over a convenient tree and pull away. In this way, you can became as tall as you want to, but it isn't quite cricket because there's several feet of space between your feet and the ground. Besides, you may wrinkle your collar. The other way—and the one I recommend—is to change to Adler Elevator Shoes".

"A guy's dame give him a fast brush on account she's taller than he is. Well, he deserves it. Any guy who's dumb enough to take the height Nature gave him in a short-changing mood don't deserve nothin' better. Listen, chum. Now you can be taller than she is . . .



FM AND SWEATERS caused the traffic jam in Worcester recently when WTAG and its FM adjunct W1XTG staged the first public demonstration of frequency modulation in the Massachusetts city. The "sweaters" were five Hollywood starlets billed as "The Sweater Girls". The FM demonstration was sponsored by GE, Zenith, and Stromberg-Carlson. That's announcer Del Camp on the left and then June Preisser, Mary Healy, Cecilia Parker, Barbara Pepper and Ann Nagel. No reason given for the absence of their favorite garment on the latter three.



MR. ROTHSCHILD

simply by changing your shoes

If these are radio commer
I'll take spinach. But base
results, they're broccoli . .
who are we to cast asparagu

Morgan may want to knov
it's colder in Alaska than it
the winter?" but we know tha
type of humor pays divid
That's why we expect to be '
on the old corner in front o
cigar store" where Morgan c
his program originates just as
as there's a wooden Indian
to give some semblance of s
to the assemblage!

Burns & Allen Ad
Keystone Disc Ou

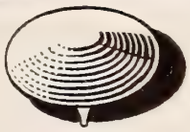
LEVER BROS. Co., Cambi
Mass. (Swan Soap), last F
added 129 stations of the
stone Broadcasting System, a
scription network consistin
smaller stations in secondary
kets throughout the countr
carry via transcription the *
& Allen* show, originally
Tuesday 7:30-8 p.m. on 117
Red stations.

To be played Friday eve
10 days after the line broa
the discs cut directly from th
iginal show are heard at 9
in the EST zone; 8 p.m. in the
zone; 7 p.m. in the MST zon
8 p.m. in the PST zone. Dea
set by Young & Rubicam,
York, agency in charge, and
Austin, sales representative,
Michael M. Sillerman, preside
KBS.

Coast Wine Test

ITALIAN SWISS COLONY.
Cal. (wines), recently start
test campaign on KSFO,
Francisco, using five-minute
periods and 260 transcribe
nouncements. According to
Lansdale, account executiv
Leon Livingston Adv., a
handling the account, the sp
may expand to other statio
the conclusion of the test.

OPEN to both men and women,
tion-sponsored course in radio o
ing will be started Nov. 19 by W
West Yarmouth, Mass. Course w
conducted by Rodney A. Merrill,
engineer, 7:30-9:30 p.m. Wedn
and Fridays for 15 weeks. T
charge for the course will be $7.



From the desk of—
F. C. SOWELL

MEMO

To the Time Buyer:

We believe it would be worth your while to know that 12 ½ minute announcements on our station at 6:30 A.M. brought 3,400 replies from listeners in 834 towns scattered over 18 states. The offer was on nothing more than a "free picture". That's pretty good, but just watch our smoke when we step up to 50,000 Watts!

WLAC*
Nashville, Tenn.

* WLAC is represented nationally by the Paul H. Raymer Company

Commercial Growth of NBC is Shown in 15th Year Study

Production on Red and Blue Networks Triples in Period; More Time Devoted to Public Service

TOTAL production on NBC's Red and Blue networks has nearly tripled during the last 15 years, the research division revealed last week, after compiling figures from old-time files for release in conjunction with the network's celebration of its 15th anniversary. Chief reason for the increase seems to be the expansion of the broadcasting day to 18 hours, the additional split network programs and regional production on the Pacific Coast.

Music, which constituted nearly two-thirds of all program time in 1926, now represents about half the total broadcast time, although actually there are twice as many hours devoted to music now as in November, 1926. At that time NBC's schedule did not include a single news or special events broadcast, while now NBC devotes some 34 hours a week to news summaries, commentators, foreign pickups and special events. Because of daytime serials, dramatic programs have grown from 3 hours a week in 1926 to approximately 65 hours a week now.

Public Service

Fifteen years ago, five hours weekly were devoted by the network to talks and discussions of public questions, while today 27 hours a week are given over to such broadcasts. Such daily series of health exercises as sponsored by the Metropolitan Life Insurance Co. in 1926 have disappeared from NBC schedules, with the quiz type of program, not established until 1937, now a dominant form of broadcast in 1941.

NBC's time sales 15 years ago were about one-twentieth of those of today. The Blue network had nine sponsors, using from two to five stations apiece, whose combined weekly bill for time was $8,380. The Red, with 17 clients, several of them using hookups of as many as 15 stations, had a weekly gross time sale of $35,755. Average Blue network for commercial programs comprised three stations as against 57 today, while the Red average has similarly increased from nine to 55.

Average number of station sponsored hours for Red network programs has grown from 149 per week in 1926 to 3,709 in 1941. In the same period the Blue average has increased from 24 hours per week to 1,443. In 1926 15% of broadcast time was devoted to commercial programs; today sponsored broadcasts use 27% of the time.

A program analysis of the number of hours for the week 15 years ago for both the Red and Blue networks, develops the following:

Type of Program	*1926*	*1941*
Music	90	180
Talks and Discussions	5	27
News and Special Events	0	34
Drama	3	65
Variety	6	28
Quiz	0	4
Sports Events and News	5	9
Womens and Children	7	15
Religion	10	4
Farm Service	4	5
Physical Training	6	0
Total Program Hours Per Week	136	371

Breakdown of Red and Blue sponsors and their facilities charges per week as of 15 years ago shows:

Blue Sponsors in 1926

Advertiser	*Program*	*Number of Stations*	*Cost of Facilities*
Willys Overland Motor Co.	Willys Overland Hour	2	$850
Champion Spark Plug Co.	Champion Sparkers	3	980
Pennsylvania Railroad	Pennsylvania Hour	2	790
Thos. Cook & Sons	Travel Talks	3	615
First National Pictures	Voice of Silent Drama	2	495
Royal Typewriter Co.	Royal Music Hour	4	1,230
Breyer Ice Cream Co.	Breyer Hour	2	850
Baldwin Piano Co.	Baldwin Hour	3	1,040
Maxwell House Coffee Co.	Concert Series	5	1,530
	TOTAL FOR ONE WEEK		$8,380

Red Sponsors in 1926

Advertiser	*Program*	*Number of Stations*	*Cost of Facilities*
Met. Life Ins. Co.	Setting Up Exercises	4	$2,590
Great A&P Co.	A&P Gypsy Ensemble	10	2,070
Dennison Mfg. Co.	Dorothy Wright	4	290
Scott & Bowne	The Vikings	14	2,130
Bruger Bros. Co.	Jolly Buckeye Bakers	8	1,430
National Carbon Co.	Eveready Hour	15	2,935
U. S. Playing Card Co.	Auction Bridge Games	15	2,640
Davis Baking Powder	Davis Saxophone Octette	8	1,145
Bristol-Myers Co.	Ipana Troubadours	9	1,625
Smith Brothers	Trade & Mark	11	1,790
Schickerling Prods.	Schickerling Crystal Gazers	4	950
Cliquot Club Co.	Cliquot Club Eskimos	11	2,885
Goodrich Rubber Co.	Silvertown Cord Orch.	15	3,345
LaFrance Mfg. Co.	LaFrance Orch.	10	1,520
Whittall M. J. Assoc.	Whittall Anglo Persians	14	2,055
Fansteel Prods. Co.	Balkite Hour	11	3,035
Atwater Kent Mfg. Co.	Atwater Kent Hour	15	3,320
	TOTAL COST ONE WEEK		$35,755

STARS AT THE BREAKS
Teaser Announcements on WNEW Programs

WNEW, New York, has developed a new teaser technique for its station breaks. The station, one of the first users of musical call letter jingles, now presents its identification calls through the transcribed voices of well-known WNEW artists.

Every hour on the hour WNEW stars will call listeners' attention to their individual programs and at the same time announce WNEW's position on the dial, along with the station's 24-hour slogan, i.e., Martin Block's trailer states: "This is Martin Block reminding you that it is *Make Believe Ballroom* time every weekday morning at 10 and each evening at 5:30 over WNEW, New York, serving New York and New Jersey 24 hours a day."

P&G GIVING TIME TO DEFENSE CAUSE

PROCTER & GAMBLE Co., Cincinnati, one of the nation's heaviest users of radio, will donate time from its various sponsored programs to the Office of Emergency Management for defense purposes.

According to announcement from Bernard C. Schoenfeld, chief of the radio section of OEM, arrangements have been completed with W. H. Ramsay, advertising manager of P&G, for dramatized spot announcements to be used to inform the public of defense information emanating from the Office of Emergency Management, Office of Production Management, Office of Price Administration and the Office of Civilian Defense.

The OEM announcement said the central characters in P&G daytime serial shows also will discuss defense information. All of the material will be from one to one-and-a-half minutes in length, and will be written by the radio section of OEM.

According to Mr. Schoenfeld programs using the OEM material will include *Vic & Sade; Against the Storm; Ma Perkins; The Goldbergs.*

WFIL, Philadelphia, has entered into a contract with Katz Agency to act as national sales representative for the station in all markets outside of Philadelphia. The contract becomes effective Dec. 15.

New Laborator Dedicated by R

Princeton Project Under On NBC's 15th Birthday

ON THE SAME day NBC brated the conclusion of 15 of broadcasting, RCA laid the nerstone of its new RCA La tories at Princeton, N. J., a brought out by David Sar chairman of the board of NBC president of RCA, speaking a ceremony Nov. 15 via radio the *SS Matsonia* in mid-Pacifi

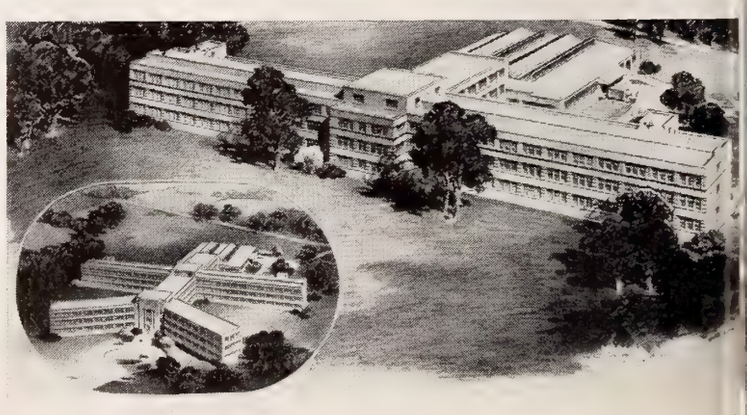
Paying tribute to radio scien in outlining the objectives of new laboratories, Mr. Sarnoff clared that "both research broadcasting are dedicated to lic service . . . with those in r finding a deep satisfaction in ing to make the talent and ge of the scientist and artist of be to people elsewhere."

Defense Function

Officiating at the ceremonies Maj. Gen. J. G. Harbord, chair of the board of RCA, who spok the importance of scientific rese to national defense as well its dustrial application during peace-time to come. In laying cornerstone, Gen. Harbord se into place an airtight lead box taining radio and electronic dev including an iconoscope, kinesc cathode-ray tube, microphone, l speaker and small personal I radio; also literature represe tive of current developments radio.

Otto S. Schairer, vice-presi in charge of RCA Laborato presiding, introduced Gano D member of the RCA board of di tors, who discussed the signific of the laboratories in opening frontiers for industrial activity conclusion Mr. Schairer paid cial tribute to the scientists eigineers "who will give life" to buildings, which are to be structed this winter and compl in the summer of 1942.

Preliminary costs of the n building, T-shaped three st structure to be erected first, exceed $1,000,000 for some 250 square feet of floor space. The dition to be made later will Y-shaped with a wide approach front to the Lincoln Highway.



Drawing of RCA Princeton Laboratory and Proposed Additions (inset)



Cotton

TAKES THE THRONE ON THE SOUTH PLAINS

Prosperous farmers in the Lubbock, Texas area are busy gathering an 800,000 bale cotton crop! Gins are humming! Everybody's busy! There's money to spend here on the South Plains because cotton means cash, and plenty of it, at present high prices. There's other money, too. Money from oil, from cattle, from a 4½ million dollar national defense project, from industrial sources. Here's a pip of a market for you, easily accessible through the area's dominating station—



KFYO

SERVING TEXAS' FASTEST GROWING MARKET

Get The Attractive Combination Rate
On These Four Close-knit Stations. . . . . *The Taylor-Howe-Snowden Group*

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

Up From a Bread-Board---KDKA's Tal

Technical Pioneering of Pittsburgh Station in the Last 21 Years

By DWIGHT A. MYER

Chief Engineer, KDKA, Pittsburgh

FOR SOME curious reason we are apt to assume a smug air of amused tolerance when looking back over the work of the early radio experimenters. In the light shed by the engineering advancement of later years, we lose sight of the fact that knowledge of the science then was limited.



Mr. Myer

The first broadcast of KDKA, Pittsburgh, took place using the equipment formerly employed by Dr. Frank Conrad in broadcasting from his home in Wilkinsburg. This transmitter was a bread-board layout with 50-watt tubes being used in the oscillator. A six-wire flat top antenna was strung between a pole and a steel smoke stack, with the lead-in wire coming down to a room in the penthouse on top of the K building, East Pittsburgh Works of Westinghouse E. & M. Co.

1,000 Volts, Really!

A little later a transmitter was built to replace that loaned by Dr. Conrad. This new transmitter was more commercial in appearance, and used 50-watt tubes in both the modulator and oscillator circuits. These 50-watt tubes, it can be remembered, had the plate leads coming out of the top of the tube —50 watts in those days was relatively high power and proper insulation had to be provided in tube construction. Power to energize the transmitter was obtained from a direct current generator, the output voltage being in the neighborhood of 1,000 volts—out of the ordinary at that time.

In the following year, 1921, a new and larger transmitter was constructed and the radio service to the KDKA listeners further improved. This installation consisted of two 250-watt tubes in the radio frequency stage and modulated by three 250-watt air-cooled tubes of the same type. The modulator itself was driven by a 50-watt audio amplifier in turn fed by a two stage amplifier, all audio amplifiers being resistance coupled.

Incidentally, resistance coupling at that time was known to be the best method of amplification, inasmuch as it afforded the highest form of fidelity and distortion-free transmission. At this point we have KDKA transmitting on 500 watts, or a wavelength of 326 meters. 360 meters was the wavelength assigned to broadcast stations in those days and many other stations which had sprung up throughout the country were required to use the same wavelength.

Radio listeners' troubles started early, and as might be expected there was considerable interference at times, due to all stations being on the same point on the dial, and jamming of each others' broadcast often happened as a result. While 360 meters was the wavelength assigned, KDKA and other early stations took the liberty to deviate a bit and occasionally wandered around the dial endeavoring to find a clear place to sit down.

Ah! 4,000 Volts!

KDKA finally lit upon 326 meters and by more or less gentlemen's agreement other stations respected this spot and sought other points of vantage from which to do their broadcast, all of course in the general vicinity of 360 meters. A wavemeter was used by KDKA to pick its "spot" and this was the first form of frequency or wavelength indicators used.

Never satisfied with the present state of conditions, Westinghouse engineers sought further improvements, and in the latter part of 1921 remodeled the transmitter. Two direct current generators were hooked up in series. Each generator delivered 2,000 volts DC, and by putting them in series their voltages added, giving a total of 4,000 volts available for the oscillator and modulator tube plates. This was a noteworthy advancement. A high-voltage direct current supply presented many difficulties, but was absolutely necessary for the increasing of power of KDKA.

These may not have been the first generators of this voltage to have been built, but they certainly were among the very first, and the Westinghouse Motor Generator Division was extremely proud of them. The chief difficulty in building a 2,000 volt generator was the matter of insulation, and internal breakdowns from this cause were our greatest worry. On some occasions we actually prayed that they would keep running until a program was over. But the fact was that these generators not only stood up extremely well, but even took twice the voltage for which they had been designed, when we coupled them in series.

The transmitter itself had its tubes in the oscillator changed from two to four 250-watt tubes, while the modulator had installed five 500-watt tubes. This transmitter was the start of a race for superpower. At this time we called KDKA a 4,000-watt station. Whether it would be rated at 4,000 watts by present day standards is another matter, but it was considered as 4,000 watts in 1921-1922 and 4,000 watts it will remain in radio history.

Refinements in the technical side of broadcasting were being made rapidly. Research on tubes was being pushed. The making of the 500-watt tube was a distinct advancement; perhaps higher powers could be reached. Experiments were being contemplated u water for cooling the tubes. O experiments included sand-blas of plates for increased power sipation, larger elements and ter spacing of elements, and be choice of materials going into tubes.

Attention was turned to the velopment of tube rectifiers, an May, 1922, the first vacuum rectifier for transmitting was ployed at KDKA. This was ano milestone.

And FM Too!

The first rectifier actually duced the same amount of rent as did the direct current erators, but did away with t insulation troubles. And with new source of power supply, way was opened for KDKA's transmitter.

We were beginning to w closely the frequency drift of transmitter and for this pur employed a Kolster decremete first, and later a frequency m especially devised to read and dicate the transmitter freque or wavelength as we said at time. A modulation meter had installed. This gave a visual dication of the percentage of m lation, or, we might say, effici at which the transmitter was erating. This meter was the f runner of the volume indicato volume unit meter as used t in all radio stations.

Since there was no auton alarm system at that time to dicate when some trouble occu to put the transmitter off the a double system of receiving sets employed. Each operator on wore headphones connected t small portable crystal rece This receiver he carried about him constantly. If he stopped h ing the program, he knew the tion was off the air.

Headphones had to be taken however, on some occasions. To er these periods another rece was installed, equipped with was certainly one of the first l speakers in history. To operate loudspeaker a Fleming valve employed. This was a predece of the modern vacuum tube. Pl close to the transmitter, it pi up enough energy to actuat large headphone. The headphon turn, was attached to a spira automobile horn of the old "b boop" variety from which the ber bulb had been removed. was a 1922 version of the l speaker.

This whole system of checks precautions was sometimes va less because of the casual me of broadcasting. Time meant n

NAVY HAS NEW RADIO DETECTOR

Trained Personnel Sought for Enlistment for Maintenance of "Radar"

REVEALING development of a new radio device, the Radar, to locate ships and aircraft hidden from the human eye by fog, darkness or distance, the Navy Department last Monday announced that it is seeking enlistments of trained personnel to operate the new instruments. The device was thought to parallel development of the radiolocator being used by the Army and Great Britain, for which recruiting drives for operators have been going on for several months.

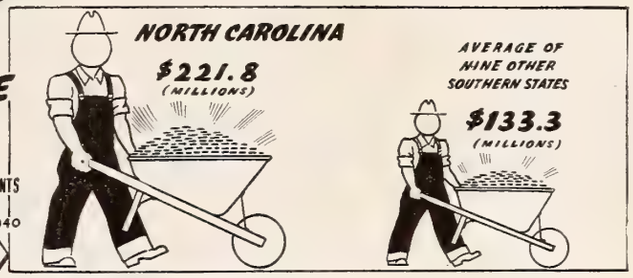
In a letter issued to the Recruiting Service, Rear Admiral C. W. Nimitz, chief of the Bureau of Navigation, emphasized the need for new and skilled personnel for the Radars. Men enlisted for the work will be used as maintenance men, it was indicated. To qualify they must have had experience in the design, construction and operation of amateur or commercial high and ultra-high frequency radio transmitting and receiving equipment, or experience with television and cathode ray equipment.

Applicants with amateur or commercial radio backgrounds, or who hold FCC licenses and who are high school graduates in good physical condition, will be accepted for enlistment as radiomen second class in the Naval Reserve and trained for specialized service, the Navy Department stated. Men who qualify will be sent to special schools for six or eight months for instruction in ultra-high frequency radio. Upon completing this course, they may be advanced in rating up to and including chief radioman and assigned to duty where needed. Pay during the training period is $72 a month and keep, with pay increases paralleling advance to higher ratings.

NORTH CAROLINA is the SOUTH'S GREATEST STATE

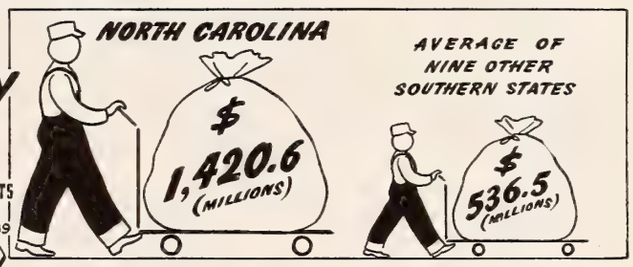
IN AGRICULTURE

CASH INCOME AND GOV'T. PAYMENTS
Source:
Department of Agriculture, 1940



IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS
Source:
Census of Manufactures, 1939



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red
50,000 WATTS





FREE & PETERS, INC. National Representatives

ing to announcers in those days. When a selection was finished there might be a period of dead silence for several minutes before the next was announced. Unable to see whether anything was going on in the studio on such occasions, the engineers would glance hastily at the modulation meter which of course shows no signs of life, and then rush off in all directions to find the "trouble". Their worries were finally over only when broadcasting went on a regular split-second schedule.

Plans were under way for a new and truly superpower transmitting plant for KDKA. This was to have an output of 25 kw., employing water cooled tubes and many other innovations and appurtenances which would go to make up a high powered plant. Two type WO-41 water cooled tubes were used in the ouput or oscillator stage, this being modulated by four water cooled tubes of the same type. The transmitter was a self-excited job and tuned with a hinged turn extending from its large helix tank coil, with white marble panels on the front of each of its four power frames.

Out On the Pike

It took the air during the midsummer of 1923. Its service for KDKA was doomed to be of short duration. Our design engineers had turned their minds toward the development of a transmitter of even greater power. For this installation they found it necessary to seek a location outside of the plant, and a site on top of a hill on the Greensburg Pike overlooking East Pittsburgh was chosen.

Direct current power was to be obtained entirely from high voltage tube rectifiers. An increase in the number of water cooled tubes in both the oscillator and modulator was called for in increasing the power to an available 50,000 watts. An antenna was erected of diamond shape, using cage antennas to form the diamond. A cooling pond was placed in the open air to cool the water flowing through the high power tubes.

The Hill Station was completed in early August of 1924, and on Aug. 13 went on the air for the first time. The "marble set" in the old K building location was dismantled and shipped to Chicago where it operated under the call letters of KYW, another Westinghouse station located in that city (now in Philadelphia).

About this period there began an era of rapid development and general advancement in the radio science. In 1922, Dr. Conrad constructed and put into operation an experimental shortwave transmitter, 8XS, operating on 100 meters. Thus began the first experimental work of the Westinghouse company using shortwaves. The first set, 8XS, was located on the K building in the East Pittsburgh Works, but in 1924 it was moved to the new Hill Station site.

Shorter Are Better

By 1926 the engineers had investigated the properties of various piezo-electric crystals and in this year the KDKA transmitter was changed from a self-excited circuit to one using a master oscillator. The master oscillator was arranged to operate with a quartz crystal for carrier frequency stabilization. According to some station records still available, crystal control was first used at KDKA for regular broadcast service Sept. 5, 1926.

Continuing the work with shortwaves, it was found waves of shorter length were sometimes more successful than longer wavelengths. Operating with KDKA were a number of shortwave tr mitters located in the same b ing, these being tuned to ope on different wavelengths. W lengths of extremely short le were investigated as early as 1 and by 1927 there was installed operating a 10-meter transmi This employed two 861-type t with a power of approximately watts. Ultra shortwaves of this ture are still being investig for use in connection with vision and other services. The v done with this 10 meter inst tion was certainly pioneering the full meaning of the word

Experiments of 20's

During 1926 experiments facsimile or picture transmis were taking place, and in 1 television using the scanning was in regular operation f KDKA. The television transmi in use at the time operated approximately 10 kw. with the vision picture signal being br cast on 150 meters. Slides, si films and talking animated f were used for broadcast mate One picture went out on 150 met

(*Continued on page 30*)

PIPED TO PRESIDENT

Press Club Dinner Heard at White House

PRESIDENT Roosevelt was away from the annual Nati Press Club dinner Nov. 15, NBC piped 15 minutes of the s including a toast to the Presi by Bill Coyle, radio director of *Washington Evening Star*, ow of WMAL, Washington, to President's study.

After the 15-minute portion over, William D. Hassett, s tary to the President, receive telephone call from Mr. Roos thanking Mr. Coyle and promi himself to sing at the next P Club dinner and at the same requesting that the rest of program be sent to the W House. NBC officials reassem equipment and continued the gram with perhaps the wo smallest but most important a ence.



Dr. Conrad at Work in His Laboratory

WAVE REACHES 75 MILLION (Ky.) PEOPLE!

Without batting an eye, we declare to you that there are 75 Million (Ky.) people in WAVE's primary area! AND that we don't charge you a copper for the coverage! Because the 75 people in Million (Ky.) aren't what you want—it's the 1,331,200 people in the Louisville Trading Area, who account for 17.6% *more* retail sales than the rest of the State combined! . . . All *we* ask is a chance to prove that WAVE is your best coverage-for-cost buy in the *whole* Louisville Area! How about it—soon?

LOUISVILLE'S WAVE

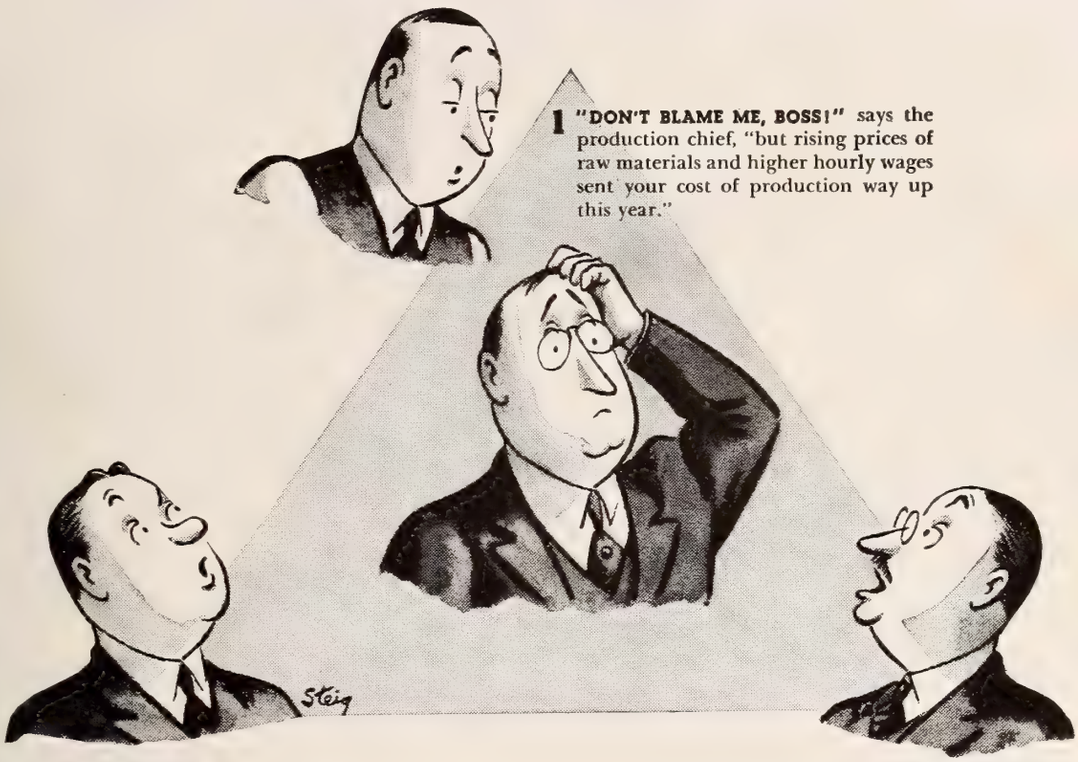
5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THERE'S NOTHING "ETERNAL" ABOUT THIS TRIANGLE!

It's strictly a here-and-now problem, with many a good business man caught in the middle



1 **"DON'T BLAME ME, BOSS!"** says the production chief, "but rising prices of raw materials and higher hourly wages sent your cost of production way up this year."

2 **"NOTHING DOING, SKIPPER!"** insists the sales manager. "You can't pass that increase onto the consumer. If you raise prices, sales take a dive!"

3 **"RED INK AHEAD!"** warns the treasurer. "With rising costs of production and virtually static prices, your margin of profit is disappearing fast."

AND THERE IS A WAY OUT—

Lower Your Cost of Distribution . . . By Buying Blue!

Trapped in a triangle? Don't be discouraged! Harder working advertising dollars can lower your cost of distribution and eliminate the necessity of raising prices.

Today's unique economic pattern calls for greater efficiency in advertising expenditures, even in radio, admittedly the most economical of mediums.

And that pattern is made to order for the streamlined Blue Network of NBC because the Blue costs from *11—36% less per thousand listeners* . . . for four very good reasons:

1 Blue stations are located where the buying power is heaviest, strategically placed to cover markets, not areas.

2 Blue power is allocated to conserve your budget, by employing costly high power stations *only* where such power is necessary.

3 "Blueplate" discounts enable you to expand your network with your budget and receive savings up to 20% of your total time cost.

4 Blue evening commercials have reached a *CAB average of over 10.*, yet their average talent expenditure per quarter hour is *44% less than their major network competition.*

The moral—reach more ears per dollar: buy Blue!

WE HAIL: 4 more new Blue advertisers who have signed with us since last month's ad was published:

SMITH BROS. — AP News Broadcasts
P. BALLANTINE & SONS — Three Ring Time
P. LORILLARD & CO. — The New "Old Gold" Show
CREAM OF WHEAT — Breakfast Club

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease

Craven, Horn, Stahlman Are Named Commanders

T. A. M. CRAVEN, member of the FCC; Charles W. Horn, director of development and research of NBC, and James W. Stahlman, publisher of the *Nashville Banner*, were among Naval Reserve officers selected for promotion from lieutenant commander to commander by a recent Navy Board.

Commissioner Craven resigned from the Navy in 1930 as a lieutenant commander, and is a Naval Academy graduate. He returned to Federal service in 1935 as chief engineer of the FCC, being elevated to a commissionership in 1937.

WMCA and New York Times Cooperate In Series of 3-Minute News Bulletins

WMCA, NEW YORK, and *The New York Times* on Dec. 1 will start a cooperative series of three-minute news bulletins, broadcast on the hour each hour from 8 a.m. to 11 p.m. weekdays and at 9 a.m. and 1, 5 and 11 p.m. on Sundays. These newscasts will be prepared by a special *Times* staff under the direction of the paper's news editors and will originate in the *Times* newsroom. In announcing the service, first news broadcasting ever undertaken by the *Times*, its publisher, Arthur Hays Sulzberger, stated:

"The decision of *The New York Times* to establish a radio bulletin service every hour on the hour is due primarily to a desire to keep the *Times* reader in particular and the newspaper reader in general up to the minute with the news. It is our belief that no radio news program can take the place of the newspaper, because the perspective and completeness of coverage that mark the newspaper are impossible to attain over the radio. Yet for bulletin purposes, the radio has become indispensable, and so we decided to embark on this supplementary news service.

Radio Feeds Into Paper

"We have always found that radio feeds into the newspaper. The greater the interest in news events, the greater is the interest of our readers to get a full nonsensational statement of these events. We believe that our readers will welcome the opportunity to hear the news at stated times from a source that they have learned to trust. We will not try to make the news any more exciting than it is. It will reach the listening public unsponsored and thanks to no one save the station and *The New York Times*."

Edward J. Noble, owner of WMCA, made the following statement. "The agreement with *The New York Times* for a news broadcast service is the latest in a series of public service broadcasts inaugurated by WMCA this year. We feel that in these critical days a primary responsibility of radio is to educate public opinion through unbiased information. The place in such a program of a news broadcast service such as that now being inaugurated is obvious.

"It has long been demonstrated that factual, unbiased and impartial news dissemination is an important factor to the welfare of this city. The responsibility of management in radio during these trying days is clearly one of expanding its facilities to make this information readily available. We at WMCA recognize that responsibility as an obligation of an independent station geared to the needs of metropolitan New York as distinguished from a network with nationwide interests.

"Since last January, the policy of this station has been directed toward reflecting the diverse interests of metropolitan New York. Of necessity, this policy must be as flexible as the character of this great city. We move gradually toward that objective with respect for the problems involved in such a policy. The emphasis on public service is a cumulative one. Its effect has been felt in many fields of programming. We have, for instance, sought the elimination of recorded programs and wider use of live talent. We have barred sale of time to propagandist gr and confined controversial issu free time where all sides ma fairly represented. We have tended our facilities to wo charitable, civic and frate movements.

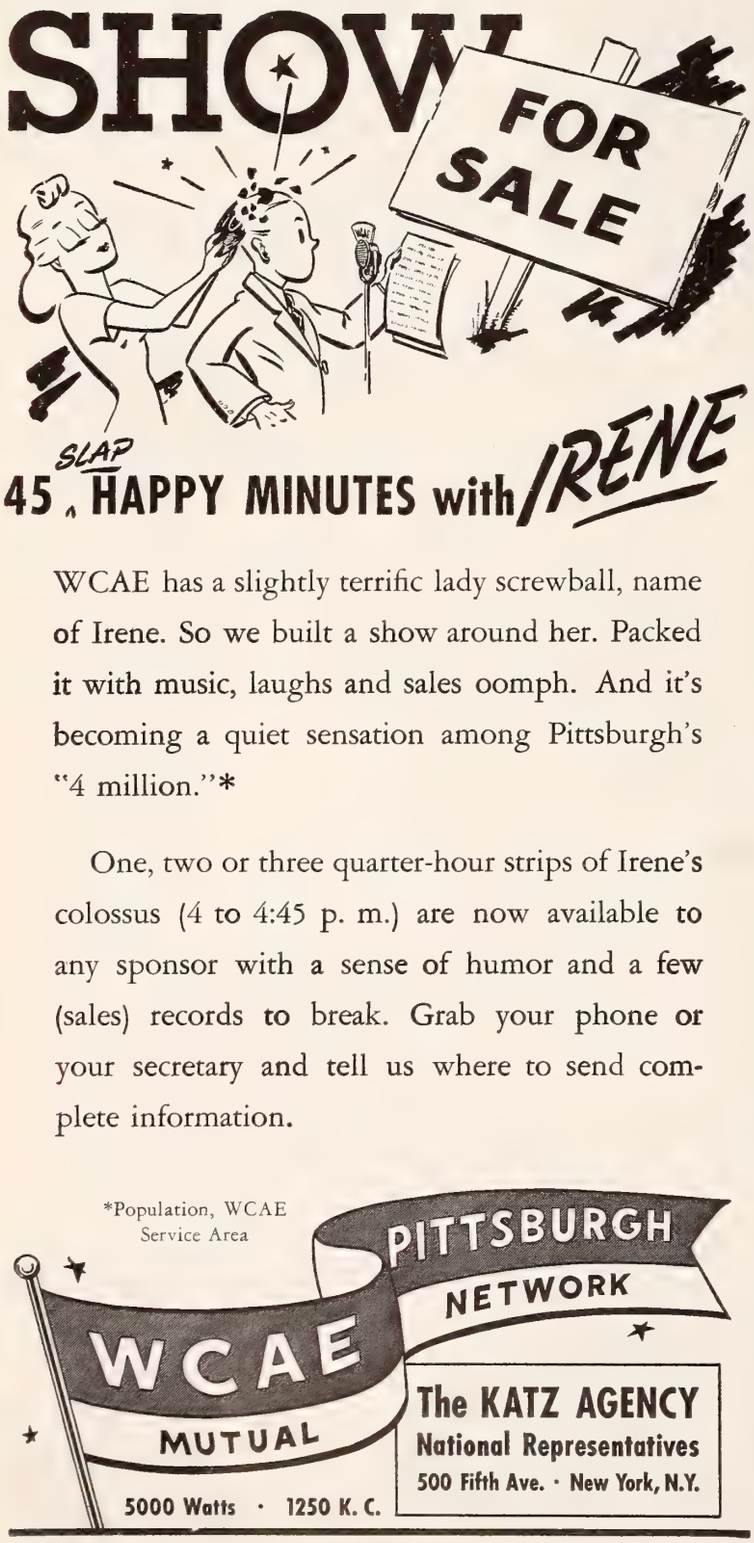
"In the field of education we brought to the air debates and lic questions engaging the a tion of metropolitan New Y For these reasons, we regard arrangement with *The New Times* as one of the most impor contributions to education by dio."



DEEP IN CONCENTRATION these chess players represer KFI-KECA, Los Angeles, and Hollywood, as they match Monthly contest is held at the mer station's studios. Players (left row, top to bottom), W Lonner, NBC traffic departm Gene Dewegeli, KFI-KECA ma nance staff; H. L. Blatter KFI-KECA engineer; Alec P NBC music rights; Wilson wards, Pete DeLima, Anthony nal, Ernest Wilmshurst, of KECA announcing, writing, n tenance and technical staffs, spectively. (Right row, top to tom), Seymour Johnson, KECA chief operator; Max H NBC assistant night manager; Andrews, NBC guest relation rector; Jose Rodriguez, KFI-K commentator; A. Wilson L NBC traffic division; Floyd C NBC sound effects; Seward S cer, NBC traffic.

Insurance Counsel

JOSEPH PATRICK LEE A New York (insurance counsel which has been conducting qua hour question-box quiz prog on WAAT, Jersey City, WEVD and WMCA, New Y last week added three addit quarter-hours to the latter sta Mon., Wed., Fri., 11:45-12 noo addition, company on Nov. 17 start a series of six one-minute announcements weekly for weeks on WBYN, New York, WHOM, Jersey City. Agenc Furman Feiner Inc., New Yo



GENCY Appointments

JEL Co., Sheboygan, Wis. (dessert, drinks), to Smith & Sweeney, N. Y.

ER BROS. SPORTSWEAR Co., Philasa. to Solis S. Cantor Adv. Agency, delphia.

DON MFG. Co., Los Angeles (germicimp), to Hillman-Shane Adv. Agency, ity. No immediate radio contemplated.

NDARD OIL Co., of Cal. (San Fran, to BBDO, that city, effective Jan. ans to be formulated.

-O-BUYS, Los Angeles (national ing guide), to Davis, Harrison & onds, that city. Spot radio campaign being formulated. Joe Miller is ac- executive.

ouse Adds Languages WLWO's Programs

MENTING the service of WO, Crosley international twave outlet in Cincinnati, es D. Shouse, Crosley Corp. -president in charge of broadling, has announced the addi- of Swedish, Finnish and an-language features to WO's schedule of German, nish, French and English proms. Operating with 75 kw. n 10 a.m. to midnight daily, WO now is transmitting a total 20 news programs each day, olemented by music, educational informational features, accordto Mr. Shouse.

ntil July, 1941, the station adcast exclusively to Latin erica in Spanish and Portuse, but additional equipment been installed for European smissions. Wilfred Guenther, WO general manager, who reily was appointed a consultant he Office of the Coordinator of rmation, headed by Col. Wilh J. Donovan, has been active assisting the entire shortwave stry in improving broadcast edules to Europe.

WGEO and WGEA, internaal stations of the General Elec- Co., Schenectady, N. Y., have rted shortwave world news to rope 10 a.m.-6 p.m. six days a k. WGEA's broadcasts are in nch, Portugese, and Spanish; EO in Spanish, French and glish, also continuing its six-day, minute news program in Czech its Sunday afternoon Greek s broadcast.

Electron Microscope Wins

NNER in a product design contest ducted by *Electrical Manufactur- Magazine* among American manurers has been announced as the A electron microscope on the basis its basic design, external appear-e, and a descriptive "award paper" pared by Theodore A. Smith of the A Engineering Products division. the seventh annual product design ber of the magazine, the micro-pe is pictured with Dr. V. K. orykin. Dr. James Hillier, A. W. ice. C. J. Young and John Vassos, designed and developed the instrut in the RCA Laboratories.

KMA is "edited" for FARMERS—*not chorus girls!*



● KMA is as different from most radio stations as a farm paper is from a debutante's magazine. It's *edited* for farm people—talks their language and their problems without Oxford accents, gives them *what* they want, *when* and *how* they want it.

That's why farm people both near and far outside a 5000-watter's "normal" radius, listen to KMA as they listen to no other station in the world—respond to KMA farm commercials as they respond to no other farm commercials in the world. Make us prove it—write for the amazing story of KMA programming, mail returns and advertising *results*. You'll have to agree you've never seen *anything* like it.

150 COUNTIES AROUND SHENANDOAH, IOWA



FREE & PETERS, INC., Exclusive National Representatives

WHEN YOU SEE *this*—



Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Compare WTAM'S cost per family with each and every station or combination of stations in the Cleveland Area. First, divide the 15 minute daytime rate of each station by the number of radio families each claims in its Primary Area. Then, check the Surveys for actual listeners. WTAM leads. All day . . all night . . all week. First in coverage but lowest in cost. That's why smart buyers of local, spot and network time make WTAM their first choice.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

KDKA's Tale

(*Continued from page 26*)

the synchronizing tone on 90 meters and the speech accompanying the film on 63 meters.

Another activity being considered at this period was the matter of synchronizing two or more stations on the same wavelength. Out of the developments at Pittsburgh came the system of synchronization used between WBZ, Springfield, Mass., and WBZA, Boston. This scheme was first put into service in June, 1926.

Another early achievement which certainly should not go unmentioned was the investigation of what Westinghouse engineers referred to as "shifter modulation", now gradually becoming known as frequency modulation. This was being studied by KDKA engineers, and as a matter of record this type of modulation was used on KDKA from April, 1927, through to the first months of 1928.

Only a few listeners, of course, had equipment or were in such a location as would enable them to hear these frequency modulated broadcasts. Such experiments were discontinued on the broadcast long waves and used thereafter in connection with short wave experiments. For many months shifter modulation was employed as a means of keying or modulating telegraph transmitters on the Westinghouse inter-plant radio telegraph circuit.

Some of Each

In the spring of 1928 a shortwave broadcast transmitter operating on 63 meters was so arranged that it was modulated by both amplitude and frequency modulation simultaneously with the regular program being broadcast on amplitude modulation and a special program going out by means of "shifter" modulation.

Methods of operation quite satisfactory in 1925 were outmoded in 1928. Chain broadcasting had started, more stations had sprung up and the belief in superpower as an answer to improved broadcast reception was firmly fixed in the minds of certain engineering authorities.

To provide means of carrying on still further development work, especially along the lines of higher power broadcasting, KDKA was again moved, this time to a site some 22 miles north of Pittsburgh, near Saxonburg, Pa. Here ample facilities were provided for carrying on the researches in high power broadcasting.

At this location much development was done on the 100,000 watt AW-220 tube—the tube which had both its plate and grids cooled by water. A 12-phase mercury arc rectifier (pool type rectifier) was installed for ultra-high power operation. A license 8XAR was granted permitting broadcast experiments up to 400 kw. in power. Class "B" modulation, now in common use, was developed at Saxonburg as well as many other perhaps lesser devices such as t peak eliminator, etc. Numerous e periments in antenna design we conducted, the most famous bei the Conrad spray antenna and la er the three-quarter-wave verti tower with its sky wave reducer This last antenna is still used KDKA.

The shortwaves were n neglected, but to the contrary we even enlarged as compared wi what they had been at the old H Station. From Saxonburg signa were broadcast to various sectio of the world on a regularly esta lished 16 hour per day schedu Rhombic antennas, those antenn which make broadcasting on a bea possible, were erected and KDK became one of the internation broadcasting centers of the world

The Saxonburg location was us for broadcasting from early 1930 until November, 1939, wh KDKA was again moved to i present location in Allison Par



BLITZKRIEGED was Hilto Hodges, newsman of WIB Topeka, when the Second Caval on Armistice Day made a succes ful motorized attack on Topek Reporter Hodge (center), one the many hostages taken in t simulated attack, was escorted the state House by the appare corporal and sergeant, armed the teeth. Meantime Art Holbroo also of WIBW, was broadcastin eyewitness accounts of the attac The WIBW transmitter and studi were two of the first objectives the invaders, commanded by Bri Gen. Harry Chamberlain, of Fo Riley, Kan. Some 1,300 officers a men participated in the successf maneuver.

New WHN Transmitte To Be Dedicated Nov. 2

OPENING of the new 50,000-wa transmitter of WHN, New Yo will take place the morning Nov. 28 as WHN starts operatio for the day, while the actual de cation ceremonies and broadcas will not be held until Dec. 1, was announced last week by He bert L. Pettey, director of the st tion.

Located at East Rutherford, J., the new transmitter has be under construction since April under the direction of Paul Fue ing, WHN chief engineer. WH FM station, W63NY, whose tran mitter is located at Cliffside, N. will start operations with 1 k about the first of the year.

NICHOLAS VERONICO, former of the Chicago editorial staff of *Mo & Radio Guide*, has joined the Chica *Tribune* as assistant to Larry Walte radio editor.



A long-suffering executive speaks his mind

"AH ME! It happens every year, just about this time—when firms we do business with start sending me Christmas gifts.

"I don't know why they do it. They don't have to. I certainly don't ask them to.

"Over the years, I've accumulated brass toadstool paperweights and non-running clocks—one even set into an elephant's foot. A horse that whistles and holds cigarettes . . . a streamlined train that's a penholder. And a cigar lighter that plays *Yankee Doodle* but won't light. Gosh-a-mighty! *Who thinks 'em up?*

"Most of the gorgeous gadgets people give me cost too darn much money just to throw them away. And besides, only an ungrateful heel would do a thing like that. But brother, I'm getting desperate! I'll either have to build a Gadget Annex to my office or—say! I've got a *better* idea . . .

"If my business friends insist on giving me a Christmas remembrance, why, oh why don't they make it a bottle or so of my favorite whiskey—Four Roses!

"There's the solution to the whole problem! I can take a bottle of Four Roses home with me . . . pull out the cork . . . and pour some out for my good friends to share with me. What's more, I wouldn't be expected to keep a Four Roses bottle on my desk all year, just in case the man who gave it to me drops in.

"Boy, wouldn't it be great if I could jiggle just *some* of the packages that land on my desk this Christmas and hear 'em gurgle!"



Four Roses is a blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.
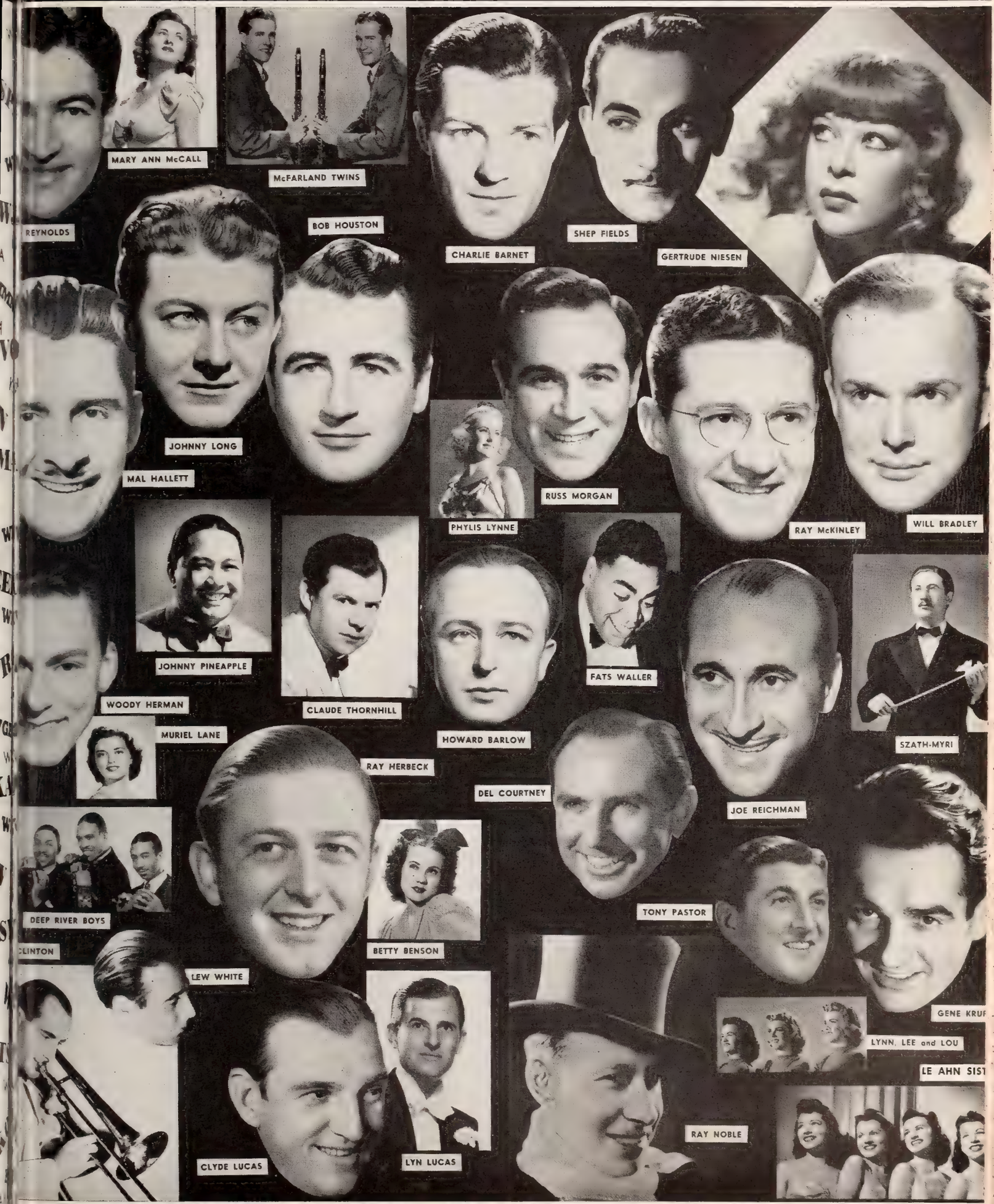
WE *Broadcast* LANG-WORTH



CJRC KEX-KGW WKRC WQAM WJSV WSB KVOO CJCJ WCAO KTFI WFBG CKAC WTAL WCPO CKCO WTIC WMT WWRL WDRC WAAB WDEL CFCY KXL KONO KFIO KGCX WBBM WIRE WINS WJAC KHBG WXYZ WATR WMBD WTAG KGNF CFQC KNOW WRBL WGAC KSEI KSLM WGST KPFA KZIB KWBW WHKC KQV KJBS KFXD WMFJ WOL WHP KFUO WOW WKAR WFAA KRLC KOIN KGA KGIR KGBU WRNL KALB KUJ WTNJ WAVE WMMN WIND WHLN KTBS KYSM CHNS KFKA WFMJ KXA KALE WCHV WITH WILL WRVA KVOS KMOX WHJB KVO WPEN WKBZ KGVO KFI WJJD WBTA WKBN KSO KGER KTAR WBAX WTOC WGBI WEVD WHOM WBNS WOKO KTUC CFRB KDFN WMA WHDH WBAP KROW KPMC WWNC WCBX KRGV WHIS WSJS SIX WTMJ WGH KMA WOSU KXOK KDAL WCAB WEE KHMO KTOK KUOA KIT KMBC KRSC WAYS KSFO WABC WRLC WSAI WSM WNYC KTKC WOV WPTF WBAL KSTP WEVD WLOK WDBJ KFR WHAM CFLC WMBG WTRY WMEX WNBC KVGB KROC KVI WHK-WCLE KVOR WORK WLAC KRE KELA KDTH KRBM KCKN WSYB KFEL WRC CKA KFJB WMC KFVS CFRB WFBR WATL WQDM WJTN KFVD KFYO KFPY CHRC WRAW-WEEU KFJM KTSM WKPT WAAF WJW WTCN VREC KVAK KFRU WMAL CFRN CHAB WSTV KRNT KFYR KRIS KILO WHLD WWVA KCMO WMFR KIEM WJBC KFH WING WIBW WLVA WRDO WMPS WJLB WKPA WBOW WTAR KMYC WCBM WBIG KMO WHIZ KFOX WISN WDAS WIZE WDNC WTHT WBRC WHIP WDGY KRLH WBEN WMAS WLS KTS KSAN KGNC WSAZ WSMB WSPD WKNE WCCO KSL KOBH WNBF WGPC WOOD-WASH CKLW WSGN WKMO WHDF WAOV WHBQ WSNJ KMPC KMLB WRRN KOL WGRC KOCY WDOD WKBV WFAS KGLO KMTR WRJN WBRK WAZL CKLW WNEL WNAX WMVA W51R

LANG-WORTH FEATURE PROGRAMS, Inc.

VE *Record* FOR LANG-WORTH!



420 Madison Avenue • New York City

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What About It!

IS ASCAP acting up again, now that it has the networks anchored to contracts until 1950? That question is cropping up at NAB district meetings, and there seems to be ample cause.

Broadcasters who have contacted ASCAP since the network peace pact of last month, have detected an unwillingness to clean up tag ends. Clearance at the source for transcriptions is allowed to lag; there's no waiver for football pickups on tailor-made networks; a form of contract meant only for 18 network-managed and operated stations, covering the right to switch at the end of any year from blanket license to per program license, or vice versa, was sent to the entire list of some 800 unlicensed stations. ASCAP continues to dilly-dally on publication of a catalog of its works —a sort of telephone directory giving basic information. BMI got out a catalog nearly a year ago.

Small wonder, then, that independent broadcasters are beginning to lift their eyebrows. Refusal to waive the football music pickup by unlicensed stations, as it has done since the season began, has caused serious concern. Could it be, broadcasters are asking, that ASCAP is building up another "reservoir" of innocent infringements, the better to deal with unlicensed stations?

After these last ten months of turmoil for ASCAP, and its admission of abject defeat, it seems to us the Society would do well promptly to dispel this questioning of good faith. Peace in music can reign only when there is fair play. That goes for both sides.

In Plain English

EVER SINCE the war emergency began, broadcasters have been wary of its effect upon their operations. Despite official protestations that operations would not be unduly disturbed, there nevertheless has been an undercurrent of doubt. There had been no clear cut, conclusive, flat statement that broadcasting "by the American Plan" would not be disrupted. Indeed, the regulatory drift has been in an opposite direction. And there is Section 606 (c) of the Communications Act, authorizing the President to take over all communications, broadcasting included, under a national emergency.

Fittingly, the unequivocal assurance came the other day on NLC's observance of its 15th anniversary as the first network. It came from the Undersecretary of War, Robert P. Patterson, the operations chief of that branch of Government which controls all internal communications (broadcasting included) in time of war. Here are his words:

> "And so on this anniversary of the founding of the National Broadcasting Co., we underline the importance of the priceless gift each and every one of us has when he turns on his radio and is instantly in touch with what is going on in his Government, what is going on in his Army. *That is one of the things we believe in keeping exactly as it is. And we are going to keep it that way.*"

On the same occasion, high tribute was paid NBC, as the pioneer network, and radio generally, for its phenomenal development, and its work during the emergency. The President himself, in a letter to NBC President Niles Trammell, called attention to the increasingly important role radio will be called upon to play in domestic and world affairs. And once again he expressed confidence that broadcasters will meet their responsibility "by rededicating their vast resources to the maintenance of our democratic traditions, while at the same time they work with redoubled zeal to make our American system of broadcasting the best in the world".

From Secretary of the Navy Frank Knox and from FCC Chairman James Lawrence Fly also came expressions of gratitude for the job radio has done, and commendation to NBC for its vision and initiative. Together these public officials, from the President down, praised radio for its contribution during the present emergency, and pointed to the job ahead.

But every man and woman who does his stint in radio—from page-boy to president—is grateful especially to Undersecretary Patterson, who has dispelled fear and doubt and has inspired them to greater deeds in this critical hour.

Advertising's Pledge

ALMOST the entire advertising industry, represented at the ANA-AAAA joint emergency convention held recently at Hot Springs, Va., offered pledges to defense officials—pledges to forget petty bickerings and to join the all-out battle to preserve America.

There was no hesitancy, no fingers-crossed duplicity in the offers of these advertiser, agency and media leaders as they heeded the pleas of two major defense officials. A demonstration unprecedented in ANA and AA history greeted Leon Henderson, OPM offic And those whose enthusiasm may have co off a bit overnight got an even stiffer hou plain talk from a man whose language t know and whose achievements they have re nized for many years—William L. Batt, Di tor of Materials Division BPM and presid of SKF industries.

As delegates rode homeward they though the steps they could make, the sacrifices t could offer to cause. Their collective thoug must have been of happy labor relations their plants; of air-conditioned buildings; two-week vacations with pay; of group ins ance systems; of annual Christmas bonus of contented employes and foremen.

They must have thought of the recent roads of labor unions; of employes allege threatened with bodily harm if they di join; of veteran employes who asked their fo men for help, only to be told that not a w could be uttered by any company official; employes who charged overtime for hours sp in organizing efforts.

From labor, their thoughts must have tur to Washington commissions, and the challe ing of age-long advertising of the usual sa puffery variety; of anti-trust threats; of c sent decree tactics which side-step the courts radio timebuying worries caused by what t deemed the fantastic outrages of ambiti bureaucrats; of runarounds from priori people.

And they must have recalled the statem by a network official that the radio industry Exhibit A of what happens to an indus when Washington regulators get their fing in it.

But they rode homeward, determined to operate with Washington in every possi way. America, declared or not, is at war.

The RADIO BOOK SHEL

POINTING OUT the means for investigat the effectiveness of educational and propaga devices, and for gauging the influence of vertising campaigns upon audiences, *Re Listeners Panels*, new 47-page booklet iss by the Federal Radio Education Commi with the cooperation of the U. S. Office of E cation, Federal Security Agency, gives a c prehensive picture of methods used to ob the best possible results in conducting a ra panel.

Written by Hazel Gaudet and Cuthl Daniel, the booklet emphasizes the distinc features of the radio panel and its import advantages in the study of an audience tu over.

Also issued by the Office of Education, F eral Security Agency, *Radio Bibliography* s gests references for the study of the gen broadcasting, educational, technical and v tional aspects of radio listed under the vari headings embracing these fields.

LATEST EDITION of *American Cookery* edited by Imogene Wolcott, who conducts *Dear Imogene* woman's program six ti weekly on WOR, New York. Book conta recipe suggestions and articles on housel problems.

We Pay Our Respects To —



CURT PETERSON

INST his will, the radio di- r of Marschalk & Pratt was d into the broadcasting busi- But after 15 years . . . 15 s that saw the passing of crys- ets and the beginning of tele- n . . . it would take a Federal r to keep Curt Peterson out is unpredictable business.

urt Peterson was born Feb. 1898, in Albert Lea, Minn. n he was 7, the Petersons went acoma, Washington, finally re- ing in Eugene, Ore. By high ol age, his vocal talents had him a place on the debating n . . . and a silver cup for tion.

ne local fame of his baritone earned him a spot on the U of gon Glee Club . . . where he doubled as soloist, president business manager.

orld War I was near a climax n Curt emerged from an Offi- Training Camp in San Fran- . With a commission as sec- lieutenant, Infantry, he was to Seattle to train new re- ts.

fter the war he returned to the f Oregon and obtained his de- . But Eugene, Ore., seemed too quil, so he trekked across the inent to New York where he ied voice under private tutors worked as soloist with the Uni- ity Glee Club in New York. a sideline he sang in church rs. One of his companions was Dewey. Later Curt handled radio campaign for District At- ey of New York City and Gov- r of New York State for Mars- k & Pratt.

ne June afternoon, in 1926, t was walking across 42d St. didn't own a radio but he had d that WJZ operated from ios in old Aeolian Hall. He ged upstairs and into the tiny ption room, then mostly occu- by a telephone switchboard. uffed when he asked to speak the manager, he was squely advised to write a letter application to Miss Bertha inard.

his he did . . . and was sur- ed to receive a polite refusal, ressed to Miss Peterson, say- ing there were no openings on the WJZ staff for a woman.

Thoroughly outraged that anyone could find his hand writing so illegible, he immediately phoned Miss Brainard and explained that he wasn't a she. Chuckling, she transferred his call to Keith McCloud, studio manager who asked how quickly he could get down to 42d St. "In ten minutes", gulped Curt . . . and made it.

There he was asked to sing a couple of songs and was given a script to read. After repeating the audition for Miss Brainard came the question, 'How soon can you start?"

"Start what?" he asked.

"As an announcer," was the answer.

"But I don't want to be an announcer," argued Curt. "I want to be a singer."

So Curt Peterson walked right into this madhouse . . . and loved it.

Soon NBC was organized and WJZ moved to what seemed magnificent quarters, upstairs at 711 Fifth Ave. By 1928 this accidental recruit was supervisor of all announcers . . . then NBC promoted him to assistant program manager. This post he held until 1935, when he joined Marschalk & Pratt.

His first agency assignment was *Lombardo Road,* a network series for the Standard Oil Co. of New Jersey. Then he worked on *Esso Reporter* broadcasts . . . the first sponsored United Press news programs and the first five-minute periods ever sold by the NBC. Incidentally, that program established a formula for five-minute news summaries. Five years later, Curt supervised the first series of sponsored television news programs on W2XBS, again for Esso.

Though he has contributed much to this industry and helped spend millions of dollars with radio stations, he is still completely unimpressed by his own importance. This characteristic . . . plus a quiet smile and ready wit . . . explain why he has so many friends.

That golden baritone voice? Now he uses it only in social gatherings . . . and bathrooms.

Personal NOTES

DAVID DAVIDSON, for the last two years publicity and promotion director of KFWB, Hollywood, has been appointed to the newly created post of CBS exploitation manager, in that city.

ARMAND LaPOINTE, formerly part-time announcer and sales representative of WHEB, Portsmouth, N. H., has been assigned full-time duty on the production staff.

NORTON COTTERILL, vice-president of World Broadcasting System, addressing 150 students of New York U radio classes Nov. 15, directed by T. R. Carskadon, explained the uses of a complete transcription service in modern advertising and selling. Sound movie and a demonstration of transcription facilities were shown at the company's studios.

BOB McRANEY, general manager of WCBI, Columbus, Miss., has been named a member of the executive committee of the recently organized Mississippi Broadcasters Association.

WILLIAM H. McCUMBER, former station manager of KRLH, Midland, Tex., has been added to the sales staff of WHBF, Rock Island, Moline and Davenport, Ill.

PAUL McCLUER, Red network sales manager for NBC Central Division, and William Weddell, Red network salesman, were guests at the Nov. 19 meeting of the Minneapolis Advertising Club. Principal speaker was William N. Connolly, advertising manager of S. C. Johnson & Son, Racine, sponsors of *Fibber McGee and Molly* on NBC-Red.

RAY BARRETT, chief announcer of WDRC, Hartford, Conn., has been promoted to become assistant to Commercial Manager William F. Malo, in charge of commercial program production.

BOB VENN, formerly a member of the NBC-Chicago sales promotion staff, is now heading the sales promotion and publicity department of WSGN, Birmingham.

MAURY TOMPKINS, formerly with the sales staff of WEEI, Boston, has joined *Life* magazine's staff as New England representative.

BILL SETH is now assistant manager in charge at WFVA, Fredericksburg, Va., leaving WTBO Cumberland, Md.

THOMAS G. TINSLEY, president of WITH, Baltimore, recently received a plaque from the Maryland American Legion Auxiliary in recognition of WITH's cooperation in auxiliary projects.

GEORGE FUERST, for several years manager of the traffic department of KPO-KGO, San Francisco, has been transferred to the sales staff. Bob Sandstrom, his former assistant, succeeds him as traffic department head.

EDWARD R. MURROW, CBS European chief of staff, will make his first public appearance following his return to America at a dinner to be given for him by William S. Paley, CBS president, at the Waldorf-Astoria, New York, Dec. 2. Following the talk, which will be broadcast on CBS, Mr. Murrow will answer questions about conditions abroad, especially in London, where he has maintained headquarters since the outset of the war.

DAVID E. TOLMAN, Washington radio attorney in the offices of Paul M. Segal, and Mrs. Tolman, Nov. 6 became the parents of an 8½ lb. daughter, Nancy. She is their first child.

GEORGE SEVERN SMITH, Washington radio attorney in the offices of Paul M. Segal, on Nov. 12 underwent a tonsillectomy and is recuperating at his home.

JOHN SHELTON, of the Chicago sales office of WOR, New York, on Nov. 15 married Alida Van Delden.

EXECUTIVE STAFF OF WLDS IS ANNOUNCED

THE NEW WLDS, Jacksonville, Ill., which is scheduled to begin operation about Dec. 1, has virtually completed its executive staff, according to Edgar Parsons, general manager. John O'Connor, formerly radio director of special activities for Fox Theatres, has been named production manager; Pat Halloran, of KFAM, St. Cloud, Minn., commercial department; Gerald Cassens, from WSOY, Decatur, Ill., chief engineer.

The station is owned by Stephenson, Edge & Korsmeyer, all of Jacksonville, and will operate on 1180 kc. with 250 watts daytime only. Gates transmitter and speech input equipment has been purchased, together with a 215-foot Wincharger tower. It will occupy 2,500 square feet of floor space in the Fox Illinois Theatre Bldg.

The WLDS construction permit culminates a four-year battle for facilities, climaxed when the Stephenson firm was selected by the FCC over a competitive application involving limited newspaper ownership participation for the same facilities.

GE Names Sawyer

WILLIAM E. SAWYER, formerly associated with the advertising division of General Electric Co.'s appliance and merchandising department, has been named to take charge of advertising, promotion and related activities of the GE Home Bureau, Bridgeport, Conn., taking over the duties of F. A. Parnell and Paul E. Whitney, resigned. Mr. Sawyer was the creator and editor of the *Bandwagon Radio Magazine* in 1934 soon after he joined the GE radio advertising section.

George H. Lucius

GEORGE HENRY LUCIUS, 69, advertising manager of the Old Gold division of P. Lorillard Co., New York, on Nov. 16 died at his home in East Orange, N. J., after a six-month illness. Formerly with the American Tobacco Co., Mr. Lucius became affiliated with Lorillard in a sales and advertising capacity some years ago.

Hodgkinson a Prisoner

SGT. PILOT BRIAN G. HODGKINSON, prior to enlistment in the Royal Canadian Air Force an announcer at CKY, Winnipeg, has been reported a prisoner of war in Germany following bombing operations Oct. 27. A cable to his parents in Winnipeg from London on Nov. 12 announced his whereabouts after he had earlier been reported missing.

FOR THE fifth consecutive season, the NBC-Blue *Great Plays* series was resumed Nov. 16 with a dramatization of Ibsen's "A Doll's House", featuring Dennis King and Ruth Gordon. Lester O'Keefe, NBC producer who was in charge of the *Good Neighbors* program earlier this year, again will handle production on the series.

Right In Your Hands

the



$100,000,000 St. Petersburg-Tampa Market

is

YOURS

through

WTSP

WTSP, the Mutual Station, gives you the most economical coverage of this rich Florida market.

Added to the substantial St. Petersburg-Tampa year 'round market (Pinellas and Hillsborough counties, Florida's greatest population center) WTSP offers:

BONUS NO. 1—More than 250,000 winter vacationists who spend $40,000,000 here every year.

BONUS NO. 2—Army, Navy and Coast Guard bases with an annual payroll of $4,000,000.

WTSP

The Mutual Station

serving the

Metropolitan St. Petersburg-Tampa Sales Territory

Represented by

JOSEPH HERSHEY McGILLVRA

St. Petersburg TIMES Affiliate

R. S. STRATTON, Manager

ST. PETERSBURG, FLORIDA

BEHIND the MIKE

ELAINE CARRINGTON, author of *Pepper Young's Family* and *When a Girl Marries* daytime serials on NBC-Red, has been appointed consultant on the preparation of five-minute dramatic transcriptions to promote the sale of defense bonds and stamps, for the radio division of the Treasury Department.

HAL McINTYRE, chief announcer of KYA, San Francisco, recently became the father of a baby girl, Heather Ann McIntyre.

BOB BOVARD, announcer, formerly of KGMB and KGU, Honolulu, has joined KYA, San Francisco.

JIMMY HALE, formerly in charge of CBS Hollywood mailing department, has been promoted to the publicity staff, replacing Earl Wennergren, resigned. Wayne Reeves takes over Hale's former duties.

JACK LITTLE, Hollywood announcer, is recovering from serious injuries received when struck by an automobile in early November.

C. R. SMITH, formerly program director at CJAT, Trail, B. C., has joined CJVI, Victoria, B. C., in the same capacity.

LLOYD ALIAS, new to radio, has joined the announcing staff of CKRN, Rouyn, Que.

CAMPBELL RITCHIE, traffic manager of CKLW, Windsor, Ont., and Mrs. Eleanor Ritchie, formerly bookkeeper at CKLW, on Nov. 10 became parents of an 8-pound boy.

Defense Game

NEW GAME currently being played by staff members of WFBL, Syracuse, is "A Quarter for Defense". Under the scheme, originated by General Manager Samuel Woodworth, each employe can buy one 25-cent ticket each week in the station's "defense pool". Each Monday at 6 p.m. a ticket is drawn, and the lucky employe gets a $25 defense bond. With 45 employes participating, a total of $11.25 is collected weekly. The station adds the difference between this amount and the $18.75 cost of the bond.

WALT NEWTON, announcer of WIP, Philadelphia, is the father of a girl born Nov. 13.

PHIL BUXBAUM Jr., sports announcer of WELI, New Haven, on Nov. 21 married Charlotte Beckley, of Jacksonville, Fla.

JAMES H. KNOX, assistant to Johnny Johnstone, director of radio of the Democratic National Committee, on Nov. 14 became the father of a boy.

JACK McCARTHY, announcer for the NBC *Chamber Music Society of Lower Basin Street*, horse racing events and other programs, on Nov. 14 became the father of a girl, Joan Eileen.

RAY SENTKER, formerly of Salem N. Baskin Adv. Agency, Chicago, has joined the continuity staff of KSL, Chicago.

RAYMOND MARCUS, former member of the NBC Chicago guide staff, has joined WTAQ, Green Bay, Wis., as an announcer. A student at the NBC Chicago announcing school, Marcus is the 38th member of the school to graduate into a regular announcing job in the last four years.

WILLIAM F. MOLLOY, Hollywood commentator and syndicate writer, is author of a new book of verse titled *Goal Dust*.

JACK HOWARD SLATTERY Jr., KFWB, Hollywood announcer, and Marjorie Boaz, vocalist, were married Nov. 15 in Glendale, Cal.

HOOPER WHITE, formerly with WTMV, East St. Louis, and more recently with WCFL, Chicago, where he was continuity editor, has been appointed to the same post at WKZO, Kalamazoo, Mich.

BILL JOHNSON, formerly of WMIS, Natchez, Miss., has joined WGCM, Gulfport, Miss., as program director and chief announcer.

DICK KEPLER, WEBC, Duluth announcer, on Nov. 13 married Phyllis Van Hoven, daughter of a Duluth railroad executive.

BOB SMITH has been appointed to the continuity staff of WKZO, Kalamazoo, Mich., part-time.

JOHN RUSHWORTH, head of WEEI, Boston, sound effects department, will leave Dec. 1 to join the CBS staff in New York. He will be succeeded by Robert Freeman, formerly in continuity and production departments.

BESSIE BEATTY, woman's commentator, WOR, New York, has been designated radio chairman of the annual Xmas sale for the blind in New York State.

LEN STERLING, WOR, New York announcer, is the father of a baby girl, Ingrid, born Nov. 10.

TOM DOWNING has been added to the announcing staff of WSB, Atlanta, Ga.

HARRY CLIPPARD, engineer, Moody McElveen, announcer, WCOS, Columbia, S. C., have rolled at South Carolina U this

FRANK HARDIN, formerly WBIG, Greensboro, N. C., now d publicity work with the local N Recruiting office, is announcing nings and week-ends for WCOS. lumbia, S. C., replacing Fred Ma recently inducted into the Army Fort Jackson, S. C.

EDDIE BAUMEL, musical dir of KGNC, Amarillo, Tex., is the fa of a boy born Nov. 10.

ROBERT L. LANGDALE, new radio, has joined the NBC Chi guide staff.

JERRY WAYNE, baritone, form featured vocalist with Bobby Byr Orchestra, has joined CBS as a m ber of the New York musical staff

DICK BALLOU, assistant musi rector of WHN, New York, has named musical consultant for OP

GEORGE COMBS, WHN, York, commentator currently has articles appearing on the newsst one titled "News Makes the mentator" in *Liberty* and "Univ Priest" in *Who*.

RICHARD F. CLOSE, NBC sales traffic supervisor in New Y on Nov. 15 married Mary Marg Mahoney.

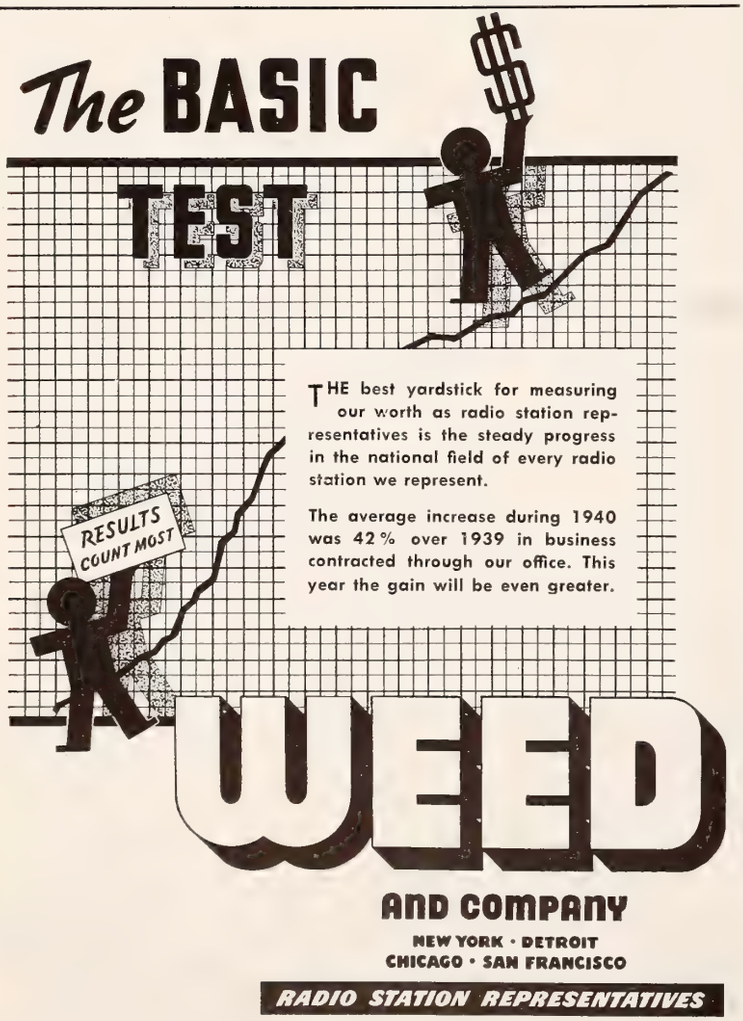
EDDIE CHASE, m.c. of the *Myt Ballroom* on WAAF, Chicago, formed a music publishing firm, C Music Co., with offices in the Wr building, Chicago. First song rel is "No Need To Be Sorry", written by Alan Surgal, radio s writer, and Eddie Chase, and n by Kennedy Nelson, musical direct WAAF.

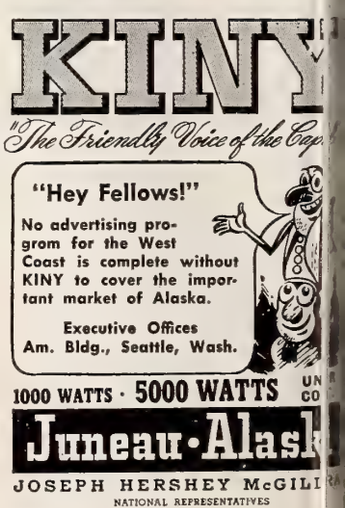
PIERRE ANDRE, veteran annou of WGN, Chicago, has been appo teacher in radio technique with Catholic Youth Organization by Bi Bernard J. Sheil, auxiliary bish Chicago.

BOBBY BROWN, program dir of WBBM, Chicago, has been gr a temporary leave of absence to h a special radio assignment for Wrigley Jr. Co., Chicago. Walter ton, of the WBBM production has been named acting program tor.

KEN CRAIG, production manag KSFO, San Francisco, recently signed.

ALICE DANNENBERG, write the magazine division of CBS a the network's publicity departme five years, on Nov. 17 resigned to the New York office of the U Coordinator of Information on staff of Edd Johnson, formerl charge of the CBS shortwave list post and now chief of shortwa telligence with the coordinator.





Meet the LADIES



RUTH BARNARD

E OF FEW women in a job demanding as hers is Ruth Bard, traffic manager of Don Lee adcasting System in Hollywood. nething like two million correcs, a half-million pieces of mail great stacks of interoffice munications flow across her k annually as she keeps traffic ving for the 33 Don Lee stas.

orn in Bensonhurst, N. Y., and cated in Winchester, Mass., s Barnard took a commercial rse at the Sawyer School of siness upon arriving in Los Anes late in the 20's. This training ded her a job in 1930 as partte secretary to Agnes White, J home economist. Following in ft succession came publicity asnments from men who now are ding radio figures.

Her traffic training was launched en she became secretary to Van Newkirk, Don Lee network ffic manager. He taught her the ricate details of the job, so when J joined MBS and Mr. Newk became West Coast program rdinator, she continued as assistto the new traffic manager, rbert Witherspoon. Then on May 1934, she became official traffic nager of Don Lee. Miss Barnard kes her home with her mother in ndale, Cal., and spends her vaions dude ranching.

RRY BRIGHT, WGBR, Goldso, N. C. is the father of a baby . Carole Prince, his first, born v. 10. Name for the baby was supd by one of the station listeners ited to suggest a name.

IMY BARBER, former program ector of KGVO, Missoula, Mont. been named assistant manager.

B WALKER, graduate of Montana te U School of Journalism, forly on the staff of the Livingston, nt. *Enterprise*, has been appointed s editor of KGVO, Missoula, Mont.

UL ROSCOE, program manager sportscaster of KGFW, Kearney, ., is the father of a baby girl. ila Lu, born Nov. 7.

UIS HOWARD EMICH, former IAM, Rochester, program director, joined the announcing staff of IBF, Rock Island, Ill. where he assist Van Patrick with sports vities.

RBERT BAYARD SWOPE Jr., y-writer in the CBS sales promoi department leaves at the end of ember to become an ensign in the val Reserve.

LEONARD CLEARY, organist, and Pricilla Holbrook and Juliann Peletier, pianists, have joined the talent staff of WJJD, Chicago.

BILL BRADLEY, continuity editor of WHEB, Portsmouth, N. H., has been named Portsmouth Chapter Red Cross radio representative.

HARVEY OLSON, announcer, WDRC, Hartford, is the father of a second son, Rolf, born recently.

ARTHUR MARTIN, announcer at the Toronto studios of the Canadian Broadcasting Corp., on Nov. 29 married Melba McDonald, of Ottawa, secretary to the CBC treasurer.

TIM O'SULLIVAN, formerly of WLBC, Muncie, Ind., has joined the announcing staff of WOWO-WGL, Fort Wayne.

FRANCIS C. OWEN, formerly of WIOD, Miami, and WHEC, Rochester, has joined WITH, Baltimore, to handle an early morning show, still unnamed. David Ross Jr., son of the well-known network announcer, David Ross, has joined WITH, coming from WBBM, Chicago. He announces under the name of David Allen.

RWG Asks Payment for Charity Show Writers

RESOLUTION demanding that writers contributing material to charity radio programs be compensated for services, the same as talent and announcers, was passed by Western Region of Radio Writers Guild in Hollywood on Nov. 10.

Concurrent elections held in Hollywood and New York elected Henry Fisk Carlton of the latter city, national president of Radio Writers Guild. John Boylan of Hollywood was named Western region vice-president, with Forrest Barnes, Hector Chevigny, Paul Franklin and True Boardman, Hollywood, as representatives to Authors League Council.

FIRST 1942 heavyweight bout to be sponsored by Gillette Safety Razor Co., Boston, on MBS will be the Joe Louis-Buddy Baer championship match in New York Jan. 9, for the benefit of the New York Auxiliary of the Navy Relief Society.

Winnipeg Listens

WINNIPEG listeners have their radios turned on more than the citizens of any other Canadian city, it was shown in a 12-month survey conducted by a Toronto statistical agency. Over 2 million interviews with Canadian householders regarding their listening habits were made in the 12 months ending Sept. 30. Winnipeg figures showed that in daytime 33.1% of the radio receivers are being used, and in the evening 44.6% of the sets are on. The average percentage for the four largest Canadian cities, Montreal, Toronto, Winnipeg and Vancouver, showed a daytime listening audience of 20.6% of all radio sets, and an evening audience with 33.3% of the radios in use.



In WIBW's daytime half-millivolt area, OUR FAMILY consists of 4,811,511 husky, hungry people . . . active, out-of-doors folks who spent $305,936,000.00 last year for food alone.*

Brother, that's concentrated coverage! Daytime domination of 206 counties in five states. That's what our 5,000 watts does—grounded in America's most conductive soil and backed by our 580 kc. "reach-out" frequency.

Now—add to that our friendly, neighborly personalities and it's easy to see why we can so easily influence OUR FAMILY to purchase your product.

* U. S. Census 1940.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

"Customers drive over 100 miles in response to our offers on KSO"



L. L. LALLY,
Pres.
Lally Service

L. L. Lally has never heard of Crossley.

He may never know a program-rating from a stock-quotation.

But he knows a lot about radio—most of it learned from his sales records.

Mr. Lally runs a large auto-supply and service unit in Des Moines. Last spring, he selected Gene Shumate's "Behind Home Plate" on KSO as the backbone of his advertising, because "lots of men listen to Gene, and I want their business."

Response surprised even Mr. Lally. Customers drove more than 100 miles to take advantage of his special offers. The increase in his business has made him a 52-week advertiser—and added another chapter to the Success Story of KSO and KRNT — Success in serving listeners AND advertisers.

KSO NBC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in
DES MOINES

Represented by The Katz Agency

FOR THE SECOND year, WLAW, Lawrence, Mass., will broadcast a series of Saturday morning Fairy Stories from the reception room in the Lawrence Public Library. Dan MacDonnell is narrator of the program. Varied in nature, it starts with a series of songs by the entire group followed by the fairy tale and is concluded by a period of questions and answers in which the participants receive a pin showing their membership. Trustees of the Lawrence Public Library are high in praise of the program.

* * *

Clubwomen's Ideas

INTERVIEWING a prominent male executive, engaged in some major defense industry located in Michigan, as the central figure of each program to be presented each Tuesday 10:15-10:30 a.m. on the new *Clubwoman's Forum* over WXYZ, Detroit, and the Michigan Radio Network, Governor Murray D. Van Wagoner was presented as first guest speaker Nov. 11. Problems facing the executive, especially regarding personnel, are discussed with four prominent clubwomen who seek means of overcoming the industrial bottlenecks.

* * *

New York Reports

PROGRESS of New York State in its contribution to national defense is reported in a new monthly series, *New York State Reports*, which was inaugurated by Gov. Lehman last Sunday, on WMCA, New York. Presented in cooperation with the New York State Defense Information Committee, the program is aimed at providing citizens with adequate information on defense progress. Speakers are recruited from associated branches of the State Government and are heard each month.

* * *

Aggie Takes Charge

A SWASHBUCKLING, breezy lady, fresh from Montana, comes into the big city to put the slickers in their rightful places in a new serial, *In Care of Aggie Horn*, which started Nov. 17 on NBC-Blue. Written by Eugenia Price, new to radio, and Fritz Blocki, well-known Chicago playright, story centers about a country girl from the hills who visits snobbish city relatives and immediately sets out to brighten their conventional, urban lives.

CHNS
THE KEY STATION OF THE MARITIMES
Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

Purely PROGRAMS

Official Interviews

NEW SERIES of radio interviews with top government officials was started on MBS Nov. 14 by Theodore Granik, lawyer and conductor of the *American Forum of the Air*. Interviews will be "down to earth" variety, with interviewers answering questions submitted by listening audience and will cover pertinent phases of national defense. Listeners, who are invited to submit questions, may obtain complete printed copies of the interviews without charge by writing to Theodore Granik, WOL, Washington, D. C.

* * *

Comedy Show

SERIES of comedy shows, *Here's Paar*, to enliven late evening schedule has been started at WGAR, Cleveland, with Jack Paar, young comedian, as writer and m.c. Premiere show had Sally Rand as guest star under arrangement with RKO Palace theatre to furnish weekly guest attractions. Walberg Brown's staff orchestra and Mary Davis, formerly with Horace Heidt's orchestra are regularly featured on the 10:45-11 p.m. Monday evening program.

* * *

Good Neighbors

HELP YOUR NEIGHBOR is title and theme of a new half-hour weekly program sponsored by Hirsch Clothing Co., Chicago, placed through Schwimmer & Scott on WGN, Chicago. Program features Verne Smith and Betty Hanna, who interview people in need of things listeners may be able to supply. A telephone in the studio permits direct response from listeners.

* * *

Defense & Dollars

HELPING listeners spend and save wisely during the nation's all-out defense program, is the theme of a new weekly series, *Defense & Your Dollar*, which will make its bow Dec. 6, 3-3:15 p.m. on NBC-Red. Series features interviews with economic authorities, as well as illustrative dramatizations.

* * *

Peeves Encouraged

GRIPING has come into its own in a new program launched by WHP, Harrisburg, titled *Your Pet Peeves*. Heard every Wednesday evening 7:30-8 the program, created and directed by Lee Cronican, invites listeners to participate. Four guests appear weekly to air universal pet peeves.



INTERVIEWS are Glen LePar business as sidewalk question-m for the Butterfield Theaters o WOOD-WASH, Grand Rapi Mich. But this was the first ti he was ever called on to questi a lion, King Tarz of MGM, w was in the Furniture City to p licize a Tarzan picture. The mic phone was kept on the outside the cage but it looks like A nouncer LePard went inside least long enough to have his p ture snapped.

* * *

Fantasy

HIGHLY IMAGINARY, the fi of a once-weekly series of progra based on newspapers headlines w started last Thursday at 11 p.m. WFAA-WBAP, Dallas-Fort Wor *Who Is Homer Finch*, title of fi offering, was written by Orval A derson, announcer. Series is an e periment in home show product to augment late night sustaini dance bands.

* * *

Morning Answers

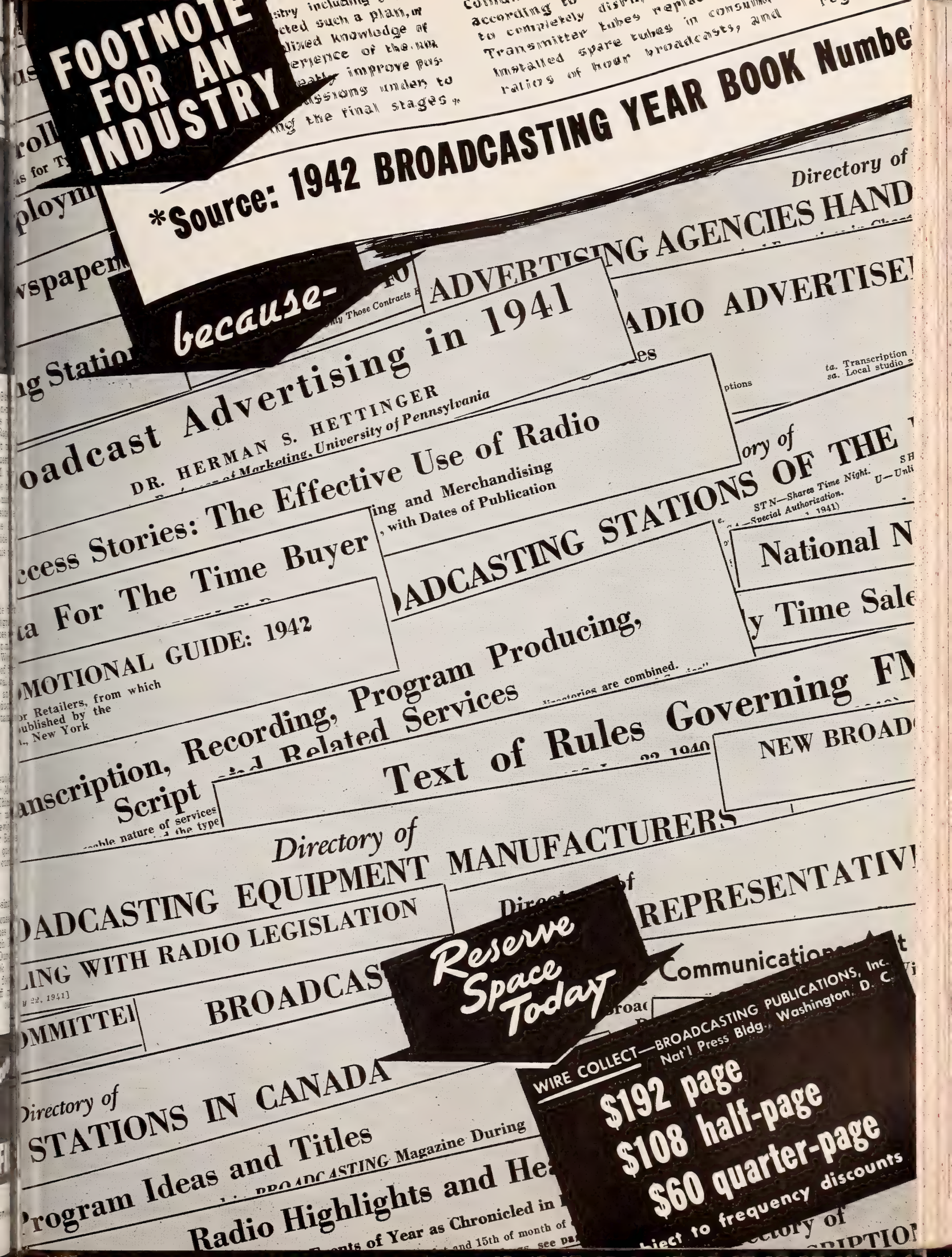
QUESTIONS on various subje sent in by listeners to *Your Mo ing Reporter* on WBBM, Chica are answered on the early mo ing newscast during a newly-serted feature called "Your Ref ence File". Most of the quer concern information on the curr foreign situation.

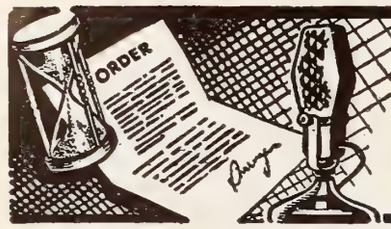
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Guessing & Second Guessing

UNREHEARSED discussi about football—past games a future ones—are aired each M day night on WDNC, Durha N. C., as the *Quarterback Cl* Participants are "alleged" footb experts consisting of staff me bers, newspapermen and colle publicity directors.

IN PHILADELPHIA
WFIL *win friends influence listeners*
SELL THROUGH WFIL


FOOTNOTE FOR AN INDUSTRY
*Source: 1942 BROADCASTING YEAR BOOK Numbe
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SCRIPTIO



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WAIT, Chicago

Waltham Pen Co., Chicago, 6 *sp* weekly, thru United Adv. Co., Chicago.
Utilities Engineering Institute, Chicago (trade school), 156 *sp*, thru First United Broadcasters, Chicago.
Consolidated Drug Co., Chicago (proprietary), 312 *sp*, thru Benson & Dall, Chicago.
Willard Tablet Co., Chicago, 3 *sp* weekly, thru Neal Adv. Agency, Chicago.
Pinex Co., Chicago (cold remedy), 6 *t* and 12 *ta*. thru Russel M. Seeds Co., Chicago.
Brown & Williamson Tobacco Corp., Louisville (Avalon cigarets), 6 *t*, 12 *ta* weekly, thru Russel M. Seeds Co., Chicago.
New Morning Newspaper, Chicago, 18 *sa* weekly, thru Schwimmer & Scott, Chicago.
Hollywood Film Studios, Hollywood, 6 *sp* weekly, thru Phil Gordon Agency, Chicago.
Mantho-Kreoamo Co., Clinton, Ill. (M-K cough remedy), 24 *sp* weekly, placed direct.

KFI, Los Angeles

Wilson Packing Co., Chicago (hams), 36 *sa* weekly, thru Brisacher, Davis & Staff, Los Angeles.
Kellogg Co., Battle Creek, Mich. (All-Bran cereal), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Bookhouse for Children, Chicago, 2 *ta* weekly, thru Presba, Fellers & Presba. Chicago.
Scientific Products Corp., Los Angeles (Solvene liquid cleaner), weekly *sa*, thru Edwin E. Martin Adv., Los Angeles.
Barbara Ann Baking Co., Los Angeles (bread), weekly *sa*, thru Bogardus Adv. Agency, Pasadena, Cal.
Boston Food Products Co., Boston (Prudence corned beef hash), 2 *sa* weekly, thru Chambers & Wiswell, Boston.
Ben Hur Products Inc., Los Angeles (coffee), 42 *sa* weekly, thru Theodore B. Creamer Adv., Los Angeles.
Penick & Ford Inc., New York (Brer Rabbit molasses) 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.

KSFO, San Francisco

Morton Salt Co., Chicago (salt), 3 *t* weekly, thru Klan-Van Pieterson-Dunlop Assoc., Milwaukee.
Perry Hatchery, Hayward, Cal., (baby chicks), 3 *sa* weekly, thru Tomaschke-Elliott, Oakland, Cal.
Pacific Guano Co., Berkeley, Cal. (fertilizer), 6 *sa* weekly, thru Tomaschke-Elliott, Oakland.
Italian Swiss Colony, Asti, Cal. (wine), 6 *sp* and 260 *sa*, thru Leon Livingston Adv., San Francisco.
Lever Bros., Cambridge (Swan), 8 *ta* weekly, thru Young & Rubicam, N. Y.
Pope Labs. (Joint-ease), 2 *ta* weekly, thru Street & Finney, N. Y.
Calide Labs., Oakland, Cal. (flower preserver), 6 *sa* weekly, thru Leonard D'Ooge & Assoc., Oakland.

WIND, Gary, Ind.

Ward Baking Co., Chicago (Tip-Top bread), 156 *sa*, thru W. E. Long Co., Chicago.
New Morning Newspaper, Chicago, 72 *sa*, thru Schwimmer & Scott, Chicago.
Joy Candy Shoppes, Chicago (chain), 18 *sa*, thru Malcolm-Howard Adv. Agency Chicago.
Paul V. Anderson Co., Hammond, Ind. (Royal Crown Cola distributor), 156 *sa*, direct.
B. Nathan Co., Chicago (women's wear), 13 *sp*, thru A. D. Reiwitch Adv. Agency, Chicago.

WMAQ, Chicago

Cigar Institute of America, New York (industry promotion of cigars), 16 *sa*, thru Lambert & Feasley, N. Y.
Pepsodent Co., Chicago (dental products), 10 *sa*, thru Lord & Thomas, Chicago.

KFRC, San Francisco

Junket Brand Food Products, Little Falls, N. Y., 2 *sa* weekly, thru Mitchell-Faust Adv., Chicago.
Dr. B. L. Corley, San Francisco (health food products), weekly *t*, thru Rufus Rhoades & Co., San Francisco.
Underwood Elliot Fisher Co., New York (Underwood portable), 37 *ta*, direct.
G. H. Mumm Champagne, New York (Globe Vermouth), 3 *ta* weekly, thru Brisacher, Davis & Staff, San Francisco.
American Pop Corn Co., Sioux City, Ia. *sa* series, thru Buchanan-Thomas Adv. Co., Omaha.
Axton-Fisher Tobacco Co., Louisville (Spuds), 2 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Foreman & Clark, Los Angeles (men's clothing chain), 27 *ta*, thru Milton Weinberg Adv., Los Angeles.
White Labs., Chicago (Chooz), *ta* series, thru H. W. Kastor & Sons, N. Y.
Pacific Brewing & Malting Co., San Jose, Cal. (Wieland's beer), 22 *sa*, thru Brewer-Weeks Adv., San Francisco.

WOR, New York

Duffy-Mott Co., New York (apple juice and cider), *sp*, *sa* weekly, thru Al Paul Lefton Co., Phila.
Pepsi-Cola Co., Long Island City, N. Y. (beverage), 3 *sp* weekly thru Newell-Emmett Co., N. Y.
Bosco Co., New York (milk amplifier), 3 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Fischer Baking Co., Newark, 3 *sp* weekly, thru Scheck Adv. Agency, Newark.
Tayton Co., Hollywood (cosmetics), *sp* weekly, thru BBDO, N. Y.
Conti Products Corp., New York (shampoo, face cream and soap), 5 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
United Drug Co., Boston (Rexall), 4 *sp*, thru Street & Finney, N. Y.
Illinois Meat Co., Chicago (Corned beef hash) 5 *sa* weekly, thru Arthur Meyerhoff & Co., Chicago.
Alkine Co., New Brunswick, N. J. (Flem-O-Lyn), 3 *sp* weekly, thru Redfield-Johnstone, N. Y.

WBBM, Chicago

Bunte Bros., Chicago (candy), 156 *sa*, thru Presba, Fellers & Presba, Chicago.
Consolidated Drug Trade Products, Chicago (Zymole Trokeys), 312 *t*, thru Benson & Dall, Chicago.
California Packing Corp., San Francisco (Del Monte coffee), 114 *sa*, thru McCann-Erickson, San Francisco.
Liggett & Myers Tobacco Co., New York (Velvet tobacco), 39 *sp*, thru Newell-Emmett Co., N. Y.

WENR, Chicago

Cigar Institute of America, New York (industry promotion of cigars), 8 *sa*, thru Lambert & Feasley, N. Y.

KFAC, Los Angeles

Provident Loan Assn., Los Angeles (investments), 24 *sa*, weekly, thru Lloyd's Adv., Los Angeles.

KOA, Denver

Lever Bros., Cambridge, Mass. (Swan soap), 7 *sa* weekly, thru Young & Rubicam, N. Y.
Beaumont Labs., St. Louis (4-Way cold tablets), 5 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Dwarfies Corp., Council Bluffs, Ia. (cereal), 5 *sa* weekly, thru Buchanan-Thomas Adv. Co., Omaha, Neb.
Welch Grape Juice Co., Westfield, N. Y. (grape juice), weekly *t*, thru H. W. Kastor & Sons, Chicago.
Seven-Up Bottling Co., Denver (soft drink), 3 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.
Hartz Mountain Products Co., New York (bird seed), weekly *t*, thru Geo. H. Hartman Co., Chicago.
Lehn & Fink Products Co., New York (Hind's honey & almond cream), 5 *ta* weekly, thru Wm. Esty & Co., N. Y.

KHJ, Hollywood

California Mission-Pak Co., Los Angeles (dried, candied, fruits), 10 *ta*, 10 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.
A. Sensenbrenner Sons, Los Angeles (Sante Fe cigars), weekly *sp*, thru Erwin, Wasey & Co., Los Angeles.
California Packing Corp., San Francisco (canned foods), 6 *sa* weekly, thru McCann-Erickson, San Francisco.
Bulova Watch Co., New York (watches), 21 *sa* weekly, thru Biow Co., N. Y.
McIlhenny Co., Avery Island, La. (tobasco sauce), 3 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.

WOWO-WGL, Fort Wayne

Block Drug Co., Jersey City (Gold Medal Capsules), 312 *ta*, thru Raymond Spector Co., N. Y.
Nehi Corp., Columbus, Ga. (Royal Crown Cola), 156 *sa*, *ta*, thru BBDO, N. Y.
Roman Cleanser Co., Detroit, 52 *sa*, thru Gleason Adv. Agency, Detroit.
Hills Bros. San Francisco (coffee), 172 *sa*, *ta*, thru N. W. Ayer & Son, San Francisco.

CKRN, Rouyn, Que.

L. O. Grothe Ltd., Montreal (tobacco), 12 *t*, thru Canadian Adv. Agency, Montreal.
Martin-Senour Co., Toronto (paints), 52 *ta*, thru J. J. Gibbons Ltd., Toronto.
Lever Bros. Toronto (soap), 75 *sa*, thru J. Walter Thompson Co., Tornoto.

KNX, Hollywood

California Packing Corp., San Francisco (canned food), 6 *sa* weekly, thru McCann-Erickson, San Francisco.
Leslie Salt Co., San Francisco, 6 *sp* weekly, thru Erwin, Wasey & Co., San Francisco.



"That's very pretty . . . but as long as I don't HAVE to have it, an' can have a lower rate without it . . . SKIP it, huh?"

Adv.

McCARTHY RETAIN HOOPER POLL LE

CHARLIE McCARTHY, foll by Fibber McGee, Walter Win and the *Aldrich Family* in order, hold the top four plac the list of "first 15" network s ranked in the November ed of C. E. Hooper's national ra on evening programs.

The Hooper figures show Carthy in first place for the t consecutive month, with Fi only two percentage points be holding the close second pos it earned in October. Greatest ress in building a network ence during the past month made by Winchell, who moved seventh to third place.

Sets-in-use figures released Hooper "continue to reflect seasonal uptrend but the inc in all radio listening is nov marked as that noted in Oct when the end of daylight sa time helped boost early eve listening." In the group of grams measured by partial ra than full coast-to-coast interv ing coverage Red Skelton the list with a rating of 20.6. lowing are the other program the "first 15" in addition to top four group for November: Hope, Jack Benny, *Radio The Coffee Time, Time to Smile, District Attorney*, Orson W Major Bowes, *Music Hall*, Smith and *One Man's Family*.

Guest Off Coast-to-Coa

AFTER ten years of national work broadcasting, Edgar G famous homespun poet and phi pher, has given it up, but start 26-week series of morning grams Nov. 10 over the Mich Radio Network, originating i studios of WXYZ, Detroit. I ruption of daily newspaper s cate work and the trip back forth to Chicago each week given as reasons for the ch Sponsor of the Monday and nesday 10-10:15 program is mers & Manufacturers Sugar Assn. Marguerite We Detroit organist, will furnish cal accompaniment. Agency is mer-Keller Inc., Detroit.

Sullivan for 'Liberty'

MACFADDEN PUBLICATI Inc., New York (*Liberty* M zine), on Nov. 18 will begin sorship of *Paul Sullivan* news on a CBS network of 17 stat with additions to be made time to time, Tuesdays and Th days, 6-6:10 p.m. Sullivan's last sponsored by Brown & liamson Tobacco Corp. in the i ests of Raleigh Cigarettes on same network, was disconti Sept. 18 [BROADCASTING, Sept Agency is Erwin, Wasey & New York.

BURTON BUNCH, headquarter Des Moines, has been appointed west sales manager of Fred C. tens & Associates, Los Angeles pr ers of the *Miracles of Faith* scribed series. Kenneth M. Foot taken over the New England S New York and Pennsylvania. Stuart S. Shackelton in charge of central states, headquartered in G Rapids, Mich.

Radio Advertisers

HER WINE Co., San Francisco, radio for the first time, recently ed a spot announcement cam- on KFRC, San Francisco. It is ible that the account may expand her markets at a later date, ac- ng to the agency handling the ac- Yoemans & Foote, San Fran-

N LABATT Ltd., London, Ont. vers), has started *Lest We For-* ve times weekly on CFCF, Mon- and *Les Amours de Ti-Jos* ly on CKAC, Montreal. Account placed by J. Walter Thompson Toronto.

KRESGE Co., Toronto (variety store), has started Christmas am thrice-weekly on CKCL, To- . Account was placed direct.

ARENS Ltd., Hamilton, Ont. erts) has started a test program *ren's Club Corner* twice weekly KCW, Moncton, N. B. Account placed by Russell T. Kelley Ltd., ilton, Ont.

HALLMAN Co., Toronto (Land over honey), has started thrice- ly spot announcements on CFRB CKCL, Toronto, and weekly tran- d program *Streamlined Fairy* on CKOC, Hamilton, Ont. Ac- t was placed by A. McKim Ltd., nto.

NEER SOAP Co., San Francisco, taken over Queen Lily Soap, known West Coast brand, and anning an extensive merchandis- ampaign.



MORE NEWS on the CBS *Vox Pop* origination from Winner, S. D. Last week we heard how the Indians made a lot of radio folks who made the trip members of the tribe; now we have a trio of microphone nimrods, all part of the safari west. There's Parks Johnson, Vox Pop interviewer on the left, Stuart Dawson, producer from CBS Chicago, and Nate Tufts Jr., Vox Pop producer of Ruthrauff & Ryan, New York, holding what the blurb accompanying the picture says was their day's haul—five birds. That's the legal limit, too. Program is sponsored by Emerson Drug Co. of Baltimore for Bromo-Seltzer.

U. S. WHOLESALERS OUTFIT Co., Los Angeles (clothing), in a 13-week local campaign which started in mid-November is currently sponsoring the five-weekly quarter-hour sportscast, *Sports Page*, with Jack Stafford, commentator, on KMPC, as well as a weekly 15-minute program of recorded semi-classical music on that station. Firm has also contracted for six times weekly sponsorship of a quarter-hour newscast on KFAC. Agency is Lloyd's Adv., Los Angeles.

SEARS, ROEBUCK & Co., Chicago (mail order house), on Nov. 16 started a weekly dramatic program, *The Sears Story Hour*, on WJJD, Chicago, supplementing its current schedule of half-hour broadcasts six weekdays featuring Ruth Howard.

FRESH FRUIT & VEGETABLES Institute, Los Angeles, on Nov. 11 increased sponsorship schedule of the quarter-hour program, *Here's to the Ladies*, on KECA, that city, from three to five times weekly. Renewed contract is for 26 weeks. Series features Helen Sawyer, commentator, assisted by Tom Dale. Scholtz Adv. Service, Los Angeles, has the account.

PHILCO DISTRIBUTORS, Chicago, has started a nightly quarter-hour of recorded popular music titled *Rhythm Rendezvous* on W59C, FM adjunct of WGN, Chicago. Program will advertise Philco FM receivers. Sternfeld-Godley, New York, is agency.

WANTED!

☆ In any one of 48 States . . . an opportunity to do a whale of a big job for you as Master of Ceremonies and announcer for for your show or shows.

☆ Now employed M C ing successful show for busy midwestern station. Don't have to move (Thank goodness) but believe I can do bigger job elsewhere.

☆ Years of radio experience (I'm still not an old man, either), plenty of A-1-A references from radio execs you know.

☆ Salary: not as important as the job:

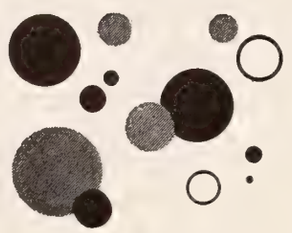
☆ Location: Don't care.

☆ Available: soon as replacement can be made here.

☆ What Have you?

Address Box 162A, Broadcasting.

☆ ☆ ☆ ☆ ☆ ☆



When you think of SPOTS... think of John Blair!



JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

FIRST IN ST. LOUIS

IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

ST. LOUIS

KWK - MUTUAL - Represented by Raymer

7-UP BOTTLING Co., San Francisco (7-Up), recently started a pre-holiday campaign on 3 San Francisco stations, using one-minute transcribed spots and station break spots, averaging one a day. Agency is Rhoades & Davis, Adv., San Francisco. The station list: KFRC KPO KGO.

GULBRANSEN PIANO Co., Chicago, has started on WMAQ, Chicago, a series of quarter-hour thrice-weekly piano interludes, *Fantasies in Ivory*, featuring Pianist Walter Flandorf. Agency is Robert Kahn & Associates, Chicago.

BENEFICIAL CASUALTY Co., Los Anglees (insurance), recently started a five-minute transcribed program, *Inside Stories*, twice-weekly on KFRC, San Francisco. Agency is Stodel Adv., Los Angeles.

TRANSPORT MOTORS Co., San Francisco (Willys Americar), recently started sponsorship of Fulton Lewis Jr. three times weekly on KFRC, San Francisco. Agency is Stack-Goble Adv., San Francisco.

SLAVICK JEWELRY Co., Los Angeles (retail), on Nov. 15 started for six weeks sponsoring a six-weekly quarter-hour newscast on KECA, that city. Firm's local radio schedule also includes participation five times weekly in *Art Baker's Notebook* on KFI, and six-weekly participation in *Rise & Shine* on KHJ. Adv. Arts Agency, Los Angeles, has the account.

INGLEWOOD PARK Cemetery Assn., Los Angeles, on Nov. 25 renews for 52 weeks the weekly half-hour *Melodies America Loves* on KNX, Hollywood. Organization has consistently sponsored this program for more than 14 years. Adv. Arts Agency, Los Angeles, has the account.

PURE GOLD MFG. Co., Toronto (Blue Ribbon food products) on Nov. 17 started *Clair Wallace Tea Time Topics* 5 times weekly on CFRB, Toronto. Account is placed by Cockfield Brown & Co., Toronto.

HOUSEHOLD FINANCE Corp., Philadelphia (loans), last week added WOR and WMCA, New York, to its list of stations carrying one-minute transcribed announcements. 5 to 10 times weekly. Agency is BBDO, New York.

BROCK & Co., Los Angeles (retail jewelers), in a pre-holiday Southern California campaign to promote its $2 to $20 price range of gifts, is currently using from 5 to 6 time signal announcements weekly on KHJ KNX KFI. In addition thrice-weekly participation is bein gsponsored in *Robert Lee Johnson's Bridge Club* on the latter station. Agency is Hixson-O'Donnell Adv., Los Angeles.

GRAND CENTRAL MARKET, Los Angeles (retail food market), in a local pre-holiday campaign which started in mid-Nov., is using, on a staggered schedule, a total of 57 spot announcements on KFWB KMPC KFVD KIEV KRKD. Agency is The Mayers Co., that city.

NASSOUR BROS., Los Angeles (42 oil shampoo), on Nov. 17 replaced the weekly quarter-hour Hollywood gossip series by Erskine Johnson on KFI, that city, with a thrice-weekly 15-minute current events commentary program featuring Jose Rodriguez and Sid Sutherland on KECA. Contract is for 13 weeks. Milton Weinberg Adv. Co., Los Angeles, has the account.

FIRST sponsor to use W67C, FM outlet of WBBM, Chicago [BROADCASTING, Nov. 3], when the new station was formally opened Nov. 17, was Pushman Bros., Chicago rug dealer. Contract, placed direct, schedules four station-break announcements daily, six days a week for four weeks.

WE GIVE THANKS

The management and staff of WHOM have much to be thankful for this year.

We are fortunate in the job we have to do. That job is to bring the message of "Democracy" to millions of foreign-language speaking peoples.

Our programs are designed to give happiness and help to millions of foreign born, and to place before them the advantages of the American Way of Life.

Many have sought asylum here from the horrors of ravaged homelands. They have turned to us and found in their own language and music some measure of comfort to ease a great sorrow.

WE ARE GLAD TO HAVE BEEN ABLE TO DO THIS—
THEREFORE WE GIVE THANKS!!

★ ★

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

NETWORKS IN ARGENTINA

Martinez Tells of Two Hookups and Use Of Newscasts by Various Stations

EDITOR, BROADCASTING:

Dear Sir:

I have read with a great deal of interest many of the items which appear in BROADCASTING, particularly those relating to the activities of American advertisers and radio stations in South America.

On page 14 of your Nov. 10 issue it appears some news about LR3—Radio Belgrano of Buenos Aires, Argentina and UP news for the *Esso Reporter*. Knowing the radio situation in Argentina and other South American countries, I know there are some misstatements in the story.

First, Radio Belgrano and its network is not the largest Argentine Network as it is made up of nine stations in all, namely: LR3 Radio Belgrano, Buenos Aires; LT1 Radio Litoral, Rosario; LV3 Radio Cordoba, Cordoba; LV12 Radio Aconquija, Tucuman; LV11 Radio del Norte, Santiago del Estero; LU7 Radio General San Martin, Bahia Blanca; LV1 Radio Graffinga, San Juan; LT7 Radio Provincia, Corrientes; LV4 Radio San Rafael, San Rafael.

The news item lists "Radio Cuyo" of Mendoza but since Jan. 1, 1941, this station has not been part of the network.

Second Hookup

The largest network is LR1-Radio El Mundo of Buenos Aires and its 11 stations with more than 35 quarter-hours a day in constant chain. This network is composed of the following stations: LR1 Radio El Mundo, Buenos Aires; LU2 Radio Bahia Blanca, Bahia Blanca; LU4 Radio C. Rivadavia, C. Rivadavia; LV2 Radio Central, Cordoba; LV10 Radio Cuyo, Mendoza; LT5 Radio Chaco, Resistencia; LU12 Radio R. Gallegos, Rio Gallegos; LT3 Radio Sociedad Rural de Cerealistas, Rosario; LV9 Radio Provincia, Santa; LV5 Radio Los Andes, San Juan; LT9 Radio Roca Soler, Santa Fe; LV7 Radio Tucuman, Tucuman.

In addition, the Blue and White network has two shortwave transmitters with 7,500 watts each, namely LRU and LRX which are constantly in use with LR1-Radio El Mundo at no charge to the advertisers. These two shortwave transmitters are the only ones operated commercially in Argentina, that actually, the network is ma up of 12 stations on the broadca ing band and two shortwave tra mitters or a total of 14 stations.

The idea of five-minute news p grams is an old one with LR1-Ra El Mundo and its network si there have been five such news p grams on the network for so years. Recently a new one v added for Philco Radios. This is addition to some 15-minute ne programs of long standing.

LR1-Radio El Mundo has b using AP news since 1935, in operation with the daily newspa *El Mundo*, Argentina's largest culation newspaper with 500,(copies.

LR1 Radio El Mundo has largest studio with a seating cap ity of 700 persons in which t have the largest organ ever u by radio stations. It also has radio playhouse, namely the Ra Casino with 1,500 seats.

A. M. MARTINEZ,
Melchoir Guzman
New York.

Nov. 13, 1941.



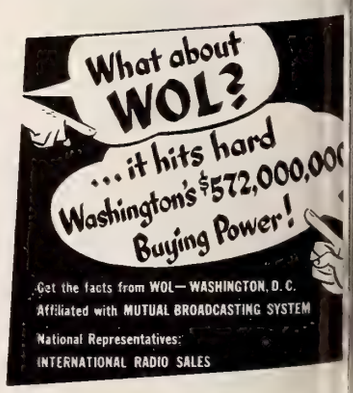
"Poor Jones! He wants to hear the U. of M. football game on WFDF Flint Michigan, but his mother-in-law likes sweet music."

USO Shortwave Stati Started in New Lond

FIRST United Service Organi tion shortwave station, which allow service men to communic with their families anywhere the United States or possessi without charge, was dedicated N 10 at the National Catholic C munity Service club in N London, Conn.

Among those participating in ceremonies dedicating the stati which is a part of the Army Ar teur Radio System and the Am can Radio Relay League were R Admiral Clark R. Woodward, the Office of Civilian Defen Brig. Gen. Dawson Olmstead, ch Signal Officer of the Army, w spoke from WOL, Washingt USO President Harper Sibl Gov. Robert Hurley of Connecit Most Rev. Maurice McAuli Bishop of Hartford; and Franklin Dunham, executive dir tor of the NCCS, and former dir tor of religious broadcasts NBC.

WCAE, Pittsburgh, to publicize grams to be heard on succeeding ho is now using available station b and within the hour courtesy nouncements.



dio's News Handling held in FCC Survey

ERICAN broadcasters have a good, impartial job of cov- war news, and there can be legitimate criticism of radio's dling of the news problems ng from World War II, it was ated by FCC Chairman James rence Fly last Monday at his kly press conference.

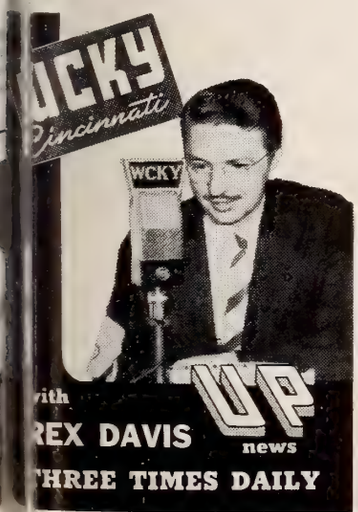
sked about the progress of the 's exhaustive survey of news commentator scripts, under- n at the request of the Sen- Interstate Commerce Commit- Chairman Fly declared that ough he could make no fore- as to a date when the studies be completed, enough had observed from the examined rial to indicate that the analy- would show no decisive result no valid criticism of radio's coverage.

e pointed out that the study a long and involved process, iling scrutiny of thousands of rate scripts. The survey was ted several months ago upon request of Senator Tobey (R- .), after charges that the ma- y of radio newscasts and com- taries wer flavored with the ntervention viewpoint.

dgment Against ERPI Copyright Stipulation

GMENT in the amount of 277 was handed down Nov. 10 New York Federal Court by e John C. Knox against Elec- l Research Products Inc., and avor of John G. Paine, ASCAP ral manager, and former agent trustee for 40 music publishing es when he filed the original in 1936.

he judgment was handed down nswer to a stipulation by both s agreeing on the sum, origi- y set at $149,948. ERPI, re- ly dissolved to form Electrical arch Products division of tern Electric Co., was charged e original suit with the distri- on in foreign countries of re- ings of musical numbers upon h American copyrights were by the plaintiff publishing s. The suit is the last of many ns and counter-claims brought nst ERPI since it acted as a profit "go-between" agent for ishing houses and producers of on pictures using sound re- ing tracks.



McCORMACK HONORED
KWKH Manager Is Acclaimed
—By College Alumni—

OUTSTANDING tribute was paid Nov. 8 to John C. McCormack, general manager of KWKH, Shreveport, when he was named "Alumnus of the Year" by the Centenary College Alumni Council at the college's annual homecoming ceremonies.



It was the first such designation by the college and now becomes an annual custom. It is based not merely on work for the college but on general qualifications. Mr. McCormack (left in photo) accepted the award from K. K. Kellam, president of the alumni council.

The accompanying scroll says: "For excellence in achievement; for manifestation of manhood; for leadership in the affairs of men: his companions in the Centenary Alumni Council acclaim John Caston McCormack, member of the class of 1930, Alumnus of the Year, Homecoming, 1941."

WTAG Power Boost

WTAG, Worcester, Mass., will start operating with 5,000-watt fulltime power about Dec. 1, according to E. E. Hill, managing director. After FCC authorization of the power boost last spring, two new Blaw-Knox towers, 327 and 375 feet high, were constructed as part of the five-tower antenna system used in the 5 kw. operation. Construction was supervised by Jansky & Bailey, Washington consulting engineer firm, Prof. Hobart H. Newell, WTAG consulting engineer, and Elliot Browning, WTAG associate engineer. Program tests started Nov. 10.

11 Sign With Lang-Worth

ELEVEN stations subscribing last month to the transcribed library service of Lang-Worth Feature Programs Inc., New York, according to Ralph Wentworth, include: WNAB, Bridgeport; WFIN, Findlay, Ohio; WDZ, Tuscola, Ill.; KRLH, Midland, Tex.; WEIM, Fitchburg, Mass.; WCAU, Philadelphia; WPAY, Portsmouth, Ohio; WRRN, Warren, Ohio; WWPG, Lake Worth, Fla.; WAYS, Charlotte, and WIZE, Springfield, Ohio.

JAN HANDY ORGANIZATION, New York, producers of commercial pictures, recently made a film in the WNBT, NBC television studios, explaining by stills, diagrams and animated cartoons the intricate processes of video. Picture titled "Magic in the Air" is for release about Dec. 1 by Chevrolet Motor Co., through Monogram Film Exchange, New York.

Song Judges Are Picked For Coffee Competition

JUDGES for the "coffee song" contest sponsored by the Pan-American Coffee Bureau, New York, the winners of which will be announced on the company's NBC-Blue program featuring Mrs. Eleanor Roosevelt, have been announced as follows: Merritt E. Tompkins, vice-president and general manager of BMI; Leonard Joy, manager of RCA-Victor records; Emanuel Sacks, manager, Popular Recording Service, Columbia Records; Paul Laval, orchestra conductor on NBC programs; Dinah Shore, radio singer, and orchestra leaders Benny Goodman, Tommy Tucker, Sammy Kaye, Shep Fields and Vincent Lopez.

The winning song, to be announced Jan. 15, 1942, will be published by, or with the cooperation of, BMI under the standard music publishers contract. Purpose of the contest is to obtain a song about coffee which the Bureau can use as an advertising theme.

WCBI, Columbus, Miss., now has its own short wave listening post. Installing a Hallicrafter SX-25 receiver the station picks up the British Broadcast Corporation's nightly news broadcasts at 7 p.m. each evening and presents the newscasts thrice weekly. Later the station expects to add a later night schedule giving it two nightly pickups direct from London.

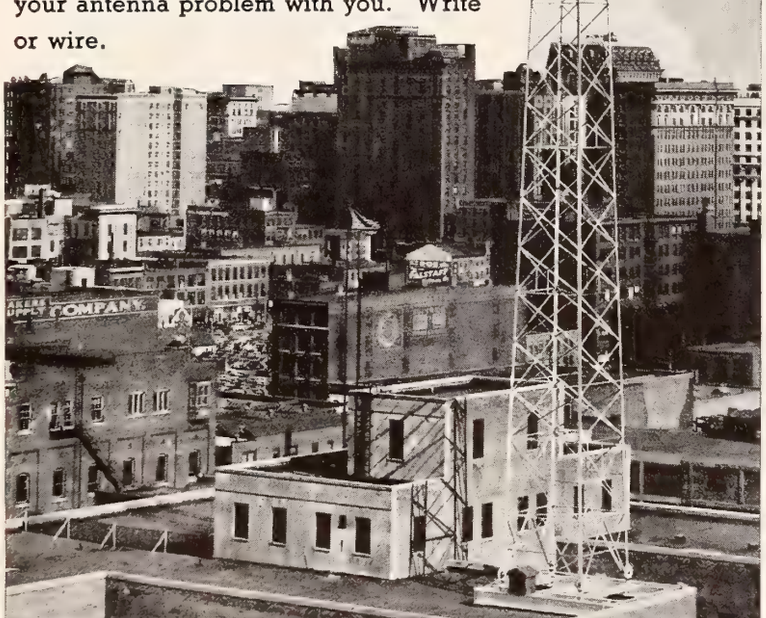
"HAVE Y'HEARD HOW SALES ARE SCOOTIN' FER SMART ADVERTISERS USIN' WDAY? BETTER WRITE FER THE WHOLE STORY— NOW!"



WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

STRENGTH
.. one of three extra values

The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and — ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that means wider radio coverage. Add pleasing appearance due to correct designing — and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.



BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
FARMERS BANK BLDG. PITTSBURGH, PA.
Offices in Principal Cities



STRICTLY UTILITARIAN in this modern age is the North Caro brushhook lightly fingered here by this trio superintending construc of the new 50 kw. FM outlet, W41MM, atop Clingman's Peak, N. C., r Mount Mitchell. Posing with lunchhooks on the brushhook, used to c about a mile of mountain trail to the peak, are (l to r) Glenn D. Gil Washington consulting engineer; Gordon Gray, owner of WSJS, Wins Salem, and licensee of W41MM; and Lewis Windmuller, assisting Gray in promotional development of the new FM station. Construc on the road leading to the transmitter site started about Sept. 1. liminary test operation of the new outlet with 3 kw. power is expe by the first of the year, with full 50 kw. operation by fall of 1942.

W71NY TO BOOST POWER TO 10 KW.

W71NY, New York, FM addjunct of WOR, on Nov. 30 will start operating with power raised from 1,000 to 10,000 watts. The first broadcast employing the new 10 kw. Western Electric transmitter will include a special dedicatory ceremony at the transmitter, 444 Madison Ave., with Mayor Fiorello H. LaGuardia, Maj. E. H. Armstrong, inventor of the Armstrong wide-swing FM system, and representatives of the Army and Navy attending.

A feature of the opening ceremony also will be transmission of a part of the program via an electric light beam in place of land wire. Charles Singer, WOR tr mitter supervisor, and WOR C Engineer J. R. Poppele have testing light beam transmis for some time to determine its fectiveness as an emergency al native for land-wire transmiss WOR started its FM broadcas in March, 1940, with an experi tal station, W2XOR. W71NY rently has a daily independ program operating schedule a.m. to 11:30 p.m.

W53PH, FM station of WFIL, P delphia, which went on the air 10 with seven commercial spon will release a regular rate card week of Nov. 24. The card provide a basic hourly rate of $60 with same schedule of discounts that plies to WFIL.

REL
FM'S PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., IN
Long Island City, N.Y.

DEPARTMENT STORE RENEWS

And Expands Its Radio Schedule, Too, After Successful Promotion; Others Renew

NEWALS on a 52-week basis ntly climaxed the success of e different types of sponsors KVOA, Tucson, Ariz. Renewal racts recently were signed with nfeld's Department Store, ned as Arizona's largest, son Federal Savings & Loan n., and Bill & Ivan Anderson's aurant.

A Bank's Story

einfeld's signed its third con- tive news contract, reserving the option to extend for 52 e weeks in 1942, after a crucial of radio advertising. Every for a month the store ran two mercials each newscast on mer- ndising that had not been in spaper ads for weeks, if at all tch unrelated items as razor es and bicycles plugged on one gram. All such items were sold After this trial, the news pro- n was contracted for across the d.

ucson Federal Savings & Loan n. originally signed with KVOA year. The new contract doubles appropriation—the last year's campaign has raised bank assets from a quarter-million to a million dollars. A. F. Kerr, manager of the bank, attributes the major share of credit for this increase to its KVOA program, *Builders of Tucson*, quarter-hour dramatized history of pioneer citizens.

For eight years the restaurant of the Anderson brothers has sponsored *One's a Meal* on KVOA. In signing for their ninth successive year, the Andersons pointed out that, due to their radio advertising, their business has risen from a two-by-four hamburger stand to sales leader in their highly competitive field in Tucson.

CRC Adds Units

TO HANDLE the increased volume of advertising agency work, including spot announcements, dramatizations, air trailers and special transcribed features, Columbia Recording Corp. has installed four additional recording units in its New York transcription studios. With these four channels extra, CRC will be able to "double its current volume without reaching peak load", according to William A. Schudt Jr., general manager.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

ted Immediately — One engineer-an- uncer and one announcer. State quali- ations, salary expected, draft status, st letter. KWBW, Hutchinson, Kansas.

ted—Licensed transmitter and control om operator. Northern Ohio station. ve experience and age and send snap- ot. Box 160A, BROADCASTING.

ted — Operator-Engineer — In reply, ate qualifications, experience, class of ense held and salary expected. KTSM, Paso, Texas. NBC Red and Blue, Karl Wyler, Mgr.

ouncer—Versatile, experienced, inter- ted in sports, seeking advancement. refer married man from southeastern ction. Must be sober, reliable and not a ater. WBIR, Knoxville, Tennessee.

ptional Opportunity—Experienced pro- am-production manager wanted for tablished network affiliate in premium outheastern market. Man must be able create and produce shows which sell ainst competition. Prefer metropolitan ckground. All communications held con- dential. Box 151A, BROADCASTING.

Situations Wanted

rator—First class telephone, now em- oyed, considering change, state salary. ox 153A, BROADCASTING.

Writer—Soliciting offers for all around dio writing job. Welcome inquiries. ox 157A, BROADCASTING.

rts Announcer And Special Events Man Now employed, desires change. Excel- nt background, outstanding record. Box 2A, BROADCASTING.

gram Director—Talent Manager, Writer With some sales and merchandising ex- rience! Draft deferred! Best references! ox 155A, BROADCASTING.

Situations Wanted (Continued)

Early Morning M.C.—Farm shows. Farm copy. Straight commercial announcing. Best large and small station experience. Draft deferred. Box 156A, BROADCASTING.

Wanted Position As Radio Announer—By married man. Four years' experience. Especially qualified news and sports announcing. Transcription and references on request. Box 158A, BROADCASTING.

Program Director—Fully capable. Programming, announcing, acting, writing, producing. Lifetime experence. Stage, screen, radio. Network and local. Including New York and Los Angeles. Looking for permanent position. Family man. 36 years old. Can quarantee showmanship and plenty of ideas. Box 159A, BROADCASTING.

Advertising Executive Available—As commercial manager, assistant commercial manager: College graduate with ten years' successful record as local advertising manager large newspaper chain; two years advertising manager metropolitan daily; six months salesman Blue Network station getting radio experience. Available in two weeks. Willing to go anywhere a real opportunty exists. Excellent references. Box 154A, BROADCASTING.

Wanted To Buy

Used 50 Kw Transmitter—Preferably RCA 50-B. Also one and five kw transmitters. Send full information to Radio Commercial, Broadcasting Equipment-Jobbers, P. O. Box 2311, Mexico City, Mexico.

For Sale

RCA 100-E Transmitter Complete—Trouble free, economical. Details on request Terms to responsible party. KOKO, La Junta, Colorado.

Situation Wanted

STATION MANAGER

Live, aggressive, unusually versatile. Twelve years' complete management experience, covering all departments, including FCC and industrial phases. Demonstrated local and national sales ability.

Box 161A, BROADCASTING.

Showmanship THAT WINS Intermountain Audiences

KDYL

The POPULAR Station

Salt Lake City

National Representative: JOHN BLAIR & CO.

NBC RED NETWORK

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

ADVERTISE in BROADCASTING for Results

Merchandising & Promotion

Cost allocating—Spot Folio—Civil Service—Ring That Shines—Stamp Albums

KWKH
50,000 WATTS
SHREVEPORT, LA.
CBS

Dominant in sales, results, public service, and interest

Owned and operated by: The Shreveport Times. Ask The Branham Company for more information about KWKH, one of the eighteen CBS 50,000 watt stations.

ANTICIPATING possible times "when the honeymoon won't be so sweet for radio or for any advertising", WLW, Cincinnati, is using space in national magazines, including *Fortune* and BROADCASTING, to promote its Cost Allocation Plan. The initial page of the campaign was published in the November issue of *Fortune*. WLW has pointed out as significant the fact that it is launching the promotion to sell advertisers on a greater use of WLW when station revenue is at an all-time high.

* * *

Window Displays

LATEST merchandising wrinkle developed by WHK-WCLE, Cleveland, which some time back started merchandising spot announcements through distributing six-inch recordings, is built around 7x14-inch window cards carrying pertinent information about station, sponsor and program, which are placed in store windows around the city. Each card is accompanied by a display of the sponsored product—at point of sale—and aids consumers in associating the product with the program. The cards have been so successful the Weinberger Drug Co., Cleveland chain, has arranged to build special displays around the cards in several of its store windows.

* * *

Civil Service Tieup

RECOGNIZING the great interest on the part of job seekers in Civil Service and defense positions, WWRL, New York, has entered into a mutual promotion agreement with the *Civil Service Leader*, a weekly newspaper devoted to Civil Service news. The reciprocal pact calls for WWRL to broadcast the latest Civil Service news and announcements of new tests during the 10 p.m. newscast each evening. In return, the station receives a display in the *Leader*

* * *

DEFENSE STAMPS offered for questions which stump announcer- or engineer-guides have attracted large groups of college and high school students to the studios of WWL, New Orleans. They so far have stumped the experts on radio questions only three times.

Carries more local advertising than any other tri-city station by more than 3 to 1!

WTRY
TROY, N. Y.
1000W 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

'March' Tieup

A MOVIE trailer deal has been arranged by WLS, Chicago, with theatres in the Chicago area that exhibit the monthly "March of Time" feature. The station is furnishing the theatres with advance trailers plugging the movie feature, and at the same time, calling attention to the weekly *March of Time* half-hour broadcast on WLS.

Rose Bowl Trips

FEATURING as grand prize all-expense trips to the Rose B game on New Year's Day, uni *Pick the Winners* contest is be conducted by KELO, Sioux F S. D., together with Mid-Conti Airlines and four local spons Weekly ballots listing 24 major lege football games to be played following Saturday are distrib by the sponsors with contest rated according to the win picked. Contest is divided int men's and women's divisions. test promotion includes two w ly Rose Bowl Programs condu by Marie Horten and Russ Syke of the KELO sports dep ment and special window displ



REPRESENTING SPONSOR, station and agency, smiling approv registered to new poster used to merchandise thrice-weekly quarter- newscast, *Bob Garred, News*, KNX, Hollywood. Looking at poster, of 3,000 distributed to dealers throughout the Southern California a are: Seated (l to r) Bob Garred, J. E. Coberly, board of director c man of Ford Dealers Adv. Assoc., Los Angeles, sponsoring the se standing (l to r), Edwin Buckalew, CBS Pacific Coast sales se manager; Vinton Hall, account executive of McCann Erickson Inc., Angeles agency servicing the account.

Shop Talk

TO STIMULATE Christmas shopping, three participants on the WQXR, New York, *Let's Talk Shop* program are offering weekly prizes of $50 in merchandise and services for the best letters written on assigned topics. On Nov. 24 the subject will be "My Idea of a Beautiful Woman" with Charles of the Ritz offering the prize. Hammacher Schlemmer will award prizes for "My Idea of a Well-Equipped Household" the week of Dec. 1, and W. & J. Sloan conducts the contest on "My Idea of Attractive Home" on Dec. 8.

* * *

Shadow's Ring

A LUMINOUS ring, which glows in the dark, by which *The Shadow* solved one of his most difficult cases on the MBS show for D. L. & W. Coal Co.'s Blue Coal, is being offered to listeners. The ring is a plastic product which is treated so that it will shine in the dark with an eerie glow. Ruthrauff & Ryan, New York, handles the account.

Stamp Albums

A SPECIAL ALBUM has designated by WDAS, Philadel using the patriotic colors, to an investment of 25 cents for participant in the station's *Sidewalk Interview*. The quart a defense saving stamp, give each person heard. This encour sale of stamps, starting the re ent on the way to buying a def bond. Approximately ten alb and stamps are given away day, plus an album and stam listeners who send in sugge questions for use on this forum.

Quiz Column

WEEKLY FEATURE tit "Brain Teasers of Quiz Ques Fans", based on NBC-Blue *Au Quiz* sponsored by Standard Oil of Indiana, is appearing in newspapers. Questions submitte the program from the basis of feature column of questions answers.



WISH the new Merchandising Statio
NBC • 5000-1000 Watts
INDIANAPOLIS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representativ

NBC Birthday

(Continued from page 9)

hairman Fly, despite the cur- finish fight with the major orks over the chain-monopoly lations, nevertheless extolled contributions of RCA and its idiary, NBC, to development dio. He recalled the laboratory of eminent scientists in de- ment of radio, mentioning by e such figures as Alexander- Fessenden, Zworykin, Pupin, brest and Armstrong.

Fly's Tribute

e cited RCA as "born of a na- l emergency and growing, bet- o serve in this, another period great national stress;" and , "who just 15 years ago dem- rated the vision and the initia- to inaugurate the first nation- network."

Marked ability was theirs, and rseverance born of faith."

e extended to NBC, its officers staff a "well earned Happy hday," and urged that all ricans "seize this significant ent again to resolve that the evement of all these men in o shall be bent to serve the mon good. Thus can we realize benefits implicit in radio, and can we repay in some meas- our debt to the men who have e broadcasts like this possible."

concluding the formal portion he mammoth broadcast from hington and in acknowledging congratulatory statements of President and his aides, Mr. mmell pointed out that what a dream 15 years ago "is a ing reality today, and we can ery thankful this evening that have a free radio, the only try in the world today that ins this essential arm of de- cacy."

Berlin Ban

e pointed out that word had today been received from Ber- that NBC no longer could dcast from the Axis metropolis. at decision by Hitler came be- e we refused to submit to an arranted restriction on our re- ing of factual news. Of course recognized the necessities of military censorship. But American radio cannot be made a tool of the European dictatorships. We have a free radio and it shall remain free."

Mr. Trammell cited NBC's operation as "one of the most striking examples of business cooperation in American industry." In the anniversary broadcast, he said, more than 200 independently owned stations joined together to broadcast the birthday party. He expressed his appreciation for the "loyal and intelligent support which this company has received from its 2,300 employes scattered throughout the world.

Three thousand top-ranking artists from every field of entertainment participated in the broadcast from 11:15 p.m. to 2 a.m., marking the greatest array of talent ever before assembled in the history of radio for a single broadcast. The program was carried by the 243 stations affiliated with the Red and Blue coast-to-coast networks and more than 100 affiliated stations of NBC's Pan American network. There was also a special hook-up linking all four corners of the world, establishing the most extensive field hook-up ever attempted by NBC.

In addition to the formal addresses from Washington, David Sarnoff, RCA president and chairman of the board of NBC, greeted the world-wide audience.

There were pick-ups from capitols of embattled Europe throughout the evening, with NBC's news commentators in this country carrying on two-way conversations. Included in the broadcast were some 50 of the nation's top bands, along with practically all of NBC's headline talent.



MONOPOLY rules evidently were forgotten as NBC observed its 15th anniversary. Here's President Niles Trammel of the network and FCC Chairman Fly, whose divergent views on broadcasting have been well publicized, smilingly greet each other with a hearty handclasp. Picture was made in the NBC Washington studios Nov. 15.

Texaco Resumes Met

METROPOLITAN OPERA, under sponsorship of the Texas Co., New York, for the second successive season will return to NBC-Blue Nov. 29 at 2 p. m., with the performance of "La Traviata" on 145 stations. This year, beginning with the Dec. 6 program, the series will be shortwaved to Latin America over NBC stations WRCA and WNBI. A new intermission feature, "Music in America," designed to show the march of musical progress in U. S. will be discussed by a prominent speaker and the "Opera Question Forum," last year's quiz feature with well-known guests answering questions sent in by listeners, will again be part of the broadcasts, as will the intermission feature "At Home With the Metropolitan Opera Guild" with officials discussing various phases of opera production. Buchanan & Co., New York, is the agency.

WCCO, Minneapolis, recently tested all staff engineers, production men and announcers with an Audiometer to determine individual frequency responses.

March of Time
Treasury Hour
Gang Busters

AND OTHERS EQUALLY EXCELLENT PULL LISTENERS FOR

WING THE DAYTON STATION

BUY WING — GET WIZE
5000 WATTS • NBC RED & BLUE

Paul H. Raymer, Representative

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

FAIRMONT
A Fort Industry Market

A WORD ABOUT AUDIENCE SURVEYS

WMMN has a constant, day-to-day survey in progress that PROVES the station's popularity. Uncle Sam does the job. Every day his mailmen gather hundreds and hundreds of letters into a big bundle consigned to WMMN. They're letters from listeners—scores of them just friendly letters greeting members of the staff, many of them letters containing cash for the purchase of products advertised on WMMN. The worth of such a survey can't be denied. The proof of our audience is available in every daily "mail count".

National Representative
John Blair and Co.

A FORT INDUSTRY STATION

5,000 WATTS DAY
1,000 WATTS NIGHT

WMMN

FAIRMONT, W. VA.

Agencies

A. E. McALFRESH, vice-president of Pedlar & Ryan, has returned to his New York headquarters following a ten-day conference with William Lawrence, Hollywood agency manager on former changes of the weekly CBS *Orson Welles Show*, sponsored by Lady Esther Ltd.

RALPH L. POWER, head of the Los Angeles agency bearing his name, is recuperating from a major operation. Morse Peterman, formerly of the Power Agency, and now at Fort Ord, Cal., is in the Army hospital with a broken breastbone.

JOHN B. SHAW Adv., Los Angeles agency, has changed its name to The Shaw Co., with headquarters continuing at 816 W. Fifth St.

JACK LORD, recently with *Coast* magazine and before that with Sidney Garfinkel Adv. Agency, San Francisco, has joined the staff of Leon Livingston Adv. Agency, San Francisco, in charge of the copy department.

JOSEPH H. CONN, formerly account executive of the Biow Co., New York, has joined Weiss & Geller, that city, in the same capacity.

ARTHUR JOHN DALY, program producer of N. W. Ayer & Son, New York, is the father of a boy born recently.

RICHARD EARL SHARP, former special writer and account executive of KMOX, St. Louis, is now commercial writer and script supervisor for the Ralph H. Jones Co., Cincinnati.

ROY S. LONG, formerly account executive of Anfenger Adv. Agency, has been appointed New Orleans branch office manager succeeding Ensign Richard L. Scheidker, USNR, who has been called to active duty.



ON THE LINE for another 52 weeks of successful advertising on KVOA, Tucson, goes the signature of Harold Steinfeld, owner of Steinfeld's Department Store. Henry Schaffer, KVOA commercial manager, beams approval of the renewal contract.

ADCO ADV. Co. has been formed in Los Angeles to develop special fields in advertising, concentrating on accounts in the mail order, religious, drug, cosmetic, health foods and appliances, lectures, industrial and technical fields. Media to be featured on a national scale include radio, direct mail, newspapers and magazines. Members of the firm include Faraon Jay Moss, Edwin B. Newport, Eric H. Munsinger, Wallace Busse, Jo Hollebaugh and John T. Davies. Offices are located at 5212 Wilshire Blvd., Los Angeles.

GLEN KING, formerly of KROW, Oakland, Cal., has joined Western Radio Productions, an Oakland agency.

A TESTIMONIAL dinner was given Harry Feigenbaum, head of the Harry Feigenbaum Adv. Agency, Philadelphia, at the Embassy Club on Nov. 13. More than 75 friends and business associates participated. Mr. Feigenbaum was presented with a silver service.

LARRY RHODES of Grant Adv. Inc., Chicago, writer of *Doctor I. Q.*, on Nov. 1 married Mary Lou Wickard, who has just joined Free & Peters, Chicago.

BRUCE SMALL, formerly assistant to the time buyer of William Esty & Co., New York, has joined Badger & Browning & Hersey, that city, in a similar capacity. Roger O'Connor, of the Esty staff, succeeds Small at that agency.

OLIVER TREYZ, formerly of WNBF, Binghamton and WAGE, Syracuse, has joined the radio department of BBDO, New York.

WALLACE MAGILL, formerly of the NBC production department in New York, has joined the radio department of N. W. Ayer & Son, that city.

MARY GREENE has been appointed production manager of Cesana & Assoc., Hollywood, replacing Beth Hunt, resigned. Miss Greene was formerly on the production staff of Western Family Publishing Co., Los Angeles (magazine).

CARL WEBSTER PIERCE, radio director of Cesana & Assoc., Hollywood, has written a series of radio adaptations for one act plays to be published by Drama Guild Publications, Boston.

KYW Fetes Agencies

MORE THAN 40 agency representatives from the Philadelphia area were guests of KYW, Philadelphia, at an informal luncheon at Hotel Warwick Nov. 13. Leslie W. Joy, KYW general manager, and B. A. McDonald, sales manager, were hosts. The luncheon had a two-fold purpose, to express appreciation to the agencies for their friendly support of the station and its policies during lean years and good, and to introduce the members of the headquarters staff of Westinghouse Radio Stations Inc.

SAM HENRY, former director of radio advertising of NAB and later a member of the Washington agency of Vincent Tutching Associates, has been named advertising and sales promotion manager of the Briggs Clarifier Co., Washington, manufacturers of oil filters.

Radio Planter

WITH an increasing numb of stations accepting film st dio publicity releases f newscasts, Larry Ginsbe has been made 20th Centur Fox Film Corp., Hollywo planter of radio news. was formerly assistant Jack Mulcahy, the film st dio's radio news coordinat

Roberts Named

HARLOW P. ROBERTS, f sales and advertising manag Pepsodent Co., Chicago, adv



Mr. Roberts

ing directo Purity Bal Corp., Chi and recentl dio depar manage Blackett-Sa Hummert, cago, joined kind, Joice & gan, Chicag Nov. 15 as president. Roberts will have charge o agency's merchandising acti

Bundles Campaign

STATIONS throughout the try will be asked this wee Bundles for Britain to carry announcements during Dec promoting the Christmas car organization is distributing th large companies. Each card ries space for 39 signatures, person to make a contribution signs. Bundles for Britain send a bound volume of the with a draft for the total a to Queen Elizabeth of En who will in turn distribut money as she sees fit for pr to children in bombed areas

Bivens Named

WILLIAM C. BIVENS, anno of WBT, Charlotte, N. C., wh been acting as official anno for the *Vox Pop* program on when it originated south o Mason & Dixon line, has named announcer and advanc for the show, which is spor by Emerson Drug Co., Balti Bivens will travel ahead of Johnson and Wally Butter lining up prospects for inter and collecting local color abo origination point.

Young to Gruen

JOHN P. YOUNG, formerl vertising manager of the strong Cork Co., Lancaster where he spent 17 years, has appointed director of adver of the Gruen Watch Co., C nati, according to Benjamin president of Gruen. Mr. Youn be in charge of the spring campaign for Gruen, which next year will feature ann ments on a large list of stat

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BOARD OF DIRECTORS of Corp., Philadelphia, on Nov. clared a dividend of 25 cen share, payable Dec. 12 to stockh of record Nov. 28. This is the dividend of 25 cents per share d this year and the 129th cash di since the radio and television co was established.



"KEEP FIT with PATTY JEAN"

—a KEX success story of food advertising

Again, in the case of the Patty Jean program for the Franz Bakery, KEX has shown how well it can do a region-wide food merchandising job. This program, on KEX twice daily, outpulls anything else on the air in Portland on mail return, and the coverage story is amazing. Requests for the Patty Jean exercise chart are being *consistently* received from *all parts* of Oregon and Washington. The Patty Jean story proves that KEX can do a really GREAT job for any food advertiser. If you'd like details, write us about it.

KEX "THE VOICE OF THE OREGON COUNTRY" PORTLAND, OREGON

Represented Nationally by EDWARD PETRY & CO.

FAIRCHILD
PORTABLE RECORDER

• Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations. Write for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

ice Radio Programs
d of Bans by CBC

RICTIONS have been lifted
anadian Broadcasting Corp.
e commercial sponsoring of
programs for the armed serv-
ccording to a circular letter
o all stations and advertising
es by Jack Radford, CBC
isor of station relations at
to Nov. 13. The policy "pro-
g commercial exploitation
directly or indirectly, of
a's armed forces either here
oad" was laid down May 31,

he recent meeting of the CBC
of Governors at Ottawa this
was again surveyed and it
felt developments justified
the restrictions. The CBC
of Governors decided that in
ture it would sanction "the
commercially sponsored pro-
s of material relating to war
nstances, provided such use
not involve any actual ex-
tion of the services here or
d." This change has for some
been requested by Canadian
tisers who have watched the
opment of sponsored programs
e United States at various
training and recreational
s.

Utility Campaign

L electric power and light
anies throughout the country
have been banding together
purposes of undertaking a
rative institutional advertis-
mpaign [BROADCASTING, Sept.
n a few weeks will launch
irst phase of the drive with
in several national week-
Group, which has been consid-
a radio adaptation of *Mr. &
North*, book and Broadway
by Martin Gosch and Howard
is, for a net show, relinquished
ption on the half-hour pro-
when it could not make a
fied starting date. N. W. Ayer
n, agency in charge, indicated,
ver, that when radio plans
ormulated by the first of the
the *North* play would be
first consideration if still
able.

Malone's Contest

NE-YEAR scholarship to Wil-
Jewell College in Liberty, Mo.,
ing offered to the boy or girl
le to enter college next fall
writes a prize interpretation
American Youth & the Ameri-
Way" in a contest sponsored
ed Malone, poetry commenta-
of *Between the Bookends* on
-Blue. Contestants must be
sored by a teacher, librarian,
t, guardian or friend who
receive $100 worth of books
s own choice if his candidate
first prize. Entry blanks are
nable from Ted Malone, care
BC, New York.

Vermouth Feeler

E SHIPPERS IMPORT
., New York (Vermouth), is
ucting a 13-week test cam-
n of six participating an-
cements weekly on WINS,
York. If the test proves suc-
ul, more stations may be
d, according to Redfield-John-
e, New York, agency in charge.

Canadian CPs

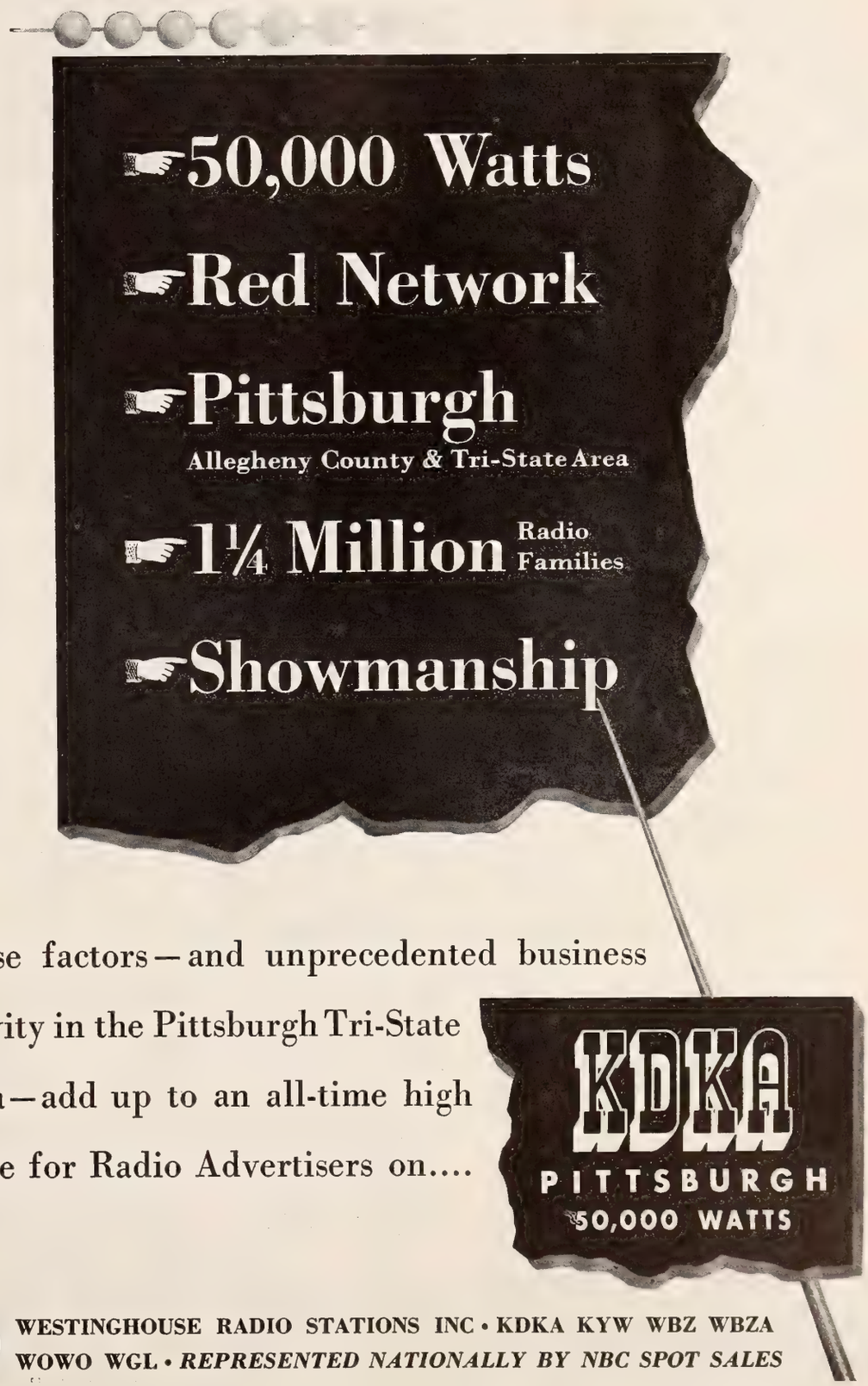
TWO CONSTRUCTION permits for stations in Ontario have been issued, but call letters have not as yet been assigned. D. A. Jones of Rouyn, Que., has been granted a license for a station at Pembroke, Ont., with power of 250 watts on 1340 kc., and Gordon E. Smith, of Brantford, Ont., has been granted a license for a station at Parry Sound, Ont., with power of 250 watts on 1450 kc., according to G. C. W. Browne, assistant controller of radio, Department of Transport, Ottawa.

Cooper Song Featured

KENT COOPER, general manager of Associated Press with a song-writing hobby, has written a new song, "Sunset", which was to be a featured tune on the Nov. 24 *For America We Sing* broadcast on NBC-Blue. A special arrangement of the song has been made and played by Dr. Frank Black's orchestra. Mr. Cooper also is the author of "Dixie Girl", originally written in 1923, which was introduced to radio in the last year to become an immediate hit.

Chibears' Alaskan Fans

MEMBERS of the United States Army stationed at Juneau, Alaska, aviation base are regular listeners to the broadcasts of the Chicago Bears' professional football games on WENR, Chicago, according to a communication received by the station from Major John J. McNeil, infantry officer at the base, who wrote that the "reception is fine". The games, broadcast each Sunday, are sponsored by Pabst Brewing Co., Chicago.



UNCLE DON'S AN INSTITUTION

Youngsters Wash Their Ears and Parents Buy From His Sponsors, Says WOR

Sometime this month a large and not quite portly gentleman named Don Carney will lean back his piano in a WOR studio and discuss the virtues of the Greenwich Savings Bank for exactly the three-thousandth time.

Mr. Carney (the small fry of the population would never refer to him by any other name than "Uncle Don") is not certain just when this historic event will occur. During the 11 years he has been talking to children over WOR, he has twice taken a short vacation and cannot recall whether on the second of these occasions he took two days off or three. Thus the actual date of the celebration is in doubt.

This failure to mark a milestone for the benefit of posterity does not matter very much to Uncle Don, whose posterity is forever growing up and getting all out of hand anyhow. Besides, Don thinks that to be perfectly fair you would have to count the number of times he has talked about the Greenwich Savings Bank in his sleep. The bank was Don's first sponsor way back in 1930 when he began his program over WOR, and it has stuck right with him ever since.

Don has a habit of holding on to sponsors. For example, the Maltex Co., makers of the cereal of the same name, is now going into its fourth year on Don's program. His other backer, the National Shoe Stores, hasn't really cut its eye teeth yet, having been with him only eight weeks.

Mutually Pleased

All three of these sponsors stand on equal ground, however, in that they are all pretty happy about Uncle Don. For the benefit of the Greenwich Savings Bank, Uncle Don has found a subsidiary corporation known as the "Earnest Savers Club". Earnest Savers have written a quarter-of-a-million letters to Uncle Don and have opened a total of 25,000 new accounts at the bank, not to mention the transfers of the past 11 years which have occurred when Earnest Savers grew up and bore children who in turn became Earnest Savers. You can see how this sort of thing just goes on forever.

For Maltex, Uncle Don has also been organization conscious. Under his aegis a group of about 10,000 young citizens have banded themselves together under the title,



UNCLE DON

"The One Hundred Percent Breakfast Club", a large and healthy organization which pledges itself to eat a breakfast of fruit, milk, buttered toast and cereal (preferably Maltex) every morning.

There is no club for the National Shoe Stores. In fact, this account is one of the few straight selling jobs Uncle Don has ever done. But the idea that boys and girls can wear shoes just like mamma and daddy is so completely a natural that Don doesn't think a third organization on his program is necessary.

Quits Biting Nails

Altogether Don has had, in his 11 years on WOR, something over 90 sponsors, for whom he has sold everything from blankets to vitamin pills. And the mail?—the mail would be impossible if it weren't true. Listen to this:

"The children are writing for their banks now and so will take advantage of this opportunity to tell you that as a result of your broadcasting the boy has ceased biting his nails and his mother and I are amazed at how quickly he eats his Maltex. He has promised to eat and do whatever you tell him to".

You would not think that just sitting down to a piano and fingering it with one hand the whil tell a bedtime story or two admonish Johnny not to touc little baby brother with those dirty hands would have much with the marts of trade and finance. But Uncle Don has p it has. Maybe the answer is in his larger self, Don C is no man at all, but an in tion.

WAAT, WHEC Contr Are Claimed by AF

AMERICAN Federation of Artists reports that contracts been signed and ratified WAAT, Jersey City, and W Rochester. Both agreements a standard AFRA forms, the W contract running for one yea the WHEC agreement for years.

In recent elections Willia Adams was reelected preside the New York local of AFRA Sam Parker was again chos head the Miami local. Other York officers include: Alex M Eric Dressler, Ben Grauer, W Preston and Mark Smith, presidents; Anne Seymour, r ing secretary, and Ned W treasurer. Miami officers, in tion to Mr. Parker, are: Don ler, vice-president; Jack worth, secretary; Fred Han treasurer.

HELLO, FOLKS

4th Army Corps Gets WB 'Midnight Party' Time

WBT, Charlotte, starting No turned over the time for its 55-minute *Midnight Dancing* to the 4th Army Corps, no maneuvers in the Carolinas, new series of programs des to keep maneuvering troo touch with their home-folks special series, to be conducted night from 12:05-1 a.m. by P George M. Monaghan, forme WTHT, Hartford, Conn., wil sent interviews with boys i Army, along with music ded by them to the folks at hon

The plan for this new s to the armed forces drew en astic praise from Army of The program will be broadc an established audience, bui by *Midnight Dancing Party,* has drawn regular fan mail listeners in the 48 states.

TURNER Co., Cedar Rapids has developed a new Model 2 namic microphone for broadc as well as public address sy bands and others requiring a hi quency range microphone. Acc to the manufacturer, the new utilities a new type magnet str and acoustic network.

To Get All There is in Central New England

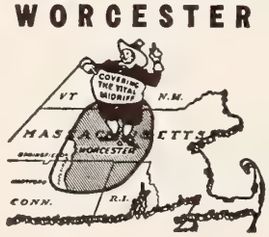


Complete Central New England radio coverage hinges on one station—WTAG—the one radio station Central New Englanders tune to, the clock around, for their radio news and entertainment.

According to a special Crossley study, Worcester listeners say that their listening habits are outstandingly high compared with other cities surveyed.

According to a Hooper-Holmes independent study, retailers say that preference for WTAG is outstandingly high throughout the Central New England Market.

WTAG
WORCESTER



NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
1000 WATTS 560 KC FULL TIME NBC BLUE
KFDM
BEAUMONT
Represented by HOWARD H. WILSON COMPANY



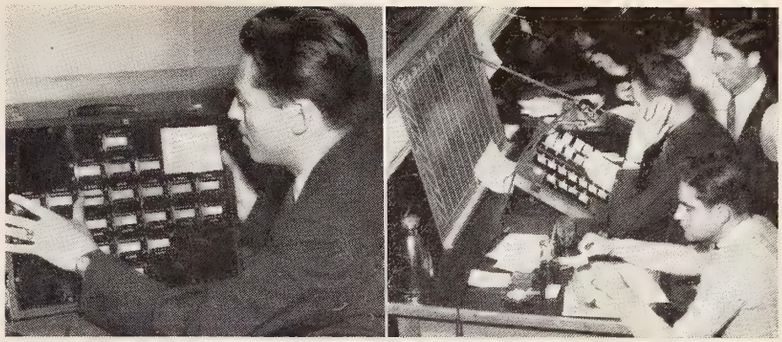
Ann Tenna says:
They've given WINS another name ..."New York's New BIG Station"
...but WINS by any other name sells just as sweetly!
(No rose am I..... but I'll make your sales bloom!)

UNNEL RECEPTION
laimed After Long Tests By KDKA, Pittsburgh

claimed radio reception in lar tunnels has been made KA, Pittsburgh, engineering ment after months of experi- in Pittsburgh's mile-long y Tubes under Mount Wash- . With the cooperation of eny County Commissioners, was begun at the suggestion nes B. Rock, KDKA general ger. T. C. Kenny, assistant ngineer was in charge of the ments.

allation of temporary power n the tunnel led to the dis- that reception might be le. In the course of repair a wire was strung along the each tube and motorists with -than-average sets found they pick up a weak signal. Kenny ed permanent wires to act tennas. Lead-in was to a antenna at the top of Mount ngton.

counteract loss of strength ed in transmission Kenney oved the outside antenna and fier from the hill to the Pitts- end of the tunnels where s from all five Pittsburgh stations could be picked up without reflection from the hill. This jumped the signal strength from .5 mv. to almost 60 mv. at the end of the tunnels, decreasing to 25 mv. at other end of tunnels.



FOOTBALL COVERAGE is aided by these mechanical setups. The portable setup at left is used by Wib Pettegrew of WOSU, Ohio State U station (left photo) to keep track of lineups and substitutions from the booth. A six-slotted revolving cylinder is used for each position on each of the teams. A quick flip brings a sub's name into position. The "indentifier" is carried by a shoulder strap and was built by W. E. Eckenrode, Ohio State master mechanic.

At right is the studio setup used by KOA, Denver, to broadcast telegraphic play-by-play reports. Starr Yelland (hand at ear) handles play-by-play, and is aided by Bob Young (just behind him), who uses a pointer on a ruled backboard and reads commercials. Partly concealed is Don Martin, KOA news editor, who edits copy. Ed Sproul (foreground) checks substitutions for gridgraph.

BRIEF opposing a review by the U. S. Supreme Court of ruling handed down in early July by the U. S. Circuit Court of Appeals at Los Angeles, permitting the recording of a book or poem without payment of royalty to the author, has been filed by Frederick Leuschner.

Radio in Blackout Drill

RADIO will be used to inform the public and to obtain volunteer recruits for various drills, as well as to instruct the civilian population in its duties when and if blackouts become necessary in the United States, according to a new pamphlet prepared by the War Department for the Office of Civilian Defense. Titled *Blackout*, the 60-page pamphlet, bound in heavy black paper with a standout blue design, gives a complete survey of the problems involved in blackouts, how they can best be offset and the cooperation expected from public utilities and other facilities.

Two Serials Created

TWO NEW daytime radio serials have been created and will be written by Edward Longstreth, formerly director of radio for the Colgate-Palmolive-Peet Co. and Bruce Chapman. The series is especially designed to incorporate the commercials within the framework of the dialogue. Serials will be handled by the William Morris Agency, New York.

KHUB, Watsonville, Cal., has appointed Walter Biddick Co., Los Angeles, as exclusive Pacific Coast representative.

T MONTH 7,600 PEOPLE MOVED INTO WASHINGTON

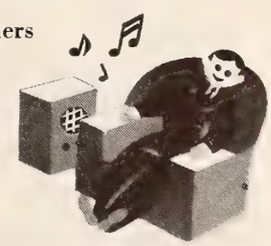


(this month most of them are listening to WJSV)

Talk about "Boom Towns"! Washington, D. C. came through with a 1940 Census count of 663,000—a 35% gain over 1930! And more was yet to come. This year people have been pouring into the District of Columbia at an estimated rate of 7,600 every month!

And that's not counting visitors... the thousands who come every week to see—and to spend—in the nation's capital. It's based on the 91,200 people who are expected to take a permanent place this year in the highest per capita income and retail sales market in the country.

The best way to reach these 91,200 newcomers is the way the country's most astute advertisers reach Washington's 663,000 oldtimers. On 50,000-watt WJSV—Washington's best salesman!



WJSV COLUMBIA'S STATION FOR THE NATION'S CAPITAL

Owned and operated by CBS. Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco

IN
ROCHESTER
IT'S
WHEC
BASIC CBS

to add sales
in the wealthy
SHREVEPORT
market . . . add
KTBS
1000 WATTS • NBC RED
SHREVEPORT, LA.
The pivot city
of the Central Southwest
Branham Co. • Representatives

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS



CHECKING RESULTS of recent match with scorekeeper, Hal Damron, charming members of CBS Hollywood women's bowling team are (front row, l to r), Maxine Anderson (standing), Eleanor Ross, Virginia Damron, Bernice Barrett (standing); rear row, Jean Kerr, Hazel Miller, Anita Harryman, Kay Schaffer, Eva Weigold, Muriel Horner.

Studio Notes

TABULATING defense cooperation of WTRY, Troy-Albany, N. Y., Woodbury Carter Jr., program director, has found that since Sept. 1 the station has contributed over 700 one-minute spots and 50 five-minute programs. The 700 total does not include time contributed for the Petroleum Coordinator, Office of Production Management, and regular weekly programs of Army, Navy, Marine Corps and Women's Committee for Home Defense of Troy. In addition WTRY has used thrice-weekly quarter-hour program *National Defense & You*, using announcements from the N. Y. State Employment Service, Army and Navy recruiting offices in Troy and Albany, Civil Aeronautics Authority, Civil Service jobs in defense work and other defense agencies.

WHEB, Portsmouth, N. H., now carries original plays thrice-weekly of *Mask and Dagger*, dramatic society of New Hampshire U. produced, written and directed by student talent. WHEB maintains remote studios on the campus in Durham.

KPAC, Port Arthur, Tex., has appointed Burn-Smith Co., that city, representatives to work with Charles E. Bush Jr., sales promotion and publicity director of the station.

WROK, Rockford, Ill., has been awarded a plaque by the American Legion Auxiliary, Department of Illinois, "in appreciation and in recognition of faithful, cooperative and meritorious service to the citizens of the Rockford community." Award bears the signatures of state department officials.

KLZ, Denver, *Square Dance Party*, after only five programs is seeking larger quarters to accommodate large crowds of square dance fans. Originally staged in a studio at the station, SRO signs had to be put up an hour before broadcast time. Temporary location for the party is local YMCA gymnasium until a barn is found large enough to hold increasing crowds. Listeners participate with instruction sheets mailed by KLZ upon request in advance of the broadcasts.

KMOX, St. Louis, as a feature of Bob Dunham's daily *Five O'Clock News Show*, each day picks two hard-to-pronounce names in the news and provides a brief description and the right pronunciation of each.

KDYL, conducting a poll among Salt Lake City high school students, has found Ed Stoker's orchestra and other KDYL entertainers the most popular feature of the station with the younger set. Originating at KDYL, Ed Stoker and his orchestra are heard four times weekly over NBC-Red.

Texan Singers

THE WAR has made the weekly audition day at CKLW, Windsor, Ont., especially strenuous for Program Director John Gordon. So many boys from Texas are trying to enlist in the Royal Canadian Air Force depot at this border city, that to put in the time they are trying to crash radio in Windsor by singing those Texan ballads.

WSM, Nashville, reached back into history for a pre-game broadcast in connection with the 50th meeting of Vanderbilt U and U of the South on the gridiron Nov. 8. Having played 50 games, this is the longest series of uninterrupted games between any two schools, it is claimed by Tennesseans. WSM assembled past stars of the gridiron from the two schools for a round of reminiscing, included was Elliott Jones, who founded football at Vanderbilt and was captain of its team in 1890-91-92.

WCHS, Charleston and the West Virginia Network Nov. 12 honored the nine West Virginia men who lost their lives on the *Reuben James*. Staff-written script was built around Governor Neely, who appeared on the program.

W65H, Hartford FM station, recently inaugurated a new symphony program, *Symphony Hall*, to be heard daily 4-5 p.m.

WIRE, Indianapolis, on Nov. 21 broadcast direct from Newport News, Va., the launching of the Navy's newest battleship, *USS Indiana*, and addresses by Gov. Henry F. Schricker and Secretary of Navy Frank Knox. Eugene S. Pulliam, WIRE news editor, who described the ceremonies, and Engineer Eugene F. Alden, both ensigns in Naval Reserve, made the trip abroad a special train with the Governor and party. Program was also carried by WHBU, Anderson; WBAA, LaFayette; WLBC, Muncie; WBOW, Terre Haute; and WAOV, Vincennes.

LICA SERGIO, WQXR, New York, commentator, has inaugurated a Christmas drive to provide toys, candy and warm clothing for 25,000 Appalachian Mountain youngsters, none of whom are able to attend school this winter for lack of shoes and clothes. She has already sent 19 dozen woolen sweaters bought with money contributed by listeners. WQXR's staff plans to fill several dozen candy boxes and New York school children are sending lollipops to the unfortunate.

Studio in Grand Ra... Is Projected by WK...

WKZO, Kalamazoo, has comp... arrangements to open studios... offices in Grand Rapids, ... quarters in the Herpolsheime... partment Store. Contracts fo... studio facilities were signed... week by John E. Fetzer, W... president, and Charles O. ... ford, for the store. The new G... Rapids studios are expected ... ready for use in early Dece... it was indicated by Ray V. H... ton, WKZO general manager.

Harry Caray has been n... director of programs from the... studio by Paul H. Aurandt, W... program director. Hal For... also is to be sent to Grand R... as chief operator at the new s...

Big WJSV Account

NATIONAL BREWING Co., ... more, has signed one of the ... est contracts in the histor... WJSV, Washington, with a... week schedule of six-weekly ... hours featuring Arch McDo... WJSV sports commentator. Mc... ald will conduct a *Moon Dial* ... sisting of sports news, ge... items and light music. Pro... takes the air Dec. 15. Contract ... placed through D. Stuart ... Baltimore agency.

SPEECH by President Roosevelt ... 15 in observance of Bill of Rights ... will be broadcast on NBC, CBS ... MBS as part of a special progra... honor of the 150th Anniversary ... ratification of the bill.

WLW - WLWO - WSAL, Cinci... employes were entertained Nov. ... the agricultural department of ... in its annual outing to Everyb... Farm, near Mason, O. An old fash... turkey shoot was held with execu... and stars in competition with ... stenographers and property ... Turkeys, ducks and chickens ... awarded winners with doughnut... cider served to the staff member... their families.

WFIL, Philadelphia, has signed ... tract with the National Assn. of ... forming Artists for the use of t... corded music of the society's me... on both WFIL and its FM st... W53PH. The signing of the N... contract, which went into effect ... 17, follows by two weeks the si... of the ASCAP contract for both ... tions.

KMJ, Fresno, and six California ... dio System stations have st... the fifth year of *Radio Foru... Better Understanding*, designe... eliminate bigotry and narrow-mi... ness among people of various reli... faiths. The forum feature high ... broadcast discussions by the three ... isters of different faiths—Cat... Protestant and Jew.

KFRU
COLUMBIA
In the heart of ... Missou...
Strategically located to do a big selli... job for the advertiser. A Blue Networ... station with an exceptional reputatio... for public service.
1400 KC. ★ 250 Wa...

JEWISH PROGRAMS IN ENGLISH

New York Broadcasts Prove Successful in Selling Specialized Markets

By MAURICE RAPPEL
Vice-President and Producer
American Jewish Broadcasting Co.
New York

MATISTS who experiment Shakespeare in modern dress nothing on us. In December, we put a swing orchestra and ty show on WHN, New York, Sunday afternoon, and pre- d a half-hour of popular and tional Jewish folk melodies in tting style of the modern musi- anner.

quests for tickets came in by housands, and *Yiddish Swing* d into the Grand Ballroom of apitol Hotel to play to capac- udiences of 2,000 and more Sunday thereafter. They d in the aisles—not jitterburg gsters, but sober, solid citizens, ge age, 32. And, whether at or at the broadcast, they e m b e r e d the sponsor—and nt!

Will It Work?

was with a pioneering spirit Edelstein Dairy Co. undertook onsor *Yiddish Swing* from its broadcast. Would such a pro- , rooted in ancient traditional melodies set to a modern o, be acceptable to the Jewish ing public? More broadly, any Jewish program set in American background, using English commercials and con- ty, have selling appeal?

e answer is a definite affirma- The two sponsors who have the *Yiddish Swing* programs ample testimony to prove it. stein's, the first sponsor, was independent dairy producer u g g l i n g to make headway nst the large national dairy s. Subway carcards was the advertising medium previously and these for but a short run.

ter sponsoring the swing pro- for 45 weeks, Robert Edel- stated: "The impetus gained tly through our p r o g r a m led our sales in Greater New for two of our products— do Brand Farmer Cheese and age Cheese."

Matzos Sales, Too

ir second sponsor, too, has d gratifying results. On Nov. 40, the B. Manischewitz Matzos took over sponsorship with stein's continuing with partici- g spot announcements at the of the program. Immediately ompany sales graphs showed a ite rise. Fan mail and ticket ests kept coming in. Old folks ell as youngsters set their ap- al to our programs.

at they bought as well as ed is demonstrated by the that *Yiddish Swing* was the medium used at first to intro- a new cracker product—Tam —to the metropolitan market. in four weeks "our sales for product had risen to amazing unexpected heights", according Max Manischewitz, treasurer. ecent survey showed, after a months on the air, Manische- topped all others in the matzos with a sales record of 61.3%. r the original 13-week con- tract expired, the company immediately extended it to 52 weeks.

A recent survey showed that 80.1% of those canvassed listened to our programs in the English idiom, while 34.3% listened to all Yiddish-language programs on all other New York stations combined (six stations carrying about three hours of Yiddish daily).

News Success

Another convincing example is the quarter-hour Jewish angle newscast of William S. Gailmore, commentator, sponsored by the Stuhmer Baking Co. This program followed immediately after *Yiddish Swing*, and together with another 15-minute period of classical music the 60 minutes is known as the *American-Jewish Hour*. So pleased was Stuhmer with results that, after repeated renewals, the company extended their contract to run on a 52-week basis.

The crowning quality of the *American-Jewish Hour* is that its features are concentrated into a big period unit in which each of the individual programs enhances interest and listening attention for the next show. The net results of the *American-Jewish Hour*, heard Sundays, 1:30-2:30 p.m. are shown in a Hooper Survey of May-June (the beginning of the slow summer months), which provides a rating of 1.9% for that period, right behind WABC and WOR, which were tied for first place with a rating of 2.5%.

WABC on All Night

ANOTHER STATION in the New York Metropolitan area to start an all-night program is WABC, CBS New York outlet, which on Nov. 14 began testing from 1-5:15 a.m. Friday, a record show with Arthur Godfrey. Last week WABC added an hour to the show, extending it to 6:15 a. m., and if the audience proves large enough, the station will extend its all-night operation throughout the week as a regular policy. Arthur Godfrey continues to do his regular daily 6:30-7:45 a. m. broadcast on WABC, as well as the 7:45 a. m. program on WJSV, Washington.

Canada Shortwave Post Busy Production Center

WITH SEVEN daily and 17 weekly broadcasts from Great Britain being fed to the Canadian Broadcasting Corp. network, the CBC shortwave listening post at Britannia Heights, outside Ottawa, has grown to a busy production center since outbreak of war. A staff of four engineers is on the job 16 hours daily, while in another part of the building there is a staff of linguists picking up news and broadcasts from all parts of the world for the CBC news bureau.

The CBC shortwave receiving station uses two Canadian Marconi diversity receivers with a range from 5 to 25 mc. Because practically all broadcasts received from Great Britain for rebroadcasting in Canada come from Daventry, England, the two rhombic antennae atop four 90-foot wooden masts are oriented to Daventry. Programs received for rebroadcasting over CBC networks are fed through a master control and then through a specially balanced telephone line to CBO, Ottawa, and piped by telephone line to other CBC network stations throughout the Dominion. Foreign propaganda broadcasts are recorded for study.

PREVIEW of the Christmas spirit for service men stationed all over the world was shortwaved Nov. 21 on WRCA and WNBI, NBC's international stations, as well as on NBC-Blue, featuring the *Santa Claus Parade* down Hollywood Blvd.

Labor Series Extended

CALIFORNIA State Federation of Labor, Los Angeles, sponsoring the weekly half-hour program, *This, Our America*, on KFWB, Hollywood, on Nov. 24 extends station list to include KFOX KWG KROY and 15 Don Lee California stations, Monday, 8-8:30 p. m. (PST). Series, featuring a dramatized film adaptation with weekly guest orchestra and singer, will continue to emanate from and also be released on KFWB. John Boylan is writer-producer. Allied Adv. Agencies, Los Angeles, has the account. Walter McCreery and W. F. Gardner are account executives.

Bought by Caldwell

CALDWELL-CLEMENTS, New York, publisher of *Radio Today* and *Radio Yearbook*, has purchased *Radio Retailing* from the McGraw-Hill Publishing Co. and will bring out the first issue of the consolidated enlarged publication in January under the title *Radio Retailing Combined With Radio Today*. The purchase returns *Radio Retailing* to the direction of O. H. Caldwell and M. Clements, who launched its first issue in 1925 and supervised its publication for many years under its former ownership. Mr. Caldwell was a member of the original Federal Radio Commission.

WAGF, Dothan, Ala., and KHAS, Hastings, Neb., have contracted for the special radio news wires of PA.

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC
160-17

5 REASONS WHY THIS IS THE RADIO STATION FOR YOU IN BOSTON

1. Low daytime rates now in effect give you most results per radio dollar spent.
2. Going full time *very* soon.
3. Centrally located transmitter for concentrated Boston coverage.
4. New popular program structure.
5. An increasing record of advertiser successes.

THE ONLY COMMERCIAL RADIO TRANSMITTER IN THE CITY OF BOSTON

MASSACHUSETTS BROADCASTING CORP.
COPLEY-PLAZA HOTEL
BOSTON, MASS.

National Representatives
HEADLEY-REED COMPANY
NEW YORK · CHICAGO
DETROIT · ATLANTA

WCOP

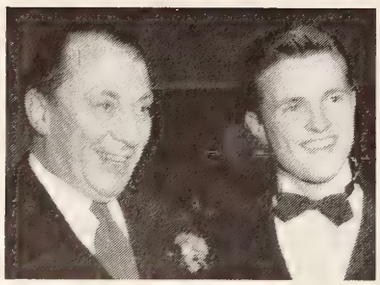
NOW, MORE THAN EVER BOSTON'S STAR SALESMAN

CLARK
For
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING



Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275



MEETING for the first time at NBC's 15th anniversary dance held Nov. 10 at the Hotel Waldorf-Astoria, New York, are Graham McNamee, veteran network announcer, and Ray Forrest (right), television's first announcer.

in the CONTROL ROOM



KILBURN CULLEY, control operator of WEEI, Boston, is the father of a seven-pound boy, born Nov. 11.

GUY HUTCHESON, CBS engineer, is now on the last lap of a six-month tour of the new CBS Latin American network and is expected to be in New York with his full report shortly after New Year's Day.

ED C. HORSTMAN, of NBC, Chicago, was elected president of the National Assn. of Broadcast Engineers & Technicians for the fourth term at the Association's eighth annual session, held in San Francisco recently. J. H. Brown of NBC, Hollywood, was elected vice-president and E. Stolzenberger, NBC television, New York, was named secretary. David Sarnoff, president of RCA was a guest at the group's annual dinner.

DAVID G. LYON Jr., formerly of WSYB, Rutland, Vt., has joined the engineering staff of WTRY, Troy, N. Y.

ART PECK, engineer of WCCO, Minneapolis, presided over the monthly meeting Nov. 19 of the Minnesota Institute of Radio Engineers held in WCCO's master control room.

JAY W. WRIGHT, formerly of KSL, Salt Lake City, and now with Glenn Gillette, Washington consulting engineer, is the father of a boy born Nov. 11.

EDWARD LUTZ, control room engineer of WFBL, Syracuse, has enlisted in the Communications Division of the Naval Reserve. He reported for duty in New York early in November. Before leaving WFBL, he was presented with a pen and pencil set at a dinner party attended by the station staff.

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

Katz Drug Chain Finds Spot Campai Successful in Short Promotion Dri

SPOT ANNOUNCEMENTS have proved a successful advertising medium for Katz Drug Co., Kansas City, during an intensive campaign of several weeks, according to Henry Gerling, Katz advertising manager. The Kansas City company, a well-known retail drug advertiser, this year undertook an ambitious experiment in radio advertising by using 1,540 spots on four Kansas City stations during a 10-week pre-Christmas promotion.

Directed by M. H. (Mouse) Strait, of Ferry-Hanly Agency, Kansas City, and Mr. Gerling, freelance actors and local announcers have made 40 different one-minute transcriptions, with 16 more planned. Twenty-two times the transcriptions are carrie WDAF, KMBC, WHB and K It was indicated that if the continue to show results cre to them during initial weeks company may use them as a manent advertising medium.

Katz Drug Co. also has sored two Big Six football b casts on WDAF. The trans tions were made in the reco studio of Vic Damon. Partic ing in the transcription pr were Brownie Berg and M Deutsch, freeland radio art Dick Smith, Gene Crum and Kemper, WHB announcers, Eddie Edwards, KMBS prod

FM Display Is Shown In Eaton Tower, Detroit

TO ACQUAINT Detroit listeners with FM broadcasting, W49D, FM adjunct of WJLB, is sponsoring an exhibition of frequency modulation which opened Nov. 3 and will continue until Dec. 13.

The exhibition, occupying the entire 28th floor of Detroit's Eaton Tower, location of the station's studios and transmitter, features sound movies in color, non-technical explanations of FM operation, lantern slides of Maj. Edwin H. Armstrong's experiments and comparison demonstrations with AM. Space has also been reserved for dealers and distributors to exhibit the latest model FM receivers.

On the air since May 10, 1941, W49D expects to be operating with full power of 10,000 watts before the year ends. It now operates with 1,000 watts on a schedule of 64 hours of news, music, and variety weekly. Detroit now has four FM outlets authorized including W49D. The others are to King Trendle Broadcasting Corp., operators of WXYZ; W45D, adjunct to WWJ; W53D, operated by WJR.

STAN REESE, control operator of KSL, Salt Lake City, is hospitalized from a major operation.

WILLARD HARTHO, formerly of WMFG, Hibbing, Minn., during December is to join the engineering staff of WKZO, Kalamazoo, Mich.

DOUGLAS CARVETH, transmitter operator, CJKL, Kirkland Lake, Ont., has been transferred to CFCH, North Bay, Ont.

DAVE KARBACH, former engineer of KOY, Phoenix, has joined KSUN, Lowell, Ariz., as announcer-engineer. Cliff Miller, relief engineer, replaced Mr. Karbach at KOY.

BRAIN TEASERS sent in by listeners to the NBC-Blue *Auction Quiz* program, sponsored by Standard Oil of Indiana, are the basis of a question and answer feature appearing in 160 U. S. newspapers as a weekly column.

Three in a Bunch

IRVE TUNICK, former co tinuity director of WIN New York, and current writing public service pr grams through the radio div sion of the U. S. Office Education, on Nov. 23 hea three of his half-hour sho on NBC-Red within a fou hour period. From 12:30 p.m. Tunick's script on t contribution to the Negro to American culture w heard on *Freedom's People* 1:30-2 p.m., Tunick's 137t consecutive script was broa cast on *The World Is Your* while the 3:30-4 p.m. pr gram, *Listen America*, us Tunick's script on the pa food and nutrition play in d fense for its opening broa cast.

WDRC's 20th

WDRC, Hartford, to observe start of its 20th year of broad ing, has dedicated the entire of Dec. 10 as Anniversary W Special programs are to be ried throughout the week, station breaks carrying the line: "WDRC, Hartford, no its 20th year of broadcast General manager of the stati Franklin M. Doolittle, who fo ed the station in 1922.

WCKY Names Kackle

OLIVE KACKLEY, for three y a "goodwill ambassador" of W Cincinnati, takes over a new at the station Nov. 24 as dir of women's programs, succee Ann La Hay, who resigne become radio editor of Chicago *Sun*. Miss Kackley take over the WCKY mor spot 8:30-9 a.m. on which La Hay conducted her house program. She also will cont her speaking activities before and conventions.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outl
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Citi
ROCK ISLAND • DAVENPORT • MOLI

IG and WCLE 50 kw on 640

Applications Pending KFI's Clear Channel

CATING a battle-royal for ment on the 640 kc. clear el, on which KFI, Los An- is the dominant station, two onal applications were filed eek for 50,000 watts on the el, bringing to seven the total ending.

IG, Greensboro, N. C., CBS filed an application last ay for shift in frequency from kc. with 5,000 watts to 640 th 50,000 watts, with changes directional antenna. WCLE, and, sister station of WHK, aneously filed a similar ap- ion, seeking a shift from 610 th 500 watts daytime to 640 th 50,000 watts using a direc- day and night. WCLE ded its pending application ssignment to 600 kc.

two new applications were by Loucks & Scharfeld, with ngineering for the Cleveland on handled by McNary & bers and for the Greensboro ation by Herbert L. Wilson- er applications now pending ssignment to 640 kc. include of WCKY and WKRC, Cin- i, WCHS, Charleston, and P, Jacksonville, each seeking watts; WOKO, Albany, , and WHCU, Ithaca, N. Y., request for 5,000 watts full-

Book List Enlarged

N & SCHUSTER, New York *Income Tax*) has in- d its spot announcement cam- to approximately 125 sta- with the addition of 68 sta- in the past few days [BROAD- NG, Nov. 3]. Agency is North- Radio Adv. Co., Seattle. The n list:

R KGGF KFEL KGHL WDBO KTFI KSOO KOB KCMO KFBI WTIC KOA WKAT KUTA KLX KTKC KFOX KHJ KFBB KMA WCOP WSUN WINS WTAG KANS KITE KVAN WHB KGDM KOH KTRB WADC WBAX WCSC WPIC WBIG WKMO WMRN WEBQ W43B KSL KIRO KOB WFAA WOAI KMOX WLS WGN WLW WCCO WHAS WOR WBT WCAU WHAM WBBM

Weight Lifting

FACED WITH the problem of moving 3½ tons of FM equipment 42 floors to the top of 444 Madison Ave., New York, engineers and movers of the new 10 kw. FM transmitter of W71NY, owned by WOR, New York, required six hours to do the job. Special crates for the sections fitted doors and elevators, which only went to the 40th floor, after which trap-doors were used. The 30-foot antenna and transmission line pipe lengths were taken up on the tops of the elevator cars.

Ronson Drive

ART METAL WORKS, Newark (Ronson lighters), for the second successive year starting about Dec. 10 will conduct a two-week intensive pre-Christmas campaign of one-minute transcribed announcements and participations stressing the lighters as appropriate gifts. Stations have not yet been set up but the agency, Cecil & Presbrey, New York, indicated the following markets would be used: New York, Chicago, Boston, Detroit, Los Angeles, Washington, New Orleans, Cleveland and Dallas.

Toscanini First

FIRST concerts broadcast by the NBC Symphony Orchestra under the direction of Arturo Toscanini without studio audience will be heard Dec. 6 and 13 on the NBC-Blue *Treasury Hour* program when the conductor leads the orchestra at the request of the Secretary of the Treasury. No reason for the decision was given by NBC officials, but it is understood the expected overwhelming demand for tickets to the broadcasts is the cause.

Selznick in N. Y.

RADIO talent, guest star appearances and package program ideas all will be handled from the new radio department set up in the New York office of Myron Selznick Ltd., talent agency. Serving advertising agencies, the new department will be under the management of Bob Ferres, formerly in the CBS artists bureau.

Radio Is Leading Factor In Filling 750,000 Jobs

THE ABILITY of radio to secure skilled workers for jobs in the national defense effort continues steadfast according to a statement made to NAB by Harry B. Mitchell, president of the Civil Service Commission, who stated: "The wholehearted, practical way in which radio has 'gone all the way' has been of first importance in our program."

Writing Nov. 18 he further stated: "As we pass the three-quarters of a million mark in placements in the War and Navy Departments in our 'all out' effort to supply workers for national defense, I again want to express my deep appreciation of the continuing help radio has given."

With the help of radio, since July 24, 1941, 250,000 placements have been made in the War and Navy departments. In the 12 months prior to that date the Commission stated that radio has been responsible for filling 500,000 jobs, all in the "skilled worker" category.

WORDS OF ADVICE to prospective radio workers are presented in an academic discussion in the form of a monograph, *The Program Side of Radio*, by George Jennings, program director of the Radio Council of the Chicago Public Schools [Bellman Publishing Co., Boston, 50 cents]. The monograph briefly reviews necessary qualifications, possibilities for development and pay for all types of program workers, from artists and announcers to stenographers and executives.

Lorillard Baseball

P. LORILLARD Co., New York (Old Gold cigarettes), is negotiating with the Brooklyn Dodger baseball club and WOR, New York, for sponsorship of the Brooklyn games next year. Deal was still pending as BROADCASTING went to press and will not be worked out until the return next week of Larry McPhail, Dodger president, now vacationing in Maryland. Last season Lever Bros. Co. (Lifebuoy), and General Mills (Wheaties) shared sponsorship of the games. Lorillard agency is J. Walter Thompson Co., New York.

Florida Fruit Drive

FLORIDA CITRUS Commission, Lakeland, Fla., about Dec. 1 will launch a radio campaign through its new agency, Blackett-Sample-Hummert, New York, using transcribed spot announcements and station breaks on 72 stations to advertise grapefruit, oranges and tangerines with copy stressing health angle. Starting date is flexible, depending on the date the fruit reaches the market. Contracts run 6 to 26 weeks.

Barbasol Placing

BARBASOL Co., Indianapolis (Shaving Cream), on Dec. 1 starts a 52-week scheddule of 30-word announcements on WFAA-WBAP, Dallas-Ft. Worth. Company is now using a news period on WWJ, Detroit, and is sponsoring Gabriel Heatter on 13 MBS stations, six times weekly. Agency is Erwin, Wasey & Co., New York.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

Now you can buy...



NBC Blue in Kansas City

Now, for the first time, there is a Blue Network station in the heart of the golden Kansas City market! And that station is the fast-growing, popular KCMO. No increase in rates. And KCMO's special merchandising service is at your service—*a plus in value that assures plus results.*

JACK STEWART
GENERAL MANAGER

5000 WATTS KCMO 1480 ON YOUR DIAL

Represented by: *John E. Pearson*
NBC Blue Network Affiliate

Air Raid Signals

WBRK, working with the chief warden, now issues special time announcements for all air raid precautions workers in the Pittsfield area on days when mock problems are worked out. Since it is necessary that all time pieces be accurately synchronized this method has been found satisfactory as all workers are notified of the exact time of day that the time check is given.

I Want more sales in Central New York?

TRY THE Pre-sold AUDIENCE OF

WFBL

SYRACUSE, NEW YORK

FREE & PETERS, NATIONAL REPRESENTATIVES

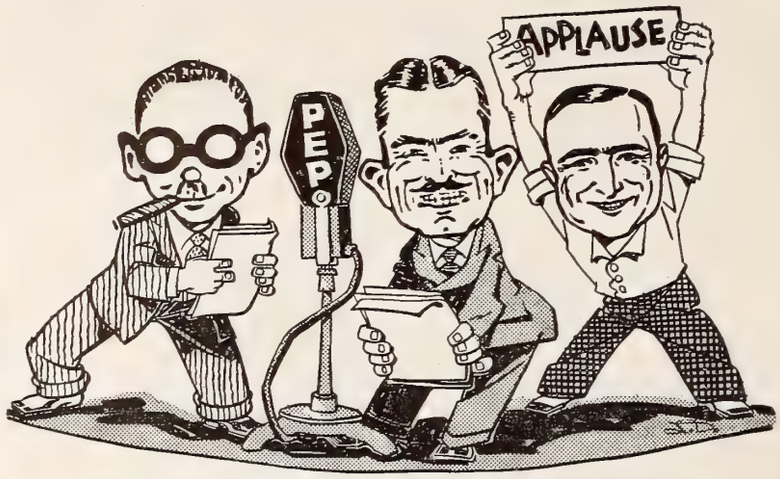
INS

Another Important New England Radio station subscribes to INS — WORC, Worcester, Mass.

INTERNATIONAL NEWS SERVICE

PEP BOYS' 5,000 RADIO HOURS

Air Medium Plays Vital Role in Rapid Growth Of Auto Accessories Chain



By ADOLPH STRAUSS

Advertising Manager
Pep Boys (Manny, Moe & Jack), Phila.

AN ALL-TIME record will be set Nov. 22 when the all-night *Dawn Patrol*, sponsored by the Pep Boys, auto accessories chain stores, will marks its 5,000th hour of consecutive commercial broadcasting over WIP, Philadelphia. The *Dawn Patrol* began its career almost three years ago, on the night of March 8, 1939, over WIP with the first all-night broadcast in Philadelphia. The program, then, marked a new turn in Philadelphia radio.



Mr. Strauss

The growth of the Pep Boys stores, in which radio played an integral part, coincides with that of the medium itself. From the very beginning of commercial broadcasting, the Pep Boys have been prominent on the air. Prior to sponsorship of the *Dawn Patrol*, features sponsored in former years were Boake Carter, Paul Douglas, Heywood Braun and Gen. Smedley D. Butler.

It was shortly after their release from service in the World War I that Manny, Moe and Jack opened their first auto accessory and radio store. This year they celebrate their 20th anniversary with 52 Pep Boys stores throughout the East in addition to 17 stores on the West Coast.

During the past two decades the Pep Boys have set many innovations in advertising technique that have had their influence in modern advertising. Their policy has always been a human and humorous appeal, featuring in visual advertising the caricatures of Manny, Moe and Jack, who have always shown up in cartoon fashion depicting popular situations of the day.

Radio Booster

As advertising manager for the Pep Boys, I have always been an enthusiast for radio. In fact, I believe in any medium that reaches the public and can produce results. Moreover, I fully realize the value of institutional advertising and its ability to reach our prospects of today as well as to cultivate the potential customer of tomorrow.

In this long view, radio has proven to be a most excellent medium. Through the universal appeal of entertainment it reaches the immediate prospect of today and at the same time, includes the customer of tomorrow, which is a most important factor in business building for the long pull.

Our policy in advertising has always been to make the appeal as human and understandable as possible and we firmly believe radio to be that medium in the furtherance of that policy.

It is not easy for a station to convince a sponsor of the selling power of the radio during the early morning hours between 1 and 6.45 a.m. However, the farsightedness of the Pep Boys and their flare for innovations in radio advertising motivated the move 5,000 hours ago which has proven to be one of the most successful campaigns in all our advertising history.

It goes without saying that we are most happy to be responsible in establishing this new record in the annals of America radio. However, this signal honor, as Neville Miller, NAB president, has pointed out in a letter to me, is one that can be justifiably shared by all commercial sponsors in America radio.

HOW TO BRING HOME THE BACON



For 15 years WWNC has done a real job of "bringing home the sales." Located in a good, moderate-size market, WWNC oftentimes delivers sales far in excess of what those-who - don't - know - this - great station might expect. Why?---WWNC does a top-notch job of promotion for its advertiser that results in much plus business!

Get Results! -- Use....



570 Kc.
CBS Affiliate

WWNC
ASHEVILLE, N.C.

Canadian Mu Tariffs Fil

Station's ASCAP Payment Practically Doubled

MUSIC COPYRIGHT tariff 1942 were filed in an extra n of the *Canada Gazette* dated 13 at Ottawa, and call for pa of Canadian stations to Can Performing Rights Society of 660.38, as against $107,612 in BMI Canada tariff is substan as reported in BROADCASTING 10, one-third of the total $1 collected for Canada on the of 8 cents per licensed rec set, or such other amount as be determined by the Cop Appeal Board or pecentage established.

CPRS (Canada's ASCAP filed alternative schedules f payments, under which each s pays a proportion of the $203,660 (which works out to 14 cents per licensed receiv set out in a table, or on a c cated "per piece" schedule.

Rate Structure

This schedule calls for an a fee, plus so much per piece each three minutes or part t occupied by the performance. start at an annual fee of $2 per piece rate of 3 cents fo tions which would under th eral schedule pay $200 or le year, and goes up to an annu of $500 and $3 per piece fo tions which would under th eral license pay upwards of $ per year. Under the per piece ule stations would have to monthly returns showing a of time and musical work formed in the preceding mon pay for the use of the music 10 days of filing this accoun

A formula on which statio mentioned in the first schedul stations which may be pla operation during 1942) w charged is given in the tari includes power used, averag hours of broadcasting, est number of receivers in a which station operates and th portion of the year remaini elapsed.

Kay Kyser in Syra On WOLF's Faci

SAID to be one of the few an unaffiliated station in with basic NBC service ha ried an NBC-Red program, Syracuse, on Nov. 19 broadc regular *Kay Kyser Kollege o cal Knowledge* under arran with NBC.

The program had been d early in October by WSYR affiliates in Syracuse, pres because of conflict with bas network programs, it was re Return of the program to S listeners brought press att the *Syracuse Herald-Jour* plating its radio page to the news after its first editi on the street. A heavy preani ment schedule on WOLF t the station's switchboard.

ASCAP Revises Disc Clearance

(*Continued from page 7*)

and under the individual ASCAP licenses for those ve them.

re a station has a blanket the cost of the music is re raised from 2¼% to 8%. ethod was defended by John ASCAP general manager, erman Finkelstein, ASCAP y, who contended that to op- on an optional basis might idered discriminatory.

ng the meeting Mr. Paine New York, where the P board was in session, and or a decision on the optional of clearance, and the re- rocedure resulted. The com- of which Stanley Hubbard, TP, St. Paul, is chairman, to work out some feasible of clearance-at-the-source SCAP and the transcription nies. Mr. Paine said they take the matter up with the P board when he returned to ork later in the week.

as revealed by one of the asters, that at the NAB dis- eeting in Greensboro, N. C., eeks ago [BROADCASTING, 10] that E. Claude Mills, an of the ASCAP executive tee, assured broadcasters ould not be charged more ¼% for music whether it a transcription or live. This rectly opposite Mr. Paine's l stand, and it indicated that ASCAP was not sure of its ethod of operation or that attempting to confuse the asters.

A Legal Problem

was described as a moot uestion whether the ASCAP l on transcriptions is not ry to the language of the t decree. The language in the states that "in respect to l compositions recorded on ally constructed electrical ription ASCAP shall not re- o license a manufacturer, er, distributor, advertiser or on a clearance at source

n advertiser wishes to place scription of ASCAP music on a station not licensed by ASCAP he must get clearance at the source and 8% of the card rate is paid for that music. If the advertiser is deterred from using an unlicensed station because of the 8% (although the station pays it), then, it is claimed, the station is being deprived of clearance-at-the-source.

The matter is a legal tangle and it is thought possibly the Department of Justice may be asked to clarify that provision of the consent decree. Not included in the 8%, of course, is the money paid to Music Publishing Protective Assn. for recording rights which in some cases amounts to more than the entire ASCAP fee. One of the transcription companies reveals that it had paid $70,000 to Music Publishers Protective Assn. last year for one widely distributed transcribed series.

There was considerable discussion on the legal aspects of the entire question. A number of broadcasters said that if ASCAP insisted on its present method of operation on transcription it would be the greatest argument for per program contracts. Why, they asked, should a station have to take out a 2¼% blanket contract when they will be obliged to pay a total of 8% for the music on transcription?

Favor Per Program

A show of hands at the general meeting the following day revealed that those present were 10 to 1 in favor of a per program contract.

Those who attended the meeting were Messrs. Paine and Finkelstein for ASCAP; Charles Gaines and Read Wight, World Broadcasting System; Milt Blink, Standard Radio; C. M. Finney, Associated Music Publishers; Sydney M. Kaye, executive vice-president, BMI; C. Loyd Egner, NBC vice-president in charge of transcription department; Ralph Wentworth, Langlois & Wentworth; D. Leonard Callahan, SESAC.

Representing the stations were Eugene C. Pulliam, WIRE, Indianapolis; Hulbert Taft, WKRC, Cincinnati; Henry W. Slavick, WMC, Memphis; Ed Craney, KGIR, Butte; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ, Milwaukee; William P. Scripps, WWJ, Detroit; Ronald Woodyard, WING, Dayton; Luther L. Hill, KRNT-KSO, Des Moines; John A. Kennedy, WCHS, Charleston; Campbell Arnoux, WTAR, Norfolk; John J. Gillin Jr., WOW, Omaha; Stanley Hubbard, KSTP, St. Paul; William Gillespie, KTUL, Tulsa; H. Dean Fitzer, WDAF, Kansas City; Hoyt Wooten, WREC, Memphis.



TROPHIES are presented on each program of the *So You Want to Be an Announcer* series on KRGV, Weslaco, Tex. Dick Watkins, production manager, sits behind a row of the trophies, as well as a grand trophy. Male students of high schools and junior colleges are eligible. They are required to sight-read spots, news and handle imaginary situations. Listeners aid in selecting winners.

Directors' Day

RADIO DIRECTORS came out from behind the scenes to tell of the lighter side of their jobs at last week's meeting of the Radio Executive's Club in New York. Lester O'Keefe of NBC, Earle McGill of CBS, Ira Ashley of Lambert & Feasley and Diana Bourbon of Ward-Wheelock spoke briefly of some of the humorous incidents they have experienced as directors. Dave Carpenter, WHEB, Portsmouth, N. H.; John Rivers, Charleston, S. C. and Bruff Olin, WKIP, Poughkeepsie were out-of-town guests. James C. Petrillo, head of the American Federation of Musicians is tentatively scheduled as this week's speaker.

WHMA Reorganizes

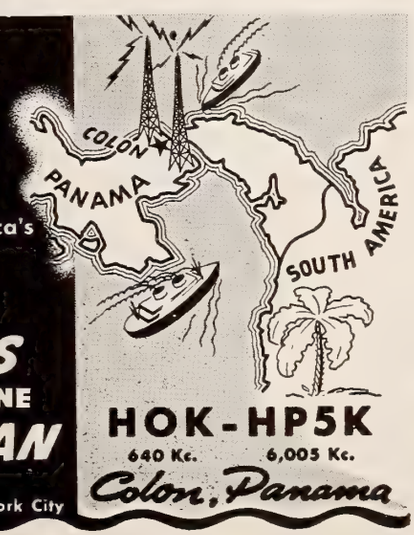
IN A GENERAL reorganization of station personnel, recently effected by WHMA, Anniston, Ala., Vernon Story, formerly chief engineer with wide experience in Southern radio, has been named station director. A. Lynne Brannen, serving as commercial manager of the NBC-Blue affiliate since 1939 will continue at that post. Harold Russey will head the program department and Jerry Hunt will be chief engineer.

BOOST YOUR SALES

dvertise over Central America's most modern stations

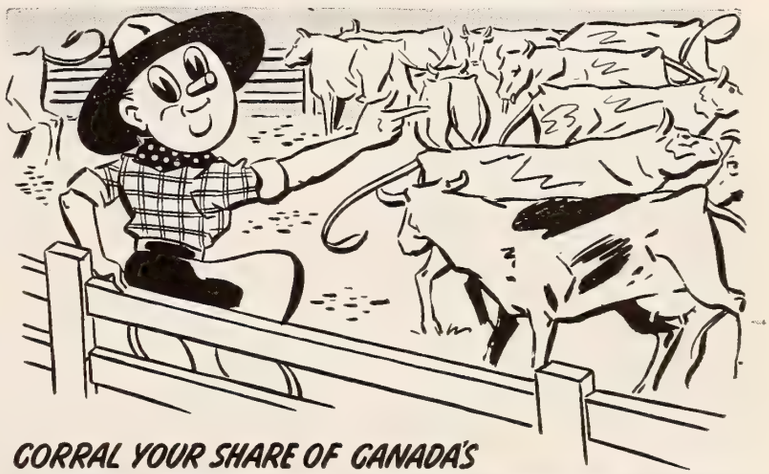
190,000 AMERICANS OF THE CANAL ZONE UY AMERICAN

.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

In CANADA — It's the 'All-Canada' Stations



CORRAL YOUR SHARE OF CANADA'S WESTERN MARKETS WITH THE 'ALL-CANADA' STATIONS

In the West, 'All-Canada' stations talk to the money markets — the ones you want to reach. Tell them, sell them, through 'All-Canada' radio stations — the listener preferred stations in each locality.

Ask your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia		Edmonton ---- CJCA	**Manitoba**
Trail ---- CJAT		Grande Prairie ---- CFGP	Winnipeg ---- CJRC
Kelowna ---- CKOV		Lethbridge ---- CJOC	
Vancouver ---- CKWX			
Victoria ---- CJVI		**Saskatchewan**	
Kamloops ---- CFJC		Moose Jaw ---- CHAB	
Alberta		Prince Albert ---- CKBI	
Calgary ---- CFAC		Regina ---- CKCK	

ALL-CANADA

Exclusive Representatives

U.S.A.-WEED and COMPANY

CANADA — All-Canada Radio Facilities Limited

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

U.P. gives you

"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

An $8 Hat Wins a $2 Prize!

Yes sir! One of the more than 500 entries in a sponsored 5-minute jingle contest over WCBM was a hat retailing at $8! The winner? Sure! Just like the station that "pulled" it!

PENNY FOR PENNY COVERAGE BETTER THAN ANY!

★WCBM★

BALTIMORE, MD.

MEMBER NBC BLUE NETWORK

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office





SIDNEY ALEXANDER

AN approximate million - dollar average expenditure annually in space or radio time is the record of Sidney Alexander, present radio and media director of the New York office of Weiss & Geller. Sid estimates he has handled around 10 million dollars of space or time since he debuted in the national advertising field back in 1930.

Sid was born in New York City, Aug. 13, 1908, did his high schooling at Brooklyn Boys High. There he began an athletic career which earned him high honors during his college days (1926-30) at West Virginia U. Sid only made seven major letters while gaining his higher education at West Virginia, excelling in football, basketball, and baseball. While basketeering against West Va. Wesleyan one year, Sid pulled a "Roy Reigels" and shot a goal for his opponents during an exciting game. He later made up for his error, however, pacing his team to the State championship. Phi Sigma Delta was Alexander's fraternity.

Graduating with B.S. degree in 1930, Sid started his advertising with the *New York Journal*. He also found time to continue his education, attending New York U. law school where he eventually earned a doctor of jurisprudence diploma. In 1933, Sid joined Hanff-Metzger Agency (now Buchanan) taking over the media and radio buying jobs for a four-year term. In September, 1937, Alexander transferred to H. M. Kiesewetter Agency in New York, staying there until 1939. At Kiesewetter he also handled the buying jobs for radio and other media. Sid joined Weiss & Geller's New York office in late 1939, and he has been handling both the space and radio buying ever since for the agency's accounts: Nedick's, Mello, Edelbrau Beer, Columbia Pictures, Continental Coffee, Schenley Distillers Corp., Visking Corp., Snider Packing Corp., Fleming Hall Corp., College Inn Food Products, George A. Dickel Co., and others.

Sid's hobbies are athletics plus a game of bridge. He's married, has a year-and-a-half daughter who, with wife Selma, occupies most of his spare time.

American Networks Cease Broadcast From Berlin Due to Undue Censors

ALL BROADCASTS by American network reporters from Berlin ceased last week by "order" of the Reichsrundfunk Gesellschaft (German State Radio setup), which cabled the New York headquarters of NBC, MBS and CBS that because of complaints "unjustifiably submitted" by their correspondents, the Gesellschaft could no longer "cooperate with present representatives".

This order followed announcements the preceding week by NBC and MBS that they would not accept further broadcasts from Germany because of "undue censorship". Both networks had informed Berlin of the decision and had been told that German authorities "would give the situation their consideration and would confer on the matter".

Dreier's Ban

Trouble first arose Nov. 11 when Alex Dreier, NBC's correspondent, was banned from broadcasting his regular report "as a result of differences arising over the censorship of his broadcast material". Although the Reich reinstated Dreier later, A. A. Schechter, NBC director of news and special events, notified them it would not accept further broadcasts. Again on Nov. 19 Dreier sent Mr. Schechter word that "the situation was under review with German authorities.

Mutual discontinued its reports from Germany also upon mendation of its represe John Paul Dickson, who tele Adolph Opfinger, MBS pr director, that "censorship ha such broadcasts useless at th ent time". During his con tion with Mr. Opfinger, D told of the restrictions impo all broadcasters, not only or material such as the curren Semitic drive and crisis in C slovakia, but also on visits front.

In answer to the Reichsrur cable, Paul White, CBS dire Public Affairs, announced CBS would accept no more casts from Berlin under conditions of censorship, an the following cable to Ger

"The only complaints sub to CBS by its correspondent, ard K. Smith, related to wl transmitted after he had tal Herr Kleinod of your sho department. Their validity n considered unreasonably seve sorship. These complaints judged by the fact that s complaints have been ma every CBS correspondent wl broadcast from Berlin sin beginning of the war.

"If your cablegram implie you feel a correspondent h right to inform his home of his working conditions, t is obvious that a corresp does not have sufficient freec speech to enable him to wo telligently."

CBC News Change

RELAXATION of wartime regulations on commercially sponsored news commentators is understood to have been granted to CKLW, Windsor, Ont., only Canadian MBS outlet, following a meeting of the Canadian Broadcasting Corp. Board of Governors at Ottawa Nov. 17-18. It is unofficially learned that Gabriel Heatter and Raymond Gram Swing, MBS sponsored commentators, will be heard shortly on CKLW, subject to wartime censorship regulations being fulfilled. Canadian broadcasters have for some time petitioned the CBC Board of Governors for relaxation of the ban on sponsored news commentators, and it is expected the ban may be lifted entirely as a result of presentations made at the last CBC Board meeting with broadcasters. Sponsored news commentators were banned shortly after the outbreak of war.

BREMERTON, Wash., large defense center on the West Coast, is the site of a new station sought in the application of Olympic Broadcasting Corp. for a new outlet on 1540 kc. using 500 watts unlimited time. Principals are A. W. Talbot, owner of the Bellingham Marine Railway and Boatbuilding Co. and part owner of Hartley Rogers and Co., with 90% of the stock and with Ralph E. Purves, local cemetery owner and Mrs. Della M. Purves each holding 5%.

Signal Oil Change

FEATURED for the pas years on the weekly NBC *Carnival*, under sponsorsh Signal Oil Co., Los Angeles bara Jo Allen, comedienne portrayed Vera Vague, wit from the cast following bro of Nov. 16. Contract differenc reported as reason for withd Wynn Rocamora of A. & S. Inc., Beverly Hills, Cal. agency representing Miss Al negotiating with Buchanan and an unnamed sponsor, f to head a new network shov around the comedy charac tion. Miss Allen has a fe comedy role in the Warner film "Night Before Chris now in production, and al contracts with Paramount a public studios.

Feed Firm Expand

CONSOLIDATED PROD Co., Danville, Ill. ("E" En poultry feed), currently sp ing programs on WOR, New and WEEI, Boston [BROADCA Sept. 22], has added thrice- participation on *1-2-3-Tim* WLS, Chicago, and half-hour dle Mountain Roundup" o Saturday night *Barn Dan* WHO, Des Moines. Mace Agency, Peoria, Ill., place account.

LIC RELATIONS PS GIVEN BY NAB

RAL discussion on how asters can improve their re- with the public forms the for a new NAB service, issued in its Nov. 21 issue of eekly *Bulletin* a supplement Public Relations Bulletin

two-page supplement gives history of radio's public re- and the public's conception industry and offers sug- points to be used in con- the public.

s for an NAB public rela- roject are mentioned in the ding paragraph: "When all ramifications of this many- problem are considered, it apparent that no single ac- can possibly fulfill the re- ents. There are many fronts which the fight must be car- d. NAB has examined a num- plans and suggestions with ew to making an effective ch and to establishing a basis for continuing con- ve activity. We hope soon to nce a definite program which onstitute a first step toward complishment of our objec- The plan will be one which ffer to every station an op- ity to play an important in- al role."

QUALITY FOR BOTH

ame Facilities Given Each Opponent by WBYN

EXAMPLE of how the ratic theory extends to ican broadcasting by allow- wo sides of a controversial equal time on the air was ed last week by WBYN, lyn, when Norman Thomas, ist leader, and John F. Fin- of the Keep America Out of Congress, claimed that one of BYN news commentators had bed their remarks at an Arm- Day rally as "treasonable." omas and Finnerty were given time to air their own views ed by Griffith Thompson, N manager, who stated that ugh "WBYN officially did not with their remarks, still the n advocated free speech and privilege to speak as they ed."

Trammell Gets Delay

MINATION before trial of Trammell, president of NBC, led for Nov. 17 in New York me Court, has been postponed un- v. 24, according to Robert Daru, ru & Winter, counsel for the 14 riters, 12 of whom are ASCAP ers, who are suing NBC, CBS, and BMI for alleged unlawful racy to acquire control of the riting business at the time of SCAP-network music war.



"TIME TO SMILE" for everyone but Eddie Cantor looks like the theme of this conference between the radio star of the Bristol-Myers Co. *Time to Smile* program on NBC-Red, and his sponsors in the new NBC clients' room. Eddie appears to be a bit unhappy about it all. Laughing (l to r) are: Robert Welch, program director of Young & Rubicam, New York, agency in charge; Tom Harrington, vice-president in charge of radio of Y&R; J. M. Allen, advertising manager of Bristol-Myers; Eddie Cantor, and Joe Moran, manager of the commercial copy department of Y&R.

MPPA Names Officers To Serve During Year

ANNUAL meeting of Music Publishers Protective Assn. held in New York Nov. 18, elected the following directors for the coming year: Louis Bernstein, Saul Bornstein, Jack Bregman, Max Dreyfus, Jack Mills, Edwin H. Morris, Richard Murray, John O'Connor, Lester Santly. Dreyfus is the sole new member, all other directors being reelected. MPPA officers will be elected at the first meeting of the new board this week.

Organization, which handles recording rights of its members, most of whom are also members of ASCAP, reports a big drop in transcription fees during 1941, due to the fact that the majority of stations were not licensed by ASCAP and hence the transcription companies made little use of ASCAP music. This was offset, however, by an increase in fees from phonograph records, which it was estimated will probably run 25% ahead of the 1940 total.

NLRB Hearings Ended In ACA-WOV Strike Case

HEARINGS before the National Labor Relations Board on the case brought by American Communications Assn. (CIO) against WOV, New York, were concluded Nov. 20 at the end of two months, the final decision to be rendered after attorneys for both groups have submitted their briefs to Earl S. Bellman, trial examiner, who in turn recommends his decision to NLRB.

WOV employes went out on strike Nov. 3, 1940, charging the station refused to bargain collectively. Points at stake, about which the hearings have been held, are the return of jobs to all employes involved in the strike action, back salaries, and collective bargaining with ACA. Attorneys for WOV are Henry Silverman and Sanford H. Cohen, for ACA, Leonard Boudin, and handling hearings for the NLRB was Millard Midonick.

Philco NBC Pickups

WPTZ, Philco television station in Philadelphia, is rebroadcasting several programs a week from the telecasts of WNBT, NBC video station in New York. Programs, chiefly sporting events or other outstanding program features, are picked up by special receiving antenna and fed to the WPTZ transmitter in much the same manner as was done by the General Electric video station in Schenectady, which last spring also rebroadcast WNBT transmissions. Experiments are aimed at the eventual establishment of a television network, with stations linked by ultra-high frequency radio instead of wire.

ANNUAL AFRA Ball will be held Feb. 20, 1942, at the Waldorf-Astoria, New York. Betty Barde is chairman of the entertainment committee.

Grange Condemns U. S. For Net Interference

DEPARTING from consideration of primary farm problems, the National Grange at its annual convention in Worcester, Mass., last Thursday adopted a resolution condemning "attempted interference with network broadcasting by the Federal Government." The convention also pledged its support of legislation which would prohibit radio advertising of beer or other alcoholic drinks, presumably along lines of the perennial proposal to effect such a ban on liquor advertising sponsored in the Senate by Senator Johnson (D-Col.).

The resolution condemning "interference" also asked Congress to make a complete investigation "of the threats to a free press and free radio with a view to determing if new legislation be needed on account of changing conditions".

MBS-NCBS Drops WHDF

WHDF, Calumet, Mich., was discontinued as an outlet for programs of North Central Broadcasting System and of MBS as of midnight Nov. 16, according to information received at MBS headquarters from John W. Boler, NCBS president, who reported that the action was due to the failure of Michigan Bell Telephone Co., and AT&T to deliver adequate transmission lines between Ironwood, Mich., and Calumet.



"SO DO I!" says WSAI's Winged Plug, "A SELLING punch!" Just ask any of the 113 current program and announcement sponsors who are socking away at my receptive audience 238 quarter hours during the week! And I'm in their corner, helping them win the sales decision by PLUGGING THEIR PROGRAMS. Street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window displays and a monthly house-organ for dealers . . . yep, I use 'em all!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

$90,000,000.00

FOR NATIONAL DEFENSE

(10,000 Skilled Workers in Navy Yard Alone)

NAT'L REP. JOSEPH HERSHEY McGILLVRA

WHEB

BOSTON REP. BERTHA BANNAN

PORTSMOUTH, N. H.

"The Listening Habit of Central New England"

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 15 TO NOVEMBER 21 INCLUSIVE

Decisions . . .

NOVEMBER 18

KLCN, Blytheville, Ark.—Granted modification CP change 900 kc conditional to no operation between local sunset and sunrise.

WAOV, Vincennes, Ind.—Granted CP change equipment increase 250 w unl.

NEW, Evening News Press Inc., Port Angeles, Wash.—Denied petition reconsider and grant application new station now in pending file under Order 79.

WEEU, Reading, Pa.—Denied petition reconsider and grant applic. CP 5 kw full time with directional.

DESIGNATED FOR HEARING. — **KWKW, Pasadena, Cal.,** applic. modify CP new station to 830 kc; **NEW, Bernard Walker, Concord, N. C.,** applic. CP new station 1050 kc 1 kw D; **NEW, Washtenaw Broadcasting Co. Inc., Ann Arbor,** applic. CP new 1050 kc 1 kw D (consolidated hearing with Hopkins applic.); **Chattanooga Broadcasting Corp., Chattanooga, Tenn.,** applic. CP new station 1450 kc 250 w unl.

NEW, Norfolk County Broadcasting Co., Norfolk, Va.—FCC erroneously announced an action on Nov. 14 [BROADCASTING, Nov. 17]. Action should have read: denied motion dismiss applic. new station 1490 kc 250 w unl.

NOVEMBER 21

MISCELLANEOUS—**NEW, Herald Publishing Co. and NEW, Dorman Schaeffer, Klamath Falls, Ore.,** granted joint motion extension filing date proposed findings to 12-9--41; **NEW Wilkes-Barre Broadcasting Co., Wilkes-Barre, Pa.,** granted motion amend corporate structure and retain hearing date; **NEW, Henry Norman Saurage, Baton Rouge, La.,** granted motion dismiss applic. CP new station; **WEEU, Reading, Pa.,** granted continuance hearing 90 days! **NEW, The McKeesport Broadcasting Co. Inc., McKeesport, Pa.,** granted petition amend applic. CP new station to 730 kc removed from docket; **WFBR, Baltimore, Md.,** dismissed petition intervene applic. Lake Shore Broadcasting Corp., Cleveland, CP new station.

Applications . . .

NOVEMBER 17

WRUL, Boston, Mass.—Modification license requesting 9700 kc sharing with WRUW.

WTMJ, Milwaukee—CP new transmitter increase 5 kw N directional 10 kw D.

KCMO, Kansas City—CP change 810 kc increase 10 kw N 50 kw D directional N install new transmitter. Facilities of KOAM contingent on KOAM shift.

NEW, Continental Broadcasting Co., Salt Lake City—Amend CP new station re officers, directors, stockholders and finances.

KZA, Seattle—CP new transmitter directional increase 10 kw.

KOMA, Oklahoma City—Special service authorization 880 kc directional D & N.

NEW, Imes-Weaver Broadcasting Co., Murfreesboro, Tenn.—Amend applic. CP new station 1340 kc omit request WSIX facilities.

Tentative Calendar . . .

NEW, Hennessey Broadcasting Co., Butte, Mont., CP 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte,** same (consolidated hearing Nov. 24); **NEW, Tidewater Broadcasting Corp., Norfolk, Va.,** CP new station 1490 kc 250 w unl.; **NEW, Portsmouth Radio Corp., Portsmouth, Va.,** same; **NEW, Norfolk County Broadcasting Co., Norfolk,** same (consolidated hearing Nov. 24); **NEW Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa.,** CP 1240 kc 250 w unl. facilities WBAX; **NEW, Central Broadcastiang Co., Wilkes-barre,** same; **NEW, Northeastern Pennsylvania Broadcasters Inc., Wilkes-Barre,** same; **Key Broadcasters Inc., Wilkes-Barre,** same (consolidated hearing, Nov. 24).

A LONG dramatic poem by Alvin Josephy, of the WOR, New York, special features division, will be published in *Of the People: Readings in American Democracy*, a new college textbook which the Oxford U Press will issue next spring.

KNX ON AS USUAL DESPITE TREMORS

DESPITE the recent California earthquake which caused a million dollar's damage and completely cut off electrical power, the transmitter of KNX at Torrence maintained unbroken service because of precautionary measures taken by CBS engineers when the tower was constructed in 1937. A California law requires that school buildings be built to withstand a horizontal earth acceleration of 10% of that caused by the force of gravity, but CBS engineer went this one better, constructing the transmitter building to ride a shock of 25% of gravity.

Design of the building was worked out by CBS Engineer James L. Middlebrooks, Architect Parkinson and the William Simpson Construction Co. In addition to footings sunk deep into a layer of clay-like earth, the building is constructed of reinforced concrete with steel lacing it into a rigid unit and torsional stresses carried to the transmitter room where they are absorbed by the walls as a hub. The mast was dampened to prevent amplification of motion due to vibrations of earthquakes.

Although power in Torrance was cut off during the 'quake, KNX engineers used their own gasoline-driven power plant.

LOU ENTON, musician, has joined the New York staff of Radiotunes, BMI subsidiary. Artie Mellinger, for several years with the Warner music publishing companies, has been appointed in charge of the Radiotunes Hollywood office, it was announced by Elmore White, professional manager of the company.

Close Contest

RAYMOND MARCUS and Jerry Kaufeer, members of NBC Chicago guide staff and students in the announcing school conducted by Lynn Brandt, were invited to audition for a vacancy at WTAQ, Green Bay. Haydn Evans, WTAQ general manager, wrote Brandt that both were equally good and that either applicant would be acceptable. The dilemna was solved by the flip of a coin and Marcus won the announcing job, heads up.

Legs to See

FIRST HOSIERY firm to try television as a medium is Gold Mark Hosiery Co., New York, which on November 26 will start a series of four Wednesday programs on WNBT, NBC's television station, to promote its contest to find "the most telegenic legs". Professional models will compete each week at 3:30 p.m. before a committee of judges from the fashion, art and beauty world, who will judge the finals on the Dec. 17 telecast. Prizes will be silk and nylon hosiery produced by Gold Mark. The contest programs will be the second commercial television series produced by Norman D. Waters & Associates, New York, the first having been the *Fashion Discoveries of Television* series sponsored by the New York Department Stores Bloomingdale's and Abraham & Straus.

THE LADIES MEET WITH MARY

Sewing Circle Idea Provides Talent as Well as Attracts Sponsors to Program

SPONSORS of *For the Ladies* on WTCN, Minneapolis—the Hennepin Federal Savings & Loan Assn. of Minneapolis—believe they have a show which opens a new vista in radio.

The unique part of the program started a few years ago during the Christmas season when Mary Proal Lindeke, who conducts the show, suggested that she would like to meet her listeners at a tea. Instead of the expected turnout of a few dozen ladies, hundreds appeared.

Right there she decided to make it a regular feature. The women who had turned out were the "average" housewife, women whose interests outside the home are limited, and who are anxious for an opportunity to meet socially with others.

Satellite Groups

Once each month listeners attend a general meeting at which tea is served and a general "sewing circle" gabfest ensues. There is no charge, no compulsory attendance and the membership, while shifting from meeting to meeting, is almost a thousand. From these monthly meetings have sprung five special interest groups. These meet either weekly or biweekly and consist of a Red Cross unit, a choral group, a writing group, a hobby group and a shut-in group.

Members of the latter regularly visit confined persons, bringing public library books and sending out birthday and greeting cards. They also assist the Minnesota Homecrafters, displaying and selling articles made by shut-ins.

Choral group members, directed by Earl Rymer, meet once each week, and from time to time are heard on the daily program. With the exception of the general meeting, which alternates between Minneapolis and St. Paul monthly, there are two meetings for each of the special groups, one in each of the Twin cities.

Network Accou

All time EST unless otherwise indi

New Business

MACFADDEN PUBLICAT Inc., New York (*Liberty* Maga on Nov. 18 started *Paul Sullivan News*, on 18 CBS stations, Tue Thurs. 6-6:10 p.m. Agency: Wasey & Co., N. Y.

Renewal Accounts

WILLIAM WRIGLEY JR. Co. cago, on Dec. 1 renews *Melody* (Doublemint) on 72 CBS st Sun. 6:30-6:55 p.m. and *Dear* (Spearmint) on 72 CBS stations 6:55-7:15 p.m. and replaces *Jus tertainment* (Spearmint) with *tergood Baines*, on 77 CBS st Mon. through Fri. 5:45-6 p.m. cy: For Spearmint, Arthur hoff & Co., Chicago; for Doubl J. Walter Thompson Co., Chica

F. W. FITCH Co., Des (shampoo), on Dec. 27 renews weeks *Fitch Bandwagon* on 116 Red stations, Sun., 7:30-8 Agency: L. W. Ramsey Co., port, Ia.

SKELLY OIL Co., Kansas Ci Dec. 11 renews for 52 weeks *Ne Clifton Utley* on 18 NBC-Red st Mon. thru Fri., 8-8:15 a.m. Ag Henri, Hurst & McDonald, Chic

IGLEHART BROTHERS, ville, Ind. (Swansdown F Flour), subsidiary of General Corp., New York, on Dec. 1 rene 52 weeks *The Johnson Family* MBS stations, Mon., Wed., Fri., 4:45 p.m. Agency: Young & Rub N. Y.

COLONIAL DAMES Corp., L geles (cosmetics), on Dec. 19 for 52 weeks *Find the Woman*, CBS West Coast stations KSFO KARM KOIN KROY KOY KTUC), Friday, 9:55-1 (PST). Agency: Glasser, Gai Co., Los Angeles.

RICHARD HUDNUT, New (cosmetics), on Dec. 1 renews weeks *Hollywood Showcase* on Pacific Coast stations (KNX KARM KROY KOIN KIRO K Monday, 9:30-10 p.m. Agency: Benton & Bowles, N.

TEXAS Co., New York, on N resumes *Metropolitan Opera* o NBC-Blue stations, Sat. 2 p.m. cy: Buchanan & Co., N. Y.

Express Spots

RAILWAY EXPRESS AGE Inc., New York (rail and ai press), from Dec. 1 through 23 will conduct its annual Christmas campaign urging holiday mailing by express ries of 15 one-minute trans announcements will be aired proximately 75 stations durin three-week period. Last yea company used announcement 55 stations over a three-m period, October - December. Caples Co., New York, handle account.

Poslam Test

EMERGENCY LABS., New through November is spons a test campaign for Poslam ment using 75 announce weekly on WPEN, Philade and six five-minute periods ly on Dick Gilbert's progra WOV, New York. Agency is field-Johnstone, New York.



PED ABOUT BANQUET TABLE, members of orthern California Broadcasters Assn. sit back rther discussion of local ASCAP licenses at nd, Cal., meeting Nov. 5. Clockwise (1 to r) are l H. Meyer, KYA manager, San Francisco; Lin- ellar, KFSO manager, San Francisco; Charles (against wall), KIX, Oakland, program di- S. H. Patterson, KSAN, San Francisco, owner; G. Lasky, manager, KROW, Oakland; Welling- orse, program director, KLS, Oakland; Arthur Westlund, manager, KRE, Berkeley; Preston Allen, manager, KLX, Oakland; C. L. McCarthy, manager KQW, San Jose; David Sandeberg, KFBK, Sacramento; Howard V. Walter, manager KDON, Monterey; Dick Heath, commercial manager, KTAR, Phoenix; Ward Ingrim, commercial manager KFRC, San Francisco; Wilt Gunzendorger, manager KSRO, Santa Rosa. In attendance, but not shown, were Keith Kerby, assistant manager of KROW, Oakland, and Glenn Dolberg, program director, KPO-KGO.

Storer's Flower

E. Y. FLANIGAN, commercial manager of WSPD, Toledo, was greeted when he walked to his desk Nov. 1, the day after recapitulation of October business, by a cellophane-wrapped, purple orchid—floral accolade from George B. Storer, president of Fort Industry Co., operators of the Toledo station. The orchid was a Winchellian compliment to Mr. Flanigan's success in surpassing an October production quota set by Mr. Storer.

I Sends Out Third-Quarter Checks; re Than $200,000 for Performances

last week mailed out checks 0,000 to composers and pub- s, covering performances of music during the third quar- 1941. Following previous practice, payment was made ice the agreed-upon scale omposers receiving two cents oadcast per station, and pub- s, who make their own pay- to their writers, receiving ents per broadcast per sta-

ing the quarter there were 64 achieving totals of 10,000 rmances or more, with "Dad- eading the field with 65,835 rmances, 33,777 on local programs and 32,058 on network shows. Count on the latter is made by crediting the song with one performance for each station included in the hookup carrying the broadcast. A total of 3,149,563 performances was tabulated for the quarter.

Increases over second quarter performances ranged from 13% to 200%, BMI stated. "They exceed generally the amounts paid in previous quarters," M. E. Tompkins, vice-president and general manager, wrote to publishers. "They are not in excess of the amounts that we confidently expect will be earned by our affiliated publishers in the future."

Mueller Expands

C. F. MUELLER Co., Jersey City (macaroni & spaghetti), further expanding its radio plans through its newly-appointed agency, Maxon Inc., New York, last Wednesday started a Wednesday, Thursday and Friday news period, 11:30-11:40 a.m. on WGBI, Scranton, Pa., for 25 weeks. In addition on Nov. 24 company is to start a series of one-minute transcribed announcements five time weekly, for 24 weeks, on WGST WFBC WJAX WBT and WSYR. Two weeks ago Mueller started *News With Mark Hawley* on 13 CBS stations, Wednesday, Thursday, Friday 4:45-5 p.m. and *News With Don Goddard* on WEAF, New York, Tuesday, Thursday and Saturday 12-12:15 p.m. [BROADCASTING, Nov. 17].

Tourist-Bureau Plans

ONTARIO TOURIST BUREAU, Toronto, will sponsor a series of broadcasts on the NBC-Blue network next Spring and Summer to tell U. S. tourists of the vacation attractions of this Canadian province. The bureau, whose advertising is placed through Walsh Adv. Co., Toronto, in 1940 sponsored a similar series, starring Ned Sparks, on CBS as a Sunday afternoon half-hour program. Details of the 1942 series have not been worked out as yet.

KWJJ, Portland, Ore., has appointed Howard H. Wilson Co., Chicago, as its national advertising representative, effective Dec. 1.

80 Teams to Compete in Sports Contest of WHEC

WITH applications far exceeding expectations WHEC, Rochester, without newspaper publicity, has been forced to increase the number of teams in its all-Winter $1,000 team championship bowling tournament from sixty to eighty. Three of the city's outstanding teams, the Daw Drugs combination, match game champions of Rochester and vicinity, the Judge Motors five and the Rivers Furniture team, present leaders in three of the city's outstanding leagues were eliminated Nov. 16, finishing behind the Buonomo Five which won the first night's elimination to become the first team to qualify for the 12-team finals.

NAB-OCD Cooperation

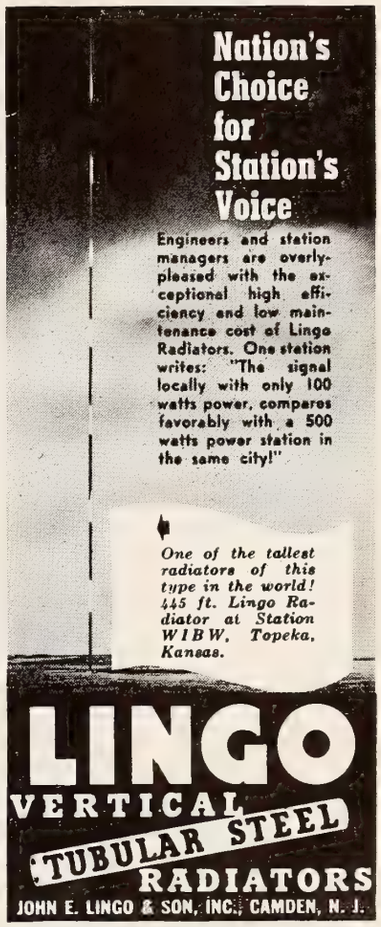
COOPERATION of NAB will be given the Office of Civilian Defense in the national observance of the 150th Anniversary of the Bill of Rights, Dec. 15, 10-11 p. m. Plans are being considered to make it possible for stations without network affiliations to take the program off the air for simultaneous broadcast. President Roosevelt will be written into the show from Washington. Production of foreign language transcriptions to contain the translated main address of the program is also under consideration. Details will be mailed to all stations in the near future.



herever there's a phone . . . there's stal Telegraph!

r extra convenience, extra eed, extra care *at no extra st*—next time you have im- rtant telegrams to send —

Postal Telegraph
For your convenience charges appear on your phone bill



Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS



With Their SYMPHONIES OF THE SAGE *200 New Tunes*

Produced and Distributed By

ROY ROGERS, INC., HOLLYWOOD, CAL.

Fly Denies Charges by Dies Dr. Watson Is Pro-Communist

FCC Chairman Replies to Charges in House by Narrating Background of New Appointee

A SECOND allegation within a few weeks that Communist influences are making themselves felt within the FCC organization was voiced last week by Rep. Dies (D-Tex.), chairman of the House Committee Investigating Unamerican Activities, when he charged that one of the newly-appointed top officials of Foreign Broadcast Monitoring Service, Dr. Goodwin Watson, had a record of pro-Communist activity.

Thorough Inquiry

Rep. Dies' allegation, set out last Wednesday in a letter to FCC Chairman James Lawrence Fly, and read in full on the House floor the same day, drew an immediate denial from Chairman Fly, who indicated that the FCC and the Civil Service Commission were completely satisfied with Dr. Watson's qualifications for his job as FBMS analyst and that he would be retained as previously announced. Several weeks ago Chairman Dies, at the request of Attorney General Francis Biddle, furnished the Justice Department a list of Government employes allegedly connected with Communist organizations, or organizations advocating the overthrow of the Government. The list included two unnamed FCC employes.

The charges by the chairman of the Dies Committee came a few days after the FCC had approved several appointments of top administrative personnel in FBMS, rounding out the FBMS organization and clearing the decks for a comprehensive 24-hour job of monitoring and analyzing foreign propaganda broadcasts. In addition to Dr. Watson, the FCC in mid-November had approved appointment of Thomas B. Grandin, former CBS correspondent in France, as chief editor of the FBMS reports section, and Peter C. Rhodes, former United Press foreign correspondent, to be in charge of the FBMS branch office in London.

Commenting on the appointment of Dr. Watson in his letter to Chaiman Fly, Rep. Dies declared:

"I am deeply concerned over this appointment, as it clearly bears out an observation which I have had occasion to make to the President in recent weeks, namely, that there is a new influx of Communists and fellow travelers into official Washington. We are not concerned solely with the case of Watson as an individual. We are, I believe, compelled to search for the hidden influences which bring about the appointment and certification of such persons as Watson."

"Goodwin Watson has been a propagandist for Communism and the Soviet Union for many years," Rep. Dies continued. "His activity in this respect has been open and above board. Mr. Watson is to be commended for not attempting to conceal his Communist sympathies. And I wish it clearly understood that I do not challenge his right to hold whatever sympathies he may choose to hold. My only concern is over the fact that one of such outspoken Communist views and sympathies should be named to the position of chief broadcast analyst, with such important decisions entrusted to him."

In Consumers' Group

Briefly tracing alleged communistic activities of Dr. Watson, Rep. Dies listed 13 "party organizations" with which he said Dr. Watson has publicly associated himself. In addition to Consumers' Union, the list included American Committee for Democracy & Intellectual Freedom, American Congress for Peace & Democracy, American League for Peace & Democracy, American Student Union, Conference on Pan-American Democracy, Coordinating Committee to Lift the Embargo, International Workers Order, League of American Writers, National Emergency Conference for Democratic Rights, North American Committee to Aid Spanish Democracy, Open Letter in Defense of the Communist Party, Social Work Today.

Of Dr. Watson's alleged connections with these organizations Rep. Dies commented: "I am sure you will agree that Watson's associations with Communist front organizations have been so numerous that it is impossible to account for them on the ground of his having been an innocent dupe of the Communist Party." He charged also that Dr. Watson had written "frequent eulogies on the Soviet way of life", frequently coupled with "emphatic disparagement of the American way of life".

In his answering letter, framed late last Wednesday after consultation with FCC officials, Chairman Fly declared:

"I need hardly tell you that I am wholly in sympathy with every effort to rid the Government of subversive influences, and I am confident that all the members of the FCC would join us in this position. I also agree with you where any question is raised as to the basic attitude of a Government employe, we would concern ourselves with the record and with the influences which brought about the appointment.

"I have taken pains to make a full inquiry into this subject. As a result I can state unequivocally that at no time has Dr. Watson been a member of the Commuist Party, or registered or voted as a member of the Communist Party, or participated in any way in the activities of the Communist Party. And at no time has Dr. Watson indorsed the Communist system.

"It ought to be made clear that Dr. Watson did not seek the position which he now occupies. We sought him. He is widely recognized as one of the outstanding social psychologists of the country, and I cannot but believe that the Government is fortunate to have his services in this emergency.

"I might join in your apprehension were I to find that Dr. Watson is or has been connected with the 13 organizations listed in letter. My inquiry has deve however, that he has been a ber of only one of the org tions—that is the Consun Union, in which he was a di I am informed that Dr. W has neither been a member actively associated with any other organizations listed in letter, nor has he ever en such organizations.

"If there lingers in your any question as to Dr. Wa basic attitudes, I believe you be interested in some of the in his educational and rel work. He is of tenth gene American ancestry. He ha ceived degrees from America versities, including the deg Doctor of Philosophy from C bia U. He also has studied su tially at the universities of and Vienna. He spent three in the Union Theological Sem and is an ordained minister Methodist Church. He has guiding hand in religious tion for the National Coun the YMCA and in the Union logical Seminary."

Growing Activity

FBMS was set up last N through cooperation of the and the Defense Communic Board, to intercept, record analyze foreign propaganda casts reaching the United S The agency since its inceptio operated on an increasingly prehensive 24-hour schedule viding valuable information t eral defense agencies and w closely with such agencies a Office of Coordinator of Inf tion. FBMS is headed by Llo Free, director, and Harol Graves Jr., assistant to di

Before joining FBMS s months ago, Mr. Grandin was correspondent for CBS. He covered European news for from England, Belgium, Yugoslavia, Rumania and T He is the author of *The Po Use of Radio*, claimed as th book to describe psychological fare by shortwave radio. A of Cleveland, Mr. Grandin wa cated at Kent School in Conn cut and Yale, taking post-gra studies in France and Germa

Dr. Watson, 42, a well-k social psychologist, for the l years has been a member o faculty of Teachers College, C bia U, as a professor of educ He is a graduate of Wiscon and received his doctorate fro lumbia. As chief analyst, Dr. son will head a section of psy gists in FBMS who will inte and evaluate foreign broadca

Mr. Rhodes, with UP since has covered World War II fr start, and was one of the fe respondents on the Scandin front during the German inv of Norway. Returning to the U States last spring, he became tor of public relations for U China Relief in New York. A uate of Columbia U and Oxfo England, Mr. Rhodes is 29.

O'Neills to Scrap

RADIO SCRIPTS used in the past nine years for the serial *The O'Neills*, sponsored by Procter & Gamble Co., Cincinnati, on CBS, have been sold for $1.20 to the Government wastepaper drive for defense. Containing the story of a family's tribulations, one of radio's oldest serials, the heaps of scripts in CBS files will be transformed into boxes for defense materials.



Drawn for BROADCASTING by Sid Hix

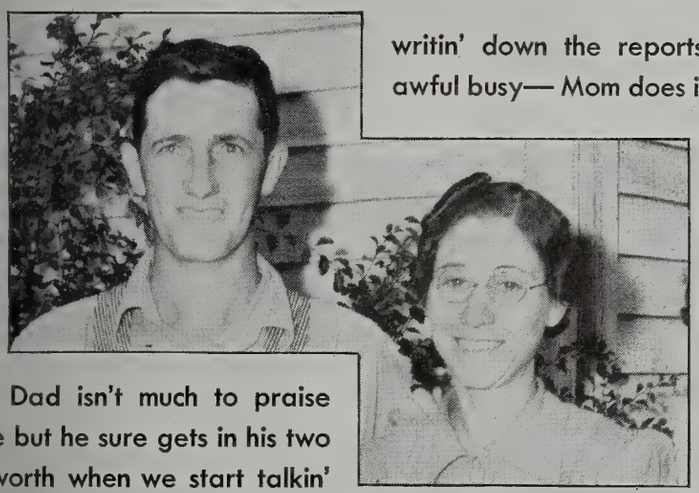
"It's the Radio Station—They Say You've Just Won a Piper Cub Airplane!"

"SURE - I KNOW ABOUT WLW"



Dale, son of Mr. and Mrs. Arlie Sheffer, R. R. No. 6, Portland, Indiana.

Just because I'm so small, doesn't mean I don't keep my ears open. I listen to "Boys Town" on WLW! And boy—does Father Flannigan ever help a lot of boys!



Dad isn't much to praise people but he sure gets in his two cents worth when we start talkin' about WLW. He said the other day that if he didn't get the price on hogs every day over WLW—he'd be sunk! He raises a lot of hogs and sells them to the packer in Portland, Indiana. Every morning Dad's right by the radio writin' down the reports. If he's awful busy— Mom does it for him.

She listens to Marsha Wheeler on WLW every morning, too. And she doesn't have to poke her head in the radio to listen to every word!



WLW comes in good and CLEAR! Mary and Ann, they're my sisters, click the radio on for WLW's "Boone County Jamboree," and "Everybody's Farm Hour." They're the kind of shows that farm folks like. And that's the kind WLW gives us.

PROOF ENOUGH—THAT FARMERS OF RURAL AMERICA WHO LIKE THE *BEST* LISTEN TO WLW MOST!

CLEAR CHANNEL

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

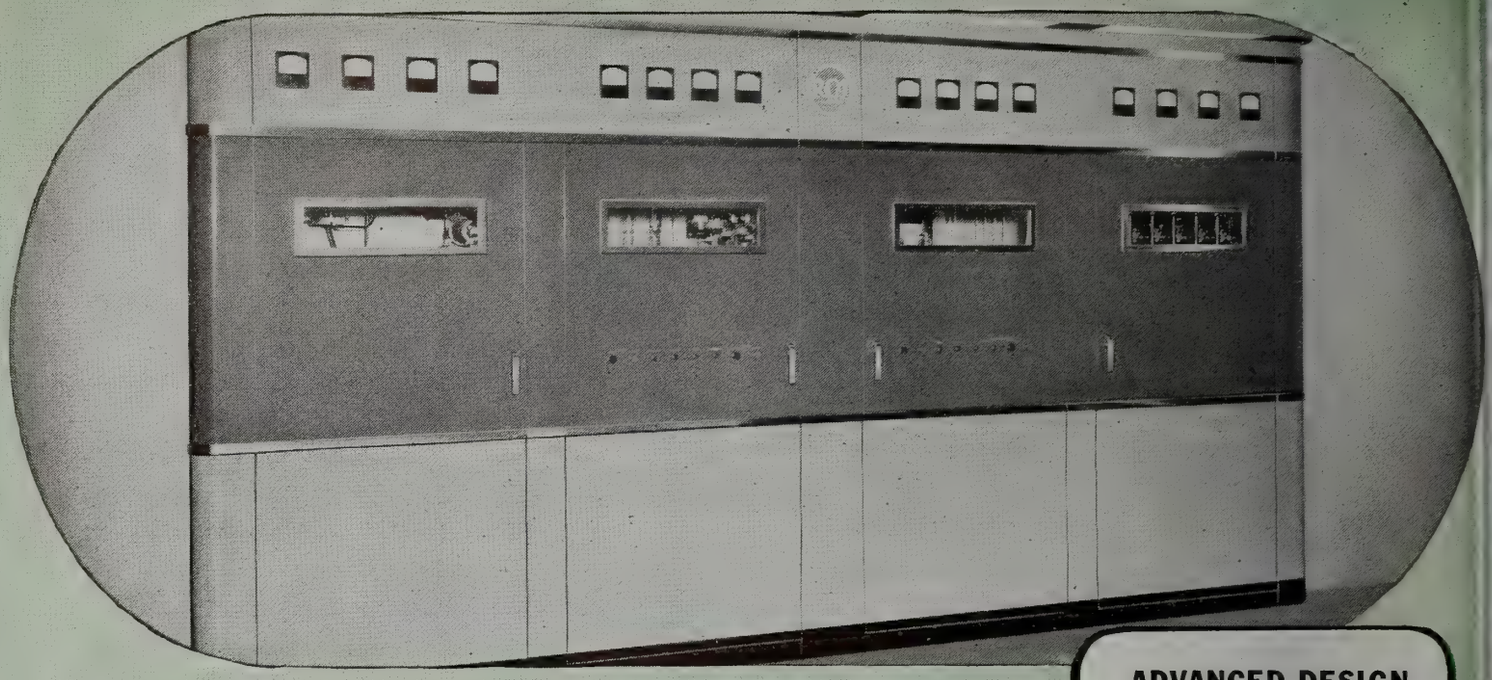


REPRESENTATIVES: New York—Transamerican Broadcasting & Television Corporation. Chicago—WLW, 230 N. Michigan Avenue, San Francisco—International Radio Sales.

Even finer than the 5-DX!

NEW RCA 5,000-WATT BROADCAST TRANSMITTER

★ TYPE 5-E ★



It seems especially fitting that this newest and finest of RCA 5,000-watt broadcast transmitters should make its appearance this month—just 21 years since the beginning of American broadcasting! For the 5-E strikingly symbolizes the progress those 21 years have made possible in broadcast equipment, through the constant research and development work of RCA.

Here, for the first time, is complete *push-button* control of every adjustment an operator is called on to perform throughout the broadcasting day . . . there is virtually *nothing* to turn and twist! Tank-circuits are tuned by driving-motors under push-button control—meters are cut in and out by push-buttons—relays automatically apply correct time-delays to circuits when the transmitter is switched *on* at the touch of a single button!

Here is *complete* automatic protection of circuit components—not only in the plate of circuits, but in the *grid-bias* circuits as well. More efficient than the famous RCA Type 5-DX, the new 5-E is even more economical to operate—even more dependable—even more flexible! Yet it's a full panel *smaller* than the 5-DX ...and contains provision and space for changing to 10-KW. operation *without* adding to its overall dimensions. Even the extra tube-socket is already there!

Very probably, you didn't expect *any* manufacturer to announce a transmitter like this until after the present Emergency. Only the fact that RCA was working on the new 5-E *before* the Emergency began, makes it possible now. We honestly don't believe any other manufacturer can match it for a long time to come. Write for full data and specifications, and we think you'll agree with us!

ADVANCED DESIGN
means Flexibility, Efficiency, Economy!

- High-Speed Switching for Full Protection
- Simplified, Efficient Control Circuits
- Motor-Driven Tuning Controls
- 100% Accessibility. All Tubes Visible
- Simple, Low-Cost Conversion to 1,000 Watts
- Integral Cooling System —No External Ducts

Use RCA Radio Tubes in Your Station for Finer Performance

RCA

Broadcast Equipment

FOR FINER PERFORMANCE . . GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America
In Canada: RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore

IN THIS ISSUE: FILENE'S RADIO SUCCESS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

the Copy $5.00 the Year
dian & Foreign $6.00 the Year

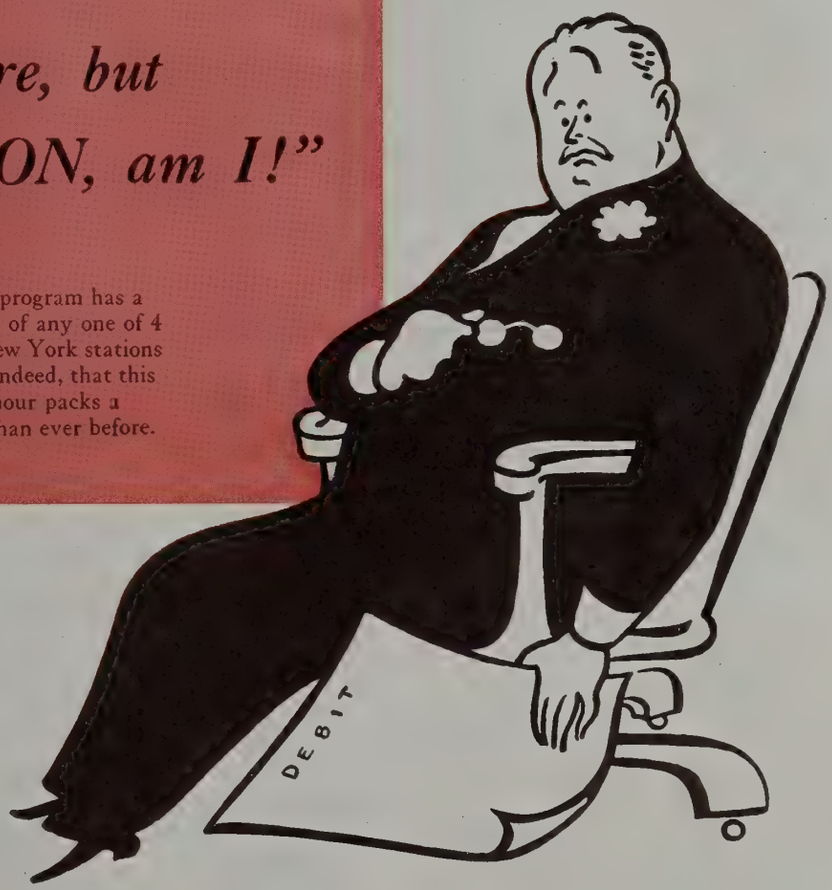
DECEMBER 1, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 22
WASHINGTON, D. C.

"And there, but for UNCLE DON, am I!"

TODAY, WOR's UNCLE DON program has a greater audience than that of any one of 4 popular shows on major New York stations at the same time*. Proof, indeed, that this recently streamlined half-hour packs a more penetrating impact than ever before.



A PROGRAM TO BE FOUND NOWHERE ELSE
. . . MADE TO MAKE SALES
AND HERE, GENTLEMEN—
SOME SALES IT HAS MADE

A certain **BANK** has used Uncle Don year after year for the past 10 years. Since the beginning, more than 20,000 children have opened accounts at the bank. That, we suppose, is good. But, listen—not only have they opened accounts, but Uncle Don has deftly prompted 250,000 of them to sit down, write, ask for savings banks. And requests continue to roll in at 40,000 a year!

A maker of a **POWDER** to brush teeth with had Uncle Don ask the tots to send for a sample. 7,796 wrote in for the sample in less than four weeks. A couple of weeks later he (Uncle Don, that is) asked them to send in a proof of purchase. In less than a week 1,837 sent in boxtops. Again, in less than two weeks, Uncle Don sent 7,415 children into stores to look for the product.

A man who makes **CONFECTIONS** said his dealers were anxious to see more children buy them. Uncle Don agreed to send children into dealers' stores. In two weeks he sent 16,000 of them in to meet the dealers. Generally, this confectioner tells WOR —he had to increase his sales force 15% to meet new territorial demands; his product rose from a "popular" brand to the "most popular" in N.Y.

**"WOR Continuing Study of Radio Listening in Greater-New York", prepared by Crossley, Inc.*



WLS Offered a War Map .... and 40,000 Wrote!

WE DO have pull—and a "blitz-krieg" push, too. It gets results—quickly. In only two weeks, WLS listeners wrote us for 40,000 war maps—at 10¢ each — maps prepared by the WLS News Department. And although the offer stopped a week ago, letters and dimes from listeners are still coming in at a rate of more than *a thousand a day!*

Here's another indication that people in Chicago and Mid-West America listen to WLS . . . listen and respond. For further proof, ask any John Blair man.

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

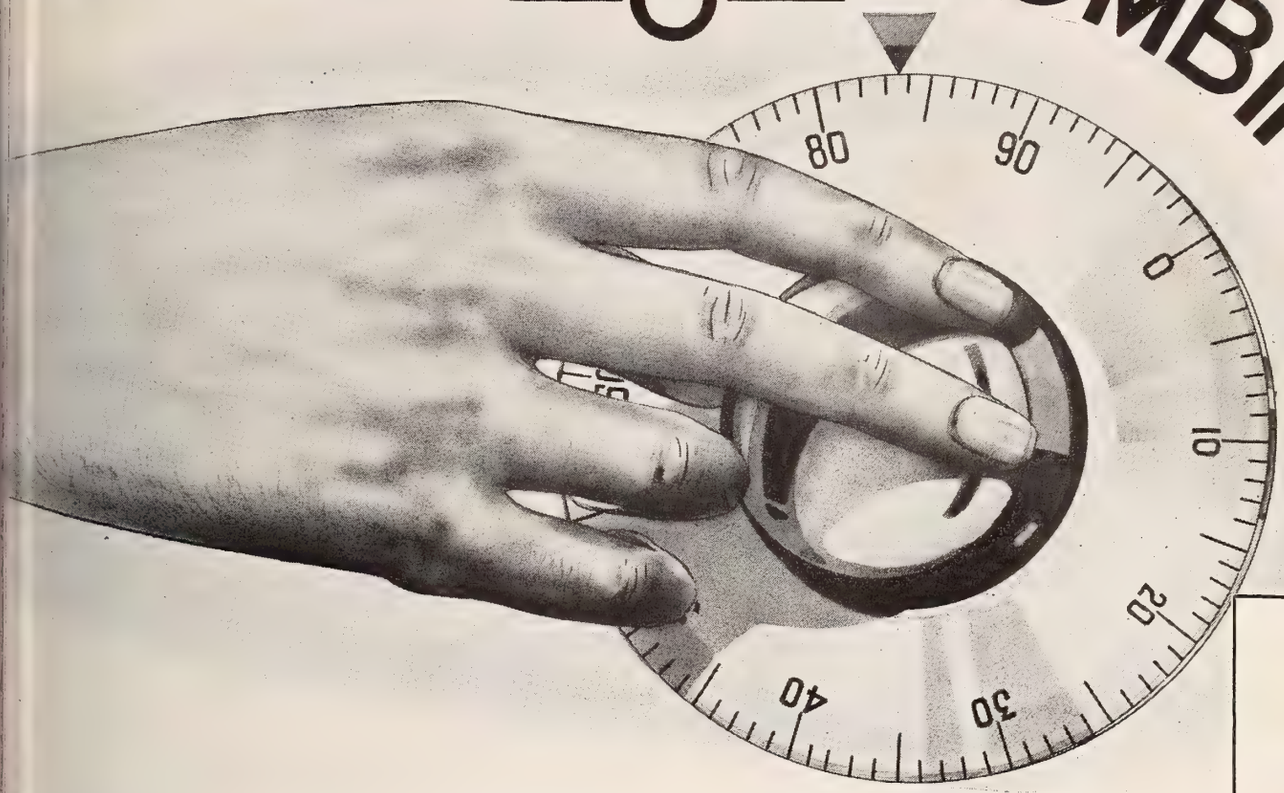
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR

se the Right COMBINATION



YOU can't get New England sales dollars by guesswork. You need the combination that has been continuously demonstrated as correct.

In radio that means the key station WNAC and the eighteen other stations of Yankee Network. Like proper numbers on the dials of a safe, every one is essential for successful results in opening the door to this wealth of consumer buying power, now increased and broadened by New England's greatest era of industrial activity.

No other combination can give you such assured entrée — no other has such complete acceptance at every important point. The nineteen reasons for using The Yankee Network are on the right.

To the Makers of

SMITH BROTHERS COUGH DROPS

I am more than proud to express to you, through your agency J. D. Tarcher & Co., our thanks for your six participations weekly in our Yankee Network News Service. We first did business with you on WNAC only in 1930. Then, in 1935, you bought your first Yankee Network News participation on our complete Network. Since that time, you have been with us consistently as one of our Charter News Advertisers. "Thanks" is a simple word . . . but it carries with it the sincerity of our entire organization.

John Shepard, 3rd

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport New Haven
WCSH Portland
WLLH Lowell Lawrence
WSAR Fall River
WLBZ Bangor
WFEA Manchester
WNBH New Bedford
WBRK Pittsfield
WNLC New London
WLNH Laconia
WRDO Augusta
WCOU Lewiston Auburn
WHAI Greenfield
WSYB Rutland
WELI New Haven

E YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

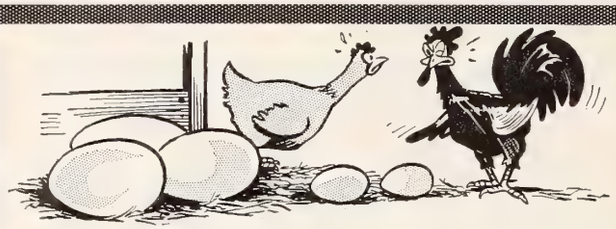
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

hed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

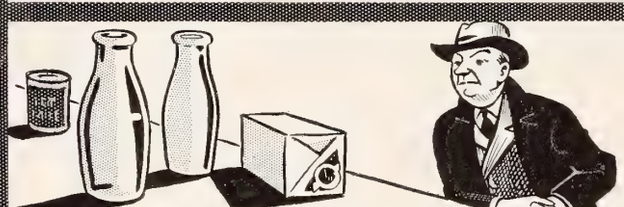
Pri-mary Read-er for Time Buy-ers



CHICKENS: Giddy, feathered nitwits, which is why Nebraska farmers don't mind selling them at today's record high prices.



EGGS: Oval objects which are delectable fried, boiled or scrambled. Sell wholesale for 21c a dozen, *more than twice the price Nebraska farmers got last year!*



MILK & BUTTER Before bottling and packaging, these two products originate inside of cows (animals found on farms.) The price *you* now pay, gives you an idea of the increased income of Nebraska farmers.



MONEY

Defined as coin, currency, wealth.

Nebraska farmers are trading their products for an enormous quantity of money.

And they'll trade their money for your products, if you tell them what you have.

Tell them over KFAB! You *need* KFAB, to reach the farm areas of Nebraska and her neighbors.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS *use* **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

December 1, 1941

CONTENTS

Filene's Discover Radio is Best	9
RCA-NBC Plan to Separate Networks	12
Monopoly Briefs May Be Filed Before Dec. 15	12
IRNA Not To Disband	14
NAI Reviews Copyright Activities	14
Axton-Fisher Plans New Cigarette	14
FCC Revises Candidate Definition	18
Davis Award to Durward Kirby	18
Hope Heads Cleveland Survey	22
Newspaper Probe Continued	26
Monitoring Service Opens London Office	30
Light Beam Used at W71NY Debut	48
Eversharp Doubles Sales By Radio	51
Better Priorities Treatment Seen	51
ASCAP Replies To Editorial Criticism	55
Composers Seek More From ASCAP	56
FM's First Network Sponsors	57
Coast Agencies Seek Repeat Rulings	62
Westinghouse Plans Renewed Radio Activity	62

DEPARTMENTS

Agencies	44	Merchandising	43
Agency Appointments	31	Network Accounts	60
Behind the Mike	36	Personal Notes	35
Buyers of Time	30	Purely Programs	47
Classified Advertisements	61	Radio Advertisers	42
Control Room	41	Station Accounts	38
Editorials	34	Studio Notes	59
FCC Actions	60	They Say	34
Meet the Ladies	37	We Pay Respects	35
Hix Cartoon	62		

FLORIDA *Vacationists* LISTEN

"IT'S ON 970 Kc."

WFLA TAMPA (full time)

MILLIONS of EXTRA LISTENERS during the WINTER MONTHS.

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

IT'S *Programs* THAT *Pull* THE *Listene*

WFIL

PHILADELPHIA

announces the appointment

of

THE KATZ AGENCY, INC.

as its exclusive national representatives

effective

DECEMBER 18, 1941



WDAF A Public Service To Its Community

The story of defense needs is being thoroughly told to the Middle West over WDAF. There is no defense bottleneck on WDAF.

Fifty-seven regular news broadcasts each week . . . plus news bulletins when they break. Quality rather than repetitious quantity in news dissemination has made WDAF the accepted station for news dependability and news integrity in the Kansas City area.

Whether it's news, defense, charity, schools, churches—the community looks to WDAF . . . and does not look in vain.

WDAF

KANSAS CITY

Today

WHN

50,000 WATTS

plus

1050 KC. CLEAR CHANNEL

In the heart of the dial, the only full-time U. S. station on that frequency.

GUARANTEED TIME

The first 50,000-watt station ever to offer spot broadcasters guaranteed time availabilities twenty-four hours a day, fifty-two weeks a year.

LOW COST PER LISTENER

Any way you figure it—in size of market, watts per dollar, mail returns or plain old-fashioned *sales results,* WHN is now the biggest buy in spot broadcasting!

NEW YORK...1540 Broadway, BRyant 9-7800
Chicago Office: 360 N. Michigan, Randolph 5254

AMERICA'S MOST POWERFUL INDEPENDENT STATION

DID YOU KNOW THIS ABOUT LOS ANGELES?

Listen to the figures on Los Angeles County and you'll think you're hearing about a Caliph's dream!—2,777,-200 people who represent 2.11% of the entire U. S. population, but who do 3.12% of the nation's *buying*, and who stack up with the rest of the U. S. as follows:

	Los Angeles County	Average for U.S.
Income Tax Returns (per 1000 pop.)	66	38
Passenger Car Reg. (per 1000 pop.)	1374	787
Electric Meters (per 1000 pop.)	1000	670
Radio Sets (per 1000 pop.)	1060	890

With complete coverage of Los Angeles County AND six adjacent counties, Station KECA at Los Angeles has, within its ½ mv/m area, nearly *half* the radio families in Calfornia. And because KECA has the most elaborate local production and publicity set-up in Southern California—the most publicity-conscious community in the world—KECA has certain advantages even over its biggest and most powerful competitor (which, incidentally, is owned by the same operating company) . . .

If you want to do a big job is Southern California, *at low cost*, it will pay you to give some thought to KECA. "Ask your Agency to ask the Colonel".

KECA

Earle C. Anthony, Inc.
790 KC 5000 Watts Day and Night
LOS ANGELES • NBC

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFA
WCKY . . . . . CINCINN
KDAL . . . . . DULU
WDAY . . . . . FAR
WISH . . . . . INDIANAPO
WKZO . . KALAMAZOO-GRAND RAPI
KMBC . . . . . KANSAS CI
WAVE . . . . . LOUISVIL
WTCN . . . . MINNEAPOLIS-ST. PA
WMBD . . . . . PEO
KSD . . . . . ST. LO
WFBL . . . . . SYRACU

. . .IOWA. . .

WHO . . . . . DES MOI
WOC . . . . . DAVENPO
KMA . . . . . SHENANDO

. . .SOUTHEAST. . .

WCSC . . . . . CHARLEST
WIS . . . . . COLUM
WPTF . . . . . RALE
WDBJ . . . . . ROANO

. . .SOUTHWEST. . .

KGKO . . . . . FT. WORTH-DALI
KOMA . . . . . OKLAHOMA C
KTUL . . . . . TU

. . .PACIFIC COAST. . .

KARM . . . . . FRE
KECA . . . . . LOS ANGE
KOIN-KALE . . . . . PORTLA
KROW . . . OAKLAND-SAN FRANCI
KIRO . . . . . SEAT
AND
WRIGHT-SONOVOX, INC.



CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 247 Park Ave. Plaza 5-4131 | DETROIT: New Center Bldg. Trinity 2-8444 | SAN FRANCISCO: 111 Sutter Sutter 4353 | LOS ANGELES: 650 S. Grand Vandike 0569 | ATLANTA: 322 Palmer Bl Main 5667

BROADCASTING
and
Broadcast Advertising

, No. 21 WASHINGTON, D. C., DECEMBER 1, 1941 $5.00 A YEAR—15c A COPY

lene's Discovers the Power of Radio

Technique for Department Stores Basis to Syndicated Air Series

By BROOKS SHUMAKER
General Manager
Wm. Filene's Sons Co., Worcester, Mass.

ITOR'S NOTE—*Filene's, huge New England merchandising leader, uccessfully devised a radio technique that may provide the basis ationally syndicated use of the air by department stores. The of Filene's Worcester store provides one of the high spots of ers use of radio. Already in the works at Associated Merchan- Corp., New York, is a syndicate project. AMC is the central g organization of the most powerful group of department stores pecialty shops in the nation. Its research, operating, sales and city adjunct, Retail Research Assn., has been studying the ct and is about ready to launch it. Tentative preliminary ap- l has been given by the NAB, whose code committee will take formally in the next few weeks. The National Retail Dry Goods . plans to give the NAB a half-day at its Jan. 15 convention ew York to demonstrate the program.*

TION holds—the pen is r than the sword—but cur- ents prove the human voice, st to millions over the ether is mightier than the pen modern counterpart—the

ast that has been the expe- of Wm. Filene's Sons Co. ter store in the mass dis- n of certain commonplace of merchandise in every- e. But first allow me to briefly the background, ex- e and merchandising prob- Filene's Worcester branch, at dramatic chain of events led up to our keen interest io advertising and its in- g prominence in our pub- rogram.

Those 1927 Days

in the good old days of when AT&T was selling at d economists were talking era", the road to success expansion. Wm. Filene's o., Boston, the world's larg- ecialty ready-to-wear and ries shop, with a volume imating 30 million dollars one roof, caught the pre- fever of the day and age. d and abbetted by the youth- husiasm of the author, they ted a long-term, step-rate or a three story and basement n Worcester, Mass. Worces- city of 200,000, best identi- the beams of WTAG, is ay between Boston and field. Its well-diversified industries provide a payroll of near boom proportions in good times, but leave it highly vulnerable to a depression.

Our long-term lease, measured in terms of the telephone numbers of the blooming 20s, was a matter for congratulations. True, the location was at the extreme end of the good shopping district and on the wrong side of the street, but 100% locations had been bid up to fantastic figures, and in any case the Filene name and reputation could move mountains, let alone pull people across Main Street.

So Filene's first major expansion began to take shape in a maze of brick, mortar, steel and Grand Rapids fixtures running the capital account into a few hundred thousand.

But so what? Future profits would surely take care of that. After all why should the world's largest specialty shop, with a surplus of 6 millions, economize on its first major expansion?

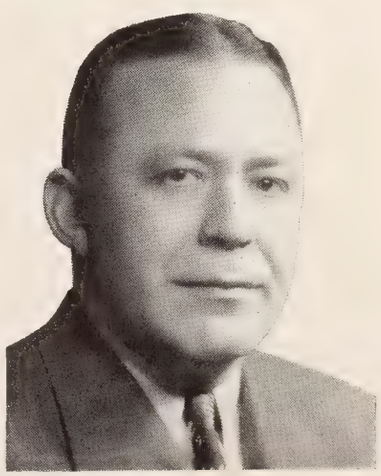
March 10, 1928, was the grand opening. A new Filene store in Worcester had been big news for months and Worcester and Worcester County flocked in by thousands to look us over. First day sales were satisfactory, but Worcesterite reaction was variable. Summing it all up, Worcester was a bit disappointed. Thousands of dollars worth of free and paid advance publicity had oversold her. Through a telescope she had visualized Filene's mammoth plan in Boston transplanted direct to Worcester. Not reversing the telescope, she came to the shocked realization that Filene's Worcester was merely a miniature with all of the handicaps attendant.

A Sorry Start

The offspring of a distinguished, world-famous sire is judged by no ordinary standards—and Filene's Worcester failed in many ways to measure up to the Filene tradition. Our ambitions were great, our performance mediocre. We were beset with all the problems of extreme newness. The calipers, which gauged the workings of our mother-store with fine precision, failed to produce a fitting counterpart in Worcester.

Frankly, the new Worcester Store knocked badly and only too frequently missed fire—providing abundant headaches for the Boston management and heartaches for the local personnel. Time and experience were gradually to correct this—bearings worked in, knocks ethylized. Thinking, standards and operation were "de-magnified" and geared to a million-dollar rather than to a 30 million-dollar operation.

But almost from the start it became evident that our problem was volume; that the heavy traffic of the opening days had been predicted upon the illusion of a Boston Filene's in Worcester, that our problem was to re-sell Worcester on a new type of Filene Store—a store which could be operated and merchandised profitably in a city of



MR. SHUMAKER

See editorial "Take It From Filene's" on page 34 of this issue.

200,000. As the momentum of the initial publicity slowed, traffic dropped off and sales volume took a nose dive. The 50-foot breadth of Main Street intervened like the English Channel.

It became apparent that no swift blitzkrieg, backed even by the famous Filene reputation and resources, could carve a lasting position for the "outlander" in the firmly entrenched ranks of Worcester competition with its decades of family tradition. We learned that lasting reputation cannot be inherited—it must be earned.

And Then the Slump

Even in the heydays of the late 20s, it became increasingly evident that our problem was sales-volume —the answer, increased customer traffic—the means, more effective publicity. We analyzed our position and concluded we had been "high-hatting" Worcester, a city with a buying power largely in the medium and low end. We stepped up our "*price*" promotion and placed our chips on the sure-fire medium, newspaper advertising. Worcester took notice. Main Street became crossable once more.

Came depression! In the words of Louis E. Kirstein, vice-president of Wm. Filene's Sons Co., speaking to a group of Worcester Store executives—"the great American honeymoon is over". The labor pains began. Although highly diversified as to its industries, Worcester was to feel the full brunt of world depression. Business hit the toboggan; prices dropped; wages followed.

The position of the new Filene Store was particularly vulnerable; sales fell off sharply, but fixed expenses remained fixed, and our rent, already assuming the proportions of the national debt, was soon to take another jump under the step-rate clause. With our operating statement a tragedy in red ink, controllable expenses were pared to the bone—but not newspaper advertising. "Soft" goods must turn-over or they spoil like ripe fruit. Traffic is vital to turnover, and newspaper advertising was the one sure means, for back

in the early 30's radio advertising to the average retailer was but the voice of one calling in the wilderness.

From the start newspaper advertising received the lion's share of our advertising appropriation, carried the promotional load, and delivered the goods in the shape of customer traffic. Gradually we became a Worcester institution, gradually people began to trade with us through habit, but at no time had we ever reached the point where our very existence, let alone our growth, was not dependent upon constant and practically daily contact with the buying public through newspaper advertising.

For the first ten years in Worcester our advertising was spread over three newspapers, a morning-evening combine with large circulation which pretty well dominated the Worcester market and a much smaller evening paper which was eventually absorbed by the combine. Recognizing the dangers in the monopolistic position of the combine, we lent a sympathetic ear to the plans of a group interested in operating a *Shopping News* in Worcester, and in company with one other large Worcester store we released the first of a series of ads to *Shopping News*.

Quick Reaction

Newspaper repercussions were immediate and definite—the very day our first ad appeared in *Shopping News* the positions of our ads were changed from first section to the very last section *and this change was made between editions.*

This was WAR—undeclared but nevertheless real—with vital issues at stake for a business which had lived for 12 years on newspaper advertising.

We faced the alternative of withdrawal from *Shopping News* and capitulation, or continuing the struggle and readjusting our advertising schedule to offset the impaired force of our newspaper advertising. We elected the latter course, began to scale down our newspaper space and develop intensively other publicity mediums. Up to that time our radio efforts had been of the "spot" item variety, with variable results, but now began to receive serious attention. In contrast to the newspaper situation, Worcester has two radio stations—but the stronger, WTAG, is owned by the newspaper. Fortunately, the newspaper-radio ownership worked on the theory of not letting the right hand know what the left hand was doing and offset the loss in newspaper lineage with the gain in radio time. In marked contrast to the icy attitude of the newspaper staff from composing room to editorial desk, the entire personnel of WTAG received us with open arms.

Coming up for air, after the first shock of the newspaper ultimatum, we took inventory of promotions ahead. Our Bargain Basement's supreme effort of the entire year was but three weeks away — the Semi-Annual Sale of Men's Clothing at $13.90 — and we were up against our previous year's sales of nearly 400 garments in a single day carried 100% by newspaper advertising. Obviously the same amount of lineage carried back among the "obituaries" and "want ads" would not produce any such figures. To support our weakened newspaper line-up we sent radio to bat as a pinch hitter.



AMONG FILENE'S successful sales events have been the radio campaigns for their line of Me-Do underwear, designed for easy negotiation by children. Here is a window of Me-Do garments, with microphone.

Tieing in with a Ripley "believe it or not" cartoon of our famous Automatic Bargain Basement in Boston (which appeared in the *Boston Record* of Sept. 9, 1940) we built a 10-minute script dramatizing our $13.90 Men's Clothing Sale. The cartoon of our Boston Basement depicted such unbelievables as "Filene's Basement has sold enough clothing in one year to completely outfit every man, woman and child in Metropolitan Boston, believe it or not"—"babies are not born fast enough in Boston to use all the infants' shoes sold in Filene's Basement in a year, believe it or not".

Hard To Believe

The Worcester broadcast, opening with a fanfare of cash registers, successfully interviews buyer, receiver, marker, window trimmer, and salesman—"taking the radio audience behind the scenes to show the planning, the purchasing power, the travel and search, the careful selection, the mechanical handling and layout—and finally, the sales and service organization necessary to stage a great sale," punctuating the highlights with "believe it or nots" ad lib and fading with a last fanfare of cash registers.

Our newspaper presentation of the sale appeared in the Sunday paper, relegated as usual to the third section. In fact for the first time in 12 years we knew exactly where to find our ad as the usual policy of the newspaper had been to rotate position before the "spanking" process began. Our "believe it or not" sale broadcast went on at 12:30 noon and we awaited Monday's outcome with anxious hearts. But Monday brought a cheering sight.

Thirty minutes before the opening bell, men began lining out front and at 9:30 some 250 men rushed down those basement stairs in the first five minutes—more than 200 garments were sold the first hour, and more than 700 during the day, believe it or not. Making due allowance for better business conditions, $35 of radio time, added to the usual $150 of newspaper space, had doubled the sales of any preceding year.

A New Power

Such results were fantastic—utterly without precedent. It was clear that we had harnessed a force more colorful than the line-cuts and word-pictures of newspaper advertising—*the convincing power of the human voice.* By interviewing the men directly connected with the preparation of this event—we built up a powerful dramatization of the magnitude, scope, and outstanding values of our sale in a way which carried the solid ring of absolute truth and sincerity. Just as sound gave color and life to the silent movie, radio had added interest and punch to our newspaper promotional effort.

If radio could sell men's wear, women's clothes should go even better. So we turned toward preparing a 5-minute program dramatizing our Semi-annual Sale of Barbara Lee Silk Stockings although October, 1940, already marked Nylon as the Japanese peril in reverse as marked by the steady decline of silk stocks on the Yokahoma exchange. American women were beginning to prefer Nylon—in fact to demand it—and we owned large stocks of silk stockings with very little Nylon available. Prospects for our Barbara Lee Sale were distinctly gloomy, but we owned the goods and our job was to convince Worcester women that they should buy them, Nylon or no Nylon.

Cold facts might sell the man but the approach to a woman's heart and pocketbook lay by a subtler route. We wove a tale of days of yore, of love and intrigue, framing and backing it with songs and music. We wove a romance of silk stockings so named in the 16th century because knit with "sticking-pins". We traced them the days of Queen Elizabeth they were considered a gif for a queen—to the invention o first knitting machine late i 16th century by William L England.

Gossamer Dreams

We told how William was i with a girl who made her l knitting stockings by hand— she threw him down—and from spite, he invented a ma to take away her livelihood. down to the days when a gre dustry made available to the lions silk hosiery infinitely than the gifts of royalty b William Lee.

Getting down to cases, w scribe how years before repres tives of 22 of America's le stores "dreamed a dream- agined a dream stocking made the finest of pure silk yarns guage, carefully seamed, and lessly finished — outstandin value because produced in tity—and packaged in purple for purple is the color of ro And beginning tomorrow, w nounce our Semi-Annual Sa Barbara Lee Stockings, Silk S ings born to the Royal Purpl dorsed by American women coast to coast who have more than 10 million pairs— at nearly 20% less than the lar year "'round prices." The went over, better than we dared hope, better than years Nylon was but a stew in a ist's pot—better relatively th any other store in the group. less lineage, with miserable paper location our radio pro was the only new factor an peared to hold the answer.

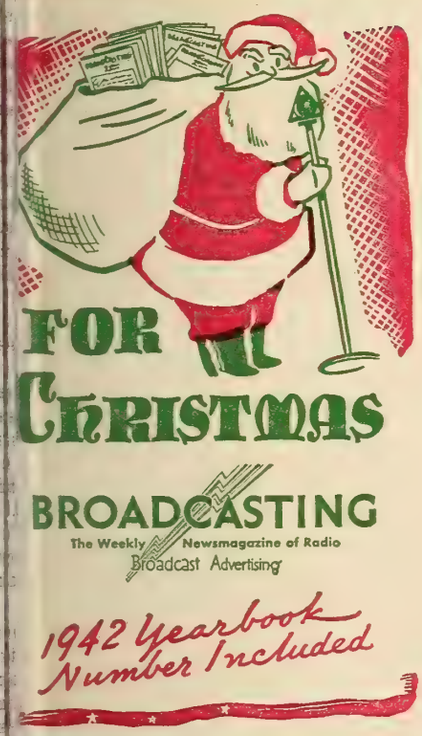
The results of these two were impressive, not only t Worcester personnel but to Boston management. Appar we had stumbled upon some worth while. Making virtue o very necessity of our news dilemma, we had applied to the time, the thought, and th agination which it might otherwise have received in the tempo of our day-to-day oper But these efforts had pro tangible results and appear open the way to new publicity zons.

Shirt Stuff

Applying much the same nique as in our "believe it or broadcast, we presented a 10- ute radio program dramat 5,000 men's shirts at 88c— 5,000 shirts are not chicken- Announcing "A Shirt Tale Filene's", Del Camp, WTAG nouncer, in a quasi-burlesque ner, introduces "Sir Tony W vich, Knight of the Garter, Ma of Sox, Duke of Men's Wear, of the Belt, Baron Pajama, Prince of Good Shirts—that satile Buyer of Men's Furnish in Filene's Worcester Ba Basement."

With Del frankly incredulo

the possibility of selling $1.65 a romance of three continents and



Special Christmas Gift

SUBSCRIPTION RATES

52 WEEKLY ISSUES

*

10 Gift Subscriptions	$30.00
5 Gift Subscriptions	17.50
3 Gift Subscriptions	12.00
2 Gift Subscriptions	9.00
1 Gift Subscription	5.00

1942 YEARBOOK Number Included

he possibility of selling $1.65 $2 shirts for 88c, Tony quiets doubts by explaining Bargain ment operation in seconds, ir- lars and distressed goods, ed by great purchasing power cash on the line. Del's fears strangulated wind-pipe from nkage rather than "mike- nt" are allayed by Tony's as- nce that all shirts are Sanfor- which gives Tony the cue to how "before the World War ybody wore stiff collars—4 mil- soldiers became accustomed to comfort of soft collar-attached s and refused to go back to slavery of starched neck-har- —the stiff collar lost out and ufacturers changed over to soft r-attached shirts which shrank %.

hen Sanforized Cluett became 's Public Benefactor No. 1 and nted the Sanforized process h "pre-shrinks without wash- reducing shrinkage to a mere " The curtain rings down with making plans to stock up and care of Christmas needs by ing two shirts for the price of .

ne cash register fanfare open- and closing of our shirt broad- was truly prophetic, for the sters in our Bargain Basement merrily from opening 'til ng as the sales rolled in. Single s were the exception, with cus- rs buying half-a-dozen at a , in some cases a dozen and ne case 24 shirts to one family p. By the closing bell we had more than 2,000 shirts at 88c e second largest shirt sale in nistory of the Basement.

Up Goes the Price

ur next major broadcast was n directed toward making cester men Filene shirt con- s. For several years our Up- 's Men's Furnishing Depart- t had run a very successful notion of $3.50 Imported Eng- Broadcloth Shirts for $1.99. Christmas 1940 we were forced aise the sale price to $2.29 due igher war-time shipping costs ringing the broadcloth from land.

or years the $2 price had been stop-sign to volume selling. hurdle this successfully pre- ed a major merchandising lem. But shirts from imported lish broadcloth spelled drama a capital D. Dramatizing the ish angle at first appeared too especially with the strong tionist sentiment of December, . But with industrial Worces- one of the key defense cities ne country, shipping millions of ament and munitions to Eng- , we decided to chance it. So r a "Rule Britannia" opening and out", "Filene's of Worces- presents a dramatic commen- , *Britain Delivers the Goods*, epic of British courage, with Camp as commentator, songs Bob Rissling."

hen Del dramatizes against an estra background of "Elegie" he story of Egyptian cotton—a romance of three continents and the seven seas—a romance of the land of Pharaohs and the ageless Nile—a romance of Old England and New England—a romance of the heroism of the British Navy—the romance of Britain's Battle for Trade, England's economic life-line." Against "Ballet Egyptian" thousands of black clad women plant and gather the cotton on the banks of the Nile—donkeys and camels bear it to Alexandria.

Then off for England and the the docks of Liverpool—overland through lovely Lancashire to Blackburn, famous for its fine English Broadcloth whose silken sheen belies its cotton birth—and on to the mills of E. and G. Hindle, renowned among the world's largest and finest weavers, so exact in their standards that hundreds of yards of typewriter ribbon must contain not a single knot or flaw—there to be woven into superfine English Broadcloth.

Safe in Boston

Then back to Liverpool, blasted by Stuka bomber, blackened by fire, down in the hold of the *Ville-de-Hasselt*, running blockade of bomber and U-boat, and safe in Boston Harbor. The ill-fated *Ville-de-Hasselt* turns back, Lloyd's Bell tolls again, another British ship torpedoed and sunk, but Britain marches on. Our 6,000-mile adventure nears its end. Cotton from the Land of Egypt, spun and woven into fine English broadcloth by the skilled craftsmen of Old England, tailored into fine men's shirts by the skilled craftsmen of New England, now proudly presented to the men of Worcester by Filene's Men's Shop.

In closing, the announcer explains, "the slogan 'Britain Delivers the Goods' now appears on British shipments of goods coming through customs, serving to publicize the incredibly difficult and heroic task of the British navy in safe-guarding its transport, and bringing home to the American people the urgent need of a market for British goods to provide the exchange to purchase American planes and munitions—that England, America's first line of defense, may carry on." Following 14 minutes of dramatic commentary, music and sound, a hundred-word commercial notes that "Filene's Men's Shop proudly presents just 2,400 regular $3.50 shirt aristocrats made from Hindle English Broadcloth, at $2.29 each."

Britain Delivers the Goods carried an emotional appeal which caught the pulse of the Worcester public. The radio program, with synchronized window display and newspaper advertising, brought in the customers in droves. In a matter of days we sold over 2,000 English Broadcloth shirts of one color —*white*—the largest number of units of a single item ever sold in the Worcester Store in a corresponding space of time, regardless of price. This represented an increase of nearly 40% in units over the sale of the year previous, and incidentally we had been proud of those results.

This increase was obtained at a price well above any previous volume selling. These results were particularly significant viewed in the light of our Boston Store's experience on a promotion of 20,000 of the same shirts, at the same price, and at the same time. Concentrating their attack on value, quality, and comparative price via newspaper advertising, in contrast to our dramatization of the British angle through radio and newspaper, their unit sales dropped thirty percent from the year previous—and totaled about a third of the proportionate volume the Boston sales should have borne to the Worcester results.

Four radio programs, producing such sales results, focused not only the attention of our Boston organization upon our efforts but that of the publicity division of the Retail Research Assn. The RRA is the sales, publicity, operating and research end of the Associated Merchandising Corp., the central buying organization representing the most powerful group of department stores and specialty shops in America with annual volume running into hundreds of millions.

SOME YEARS AGO Filene's, giant Boston department store, opened a branch in Worcester. Thing's weren't so hot until they tried radio—ordinarily a medium that department stores use with a bit of hesitancy. The acid test — results — came out so favorable that Filene's Worcester store developed a radio technique all its own. When a merchandising organization standing so high in its field develops a new method of selling, it's a matter of concern to the entire advertising and distribution industry. Here is the detailed story, and it's worth reading right down to the last word, which happens to be "obituaries", and the author wasn't talking of radio when he typed off that five-syllabler.

RRA Takes Note

Wm. H. McLeod, sales manager of Wm. Filene's Sons Co., Boston, had watched our experiments with interest, and decided to bring these programs to the attention of the publicity directors of the RRA, meeting in New York.

As chairman of this group, Mr. McLeod stated, "I think it is particularly important for us right now to give some time and thought to media other than newspapers. We are scheduled to hear two radio programs of 15 minutes each." (WOR had courteously loaned a studio for this occasion.) "I very much want everybody to hear them, first, because of the almost fantastic results we got from *Britain Delivers the Goods*, and second, because they seem to me to be a new technique for stores. (The other program is *Barbara Lee.*)"

Barbara Lee and *Britain Delivers the Goods* were reproduced for the Publicity Directors at their meeting in January, 1941, and were favorably received. *Britain Delivers the Goods* was considered pretty "hot" for certain sections of the country, but *Barbara Lee*, a brand carried by practically all AMC stores, was selected for an experimental recorded program; this program to be recorded so that store names, messages and prices could be filled in locally.

Cutting a Disc

The job of preparing the new AMC experimental *Barbara Lee* record was delegated to Filene's Worcester. A new script, sufficiently broad in scope to meet the needs of a group of stores, was written and the entire resources

(*Continued on page 52*)



SYNCHRONIZED national defense and radio display provides motif for this window at Filene's Worcester store. Filene's br aucas s went in with the display of defense products made in the city by local manufacturers.

RCA-NBC Plan for Separate Networ

Independent Units Would Follow FCC Edict

LOOKING toward ultimate sale of the Blue Network as a separate entity, RCA-NBC officials are perfecting plans for a complete separation of the two network organizations, in the hope of effecting the shift by early next year.

While no details have come from either the parent company or NBC officials, it was said that plans have been under consideration for several months looking toward operation of the networks as wholly independent units. Presumably the Blue, under a new name, would become a direct subsidiary of RCA, with the Red remaining under NBC direction.

Would Drop 'Red' Name

With the separation, it is probable that the use of the "Red Network" name will be dropped and the network referred to as NBC, in line with the CBS and MBS appellations, since there will no longer be any need for further identification. Along with this network NBC will retain control of the international department, including its shortwave stations and its Latin American network, as well as the television and FM stations and the radio-recording division.

The far-reaching change grows out of the FCC network monopoly regulations, which in effect ultimately will require complete separation of the two networks. There is no deadline on disposition of the Blue Network, since the rule requiring separation has been indefinitely postponed by the FCC.

By divorcing the two network operations, and eliminating the interdependence of one upon the other, RCA then would be in a position to dispose of the future Blue as a going concern, it was deduced. Under present operating practice, the Blue has only two stations available for sale—WJZ, New York key, and the halftime WENR in Chicago. There has been a gradual separation of the staffs of the networks, which the new project would bring to fruition.

Speculation as to who will head the new network entity is branded premature. Niles Trammell, NBC president, now is directing both networks, with the sales direction of the Blue reposing in Edgar Kobak, Blue vice-president. Frank Mullen, vice-president and general manager of NBC, similarly has functioned for both networks.

Whether the new network will headquarter in Radio City or move to the former NBC headquarters at 711 Fifth Ave., still under lease to NBC, apparently has not yet been determined. It was thought that possibly a full separation of duties of all employes might be worked out, with separate staffs for the operating entities all down the line.

The press department will separate as of Jan. 1, 1942, with John McKay, manager, in charge of the Red network setup, including all special and institutional NBC publicity, while Earl Mullen, assistant manager, will head a press group devoted exclusively to the Blue network publicity.

Deadline Problems

The sales staffs have been separated for more than a year and last summer NBC divorced Red and Blue sales activities by eliminating combined billings for discount purposes. Announcers, engineers and other staff members, it was thought, might be segregated in an employment pool, with individual assignments to a given network at predetermined wage scales.

Whether the Jan. 1 deadline can be met also is problematical. There are many details of operation and mechanics to be worked out, and continuing studies have been in progress for several months, it was said. When the separation is effected, complete executive staffs for each operating unit will be provided, it was indicated. Moreover, shifts in sustaining programs, most of which now are segregated on the Blue, will be entailed to effect a balance in that respect.

First move toward separating the Red and Blue occurred in the fall of 1938, when A. E. Nelson, who had been manager of KDKA, Pittsburgh, was transferred to New York as the first Blue network sales manager, operating as a special division of the NBC sales department. Step was taken at the instigation of Blue affiliates, who were dissatisfied with the small amount of business on the Blue. That November NBC instituted a special scale of discounts for advertisers using Blue regional groups in addition to the Basic Blue, running as high as 20% for advertisers using Blue coast-to-coast hookups.

The following summer Keith Kiggins was appointed Blue network director, to coordinate all activities of sales, program, promotion, stations and press departments as they affected the Blue Network. At that time, the stations department was divided into three sections, Red, Blue and Service, and the other departments assigned special personnel to work with Mr. Kiggins. That fall Mr. Nelson left the post of Blue manager to become general ager of KGO and KPO, NB tions in San Francisco.

Sales Separated

In June, 1940, the Red an sales departments were com divorced, with Roy C. W previously NBC vice-presid charge of sales, becoming president in charge of Red N sales, and Edgar Kobak, former NBC vice-presider charge of sales, rejoining th pany as Blue sales vice-pre The following December, se program managers were app for the two networks, and i uary of this year the Re Blue networks were given i ual promotion managers. month the two networks re separate sales traffic manag

In line with this gradual ration of Red and Blue acti the network press departmen months ago began issuing se Red and Blue newssheets to editors, in place of the combined releases, although news and other specialized ity was not similarly divided the complete division of NB licity activities on Jan. 1, the Blue press department w sume its own specialized a as routine publicity. Arthur gan, editor of the Blue new will continue in that capacity other Blue press personnel be named.

Net Briefs to Be Filed Early; CBS Appoints C. E. Hughes, Jr.

FILING of briefs by all parties to the litigation begun by NBC and CBS against the FCC's chain monopoly regulations, in advance of the Dec. 15 argument date, was indicated last week as parties for both the Government and industry considered such a procedure.

Meanwhile, CBS announced retaining of Charles Evans Hughes Jr., of New York, as trial counsel in the proceedings before the three-judge court. He will be associated in the case with former Judge John J. Burns, of Boston, CBS special counsel throughout the monopoly proceedings.

MBS Supporting FCC

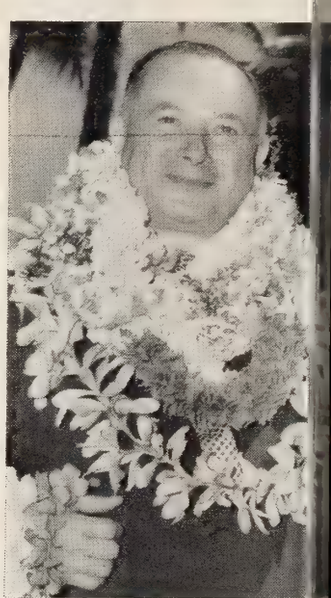
Subject to approval of the statutory three-judge court in New York, the FCC, it was learned, is seeking an agreement on briefs to be filed in support of its motions to dismiss the NBC-CBS suits or for summary judgment by the court. NBC and CBS also would file briefs in support of their own motions for a temporary injunction, to restrain the Commission from enforcing its regulations, thrice postponed and now in abeyance pending determination of the litigation.

MBS, which has filed an appearance in the case, also is expected to offer dismissal motions, supporting the FCC's contentions. It likewise is expected to file affidavits in support of its motion, probably by Fred Weber, MBS general manager, and Alfred J. McCosker, chairman of the board, and W. E. Macfarlane, president.

The three-judge court, comprising Circuit Judge Learned Hand and District Judges Henry W. Goddard and John Bright, is expected to be asked by the litigants to allow filing of the briefs. This unquestionably will be done at least a week prior to the Dec. 15 arguments, or about Dec. 8.

Irrespective of the court's action on the motions, it is expected that appeals promptly will be taken to the U. S. Supreme Court. Under the statute such an appeal is a matter of right and goes directly to the highest tribunal, without passing through an intervening court.

Meanwhile, there has been no further word from Department of Justice quarters regarding possible anti-trust litigation, either criminal or civil, against the major networks, other industry entities and equipment manufacturing companies. It was assumed the Anti-Trust Division, headed by Assistant Attorney General Thurman Arnold, is awaiting action of the three-judge court on the summary motions before it decides on its course.



ALL DECKED OUT in leis is Sarnoff, president of RC chairman of the board of shortly after his arrival in in mid-November for a tw vacation. From friends islands he received the trad welcome in the form of flow lands. En route on the *M* Mr. Sarnoff participated via wave in the NBC 15th bi party and the ceremonies at stone-laying of the new Laboratories building at ton, N. J.

The Year's Most Important Public Service Announcement



Beginning Monday, December 1

Last-minute news gathered by

The New York Times

will be broadcast

every hour on the hour* by

WMCA NEW YORK

America's Leading Independent Station

*Monday through Saturday: 8 a.m. through 11 p.m.
Sunday: 9 a.m., 1 p.m., 5 p.m., 11 p.m.

Copyright Activities Reviewed In NAI Washington Bulletin

Net Independents Explain Transcription Steps and Means of Offsetting Copyright Fees

"BULLETIN NO. 1" emanated from the newly-established Washington office of Network Affiliates Inc. last week, advising broadcasters eligible to membership in NAI of current copyright activities and future plans.

Signed by William J. Scripps, secretary-treasurer, the letter covering the initial bulletin brought out that NAI now has some 60 member stations, whose representatives attended the Chicago organizational meeting Nov. 18 [BROADCASTING, Nov. 24]. The Washington office is in the Munsey Bldg. in quarters adjacent to those of Paul D. P. Spearman, Washington attorney who has been retained as NAI counsel. The executive secretary has not yet been named and probably will not be until NAI holds its regular meeting in Chicago in nearly April.

ASCAP Agreements

Dues equal to a station's highest quarter-hour rate to finance NAI until April were agreed upon at the Chicago session. Only those major network affiliated stations having regional status (excluding Class IV locals and clear-channel outlets) are described as stations eligible to NAI membership.

The temporary organization is headed by Eugene C. Pulliam, WIRE, president; Hulbert Taft Jr., WKRC, Cincinnati, vice-president, and Mr. Scripps, as secretary-treasurer. A 12-man board was set up, three from each of the four major networks.

In its initial bulletin, NAI pointed out that in the deliberations of its Copyright Committee, headed by Ed Craney, KGIR, Butte, with ASCAP, a number of important commitments had been procured. It said that ASCAP, among other things, had agreed to clearance at the source on commercial transcriptions and to the listing of syndicated programs by numbers only.

Regarding the mooted issue of transcription clearance NAI stated ASCAP will clear all commercial transcribed programs at the source for any listing of stations furnished by a transcription manufacturer and charge 8% of the station's net income on such a program. Manufacturers can send such a program to any other list of stations they desire on a "not-cleared-at-the-source" basis. BMI, the bulletin continued, will clear commercial transcriptions at the source on the same basis but will charge a sliding-scale fee based on the "per program" rate structure set out by BMI for the stations affected.

Transcription manufacturers will arrange a method of indicating the copyright licensor whose music is used, on each label, said the bulletin. This is for the protection of all stations accepting the programs under their blanket license.

Regarding syndicated programs, the bulletin stated that these features in 30-second, 5-minute, 15-minute and 30-minute programs made for local sponsorship and sold by the transcription manufacturer to the station or advertiser, "may be listed on the music log by showing only the transcription manufacturer's name, name of program, and program number."

Library Method

A dissertation on the manner in which musical logs should be kept was contained in the bulletin. The type of log utilized by Mr. Craney for his station operations, already said to be accepted by ASCAP, was recommended. Copies of the sample logs were sent stations.

Library transcriptions, it was stated, may be listed by manufacturer's name, number of disc and indication of "cut" used, providing the manufacturer has filed with ASCAP and BMI the necessary information to determine copyright ownership of each number recorded. It was added that all the transcription companies represented at the Chicago meeting indicated agreement and compliance with this interpretation.

Projecting various methods of offsetting copyright fees, advanced during the Chicago meeting, the bulletin recited these included (1) a hidden fee in sale of time rate; (2) an allowance of 2% of station rate toward the copyright fee, any fees in excess of this charge being billed direct to the advertiser as a production cost; (3) charge advertiser directly as production cost the copyright fee for his program, indicating this on the rate card; (4) increase the rate on programs using copyright music by 10% to 15% and absorb all over that amount; (5) decrease rate on programs cleared at the source by 10% to 16%; maintain present station rate unchanged for any program originated by the station on which it has control of use of copyrighted material.

IRNA Spurns Dissolution Plan, Will Remain Quiet Until May

INDEPENDENT Radio Network Affiliates, original network outlet group, has decided to remain quiescent until its annual convention in Cleveland next May, coincident with the NAB session, "unless an emergency should arise," its board of directors announced last Friday following a meeting in Chicago.

In a letter to all affiliates, reporting on the Nov. 25 session, the board reviewed its accomplishments, claiming that it had, among other things, saved the industry in excess of $600,000 a year in ASCAP payments alone. But it confessed that "practically nothing" had been accomplished in negotiations with networks on station-breaks, option hours and other operating practices, "due to failure of the networks to realize what they could gain." To some extent, the board said, "this may account for part of the monopoly regulations."

Dissolution Rejected

Proposal at the Chicago session that IRNA be dissolved was rejected unanimously by the board. Six of the ten members were present and vetoed the suggestion of Samuel R. Rosenbaum, WFIL, Philadelphia, chairman, and Paul W. Morency, WTIC, Hartford, vice-chairman, that their resignations be accepted, with the result that they will remain in office until the Cleveland meeting, at which time decision will be made on continuance of IRNA.

Signers of the circular letter were, in addition to Messrs. Rosenbaum and Morency, Martin B. Campbell, WFAA-WBAP-KGKO; Edwin W. Craig, WSM; Mark Ethridge, WHAS; Don S. Elias, WWNC; John A. Kennedy, WCSH; I. R. Lounsberry, WGR-WKBW; C. W. Myers, KOIN; George W. Norton, WAVE; and L. B. Wilson, WCKY.

Net Negotiations

Pointing out that during the last year IRNA has received approximately $10,000 from 140 affiliated stations, the letter made an accounting of disbursements. Citing accomplishments of IRNA, it was stated that its influence was largely instrumental in acceptance by the networks of the portions of the code reducing the length of commercial copy; in the creation of BMI, and the negotiations with ASCAP.

IRNA procured a reduction of the local blanket commercial fee from 2¾% to 2¼% from ASCAP, it was held, and also procured an allowance of 15% which every station can deduct from its gross business before applying the ASCAP tax. It is these two deductions, it was said, based on industry statistics, that have resulted in what amounts to a savings of more than $600,000, assuming the blanket license basis for all stations.

Regarding negotiations with the networks, the board said tha failure was partly due to petitive conditions." NBC, it ed out, already has recogniz importance of this field of enc by appointing committees own affiliates to perform a p this same function in its tw works.

Regarding IRNA's futur letter concluded:

"In the meantime, unless emergency of national cha requires resumption of activ IRNA, the board sees no rea propose to affiliates the expe maintaining permanent coun a paid staff. Pending final de at the convention, IRNA therefore, without dissolutio main quiescent unless an e ency should arise."

NEW 15c CIGARETT FOR AXTON-FISH

AXTON-FISHER TOBACCO Louisville, will shortly mark new cigarette, to retail at 15 c a package plus State and taxes. Product will be introd in carefully selected test cities, it is known that radio will pla important part in the introduc tests.

If these preliminary tests successful, the product will groomed as a potential compe to the "Big Five" with a si appropriation for radio. Ciga is as yet unnamed, and test have not been revealed, but count will be directed by Blac Sample-Hummert, Chicago, also handles Spuds.

Meanwhile, Axton-Fisher nounced the appointment of mond Brown as advertising ager. Mr. Brown was for account executive of J. W Thompson Co., New York, and viously advertising manage Texas Co., New York.

Early Decision Is S On CBS-ABTU Wa
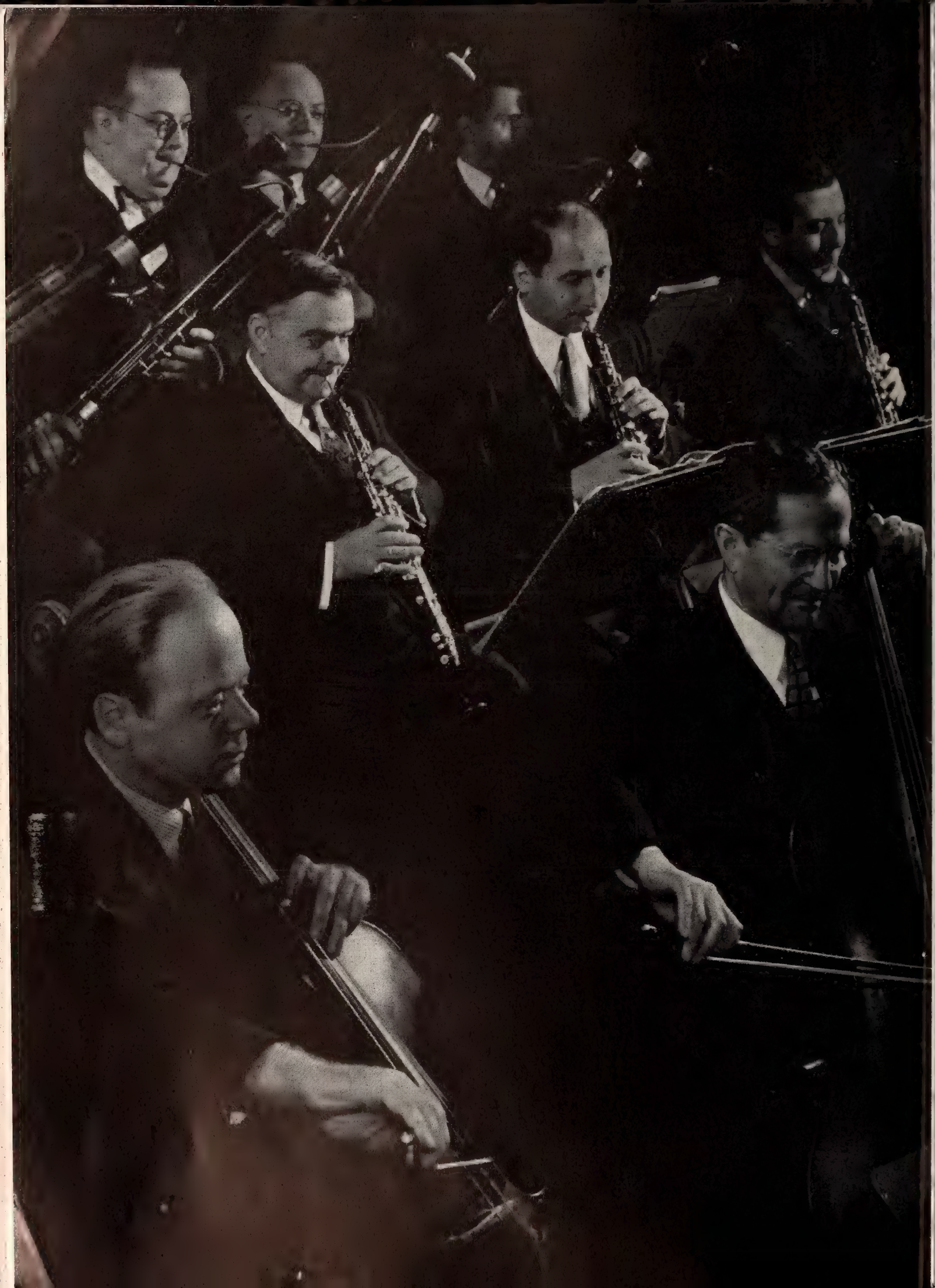
ARBITRATION hearings o labor dispute between CBS Associated Broadcast Techn end Saturday before Dr. Jo Lapp, arbitrator A decision pected in two weeks.

The ABTU is asking a weekly raise for all of the 275 nicians employed by CBS M stations, a payroll increase of 20% overtime scale after hours in any day, and pay for time spent in traveling.

Appearing for CBS were M Runyon, vice-president; H. Atlass, Chicago, vice pres James Seward, assistant treas Frank Falknor, chief eng WBBM, Chicago; John Mose Charles P. Schwartz, Chicag Kenneth Raine, New York, a torneys; Dr. Theodore Ynten of Chicago. For ABTU app Russ Rennaker, national bu manager; Lawson Wimberly, national representative; C Warriner, president Local Chicago.

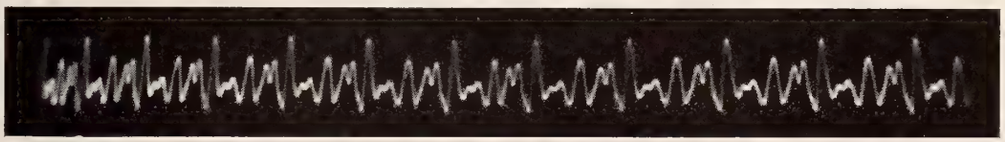


The oboe sounds its "a"...



...and a New Century of Music begins

A hundred years ago in the Apollo Rooms on Lower Broadway, an oboe sounded the pitch... the strings, the brasses and the woodwinds tuned... and a Connecticut Yankee raised his baton to signal the start of Beethoven's Fifth Symphony. Before him, at their high music racks, stood the first symphony orchestra in America. Behind him an audience of some 400 sat upright in their pews.



Today, in Carnegie Hall an oboe again sounds its "a"... and the 62nd successor to Ureli Hill raises his baton before the orchestra of the Philharmonic-Symphony Society of New York.

And behind him... before him..., all around him... an *audience of 10,000,000* awaits the opening theme.

10,000,000 people listening to the radio on a Sunday afternoon!... More than have heard the Philharmonic within the walls of a concert hall in the hundred years of its history.

What finer tribute to the world's greatest orchestra, beginning its second century? What better evidence of an America musically come of age?

 *The oscillograph registers the wave pattern of an oboe's "a" sounded by the Philharmonic's Bruno Labate. Instruments in an orchestra traditionally tune to an oboe because its pitch is accurate and its penetrating tone is easily caught by the human ear.*

00th Anniversary of the
hilharmonic-Symphony Society of New York
roadcast exclusively for the past 12 years over

THE COLUMBIA BROADCASTING SYSTEM

Davis Award Goes To Durward Kirby

WENR Announcer Honored In Annual Competition

DURWARD KIRBY, NBC announcer on the staff of WENR, Chicago, last week was named winner of the H. P. Davis Announcers Award for 1941, given for the first time this year on a national basis after a nationwide contest. Mr. Kirby received the award, a gold medal and $300 in cash, Nov. 29 during a special program on NBC-Red and Blue on which Graham McNamee served as m.c. and A. L. Ashby, NBC vice-president and general counsel and friend of the late Mr. Davis, represented the network.

Also participating on the program through a "round robin hookup" were the four local winners, who received rings with engraved inscriptions of the award. They were: Robert White, WBZ, Boston, representing the Eastern region; Ray Olsen, WOW, Omaha, of the Central region; Ed Brady, KOA, Denver, Mountain region, and George Presby, KGO, San Francisco, representing the Pacific region.

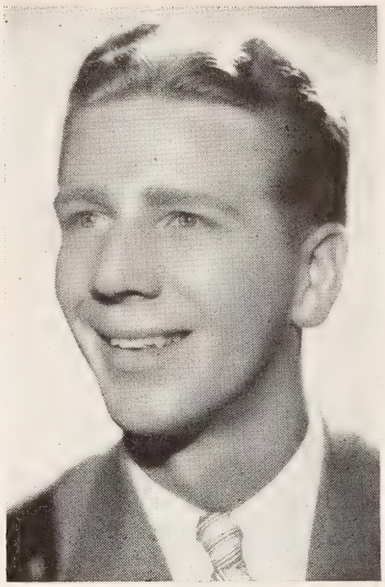
Additional Awards

Created in 1933 by the widow of the late Harry P. Davis, former Westinghouse official who contributed greatly to the development of network broadcasting in America, the Memorial Award each year has been given to the outstanding announcer on the staff of an NBC station in each of four regions. This year, Mrs. Davis created the additional national award, and appeared on the special NBC program to give out the prizes.

Winners were selected by a board of judges headed by Miss Marjorie Stewart, founder of the Microphone Playhouse in Pittsburgh, who began her radio career 21 years ago as coach of announcers for KDKA, Pittsburgh. Among the qualities required to win are personality and interesting voice quality, the ability to talk with a living-room group, freedom from inflection mannerisms and local characteristics, and variety of presentation and sales appeal.

P & G Takes 'Hazard'

PROCTER & GAMBLE Co., Cincinnati (Ivory soap flakes), on Jan. 20 will start sponsorship of *Hap Hazard*, summer fill-in for S. C. Johnson Co.'s *Fibber McGee & Molly* on NBC-Red, on an unnamed number of CBS stations, Tuesday, 10:30-10:45 p.m. (EST) and Thursday, 9:15-9:45 p.m. (PST). Before going on a coast-to-coast network the program will go through a three-week test on a seven-station CBS-Pacific net starting Dec. 30. Program, featuring Ransom Sherman in the starring role, will originate on the Coast. Agency is Compton Adv., New York.



MR. KIRBY

SALUTES RECEIVED IN WHN 5 kw FETE

HERALDED with successive salutes by three stations last week, WGN, New York, on Dec. 1 is celebrating its increased power of 50,000 watts with one of the most elaborate programs ever produced by the station, a mixed variety show from 9 to 10:30 p. m. at the close of its first day operating on the new power.

On Nov. 27, the city of Miami saluted WHN with a half-hour program on WQAM, while the following day the Republic of Cuba put on a special half-hour broadcast in English and Spanish from the government's long and shortwave stations in Havana. Also on Nov. 28 WWRL, New York, broadcast a radio salute to WHN with WWRL Special Special Events Director Walter Kaner paying tribute to the station's contribution to the radio industry.

Talent on the first part of the WHN dedication program included Bert Lytell, Rise Stevens, Frank Fay, Dick Todd, Adrienne Ames, and A. L. Alexander, after which came special features. One was devoted to news with Fulton Lewis jr., Fulton Oursler and George Hamilton Combs, and the other to sports with Clem McCarthy, Bert Lee and Dick Fishell. WHN's regular orchestra with Dick Ballou was supplemented with a choral group and the entire program originated in the Barbizon Plaza Theatre, under the direction of Frank Roehrenbeck, WHN station manager.

Celanese Radio Bow

CELANESE Corp. of America, New York (yarns & fabrics), will use radio for the first time, according to an announcement last week by company officials that Celanese will sponsor a half-hour program on 51 CBS stations, each Wednesday, 10:15-10:45 p.m. starting Jan. 7, 1942. At the same time the company, which heretofore handled its advertising direct, appointed Young & Rubicam, New York, to handle the radio campaign. Neither format nor name of the program has yet been set though the agency stated it will be of the musical type.

FCC Definition of Candidat For Political Offices Revise

Commission Clarifies Regulations to Relie Delicate Situations at Election Time

SEEKING to remedy the many touchy situations which have arisen perennially at election time, the FCC last Wednesday redefined a "legally qualified candidate and clarified its regulations concerning sale of time to political candidates. According to the new definition, a "legally qualified candidate", eligible to purchase political time, must make public announcement of his candidacy and be able to substantiate his position as a bona fide candidate for nomination or office.

In an explanatory press release issued with announcement of the clarifying action, the FCC pointed out that Section 315 of the Communications Act "does not impose upon radio station licensees the obligation to give or sell time to any candidate for public office unless the station has afforded such use of its facilities to other candidates for the same office"—in which event the station must then provide equal opportunities to all other candidates for that office.

New Definition

"A person whose name is not included on the printed ballot, but possesses the requisite legal qualifications to hold that particular office, is a 'legally qualified candidate' within the meaning of this section of the Communications Act and the Commission's related rules," the FCC declared. "The names of such persons can be written in by voters and a valid election result. It is evident that Section 315 should be construed also to include candidates for nomination for office where the names of candidates are not required on printed ballots."

The new definition, substituted as Section 3.422 of the FCC Rules & Regulations, amplifies the previous general definition, as follows:

A "legally qualified candidate" means any person who has publ announced that he is a candidate nomination by a convention of a po cal party or for nomination or tion in a primary, special, or ge election, municipal, county, state national, and who meets the q fications prescribed by the applic laws to hold the office for which h a candidate, so that he may be v for by the electorate directly or means of delegates or electors, and (a) has qualified for a place on ballot or (b) is eligible under applicable law to be voted for sticker, by writing in his name on ballot, or other method, and has been duly nominated by a poli party which is commonly known regarded as such, or (2) makes a stantial showing that he is a b fide candidate for nomination or o as the case may be.

Sections 3.421, 3.423 and 3. covering general requireme rates and practices, and rec and inspection, respectively, left unchanged.

Station Requirements

"The Commission is cognizan course, that the mere fact that name may be written in does entitle all persons who may pub announce themselves as candid to demand radio time under Sec 315, for the obvious reason tha limited broadcast facilities will accommodate all who might d to speak", the FCC explained. " Commission also recognizes broadcast stations may make able and reasonable requirem with respect to proof of candi of an applicant for the us facilities under Section 315.

"Since determination as to shall appear on programs is a ter resting in the first inst with the individual broadcast tions, Section 315 does not re stations to give broadcast tim any candidate unless that st has previously permitted a br cast by another candidate fo same office."

Keresy Named V-P

THOMAS M. KERESEY, who recently resigned from Lord & Thomas, New York, after 11 years as vice-president, has been named vice-president of Ivey & Ellington, with headquarters in New York. Mr. Keresey first came to Lord & Thomas in 1926 as space buyer when the Thomas E. Logan agency, in which he was serving in a similar capacity, merged with L & T. Later that year he joined the International Mercantile Marine Co. as director of advertising. In 1930 he returned to Lord & Thomas as executive assistant to the president.



Mr. Keresey

Lever Uncertain

OFFICIALS of Lever Bros. and Ruthrauff & Ryan, New are holding a series of mee to decide whether the two shows *Meet Mr. Meek* and *H wood Premiere* will be conti for Lifebuoy soap when that count is moved Jan. 1, 194 R & R from Wm. Esty & [BROADCASTING, Nov. 24]. A cision is expected early this

Regent Eyes MBS

RIGGIO TOBACCO Corp., B lyn (Regent cigarettes), is n ating for the Monday, Tue Wednesday 10:30-10:45 p.m. on 20 MBS stations for a mu show to feature a soloist and band, as yet unnamed. Progra expected to debut about Ja M. H. Hackett Inc., New York, dles the account.



. . . THAT ONE WITH STATION RATINGS!

Intermittently for a decade, local advertisers, agencies, radio stations, research organizations and others have been laying yardsticks on listening in Oklahoma City. With no known exception, WKY has emerged from such tests with a commanding lead.

But it is not altogether necessary to measure the sales success of a product in the Oklahoma City market on the miniature snapshot view exposed through the pinhole of any one such survey.

Look, rather, at the panoramic, comprehensive, authoritative picture of radio listening . . . the continuous, moving picture . . . in Oklahoma City and other major radio markets provided by specialized national research organizations.

But here, too, you'll find that no matter who takes the picture, WKY invariably dominates it. That's why it can be, and is, said with such confidence and frequent repetition that with daytime listeners in Oklahoma City, it's WKY 3 to 1.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



ALL THIS

and Sioux City-Yankton, Too-

WITH WNAX

Just imagine—*one* radio station "delivering" a seven state *billi dollar market.*

4,000,000* PEOPLE living in cities, small towns and on far make up the population of the WNAX area. And, what's m important, these people have money to spend!

A BILLION DOLLAR CASH FARM INCOME for 1941, with ev greater prospects for '42, gives this area tremendous buyi power. And, it seems, they spend it *all.*

A BILLION DOLLARS IN RETAIL SALES indicates that. In fa if this area were to be considered as a state unit, it would ra thirteenth in total retail sales. That's a whooper of a mar . . . the kind usually covered only by 50,000 watts. Because favorable soil conductivity, wave length and distance fr other network stations, you get it *all* with the 5,000 watts WNAX!

Little wonder that WNAX has the largest commercial schedule any station in this territory . . . that WNAX has a consist record of delivering MORE results at less cost. Startling facts a figures on the WNAX market are available. Write WNAX, Ya ton, South Dakota, or call your nearest Katz Agency office.

* *3,903,636 people*

It's Economical to Buy WNA the BIG Station!

A BILLION DOLLAR MARKET

WNAX

SIOUX CITY, IA. ★ YANKTON, S. DAK.

5000 WATTS

C. P. 5000 WATTS NIGHT

570 K

A COWLES STATI

Represented by th KATZ AGENC

C APPEAL SEEN GRANT TO KOB

APPEAL by NBC from the
on of the FCC authorizing
3, Albuquerque, to operate full-
under a special service author-
ion on the 770 kc. clear channel
pied by WJZ, New York, was
ated last week after the FCC
denied a petition for rehearing.
he FCC announced extension of
uthorization to KOB, an NBC-
outlet, to operate on 770 kc.
50,000 watts day and 25,000
s night until Jan. 9, 1942.
ltaneously, it said it had
orized the Commission's chief
neer to conduct tests with
; KXA, Seattle, limited time
on on the frequency, and WJZ,
scertain the degree of interfer-
entailed. Both NBC and KXA
petitioned the FCC for rehear-
and reconsideration, protesting
riginal Oct. 4 action granting
the special authorization.

ecause regular assignment of
on the frequency would en-
the breakdown of the Class I-A
nel occupied by WJZ, an ap-
is expected. NBC had con-
ed that the action, apart from
nterference caused, constituted
nfraction of FCC regulations.
Commission had granted the
frequency shift on its own
on. The station, under the
ana Treaty, had been assinged
30 kc. as a Class II outlet but
ference factors resulted in the
ge. The station previously had
ated on 1180 kc.

he FCC has described the shift
ly as an experimental move to
re "factual" information indi-
ng that a further change may
rdered.

Lorillard Renewals

ORILLARD Co., New York on
29 and Jan. 5 will renew for
eeks its news and musical show
local stations for Beechnut
rettes and Union Leader,
nds and Ripple tobaccos. Re-
als include: For Beechnut,
aboncoeur News, WSYR; *Col.*
Healey, WGY (three times
ly). For Union Leader, *Col.*
Healey (thrice-weekly); *Union*
ler Almanac, WLW; *Farm*
s, KFAB, WHP and WLS; and
on KFH. For Friends, news
SD. For Ripple, *Rhythm Four*,
N and WSFA; *Ted & His*
bleweeds, WOAI, and *Ripple*
ch Hands, KPRC. In addition
company on Jan. 5 starts a
quarter-hour news program
times weekly on WISH for
hnut. Agency is Lennen &
hell, New York.

BY Goes Commercial

, Toronto, second station of the
adian Broadcasting Corp. in
city, has been changed from a
commercial to a commercial
on and will in future carry
sored programs. CBY has car-
occasional sponsored shows,
as of Dec. 1, becomes a commer-
station. It will be NBC-Blue
t at Toronto, and will not as
e past duplicate programs car-
on CBL, the other CBC To-
o station. It will become more a
nunity station than CBL which
e regonial CBC station.



FIRST REGIONAL to acquire news service of Reuters Ltd., British semi-official news agency, is said to be WKAT, Miami Beach 1,000-watter, which started the Reuters report Nov. 24. A Frank Katzentine (left), WKAT owner, receives congratulations from Michael Robb, British vice-consul at Miami.

PRESENTATION of the Heisman Trophy to the nation's outstanding college football player will be broadcast exclusively on MBS Dec. 9 immediately following the trophy dinner.

Text of Handout

"THE management of WQXR, New York, takes pleasure in announcing that Miss Gypsy Rose Lee, the distinguished danseuse and author, will appear exclusively over its facilities at 2:30 o'clock on Tuesday, Dec. 2, to engage in literary discussion with Mr. Edwin Seaver, conductor of the *Readers & Writers* program. You are cordially invited to do what you please about this. P.S. For immediate release."

Clark in Missouri

CLARK BROS. CHEWING GUM Co., Pittsburgh (Teaberry gum), has started a spot campaign in Missouri, using three announcements daily on KGBX and KWTO, Springfield, and KMOX, KSD, KXOK, KWK, WIL and WEW, St. Louis. Account was placed by Walker & Downing, Pittsburgh.

CRC Holiday Rush

COLUMBIA RECORDING Corp., whose Bridgeport and Hollywood plants are already working 24-hours a day to cope with Christmas business, has announced cancellation of its January Masterworks list so that presses marked for that month's production can work on Christmas items. CRC is conducting a $200,000 Christmas campaign on a large number of stations throughout the country promoting its records as gifts.

Seabury Comes Back

SEABURY Inc., New Brunswick, N. J. (Edrolax), through its recently appointed agency, Charles W. Hoyt Co., New York, after an absence from radio for several years, is testing a series of live announcements, Monday through Friday on WMBG, Richmond, Va.

HARRY SUKMAN, conductor of the studio orchestra of W59C, Chicago, is the composer of four new songs which will be presented on the orchestra's evening broadcasts.

KSD
ST. LOUIS
NBC RED Network
FIRST IN ST. LOUIS
IN "FIRSTS"
On National Popularity Polls
A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Bob Hope Heads Survey in Cleveland; Kate Smith, Crosby, Bergen, Fibber Next

BOB HOPE, head-man of the *Pepsodent Show* on NBC-Red, emerged as the leading personality of American radio in the 1941 radio poll of the *Cleveland Plain Dealer*, announced Nov. 23. Comedian Hope also was named captain of the "All-America Radio Eleven", compiled each year from the ballots of *Plain Dealer* readers and representatives for their top choices among radio personalities.

Other Leaders

Included on the All-American Eleven, in addition to Mr. Hope, and in order of ranking, were Kate Smith, Bing Crosby, Edgar Bergen, Fibber McGee, Paul (Michael Rafetto) Barbour, Henry (Ezra Stone) Aldrich, Don Ameche, Clifton Fadiman, Franklin P. Adams, Maj. Edward Bowes.

Other top rankings resulting in the poll were: Top broadcast—*Ford Sunday Evening Hour;* master-of-ceremonies—Bing Crosby; male vocalist (popular)—Bing Crosby; feminine vocalist (popular)—Kate Smith; male vocalist (classical)—Richard Crooks; feminine vocalist (classical) — Margaret Speaks; best comedian—Bob Hope; best dramatic show — *Lux Radio Theatre;* best symphonic program —*Ford Sunday Evening Hour;* best light musical—*Andre Kostelanetz Hour;* best dance band—Guy Lombardo; best variety program—*Kraft Music Hall* (Bing Crosby); best educational program—*U of Chicago Roundtable;* best news broadcaster—Lowell Thomas.

The first 11 variety shows also were chosen by reader voters: *Kraft Music Hall, Kate Smith Hour,* Edgar Bergen—*Charlie McCarthy, Fibber McGee & Molly, Millions for Defense, The Jello Show, Major Bowes' Amateur Hour, Maxwell House Coffee Time, Breakfast Club, Penthouse Party, Kay Kyser's Kollege of Musical Knowledge.*

The "All-American programs, on a general basis, include a *Ford Sunday Evening Hour, Fibber McGee & Molly, One Man's Family, Kraft Music Hall, Kate Smith Hour, The Aldrich Family, Lux Radio Theatre, Information Please, Pepsodent Show, Kay Kyser's Kollege of Musical Knowledge, Maxwell House Coffee Time.*

Complete Poll

A complete list of results of the Plain Dealer poll follows:

All-America Radio Personalities Eleven—Bob Hope (captain), Kate Smith, Bing Crosby, Edgar Bergen, Fibber McGee, Paul (Michael Raffetto) Barbour, Henry (Ezra Stone) Aldrich, Don Ameche, Clifton Fadiman, Franklin P. Adams, Major Edward Bowes.

Favorite Program—Ford Sunday Evening **Hour, Fibber McGee & Molly, One Man's** Family, Kraft Music Hall, Kate S Hour, The Aldrich Family, Lux R Theatre, Information Please, Pepso Show, Kay Kyser, Maxwell House C Time.

Master of Ceremony—Bing Crosby, Ameche, Clifton Fadiman, John Conte bert Spaulding, Don Wilson, Milton C

Male Singers—(popular) Bing Cr Barry Wood, Lanny Ross, Ray Eb (classical) Richard Crooks, Frank M James Melton.

Feminine Singers—(popular) Kate Sr Dinah Shore, Connie Boswell, Gi Simms; (classical) Margaret Sp Gladys Swarthout, Lucille Manners, F cia White.

Dance Bands—Guy Lombardo (capt Glenn Miller, Kay Kyser, Sammy K Wayne King, Fred Waring, Xavier Cu Tommy Dorsey, Jimmy Dorsey, Ho Heidt, Abe Lyman.

Comedians—Bob Hope, Fibber Mc Edgar Bergen, Jack Benny, Fred A Red Skelton, Frank Morgan.

Variety Shows—Kraft Music Hall, Smith Hour, Edgar Bergen-Charlie Mc thy, Fibber McGee & Molly, Millions Defense, The Jello Show, Major Bo Amateur Hour, Maxwell House Coffee T Breakfast Club, Penthouse Party, Kyser's Kollege of Musical Knowledg

Commentators—Lowell Thomas, H. Kaltenborn, Raymond Gram Swing, W Winchell, B. S. Bercovici, Boake Ca Elmer Davis.

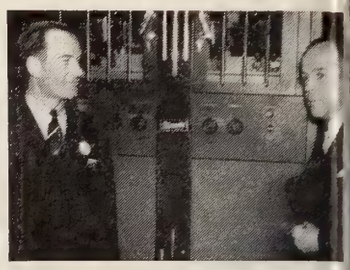
Quiz Programs — Information Pl Quiz Kids, Doctor I.Q., Truth or C quences.

Educational—U of Chicago Roundt Information Please, March of Time, W Damrosch Hour, Cavalcade of Ame Light of the World, Quiz Kids.

Drama—Lux Radio Theatre, One M Family, The Aldrich Family, Adventur Sherlock Holmes, Helen Hayes The First Nighter, Mr. District Attorney.

Symphony—Ford Sunday Evening H New York Philharmonic, NBC Symph Philadelphia Orchestra.

Light Classical—Andre Kostelanet bert Spaulding, Richard Crooks-A Wallenstein, Gladys Swarthout-Ross ham-Al Goodman Family Hour, Ame Album of Familiar Music, James Me Francia White-Don Voorhees, Phil S ny's Hour of Charm, Fred Waring.



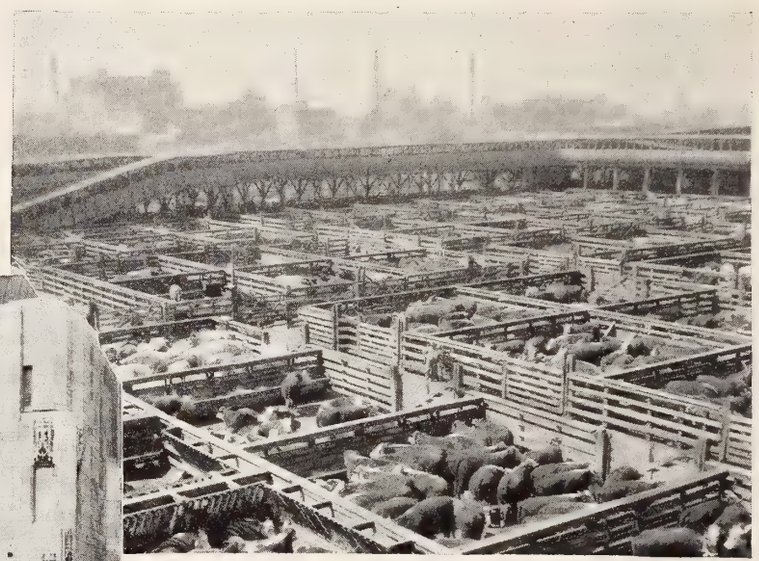
CANADA'S WAR EFFORT in radio communications field is spected by W. J. Scripps of W Detroit. Mr. Scripps (left), shown with R. M. Brophy, gen manager of the Canadian Marc Co., and former stations relati manager of NBC, as they loo over CM's plant in Montreal wh is turning out radio equipment every branch of the British ar forces. Canadian Marconi opera CFCF, Montreal.

Holiday Savings Drive

CHRISTMAS CLUB Corp., N York, an independent organiza which originated the Christ savings plan and sells its serv to various banks handling the ings, has announced its an holiday radio campaign. Transc tions featuring an interview tween Lowell Thomas and Her Rawll, president of the corporat who discuss the club and its tributions to thrift, will be pla one to five times during the w Dec. 3-10, on 45-50 stations. past years, Gabriel Heatter, F Gibbons and Edwin C. Hill v featured guests. World Broadc ing System cut the discs. Agenc Brooke, Smith, French & Dorra New York.

Things most typically CHICAGO

Achievement and supremacy in the meat packing industry as represented by the Union Stock Yards is most typical of Chicago. The people throughout the Middle West are proud of this industry's growth and position.





Typically Chicago also, is achievement in radio as represented by W-G-N, the station with the "Chicago" origin and viewpoint. Surveys show that people of the Middle West think first of W-G-N.

THIS *is* another *reason your program on* W-G-N *will have more listeners.*

WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. *PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.*


Off to a Flying Start...
THE PERFECT COMBINATION
570 kc
5000 WATTS
JUST MARRIED
3-7111
• On October 22nd, WSYR went to 5000 watts at 570 kc. Thus began "The Perfect Combination."
"Perfect" because: 5000 watts at 570 kc. will send a strong signal the same distance as 340,000 watts at 1400 kc.
"Perfect" for advertisers, too. Our new listening area now includes 27 of the most "buying-minded" counties in Upstate New York — an audience of 600,000 families spending one and one-half billion dollars a year!
Here is an audience worth careful cultivation. And it can now be reached, effectively and thoroughly, by a single advertising medium — radio station WSYR.
WSYR SYRACUSE, N. Y. NBC
AN H. C. WILDER STATION • REPRESENTED BY RAYMER

Industry Leaders Keep Up Schedules

Advertising Will Continue; Recall World War Lesson

LEADING manufacturers representing nine industries—mostly heavy goods—believe that advertising and promotional programs for 1942 must be continued or increased to stabilize long-range operations, according to Percy Wilson, managing director of the Merchandise Mart, Chicago, who made the survey among the market center occupants.

Each manufacturer was queried on whether he planned to curtail sales promotion efforts in view of back log of unfilled orders and threatening material shortages. "The answers received," Mr. Wilson said, "revealed that pace-setting leaders will not follow the policy that caught so many manufacturers off guard during the similar period of the first World War when advertising appropriations were cut and salesmen taken off the road."

Sound Policy

One manufacturer stated that "while advertising and sales promotional effort is obviously not required to maintain sales volume now or in the immediate future, we are convinced that it is sound to maintain our promotional activity at full scale." Another said "effective advertising, sound promotional activity are the very bedrock on which selling efficiency depends, and must be carried on at all times."

An official of Armstrong Cork Co. stated, "We have not curtailed our advertising activities. As a matter of fact, we recently started a new network program to promote sales over a hook-up of 105 stations, which represents a substantial increase in the advertising effort we are putting behind this portion of our line."

A leading furniture manufacturer told Mr. Wilson that "while no manufacturer can say what he will do next year, and while no manufacturer under present conditions, can say he will carry on "business as usual", we can definitely state that it is not our intention to curtail our advertising or promotion efforts."



MOBILE UNIT, designed to conserve gasoline, was used by CKSO, Sudbury, Ont., during a broadcast of the British-American Oil Co.'s *B-A Bandwagon*. The program features spectacular remote pickups. Here A. Vaillancourt (at rear of power plants) is interviewed by Jack McLaren, CKSO night supervisor, with Engineer Bill McLellan (right) holding pack transmitter. Mr. Vaillancourt caught the moose some time ago and has trained them to haul a racing cart.

BERGEN, BENNY, FIBBER

Three Leaders Continue Their High CAB Ranking

FIRST 13 half-hour evening shows with top ratings in the latest report of the Cooperative Analysis of Broadcasting are on NBC-Red which also tops the list for quarter-hour programs heard four times weekly, thrice weekly and weekly.

The 13 shows, according to CAB, in current order are *Edgar Bergen; Jack Benny; Fibber McGee & Molly; Aldrich Family; Bob Hope; Maxwell House Coffee Time; One Man's Family; Fitch Bandwagon; Mr. District Attorney; Time to Smile; Burns & Allen; Rudy Vallee, and Truth or Consequences.* The fourteenth was CBS' *Big Town.* The 15th also was NBC-Red, namely *Red Skelton.*

Lowell Thomas leads quarter hours heard four times weekly. *Easy Aces* is tops for thrice-weekly quarter-hours, and *Walter Winchell* is leader for weekly quarter-hour.

Case Again Deferred

EXAMINATION before trial of Niles Trammell, president of NBC, was postponed from Nov. 24 to Dec. 1 in New York Supreme Court, according to Robert Daru of Daru & Wintner, counsel for the 14 songwriters, 12 of whom are ASCAP members. They are suing NBC, CBS, BMI and NAB for alleged unlawful conspiracy to acquire control of the songwriting business at the time of the ASCAP-network music war.

"GOES OFF WITH A BANG!"



"Just like our programs do," says WSAI's Winged Plug, "They go off with a very *loud* bang that can't help attracting a big audience. You see, we *plug* our programs . . . with street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers and downtown window neon signs. Support them with a monthly house-organ for dealers, too. I guess that's one reason we are selected as the Cincinnati outlet for so many top-flight network shows!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

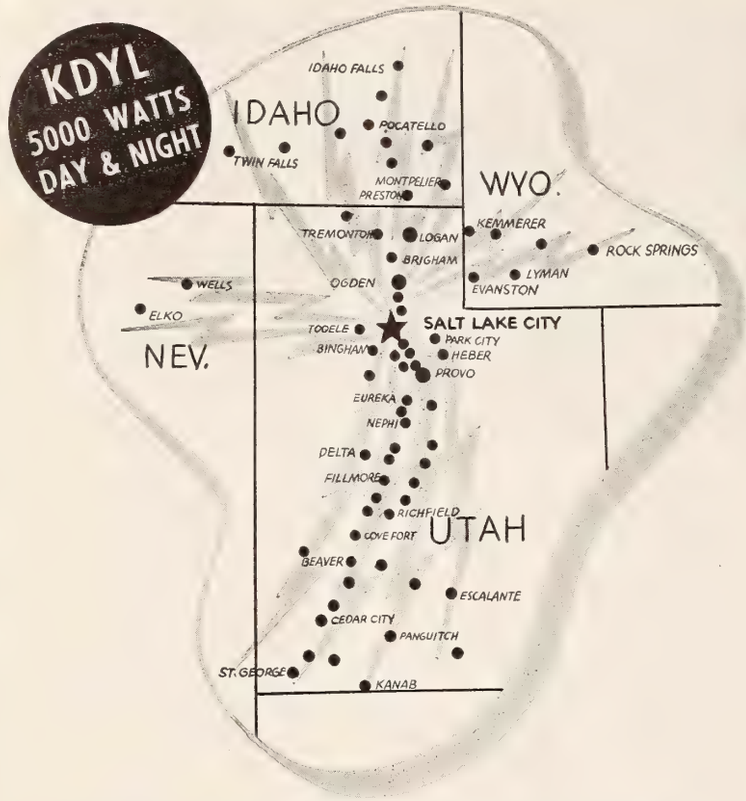
WFIL opens Philadelphia's FIRST Commercial FM STATION



W53PH

NOW ON THE AIR!

Another FIRST for WFIL



SALES PATTERN *for the* INTERMOUNTAIN MARKET

Here's a hustling, bustling market of more than 800,000 people who earn, and spend, approximately $300,000,000 annually. And KYDL's 5000-watt day and night broadcasting pattern gives practically every one of those people the chance to hear all the top-flight NBC Red Network shows they just don't want to miss! It means big audiences—responsive audiences. It means sales opportunities for you!

KDYL

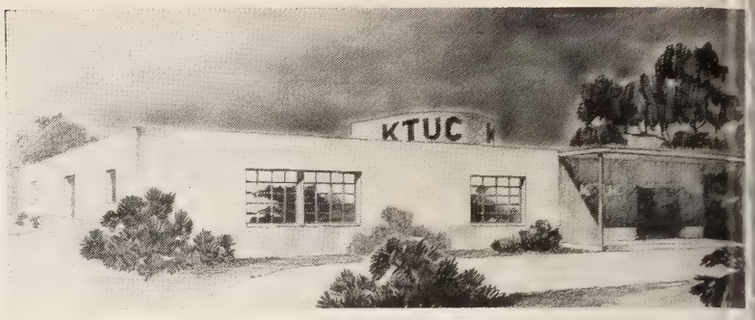
THE POPULAR STATION

NBC RED NETWORK

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SALT LAKE CITY



UNDER CONSTRUCTION, and expected to be ready for use about Feb 1942, is this new studio-transmitter building of KTUC, Tuscon, A Hailed as one of the most modern broadcasting structures in the Sou west, the new $35,000 plant incorporates a 250-watt Western Elect transmitter, 180-foot Allison vertical tower and RCA speech input equ ment. Studios will be acoustically treated by Johns-Manville, with fluor cent lighting and automatic heating and air conditioning. Designed Architect Frederick Eastman, whose drawing of the building appe here, the structure also provides office space for all KTUC departmer with a fully equipped technical workshop. KTUC is owned by Tus Broadcasting Co., of which Ralph W. Bilby is president and Mana John Merino vice-president.

Newspaper Probe Is Further Extende As FCC Completes Revising Exhibi

EXTENDING the between-session hiatus to six weeks, the FCC last Wednesday announced further postponement of the newspaper-radio hearing, scheduled to resume last Thursday, until Dec. 4. This was the second postponement granted by the FCC since the press-radio proceeding was recessed Oct. 23 for three weeks.

It is understood the postponement was agreed upon, following a Nov. 23 conference between FCC and Newspaper-Radio Committee counsel, to provide additional time for completing revisions to the FCC's financial exhibits. Key Commission exhibits drew immediate opposition from industry counsel in the opening days of the hearings in late July because of obvious inaccuracies.

Revised Exhibits

Although other phases of the proceeding have proceeded meantime, these controverted exhibits have undergone reexamination and revision in the interest of clarifying the hearing record. Before the hearing resumes, it is expected the revised exhibits will be examined once again at a conference of FCC and Newspaper-Radio Committee representatives. Following introductions of the FCC's corrected statistical data, when the hearing reopen Dec. 4, the Committee is expected to start presenting its affirmative case, starting probably with statistical analyses from the industry viewpoint [BROADCASTING, Nov. 17].

Principal Committee witnesses slated for this phase of the proceeding are Dr. Herman S. Hettinger, well-known radio economist and associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and Paul F. Lazarsfield, Columbia U professor and former head of the Princeton Radio Research Project. The committee presentation will be handled by Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, as ciate counsel of the committee.

The first appearance of Eug Cotton, newly appointed chiefs the FCC's newspaper inquiry u also is expected as the hearings open. Mr. Cotton succeeded Da D. Lloyd, who left the FCC le staff several weeks ago to join legal department of the Econo Defense Board. He will be the si FCC lawyer to appear actively the proceedings.

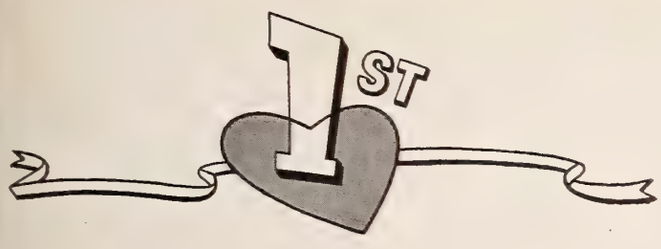
More Colleges Offeri Radio Technical Cours

LATEST schools to join the rade in offering special radio te nical courses in connection w the Federal program for train skilled personnel for defense j are Maryland U, College Pa Md., and Southern Methodist Dallas. SMU is the sixth Te school to provide technical cour in cooperation with the U. S. Of of Education and the NAB.

Maryland U plans to start comprehensive fulltime day cou on Jan. 5, to continue through A 7, 1942, with a curriculum co ing advanced theory and pract radio engineering. The school pl to utilize facilities of the Cap Radio Engineering Institute for course.

The SMU course, which star Oct. 1 for 12 weeks, is being ta by 40 students, who spend n hours weekly in class. The plan to continue the training with vanced courses, as well as to other courses in radio, accord to SMU officials. Under the rangements made by the Office Education, enrollees receive spe technical training, with the G ernment paying tuition expen and the student paying his own ing costs.

ANNUAL broadcast by CBS, N and Mutual of the Christmas lighting from the White House ag will be heard Dec. 24 with Presid Roosevelt officiating and giving Christmas message from the c monies, 5-5:30 p.m.



1st in the HEART OF AMERICA

IN KANSAS CITY—as in every major market—there's one station with a reputation for *doing* things... for setting the standards of broadcasting excellence... for operating in a big-time manner. In *this* market, it's KMBC.

AMONG Kansas City stations, it's KMBC that employs by far the largest talent and production staff—KMBC that devotes more than twenty-five solid hours per week to service-type broadcasts—KMBC that originates weekly coast-to-coast network shows—KMBC that won Variety's last Showmanship Award for Program Origination...

A LONG and still-growing list of KMBC "firsts" may explain why KMBC remains the first choice of most listeners—hence the best buy for advertisers.

KMBC of Kansas City

Free & Peters, Inc. • **CBS Basic Network**



KMBC is the first and only Kansas City station to organize a complete news department—four full-time men under the direction of Erle Smith, News Editor—two full-time news services.



KMBC is the first and only Kansas City station to employ a full-time, nationally-known sportscaster—Walt Lochman, winner of the 1940 Sporting News poll as "America's favorite minor-league baseball announcer."

•



KMBC is the first and only Kansas City station to employ a full-time Director of Farm Service—Phil Evans, veteran of NBC and CBS farm programs, who directs an average of three solid hours of farm service broadcasting daily.



KMBC is the first and only station authorized by Kansas City Livestock interests to broadcast complete livestock market reports three times daily. Bob Riley, market specialist, is an exclusive KMBC personality.





KMBC is the first and only Kansas City station to organize and maintain a complete, full-time food service department. Caroline Ellis, NBC and CBS author-star, conducts the KMBC Happy Kitchen—June Martin is the KMBC Food Scout.



KMBC is the first and only Kansas City station regularly originating network programs—"Brush Creek Follies," over CBS each Saturday afternoon. Now entering its fifth season as a Saturday night radio-stage show.

12 FACTORIES BACK PROGRAM ON WSAI

TWELVE local manufacturers join as sponsors of the thrice-weekly *Partners in Defense* feature on WSAI, Cincinnati. Designed to emphasize the part Cincinnati industry and labor is playing in the national defense program, each broadcast features a different "partner", although the complete list of 12 sponsors is announced on each program. The contract, the station believes, is the first of its kind signed by an independent station.

The show is conducted by a staff announcer, who introduces musical numbers and a recorded message from the Office of Production Management, outlines one sponsor's activities and achievements, reports pertinent defense news flashes, and reads personal items about Cincinnati boys at camp. The feature is heard Sundays at 2:30 p.m. and Mondays and Tuesdays at 9:30 p.m.

Velvet Discs

LIGGETT & MYERS TOBACCO Co., New York (Velvet smoking tobacco) has set Dec. 1 as the starting date for *Hank Keene & His Radio Gang*, three-time weekly quarter-hour disc show of hillbilly music and comedy [BROADCASTING, Oct. 13]. Transcriptions, cut by World Broadcasting System, have been placed on 33 midwestern stations. Agency is Newell-Emmett, New York.

Greeter Gammons

EARL H. GAMMONS, general manager of WCCO, Minneapolis, has been named an official greeter by Mayor Kline, of Minneapolis. Because Mayor Kline finds it is impossible to fulfil many invitations coming to his office, he has named outstanding local buinessmen to represent him at various functions. Mr. Gammons, as one of the appointees, will meet trains, speak at luncheons and conventions and in general sell Minneapolis and the Northwest when the Mayor is unable to attend.

GE FM Disc Campaign On 8 Stations Extended

AUGMENTING its campaign of five-minute transcriptions on 8 stations, General Electric Co., New York, on Nov. 25 started the series, featuring the Golden Gate Quartet and Hazel Scott, on WOR, New York, thrice-weekly 7:15-7:30 p.m. The series was started Oct. 13 on other stations to promote G-E's FM sets. Agency is Maxon Inc., New York.

First "all-out" use of this campaign together with an FM traveling demonstrator, movie titled "Listen—It's FM", and direct mail material took place in October when G. Fox and Co., Hartford department store, tested a one-week show to interest its radio customers in FM. Sales of receivers increased as a result and the "show week was highly gratifying", the store reported.

Radio Staff Appoint For President's Birthd

FOLLOWING President Ro velt's reappointment of Keith M gan as national chairman o Committee for the Celebration the Preside Birthday for National Four tion for Infan Paralysis, a nounced f Washington week, Mr. M gan has ag designated G. Johnstone, f mer public r tions director NBC and WOR, as chairman the committee's radio division.



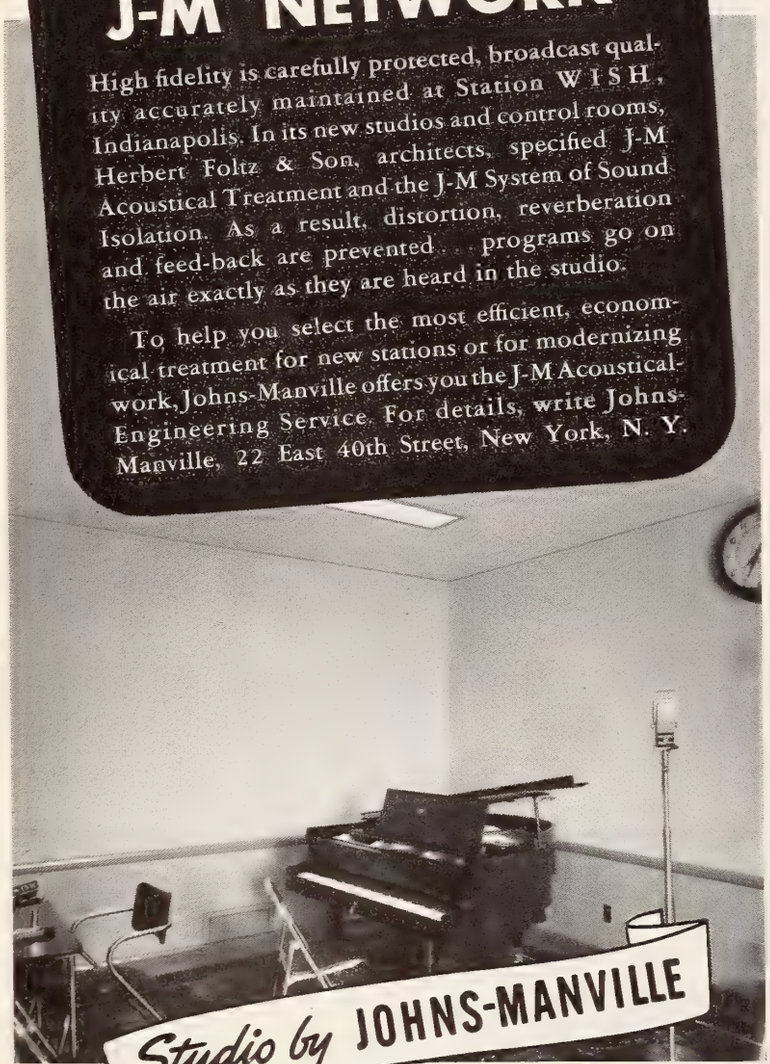
Mr. Johnstone

The campaign, this year ti "Our President's Diamond Ju Birthday Celebration", the P dent reaching his sixtieth yea January 30, 1942, will have Ja H. Knox again as national r director with the following s to assist him: Gerald Hollan handle script for the second ti Howard London, agency con man; Miss Barbara Hoge a to set time and talent for all l radio activities in the greater York area; Ross Evans to ha radio publicity and assist in sc Jack L. Fisher of M. M. Fi Associates, Chicago, as mid- radio representative, and Dorothy Haas, Hollywood, as fic Coast representative. Augm ing this staff through specia secretarial activities will be: M Ellen Heagerty, Priscilla Lomb Ruth Gerard, Rose J. Buono and Mrs. Evelyn Artz, widow the late Webb Artz, nation known radio news editor of

WISH, too, joins the J-M "NETWORK"

High fidelity is carefully protected, broadcast quality accurately maintained at Station WISH, Indianapolis. In its new studios and control rooms, Herbert Foltz & Son, architects, specified J-M Acoustical Treatment and the J-M System of Sound Isolation. As a result, distortion, reverberation and feed-back are prevented . . . programs go on the air exactly as they are heard in the studio.

To help you select the most efficient, economical treatment for new stations or for modernizing work, Johns-Manville offers you the J-M Acoustical-Engineering Service. For details, write Johns-Manville, 22 East 40th Street, New York, N. Y.



Studio by JOHNS-MANVILLE

HERBERT FOLTZ & SON, architects, specified J-M Acoustical Materials for use in the new studios and control rooms of Station WISH, Indianapolis.

JOHNS-MANVILLE
Sound-Control Materials
and Acoustical-Engineering Service



FROSTING CRUNCHERS had a field day in the middle of the main of Phoenix, Ariz., on Nov. 12 when KOY held a birthday party really stopped traffic. Celebrating the station's fifth anniversary u the present management, the party, featuring an immense frosted was held outside KOY's main studios on Central Ave., with traffic sto and the pavement roped off for tables loaded with birthday vi Clamping bicuspids on the pastry at the celebration are (l to r) D W. Thornburgh, CBS Pacific Coast vice-President; Burridge D. B chairman of KOY and president of WLS, Chicago; Fox Case, CBS Coast special events director; W. A. Baldwin, KOY president.

50,000 WATTS FOR WHN!



TRIBUTORS: In U. S. A., Graybar
tric Co., New York, N.Y. In Canada and
foundland: Northern Electric Co., Ltd.
ther countries: International Standard
tric Corporation.

TAKE A LOOK AT THIS: WHN steps out in the big-time, big-league crowd. It's some job for any station to increase from 5 to 50 KW— but in New York, it's terrific!

A primary listening audience of 14,000,000 people . . . four other big 50s, all network stations . . . in an area where a total of 37 stations are competing for business. Top all that with a schedule of 21 hours a day, 7 days a week, 52 weeks a year. That's asking a lot of any transmitter!

Western Electric-equipped for 20 years—with 500 watt, 1000 watt, then 5000 watt transmitters that served it faithfully and well—WHN naturally chose Western Electric for this big-time job.

Western Electric

The BIG NEWS
IN BUFFALO
WKBW
goes to
50,000 WATTS
blanketing 11 states
and 12 million people



New $350,000 Transmitter Plant

WKBW 1520 K. C.
BUFFALO'S 50,000 watt
COLUMBIA NETWORK STATION

BUFFALO
BROADCASTING CORPORATION

National Representatives
FREE & PETERS, Inc.

Foreign Monitoring Service Dispatches Personnel to Set Up Branch in London

MOVING swiftly to establish a vital link in the most comprehensive radio propaganda monitoring job in history, Foreign Broadcast Monitoring Service in the last 10 days has sent personnel to London to set up an FBMS branch designed to listen to and analyze the great volume of propaganda broadcasts served listeners on the European continent [BROADCASTING, Nov. 24].

Lloyd A. Free, FBMS director, and Peter C. Rhodes, recently appointed head of the London office, left New York by *Clipper* Nov. 21, and were followed last Wednesday by two more FBMS representatives —B. F. Ellington and Vincent O. Anderson.

General Survey

Mr. Free, who will spend from two to three weeks in London, will superintend the setting up of the London monitoring organization, to be operated with cooperation of British Broadcasting Corp. During his stay abroad it is expected he, along with Messrs. Rhodes, Ellington and Anderson, will make a general survey of the projected operation, which will supplement the comprehensive monitoring activities already being conducted at listening posts in North America. The latter three will remain in London to operate the branch organization.

Mr. Ellington joined FBMS in June. For more than a year previously he was associated with the Princeton U Listening Center, where he worked with Harold N. Graves Jr., now assistant to the FBMS director. Mr. Anderson since 1938 has been with the United States foreign service in Stuttgart and Antwerp.

The London FMBS branch is being set up, in keeping with a long-range plan developed this spring, to provide supplementary information on the program material transmitted to listeners on the European continent by continental stations, with principal attention on Axis propaganda broadcasts. It is expected the London listening post will supply valuable information on the difference between Axis radio fares produced for domestic and foreign consumption, a comparison that could not be made first hand in America since the domestic European broadcasts on longwave could not be received here.

AMERICAN RADIO PRODUCTIONS Inc., New York, has sold its weekly half-hour transcribed series, *Main Street*, designed for local sponsorship, to 20 stations throughout the country. World Broadcasting System cut the discs.

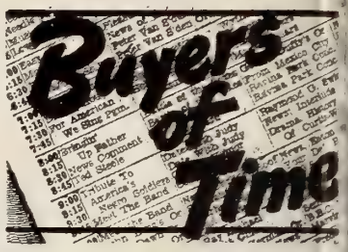


Only

One Station covers the entire Western Washington Market.
No other station or combination of stations gives as complete coverage as **KIRO**—*Pacific Northwest's only 50,000 Watt Station.*

KIRO
CBS 50,000 WATTS
710 KC · SEATTLE, WASH.

Represented by
FREE & PETERS





MARY DUNLAVEY

IT'S A LONG WAY from Ol' M to the sidewalks of New York fact the folks back down in J son might still be wondering w happened to Mary Dunlavey, w they wished a "happy vacati some seven years ago when started north to visit some frie For Mary never returned. She came so fascinated by the Big that she decided to stay and for a job. She came, she saw, today she's timebuyer for Er Wasey & Co., New York.

That first job in New York with the sales promotion dep ment of Electrolux Refriger Sales, and it was right down Ma alley. For the majority of dis pointed well-wishers in Jack who hoped to hear tales of N York on Mary's return were workers of the publicity and motion department of Saenger T atres chain in that capital city fact it was while working with organization that Mary had first station contact work in local promotion of new pictu playing the Saenger circuit. T training helped considera when—

In the summer of 1939, M now an established New York zen (except for that slight So ern twang, which belies her orig came to Erwin, Wasey as a se tary in the radio departm There she learned agency radi all its phases. And by January this year Mary was assistant t buyer. On May 1 she was prom to her present position and handles *Liberty* Magazine, Ca tion Milk, Barbasol, Muste Harvester and Dutch Master gars, Kreml and Forhan's am other accounts.

If you take a magnifying gl squint twice and set it north northeast on the State of Mis sippi, you might find a town by name of Grenada (pop. 4,5 That's Mary's birthplace. But w still a tot her family moved Jackson, and there Mary got early education. Most of her col work Mary did at Columbia U a she came to New York.

Mary plays the piano and t aren't many Broadway plays misses.

GENCY Appointments

IFORNIA-GROWN SUGAR GROUP, Francisco, comprising American Crys- Sugar Co., Holly Sugar Corp., and kels Sugar Co., to McCann-Erickson, Francisco.

HINGTON STATE Progress Com- on, Olympia, Wash. (travel, devel- nt), to McCann-Erickson, San Fran-

LBRAU BREWERY, Brooklyn, to s & Geller, N. Y.

RYFOOT PRODUCTS Co., Chicago, to d Adv. Cos., Chicago.

PE - of - the - MONTH-CLUB. Holly- , to Cesana & Assoc., that city. Cur- y using magazines with contempla- of radio in near future.

ANESE Corp. of AMERICA, New (yarns & fabrics), to Young & Ru- n, New York, for radio advertising aign to get under way Jan. 7, 1942.

GHT & LAWRENCE Peau Seche Sales Chicago (cosmetics), to Robert Kahn ssociates, Chicago. Company is using papers and national magazines at pres- plans to use radio after Jan. 1.

Pabst Blue Plans

PABST SALES Co., Chicago (beer and ale), is considering a weekly half-hour program on NBC-Blue. Company has a tentative option on available time, and at present is carefully surveying markets, distribution set-up and if a decision is reached to go into radio, it will be after the first of the year. Contrary to unfounded rumor, the company has not signed Al Jolson for the program. Lord & Thomas, Chicago, directs the account.

MARKS CREDIT CLOTHING Inc., Chicago (men's wear), to Craig E. Dennison Adv., Chicago. Radio will be used.

HILEX Co., St. Paul, to McCord Co., Minneapolis.

SEARS ROEBUCK & Co., Chicago, to Roche, Williams & Cunnyngham, Chicago.

SHASTA WATER Co., San Francisco, to Brisacher, Davis & Staff, San Francisco.

CHATTANOOGANS Inc., Chattanooga, Tenn., to Beaumont & Hohman, Atlanta.

DE FOREST TRAINING Inc., Chicago, to Buchanan & Co., Chicago.

GILLET MARTIN & Co., Baltimore, to Stewart-Jordan Co., Phila.



FIRESIDE CHATS by Mayor Vincent J. Murphy of Newark are being featured by WAAT, Jersey City, in a once-monthly new series titled *Newark's State of Progress*. Mayor Murphy (left), is being interviewed in his office by Harold John Adonis, goodwill commissioner of New Jersey. "Gold" car- was presented to the Mayor in a ceremony preceding the first broadcast as a symbol of WAAT's continued in- in the City of Newark since the days when carbon mikes were A-1 equipment.

STARTING THE NEW YEAR WITH GREATER POWER



5000 WATTS
DAY AND NIGHT 910 KC
WRNL
RICHMOND VIRGINIA
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

The BIG NEWS IN BUFFALO
WGR
NOW, more than ever, BUFFALO'S FIRST for regional coverage



New $350,000 Transmitter Plant
WGR 550 K. C.
BUFFALO'S 5000 watt MUTUAL NETWORK STATION
BUFFALO BROADCASTING CORPORATION
National Representatives FREE & PETERS, Inc.



NBC BASIC BLUE NETWORK • ST. LOUIS

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AF



If America were *Attacked*

. . . her armed forces would strike the invader instantly with paralyzing effect. At a moments notice her glistening ocean fleets could smash through the billowing seas to a pin point on the globe. Mechanized units would swing into action with one rapid stroke . . . Aircraft, their engines roaring to a high crescendo, would streak across the heavens to defend America. America's freedom would remain intact. Every military unit is trained for the job it does. "Trained for the job" . . . How much that means! Whether it's National Defense or radio, success depends on the ability of the men on the job. In the rich Mid-Mississippi Valley Market where defense appropriations are already well above $750,000,000, advertisers buy KXOK. They know that no matter what their problem may be, KXOK trained men can do the job. KXOK has proven its power as an air arm for sales operations in this valuable market and welcomes an opportunity to prove its worth to you.

KXOK

0 KC. 5000 WATTS DAY AND NIGHT

ITH KFRU, COLUMBIA, MO., • OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

BROADCASTING and Broadcast Advertising

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Take It From Filene's

IN ITS 21-YEAR history, the broadcast medium has often heard: "Radio is all right for some lines, but not us!"

Much of the time the speakers were advertising executives of department stores. For many reasons, mostly without factual justification, department stores have been loathe to use radio to any extent. Most important, probably, is that their advertising men have been nursed and reared for generations on layouts, art, ben day and highly developed sales messages. Their large advertising staffs have seldom included radio experts.

This newspaper-mindedness has been an obstacle radio salesmen have been trying for years to overcome.

But now one of the biggest merchandisers in the nation seems to have solved the problem that has defied the radio men. For Filene's has developed a radio technique all its own. It has been successful—surprisingly so.

Filene's used its Worcester branch as a laboratory. Feeling its way, the organization brought an unsatisfactory business out of the rut, and radio gets a large share of credit.

So Filene's is sharing its amazing discovery with the rest of the retailing world, through the Associated Merchandising Council. The Worcester experiment may become the forerunner of a nationally syndicated transcribed radio campaign by department stores and specialty shops belonging to this largest cooperative buying organization in America with annual volume running into hundreds of millions.

The significance of this latest development on the radio front is without parallel. For here is one of the most progressive organizations in the merchandising world announcing that the human voice is mightier than the press in the mass distribution of merchandise in everyday use.

How effective, retailers will see for themselves in January at the convention of the National Retail Dry Goods Assn.

Once again, radio is "discovered" by an industry that wants to do business with 135 million Americans.

AMID all the activity in radio to form this organization or that, broadcasters should take time out to look at the long-range result. Are groups being sucked in on this promise or that to keep the industry divided? And won't that make it easier for the Government to move in?

Britain's Lesson

GREAT BRITAIN, as a result of its war experience, plans to lift its ban on commercial radio in the post-war era. In effect, it proposes to adapt the "American Plan of Broadcasting" for use in its colonies, and possibly on the Isles also.

This revelation comes at a time when pressures are being exerted, under cover of the same war emergency, for government operation of broadcasting in the United States. The condition prevailing in Washington appears to be hopelessly confused—a maze of contradictions and imponderables. The Army, as reported in the Nov. 24 BROADCASTING, says it wants to keep radio as it is, and intends to keep it that way. Highest praise comes from highest places on the job radio is performing.

But through this fog come ominous signs of new pressures. There is talk of superpower on the one hand; no superpower on the other. A report has been drafted by the FCC Engineering Department spotting 25 clear-channel stations geographically to saturate the country, but without regard to economic considerations. The government is ordering huge quantities of radio equipment, adapted for broadcast purposes. And the industry again finds itself divided on fundamental issues.

What does it all mean? From where we sit, we cannot banish the thought that those proponents of an arbitrary clear-channel high-power structure, designed to blanket the country, have in mind that Uncle Sam should operate the system. They contend it would give too much power to altogether too few men to permit private operation of such a system. Perhaps a majority of the FCC harbors that view. Unquestionably the matter already has been broached at the White House during recent conferences of the President with FCC Chairman James Lawrence Fly.

There's no integrated plan, as far as we can detect, for government operation. An idea here, and a blueprint there, and talk of a "dual system" like that in Canada.

Anything can happen in a war emergency, and usually does. The industry has thrown its all in the national defense effort. But it hasn't yet been told what it's to do when we become involved, and if and when war strikes our shores. The Defense Communications Board, if it has evolved such a plan, certainly hasn't taken the industry into its confidence.

It's getting later than most of the industry thinks. The industry itself should draw up a voluntary plan of operation under war co tions. The next NAB convention in May haps will be too late.

Broadcasters should know that once the G ernment gets into the broadcasting busin whether it be through operation of an "en gency" network on a war footing, or ever the international broadcast field, it will be beginning of the end for commercial br casting in this country. The Government saturated with "Harvard Hot-shots", suc sors to the first New Deal's brain trust. T think the Government should be in the r business.

They Say...

THERE is no real hedge against inflati Individuals can hedge to some extent thro the acquisition of commodities or of a go concern. The buying of commodities, howe involves danger because the timing elem is of considerable importance. A corporat or a going concern can hedge by increasing inventories and by utilizing some of its pro for research and advertising. The only th a corporation has to hedge against is cash receivables.—Dr. Marcus Nadler, professo finance, New York U, and former Federal serve Board official, in a symposium on inflat published by the *Wall Street Journal.*

The *Times* Joins Rad

ONE of the great newspapers of all-time, the most comprehensive contemporary d makes its radio debut. The *New York Times* begun regular news presentation every on the hour over WMCA, New York.

Thus, perhaps the last vestige of major p opposition to radio disappears. In contras the condition that existed only a few years when strong publishing influences were work attempting to undermine commer radio, there does not exist today a single portant entity in the newspaper field hasn't accepted the aural medium as a pr journalistic enterprise.

There is no ownership or sponsorship t between WMCA, which changed hands e this year, and *The Times.* It constitutes a ognition by *The Times,* as its publisher, Ar Hays Sulzberger said, that for bulletin purposes "radio has become indispensa Edward J. Noble, owner of WMCA, descr the agreement with the newspaper as the l in a series of "public service broadcasts" augurated by the station this year.

This newspaper-radio compact, while stricted to one city, nevertheless takes vastly greater significance. It affects the standing newspaper in the nation's first ket. More than that, it comes at a time the FCC is probing the propriety of n paper-ownership of stations, with much we thrown in the direction of purported colo of news over the air because of the owner aspect.

Manifestly, *The Times* would not permit consideration to impair the quality of its service. It's editorial integrity through years has been such as to merit highest p confidence. With rare exceptions, that tradition epitomizes American journalism, is finding its counterpart in radio, whic nothing more nor less than *audible journa*

We Pay Our Respects To —



WILLIAM IRA LE BARRON

F YOU BELIEVED half of what's printed about broadcasting, you couldn't escape the conclusion that here's a ness that makes a nice dent he national income, is housed modernistic chromium-plated ples from coast-to-coast and more glamor than New York Hollywood combined.

nybody who sits in a radio le paper's offices for a day, of se, could disprove that dream. e the story of William Ira Leron, whose only resemblance to popular version of the correctly ssed, high-powered, glad-hand- metropolitan radio executive his title, "President of the at Plains Broadcasting Co." even then, there's a difference: LeBarron's title means some- g.

his weather-beaten former her, deputy sheriff, department e clerk, carpenter, restaurant er and traveling salesman is antithesis of radio's usual "suc- ful young businessman" type. United States was still healing Civil War wounds when Bill arron was born on March 4, 5 in Shenandoah, Ia. Ulysses rant was serving his final year President.

ne transcontinental railroad the big story of the day. In- s still went on the warpath the airplane was still many s away. Radio wasn't even a out in space.

fter doing chores on farms his Iowa home until he was Bill or "W. I." as he is best wn, packed his portmanteau set out, like many other Io- s have done before and since, Omaha. In that Nebraska town worked as a carpenter on the ns-Mississippi Exposition and n his hammering and sawing finished, took a fling as at- ant and guide at a refrigera- car exhibit. Part of his job to extol the merits of the igerator car and the "capti- ng creation" inside, a young who molded butter behind a ial glass front.

nce the exposition closed, he ht on as a clerk in an Omaha rtment store, selling across the counter for four years. He gave that up in 1905 to open his own bakery. But the West, farther west, called and he sold the bakery and moved to Cheyenne, Wyo. After trying his hand at various hash slinging jobs in that cow-country capital, Bill became owner-operator of the Becker Hotel cafe, one of those places they called an "eatery" serving such Zane Grey cosmopolites as traveling salesmen, cowhands and ranchers and just to make things interesting every once in a while a bad hombre who fanned his six-shooters.

Eating was his business until 1918 when he succumbed to an old Wyoming habit — cattle raising. Taking some of the profits from the LeBarron Cafe, he invested them in a sizable cattle property near North Platte, Neb. known as the Pawnee Springs Ranch. It was the same Pawnee Springs in the Valley of the Platte where the Conestoga wagons stopped for water on the Oregon Trail—a grazing land steeped in the lore of the Old West. A year later he assumed active management of the 16,000-acre property and its 3,000 head of Herefords. And he was "boss" for the next seven years, when he sold his interest in Pawnee Springs and accepted a position as traveling representative for an Ohio paint company, with south central and southwestern Nebraska his territory until 1928. No ordinary drummer, cigar-smoking W. I. LeBarron was a welcome caller on the hundreds of ranches and farms on his sales beat.

He retired from the road in 1928 but not from excitement. For he was named deputy sheriff of Lincoln County, Neb., a post he held for two years, giving this up in 1930 when, pushing 55, he got into radio through acquisition of KGNF.

And just as Bill LeBarron is different from other radiomen, so is KGNF different from other stations. It operates daytime six days a week but not on Sunday, and programming follows this code laid down by W. I.: "Our program schedule is such that a family may listen from sign-on to sign-off, free from the boredom of too much of any one kind of entertainment." Radio, according to Bill LeBarron, is the daily companion of the cattle country, where listeners depend on it for their weather, markets, news and entertainment. "Neighborly contact is the key point of our service," he says not without pride.

To prove his point he cites two of the station's features. One, the *Swapper's Program*, is just what the name implies—you can trade any small item around the place. In addition, this half-hour show carries jobs and help wanted, household and equipment announcements at North Platte rates. It's nine years old and going strong. The smart boys in Chicago, Hollywood or New York might sniff at that one and mutter something about "corny", but the folks around North Platte like it and it's their money that talks. And somehow or other they haven't been educated to the fact that the United States is bounded by the Jersey side of the Hudson, Lake Michigan or Hollywood & Vine.

Then there's KGNF's fire department bulletin. North Platte, like most American communities, likes to follow the fire engines. However, the fire department found that the well-wishing spectators caused a severe traffic situation and appealed to Mr. LeBarron for help. This resulted in a unique tieup. When the fire siren blows now, you can tune in KGNF and hear within seconds the location of the fire BUT you also hear a request not to rush after the engines.

Another thing that makes the KGNF operation different is the husband-wife partnership. The former Vida J. Bardshar, a native of Smithfield, Neb., who became Mrs. LeBarron in 1928, doubles in brass as secretary-treasurer of the station, conductor of the *Swapper* program and office manager.

Active in Nebraska radio circles, Bill LeBarron is a director of the Nebraska Broadcasters Assn. and a past president of the organization. Other activities include past director of the North Platte Rotary club, a Mason, Scottish Rite, and the Tehama Shrine. In addition, he is a member of the Christian Science Church. His hobby, besides KGNF, is gardening, as the landscaped property of the station on the Lincoln highway on the western outskirts of North Platte testifies.

Personal NOTES

ART WESTLUND, general manager of KRE, Berkeley, Cal. recently was re-elected for his third term as president of the Northern California Broadcasters Assn., at a meeting held in Oakland. C. L. McCarthy, manager of KQW, San Jose-San Francisco, was elected secretary-treasurer.

JACK WAGES, actor, has joined the commercial department of KOY, Phoenix, and is featured on *Tovrea's Love Story Time*, dramatic serial sponsored by Tovrea Packing Co. on KOY and Arizona Network stations.

TOM ARMSTRONG, salesman of WTRY, Troy, N. Y., is the father of a boy born recently.

ROBERT JONES, formerly of WCLS, Joliet, Ill., has joined the sales staff of WJJD, Chicago.

HAL WAGNER, formerly program manager of WENY, Elmira, N. Y., has joined MBS in New York as assistant to Adolph Opfinger, program director of the network. He will be succeeded at WENY by Woody Ott, former production manager.

JOHN E. REILLY, president and program director WMEX, Boston is the father of a boy, John Edward Jr., born Nov. 11.

JACK OVERALL, MBS account executive, married Florence Kimbrough, Muncie, Ind., Nov. 19.

JOSEPH F. WRIGHT, formerly in newspaper work, has joined WLVA, Lynchburg, Va., as sales promotion manager.

EARL FENTON, formerly salesman of WIND, Gary, has joined the Chicago sales staff of Walker Co. station representatives.

STANLEY KRAMER, formerly assistant to Larry Wolters, radio editor of *Chicago Tribune*, has joined the publicity staff of WGN, Chicago.

JACK LOWE, account executive of WOR, New York, is the father of a baby girl born recently.

EWALD KOCKRITZ, formerly assistant editor of *Buy-Way*, WSAI, Cincinnati merchandising paper and before that program director of KTHS, Hot Springs, Ark., has been appointed program director of WLW-WSAI to replace Winfield Levi, recent selectee. Miss Rosemary Durham has been named to assist Mr. Kockritz.

MORT ADAMS, formerly in the promotion department of the *New York World-Telegram*, has been named director of station relations for the Keystone Broadcasting System, transcription network.

WILL WHITMORE, advertising supervisor of Western Electric Co. and editor of *Pickups*, quarterly technical publication issued by WE and distributed to radio engineers, is author of "How We Mobilized for Peace," appearing in *American Business* for November. Article outlines a plan whereby industry can prepare for the buyer's market which will follow the end of the war.

D. J. DONNELLY, formerly KGB, San Diego, assistant manager, has been appointed manager of KDB, Santa Barbara, Cal. He succeeds Earl Pollock, resigned.

WALTER P. KELLY, public relations director of WAAT, Jersey City, has been named State radio director for the *March of Dimes* campaign starting Jan. 10, 1942. Mr. Kelly organized the *Mile of Dimes* radio campaign in New Jersey last year, according to WAAT.

FRANK BUTLER on Dec. 1 joined the announcing staff of WCCO, Minneapolis.

GORDON WIGGIN, formerly of the sales promotion department of WLS, Chicago, and previously salesman at KCY, Phoenix, has joined the sales staff of WBZ, Boston.

CHESTER K. HILL, formerly of WBZ-WBZA, Boston-Springfield, has joined WCOP, Boston, as director of publicity and continuity, replacing Kay McAvoy.

ROY LANGHAM, of the CBS production department, is serving as manager of the department in place of Gerald Maulsby, who in turn is substituting for Douglas Coulter, assistant director of broadcasts. Mr. Coulter has taken over the duties of W. B. Lewis, CBS vice-president in charge of broadcasts, now on temporary leave of absence to serve as consultant in the defense agency, Office of Facts and Figures.

BEHIND the MIKE

HOOPER WHITE, WKZO, Kalamazoo, Mich., continuity director, married Maris Kern of Flint, Mich., Nov. 24th.

LOUISE MARTIN, traffic manager of WMBR, Jacksonville, and with the station for the last six years, has joined the office staff of Andrew W. Bennett, Washington radio attorney and general counsel of National Independent Broadcasters Inc.

JOHN SHIPLEY, announcer has joined WCHS, Charleston, West Va.

MILT HARLAND MATHESON, CKLW, Windsor, Ont., announcer, recently married Anita Morand.

SANDY BAKER, formerly an announcer of WWRL, New York, has joined the announcing staff of WBT, affiliate of CBS in Charlotte, N. C.

ROBERT J. MARKEL of NBC Chicago guide staff has been named announcers' clerk, succeeding Raymond Marcus, who has joined WTAQ, Green Bay, Wis. Mr. Markel is replaced on the guide staff by Howard H. Huffmaster Jr.

HARRY HEATH, formerly of Tulsa *World*, AP and UP news staffs, has joined the special events department of NBC Chicago as a news writer.

LES GRIFFITH, former NBC Chicago staff announcer, has joined W67C, new CBS FM outlet in Chicago, as chief announcer.

ED PRENTISS, CBS Chicago actor, on Nov. 21 married Ivah Davidson, daughter of Capt. Davidson, second in command at Great Lakes Naval Training Station.

Log of Fluffs

FLUFF LOG consisting of a pink memo pad on which are recorded all speech errors, together with the time, the offender and the client's name, if the 'fluff" should occur during a commercial announcement, has been started at WHEB, Portsmouth, N. H. by Bill Robinson, chief engineer. Latter is called by WHEB announcers, "tougher than any program director".

ROY PETERSON, formerly of WDAY, Fargo, N. D., has joined the announcing staff of KILO, Grand Forks, N. D.

JACK HORNER, former sportscaster of KILO, Grand Forks, N. D., has joined the staff of WTMJ, Milwaukee.

CURT ROBERTS, freelance writer and actor, has joined the announcing staff of WLS, Chicago.

BOB HIBBARD of the news staff of WGN, Chicago, has returned to his desk after eight months' military service as a radio operator.

FRED WACKERNAGEL Jr., formerly with UP Radio in Washington has joined PA Radio in New York.

HERB CAEN, *San Francisco Chronicle* columnist and conductor of a commentary program on KPO for Regal Amber Brewing Co., and Bea Mathews, actress of New York and Chicago, recently announced their engagement.

BOB TRUERE, formerly of WFTC, Kinston, N. C., has joined the announcing staff of WCNC, Elizabeth City.

WALTER RUDOLPH, formerly musical director of KYA, San Francisco, has been named music director of the Tivoli Light Opera Festival in San Francisco.

RUTH HURT, of the production staff of KLS, Oakland, Cal. and Tommy Franklin, announcer-newscaster, are to be married Dec. 23 in Berkeley, Cal.

MARTIN NULTY, CBS page boy, has been named head page, succeeding Vincent Walsh, who has been drafted.

CREIGHTON SCOTT, historical novelist formerly in the Denver Art Museum, has joined the news department of NBC's international division.

MARJORIE LYNNE, vocalist new to radio, has joined the talent staff of WLS, Chicago.

BILL VANCE, formerly of WTAD, Quincy, Ill., has joined the production staff of WLS, Chicago.

MICHAEL DOWD, formerly w NBC in Chicago as a singer, j joined WKY, Oklahoma City, s ceeding Lee Norton, now in New Y

CHUCK NORMAN, formerly of announcing staff of WDWS, Ch paign, Ill., has joined WKBH, Crosse, Wis. as sports announcer.

TOMMY WEBER, formerly c photographer of NBC, has opened own photographic agency at 137 45th St., New York.

TAD HORTON, photographer w various Canadian magazines in t country, has joined NBC's ph graphic department.

TRUMAN HARPER, formerly ne caster and director of special feat of KSFO, San Francisco, has joi WOR, New York, as newscaster the Monday through Saturday 9 a.m. news period.

STEER MATHEW, with NBC years as commercial engineer in traffic department and later as work facilities engineer and hand budgets for that division, has been pointed assistant manager of the t fic department.

JOHN M. ANSPACHER, until cently a private in the public relati office at Camp Wheeler, Ga., and viously with United Press radio s ice, has joined the publicity dep ment of WOR, New York.

JOE BRENNAN, recent St. Loui graduate, formerly on the staff WEW, has joined the announcing s of KXOK, St. Louis, replacing Hille, who enlisted in the Army.

ALEX LIOSNOFF has been appoi to the news staff of KMOX, St. L as reporter to cover the City H run, police headquarters and spe assignments.

JACK COWING, Hamilton, Ont., joined the announcing staff of CK Timmins, Ont.

ROSS MOHNEY, formerly of WC DuBois, Pa., has joined the anno ing staff of WLVA, Lynchburg.

PAUL SNIDER, former freelance nouncer, has joined WAAF, Chic and announces under the name of Raye. Douglas Carter, former nouncer of WALA, Mobile, and cently of WAAF, has been calle military service.

LYLE FLANAGAN, formerly tinuity director of WHO, Des Mo has joined KSO-KRNT, Des Mo as assistant program director in ch of public service.

BILL WIGGINTON, announce WCCO, Minneapolis, has enliste the Navy and will be station Minneapolis, where he will cont active in radio.

JOHN MURRAY, of Reading, has joined the announcing staf WCAE, Pittsburgh.

DON'T GET IN A FERMENT ABOUT BREWERS (Ky.)!

Without further ado, we'll tell you frankly that Brewers (Ky.) pours out durn little business! But that's to be expected, when you consider that 57.1% of Kentucky's effective buying income is concentrated in the Louisville Trading Area *alone!* WAVE reaches all of the Area's 1,331,200 people, who do 17.6% *more* retail buying than the rest of Kentucky *combined!* And we get *listeners* because we're the only NBC Basic Red Network station within 100 miles! When do we start brewing up business for *you?*

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

RECIPE FOR RESULTS

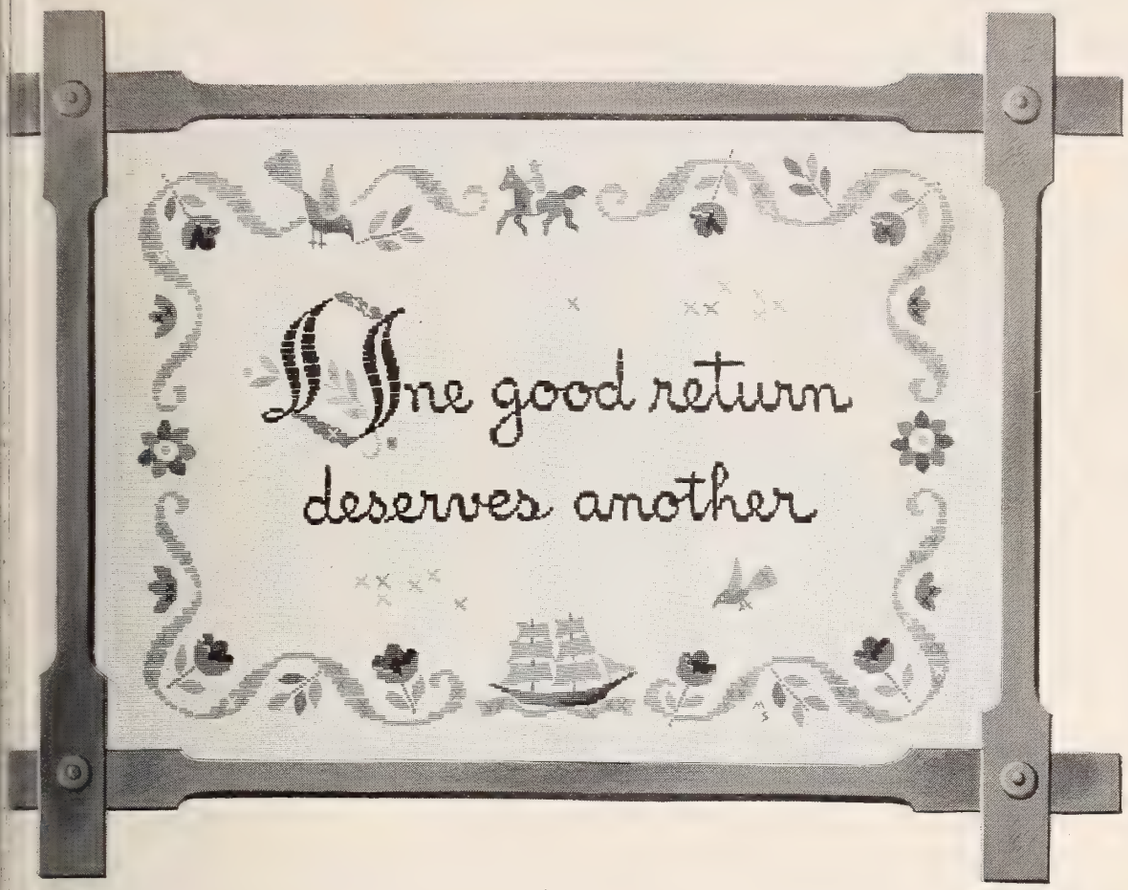


Use WFBM for Sales In Central Indiana

TO REACH THE HOOSIER MARKET—IN INDIANAPOLIS USE

WFBM

NATIONAL SALES REPRESENTATIVE—THE KATZ AGENCY



FOR fifteen years WEEI's Caroline Cabot Shopping Service has been paying out big returns to its participating sponsors. Which is why advertisers who first used the program in 1926 keep on returning to the service year after year—such advertisers as Filene's, Slattery's, Thayer McNeil's and hundreds more.

Of course, there is proof after proof of WEEI's effective pulling power and leadership in Boston broadcasting—but for the moment, we're pleased as Punch to spotlight those year-after-year happy returns to the Caroline Cabot Shopping Service on its 15th Anniversary of successful selling.

Columbia's Friendly Voice in Boston

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, San Francisco, Los Angeles, Charlotte, St. Louis



Meet the LADIES



HARRIET HESTER

ONE of the busiest women in Chicago radio is Harriet Hester, educational director of WLS. Harriet's multiple duties include research for the WLS *School Time* program, a radio classroom with an estimated 870,000 pupils in a four-state area, appearances before parent-teacher groups, teacher organizations, and women's clubs, as well as various talks and demonstrations.

A graduate of Illinois State Teachers College, Miss Hester taught school for several years, then began organizing rural school music classes, through which she eventually became interested in radio and came to WLS. She has been in charge of both the educational and women's programs for that station since 1938. Despite her many activities Harriet is married and has a daughter. Some of her hobbies include collecting recipes, china and old hymn books; but best of all, camping and fishing.

KDKA Names Tooke

FRANKLIN TOOKE, 29-year-old program manager of WOWO-WGL, Fort Wayne, Ind., has been named program director of KDKA, Pittsburgh.



Mr. Tooke

A native of Fort Wayne, Mr. Tooke joined WOWO-WGL as announcer in 1935 and was made program manager a year later. Before going into radio he attended the American Academy of Dramatic Art in New York, being awarded a year's fellowship after graduation from DePaul U. He has taken an active interest in dramatics and is vice-president of the Fort Wayne Civic Theatre. Among the shows he has produced at WOWO-WGL and which have been heard over NBC are *Indiana Indigo, Hoosier Hop* and *Major, Minor & Marian*. Mr. Tooke assumed his new duties Dec. 1.

CBS last week added two new members to its shortwave department. Juan Hevia de Puerto, formerly with various Mexican stations, to the production division, and Bernard Person, formerly with the New York consulate of the Netherlands Govt., as Dutch newscaster.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KMOX, St. Louis

Plough Inc., Memphis (cosmetics), 5 *sp* weekly, thru Lake-Spiro-Shurman, Memphis.
Sperry Candy Co., Milwaukee, *sp* weekly, thru Cramer-Krassett Co., Milwaukee.
Stephano Bros., Philadelphia (Marvels), 5 *sp* weekly, through Aitkin-Keynett Co., Philadelphia.
Pinex Co., Ft. Wayne, Ind. (cough remedy), 9 *sa* weekly, through Russel M. Seeds Co., Chicago.
Grove Labs., St. Louis (Bromo Quinine), 3 *sp* weekly thru J. Walter Thompson, N. Y.
Lever Bros., Cambridge (Swan), *t* weekly, thru Young & Rubicam, N. Y.
Ludens, Inc., Reading, Pa. cough drops), *sp* weekly. thru J. M. Mathes Inc., N. Y.
Faultless Starch Co., Kansas City, 2 *sp* weekly, thru Ferry-Hanly Co., Kansas City.
Chatham Mfg. Co., Elkin, N. C. (blankets), 3 *sp* weekly, thru H. M. Hackett, N. Y.
Lehn & Fink Products Corp., New York (Hinds), 10 *t* weekly, thru Wm. Esty & Co., N. Y.
Vick Chemical Co., New York (cough drops), 3 *sp* weekly, thru Morse International, N. Y.
David G. Evans Coffee Co., St. Louis, 6 *t* weekly, thru Ruthrauff & Ryan, St. Louis.

WIP, Philadelphia

Ismak Rug. Co., Philadelphia (rugs), 6 *sa* weekly, 13 weeks, thru Dan Rivkin, Philadelphia.
General Utilities Corp., Philadelphia (oil burners), 3 *sa* weekly, 13 weeks, thru Frank Wellman, Philadelphia.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 *sa* weekly, 52 weeks, thru Erwin, Wasey & Co., N. Y.
Simon & Schuster. New York (tax book), 6 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.
Roma Wine Co., Philadelphia, 4 *sa* weekly, thru Samuel Taubman, Philadelphia.
Cosmos Finance Co., Philadelphia (personal loans), 6 *sa* weekly, thru May Adv., Philadelphia.

WWVA, Wheeling, W. Va.

Swift & Co., Chicago (lard), 120 *sa* thru J. Walter Thompson Co., Chicago.
Studebaker Co., South Bend, 13 *sp*, thru Roche. Williams & Cunnyngham, Chicago.
Knox Co., Los Angeles (Crytex), 52 *t*, thru Barton & Stebbins Adv., New York.
Red Top Brewing Co., Cincinnati (beer), 60 *sa*, thru Joseph Adv. Co., Cincinnati.
Morton Salt Co., Chicago, 39 *t*, thru Klau-Van Pietersom-Dunlap, Milwaukee.
Lever Brothers Co., Cambridge (Swan soap), 50 *t*, thru Young & Rubicam, N. Y.
Procter & Gamble Co. (Lava soap), 312 *t*, thru the Biow Co., N. Y.

KDYL, Salt Lake City, Utah

American Cigar & Cigarette Co., New York (Pall Mall cigarettes), 26 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Plough Inc., (St. Joseph Aspirin, Penetro), 2 *sa* daily, thru Lake-Spiro-Shurman, Memphis.
Shaeffer Pen Co., Fort Madison, Ia., 2 *sa* weekly, thru Russel M. Seeds Co., Chicago.

WHBL, Sheyboygan, Wis.

Peter Fahrney & Sons, Chicago (Alpen Krauter), 3 *sp* weekly, 10 weeks, thru United Adv. Cos., Chicago.
Studebaker Corp., South Bend, 18 *sp*, thru Roche, Williams & Cunnyngham, Chicago.
Utilities Engineering Institute, Chicago (training school), 3 *sp* weekly, thru First United Broadcasters, Chicago.

KECA, Los Angeles

California Mission-Pak Co., Los Angeles (candied, dried fruits), 9 *ta* weekly, thru Allied Adv. Agencies, Los Angeles.

WTAR, Norfolk

American Home Products Corp., New York (Anacin), Easy Aces *t*, thru Blackett-Sample-Hummert, Chicago.
Carnation Co., Milwaukee (milk), *t* series, thru Erwin Wasey & Co., N. Y.
Carter Coal Co., Cincinnati (coal), *t* series, thru Ralph H. Jones Co., Cincinnati.
Griffin Mfg. Co., Brooklyn (shoe polish), *t*, through Bermingham Castleman & Pierce, N. Y.
General Foods Corp., New York (Grape Nuts), *t*, series thru Young & Rubicam, N. Y.
Grove Labs.. St. Louis (chill tonic), Tobacco Tags *t*, thru H. W. Kastor & Sons, Chicago.
Longines-Wittnauer Co., New York (watches), *t* series, thru Arthur Rosenberg Co., N. Y.

KSL, Salt Lake City, Utah

Morton Salt Co., Chicago (Morton's Salt), 39 *t* thru Klan Pietersom-Dunlop Assoc., Milwaukee.
Block Drug Co., Jersey City (Gold Medal capsules). 156 *sa*, thru Raymond Spector Co., N. Y.
Aero Industry Tech Institution, Los Angeles (education), 18 *t*, thru West-Marquis, Los Angeles.
D & RG Railway, Denver, (service), 2 *t*, thru C. F. Cusack, Denver.

WJJD, Chicago

Dean Studios, Omaha (photo finishing), 312 sp, thru Lessing Adv. Co., Des Moines.
Haldeman-Julius Co., Girard, Kan. (publishers), 6 *sp* weekly, thru Huber Hoge & Sons, N. Y.
American School, Chicago (correspondence school), 6 *sp* weekly thru Huber Hoge & Sons, N. Y.
Pepsodent Co., Chicago (dental products), 6 *sa*, thru Lord & Thomas, Chicago.
Sterling Insurance Co., Chicago, 20 *sp*, thru Neal Adv. Agency, Chicago.

WAAT, Jersey City

Stanback Co., Salisbury, N. C., 12 *sa* weekly, thru Klinger Adv. Corp., N. Y.
United Grocery Co., Irvington, N. J., 7 *sp* weekly, thru Ray Hirsch Co., N. Y.
Bayonne Opera Co., Bayonne, N. J., 3 *sp* weekly, 2 *sa* weekly, direct.
Austin Technical Institute, Newark, 4 *sp* weekly, direct.
Donald Besdine Inc., New York, 21 *sp* weekly, thru Inter-City Adv. Agency, N. Y.

WHEB, Portsmouth, N. H.

Boston Von Co., Boston (Von's Pink Tablets), 12 5-min *sp*, thru Harry P. Bridge Co., Phila.
H. P. Hood & Sons, Boston (ice cream), 3 *t* weekly, thru Harold Cabot & Co., Boston.
Simon & Schuster, New York (tax instructor), 6 *t*, thru Northwest Radio Adv. Co., Seattle.
First National Stores, Boston, 4 *sp* weekly 13 weeks, thru Badger & Browning, Boston.

CKVD, Val D'Or, Que.

Newport Fluff Cereal Co., Montreal, 32 *sa*, thru Stanfield Blaikie Ltd., Montreal.

WHP, Harrisburg

Sterling Products, Wheeling (Pape's Compound, Cal., Syrup of Figs), 10 *sa* weekly, 52 weeks, thru Sherman & Marquette, Chicago.
Delaware, Lackawanna & Western Coal Co., Phila. (Blue coal), *t* weekly, 26 weeks, thru Ruthrauff & Ryan, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 *t* weekly, 25 weeks, thru Wm. Esty & Co., N Y.
P. Duff & Sons, Pittsburgh (gingerbread mix), 3 *t* weekly, 13 weeks, thru W. Earl Bothwell Co., Pittsburgh.
Swift & Co., Chicago (Pard dog food), 5 *t* weekly, 13 weeks, thru J. Walter Thompson Co., Chicago.
American Cigar & Cigarette Co., New York (Pall Mall cigarettes), 25 *t* weekly, 24 weeks, thru Ruthrauff & Ryan, N. Y.
Pierce's Medicines, Buffalo, 312 *t*, thru H. W. Kastor & Sons, Chicago.
Plough Inc., Memphis (St. Joseph Aspirin & Penetro), 14 *t* weekly, 26 weeks, thru Lake-Spiro-Shurman, Memphis.
Longines-Wittanauer Co., New York (watches), 1 *t* weekly, 26 weeks, thru Arthur Rosenberg. New York.
Procter & Gamble, Cincinnati, (Lava soap), 18 t weekly, 126 weeks, thru Biow Co., N. Y.
Hurley Machine Co., Chicago (Thor Gladiron), 6 *sp* weekly, 13 weeks, thru E. H. Brown, Chicago.
Luden's Inc., Reading, Pa. cough drops & candy), 6 *sa* weekly, 26 weeks thru J. M. Mathes Inc., N. Y.
Beaumont Labs.. St. Louis Four-Way tablets), 104 *t*, thru H. W. Kastor & Sons, Chicago.

WHBF, Rock Island

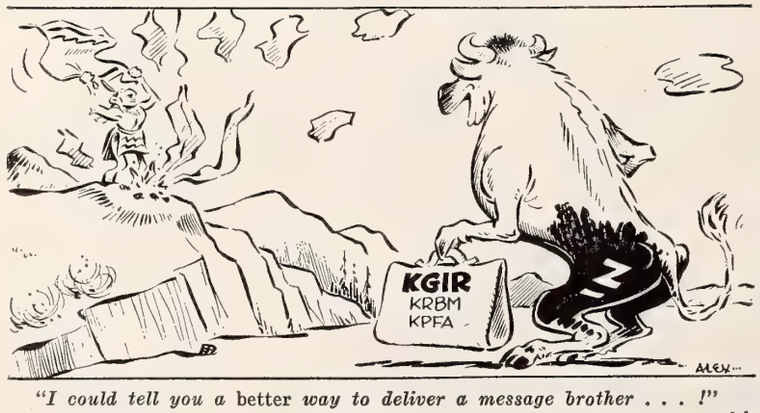
Haskins Bros. & Co., Omaha (soap) 34 *ta*, thru Sidney Garfinkle Adv., San Francisco.
Richman Bros.. Cleveland (clothes), 6 *s* weekly, 13 weeks, thru McCann-Erickson, Cleveland.
Longines-Wittnauer. New York (timepieces), 2 *t* weekly, 13 weeks, thru Arthur Rosenberg Co., N. Y.
Doughboy Mills Inc., New Richmond, Wis. (cereal), 6 *s* weekly. 30 weeks, thru Arthur Towell Inc., Madison.
American Cigar & Cigarette Co., New York (Pall Mall cigarettes), 30 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

KFI, Los Angeles

California Mission-Pak Co., Los Angeles (dried, candied fruits), 17 *sa* weekly, thru Allied Adv. Agencies, Los Angeles.
BC Remedy Co., Durham, N. C. (headache powders), 3 *ta* weekly, thru Harvey-Massengale Co., Atlanta.
Allcock Mfg. Co., New York (porous plaster), 2 *ta* weekly, thru Small & Seiffer, N. Y.
Seeck & Kade, New York (cough remedy), 6 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

WMAQ, Chicago

United Drug Co., Boston (Rexall 1c sale), 4 *sp*, thru Street & Finney, N. Y.
New Morning Newspaper, Chicago, 8 *sp* and 24 *sa*, thru Schwimmer & Scott, Chicago.
Owens-Illinois Glass Co., Toledo (glass products), 54 *ta*, thru D'Arcy Adv. Co., Cleveland.



"I could tell you a better *way to deliver a message brother . . . !"*

Adv.

FOREIGN OUTLETS EXTENDED BY ES

ESSO MARKETERS, which September started its *Esso porter* five-minute broadcasts United Press news in Spanish Portuguese four times a day, days a week, on 14 stations Chile, Argentina, Uruguay Brazil [BROADCASTING, Sept. has announced plans to ext these newscasts to nine additi Latin American countries. McCa Erickson, New York, is in cha of the Esso advertising throug Latin America.

Facilities are now being ranged for these broadcasts stations in Caracas, Venezu Havana, Cuba; San Juan, Pu Rico; Cuidad de Trujello, Dom can Republic; Panama Panama; Managua, Nicarag San Jose, Costa Rica; San Sa dor, El Salvador, and Guaten City, Guatemala.

Series will begin in Car about Dec. 1, with the other stat to be added as rapidly as tim cleared. As with the present L Latin American broadcasts, new stations will receive from UP bureau in each country plete news reports, ready broadcasting in the language tomarily used.

Foreign Sales Offi Are Expanded by N

SALES STAFF of NBC's In national Division is moving headquarters from the second the seventh floor of the RCA B New York, to allow for expan of the staff, according to John Elwood, manager. The departm now has a personnel of over

Most recent additions are T Palm and Einar Thulin, conduc two half-hour periods of news comment in Swedish to Europe times weekly on WRCA and WN NBC's international stations. Palm was Swedish Commissi of the Chicago World's Fair charge of the Industrial Arts hibit at the New York World's F and served as consultant with President's Commission to st Scandinavian cooperative eff Mr. Thulin has lived in this cou since 1928 serving as foreign respondent for leading Swe publications. NBC internation now broadcasting in seven guages—English, Spanish, Ger Portuguese, Italian, French, S ish—during a total of 17 h daily.

Camera Spots

THE CAMERA MAN, Chi (cameras and cases), has start varied 13-week schedule on following stations: Live qua hour program five days weekly WJJD WNAX KSO-KRNT W KFJZ KONO WLBC WLAW six days weekly on WCAR KICA; five-minute program days weekly on XEG, Monter XENT, Nuevo Laredo, and KT Austin, Tex.; 10-minute *9:50* on WPEN, Philadelphia, and announcements daily Mon through Friday on WIBW, Top Agency is Henry J. Handels Jr. Inc., Chicago.

easury Revises Plan r Check on Stations

AMINATION of the require- t that stations return to the asury stubs verifying use of ouncements covering the De- e Savings Stamp series was ounced last week by Vincent Callahan, chief of the radio ion of the Treasury Defense ings Staff, effective Dec. 1.

r. Callahan said purchase of aps has reached the half-mil- mark, exemplifying the degree ooperation offered by stations he campaign. In lieu of the s, the Treasury will request ions voluntarily to supply thly reports on handling of an- ncements and programs, using as supplied by the Treasury, said.

Blaylock Gets Post

BERT BLAYLOCK, veteran vman, actor and producer, has named coordinator of prepara- and presentation of continuity WHO, Des Moines and WOC, enport, by Col. B. J. Palmer, ident of the Central Broadcast- Co. and the Tri-City Broad- ing Co., operators of the sta- s. Mr. Blaylock will be stationed Davenport and monitor the k of all anouncers on the sta- s. He will report directly to Palmer.

EPH HERSHEY McGILLVRA, representatives, have been ap- ted exclusive United States repre- atives for CHML, Hamilton, Ont. CHNC, New Carlisle, Que.

SPOTCASTING
UILDS MORE SALES
.AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

PREDOMINANT

IN SAN ANTONIO—WOAI's audience is larger than all other stations combined, as shown by Hooper Station Listening Index of San Antonio for the months of September and October.

HOOPER STATION LISTENING INDEX

CITY: San Antonio — MONTHS: Sept.-Oct., 1941

MORNING INDEX Mon. thru Fri. 8:00—12:00 A. M.	WOAI	Station "B"	Station "C"	Station "D"	Station "E"		Others
	58.9	22.1	8.5	6.6	3.9		0.0
AFTERNOON INDEX Mon. thru Fri. 12:00—6:00 P. M.	WOAI	Station "B"	Station "D"	Station "E"	Station "C"		Others
	71.5	11.5	7.9	5.5	3.6		0.0
EVENING INDEX Sun. thru Sat. 6:00—10:30 P. M.	WOAI	Station "B"	Station "E"	Station "D"	Station "C"		Others
	55.6	27.2	11.4	2.7	2.6		0.5

THROUGHOUT THE TERRITORY—With 50,000 watts on a clear channel, WOAI's coverage is greater both day and night than any other San Antonio station, as proved by extensive field strength measurements made by a recognized radio consulting engineer—and by mail response.

AS ADVERTISERS' CHOICE—WOAI carries 49.8% more commercial hours per week than the second station in San Antonio, as shown by station schedules for the week of November 16-22.

These are some of the factors that make WOAI the most powerful advertising influence in San Antonio and the Southwest.

WOAI San Antonio

AFFILIATE NBC — MEMBER TQN

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NEW YORK ST. LOUIS CHICAGO SAN FRANCISCO DETROIT LOS ANGELES

THE APPEAL OF LUCK COMMANDS A COMPELLING RESPONSE!



Remember no matter how "oversold" you may be you are never oversold on good will.

As recently noted in Time, Popular Science, and the N. Y. Mirror perfect four-leaf clover specimens have just become available for commercial use. And now, while four-leaf clovers are still news, these unusual Good Luck Charms are sure to create a sensation.

A TESTED APPEAL!

Promote your product or service with Four-Leaf Clover Charms, secure in the knowledge that you are using a tested and basic human appeal as old as man. Reasonably priced. Deliveries assured.

A free sample and full information will be sent upon request to executives of rated firms. Write today.

BASTIAN BROS. CO.
1500 Bastian St., Rochester N. Y.

Two New Locals Authorized by FCC

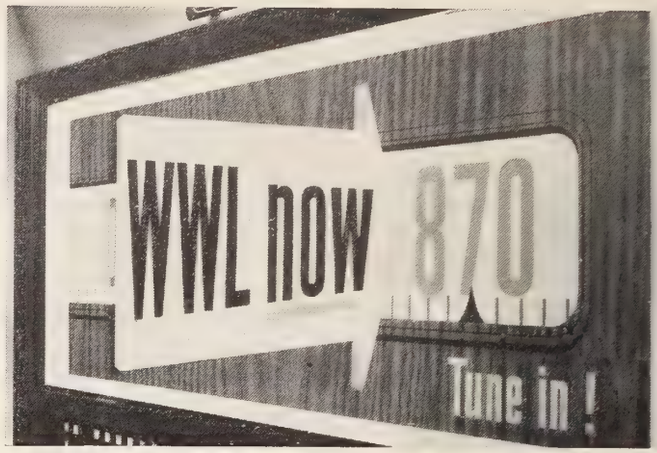
Brainerd, Minn., CP Goes to North Central Officials

TWO new locals—one in Brainerd, Minn., and the other in Bartlesville, Okla.—were authorized last Tuesday when the FCC issued construction permits to the Brainerd-Bemidji Broadcasting Co. for operation on 1400 kc. with 250-watt fulltime and to the Bartlesville Broadcasting Co. for the same facilities.

Permitee in the Brainerd-Bemidji grant is the partnership of John W. Boler, president, secretary and general manager of the North Central Broadcasting System Co., midwest regional network; Howard S. Johnson, vice-president of NCBS; David Shepard II, treasurer of NCBS; and Edmund Tom O'Brien, operator of the Brainerd Greenhouse Co. Messrs. Boler, Johnson and Shepard are also equal owners in NCBS as well as KRMC, Jamestown, N. D. Brainerd, which is approximately 100 miles west of Duluth, has a population of about 12,000.

Bartlesville Group

Principals in the Bartlesville grant are 17 business and professional men from Bartlesville and surrounding areas with Norman Gast, former musician, president and 16.12% stockholder; J. Fred Case, onetime studio director of KVOO, Tulsa, vice-president and general manager, 9.67%; Earl H. Jackson, rancher and meat packer, 9.67%; John E. Landers, grocer, 9.67%; Charles W. Doornbos, banker and treasurer of the Foster Petroleum Co., 6.45%; J. A. Maddux, furniture dealer, treasurer, 4.83%; Matthew J. Kane, attorney, 4.03%; and Alton H. Rowland, city attorney of Bartlesville, secretary and general counsel, 1.61%. Bartlesville has a population of approximately 16,000.



PRIZE-WINNING poster of WWL, announcing the New Orleans st change in dial position, which took third place at the 12th annual tion of outdoor advertising at the Marshall Field & Co. galle Chicago. The Coca Cola Co. took first prize and the Ford Mot second. The exhibition was sponsored by the Outdoor Exhibit Con and the Chicago Federated Adv. Club.

WKZO Granted Permit To Use 5 kw. Fulltime

WKZO, Kalamazoo, was granted a construction permit by the FCC last Tuesday to increase its night power from 1,000 to 5,000 watts and make changes in its directional antenna for fulltime 5,000-watt operation. The station is on 590 kc.

KEVR, Seattle, was granted extension of a special service authorization to operate on 1090 kc. with 250 watts fulltime until expiration of its current license. Simultaneously, KRKO with which KEVR previously had shared, was granted a special service authorization to operate unlimited time on 1400 kc. with 250 watts for duration of its present license.

AT&T Labor Con Averts Network

SETTLEMENT of the thr nationwide strike of 15,00 bers of the Federation o Lines Workers was effecte 23 at the Hotel Roosevel York, with the agreement by to grant wage increases t $3,000,000 and other conc The strike, had it mate Nov. 14, would have stop network radio programs.

The agreement marked t mination of negotiations July 28 and was announced John R. Steelman, director U. S. Conciliation Service. tion of a wage adjustmen and a wage differential boa agreed upon, with Aaron F commissioner of the US chairman of both.

ADDITIONS to the staffs of Ashland, Ky., include: Lota S program department; Erwi knoff, New York U graduate o lyn, continuity director; Char ren, formerly of WGRC, L Huntington, W. Va. sports a and Don Rodgers, formerly of Mobile, WCPO, Cincinna WSOY, Decatur, Ill., announ



Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS



With Their SYMPHONIES OF THE SAGE *200 Tu*

Produced and Distributed By

ROY ROGERS, INC., HOLLYWOOD, CA

FUNCTIONS OF HOUSE ORGAN

Stations Urged to Have Own Publications by —Bill Wiseman, WOW Promotion Manager—

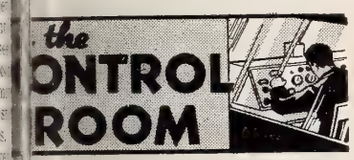
IFOLD blessings that a house
publication can offer a radio
n were outlined recently by
Wiseman, promotion man-
of WOW, Omaha, and editor
e prize-winning *WOW News*
r Magazine, at the annual
ntion of the Southwestern
of Industrial Editors at Still-
, Okla., Nov. 7 and 8.
eaking on "The House Organ
adio Promotion", Mr. Wise-
declared he was firmly con-
d every radio station should
a publication of its own, and
within a few years every
r outlet would be in the pub-
on field in some form or an-
.

10,000 Pay For It

viewing WOW's experience,
Wiseman commented:
he *Radio News Tower* is
V's black-and-white voice.
ly 10,000 listeners pay 50
a year for it. It is also sent
s to lists of more than 6,000
ts, agencies, educational, civic and radio industry leaders. It gives WOW a direct business contact monthly with a cream-of-the-crop list—as great in numbers, or greater, than any single radio trade paper circulation.

"The *Tower* enables WOW to say yes to every client who asks for publicity cooperation. It enables WOW to systematically publicize every WOW program at regular intervals. In 1940 more than 200 clients and account executives wrote voluntary thunder letters complimenting WOW on the *Tower*. Best evidence of listener acceptance and approval is the fact that 10,000 folks buy it and renew from year to year. The editorial policy of the *Tower:* Print only such material as will help listeners enjoy WOW more and more!"

WOW's *Radio News Tower* received the 1941 achievement award for editorial merit at the conference and the *Woodmen of the World* magazine, edited by Horace L. Rosenblum, received two superior rating awards.



K. PORTER, of Kenendy, Tex., tly joined the Fort Monmouth o Engineering Laboratory, quali- as the first woman radio engi- at the post. A graduate of South- ern U and the U of San Antonio, Porter holds an amateur and ra- elephone operator license and for- y taught radio transmission theory linn Junior College in Texas. Her er also has received an amateur se.

BOWMAN, CBS Western divi- chief engineer, has been elected district representative of the and vice-chairman of the Insti- of Radio Engineers.

LIAM G. TOKAR, KFI, Los les, transmitter technician, and Melaine Lypps of Fullerton, were married Nov. 15, it was just ded.

FF MILLER, transmitter engi- of KTUC, Tucson, Ariz., is the r of a girl born Nov. 13.

OWELL FRANK, formerly of . Recording Co., Washington, and in New York, has joined the en- ring staff of WOR, New York.

WARD B. LEWIS, NBC Chicago ilating engineer, died Nov. 17 a long illness. George P. Rogers been employed as a temporary re- ment.

OWELL FRANK, former CBS neer, and previously of U. S. Re- ng Co., Washington, has joined engineering staff of WOR, New .

IES COUSY, engineer in the CBS wave division, has been called service as a second lieutenant in Signal Corps at Ft. Monmouth,

EPH HERSHEY McGILLIVRA, rtising representatives, have been inted exclusive national repre- tatives of CKNB, Campbellton, Brunswick, by Dr. Charles de, owner.

WJPA, Washington, Pa., Plans to Start Jan. 1

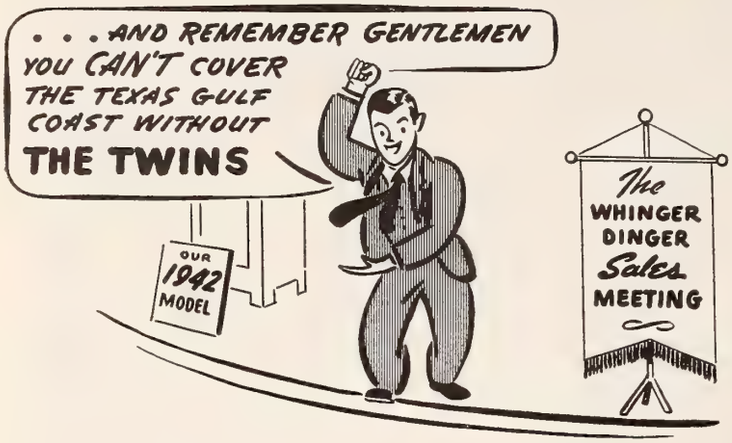
JOHN J. LAUX, recently appointed general manager of WJPA, under construction in Washington, Pa., has announced a tentative starting date of Jan. 1 for the new local. WJPA was authorized last Aug. 22 by the FCC for 250-watt fulltime operation on 1450 kc to the Washington Broadcasting Co., an organization of 46 stockholders of which principals in the ownership of WSTV, Steubenville, O., hold a 38.5% interest [BROADCASTING, Aug. 25].

In addition to Mr. Laux, the station personnel so far selected includes John Croft, commercial manager; Stanley Schultz, program director; and Joseph M. Troesch, chief engineer. Studios are located in the George Washington Hotel with Western Electric and RCA microphones and Presto recording equipment being installed. A WE transmitter will be located one mile northeast of the city on Highway 19 where a 350-foot Blaw-Knox tower is being erected.









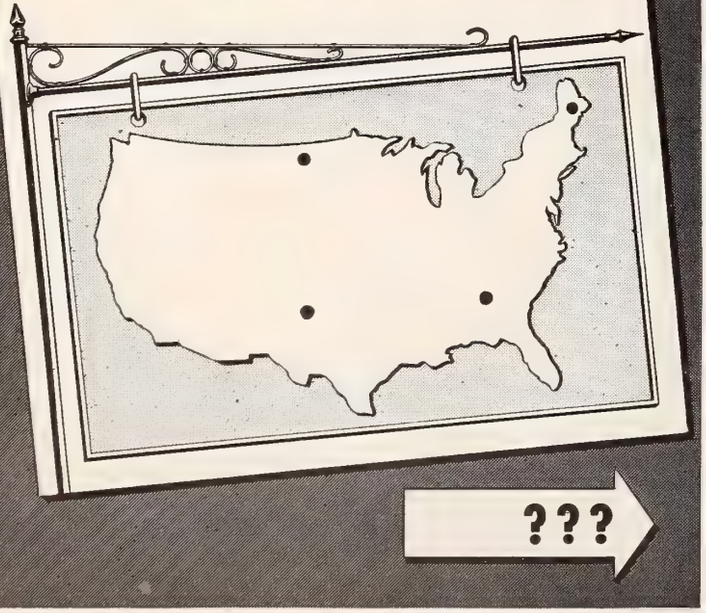
Where other states talk in miles Texas talks in hundreds of miles; where others talk thousands Texas talks millions. The concentration of Texas' vast spending power is along its Gulf Coast; and there's only *one* combination that blankets the heart of this section—the Twin Stations—KXYZ-KRIS. Buy yourself a market that's big in any man's language with one combination rate that offers *double* savings. Full information on request.

National Representatives
THE BRANHAM COMPANY

Make
BUDGETS
S-T-R-E-T-C-H
• *with our* COMBINATION RATES
• *. . . and* BONUS POINT ADVERTISING

KXYZ ★ KRIS
HOUSTON
NBC • Blue
CORPUS CHRISTI
NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

It's true in BISMARCK, AMARILLO, BANGOR, ATLANTA...



Radio Advertisers

SAFEWAY STORES Inc., Oakland, Cal. (meats), recently started a two-week campaign on six San Francisco Bay stations, using transcribed announcements three times daily. Spots call attention to the Safeway's new meat plants and refrigeration systems. Agency is J. Walter Thompson Co., San Francisco. The station list: KGO KPO KFRC KSFO KROW KQW.

OLD HOMESTEAD BAKERY, San Francisco, recently started a campaign on five San Francisco stations, using one announcement several times daily on KSFO KGO KPO KJBS KFRC. Agency is Ruthrauff & Ryan, San Francisco.

HIRSCH & KAYE, San Francisco (cameras), recently started a three-week pre-Christmas campaign on six San Francisco stations, using 50-word spot announcements on a scattered schedule. Agency is Long Adv. Service, San Francisco. The station list: KJBS KYA KFRC KGO KPO KSFO.

FROZEN FOOD DISTRIBUTORS, Oakland, Cal., recently started 25 participations twice-weekly, in Ann Holden's *Home Forum* on KGO, San Francisco. Agency is Tomaschke-Elliott Adv., Oakland.

CALIFORNIA GROWN SUGAR GROUP, San Francisco, comprising American Crystal Sugar Co., Holly Sugar Corp., and Spreckels Sugar Co., to promote interest in state-grown beet sugar during the pre-holiday season, has just started a radio campaign on two California stations. The group is using five participations weekly on Ann Holden's *Home Forum* on KGO, San Francisco, and Norma Young's program on KHJ, Los Angeles. Agency is McCann-Erickson, San Francisco.

WHMA, Anniston, Ala., has signed a 12-month contract to broadcast five 15-minute programs weekly in the interest of the Garrett Snuff Co. Scheduled for 11:30 Monday to Friday, starting Jan. 1, 1942 the program will be titled *Garrett's Snuff Varieties.* Agency is Simon & Gwynn, Memphis.

STANDARD BEVERAGES, Oakland, Cal. (Par-T-Pak) recently started a pre-holiday campaign on KLS, Oakland and KYA, San Francisco, using a total of 102 transcribed and live spots weekly. Agency is J. B. Hart Adv., Oakland, Cal.

TURCO PRODUCTS Inc., Los Angeles (cleaning compound), through Warren P. Fehlman Adv., Huntington Park, Cal., is sponsoring daily participation in *Smile in the Morning* on KMPC, Beverly Hills, Cal. Firm name was inadvertently reported as Durco Cleaners.

ALEXANDER MOTOR Co., Dallas, on Nov. 16 started sponsoring *Alexander's Variety Hour* for 52 weeks on KGKO, Fort Worth. The hour program features news and transcribed popular music, and is heard Sunday mornings. Rogers & Smith Agency, Dallas, handles the account.

LONGINES-WITTNAUER WATCH Co., New York, has expanded its schedule on WENR, Chicago, with transcribed *World's Most Honored Music* from six quarter-hour programs weekly to five half-hour weekly. Arthur Rosenberg, New York, is agency.

Quick Action

WTIC, Hartford, reports th latest breath-taking result the power of radio. Less tha a minute after Thomas Loc hart, State Commissioner Aeronautics, had conclude a discussion of Civil Air P trol activities on WTIC, A nouncer Bob DuFour volu teered for service in the o ganization. DuFour came Hartford recently fro North Carolina, and until heard Commissioner Loc hart's radio discussion, had not known that the Sta Defense Council had call for licensed pilots to regist for duty in CAP.

NEWS BROADCAST aired at 1 10:45 p.m. (CST) on WGN, Chi has been sold to Phillips Petr Co., Bartlesville, Okla. (Phillip gas and oil), through Lambe Feasley, New York, on Wedne and Fridays and to Look Inc., York (periodical), through So Regger & Brown Adv. Agency, Moines, on Tuesdays and Thurs Both contracts, for 13 weeks, st Nov. 17, and Philipps will add a day night broadcast starting De Dr. Preston Bradley, formerly at this time for Evans Fur Co., cago, now broadcasts at 6 p.m. (C

FELS & Co., Philadelphia Naptha soap) recently renewed f weeks its thrice-weekly quarter participation in *Jack Kirku Breakfast Club* on KFRC, San cisco. Agency is Young & Rub New York.

KIRKMAN & SON, Brooklyn (s has purchased *Can You Top T* WOR, New York, sustainer sinc December, and will sponsor the gram on WOR Tuesdays 8:30-9 starting Jan. 6. Show features h ists Harry Hershfield, Senator and Joe Laurie Jr. who t "top" a joke sent in by listener read by Peter Donald m.c. by volu laughter recorded on a "laugh-m At the same time company on J will drop *Betty & Bob* five-time w transcribed show on WEAF, York. Agency in N. W. Ayer & that city.

POLICYHOLDERS ADVISO COUNCIL, New York, which been sponsoring 48 quarter periods weekly of live and transc speeches giving advice on insur on WHN WEVD WBNX and W New York, through its newly-appo agency, Victor van der Linde. York, on Dec. 28 will add 11 tional quarter-hours weekly of a lar nature, on WMCA, that cit addition Council is planning to number of live one-minute "tease nouncements" on the same sta calling attention to the speeches.

OLSON RUG Co., Chicago (re rugs), has started a quarter thrice-weekly program featuring Belle and Skyland Scotty on Chicago. Five-week contract placed by Presba, Fellers & P Chicago.

NABOB FOOD PRODUCTS. couver (coffee) has started spo nouncements on ten Ontario and bec stations. Account was place Stewart-McIntosh Adv. Agency. couver.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Out
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Citi
ROCK ISLAND • DAVENPORT • MOL

Merchandising & Promotion

Disc Bargain—Itchy—Cans of Milk—Plug for 50—Uncle's Contest—Cards Already

RESPONSE to requests for *Demand & Response*, symphonic selection by Samuel Taylor Coleridge, recorded by ...n Symphony Orchestra, which ...duces the nightly *recorded ... Lovers Program* on WCFL, ...go. Service Drug Stores, spon... of the program, in cooperation ... RCA Victor is offering the ...d to listeners. With a certifi... obtained free at any Service ... Store, the Red Seal record, ...released in the U. S., can be ...ased at any specified Victor ...r for 50c. The list price of the ...d is $1. Offer is promoted ...y by the drug stores with ...mers and broadsides, and by ...ictor dealers with special win... and counter displays. Good... Joice & Morgan, Chicago, ...nce the program.

* * *

Technique and Tips

...D WILL BUILDER invitation ...ing sent out by KPAC, Port ...ur-Beaumont-Orange, Tex. to ...ess men, inviting them to the ...n for lessons in mike tech... and tips on overcoming ner... ...ness. Recordings are made and ...d back immediately to ac... ...t the "student" with his radio ... Idea was promoted to help ...ness men who are called upon ...iently for radio and public ad... ...s appearances.

* * *

...RESSING THANKS for as... ...nce in the celebration of its ... birthday, Nov. 15, NBC-Red ...nding out greeting cards deco... ...d with red flannel eye-catcher ... "itching" catch-word to pro... claims on audiences, program ...gs and advertisers.

* * *

News Card

...VENIENT, practical card... ...d news schedule giving time, ...and commentator has been is... by WMT, Cedar Rapids, Ia. ... also displays photographs of ...T's newscasters, Sherwood ...kin, Bob Leefers, Carter Rey... ...s and Douglas Grant.



PAID FOR VISITING was Mrs. Henry Devine (left) who appeared on the WLS, Chicago, *National Barn Dance* program recently with WLS Announcer Jack Holden and Mrs. Juanita Daugherty, Tennessee, Ill. Millionth paid visitor to the program, Mrs. Devine was awarded $200 and Mrs. Daughterty received a $100 defense bond as winner of the letter-writing contest to select a prize for the visitor.

* * *

Milk at Loew's

CULMINATING one of the most extensive campaigns of the Carnation Milk Co., 2,300 cans of the company's milk were turned in as admission tickets at Loew's theatre, Syracuse, recently. With the cooperation of WSYR, Syracuse. Guy Wilcox, district representative and C. G. Babcock, New York State sales representative worked on the campaign for several weeks to promote "Carnation Boquet". Campaign included window displays, school promotion, newspaper publicity, club talks. WSYR carried spot announcements. Following the theatre party Girl Scouts distributed the milk to several charitable organizations including local orphanages. * * *

KLZ Theatre Deal

ANOTHER of Denver's leading theatres, the Denham, has given KLZ, CBS outlet, exclusive rights to its screen for station's 55-foot sound trailors used to promote various network, national spot and local shows. New trailor is used with each change of feature bill at theatre.

WHN'S 50

EVERY conceivable medium is being used by WHN, New York, to promote its Dec. 1 power boost to 50 kw. Apart from special dedicatoroy featrues to accompany the start of 50 kw. operation, WHN is using newspaper, car card, movie trailer and trade paper advertising; special station-break announcements; direct mail; stickers on Postal Telegraph messages; announcements for three weeks on all Loew's Inc. metered mail; publicity in such national news magazines as *Time* and *Newsweek*.

* * *

Uncle Don's Contest

FIFTH ANNUAL talent contest, conducted by "Uncle Don" of WOR, New York, is now getting under way in the form of auditions at the station's studios, winners to be selected in the spring of 1942. The prize for two children is a trip to Hollywood and screen tests for the movie serial version of the comic strip "Red Ryder", with a stopover at the ranch of Fred Harman, cowboy artist who draws the strip.

* * *

In the Bag

TO CALL ATTENTION to the pigskin predictions of Jocko Maxwell, sportscaster of WWRL, New York, the station has issued a publicity piece in the form of regular brown paper bag bearing the words: "It's in the Bag!", printed in red, pointing out that "when expert Maxwell predicts a winning team, they're really in the bag."

* * *

Early Cards

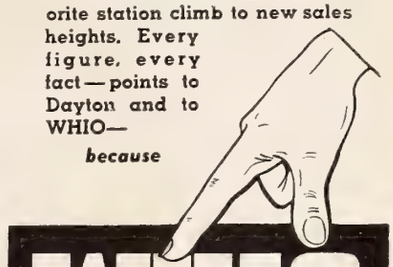
STARTLING EARLY, KDAL, Duluth has sent out Christmas cards to the trade using them as teasers for the announcement of Certified Promotion which KDAL is about to introduce.



CLOUD BUSTERS

While Dayton's aviation and defense activities hit new highs —advertisers on Dayton's favorite station climb to new sales heights. Every figure, every fact—points to Dayton and to WHIO—

because



WHIO IS THE DAYTON MARKET

BASIC CBS • 5000 WATTS

G. P. HOLLINGBERY CO., Representative





What Station

gets

THE LISTENERS
in the
TENNESSEE VALLEY?

•

WAPO

with

KAY KYSER
FRANK FAY
KALTENBORN
RUDY VALLEE
FRED WARING
LUM & ABNER
EDDIE CANTOR
JUST PLAIN BILL
TREASURY HOUR
MRS. ROOSEVELT
COLLEGE HUMOR
MARCH OF TIME
TELEPHONE HOUR
BURNS AND ALLEN
REVEILLE ROUNDUP
LINCOLN HIGHWAY
JOHN'S OTHER WIFE
DR. PEPPER PARADE
FITCH BAND WAGON
LIGHT OF THE WORLD
INFORMATION PLEASE
MR. DISTRICT ATTORNEY
FIBBER McGEE AND MOLLY
WE'RE FIVE IN THE FAMILY

•

5000 Watts-1150 kc.
NBC Red and Blue

•

National Representatives
Headley-Reed Co.

WAPO
Chattanooga, Tenn.

Agencies

WALTER ZIVI has been appointed to head the radio department of United Advertising Cos., Chicago and to serve as an account executive. Formerly manager of Golan Wines, Mr. Zivi has specialized in radio advertising for 12 years.

CHARLES A. OSWALD, founder of Oswald Adv. Agency, Philadelphia, has withdrawn from active direction of the agency because of ill health. At a meeting of the board of directors, Mr. Oswald was elected board chairman; Wesley M. Ecoff was elected president and treasurer; Earl W. James, vice-president.

ROBERT M. D. ARNDT, vice-president of John Falkner Arndt & Co., Philadelphia, was feted at a luncheon by the Junior Board of Commerce as the outstanding local president of Junior Board of Commerce throughout Pennsylvania during the 1940-41 term.

F. H. SEBERHAGEN announces the formation of a new advertising agency in Philadelphia to be known as Seberhagen Inc., with offices in the Horn Bldg. Officers are F. H. Seberhagen, president; F. C. Fliecher Jr., secretary; and D. Mahlon Corson, treasurer.

FRANK HOPKINS, former copywriter of Federal Adv. Agency, New York, and Crane Haussemen, copywriter of Erwin, Wasey & Co., New York, have joined the copy department of Compton Adv., New York.

JACK SAYERS, publicity director of Young & Rubicam, Hollywood, is the father of a boy born Nov. 23.

JAMES SCHULLINGER, assistant business anager of Lord & Thomas, Hollywood, has reported to Kelly Field, San Antonio, for training as aviation cadet before entering the Army Air Corps. Friends and business associates staged a farewell luncheon for him Nov. 25.

LOUIS LOUCHARD, formerly advertising director of Alexander & Oviatt, Los Angeles (men's retail clothing), has joined W. C. Jeffries Co., that city, as production manager.

JIM LEPPER, former publicity director for WGN Concerts Inc., New York, and Arthur DeVoos, formerly on the editorial staff of *Musical Digest*, have formed their own talent agency at temporary office in 161 W. 57th St. The company will represent radio talent as well as public relations for talent in other fields. Temporarily in charge of public relations at WGN Concerts in Virginia Lynn, formerly assistant to Mr. Lepper.

ROBERT H. (Bob) KNOLLIN, son of James C. Knollin, partner in Gerth-Knollin Adv. Agency, San Francisco, has joined his father's firm. He formerly was with the sales promotion department of Foster & Kleiser Co., outdoor advertising firm.

GEORGE H. GIESE, formerly director of food promotion of Belnap & Thompson, Chicago, has joined the New York office of Ward Wheelock Co., as assistant account executive.

PAUL deFUR, of the WLW, Cincinnati production staff, has joined the Grant Adv. Agency, Chicago. He had been with WLW for three years and produced the *Boone County Jamboree* and *Scramby Amby* shows.

HOPE CHAMBERLIN, formerly of Swift & Co., Chicago, public relations department, has joined MacFarland, Aveyard & Co., Chicago, as a copywriter on food accounts and women's products.

JAMES SHELBY, formerly of Grant Adv., Chicago, has been appointed writer, director and producer with McCann-Erickson, Inc., Chicago.



SPONSORED BY WGAR, CBS affiliate, the Cleveland Orchestra Saturday, Dec. 6, begins the first of a series of 16 weekly concerts the CBS network. Outlets in Canada, South America and England will pick up the series, originated in Cleveland's Severance Hall. Co the series is being underwritten by WGAR, and a 50-piece concert or tra is being organized to fill in for the Cleveland Orchestra durin road tour of four weeks.

The men responsible for the series, who met recently to complet rangements, are (seated, l to r) James Fassett, CBS director of m Dr. Artur Rodzinski, orchestra conductor; Thomas L. Sidlo, pres of the Musical Arts Assn.; John F. Patt, vice-president and general ager of WGAR; Rudolph Ringwall, associate conductor. Standing, gene Carr, WGAR assistant manager; Norman Siegel, radio e *Cleveland Press;* Carl J. Vosburgh, orchestra manager; Walberg Br WGAR musical director; Elmore Bacon, radio and music editor, C *land News;* M. L. Sloan, director, Musical Arts Assn., and Carl Ge WGAR program director.

New Order

PUBLISHERS of *The New York Daily Worker*, on Dec. 3 will sponsor a Wednesday through Sunday series titled *From Labor's Newsroom* on WHOM, Jersey City. Louis F. Budenz, a member of the newspaper's editorial staff, will handle the 11 p.m. series. Any "bona fide" defense agency wishing to make announcements on the series will be granted one-minute free time, the *Worker* announced. Account is handled direct.

New N. Y. Agency

WALTER M. SWERTFAGER, formerly account executive on Seagram Distillers of Ward Wheelock Co., New York, and Harold W. Hixon Jr., formerly of Brown & Thomas, that city, have formed a new agency, Swertfager & Hixon, at 40 E. 49th St., New York. Telephone is Plaza 3-8760. Before joining Ward Wheelock, Mr. Swertfager was for four years director of advertising, sales promotion and public relations for Seagram and previous to that was with Lord & Thomas, New York. Mr. Hixon before joining Brown & Thomas was creative head of Ward Wheelock's New York office.

Rupard Heads KTSW

NELSON RUPARD, formerly program coordinator of WHB, Kansas City, and the Kansas State network, became general manager of KTSW, Emporia, Kan., Dec. 1. Mr. Rupard served in various capacities at WHB during his nine years there, including music librarian, continuity writer, sound effects and assistant to the program director.

Kauffman Changes

RECENT staff changes and tions at the Harry Kauf Agency, Washington, inc Paul Clark, formerly with *Washington Post*, copy departn Miss Acy Glasser, Baltimore o Theo Mandelstam, Baltimore returned from military servi his former position; Helen mons, formerly of WOL, Was ton, now in radio department o agency; Norman Wollberg, pr tion department. Charles deL associated with the agency fo eral years has taken a Govern post.

Perfume Spots

COMPAGNIE PARISIENNE San Antonio (perfumes) has 20 stations to its current sch Five-minute programs are used daily. Agency is North Radio Adv. Co., Seattle. The tion list: WAIT WAAF KMA KHQ KQW KXA KINY WOV WPEN WCAR KMPC KJBS KXL KVI KSL CKLW.

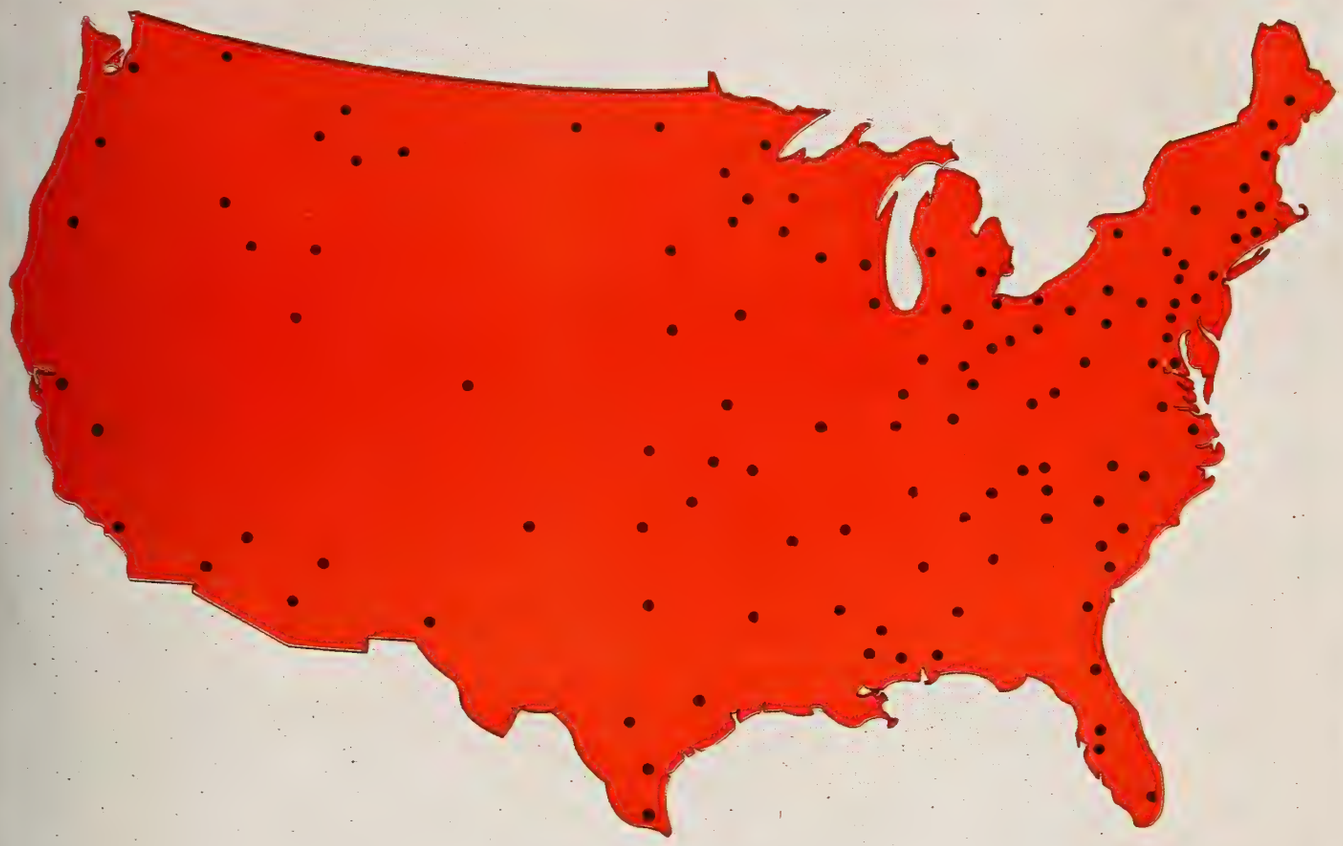
365,000 people make t Youngstown metropo tan district the thi largest in Ohio.

WFM

Has more listeners this rich market th any other station.

Headley-Reed Co.
National Representative

This Place is EAR-Conditioned...



TODAY, thanks to the calibre of the programs broadcast by America's radio networks day after day for 15 years, the people of the United States are firmly united in their enjoyment of one of the greatest of all man-made miracles.

It might easily have been otherwise...

It *would* have been otherwise — except for the broadcasting industry's constant emphasis on the quality of entertainment, of transmission, of overall coverage.

Naturally, then, in marking our 15th anniversary, it is a matter of special pride to us that radio in general has adhered so closely to the high standards of those who founded the first national network, NBC Red... the network most people still listen to *most!*

NBC *Red* NETWORK

The Network MOST People Listen to MOST

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

WBBM
50,000 WATTS
CHICAGO
CBS
The advertisers' choice for selling to a tenth of America's radio homes

WRIGLEY REVISING TWO NET PROGRAMS

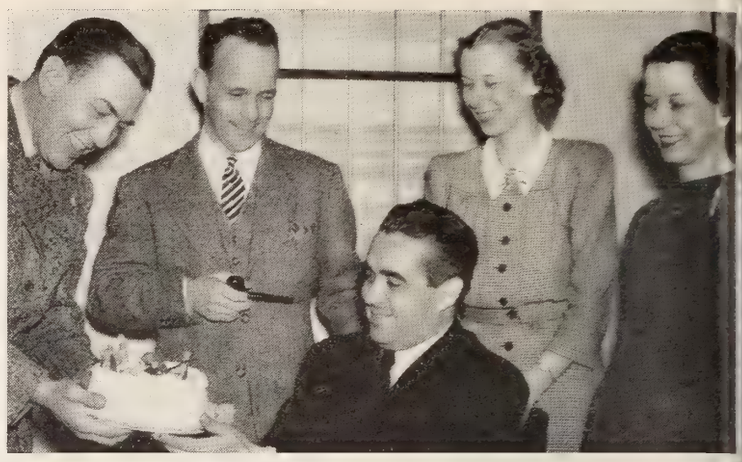
WM. WRIGLEY JR. Co., Chicago (gum), is planning changes in two of its CBS programs shortly after the first of the year. *Dear Mom* (Spearmint), now in the 6:55-7:15 p. m. period on Sundays immediately following Gene Autrey's *Melody Ranch* (Doublemint), will be expanded to a half-hour and shifted to Thursdays, but the time has not been cleared as yet.

Gene Autry's program now at 6:30-6:55 p. m. will occupy the entire 45 minutes from 6:30-7:15 p. m. and plans, as yet incomplete, are under way to present during that period a 20-minute dramatic service program in cooperation with the War Dept. In the meantime, *Scattergood Baines* was resumed on CBS on Dec. 1, replacing Ben Bernie's *Just Entertainment* Monday through Friday at 5:45-6 p. m. for Spearmint.

Bobby Brown, formerly program director of WBBM, Chicago, is supervisor of Wrigley programs, Ray Wilson, formerly script writer of WBBM, has joined the Wrigley Co., and will continue to write the *Dear Mom* program. Arthur Meyerhoff & Co., Chicago, is agency for Spearmint; J. Walter Thompson Co., Chicago, for Doublemint.

Amateur Handbook

CONTINUING its long record of comprehensive and authoritative coverage of its field, *The Radio Amateur's Handbook* for 1942, 19th edition, has recently been issued. Governed by defense needs, the general plan of the book has been revised to meet the growing need for a simple and nonmathematical text on the theory, design and operation of radio communication equipment. Published by the American Radio Relay League, Inc., West Hartford, Conn., the handbook consists of 552 pages including an 8-page topical index and 96-page catalog section of amateur equipment. Price, paper bound, $1 in continental U. S. A., $1.50 elsewhere; buckram bound, $2.50. Spanish edition, $1.50.



FROSTED EARS AND CAKE were the fare for Craig Lawrence, c mercial manager of KSO-KRNT, Des Moines, and Tom Flanagan, I Agency, Kansas City, when they were marooned in a recent snows while on the way to Des Moines. Finally arriving at the station's of (Lawrence's birthday) they were greeted by members of the staff a cake decorated with broken-down automobiles, the farmer's daug and a tractor. In the cake-giving ceremonies are (l to r) Bob Di salesman; Craig Lawrence, Tom Flanagan; Jessie Axmear and Dor Miller, secretaries.

New MBS Series

AS DEVELOPED at the semi-annual meeting Nov. 11 of MBS program directors, the network on Dec. 1 is starting its daytime variety program under the title *Mutual Goes Calling*, to be heard four times weekly 3-3:30 p.m. from various parts of the country. All programs will center from WHK-WCLE, Mutual Cleveland stations, with special features and talent picked up from other network affiliates. First show features Willard's orchestra from Cleveland, Henny Youngman from WIP, Philadelphia, and Ilomay Bailey, Lee Sims, pianist and Dave Apollon, mandolin player, from WFBR, Baltimore.

OFFICIALLY recognized by the Brazilian Govt. to publicize the music of the country, Olga Cuelho, Brazilian soprano who specializes in international folk songs and accompanies herself on the guitar, will start a series Dec. 5 of quarter-hour evening concerts on CBS, to be heard Fridays and Saturdays.

Two Newspaper C a s 'Placed in Pending F

TWO ADDITIONAL applicat of newspaper stations were gated to the ever-growing "p ing file" last week by the under Order 79, pertaining newspaper ownership.

Application of KWLK, L view, Wash., for transfer of station from the estate of McClung to C. O. Chatterton John M. McClelland Jr. was pl in the pending file because of purported newspaper ownershi sue. Both the McClung and C terton groups had former n paper connections.

Similarly, the FCC sent to pending file the applicatio United Broadcasting Co., C land, operating WHK and W in that city, for a new FM sta The stations are owned by *Cleveland Plain-Dealer* interes

BLOCK OF THREE script s formerly heard on Mutual 1:15-2 Monday through Saturday, on L will shift schedule to five times ly. Program *I'll Find My Way* merly broadcast from WGR. B 1:45-2 p.m. will move to 1-1:15 *Helen Holden, Government Girl* tinues 1:15-1:30 p.m. from Washington, as does *Front Page rell*, sponsored on MBS by the A Co., Jersey City, 1:30-1:45 p.m.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

KINY
"The Friendly Voice of the Cap
98% of Alaska-used products come from the States! KINY can develop this market for you.
Executive Offices
Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS
Juneau·Alas
JOSEPH HERSHEY McGIL
NATIONAL REPRESENTATIVES

Purely PROGRAMS

OCAL NEWS gets the big breaks on *Michigan News-reel*, five-weekly news round-up of WJBK, Detroit. Dug and written by a local re-er. news on the program comes isteners at 7 p.m. Monday gh Friday, two hours after eadline of both local afternoon rs and shortly before the first ns of the morning paper hit street. War news is played t, eliminated if necessary, to asize local happenings, on h several scoops have been ed.



ESTIC SCIENCE prodigy, ara Jenkins, 11-year-old, est addition to *Budget Brigade*, en's show at KLZ, Denver, been conducting cooking school onstrations throughout the try since she was barely past e, cooking for governors, movie s and radio celebrities. She ap-ed on Ripley's "Believe It or " and other big shows and is featured in her "kitchen an-" on Saturday mornings over Denver outlet.

* * *

Book Swap

E Voice of the Bard of Avon oretically) is heard on KFRC, Francisco in the new weekly es, *Book Exchange*. Persons have books they have read and t to exchange them for books haven't read obtain free mem-hip cards from the dealers of sponsors products, Clara-Cal ry. They telephone their desires he Book Exchange. Bill Shake-are, who presides over the dcasts, sees that his listeners' res are granted.

Menus Dramatized

FEATURING HEALTH and economy as new wartime motto for Canadian cooks, the Canadian Broadcasting Corp. women's talks department is bringing nutrition out of the text books into the kitchens of Canada through twice monthly Wednesday talks on the CBC network. The talks are presented in the form of a play, *Food for Victory*, giving planned menus and passing on culinary and scientific facts for housewives who are finding it harder and harder to keep their household accounts out of the red.

* * *

Catholic Series

COOPERATING with the Catholic Students Mission Crusade from Catholic schools of the Midwest, WLWO, Cincinnati, Crosley international shortwave station and affiliated stations of the Cadena Radio Inter-Americana will inaugurate a series of special programs Dec. 11 directed to Latin-American audiences on a short wave frequency of 15,250 kc. First broadcast of the series, *Programa de la Juventud Catolica*, will feature the orchestral and choral music of Mount St. Joseph-on-the-Ohio.

* * *

Finders of Facts

INFORMATION hunting game, *Fact Finders*, in which the radio audience participates, is a weekly event on KFRC, San Francisco. Hale Sparks, of the U of California, is the fact detective. He invites questions from listeners and answers them on the air—describing the process by which he found the material, naming the books, periodicals, or other reference sources from which the information is taken.

* * *

Soldier Songs

WAR SONGS—both the kind written for soldiers as well as the kind soldiers really sing—are played on the weekly half-hour *Songs for Marching Men* program on WOR, New York, featuring Bob Stanley's Orchestra and Evan Evans as soloist and m.c.

For Latin Nations

FOLLOWING a format similar to that heard last year, *The Americas Speak*, an 18-week series of half-hour programs designed to promote better understanding among the countries of the Western Hemisphere, will return to MBS Jan. 4, 1942. Presented in cooperation with Rotary International, service club organization, the programs will feature government officials and artists from 18 South and Central American nations and U. S. territorial possessions, with dramatizations of historical events from WGN, Mutual's Chicago outlet. The series also will be heard on CBC and via shortwave on WRUL, Boston, WGEA-WGEO, Schenectady, and KGEI, San Francisco.

Zenith Tip

PAMPHLET titled "How to Plan an FM Station" by W. R. David of General Electric's radio and television department in Schenectady, reprinted from *FM Magazine*, is being distributed to the FM radio industry by Zenith Radio Corp. with its *FM Progress* bulletin. Mr. David's article outlines the requirements and cost of installing and operating an FM broadcasting studio with 1,000-watt transmitter.

* * *

Lotta's Contest

LOTTA NOYES, "siren of the switchboard" of KGO, San Francisco, conducted a contest over the air with the winner awarded a $25 Defense Bond and runners-up given theatre tickets. Listeners were asked to complete in 50 words or less "I listen to Lotta because . . ."



The Whole Team!

Have you heard about Terry, the Triple-Threat Terror? He's the lad who gets all the attention! Down here in the Roanoke-Southwest Virginia market, WDBJ is the *station* that gets all the attention (well, *nearly* all!). You see, we make it a point to give our listeners what they want to hear . . . we bring them the best of CBS . . . and we're the *only* station reaching *all* of the 798,000 people in our primary area! Incidentally, these people have money to spend—an estimated effective buying income exceeding $285,000,000! When do we start hitting the line for you?

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC. Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

RESULTS?

2033 one dollar sales from 11 states. Cost to our advertiser 15c apiece. What's more, we get such results . . . REGULARLY.

WIBW The Voice of Kansas in TOPEKA

WSGN 610 W

Tops on the Dial

Covers Alabama Better Than Any Other Station

Tops in Value!

Costs less per 100,000 Listeners

National Representatives
HEADLEY-REED CO.

BIRMINGHAM, ALABAMA

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

5,000 Watts Day
1,000 Watts Night
WMC
NBC RED NETWORK
MEMPHIS, TENN.
THE Billion Dollar MARKET
★
Represented Nationally by
THE BRANHAM CO.
★
Owned and Operated by
The COMMERCIAL APPEAL
★
MEMBER OF SOUTH CENTRAL
QUALITY NETWORK
WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

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THE MARK
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SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE
United Press

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SOUND TRANSMITTED by a light beam featured the Nov. 30 inauguration of W71NY, WOR, New York, FM adjunct. Top picture shows the beacon transmitter and receiver atop the WOR studios at 1440 Broadway. The transmitter was aimed at a photoelectric cell alongside the FM transmitter at 444 Madison Ave. The station's executives (bottom) left to right, Charles Singer, supervisor; J. R. Poppele, chief engineer, and Charles Godwin, manager.

Light Beam Used to Transmit Carrier As WOR Dedicates New FM Station

For First FM Network Sponsors See Page 57

OFFICIAL OPENING of the new transmitter of W71NY, FM station owned by New York, was held Nov. 30 at the station's headquarters at 444 Madison Ave., with the first salute to W71NY broadcast at 7:30 p.m. on a network of FM stations by an orchestra from W65H, Hartford.

Dance music by name bands was presented from W71NY between 8 and 8:45 p.m., followed by a "beam-of-light" program relay between the studios and the transmitter, the signals being conveyed on an invisible beacon. Army and Navy communications officers observed the test [BROADCASTING, Nov. 24].

Musical History

Theodore C. Streibert, vice-president and general manager of WOR, formally dedicated the new FM adjunct in a brief talk. J. R. Poppele, chief engineer, and Dave Driscoll director of special features and news of WOR, described the station's equipment and its range.

Between 9 and 9:30 p.m., Russell Bennett, conductor of WOR's *Notebook* series, gave a musical chronology of broadcasting's development. Two Boston FM stations—W43B and W39B—saluted W71NY's new 10 kw transmitter 9:30-10 p.m., and music filled the rest of the evening's program until sign-off at 11:30 p.m. Other FM stations in addition to those mentioned linked to the opening ceremonies were W2XMN, Alpine, N. J.; W53PH, Philadelphia, and W47A, Schenectady.

The beacon transmitter and receiver used for the beam of light signal relay were developed by Western Union Telegraph Co., working with the WOR and W71NY technical staff. Both speech and music were included. The beam boasts secrecy and non-interference qualities.

Located atop the WOR studios, the beam was aimed by telescopic sight at a photoelectric cell alongside the W71NY transmitter—some 4,000 feet. Functioning somewhat like the sound track in talking films, the beam carries signal impulses by light vibrations introduced by a mechanical shutter at the transmitter source.

There is no permanent record of the light undulations, however. The cell at the receiving end reconverts the light into audio frequency for feeding into the speech input panel of W71NY for retransmission to FM listeners within a 52-mile radius of the Madison Ave. antenna.

Coincident with the dedication, the *New York Herald-Tribune* published a special FM supplement in its Sunday edition. The supplement included articles, photographs and news stories about FM in general and W71NY in particular, along with advertising by FM receiver manufacturers. Plan for the supplement was initiated by Ben Gross, head of Gross Distributors Inc., New York and New England representatives of Stromberg-Carlson receivers.

Ohio's First FM

OHIO'S first commercial FM service was inaugurated in November when W45CM adjunct of WBNS made its debut in Columbus. The station is licensed to broadcast with a power of 60,000 watts with a coverage of 12,400 square miles. The station has been on the air experimentally for over a year-and-a-half with the call letters W8XVH. Its new schedule provides FM service daily from 12 noon until midnight with music and news the predominant programs. Arrangements have been completed to broadcast the entire series of concerts of the newly-formed Columbus Philharmonic Symphony. Fifteen hundred FM sets have been sold in W45CM's coverage area.

Threat to Hats

ATOP the tower of CBS ne FM station, W67C, Chicag 621 feet above street leve "hold on to your hats" is a imperative precaution. Fo there, the Windy City win often rages at 50 mph. An up there on the transmitte now operating six hours dail under a special FCC comme cial authorization, the hee less are often hatless.

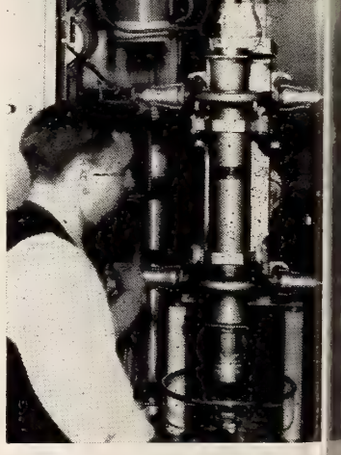
Vick Names Serial

VICK CHEMICAL Co., New Y has selected *The Nichols—Fa of Five* as the winning title $5,000 contest to name its Sun 5:30-6 p. m. show of 74 NBC stations which has been tem arily called *Living Diary* sinc program's inception, Oct. 5 [B CASTING, Sept. 29]. Changeover made with the broadcast of 30 at which time the writing signment was assumed by M Gosch and Howard Harris. ard Nicholls, radio directo Morse International, New agency handling the account, tinues as director. Winner of contest was Mrs. Sarah S. Fa of Marietta, Ga.

Radio Periodical

DEVOTED to Pan Ame broadcast problems, a new mo magazine, *Pan American R* made its bow last week with lication of the December ed Published and edited by He Rosen, the slick-paper mag carries articles in three langu —English, Spanish and Portug *Pan American Radio* is edit 45 West 45th St., New York.

DAVE PRICE, London, Ont. joined the sales staff of C Timmins, Ont.



FINAL CHECK-UP on the 50-kw tube at the new transm of WHN, New York, was ma Grover William Wizeman, engineer, before the station fulltime operation Nov. 28 wi increased power. Tube cost and is kept cool by a constan of 150 gallons of distilled wa

CONGRATULATIONS TO PHILADELPHIA'S FIRST COMMERCIAL FM STATION . . . W53PH (WFIL)

Radio Engineering Laboratories is pleased to add W53PH (WFIL) to its expanding list of commercial FM broadcasters who are using REL transmitters which feature the Armstrong Phase Shift Method. REL extends its best wishes to the management of W53PH and WFIL for future success in the field of frequency modulation.

Other leading broadcasting stations with REL FM transmitters now operating with commercial licenses are:

MT. WASHINGTON, MASS.	(Yankee Network)	(W39B)	10,000 watts
DETROIT, MICH.	(WWJ)	(W45D)	50,000 watts
ROCHESTER, N. Y.	(Stromberg-Carlson)	(W55R)	3,000 watts
MILWAUKEE, WIS.	(WTMJ)	(W55M)	*3,000 watts (*Now installing 50,000 watts)
PAXTON, MASS.	(Yankee Network)	(W43B)	50,000 watts
COLUMBUS, OHIO	(WBNS)	(W45CM)	10,000 watts
PHILADELPHIA, PA.	(WFIL)	(W53PH)	*1,000 watts (*Now installing 10,000 watts)
ALPINE, N. J.	(Major E. H. Armstrong)	(W2XMN)	50,000 watts experimental
NEW YORK CITY	(WQXR)	(W2XQR)	*1,000 watts experimental (*Now installing 10,000 watts)
ROCHESTER, N. Y.	(WHEC)	(W8XAD)	3,000 watts experimental
YONKERS, N. Y.	(C. R. Runyon, Jr.)	(W2XAG)	experimental

In addition, Zenith Radio Corp., Chicago, Jansky & Bailey, Washington, and the Cleveland Board of Education have installed REL Modulators in their FM stations.

RADIO ENGINEERING LABS., INC.

Long Island City, N. Y.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

WGNY
1000 WATTS
NEWBURGH, N. Y.

SALES THRU THE AIR WITH THE GREATEST OF THESE.....

NEWS EVERY HOUR ON THE HOUR

Latest United Press wire news plus local news from 3 cities.

ASCAP and BMI MUSIC

Good music has built a huge listening audience for WGNY. All the music that's good to hear is heard over WGNY.

LOCAL PEOPLE — LOCAL PROGRAMS

More local people participate on WGNY programs than on any other station in the valley. WGNY represents the whole Hudson Valley area . . . from Nyack to Hudson.

WGNY
REPRESENTED BY
HEADLEY-REED CO.

Los Angeles FM To Howard Hughes

Sixth Outlet for the Area Is Granted by the FCC

LOS ANGELES' sixth commercial FM station was authorized last Tuesday when the FCC issued a construction permit for high-frequency facilities in the California metropolis to Hughes Productions, Division of Hughes Tool Co. Permitee, owned by Howard Hughes, millionaire sportsman-flyer-movie director, is also holder of a construction permit for the K45SF, commercial FM station to be located in San Mateo County, Cal., to serve San Francisco.

The Los Angeles grant specified use of the 44.9 mc. channel to serve an area of 7,000 square miles with operation 12 hours day and six night.

Others in Area

The other five FM stations in Los Angeles are: Don Lee Broadcasting System's K45LA, already on the air commercially under a special authorization of the Commission; Metro-Goldwyn-Mayer's K61LA, under construction; Standard Broadcasting Co.'s K43LA, under construction; K37LA of Earle C. Anthony Inc., under construction; and the CBS K31LA, Hollywood, also under construction. Grant brings the total number of commercial FM authorizations to 61.

The FCC simultaneously last week relegated the application of the United Broadcasting Co. for commercial FM facilities in Cleveland to the pending files under Order No. 79.

Radio Educators Meet

RADIO EDUCATION on national defense and inter-American relations will highlight the Fifth Annual School Broadcast Conference to be held this week, Dec. 3-5, at the Congress Hotel, Chicago. Gen. Frederick Osborn, chief of U. S. Army Morale Division, and Edward Tomlinson, NBC Inter-Continental Advisor will address the 1500 radio educators expected to attend. Concurrently with the Conference meetings there will be an NAB Regional national defense meeting, and a meeting of U. S. Army public relations officers.



DECIDING TO ESTABLISH a radio bulletin service on WMCA, York, on the hour every hour, Arthur Hays Sulzberger, publisher of *New York Times*, right, discusses the deal with Edward J. Noble, o of WMCA. The first news broadcasting ever undertaken by *The T* starts Dec. 1 [BROADCASTING, Nov. 24].

Alcott Returns

CARROLL D. ALCOTT, well-known news correspondent in China for the last 13 years, has returned to the United States and on Dec. 8 is to join the news staff of WLW, Cincinnati. In the Orient he has covered three wars, as editor of the *Shanghai Post* and *Mercury*, assistant editor of *China Press*, and as an Associated Press correspondent. He has done considerable newscommenting on Shanghai's KMHA during the current Sino-Japanese war. As WLW's Far Eastern authority, Alcott will report and interpret Asiatic events daily at 8:15 a.m. on WLW, with a special 11:15 p.m. Sunday program.

NBC Group Sessions

TEMPORARY dates arranged for the first meetings of the permanent NBC-Red and Blue network stations planning and advisory committees have been announced for Jan. 6, 1942, for the Red and Jan. 7 for the Blue, both in New York. Runoffs are still being held in three Red districts and four Blue districts following the first election results of the permanent committees last week [BROADCASTING, Nov. 24].

Video Censorship

NEW YORK television set owners were given a first-hand view of military censorship in action last Tuesday evening as they watched Richard Hubbell, news commentator on WCBW, CBS video station in New York, interview Coxswain Gerald DeLisle, suvivor of the *Reuben James*. Going to a map, Hubbell asked where the torpedoing took place, stating his understanding that it was about 350 miles southwest of Iceland. Ensign Philip McHugh of the Naval Public Relations Office in New York, cut in with "We can't talk about where it happened." There had been no opportunity for a script to be prepared in advance for the Navy's approval.

FCC Staff to Insp RCA Video Prog

TO VIEW new developmen visual broadcasting, particula color television process perf by RCA, FCC members and representatives will make a on tour Dec. 1 of video faciliti New York Monday. The tou announced by FCC Chai James Lawrence Fly at his ly press conference last Mo

Chairman Fly indicated the was scheduled following rece a letter in mid-November fro C. B. Jolliffe, former FCC engineer, head of the RCA quency bureau, announcing de ment of a color television p and inviting the Commissi attend a demonstration.

Colgate Shows Inte In 'Junior Miss' Sto

SPONSOR reported intereste week in the evening half-ho ries *Junior Miss*, based o stories in the *New Yorker* zine by Sally Benson an Broadway play of the same is Colgate-Palmolive-Peet Co sey City. Although no verifi of the rumor could be obtain was understood Colgate sponsor the series for Pal soap, handled by Ward Wh Co., Philadelphia, on one major networks.

Earlier last week, it wa ported that Lever Bros. Co., bridge, Mass., also was inte in sponsoring the series in v the current deal Lever has wi Max Gordon office, producer stage play "Junior Miss", w the script of the play calls plug for Lux soap. J. Thompson Co., New York agency, stated that Lever had no interest in the radi gram of the same name. P tion agency for the radio se Ed Wolf Associates, New

GENERAL FOODS Corp., York, last week renewed Eddie ing as m.c. of *We, the People* other 13 weeks. Young & R New York, handles the accoun



tter Situation en in Priorities

plies for Communications nches Receive Study

ICATING better treatment of ity problems of the communi- ns industry by one means or ner, definite progress was re- ed last week in bringing to a projected plans to remedy serious material supply situa- for all branches of communi- ns.

addition to developments on positive side looking toward au- ization of broad advisory and mmendatory powers in the De- e Communications Board by Office of Production Manage- t, it also was indicated last that serious thought is being n within OPM to the possibility stablishing a Communications ustrial Section under the Civil- Supply Division of OPM.

Cooperative Plan

lthough plans for procedure operation of the projected DCB tion in the priorities-allocation ure have not been finally ap- ved, the subject has been stud- for several weeks by both OPM DCB officials, and there is no son to believe the proposed co- rative plan may go into effect in near future. It is understood priorities matters, under the jected setup, will be handled on liaison basis, between OPM and DCB organization, and that h operation would not necessi- e any appropriation for a large ff, at least for the present.

Development of the OPM-DCB ration plan has drawn heavy port among representatives of various segments of the operat- communications industry. Sev- l advantages over the prevail- situation have been noted by ervers, with additional empha- falling on the idea in view of M's recently announced inten- to switch from a "priority" to "allocation" basis in dealing h material supplies and short- s [BROADCASTING, Nov. 3, 10, 24].

Definite advantages are seen in plan, such as the one proposed, der which industry experts uld have an authoritative voice recommending and advising on relative needs of such services broadcasting, telephone and tele- ph, and related operations. re efficient treatment of the sup- problems also is looked for in plan under which OPM pri- y specialists would work on a ltime basis on communication siderations.

Another development pointing ard more satsifactory handling communications priorities prob- s lay in the proposal, ostensibly the "talk" stage, to group all munications matters in OPM der a separate Communications lustrial Section which would be set up as a clearing-house in the OPM Division of Civilian Supply.

At present, telephone and telegraph priorities matters clear through the Power & Communications Branch of the Materials Division of OPM, while broadcasting equipment, for instance, clears through the Electrical Appliances & Consumers' Durable Goods Branch of the Division of Civilian Supply. It is thought the blanketing of all communications considerations under a single section would greatly aid in coordinating the supply-and-demand picture.

Blanket Ratings

Meantime, Donald M. Nelson, OPM Director of Priorities, is expected to formally approve the new "production requirements plan" under which manufacturers —among them communications manufacturing companies—may obtain new limited blanket priority ratings on their material requirements for the first quarter of 1942, based on projected production.

The new plan, regarded as representative of the changeover from the present priority application procedure to allocations, is looked upon to simplify the complicated priorities process. It is slated to become effective Jan. 1, 1942.

With the DCB organization limited to advice and recommendation, OPM would remain as the operating agency, handling the detail work of final approval of priority ratings or allocations of material, under the proposed OPM-DCB operation.

It has been emphasized that OPM must retain full responsibility for priorities for communications, although it may legitimately secure valuable expert advice from DCB or the DCB Priorities Liaison Committee, with its corollary "priorities representatives" representing the industry proper. Confined to this advisory role, DCB consultants nonetheless are expected to work actively with OPM specialists and divisions.

WESTERN Region of Radio Writers Guild has negotiated a new two-year contract with CBS for staff writers of KNX, Hollywood. Agreement calls for a 10% wage increase for all writers, retroactive to Oct. 12. New minimum for senior writers has been set at $55 per week, with juniors receiving $33.

EVERSHARP DOUBLES BY RADIO

High-Priced Line of Pens and Pencils Enjoys Quick Boom Because of Broadcasts

FACED with the problem more than a year ago of selling its high-priced pens and pencils in a field crowded with manufacturers selling products at much lower costs, Eversharp Inc., Chicago, turned to radio, and last week reported a 100% sales increase or more than double its retail business before it used a weekly program on CBS.

Sponsorship of *Take It or Leave It* was the foundation of Eversharp's national advertising campaign in the spring of 1940, shortly after it had appointed the Biow Co., New York, to handle its advertising. The story of that campaign and its excellent results are told in a booklet published last week by CBS titled *Take It Or Leave It—at $8.75.*

The prochure is illustrated by John Groth, who used an Eversharp pen and pencil for his drawings.

Everybody

According to Martin L. Straus, president of Eversharp, in a letter to CBS reproduced in the 24-page brochure, "Radio alone has enabled us to reach housewives and college students; factory workers and businessmen; farmers and city folk—for practically everybody listens." This "practically everybody" is a good round figure too, as the audience for *Take It Or Leave It* is estimated at 25,000,000, while, according to C. E. Hooper's most recent report, the programs has a higher degree of sponsor identification than any other half-hour evening show.

Station line-up for the program when it started on CBS April 21, 1940, was 27, where it remained until September of that year when it was moved to 50, 54, 60 and finally to the present total of 74 CBS stations from coast-to-coast. At the same time Bob Hawk, m.c. of the show, and the rest of the troupe decided not to stick to one city but to follow a circuit of origination points.

The response among distributors, retailers and consumers as the show moves from city to city shows the success of the idea. In New Orleans, for instance, Eversharp reports that CBS received 65,000 requests for studio tickets to a one-night stand. Dealer outlets for Eversharp's products have trebled, the brochure states, during the cycle of the broadcasts, with dealers expanding their inventories to include the entire Eversharp line instead of just one or two items. Display of the products was year-round due to "radio stimulation", and department stores have even staged sample broadcasts.

Seasons Switched

The seasonal angle of giving the higher-priced pens and pencils for Christmas or Commencement gifts was blanketed over with "around-the-calendar" sales — "Commencement in August and Christmas in July", according to Eversharp's 1941 sales figures. Contra-seasonally, radio lifted sales in the first half of 1941 well over the last six months of 1940.

The company plans "to continue our nationwide campaign over CBS as the foundation of our entire advertising program," and as Mr. Straus declared "We have never known any promotion to match the excitement our program on CBS has created."



IN THIS CROSLEY car Clair Shadwell, program director of WSAI, Cincinnati, made a 950-mile tour of the South, getting as far as St. Petersburg. The lady, a night club singer, "was drafted to appear in this picture with Shad merely for decoration", according to WSAI.

WDZ, Tuscola, Off Air Five Days From Dispute

FIVE-DAY strike at WDZ, Tuscola, Ill., by Associated Broadcast Technicians unit, of IBEW, forcing the station off the air during the period, was settled last Wednesday at 3:15 p.m. when the five technicians employed by the station returned to work after having been out since the preceding Friday. Six-month agreement signed by Clair Hull, WDZ manager, and Freeman Hurd, ABTU field representative, climaxing the longest strike in ABTU history, provides for a compromise wage scale and closed shop.

Negotiations had been going on for two months. According to Mr. Hull, on the morning of Nov. 21 the technicians presented to the station a contract and stated if it were not signed by 1 p.m. they did not care to work after that time.

The station had offered to arbitrate or go into a conference pledged to sign an agreement. The new wage scale is one of the highest for a daytime operated station in a town of 2,800, it was declared.

Arthur Tracy Back

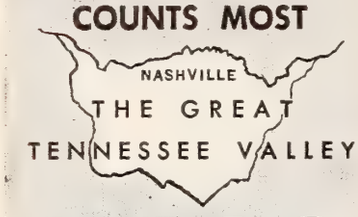
EX-LAX Inc., Brooklyn, on Jan. 5 will start Arthur Tracy, The Street Singer, on 23 NBC-Blue stations, Monday, Wednesday and Friday, 4-4:15 p.m. for 52 weeks. Tracy's last network contract was five years ago. He has been living in England. Agency is Joseph Katz Co., New York.

St. John To London

ROBERT ST. JOHN, former AP war correspondent, who has been broadcasting a nightly newscast on WEAF, New York, sponsored by Peter Paul Inc., has been named a member of NBC's London staff. A revision of the London setup is now being worked out, NBC reports, with St. John expected to take over most of the broadcasting from that city, freeing Fred Bate, chief of NBC's London office, for other duties.

POWER!

—WHERE POWER COUNTS MOST



WLAC

NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Filene's Discovers That Radio Is Be

Devises Technique for Department Store Broadcasts

(*Continued from page 11*)

of WTAG placed behind the production of a master recording to be processed and pressed by World Broadcasting System.

William T. Cavanaugh, program director for WTAG, who was responsible for the excellent production of our previous programs, set about to produce a show of network calibre. Bob Pooley and his NBC orchestra arranged musical background. Hours of rehearsal—microphones balanced; cast, sound and orchestra in position; sound engineer alert; program director in control room—the red light flashes on! The needle bites into the revolving acetate disc, a thin black ribbon curling in it's wake, immortalizing the *Story of Barbara Lee*. An hour later the precious disc speeds to World Broadcasting, and 48 hours later on via air mail to great stores across the land.

Although the *Barbara Lee* record was designed merely to dramatize Barbara Lee Silk Stockings and although Barbara Lee Silk Stockings along with all other silk stockings were clearly on the wane at a constantly accelerating pace due to Nylon—this experiment was watched with great interest for it represented the first attempt of AMC stores at cooperative, group radio advertising.

But this experiment was not to be. Station after station, affiliated with the big networks, turned it down. It did not conform to the code. It was too commercial. True, some of the smaller stations carried it, but WTAG was the only station of the large networks to carry the *Barbara Lee* broadcast.

And again Filene's Worcester had the number one showing among all AMC stores with sales volume running ahead of the preceding year compared with an average decline of 25 to 30%. With Nylon controlling a third of the potential market, we actually sold more pairs of silk stockings than the year previous. Again radio was the one new element in the test tube, and appeared to hold the answer to these outstanding figures.

Appeal to NAB

In the belief that radio programs of the Barbara Lee type could sell merchandise in quantity, hold the interest of the radio audience, and open the door to a share in the millions spent annually for department store advertising, now so closely held by the newspapers, Edward E. Hill, managing director of WTAG and George H. Jaspert, his commercial manager, decided to appeal this matter to the Code Committee of the National Assn. of Broadcasters. With this in view, they took *Britain Delivers the Goods* and *Barbara Lee* to the NAB convention meeting in St. Louis, May 1941.

In the early days of radio, commercial copy crowded the air to such a degree that a high percentage of the radio audience of any one station was lost as listeners tuned it out and dialed entertainment. To regulate ... erly the amount of commercial copy, and so conserve the ... audience, was one of the purposes for organizing the Code Committee of the NAB.

Drawing on past experience ... natural tendency of the broadcaster was to turn down the *Barbara Lee* type of program as too commercial without realizing that technique had been developed whereby the commercial was interwoven with the story as to retain the interest. Department stores have always had a problem using radio because of fast turnover and the great variety of stocks and radio has always been a problem selling department stores.

Consequently, radio occupies a very minor position in the department store advertising budget where used is largely institutional or of the "spot item" variety. It, on the other hand, was a new radio technique, with a different angle of approach, dramatizing a single item, moving large quantities of goods at small cost, and selling the store itself.

In throwing out the *Barbara Lee* program because of code restrictions, radio was eliminating a ... of program of great value to the industry. Mr. Hill and Mr. Jaspert brought this matter to the attention of F. J. Pellegrin, director of the Department of Broadcast Advertising of the NAB ... played back in transcribed ... the programs featured.

Pellegrin's Opinion

Since then Mr. Pellegrin ... contacted the individual members of the Code Committee, through it's counsel and secretary, Russell Place, and secured a three ... opinion which culminates, "This is of course only an unofficial ... ion of the Code Committee but ... I interpret it, it means that ... Filene programs are within the limitations of the Code, and ... be submitted to other stations ... a syndicated basis."

So recent is this opinion, that ... yet it has not been brought before the publicity directors of the ... This interpretation of the ... will make possible another, as ... is hoped, more representative ... periment in cooperative, ... radio promotion on the part of ...

Dept. Store Series

AFTER an intensive study of ... medium conducted by Harry ... man Adv. agency, Washington, ... Baltimore, Lansburgh & Bros., ... of Washington's largest department stores has launched a ... weekly 15-minute show on ... Washington, featuring Perry ... tin, pianist and singer, for ... weeks. Store also has an inte... program of spot announcements ... covering special events.





THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production —SERVED BY WHBF!

Yes sir—thousands of farmers in the Tri-City area are busy making money! But you may get very little "spending response" to your selling messages —unless you're using WHBF's "inside pull". In this prosperous 52-county area, the farmers listen regularly to WHBF, the 5000-watt station they can always hear, regardless of weather! Many advertisers who found they were not effectively "in the picture" in this market when they depended on "outside voices" to do their jobs are now using WHBF for results! Let us mail *YOU* the facts about the *cash response* YOU can get with this proven "inside pull"—which means "home town" favorite WHBF!

Howard H. Wilson Co.
National Representatives

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE



"Since the boss started advertising over WFDF Flint, Michigan with its kilowatt on 910, he's even taking orders from his wife."

rful group of stores. How- during the weeks and months decision has been pending, e's Worcester Store has been radio advertising more and —over WTAG, and WORC as

revised repeat of "believe it t" sold more garments than preceding fall sale. In fact ond revamp this fall, coupled normal newspaper space, all records and sold more a thousand men's suits, top- , and overcoats at $14.90 in gle day—and at an increase ice of $1 a garment. Again, peat of *Britain Delivers the s*, somewhat emasculated by deletion of the ASCAP songs background music, sold men's s of imported English broad- in quantities.

Fall Me-Do's

amatizing our Annual Fall of "Me-do's," Filene's self- union suits for children, pre- d a problem in good taste, but rafted Mother Goose and put large family in Me-Do Union s. In jingle and rhyme the n, dulcet tones of Marcia Rice, y songstress of WTAG, ned the delight of Little Miss et, Little Jack Horner, the e Little Pigs, Jack and Jill many another of Mother e's prolific family with Me-Do n Suits—"and there is only Me-Do—the Filene Me-Do the Lastex-Drop-seat."

convincing were these un- l testimonials, that it is sup- d many a Worcesterite of er years went on a "sit-down" e until mother rushed down Filene's to purchase Me-Do on Suits. Be that as it may, sales results were highly satis- ory.

est you get the impression that radio ebullitions have an en- y "off-price" complex, our t pretentious program to date one hundred percent institu- al in character—a 30-minute dcast March 1941 dramatizing rcester's Part in National De- e." Three commentators, ch-of-Time style, against full estra background and sound cts, trace the national and in- ational events of three history ing years and synchronize cester's participation as one the key defense cities of erica.

he story ended, the announcer tes all Worcester and Worcest- County to see for themselves in ne's windows exhibits from nty-two Worcester manufac- rs engaged in Defense work—



CONTINUATION of the Metropolitan Opera broadcasts on NBC-Blue sponsored by The Texas Co. for the second successive season starting Nov. 29 was assured by this contract signed by W. S. S. Rodgers (left), president of the Texas Co. and Niles Trammell, president of NBC.

products of the very manufacturers referred to in this broadcast.

He concludes "to celebrate the completion of 13 years in Worcester, Filene's pay tribute to Worcester industries, the life-blood of Worcester commerce, by devoting their full front of 15 windows to this impressive display showing "Worcester's Part in National Defense."

Commendations flowed in. City fathers, Chamber of Commerce, clergy, educators, manufacturers, and the man on the street—all approved. Filene prestige moved ahead.

The Syndicate Idea

The tremendous individual effort necessary to plan, prepare, and stage special radio adaptations of the type heretofore described, will probably hinder their wide use by individual stores unless the industry finds a way of producing a syndicated series which can be adapted to the sale of specific types of merchandise. However, we have also developed a series of daily five-minute programs over WTAG and one-minute programs over WORC which are being handled by one girl in our advertising office assigned to radio script and production.

Our daily five-minute program over WTAG at 8:55 each morning, known as the *Did You Know* program, is a bid for housewifely goodwill and business. The *Did You Know* editor gives news from Filene's on fashion or sales events and her aide, the announcer, gives hints on kitchen shortcuts and household economy, all in rapid-fire dialogue.

Listeners are invited to send in their tips to be read on the air, and in return are mailed a copy of the week's "Did You Know's." Facts from Filene's in the form of "Did You Know" questions afford an opportunity to plug institutional features of the store as well as timely merchandise offerings. Sales results on daily specials offered in this program have been more than satisfactory.

Twice weekly over WORC under the title "Little Known Facts about Well-known Subjects" a 60-second spot at 6:15 right after Edwin C. Hill, catches the listeners' attention with little-known facts regarding shoes in general and then proceeds to eulogize the virtues of Filene's exclusive Styl-Eez shoes in particular.

A typical spot broadcast runs "Did you know that corns and bunions were once considered hereditary? Well, Thomas Beard, New England's first shoemaker, made his first pair of shoes in 1629 in Salem, Massachusetts. These shoes were made low around the ankle and could be worn on either foot. Each shoe sported a large silver buckle. Wearing the shoes on either foot was really the cause of the corns and bunions. But the good New Englanders would soap their heel and toe to get into the shoes, and if a corn or bunion caused a groan or two at night, it was an ancestor and not Thomas Beard. Consequently, corns and bunions were then considered hereditary, or perhaps due to those wicked witches who were 'specially thick in early New England, and who cared little about Godly folks' feet.—But today smart women have eliminated the foot discomfort of our New England ancestors and wear Selby Styl-Eez Shoes. Styled for beauty, built for ease, Styl-Eez Shoes have the added advantages of a proper, built-in support, light-weight steel shank, and soft metatarsal cushion. Selby Styl-Eez shoes, exclusive to Filene's in Worcester, are moderately priced at $6.75."

Another "Little Known Facts" one-minute flash each Friday night spot-lights Filene's exclusive Worsted-Tex Clothing for Men. Following "Do you know why a

PROVEN RESULTS!

Certified Mail Count shows—

330,570
Radio Homes
In Primary Area

INVESTIGATE
WHEB
PORTSMOUTH, N. H.
"The Listening Habit of Central New England"

Nat'l Rep: Joseph Hershey McGillvra—Boston Rep.: Bertha Bannan

KMJ *Fresno, California*
580 KC
5000 WATTS
THE DOMINANT VOICE OF CENTRAL CALIFORNIA
REPRESENTED NATIONALLY BY PAUL H. RAYMER
McClatchy Broadcasting Co.
KMJ FRESNO, CALIFORNIA
BASIC PACIFIC COAST N.B.C. RED NETWORK

WHEELING
A Fort Industry Market

Pardon Us, Virginia

In our inside cover "VICTORY" ad in the November 17 issue of BROADCASTING, this VICTORY statement was made:

"VICTORY — Record number of loyal listeners in Eastern Ohio, Western Pennsylvania and NORTHWESTERN VIRGINIA"!

A sleepy or ambitious proofreader (we believe the former) overlooked changing "Northwestern Virginia" to Northern West Virginia. No encroachment on the Virginia boys was intended.

But we do stick to and shout from the housetops this indisputable fact—a whale of a lot of loyal listener response from Eastern Ohio, Western Pennsylvania and Northern West Virginia — that's the THRIVING STEEL AND COAL BELT OF THE NATION, you know!

50,000 WATTS SOON!

NBC BLUE

BLAIR *Represents Us!*

A FORT INDUSTRY STATION
5,000 WATTS
WWVA
WHEELING, W. VA.

man's coat buttons on the right side and a woman's on the left?", the announcer explains "in olden times a man would grasp his coat with his left hand and thrust the left side over to the right, thus leaving his right hand free to hold a weapon. A woman would grasp her attire with her right hand and push it over to the left side, thus leaving her left arm free to carry her child.

"So fashion draws its inspiration from the past, but Filene's Men's Store presents the streamlined twentieth century version in their exclusive Worsted-Tex suits at $35 and $40. 'Tex' suits are carefully tailored by the famous house of Worsted-Tex in rich English mixture tweeds, hard finished twists, and sharkskin worsteds. Free alterations. Three months to pay. Worsted-Tex Clothing is exclusive to Filene's Men's Store in Worcester."

The "Little Known Facts" spot-broadcasts have been used to promote the sale of regular-priced branded lines. As a part of a campaign they have been tied in with newspaper advertising. Response must be judged by seasonal rather than immediate returns, and even then how much is radio and how much is newspaper will be debateable; but we do know that the combination newspaper and radio campaigns on both Styl-Eez Shoes for Women and Worsted-Tex Clothes for Men are producing results.

Pioneering in the field of radio advertising which now gets less than 2% of the retail advertising dollar will prove costly in effort but productive in results, but the direct costs can be sharply reduced by subsidy. Forward thinking manufacturers will contribute to the costs of experimentation in a field so potentially productive. In our case one nationally advertised line paid the entire cost of the radio series; regarding this as a laboratory test of a new advertising medium and planning to use similar broadcasts later in key accounts.

Frankly, we have considered radio primarily as an auxiliary to newspaper advertising. Frankly, we haven't had the nerve to run a major promotion on radio alone. But we have experimented with radio alone in the case of several smaller promotions. Two one-minute flashes over WORC and WTAG brought in 40 customers at the opening bell for a Bargain Basement lot of inexpensive shoes. A 50-word announcement of a radio special on wool blankets brought in six customers 30 minutes later and sold 25 blankets during the day.

We ran a newspaper ad on the same blankets two days later. The newspaper ad, costing four times as much as radio, sold 20 blankets. Such results have had a more beneficial effect upon our nervous system than Lydia Pinkham's Vegetable Compound, and our courage is now such that we are working on a schedule of three promotions a week by radio alone. Time will tell, but we believe that radio alone can sell goods where the customer can visualize the offering as with hosiery, shirts, and underwear in contrast to such high style lines as dresses and millinery where picturization is important.

A Special Division

Our experience in appyling radio to department store advertising has not been all "smooth-sailing." Our attempts to dramatize the commonplace have afforded troubles far from commonplace—technical troubles, troubles of script, troubles of production, and troubles of merchandising. Our success story has not been flawless. Some programs have flopped; but in retrospect the answer has usually been clear. Script writing is a tough assignment, and be the ability of the copy-writer thinks in terms of placing a "; picture before you on the pr page.

The script writer, on the hand, sketches a moving pic conjured up in the minds an aginations of the radio aud by fleeting sound and word produce results, radio advert should be a specialized di of Department Store Pub with personnel thinking and ing nothing but radio.

We do not claim to have oped the only type of radio gram which will bring direct results to department stores find our own technique const being revised and broadened. er, and better, and more su ful methods will come, for de ment store radio advertising its infancy. Nevertheless, more than probable that no vious effort has so profo affected the attitude toward of such a powerful asociation partment stores, a group annual volume runs into hun of millions, whose annual pub budget runs into millions, whose use of radio has been ne ble.

Certain stores in this group already revised their thinkin are planning to give radio a stantial share of their adver dollar; others will follow, a their knowledge of radio tech improves, and the radio st in their turn gain a greater k edge of the problems of d ment store merchandising, it inconceivable that the radi dustry—and the department —may look back upon the effo William Filene's Sons Co., WTAG, as the key that opene door to radio's biggest marke

* * *

The newspaper war is ove swift strategy of position, t harking back to the feudal served its purpose. By swit our advertising to the wors sible location in the pape newspaper stopped further sion to *Shopping News* cold tracks. *Shopping News* was so far as other Worcester chants were concerned. W the support of more than two stores, *Shopping News* must —and starve she did.

Seeing the handwriting o wall, upon due notice, and w possible dignity in view of ditions, we withdrew from *ping News*, which quietly fold The newspaper had conquer the conquerors chose to be ous, and shortly we were re to grace and position—the mourned only by our old neig the "Want Ads" and "Obitu

WCHS Santas

SANTAS apparently grow on trees at WCHS, Charleston, W. Va. Three local department stores each have engaged WCHS announcers to impersonate jolly Kris Kringle for the holiday season. Announcers Lee Neal, Frank Welling and Dave Fulton, who will double in flannel-and-batting, have rearranged their working schedules at the studio so they can pursue their extra duties without conflict.

IT'S *YOUR* MONEY *BUT* . . . if you want to get the most for it in the prosperous El Paso Southwest, use

KROD

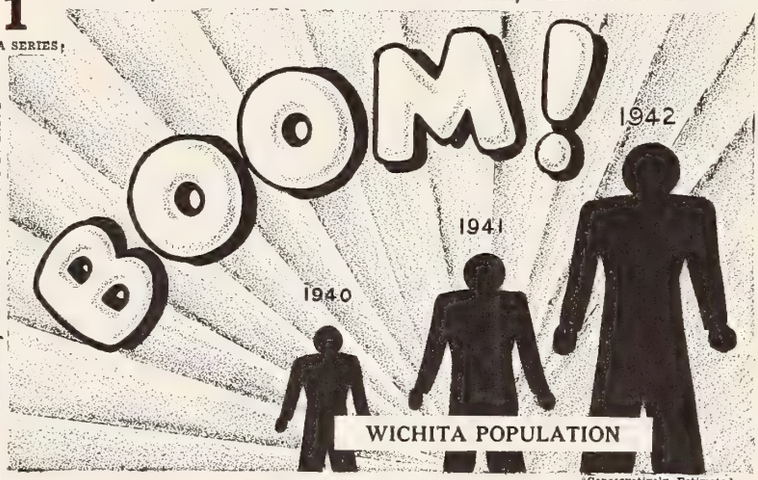
1000 Watts (day) • 500 Watts (night) 600 kc

Columbia's Outlet to the El Paso Southwest

Dorrance D. Roderick, Owner
Val Lawrence, Manager
Howard H. Wilson Co., *Natl. Reprs.*

NUMBER 1 OF A SERIES

WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING



*Conservatively Estimated

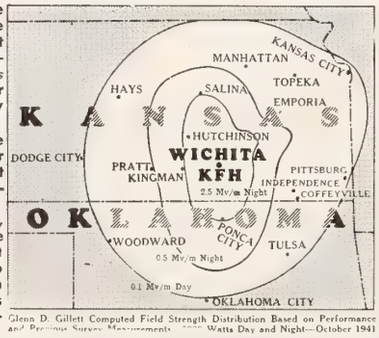
114,966 152,000 200,000

Upshot of an Upshoot . . .

What can a time-buyer do in these rough-and-tumble days of Defense-made markets? Well, that's one spot *we* aren't in, but we'd advise—"Get off the duds—ride the *skyrockets!*" Wichita, Kansas *is* a skyrocket. Wichita is America's Number Two Boomtown—and in Wichita, they listen to KFH!

Buy KFH because it's the only full-time 5 kw station in Kansas. New transmitter equipment and a night time power boost give KFH a better contour than ever before!

Buy KFH because it has consistently, year after year, increased its audience throughout the state of Kansas. (It cost another very fine station good money to show that KFH is the only major station heard in Kansas which has increased its audience every year—1937 through 1941—without a single set-back.)



Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements Using Watts Day and Night—October 1941

Buy KFH because Sedgwick County is the "gravy train county" of Kansas. Only KFH can give you real Sedgwick County coverage. (The gratis survey mentioned above says 95% of the population "listens to KFH regularly;" 57% of the population "listens to KFH most.")

Buy KFH because you'll soon be reaching nearly twice as many people as you reached last year—without any increase in rate.

Skyrocket-riders, let's go!

KFH

Call any Edward Petry Office • CBS • 5000 Watts Day & Night



KMBC of Kansas Cit

5000 watts • CBS • Arthur B. Church, Presiden

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representat

Christmas Gift Order Form

e send BROADCASTING for 1
(52 Issues and 1942 Yearbook
ber) as my Christmas Gift to:

_____

ss _____

_____ State _____

_____

ss _____

_____ State _____

Bill to _____

_____

_____

Name _____

Address _____

City _____ State _____

Name _____

Address _____

City _____ State _____

Name _____

Address _____

City _____ State _____

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

1942 YEARBOOK Number Included

FIRST CLAS
Permit No. 12(
(Sec. 510 P.L. &
Washington, D

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,

NATIONAL PRESS BLDG.,

WASHINGTON, D. C.

ASCAP Issues Reply to an Editorial Criticising Some Phases of Its Activity

Editor's Note: ASCAP, through its public relations director, Robert L. Murray, disputes statements in the editorial published in the Nov. 24 issue criticizing certain aspects of current ASCAP-industry affairs. BROADCASTING *makes no reply to its editorial observations, feeling that ASCAP, at this date, is in no position to dilly-dally and never.* BROADCASTING *nevertheless publishes herewith in full text Mr. Murray's letter, so that ASCAP'S side can be presented.*

FOR BROADCASTING:

I am considerably disturbed over the editorial in BROADCASTING of Nov. 24, 1941, titled "What About It!" . . . The reason this editorial disturbs me because it is entirely contrary to facts and no effort was made to check with this office before the editorial appeared in BROADCASTING. May I, therefore, be allowed to answer the editorial item by item in the interests of fair play and better understanding between ASCAP and the radio industry, there being no reason why the industry and ASCAP should not conduct their business relations on a complete understanding and with a spirit of friendship and cooperation.

Item No. 1. Your editorial states, "Clearance at the source for transcriptions is allowed to lag." May I say that Network Affiliates Inc. asked ASCAP to modify its transcription policy so as to clear at the source only for those stations as the electrical transcription companies may request and only to request transcriptions be cleared for all stations to which they are sent. The board of directors of ASCAP acceded to this modification. May I further say that ASCAP had found the Broadcast committee of Network Affiliates Inc. most helpful in cooperating with the Society to straighten out accounting problems in connection with transcriptions and that complete accord exists between the Society and the broadcast committee of Network Affiliates Inc.

Item No. 2. "There's no waiver for small pickups on tailormade networks." Wherever requests have been made for the release of ASCAP music for football pickups these requests have been granted provided there has been no indication that the request from the station which was negotiating with ASCAP for a contract, and these so-called tailor-made networks will always find ASCAP willing to work out a clearance for them on a fair and business-like basis. The facts are that ASCAP has leaned over backwards in its liberal attitude toward broadcasters in relation to these football broadcasts and in all other matters concerning liberal waivers during the process of contract negotiations.

Item No. 3. "A form of contract not only for network-managed and operated stations, covering the right to switch at the end of any year from blanket license to per program license, or vice-versa, was sent to the entire list of some 800 unlicensed stations." The facts are that letters accompanying these contracts contained modifying and explanatory paragraphs covering everything requested by both the NAB and Network Affiliates Inc. More than 100 new stations have signed ASCAP contracts this month.

Item No. 4. "ASCAP continues to dilly-dally on publication of a catalog of its works—a sort of telephone directory giving basic information. BMI got out a catalog nearly a year ago." The facts are that ASCAP has issued a catalog for years in card catalog form. Many stations have not wanted it in that form because of its bulk. Our index department has been working day and night to the end that we can issue this card catalog and reduce the bulk. A printed catalog would be out of date before the stations received same. This is obvious. Anyone desiring a printed catalog can obtain same very easily in the form of the "Catalog of Copyright Entries, Part 3, Musical Compositions," issued monthly by the Government Compilations would be in part one, "Books."

It is the desire of the Society to cooperate with the broadcasters in every possible way in this matter, and we are sparing neither effort nor expense to put our catalog in workable form and kept up to the minute.

Item No. 5. "Could it be, broadcasters are asking, that ASCAP is building up another 'reservoir' of innocent infringements, the better to deal with unlicensed stations?" That is utterly ridiculous. ASCAP hasn't the slightest desire to deal with any segment of the radio industry on the basis of infringements. The business policy of the Society is very simple. We wish to conduct all of our affairs with broadcasters, and all other licensees, upon the basis of simple honesty in business and it is our sincere hope that we shall never be forced to resort to any legal action in order to protect the property rights of our members.

Your magazine's editorial closes by saying, "Peace in music can reign only when there is fair play. That goes for both sides." May I say that these are the only two sentences in your editorial with which we are in complete accord. That is all ASCAP desires.

New York City, Nov. 26, 1941.

MEREDITH WILLSON, Hollywood musical director of the weekly NBC *Coffee Time*, sponsored by General Foods Corp., is composing a series of musical settings for poems of William Blake. First in the series is titled "The Fly".



OFF-DUTY KNITTING and sewing by these faminine staff members of WCKY, Cincinnati, will benefit the American Red Cross. Shown at the WCKY Red Cross unit, located in a storeroom on the ground floor of the Hotel Gibson building, are: standing (l to r), Essie Topmiller, Sarajane Petty, Olive Kackley, Ann LaHay and Sylvia Rhodes. Seated (l to r), Jane Lee Forrest, Jeannette Fuller, Helen Rees, originator of the unit, Rita Nauman, Billie Jean Murphy, Hazel Kerns and Irma Zwygart. Foreground, June Ammon.

TREMENDOUS ACCEPTANCE GREETS "WHO'S NEWS"



Stations enthusiastic over new NBC Recorded Series that Presents 39 "Names in the News" in Person!

- *"Who's News* especially interesting. Will have commercial sponsor within ten days. Please send contracts."
- "Just the type of show we can sell. Have always been successful with five-minute features—and this one is a honey!"
- *"Who's News* is . . . splendidly done . . . quality outstanding . . . eminently salable."
- "WHO'S NEWS SOLD STARTING TUESDAY."

Comments like these are typical of the many received from radio stations all over the country in the few short weeks since WHO'S NEWS, new NBC Recorded Series of 5-minute programs, was released. For this unique and unprecedented 5-minute transcribed show is proving itself tremendously salable to sponsors—because it sells *for* sponsors.

In each program, George Romilly chats informally with one of America's leaders in the arts, sciences, business, sports, music or the entertainment world. Rube Goldberg, for instance, describes his invention for getting rid of olive pits at cocktail parties. Alexander de Seversky tells of America's needs in aviation. Admiral Richard E. Byrd — Leopold Stokowski — Alice Duer Miller — Walter Duranty —Dr. George Gallup . . . these are only a few of the personalities!

Write for complete information today!

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NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
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We've laid the groundwork; built an amazing audience; earned their confidence. We have proof that time on WAIR makes for SMOOTH SALEING!

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DES MOINES-50,000 WATTS,

CLEAR CHANNEL



WFBG

ALTOONA, PA.

- NBC RED AND BLUE
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Song Writers and Composers Seek More of ASCAP Income

Unionization Measures Are Designed to Obtain More Protection; ASCAP to Study Plans

BREAKING into action on several fronts, several groups of songwriters have apparently seized upon settlement of the ASCAP-radio controversy to launch campaigns to get increased recognition and revenue for lyricists and composers.

The annual membership meeting of ASCAP on Dec. 1 will consider constitutional amendments proposed by writer members to bring about a "fairer distribution" of the writers' share of the ASCAP income.

A similar group of the Songwriters Protective Assn. has caused appointment of a constitutional committee in that body, which will study ways of strengthening the organization, possibly through a transformation from an association into a trade union.

Plans for Unions

One songwriters union, the American Federation of Songwriters, has already been formed by a group whose membership includes a number of members of ASCAP and SPA. Another organization, planned as an all-inclusive writers group, representing serious as well as popular composers and with members of ASCAP and BMI, SPA and AFS, as well as writers with no other affiliation, is in the process of organization.

The last organization expects to rectify this situation at its second meeting Dec. 4, to which all songwriters have been invited, according to members of the committee appointed by the first meeting, held early in November and attended by some 90 composers, including both ASCAP and non-ASCAP writers.

With Hy Zaret, BMI writer, as chairman, the meeting discussed the present "precarious" state of the songwriter and the need for an organization.

Committee members are: Mr. Zaret, Helen Bliss, Redd Evans, Henry Katzman, Hans Langfelder, Robert Sour, Norman Weiser, George Whiting, Fred Wise.

According to Robert Daru of Daru & Winter, counsel for the American Federation of Songwriters, it is designed to obtain the benefits of collective bargaining. Affiliation with a national labor organization is sought, Mr. Daru stated. Al Lewis and Nelson Cogane, both ASCAP members, were named temporary chairman and secretary, respectively.

Mr. Cogane is also a member of the SPA committee, appointed by Irving Caesar, SPA president, to meet with the group's counsel, John Schulman, to study revision of the organizations by-laws. Other members are: Stanley Adams, chairman; Jack Lawrence, Edgar Leslie, George W. Meyer and John Redmond, with Mr. Caesar an ex-officio member.

Present Formula

Present method of distribution of ASCAP revenue is for the board, after deductions for operating expenses and reserves, to divide the balance 50-50 between writer and publisher members, the representatives of each group on the board to determine the classification of its members for the distribution of royalties.

Proposed amendment for writers calls for a new method, in which the performances of his works are counted as half and the value of his works to the ASCAP catalog as the other half in establishing his rating. This proposal, obviously inspired by the BMI system of paying its writers on a performance basis, was submitted by Edgar Leslie, former ASCAP board member who resigned from the board following its acceptance of the NBC-CBS contracts.

ASCAP Reporter

LATEST personnel addition of WFBL, Syracuse, is Jacqueline Talley, designated as "ASCAP reporter". Miss Talley was active in the Syracuse U Radio Workshop before graduating in June. At WFBL she will compile reports on all use of ASCAP tunes, commercial and sustaining.

WDRC, Hartford, is planning to hold its annual staff Christmas party on Dec. 19 at a local hotel. Entertainment committees now are being formed by the staff.



SPECIAL MEDAL from the Br Post, Veterans of Foreign War given W. C. Alcorn (center), eral manager of WBNX, New Y for outstanding promotion Americanism. At presentation (left) Joseph Frank, VFW county commander, and John J. Mullen, present commander. award was made by the local V at the same time Mr. Alcorn ceived the national VFW s awarded to the station.

SIGNED BY ASCAP

Society Reports 115 Affix Signatures in Month

LAST THURSDAY, exactly weeks since the resumption ASCAP music by NBC and and somewhat less than that since the new station licenses sent out to all broadcast ASCAP reported that 115 new tion contracts have been sig which, with the 234 such contr previously negotiated, brings total to 349.

These, said ASCAP, are all commercial stations and exc religious and educational stat which do not sell time, and also and shortwave stations. Also cluded from these totals are tions which are currently u ASCAP music on a provisi basis, pending the completion their consideration of the var forms of license available.

About 10 of these licenses per-program contracts, ASC said, the remainder all being blanket license forms. Stat which have signed to date inc most of the country's major lets, it was said, accounting well over 50% of the broadcas industry's dollar volume.

H. M. BEVILLE, head of the N research division, has been ele vice-president of the New York C ter of the American Marketing A

ILLINOIS?

Sales management gives Decatur 132 rating for November prospects. 2nd highest in State. WSOY covers Decatur and a big chunk of Illinois—



250 W. 1340. Full time. Sears & Ayer, Reps. How can we help you?

WSOY

WSOY - DECATUR

50,000 WATTS - CB

425,683 Listening Familie

KWKH

SHREVEPOR

LOUISIAN

Dominant Coverage the Central Southwe

Branham Co. - Representativ

*CBS Audit of Nighttime Cover

ever Bros., Stromberg-Carlson Sponsor okups on Commercial FM Stations

ERAL commercial FM net- programs were announced last . Lever Bros. Co., Cambridge, ed into the dedicatory cere- ies for the new 10 kw. trans- r of W71NY, New York FM ict of WOR, Nov. 30, by spon- g a half-hour program broad- 8-8:30 p.m., not only on that on but over the entire group even FM stations linked for occasion.

ogram, a half-hour recorded on of the *Burns & Allen Show* Swan soap, regularly broad- on NBC-Red, originated at NY, which fed it to W2XMN, ne, for rebroadcast. The trans- ion from Alpine was picked and rebroadcast by W53PH, adelphia, and W65H, Hartford. Hartford broadcast, in turn, picked up by W43B, Boston, this station's broadcast finally ed to W39B, Mt. Washington, W47A, Schenectady.

rst FM commercial program to arried by a relay of more than stations, the show was placed Young & Rubicam, New York, was sold by American Net- , sales organization for a num- of FM stations.

Stromberg Series

romberg-Carlson Telephone . Co., Rochester, on Nov. 28 ted sponsoring on W65H, FM ion in Hartford, rebroadcasts ne company's five-a-week series WQXR, standard broadcast sta- in New York. Program, *Treas- of Music*, broadcast 7:30-8 on WQXR, Monday through day, is now being sent by wire W2XQR, FM station of WQXR, to W2XMN, Alpine. The re- dcast of the latter FM sta- is picked up and rebroadcast W65H.

nce W2XQR and W2XMN are erimental stations, they are car- g the series without charge, sponsor paying only for WQXR W65H, one AM and one FM ion.

ast Friday, McCann-Erickson, York, agency for the sponsor, negotiating with American work, representative of the oard FM stations, W43B, Bos- and W39B, Mt. Washington, rding inclusion of these sta- s in the FM hookup.

W2XQR already has a CP to become a 10 kw. commercial FM station after the first of the year when its call will become W59NY. It will move its transmitter from Sherry Tower, Long Island City, to the Chanin Bldg. in mid-town Manhattan.

Zenith Radio Corp., Chicago, has bought the 8:30-8:45 period of the WOR dedication on the seven-station hookup for a musical program placed direct.

The Hat Style Council of New York is taking the 9:30-9:45 p.m. period of the W71NY dedication show on a seven station hookup. Program features Henry L. Jackson, men's fashion editor of *Collier's*, and was placed through Campbell-Ewald Co. of New York. The Socony-Vacuum Oil Corp., New York, has bought 9:45-10 p.m. on W71NY hookup through J. Sterling Getchell Inc., New York.

CBS announced last week that its New York FM station, W67NY, would begin regular operations Dec. 1, with broadcasts from 3 to 6 p.m. and from 7 to 10 p.m. scheduled Monday through Saturday. Each afternoon and evening three-hour period opens and closes with a quarter-hour newscast, the remainder of the programs being musical, chiefly recorded. No network programs are included in the FM schedule. Originating in the CBS Bldg. at 485 Madison Ave., the FM programs are carried by high fidelity wires to the network's transmitter atop the Salmon Tower at 500 Fifth Ave.

Kiggins in Hospital

KEITH KIGGINS, sales manager of NBC's Blue network, entered Massachusetts General Hospital, Boston, last week for observation for arthritis.

CORNELIUS W. VAN VOORHIS, who does the identifying voice on the NBC-Blue *March of Time*, sponsored by *Time Magazine*, is narrator for a series of educational pictures of the U. S. Navy, released recently.



FIRST SPONSOR on W67C, new FM outlet of WBBM, Chicago, G. T. Pushman Jr. sales promotion manager of Pushman Bros. (Chicago rug dealer), flips the switch that brings the station on the air while J. Kelly Smith, CBS radio sales manager, looks on.

Ernie Smith to WBBB

ERNIE SMITH, formerly of the sales staff of WBIG, Greensboro, N. C., has been appointed head of the commercial department of WBBB, Burlington, N. C., according to E. Z. Jones, managing director of the new 1,000-watt daytime station which recently went on the air. Mr. Jones announced addition of Paul Huddleston, formerly of WGRC, Louisville, as program director relieving Miss Paul Faulconere, new to radio, who will continue to be in charge of traffic; and the naming of William Sandefur, formerly in charge of interplant broadcasting at the Hercules Powder Plant in Radford, Va., as chief of the WBBB announcing staff. WBBB operates on 920 kc.

Murphy Adds

MURPHY PRODUCTS Co., Burlington, Wis. (livestock feeds), sponsors of "Barnyard Jamboree" for a half-hour on the Saturday night *National Barn Dance* on WLS, Chicago, has added three Minnesota network stations to the program: KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud. Wade Adv. Agency, Chicago, placed the account.

Army Officers Talk

AN ADDRESS over WBT, Charlotte, N. C., was to be made Nov. 30 by Major General Oscar W. Griswold, commander of the 4th Army Corps and one is scheduled to be made by Lt. General Hugh A. Drum, commander of the 1st Army on Dec. 4. The high ranking officers were scheduled to broadcast following completion of the Carolina Maneuver activities.

Decca Signs Waring

FRED WARING last week signed a new contract with Decca Records, ending a 10-year period during which he refused to combine recordings with radio performances. Under the new agreement Waring will make several albums of arrangements most requested by his radio listeners. When Waring first went on the air with his Pennsylvanians he stopped making recordings, feeling they would put him in competition with himself as a radio attraction.

Bond Bonus

JOHN A. KENNEDY, president of West Virginia Network, has announced a special Christmas prosperity bonus in the form of Defense Bonds and Stamps equal to a month's salary, for employes of WCHS, Charleston, WPAR, Parkersburg, and WBLK, Clarksburg. An additional bonus, equal to 1% for each year of service, also will be given. Employes with less than a year's service will receive bonds and stamps equal to one-twelfth the salary paid during the calendar year up to Dec. 15, 1941.

WKRC Signs Waite Hoyt For Sports Play-by-Play

WAITE HOYT, former big league pitching star, with the New York Yankees, has been signed by WKRC, Cincinnati, to handle play-by-play baseball broadcasts next spring, according to an announcement last Thursday by Hulbert Taft Jr., WKRC general manager. Hoyt will come to WKRC after the first of the year to start broadcasting a nightly sport show. Since retiring from baseball in 1937, he has been broadcasting sports in New York on WOR.

General Manager Taft also announced that Dick Nesbitt, former All-American and professional football star with the Chicago Bears, who has done play-by-play football for WKRC during the last season and is featured on several other studio programs, will work with Mr. Hoyt in the broadcast booth during the coming baseball season.

CBS Video Applications

CBS has applied to the FCC for another 30-day extension of the special temporary authorization for program test operations, under which WCBW, the network's television station in New York, has been functioning since July 1, with regular 30-day extensions.

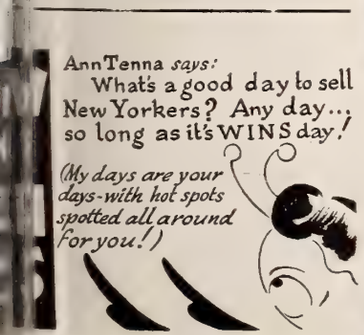
CBS also has asked the FCC for more time to complete the provisions of its new construction permit, due to technical reasons in connection with WCBW's change in channel.

NBC Holiday Discs

IN ADDITION to the annual production by *NBC Thesaurus* of Dicken's "Christmas Carol", station subscribers are offered two holiday specials. "The Christmas Calendar" series of 13 quarter-hours designed for daily programming and offerable either on a participation basis or for exclusive sponsorship, and "Santa Claus Rides Again", half-hour fantasy combining music and drama. First series, released by the NBC Radio-Recording Division, combines Christmas music with holiday entertainment helps as recipes and suggestions for parties.

Ziv in New York

NEW YORK offices of Frederic W. Ziv Inc. have been opened at 485 Madison Ave., under the direction of John L. Sinn, vice-president. Mr. Sinn, formerly with WLW, Cincinnati, has been with the firm seven years. The new office will serve as production headquarters for Ziv programs and will handle eastern sales.



FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC 160-17

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE



SCANNING LONG-TERM BMI contract at the 16th District meeting of the NAB held November 24 at the Los Angeles Biltmore Hotel, is this group of industry executives (l to r): Tom Sharpe, owner of KFSD, San Diego, Cal.; Clyde Scott, sales manager of KFI-KECA, Los Angeles, and acting chairman; Neville Miller, NAB president; Calvin T. Smith, manager of KFAC, Los Angeles; C. Merwin Dobyns, owner of KGER, Long Beach, Cal.; Henry Maizlish, manager of KFWB, Hollywood; Charles A. Storke, manager of KTMS, Santa Barbara, Cal.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

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DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
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Where Sales Multiply

Air Castle of the South
W & 50,000 WATTS CLEAR CHANNEL
WSM

NASHVILLE, TENNESSEE

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THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

EXPERIENCE

CJOR's many Christmas services to the community make it the most-listened-to station at this heavy buying period.

CJOR
Vancouver—B. C.
Nat. Rep.: J. H. McGillvra
H. N. Stovin, (Canada)
600 K. C. 1000 Watts

Defense and Disc Discussions Feature NAB District Meetings on West Coast

RADIO'S importance in national defense, as well as specific industry problems including Federal regulation and legislation, music copyright licensing and possible court action against ASCAP publishers by transcription production units, were discussed by representatives of the 16th District of NAB at a two-day meeting at Los Angeles' Biltmore Hotel Nov. 24-25.

The second Pacific Coast meeting, District 15, was held Friday and Saturday, Nov. 28-29, at the Fairmont Hotel, San Francisco. Remaining district meetings scheduled for December include: District 17, Dec. 1, Heathman Hotel, Portland, Ore., Dec. 2, Washington Athletic Club, Seattle; District 14, Dec. 8-9, Albany Hotel, Denver; District 11, Dec. 11-12, Hotel Nicollet, Minneapolis; District 9, Dec. 15-16, Palmer House, Chicago. The District 3 meeting, which would conclude the 17-meeting circuit, has not been schedule, but is not to be held until after the first of the year.

Group Sessions

Neville Miller, NAB president, was principal speaker at the Los Angeles 16 general meeting. Clyde Scott, KFI-KECA, Los Angeles, sales manager, presided in the absence of Harrison Holliway, district director.

Group sesions were held Tuesday by sales managers and program directors-news editors. Latter session was conducted by Ed Kirby, NAB public relations director, now on leave as civilian head of the radio branch of the Army Bureau of Public Relations. Sales managers sessions was led by Charles A. Storke, manager of KTMS, Santa Barbara, Cal., with Frank E. Pellegrin, NAB director of broadcast advertising, as speaker.

Under fire was the mechanical rights clause in the ASCAP contract, providing licensing of music for recording on a one-year basis. Jerry King, co-owner of Standard Radio, Hollywood, warned against signing with the Society before this phase was settled in favor of a longer period. He insisted that transcription producers be given longer protection for their investment. C. P. MacGregor, Hollywood transcrption producer, Ralph C. Wentworth, president of Lang-Worth Feature Programs New York, and other transcri manufacturers backed up his v

Los Angeles Advertising complimenting the industry r sentatives, staged its annual I Day luncheon at the Biltmore on Tuesday. Mr. Miller, as p pal speaker, discussed "Radio & vertising in the Present E gency", and Mr. Pellegrin, "I as an Advertising Medium". T Moore, NBC Western division network sales manager, and dent of the Ad Club, pre Harry W. Witt, CBS Sou California sales manager, chairman of the day, with C J. Smith, manager of KFAC Angeles, host.

Attended by 73 broadcaster District 13 meeting in Dallas 19-20 took formal action sup ing the pending Sanders Bill vise the Communications Act proposed 8-year BMI licenses stand of the Federation of Wo Clubs opposing the FCC c monopoly regulations, and rer the industry policy of prov free time to promote nationa fense. The meeting also comm the work of Mrs. Dorothy M and the Radio Council of Chil Programs "for their outsta accomplishments on behalf o radio industry", and autho creation of a 3-man comm within the district to arrang more effective handling of nat defense news and features Army camps.

The attendance list at the trict 16 meeting in Los Angel cluded:

John Merino, KTOC; Burridge D. KOY-KTUC-WLS; John A. Reilly, L. W. McDowell, KFOX; John Driscoll, Pearl Vorhees and Glad KRKD; Clyde Scott, Glan Heisch, Felix, Dorothy Roe and Bernard KFI-KECA; Harry Maizlish, Jack O and E. C. Hughes, KFWB; Don W. burgh and Harry W. Witt, KNX; Dobyns, John A. Dobyns, Lee Wynn A. Soberman and Jay E. Tapp, Thomas E. Sharp and John B. KFSD; Ernest L. Spencer, KVOE.

Calvin J. Smith and Vern A. Lin KFAC; Charles A. Storke, KTMS Thornton, KXO; Ben S. McGlasha Duke Hancock, KGFJ; Don E. Lew Frost, Tracy Moore and Je Pierce, NBC; Louis F. Kroeck, Walter B. Davidson, KMPC; John erman, KPAS; Frank Burke, KVFD Lee, Maury A. Vroman and Geo Burns, KFXM; L. Sigman and Rob Reynolds, KMPC.

Neville Miller and Frank E. Pe NAB; Ed Kirby, War Department; J. J. Powers, ASCAP; Leonard D. C and E. J. Gough, SESAC; Harry and Carl Haverlin, BMI; Gerald Standard Radio; C. P. MacGregor; Wentworth, Lang-Worth; Pat Ca World Broadcasting System; Dan Raymond Spector Adv.; Bernie M Earle Ferris Associates; Hale Spa of California; Kenneth Gapen, U. S. of Agriculture; Robert F. Schuetz, Jack Frost, RCA; Carleton Coveny Blair & Co.; Homer Griffith, Howa son Co.; J. Leslie Fox, Paul H. Rayr

The attendance list at the 19-20 District 13 meeting in I included:

Jack Keasler, WOAI; Burton KTEM; M E. Danbom, KGKB; J Mitchell Jr., Roosevelt Properties;

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No delays when you "Ship by Truck." Prompt, efficient service! And that's what the Trucking Industry wants when sending telegrams. That's why with trucking companies — as with many of America's largest business firms — Postal Telegraph gets the call! Try Postal — today!

Postal Telegraph the business men's


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WIN WASHINGTON WITH WIN
WINX BUILDING • WASHINGTON, D

KRBC; Ken Lowell Sibson, Taylor-Snowden; Roy Bacus, WBAP-KGKO; H. Tucker, KROD; Ray Bright, ; Charles B. Meade, Texas State k; Glenn Hewitt, KPAC; John G. KGNC; Lofton Hendrick, KRRV; Drake, WRR; Lewis O. Seibert, Frank O. Myers, Thomas Dilla- KCMC; C. B. Locke, KFDM; James roney, Alex Keese, WFAA-KGKO; Dixon, KRGV; H. A. Hutchinson, elt Properties; James R. Curtis, Martin Campbell, WFAA-WBAP- Guy W. Bradford, KRGV; Willard ne, KTSM; Jim Pate, Lone Star Eugene J. Roth, KONO; Clyde Rem- William A. Roberts, KRLD; Archie KRGV; O. L. Taylor, KGNC. Thorwald, KAND; Karl O. Wyler, Lonnie Preston, KGKL; Charlie John Blair & Co.; Howard H. Howard H. Wilson Co.; Claude e, NBC Thesaurus; Herbert Denny, rd Radio; Gus Hagenah, SESAC; Weis, Lang-Worth; Leonard D. Cal- SESAC; F. E. Pellegrin, NAB; Wentworth, Lang-Worth; A. C. Et- RBC; Neville Miller, NAB; Dan s, Raymond Spector Advertising ; Ed Lally, WBAP-KGKO; Kern WPRC; Irvin Gross, WFAA-WBAP- Dwight Bourn, Hugh A. L. Halff, George W. Johnson, KTSA; Ken re, WBAP-KGKO; Ed Zimmerman, Carl Haverlin, BMI. ld Hough, George Cranston, A. M. n, WBAP-KGKO; Claude Mills, Hemby, ASCAP; Arthur H. Beck- AMP; Mrs. Dorothy Lewis, Radio l on Children's Programs; Ed Kirby, Dept.; Sheldon Hickox Jr., NBC; H. ckhart, KEYS; B. F. Orr, KTRH; Escoe, KTBC; Roy G. Terry, KOCA; Masterson, United Press; J. C. West, ; Russell Bennitt, KXOX; Major Kent, War Dept.

Studio Notes

M, Mankato, Minn., Nov. 30 will cribe Christmas Greetings from ts to Army camp trainees with 215th Coast Artillery unit sta- l at Kodiak Island, Alaska. A -hour period has been set aside he transcriptions which will be ed to Alaska and played the of Dce. 24 over the military s public address system.

V, Cincinnati, is carrying a series ur promotional programs, heard nesdays, featuring food for Christ- gifts. Titled *No Greater Gift*, the s is built around music by Bill s and the WLW string ensemble, Brown, vocalist, and poetry by Riss.

MPTLY upon the outbreak of captive mine situation, WCHS, leston, and the West Virginia ork special events division dis- ied Harold Miller, news editor, Ken Given, special events man, to t on developments. Catching naps rns a man was awake at all times ather news to be relayed to the HS news room.

BF and WEOA, reversing the l process of carrying live or tran- ed programs from Army camps is each week sending Camp Shelby, se on the PA system in the mess a 15-minute recording with local including sports, news from the us industrial plants, gossip, etc. scription is first aired over DA and suggestions from the pub- re solicited.

WJHP
NBC BLUE - MUTUAL
here's been something added here! low MUTUAL and BLUE assures a lus audience all the time.
WJHP
CKSONVILLE FLA.



FOR THE FOURTH consecutive year, Fred E. Cooper, pioneer oil field equipment manufacturer, has signed to sponsor broadcasts of the Tulsa Ice Oilers hockey games over KVOO. Here Mr. Cooper (left), discusses the latest series with Willard Egolf, KVOO commercial manager, center, and Oscar Payne, of the Watts-Payne agency, handling the account.

WSPD, Toledo, introduces nationally prominent speakers who address the Toledo Town Hall each Saturday morning from its studios. The lectures are given in the Esquire Theatre but announcers from the station introduce the speakers via direct line. The system was adopted when the former moderator of the hall, Dr. Walton E. Cole, moved to Boston. The station broadcasts a quarter-hour program from the Town Hall luncheons immediately following the talks.

WLS, Chicago, through its annual Christmas Neighbors Club will this year purchase medical inhalators for distribution to children's hopitals, orphanages and similar institutions. Listeners' contributions to the club in past years total $33,676.

WITH Mayor James G. Stewart again as m.c., WCKY, Cincinnati, will conduct its second annual Christmas party, Christmas morning, for underprivileged children of the city and suburbs as Hotel Gibson with a portion of the program broadcast. Toys and funds for the party will again be furnished by WCKY listeners.

A. E. JOSCELYN, general manager of WBT, Charlotte, every Thanksgiving serves a turkey dinner to members of his staff who cannot get home for the holiday. Guests at this year's dinner were: New Announcer Sandy Becker, Pageboys John Riggsbee and Bill Kerr, and Frances O'Daniel, program department.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

FORMERLY heard from 10:30-11 p.m., *Friday Night at Fort Bragg*, dance and variety pick-up from the nation's largest Army post will be heard over WPTF, Raleigh, N. C., and WFNC, Fayetteville, N. C., each Friday from 9-9:30 p.m. Broadcast directly from the dance floor of the main post's service club, last week's show presented Vocalists Corp. Dick Conrad (Jan Savitt's orchestra) and Private Sunny Stockton (*Fitch Bandwagon*) plus a comedy interview with Buddy Lewis, star infielder of the Washington Senators, a recent selectee, and several visiting girl dancing partners from nearby Carolina towns. Script was written by Private Lloyd Shearer, WFNC, Fayetteville, and was announced by Private Charles Batson (WFBC, Greenville, S. C.).

KDYL, Salt Lake City, starting last week, is providing a special news service for employes at Salt Lake City's 30-million dollar Small Arms Ammunition plant. Bulletins, prepared from UP reports, are about three minutes in length and sent in by teletype to the plant and there broadcast at frequent intervals over the PA system.

WXYZ, Detroit., on Nov. 20 carried an exclusive play-by-play broadcast of the annual Goodfellows' Bowl Thanksgiving Day football classic for the city high school championship. Gate receipts, along with commercial time payments, made by the Automobile Club of Michigan, went to the Detroit Old Newsboys Goodfellow Fund, with WXYZ providing free broadcast time and the services of Commentator Harry Wismer and Walter O. Briggs, owner of the Detroit Tigers baseball team, providing free use of Briggs Stadium. The game attracted 30,715 fans.

WSB, Atlanta, weekly Parent-Teacher Assn., programs, Saturday 10:15 a.m., now has listener groups formed throughout Georgia. Program is followed by a group discussion.

THE HEART OF NEW ENGLAND
WLAW
5000 WATTS
They Put It At 680.....and They Stay PUT!
This is not just an idle claim, but a fact based on an exhaustive study of radio listening habits in the Merrimack Valley area. Write for complete information and learn why so many advertisers are making WLAW a "MUST" in New England.
WLAW
LAWRENCE, MASS.
5000 WATTS • 680 KC.
CBS
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

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New York Offices
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PLaza 3-4147
John L. Sinn
V.P. in charge

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 22 TO NOVEMBER 28 INCLUSIVE

Decisions . . .

NOVEMBER 25

NEW, Bartlesville Broadcasting Co., Bartlesville, Okla.—Granted CP new station 1400 kc 250 w unl.

NEW, Brainerd-Bemidji Broadcasting Co., Brainerd, Minn.—Granted CP new station 1400 kc 250 w unl.

WKZO, Kalamazoo, Mich.—Granted CP increase 5 kw N directional changes.

KEVR, Seattle, Wash.—Granted extension special authorization.

KRKO, Everett, Wash.—Granted extension special authorization.

WAIT, Chicago—Dismissed petition for rehearing against action of 9-30-41.

WDBO, Orlando—Granted moton dismiss rehearing petition against action of 9-3-41.

KWLK, Longview, Wash.—Placed in pending file under Order 79 applic. transfer control.

KOB, Albuquerque — Extended special service authorization to 1-9-42. FCC chief engineer to conduct tests with KOB, KXA, WJZ.

KXA, Seattle, Wash.—Denied petition for rehearing against action 10-14-41 re KOB.

WJZ, New York—Denied petition for rehearing against KOB action.

NEW, Hughes Productions, Division of Hughes Tool Co., Los Angeles—Granted CP new FM station 44.9 mc. 7,000 sq. mi.

NEW, United Broadcasting Co., Cleveland—Placed application new FM station in pending file under Order 79.

MISCELLANEOUS—**KTHS, Hot Springs, Ark.**, designated for hearing application assignment license to Southland Radio Corp., designated for hearing applic. increase 50 kw N & D install new transmitter directional (jointly with transfer applic. hearing); **NEW, Cuyahoga Valley Broadcasting Co., Cleveland, and NEW, Lake Shore Broadcasting Corp., Cleveland**, continued consolidated hearing to 1-22-42.

NOVEMBER 28

MISCELLANEOUS — **NEW, Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa.**, granted motion amend application recorporate structure, retain in hearing docket; **NEW, Southwestern Mich. Broadcasting Corp., Kalamazoo, Mich.**, granted motion amend application remove from hearing docket; **KWKW, Pasadena, Cal.**, granted petition amend applic. modific. CP to 1430 kc, remove from hearing docket; **NEW, WBAM Inc., Birmingham, Ala.**, granted extension for all parties for filing proposed findings to 12-15-41; **KRBC, Abilene, Tex., WQBC, Vicksburg, Miss., NEW, San Jacinto Broadcasting Co.**, Houston, Tex., granted continuance consolidated hearing to 2-12-42.

Applications . . .

NOVEMBER 26

NEW, Pittsburgh Radio Supply House, Pittsburgh—Amend application CP new FM station 46.5 mc. 8,400 sq. mi.

W57A, Schenectady—Modification CP new FM station 48.5 mc. 6,600 sq. mi.

WCLE, Cleveland — Amend application CP change 640 kc 50 kw unl. directional D & N new transmitter.

WBIG, Greensboro, N. C.—CP new transmitter directional D & N change 640 kc increase 50 kw.

Tentative Calendar . . .

WGST, Atlanta, license renewal (Dec. 1).

NEW, Lake Shore Broadcasting Co., Cleveland, CP new station 1300 kc 5 kw unl. directional D & N; **NEW, Cuyahoga Valley Broadcasting Co., Cleveland,** CP new station 1300 kc 1 kw D (consolidated hearing, Jan. 22).

Radio Posts in Army

EXAMINATION for high-speed radio equipment operators held early this year has failed to produce enough eligibles for the Army Signal Service, according to the Civil Service Commision. To secure men for 200 posts now open, the Commission is modifying original requirements and the examination is open until further notice.



PARTICULARLY suited climatically for experimental design and development of radio equipment, the 55-year-old Johnson Castle at Rutland, Vt., has been purchased by Herbert L. Wilson, New York consulting radio engineer, as a laboratory. Located where there is less static due to a short summer season, the castle will house transmitting equipment for analysis of station operation in confined areas; a study will be made of skywave propogation at close range, and special radio equipment will be tested for use in national defense. The ground is now undergoing alteration for construction of both directional antenna relay systems and ordinary single element radiators, while renovations are in progress for special living quarters for engineers.

ACA Renews With WHN

RENEWAL of its contract with WHN, New York, was signed early in November by American Communications Assn. (CIO), covering technicians and supervisors of the station. In addition to a renewal of the closed shop clause and standard ACA conditions, the contract provides for $8 a week immediate raise for technicians, ranging from a weekly $47.50 for beginners to $70 per week for employes of five years or more standing. Supervisors, receiving a $10 weekly raise, will receive up to $80 a week after five years or more with the station. ACA also reported that it had signed a contract with WBNX, New York, covering both announcers and technicians. The pact covers a two-year period and calls for wage increases of 17½%.

Gunther's Plans

IF JOHN GUNTHER, foreign correspondent, author and news commentator, returns to this country from London before Christmas, he will substitute on MBS for Raymond Gram Swing, while the latter takes his annual three-week vacation. Plans call for Gunther to arrive in New York by *Clipper* Dec. 15, although he is now trying to get permission to visit Russia, and if successful, will not make the trip. Swing is heard Mondays through Thursdays, 10-10:15 p.m., on Mutual under sponsorship of General Cigar Co., New York.

A NEW NIGHTLY sponsored program, *Penny Parade*, is heard in cooperation with a service club on CJRC, Winnipeg, to raise funds for Milk for Britain's Babies. Listeners are asked to send in one penny for each year of their age.

THE SERVICE RECORD OF 21,000 COMPRESSION CONES IS YOUR MARGIN OF SAFETY IN SPECIFYING "LAPP" FOR ANTENNA STRUCTURE INSULATORS



More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3″ cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators.
Lapp Insulator Co., Inc., LeRoy, N. Y.

This giant base insulator supports one corner of the new WABC tower now operating on Little Pea Island, New York.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accou

All time EST unless otherwise ind

New Business

PROCTER & GAMBLE Co., nati (Ivory soap flakes), on starts *Hap Hazard* on seven C cific stations expanding Jan. 2 unnamed number of CBS coast-to-coast, Tues., 10:30-10 (EST) and Thurs., 9:15-9:4 (PST). Agency: Compton Adv

Renewal Accounts

AMERICAN TOBACCO Co. York (Lucky Strikes), on Dec news for 13 weeks *Kay Kyse lege of Musical Knowledge* NBC-Red stations, Wed., 10-1 Agency: Lord & Thomas, N. Y

CONTINENTAL BAKING C York (Wonder Bread), on De news for 13 weeks *Maudie's Di* 47 CBS stations, Thurs., 7:30- rebroadcast 11:30-12 midnight. cy: Ted Bates Inc., N. Y.

COLONIAL DAMES Inc., Hol (cosmetics), on Dec. 19 renews weeks *Find the Woman*, on S Pacific stations, Fri., 9:55-1 Agency: Glasser, Gailey & C Angeles.

GENERAL FOODS Corp., Ne (Sanka Coffee), on Jan. 1 *William L. Shirer* for 13 weeks CBS stations, Sun. 5:45-6 p.m. cy: Young & Rubicam, N. Y.

ANDREW JERGENS Co., Cin (Jergens Lotion), on Dec. 28 for 52 weeks *Jergens Journa Walter Winchell*, on 72 NB stations, Sun. 9-9:15 p.m., rebr on 21 Pacific Coast Red statio 12:15 a.m. Agency: Lennen & M N. Y.

ANDREW JERGENS Co., Cin (Woodbury soap), on Dec. 28 for 52 weeks, *Parker Family*, NBC-Blue stations, Sun. 9: p.m., rebroadcast on 21 Pacifi Red stations, 12:15-12:30 a.m cy: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cin (Woodbury face cream, powd Dec. 31 renews for 13 weeks *tures of Thin Man* on 46 N stations, Wed., 8-8:30 p.m., r cast Tues. 12-12:30 a.m. on 20 Coast Red stations. Agency: & Mitchell, N. Y.

Network Changes

MILES LABS., Elkhart, Ind. Seltzer), on Nov. 29 added 11 (KELO WBOW WGBF KIDO KGIR KFPA KRBM KSEL KTFI) to *National Dance*, making a total of 67 Red stations, Saturdays at 9- Agency: Wade Adv. Agency,

Beverage Test

YOSEMITE BEVERAG San Francisco (Cleo Cola), radio for the first time, r started a 13-week test ca using one minute transcribe five times weekly on KJB KYA, San Francisco. If th paign proves successful the s probably will extend to othe kets on the Coast. Agency & Thomas, San Francisco.

ARTURO TOSCANINI, mak initial appearance of the seas the NBC symphony orchestra 6, will conduct Johann Strauss "Beautiful Blue Danube" for t time in his career. Maestro To will conduct the NBC Symph Dec. 6 and 13, 9:30-10:30 p behalf of the Treasury bond ca

RCA Shortwave Chess

MFG. Co., Camden, on Nov. 25 ed Jose Raul Capablanca, former l-champion chess player, in a se- of quarter-hour talks on chess, least in Spanish on NBC short- stations WRCA and WNBI and WBOS. Westinghouse interna- l station in Boston. Talks will be waved to Latin America Tuesday Thursday evenings, 7:45-8, in the est of Victor records. Business placed direct.

Patriotic Gesture

AS A PATRIOTIC service to the Eighth Pursuit Squadron of the U. S. Air Force, at Lindley Field near Greensboro, N. C., and other military groups in the area which are without a band, WBIG devotes two minutes daily, beginning at 4:45 p.m., to sounding retreat and playing the national anthem.

SHERWOOD DURKIN, formerly with WCBS, Springfield, Ill., has been added to the news announcing staff of WMT, Cedar Rapids, Iowa.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

ted Immediately—Combination an- ncer operator. Salary, experience, ilability first letter. Box 196A, OADCASTING.

ted—First class announcer. State ex- ience, references, salary expected first ter. Liner's Broadcasting Station, nroe, La.

ted—Announcers, Engineers, Salesmen, positions leading to staff of new 1000- tt station in East. Box 191A, BROAD- STING.

ted—Aggressive, high-type sober sales- n for local station in north central te. Fine opening, wonderful opportu- y. Box 187A, BROADCASTING.

s Announcer—Must be experienced, ac- rate, and have outstanding, distinctive le. Tell whole story in first letter, in- ding salary expected. Box 193A, ROADCASTING.

ted Immediately—Two top-flight an- uncers for network affiliate in South- stern market. State all details and aft status first letter. Box 190A, ROADCASTING.

ouncer-Program Man—Capable of han- ing remotes, news, commercials, daily g and scouting live talent programs. n-network station in West. Include ferences, snapshot, experience, all de- ils. Box 184A, BROADCASTING.

rd Men, Experienced And Assistants— ax recordists, matrix electroformers, essmen, compounding and mill room po- ions open in Northern New Jersey and cinity of Boston. Written applicatons ly. POINSETTIA, INC., PITMAN, N. J.

Operator-Announcer (Licensed)—That 50 month (salary and overtime) 50 hr. eek, will obtain. Must have good voice. nall station, western city. Give refer- ces and experience first letter. Box 3A, BROADCASTING.

gram Director-Production Manager— etwork station in large Georgia city. pplicants must have creative ability. od opportunity for man able to direct aff and not afraid of work himself. ould be able make personal interview. n't apply unless your credit is A1 and n stand investigation. $35 weekly. Box 2A, BROADCASTING.

Situations Wanted

ineer—28, married, ten years' experience ansmitter, studio equipment construc- n, operation and maintenance; Trans- dio, announce. Box 182A, BROAD- ASTING.

erienced—Continuity Writer—Program pecialties and Announcing. College edu- tion. Desires change. Box 189A, ROADCASTING.

You Use An Unusual Announcer?— xcellent experience and background. ow employed and serving notice. Quali- ed all phases in radio-news, sports, spe al events—desire location in or near altimore or Washington, will consider orthwhile offer elsewhere. Will arrange r personal interview and live audition. ill prove an asset to a real station. ox 188A, BROADCASTING.

Situations Wanted (Continued)

Challenging Station—Department store, or agency copy-writing post by young woman, 28, college degree. Four years intensive experience as continuity chief. Ready for genuine opportunity. Box 185A, BROADCASTING.

Sports Announcer And Special Events Man—Now employed, desires change. Excellent background, outstanding record. Box 176A, BROADCASTING.

Manager Or Program Director—About Jan. 1. Young, energetic. Best references. Now employed in large station. Prefer Mid-West. Box 178A, BROADCASTING.

Nationally Known Health Broadcaster—Scientist, author, seeks commercial sponsor after eight years government sponsorship. Prefer high grade foods, drugs, cosmetics or similar account. Cavender Service, 1131 Loyola, Chicago.

"Voice Of Uncommon Sense"—Ten years broadcasting experience under other name. Open for sponsor who can use psychological, vocational, marital, child guidance material on ethical basis. Box 180A, BROADCASTING.

Announcer—Newscaster, experienced general staff duty, dramatic director—unmarried, draft exempt, sober, reliable, desires employment in growing Western or Midwestern network outlet. Now employed NBC Blue affiliate. Box 181A, BROADCASTING.

Station Manager-Program Director—Young, ambitious, with proven ability to make a station pay. Desire responsible position where station owner's wife is NOT employed. Will build listening audience with quality and "different" programs. Box 195A, BROADCASTING.

Auditor — Desires position with large or growing station. Handle office management, monthly operating statements, yearly closings, credits. Wide experience with top problems and personnel. Finest bank and other references. $5,000.00 yearly salary requirement. Employed. Box 186A, BROADCASTING.

Showman-Salesman-Executive — More than seven years experience announcing, production, promotion, continuity, programming, Commercial Manager and all phases. Married, family, age 30. Excellent references from New York City to Dallas. Available December 1st. Box 179A, BROADCASTING.

Wanted to Buy

Will Buy One Vertical Tower — Approximately 175 feet. WMFF, Plattsburg, New York.

For Sale

Western Electric 5-kw Amplifier—Complete with 220-C tubes, high and low voltage supplies, antenna tuning units, power control panel, high voltage rectifier, and filament and bias supplies. Used only few years. Excellent condition. KFH, Wichita, Kansas.

Modified RCA 1001-B Transmitter — Converted to 5-kw six years ago. Box 194A, BROADCASTING.

SALES AND MERCHANDISING EXECUTIVE

Ten years with highly successful basic network station in major market seeks greater responsibilities. 41, married, family, highest recommendations from national agency and advertising field. Broadcast experience. Could assume full responsibility. Full details on request. BOX 197A, BROADCASTING.

Situation Wanted
STATION MANAGER

Live, aggressive, unusually versatile. Twelve years' complete management experience, covering all departments, including FCC and industrial phases. Demonstrated local and national sales ability.

Box 161A, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

ADVERTISE in BROADCASTING for Results

Renewed Activity In Radio Planned By Westinghouse

Defense Work Main Factor in Plans, Says Robertson

BECAUSE "the radio industry today is certain to gain by the use of a number of new principles and techniques that have been developed for defense requirements," Westinghouse Electric & Mfg. Co. plans to renew its activity in the field of radio, "particularly in the development of new uses for equipment which has grown out of the needs of national defense," according to A. W. Robertson, chairman of the company, in a report to the Westinghouse board of directors last week.

The company and its engineers, he said, are already devoting much thought to the future use of radio equipment for the benefit of civilians after this emergency period.

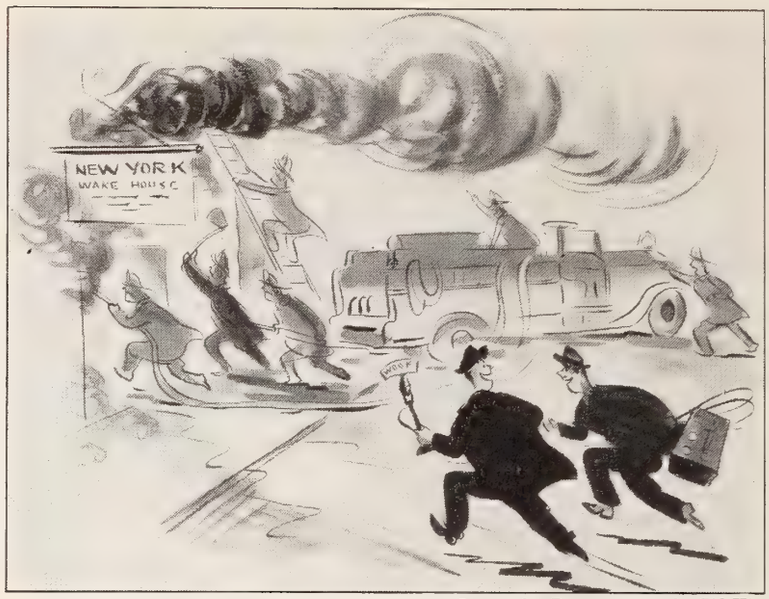
Military Orders

Pointing out that Military secrecy forbids revealing details of these developments at present, Mr. Robertson reported that since the beginning of the emergency period, the Westinghouse radio factory at Baltimore has increased its manufacturing space 400%, and its production 800%, virtually all of which is for national defense. Every one of the company's 25 manufacturing plants is working on a three-shift basis, he stated, and unfinished orders in the radio division at Baltimore alone exceed $40,000,000.

Pioneering 25 years ago in the research and development of radio, Westinghouse later shared its results with RCA, and subsequently withdrew from active leadership in radio development, except in the fields of commercial broadcasting equipment, shortwave and military equipment, Mr. Robertson said. Foreseeing greater military interest in radio in 1937, Westinghouse moved its radio factory from Chicopee Falls, Mass., to Baltimore, "in order to be nearer the headquarters of Navy and Army officials sponsoring newer developments in the field," Mr. Robertson reported, adding that the company is making "excellent progress" in shifting over its peacetime production areas to National defense work.

M & M Plans Change

M & M CANDY Co., Newark, contemplating a network show for early next year, has issued cancellations effective Dec. 5 for its schedule of station-break announcements currently running on approximately 15 stations [BROADCASTING, July 21]. Contracts had until April 1942 to run. Though no show has yet been selected, it is understood that Lord & Thomas, New York, agency in charge, is looking for one of the audience-participation type. A limited network of eastern stations will be used.



Drawn for BROADCASTING by Sid Hix

"We're Here Before Mayor LaGuardia!"

Coast Agencies Seeking Repeat Ruling; Practical Problems Cited by Networks

A PLAN to relieve the problem of buying network radio time on the Pacific Coast is provided in a resolution adopted at the recent Pacific Coast Convention of the American Assn. of Advertising Agencies. In announcing the plan Dan B. Miner, chairman of the Pacific Council, said it was designed to spread the popular programs over an additional hour or two in the evenings. Benefits to be accomplished were listed as:

1, To give the public a chance "to do the things they want to do" and hear more of the programs they like; 2, give national advertisers more good periods for their programs; 3, give Pacific Coast advertisers better opportunity to secure favorable periods; 4, give networks more hours to sell when a larger audience is available.

Equal Status

According to the Coast group, the resolution recommends "that a rebroadcast of a national program will have the same status as a Pacific Coast regional program in the selection of network time."

It is claimed that transcontinental network advertisers now have priority of time, larger discounts and lower talent cost-per-thousand. The transcontinental advertisers claim their big shows have "made" radio and they are big customers of the networks, thus meriting special consideration. Under the proposed plan, network repeats originating in Hollywood would be restricted to periods after 9 o'clock.

Network Reaction

Consensus of Hollywood network executives was that the effect of the resolution would unquestionably be advantageous to Pacific Coast advertisers but it would have several practical disadvantages from the standpoint of transcontinental network operations.

Don E. Gilman, NBC-Pacific Coast vice-president, said one of the problems involved arises from the additional line facilities required with programs coming in later. Further, musicans and artists would have to appear for the second broadcast at an unfavorable hour.

Practical problems also were cited by Donald W. Thornburgh, CBS Pacific Coast vice-president, including conflicting interests of the Mountain time zone. During daylight saving months, he continued, the national network would have to employ talent at such hours as 1 to 4 a. m. New York time. He further mentioned that over 90% of national network business is placed by eastern advertisers and agencies, who might not approve such a plan.

Wilbur Eickelberg, sales manager of Don Lee Broadcasting System, which is the West Coast outlet of MBS, declared, "We certainly believe that Western advertisers are entitled to some opportunity to reach the listeners during peak periods . . ."

Bickford Joins INS

LELAND BICKFORD, author of *News While It Is News*, formerly editor-in-chief of the Yankee and Colonial networks news services has joined the sales staff of INS. In the interim of his change to his present position, Mr. Bickford entered the mayoralty primaries at Medford, Mass., losing by 22 votes.

WFTL Joining MBS

WFTL, Fort Lauderdale, Fla., about Dec. 1 will become an affiliate of MBS, keeping the network's total outlets at 192, due to WHDF, Calumet, Mich., being dropped from the lineup two weeks ago. Owned by R. A. Horton, the station operates on 250 watts, 1400 kc., unlimited.

KCMO, in Kansas Ci To Join Blue on Jan.

KCMO, Kansas City, origin scheduled to become a basic N Blue station Dec. 1, will join network Jan. 20, 1942, shift from its present status as a sup mentary affiliate on that date. I ning hour rate is $200.

At the same time the even hour rate for WREN, Lawre Kan., NBC Basic Blue station, be reduced from $240 to $180 advertisers ordering KCMO new business after Jan. 20 to clude both stations. Cut-in nouncement rates for WREN be $15 evening, $7 daytime, and Sunday afternoons.

Current advertisers using Blue will not be required to KCMO during their current tracts nor on renewals of contr effective after Feb. 20, 1942.

PA Plans New Progra On Editors Assignme

PRESS ASSN., Associated P subsidiary handling the prepa tion and sale of AP news radio, has entered the prog production field with *Editor's signment*, half-hour dramatic se based on actual experiences American newspaper editors writers. Oliver Gramling, assist general manager of PA, will as m.c. on the series, and e program will have as its guest tist the editor whose experienc dramatized. Programs will o with an interview of the guest Mr. Gramling, which will lead the drama, and will close with eral minutes of news or news c mentary, as the sponsor pref Editors will be asked to sub their stories for use on the and those whose tales are will be "handsomely paid" for t labors, PA stated.

Avocado Campaign

CALAVO GROWERS of Cali nia, Los Angeles, recently sta a brief campaign over 16 stati in each case buying participati in home economics programs. A Jan. 1, 1942, the sponsor will up its radio schedule and may pand to other markets. Two pa cipations are being used weekl most cases. The agency is J. Wa Thompson Co., San Francisco. tion list: KHJ KECA KGO KM KSL KOMO KFPY KEX WK WBBM WGAR WJR WTMJ WOAI KPRC.

Video Engineers Sough

RADIO technicians with exp ence in television and cathode equipment, along with training operating amateur and commer equipment, are sought by the N in a recruiting circular. Quali men will be accepted for enlistn as petty officers second class in Naval Reserve and trained for cialized work. Training pay wil $72 a month. Pay will be increa as they are advanced to hig ratings.

Magazines Merge

EFFECTIVE Jan. 2, 1942, *Prin Ink* and *Printers' Ink Monthly* wil consolidated into one publicatio carry the former title, with a format of the so-called stan 8½ x 11½ size.



Lilly clansmen gathered at the 1941 reunion.

ED MASON

WLW Rural Program Director invited to LILLY FAMILY REUNION

Flat Top, West Virginia

For twelve years, the Lilly Clan descendants of Miles Standish have gathered at Flat Top for their annual get-to-gether, undoubtedly the largest family reunion in the country. This year, August 16-17 over 81,000 attended this gala event in the hills of West Virginia.



Genial General A. A. "Abe" Lilly—addresses Lilly Reunion of which he has been president and chief inspiration since its organization.

Ed Mason, farm program director of the Nation's Station, accepted the invitation of the Lilly clan to speak before their relatives and friends. Their enthusiastic response to his discussion of WLW, its CLEAR CHANNEL FACILITIES and the service it is proud to render to the rural families of West Virginia, lends additional proof to the statement that people in RURAL AMERICA are "WLW-conscious." Fully cognizant of WLW's untiring efforts to help the farmers of West Virginia, their daily listening habits endorse the Nation's Station as their favorite. Liking the BEST—they listen to WLW most!

CLEAR CHANNEL

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



REPRESENTATIVES: New York—Transamerican Broadcasting & Television Corporation. Chicago—WLW, 230 N. Michigan Avenue. San Francisco—International Radio Sales.

How to buy for the future... TODAY!

...WITH EXTREME SIMPLICITY OF CONVERSION

250 WATTS
TODAY

1000 WATTS
TOMORROW



RCA Broadcast Transmitter Type 250-K... RCA Amplifier Unit Type MI-7185. Without the amplifier unit, your installation is a high-efficiency, high-fidelity 100/250 watt transmitter. With the amplifier—easily, quicky added at any time—you're on the air with 1,000-watt carrier.

TODAY is the *time* to look ahead . . . whether you start a new 250-watt station or modernize an old one. And the RCA 250-K transmitter is the *way* to look ahead . . . through an installation designed for maximum ease of conversion to higher power. That's one reason why 84 American broadcast stations, built or building, have chosen the 250-K in the past two years—an acceptance unequalled by any other transmitter.

Today, your 250-K feeds your antenna. Tomorrow, it excites the grids of the RCA Type MI-7185 amplifier unit. That's all there is to it. There's no expensive duplication; nothing to throw away; no complicated re-designing. Simply allow for a few extra cubic feet to house the amplifier and power supply.

Remember, too, that either as an exciter unit or a complete transmitter, the 250-K gives true high-fidelity to your programs: frequency-response is flat within 1½ db. from 30 to 10,000 cycles, up to 95% modulation . . . with low harmonic content at all frequencies and levels. High-level, Class B Modulation and efficient RCA-engineered circuits keep down current costs; simplified tube complement lowers maintenance costs. Installation is simple and inexpensive; operation is simplicity itself.

Write for the complete story. Then compare the 250-K, feature by feature and dollar for dollar, with any other 250-watt transmitter on the market!

Use RCA Radio Tubes in Your Station for Finer Performance



Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montre

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamor

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

the Copy $5.00 the Year

dian & Foreign $6.00 the Year

DECEMBER 8, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 23

WASHINGTON, D. C.

RADIO INTRODUCES SELLER TO BUYER

Taken from a memorandum written by Col. B. J. Palmer, to the staff of WHO. A sturdy reproduction—suitable for hanging in any official's office, or copy-writer's cubicle or neophyte's nook—will be gladly mailed on request. Write for it!

The purpose of any commercial seller on our air is to awaken an anticipated experience thru the ear to the mind of the listener buyer.

To achieve this purpose, the commercial seller must attract attention—pleasant attention, if you please—and then it must be interesting to hear so he will take time to listen, understand and desire to buy.

Before writing any commercial, ask yourself, "WHY should those who listen buy what I describe?" Then answer in writing—"Because . ."—and get as many "becauses" as you can. Spend time and list ALL the "Becauses" you can. Do this and you produce a commercial which will produce results for our client.

Every commercial should somehow pay the listener for his time—the time he takes to listen.

People buy because THEY want to—not because YOU have a job and need the pay.

Plan your commercial so it will be remembered. It's the MEMORY VALUE of a commercial that makes it profitable, because only a few people are in the mood to buy or in finances to buy at the time our commercial reaches their ears.

You can persuade if you are unafraid—meaning that when YOU believe in the value of what you are commercially advertising over our air, you will produce a commercial that will engender buying impulses.

And your loquaciousness bespeaks your vacant mind. Being verbose or wordy—the long-winded person in conversation, in writing or in commercials, repels rather than attracts the buyer.

Verbs make the potent commercials. The average commercial is made up of nouns and adjectives and too few verbs. Verbs suggest action and impel action because they convey conviction. Headline writers in magazines and newspapers make use of verbs to intrigue interest of readers. Put at least one strong, forceful verb in every sentence of your commercial, and note the interest it arouses even in yourself. Verbs are gold nuggets of sales language. Cultivate the verb habit.

Positive statements also make potent commercials. The average commercial contains negatives such as "DON'T FORGET," "DON'T BUY UNTIL," "DON'T ATTEND," "DON'T MISS THIS," etc. Negatives suggest "don't" and "forget," "miss," etc. Positives suggest and impel action because they convey DOING. Put strong, positive statements in EVERY sentence of your commercial and note increased sales it arouses. Write your commercial, then transpose it into positives. Positives are gold nuggets of sales language. Cultivate the positive habit.

Successful business men think, act and speak positives!

COL. B. J. PALMER
President, Central Broadcasting Co.
President, Tri-City Broadcasting Co.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



ENTER HERE

to meet a Million People

This is the all-glass entrance to WSPD's new studios and offices in the station's own *BROADCAST BUILDING*, Toledo. Through these doors, you enter the pivot market of the great lakes, the homes of over one and a half million progressive people.

Five new studios, elaborate audience, audition and office facilities will be completed in the *BROADCAST BUILDING* by January 1st. We want you to visit us then, to see the new manifestations of WSPD's 21-year-old story: "success through service".

THE NEW

WSPD

As Modern as Tomorrow

TOLEDO, OHIO — A FORT INDUSTRY STATION — NBC BASIC RED

REPRESENTED NATIONALLY BY THE KATZ AGENCY





Alike?

They buy the same cigarettes, the same clothes, the same cars, but one buys over $100,000,000.00 worth of farm equipment each year

ide of a healthy sunburn there's not much dif-ce between the average looks of a Southern er and his city friend. Full dress suits and ond rings aren't out of the farmer's n. Fact is; he not only "keeps up with Joneses" in the city when it comes to ding, but many times pays out a good nore. For instance, last year out of 2,000,000,000.00 income approximately ,000,000.00 of it went for farm equip-

executive and farm owner. They're about the same down South. And radio, we believe, has played an important part in this similarity of tastes. Into the farmer's remote have, for example, come WSM's educational features, up to the minute news flashes, market data . . . culture. Through radio and WSM, he and his family, hungry for knowledge, thirsty for culture, have been informed, educated and entertained. Is it any wonder he buys the same WSM advertised products as his city brother? Is it any wonder that WSM's coverage, approximately 50% rural and 50% urban, is so mighty important to advertisers?

WSM — 50,000 WATTS — CLEAR CHANNEL — Air Castle of the South

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
HE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

ed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

When you think of

NEW ORLEANS

you think of:

The Sugar Bowl . . .



and

WWL

NEW ORLEANS

50,000 WATTS

(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

December 8, 1941

CONTENTS

NBC Alters Network Structure	7
WFBR To File in Monopoly Case	8
Filene's Success Brings Wide Reaction	9
Printers Revive Radio Crusade	9
Newspaper Hearing Recessed to Jan. 8	10
Murrow Honored at Dinner	12
Dies May Summon Fly	14
Educators, Federal Officials Praise Radio	16
WGST Hearing Opens Political Battle	18
Agency Rate Cut Claim Causes Complaint	18
White, Holcomb Join Sovonox	20
Peabody Entries Close Jan. 10	20
NAI Criticizes ASCAP Log	22
Telephone Spots Placed	24
Books Use 458 Stations For Spots	45
NAB Coast Meetings Discuss Industry Problems	47
50 kw Sought For Waterloo, Ia.	51
Philippines Favor News	52
Dr. Stanton Gets OFF Position	59
Disc Firms Seek MPPA Pensions	62
No Change in ASCAP Officers	62

DEPARTMENTS

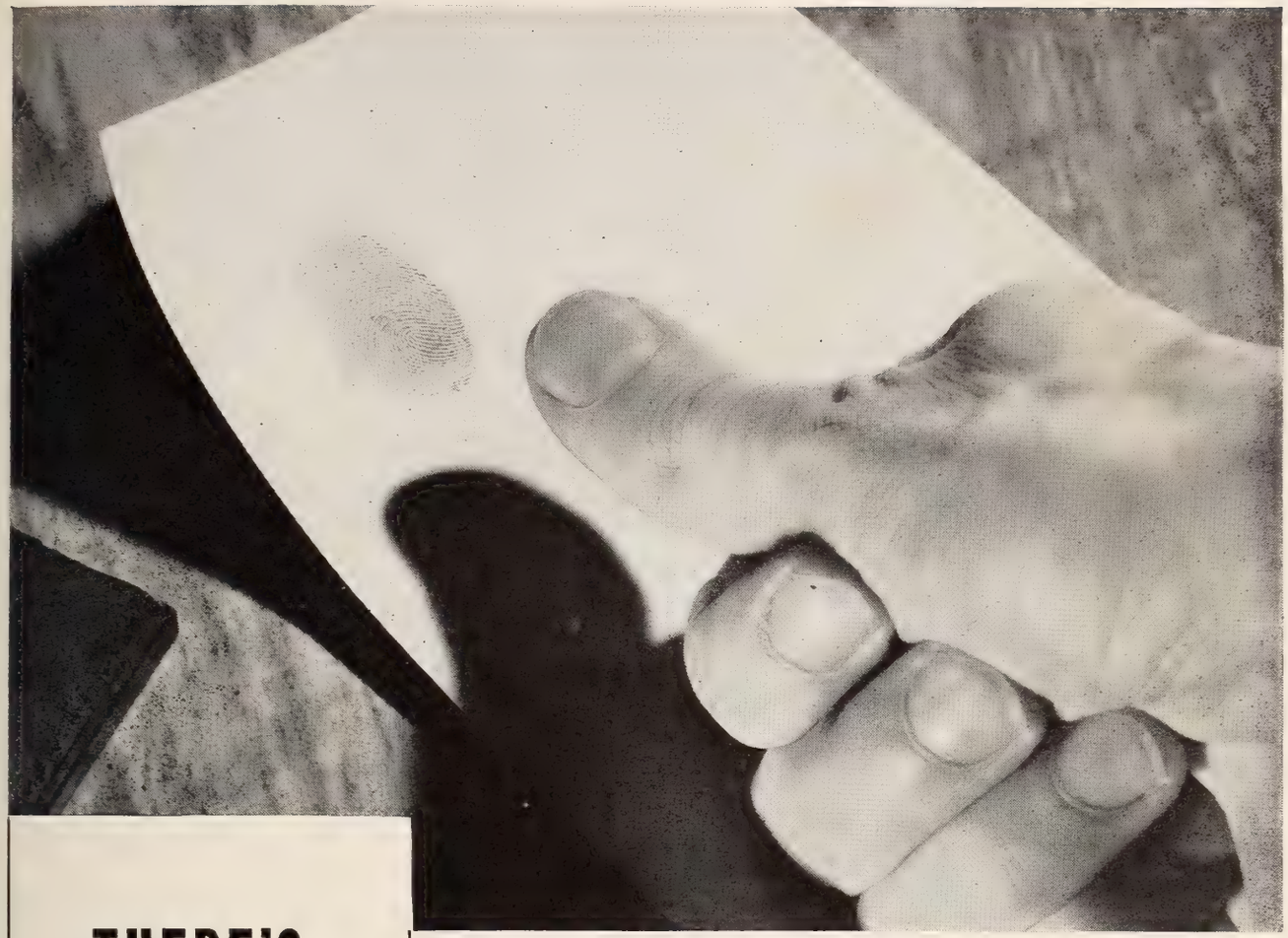
Agencies	46	Meet the Ladies	37
Agency Appointments	27	Merchandising	39
Behind the Mike	36	Network Accounts	60
Bookshelf	34	Personal Notes	35
Buyers of Time	57	Purely Programs	44
Classified Advertisements	61	Radio Advertisers	41
Control Room	48	Station Accounts	40
Editorials	34	Studio Notes	38
FCC Actions	60	We Pay Respects	35

Hix Cartoon 62



FOR SALE: One Blanket.
Covers Nebraska and her neighbor
Low cost returns

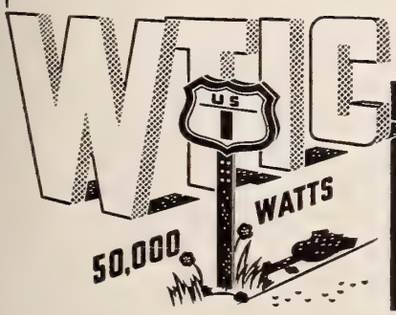
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LINCOLN, NE



THERE'S NOT ANOTHER LIKE IT!

As distinctive as a fingerprint is the service which WTIC renders to the people of Southern New England. Distinctive, too, is the manner in which the 2,600,000 listeners in this important industrial area rely upon WTIC's facilities for entertainment and information.

Wise national advertisers have found that this audience loyalty makes WTIC a natural advertising medium. So, you're missing a bet if your plans for Southern New England fail to include WTIC. There's not another like it!



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The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco



"Don't shoot us chickens, Suh!"

● One of the things, we know, that make advertising men tired and cynical before their time—that give them that "distinguished touch of gray about the temples!"—is the constant defense they must maintain against silly and insincere "selling raids" on their advertising budgets. Sometimes it seems that more people are soliciting for *junk* than for legitimate propositions.

In most cases, however, these silly and illegitimate solicitations are not actual second-story, or "hen-house", operations. Mostly they're just the work of beginners or second-raters who don't exactly know better.

As pioneers in the radio business, Free & Peters *outgrew* the temptation of far-fetched and silly promotions, years and years ago. We can spot a "nigger in the hen-house" as far as we can see it. That's just one more reason why our fifteen good men are welcomed friends and trusted co-workers to most of the radio advertisers and agencies in America.

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WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . .IOWA. . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . .SOUTHEAST. . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . .SOUTHWEST. . .

KGKO . . . . . FT. WORTH-DALLAS
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . .PACIFIC COAST. . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

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WRIGHT-SONOVOX, INC.



FREE & PETERS, INC.

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Since May, 1932

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BROADCASTING
and
Broadcast Advertising

21, No. 21 WASHINGTON, D. C., DECEMBER 8, 1941 $5.00 A YEAR—15c A COPY

BC Alters Network Operation Structure

ops Exclusivity; Woods, Kobak Slated

CIDENT with consideration he NBC board of directors of w plan for separation of the and Blue networks, announce- was made by NBC to all of ffiliates that it has abandoned usivity", thus permitting its ites to broadcast programs of networks where no conflict is ved.

th the separation plan, to be dered by the NBC board today . 8), and the "exclusivity" tie directly into the FCC's -monopoly regulations, now oiled in litigation. While only 20-odd NBC affiliates had con- s containing the exclusive af- on clause, the provision gen- was viewed as applicable to ffiliates. The letter, signed by am S. Hedges, vice-president arge of stations, was sent to ntire roster of NBC outlets text below].

Officers Mentioned

vorce of the Red and Blue orks, while far from consum- d, nevertheless has reached a er" stage, with names men- d for key positions. The name ted Broadcasting System" has reserved by NBC with cor- ion officials in Albany, N. Y., ratory to final board approval. hile speculation was regarded remature, particularly since RCA-NBC boards had not , word nevertheless was preva- that Niles Trammell, NBC dent, might become chairman e board of the new network, h would be a wholly-owned diary of RCA. Mark Woods, president and treasurer of . one of its original employes a well-known industry figure, ported slated for the presi- y, with Edgar Kobak, NBC president in charge of Blue ork sales, reported as the prob- executive vice-president.

easurer of the new company, r the plan now being consid- would be Lunsford P. Yandell, tant treasurer of RCA, who een working on the separation

MENTIONED FOR NEW 'UBS' NETWORK



MR. WOODS



MR. KOBAK

plan. The name of Keith Kiggins, Blue sales manager, is mentioned as executive in charge of station relations for the new network.

The whole divorcement project is regarded as a move precedent to ultimate sale of the network as a separate entity. For the last several years, it is known, steps have been taken by RCA-NBC to effect a separation of the two chains so they could engage in horizontally competitive operations. This even antedated the FCC's inquiry into chain operations and was under consideration well before the promulgation last May 2 of the rules, now under legal attack before a statutory three-judge court in New York.

Premature publication of reports regarding the imminent divorce of the networks was deplored by NBC-RCA officials. It was pointed out that many plans have been advanced in the past and that the new project, proposing the Blue under a new name as a direct subsidiary of RCA rather than as a unit of NBC, could be considered only another of the blueprints, albeit more comprehensive.

The plan, as have all its predecessors, may "go up in thin air", one responsible official declared. Moreover, it was presumed that before anything conclusive is done a general meeting of Blue network officials will be called in New York. Assuming no serious complications develop, this meeting may be called within the next few weeks in the hope of consummating the separation as early as possible after the first of the year.

Presaging changes in the NBC

NBC Letter on Abandonment of Exclusive Affiliations . . .

FOLLOWING is the full text of the letter sent to all NBC affiliates by Vice-President William S. Hedges last week, notifying them of abandonment of the exclusive network affiliation requirement:

"As you know, we have instituted suit against the FCC for the purpose of securing a judicial determination of the Commission's power to regulate business practices as attempted by it in its Network Broadcasting Order of May 2, 1941. Although it is the firm position of NBC that the Order is wholly outside the Commission's jurisdiction, NBC does not believe that its position upon this point of law should prevent it from making its own decisions of business policy.

"During these times of emergency all of our efforts should be devoted to the maintenance and improvement of our nationwide network broadcasting services which play such an important part in sustaining national morale. NBC has consistently maintained that radio's vital contribution to the national defense will be strengthened by setting aside all disputes not essential to the existence of the industry. This has direct application to our present situation.

"The Commission and others have criticized several provisions of our network affiliation contracts. While we believe that all of these provisions are desirable for network operation in the public interest, both from the station's standpoint and our own, we do not believe that all of them are indispensable. Last summer, you will recall, we deleted some of these provisions from our contracts.

"Now we are writing to inform you that NBC has decided to eliminate as a term of network affiliation any obligation pursuant to which an NBC affiliate may not broadcast the programs of another network at such times as do not conflict with the station's obligation to broadcast NBC programs. You may deem this letter a modification of your contract of network affiliation with us to the extent that such contract may be inconsistent with the foregoing. All other provisions of the contract, including provisions concerning network optional time, remain unchanged.

"We firmly believe that the indispensable element in every network affiliation contract is a provision giving the network a firm option on a reasonable amount of time, exercisable on reasonable notice. We do not believe that the provisions of the Network Broadcasting Order permitting so-called "non-exclusive option time" on 56 days notice are workable. Our suit against the Commission seeks to preserve the all-important right to obtain a firm option of the type we regard as essential to the continuance of the present high standard of nation-wide network broadcasting".

MAY BE NAMED TO NEW NET



MR. YANDELL



MR. KIGGINS

structure was the announcement by Mr. Trammell last Monday that Sidney Strotz, NBC vice-president in charge of programs with headquarters in New York, has been assigned to assume direction of the entire Pacific Coast NBC operations, with headquarters in Hollywood. He joined NBC in 1933, became vice-president in charge of the Chicago Division in December, 1939, succeeding Mr. Trammell, and a year later came to New York as vice-president in charge of the program department.

Don Gilman, NBC vice-president on the Coast, was placed in charge of public relations in that area. A E. Nelson, assistant vice-president in San Francisco and general manager of KPO-KGO, continues in that capacity under the supervision of Mr. Strotz.

C. L. Menser, who joined NBC in 1929 and has been production manager, was named program manager succeeding Mr. Strotz, with headquarters in New York.

Precisely what bearing these personnel shifts will have upon ultimate separation of the networks was not disclosed. Similarly, other possible personnel shifts which necessarily would be entailed by the separation, are only in the preliminary stages of consideration, awaiting final NBC board action. Here also reports have been widespread regarding appointments, but with nothing concrete indicated.

The plan was to have been considered by the board of at its regular monthly meeting last Friday, but was postponed because of the sudden death the preceding day of the mother of David Sarnoff, RCA vice-president and NBC Board chairman. It was possible that only financial and legal aspects would be considered at the Monday session, with final action to come later this month.

Capital Situation

Presumably there would be no separation of activities in Washington, under Vice-President Frank M. Russell, for the present in any event. NBC owns WRC in Washington and has a lease-management arrangement with WMAL, Blue network outlet, owned by the *Washington Star*. The latter contract, however, is in litigation before the FCC and the newspaper-ownership inquiry. Until this issue is disposed of, there presumably would be no change in the capital.

The plan now under consideration contemplates occupancy of quarters in Radio City by the new network entity, but with a separate executive staff all down the line. Details as to program and technical personnel have not been finally evolved, though it was thought that a pool arrangement might be worked out with employes drawn for particular operations as required.

If, as and when the separation is effected, WJZ, New York, WENR, half-time station in Chicago, KGO, Oakland-San Francisco, and WMAL would become managed and operated outlets of the new network. It is assumed there would be a separate staff to direct management and national spot sales for these stations.

Hedges' Notice

A maze of loose ends will have to be tied before the overall separation could be effected. For example, complications develop in connection with a half-dozen markets which have combination Red and Blue outlets. Such situations, for instance, exist in Syracuse, Rochester, and Portland.

In this connection, Mr. Hedges' letter announcing abandonment of exclusivity was viewed as significant.

Mr. Hedges notified all stations that NBC had decided to eliminate as a term of network affiliation "any obligation pursuant to which an NBC affiliate may not broadcast the programs of another network at such times as do not conflict with the stations obligation to broadcast NBC programs." Stations were advised that they could consider the letter a modification of their contract of network affiliation with NBC "to the extent that such contract may be inconsistent with the foregoing".

Emphasis was given the that all other provisions of contract, including that relati network option time, remain changed. "We firmly believe, said, "that the indispensable ment in every network affili contract is a provision giving network a firm option on a re able amount of time, exerci on reasonable notice."

The letter concluded that did not believe the FCC re tions, permitting so-called " exclusive option time" on 56 notice, are workable. The suit, he said, seeks to preserve all-important right to obtain a option of the type we regar essential to the continuance o present high-standard of na wide network broadcasting."

Mr. Woods, who turns 40 on 27, is one of NBC's original ployes and has been active in since Jan. 1, 1922, when he b setting up an accounting sy for the radio department whic AT&T had started not long be

Well-known and liked thro out the industry, he was the o officer of NBC in point of se though one of its youngest in He was born in Louisville in spending his boyhood in Jack ville, where he attended p schools and got his first busi training with his father, custo of the American Naval Stores during summer vacations.

Learns Accounting

During World War No. I was rejected by the Navy bec of his youth but landed a jo foreman of a pneumatic tool in a Jacksonville shipyard. L he became head of the perso department and supervised ployment of all workers. After war he became a salesman f large soda fountain manufact

Mr. Woods' first job was the Thomas A. Edison Indus as an accountant, having lea his profession in high schools at business college. In 1920 joined the revenue accounting vision of the New York Telep Co., but was later transferre the accounting staff of the pa AT&T, which at that time was tively engaged in the broadcas business as owner of WEAF.

By 1926 he was assistant tr urer, assistant secretary and manager of the Broadcasting of America, an AT&T subsid set up to operate WEAF. T years earlier he had joined other broadcasters in formin trade association which they corporated as the National A of Broadcasters, forerunner of present NAB.

On Nov. 1, 1926 when the A broadcast operations were tur over to NBC which made its d on that day, Mr. Woods bec assistant treasurer of NBC, sistant secretary and office m ager. A year later he became tr urer of NBC, retaining that until April, 1934, when he

(*Continued on page 55*)

Litigants Prepare for Court Net Hearing; Hope Barroll, WFBR, to File Affidavit

WITH PRELIMINARY briefs being prepared for filing in advance of arguments, all parties to the NBC-CBS suit against the FCC's network monopoly regulations last week were preparing for arguments before the statutory three-judge court in New York on Dec. 15.

Reports were prevalent early last week that a postponement might be sought, particularly in the light of the appointment by CBS of Charles Evans Hughes Jr. as trial counsel [BROADCASTING, Dec. 1]. Last Friday, however, there was no indication that the postponement would be asked and it was reported Mr. Hughes, in collaboration with former Judge John J. Burns of Boston, CBS special attorney, were whipping their preliminary brief into shape. Briefs probably will be filed during the week of Dec. 8.

Barroll Affidavit

MBS, which has intervened in support of the FCC's position, is expected to file an affidavit of Fred Weber, general manager, taking issue with the claims of CBS and NBC, WOW, Omaha, and WHAM, Rochester, that the regulations, if invoked, would disrupt network broadcasting as it now exists. It also has been indicated that Hope Barroll, executive vice-president of WFBR, Baltimore, MBS outlet, but formerly on the Red, would file an affidavit in opposition.

The arguments before the three-judge statutory court will be on the motions of NBC and CBS for a preliminary injunction and the counter-motions of the FCC, supported by MBS, for dismissal of the proceedings. In either event, it is expected the case will go to the U. S. Supreme Court on virtually automatic appeal.

Telford Taylor, FCC general counsel, and Thomas E. Harris, assistant general counsel, are expected to argue the case for the Government, assisted by Samuel Brodsky, special assistant to the Attorney General in New York. Mr. Hughes and Judge Burns will handle the proceedings for CBS, while John T. Cahill, NBC special counsel, is expected to present that network's case. Separate attorneys may argue for WOW and WHAM, since they filed in the proceedings through their own counsel.

ilene's Success Brings Wide Reaction

orcester Store Draws Retail, Agency and Radio Praise

EW ERA of understanding be- n department stores and radio reseen as all branches of the dcasting, advertising and dis- tion industries discussed the ss story "Filene's Discovers Power of Radio", published in Dec. 1 BROADCASTING.

is thought was voiced by R. G. baum, manager, sales promo- division, National Retail Dry s Assn., and was heard in all s of the nation from all walks stribution.

e Filene's article, based on the rience of this huge organiza- s Worcester outlet, managed rooks Shumaker, recited in de- the store's radio experience in ng out of a serious rut and a period of busy selling.

oposed by Mr. Shumaker was tionwide plan of radio promo- for department stores, oper- on a syndicate basis. The basic s of the plan have been tested he Filene's Worcester store. ly interested in the idea is the ciated Merchandising Corp., York buying organization for werful group of department s and specialty shops. AMC's arch, operating, sales and pub- adjunct, Retail Research .., has been studying the pro-

Demand for Reprints

ntative preliminary approval e syndicate idea has been given rank J. Pellegrin, director of NAB Department of Broadcast ertising. Mr. Pellegrin will di- an NAB presentation of the at the NRDGA convention in York Jan. 15, which has al- d a half-day for the project.

s comments on the Filene's le began to flow into BROAD- ING they were accompanied by ests for thousands of reprints. eavy press run of reprints was dy ordered but the supply was usted and a new run ordered.

pifying retailer reaction was tatement by Mr. Maybaum, of DGA. Commenting on the le, he said:

"he article in BROADCASTING very well be the inauguration greater era of understanding een radio and department s. It proves without a doubt every department store should ously consider radio.

hose stores that have used it claimed it is unsuccessful have spent much time and effort in loping a technique to sell ugh radio. The article also es that radio is not a costly um when compared to results. n the past there has not been eeting of the minds between re- rs and radio. Most department stores have not made an effort to understand radio technique and radio in turn has not understood the retailers problems. If radio and the department stores don't get together they are both missing out on considerable revenue.

"The successful use of radio by other industries indicates that dry goods retailers can do the same. If the department store advertising man spent as much time on radio production as he does on his newspaper copy he would most certainly evolve successful formulas.

"Technical advances in radio including television will likewise open up a tremendous field for the retailer. Filne's has worked out a successful formula and as a result of this excellent article by Mr. Schumaker I look forward to much wider use of radio by retailers."

Agency Viewpoint

According to Norman Livingston, radio director of Redfield-Johnstone, New York, the story is "most interesting." He feels that it "is about time department stores really found out about radio, and did something with it."

In his experience with such shows as *Morning Matinee*, cooperative show which Redfield-Johnstone handled for a group of department stores all over the country in 1935-36, a live show is much better than a transcribed one—and that agency's experience also shows that a program placed at a good evening period is better than a daytime one. At night both husband and wife are at home and can discuss the price of any large piece of merchandise they plan to buy as they hear the program together.

John Garber, Retail Research Bureau, University of Pittsburgh, authority on department store and retail research and author of many works based on surveys, wired: "By all means use standing type, mimeograph or otherwise, to reprint copies of exceeding important article on Filene's experience with radio in Dec. 1 BROADCASTING and send to key department store publicity people across the country. It is a first class contribution to retail advertising. Congratulations!"

Creamer Comments

Joseph Creamer, promotion & research director of WOR, Newark, who has delved deeply into department store methods, comments:

"I must tell you that 'Filene's Discovers the Power of Radio' is, in my opinion, a splendid contribution to retail radio thinking. I, particularly got a rise out of it, because you may recall that the opening sentence of an article I wrote for BROADCASTING, 'A Radio Formula for Department Stores' read—'Time and again department store executives say, "Yes, we've used radio. It doesn't work".'

"What a splendid refutation the Filene's article supplies! And what a working blueprint for those retailers and department store people who are willing and eager and—shall we say—'daring' enough to try a medium whose results may be temporarily unpredictable, but never disappointing when it is used with a normal degree of intelligence and foresight.

"I hope that BROADCASTING will make an effort to get this placed into the hands of every department store in the United States."

James V. McConnell, manager, national spot and local sales department, NBC, wrote:

Actually, I don't think that anyone in radio is really amazed at the job the medium has done for William Filene's Sons & Co. We expect amazing things of broadcasting and the records are full of successes for all kinds of services and products — department stores included.

"What pleases me most about the Filene's story is that it so frankly and without qualification gives radio full credit for building up a retail business.

"Other department stores have used radio with equal success. But none to my knowledge has written so openly about its experience. With Filene's, one of the leading department stores in America, showing the way, we should see radio assuming a much more important place in the advertising plans of retail stores all over the country."

Mr. Pellegrin (NAB) — "The story is an outstanding example of inteligent use of the broadcast medium. Please arrange for 1,000 reprints for the NAB."

Meighan's Approval

Congratulating Mr. Shumaker on the article Howard S. Meighan, eastern sales manager, Radio Sales (division of CBS), wrote the author in part—". . . one of my hardest jobs is to get successful users of radio to go on record as such so that we in turn can be helpful to others. Hereafter reluctant confessors of their own sucess will be shown your article and told 'If Filene's can talk, so can you!' Incidentally I can well understand your comprehension of the subtleties of radio. If the closing sentence of your article isn't a showman's blackout line I've never seen one."

In a letter to BROADCASTING, Mr. Meighan wrote—"I want you to know that I think that it is a remarkably fine exposition, and a substantial contribution to we who endeavor to serve advertisers by being familiar with the do's and don'ts of radio as determined by the experience of those who use the medium.

"You have done the industry a definite service in persuading Mr. Shumaker to detail Filene's experience with radio so completely."

(*Continued on page 59*)

Haggerty Revives Radio Tax; Would Take 50% of Facilities

Circular Letter to Union Designed to Instigate Letters Asking Congress to Impose Levy

REVIVAL of its lobby to saddle radio with a discriminatory franchise tax and to impose upon the industry generally other legislative retrictions transcending anything ever proposed heretofore short of Government ownership was announced by International Allied Printing Trades Assn. last Thursday in a circular letter to its claimed membership of 150,000 throughout the country and in Canada.

Signed by John B. Haggerty, president of the association and head of the International Brotherhood of Bookbinders, one of the five affiliated unions, the letter exhorted union members to "write their Congressmen and U. S. Senators insisting that the legislation herein advocated be adopted."

Aims at Sanders Bill

Aimed at stopping the purported "continued diversion of advertising from the printed page to radio networks" Mr. Haggerty recounted the fight, instigated by the association, to levy upon the industry a gross tax on sales, which would have exacted in the neighborhood of $12,000,000. The House approved a modified version of the levy, but it was killed in the Senate.

The new crusade uses as its vehicle the Sanders Bill (HR-5497) to revise the Communications Act scheduled to come before the House Interstate Commerce Committee for hearings in mid-January. Amendments which the Haggerty group proposes would:

1. Impose an excise on franchise tax on networks and commercial stations.

2. Eliminate "illegal rebates and volume discounts to large advertisers and advertising agencies."

3. Restrict license to persons in the locality served by a station.

4. Ban more than one license to be issued to any one group.

5. Allot 50% of the facilities to non-profit labor, farm, educational or religious groups.

6. Restrict radio time used commercially in a manner comparable to restrictions imposed on printed publications using the mails.

Mr. Haggerty asked union members to "bear in mind that the Congressional elections, as well as the

(*Continued on page 56*)

FCC Press Data Reveal No Distinctior

Hearing Recessed By Commission To Jan. 8

CLIMAXED by the indication that even the revised versions of the FCC's exhibits cannot develop a prima facie case against newspaper ownership of broadcast stations, the final session of the newspaper-ownership hearings to be held this year closed last Friday. Picking up after a six-week vacation since late October, the FCC last Thursday and Friday reopened the proceedings to admit its revised statistical and financial exhibits into the record and then promptly recessed until Jan. 8.

Admission of about 50 different exhibits filled most of the big gaps in the record and provided revisions of original exhibits which had been challenged by the Newspaper-Radio Committee in the opening days of the newspaper-ownership inquiry for obvious errors.

No Differences Found

However, it was still apparent that any full-speed schedule for conducting the investigation would be out of the question for weeks to come, with cross-examination by Newspaper-Radio Committee counsel on the FCC's revised exhibits to await study of the exhibits by committee analysts and scheduled to precede the development of an affirmative case by the committee.

The highlight of the two-day session came late Friday, just before the recess was announced. A revised set of financial exhibits had been identified and explained by deQuincy V. Sutton, FCC head accountant. As he was concluding his testimony, Commissioner T. A. M. Craven asked Mr. Sutton if he could tell from his observation of the tables "whether there is anything that particularly distinguishes a newspaper station from a non-newspaper stations or any other kind of a station as reflected from the economic standpoint?"

"As shown by these tables?" Mr. Sutton queried.

"Yes, in other words, if you can pick 237 stations at random and come out with the same sort of a general result, what have we in these tables to distinguish the newspaper stations as to their economic effect?"

"Well, I would say, sir," responded Mr. Sutton, "that from these tables there is nothing to be seen that distinguishes the newspaper station from the non-newspaper station. That does not exclude all conclusions that might be reached with reference to the two classes of stations, of course, sir."

At this Judge Thomas D. Thacher, general counsel of the Newspaper-Radio Committee, who was preparing to cross-examine, commented to the bench: "I think in view of that answer I shall not cross-examine."

Following the session, Harold V. Hough, chairman of the committee, declared in a statement for the press:

"The elaborate economic studies and the pages and pages of exhibits prove, as the Commission experts stated today, just what our committee has always contended—that stations are not different by reason of mere fact of ownership, whether owned by newspapers or anybody else. Stations differ according to how they are run, and we're willing to be judged by that test.

Frog in a Well

The long recess was announced by Commissioner Walker, presiding at the Friday session, after it had been explained by Judge Thacher that the Committee would need at least three weeks to develop its presentation based on data requested of the FCC and which will will not be fully available for several weeks. In an exchange with Commissioner Walker on the need for such an extended period for study and analysis of the data to be furnished by the FCC, Judge Thacher at one point stated, "We have been proceeding like a frog in a well."

In addition to comprehensive financial and statistical exhibits, which were substituted for others originally offered in the early days of the newspaper-ownership hearing, the FCC inserted a large number of additional exhibits supplementing earlier offerings—among them a group of 30 photostats of the radio pages of the *Kansas City Star* for the entire month of March.

The financial data, explained by Mr. Sutton, indicated 1940 time sales for 765 stations aggregating $110,500,549, along with a corresponding "broadcast service income", exclusive of Federal taxes, of $24,784,648. Parallel figures for 237 stations listed as newspaper-associated indicated time sales of $30,668,918 and broadcast income aggregating $6,577,362. The FCC exhibits showed also that newspaper-associated stations represented 31% of the 765 covered, with time sales accounting for 27.8% of all time sales and income accounting for 26.4% of all broadcast income for the 765 stations.

The Thursday and Friday sessions marked the first appearance of Eugene Cotton, newly appointed head of the FCC newspaper inquiry section, who succeeded David D. Lloyd, resigned. Judge Thacher was flanked by Sydney M. Kaye and A. M. Herman, associate Committee counsel, and A. D. Ring, former FCC assistant chief engineer, who collaborated in cross-examination. Louis G. Caldwell examined witnesses in behalf of WGN, *Chicago Tribune* station.

Corrections Are Made

In reducing the size of its list of stations identified with newspaper ownership from 298 to 249, the FCC without exception recognized the corrections pointed out by BROADCASTING immediately after the original exhibits had been introduced in the opening days of the newspaper-ownership inquiry late in July [BROADCASTING, Aug. 4]. The revised exhibits also embodied corrections of inaccuracies noted by the Newspaper-Radio Committee.

Although cross-examination on the revised lists is yet to come, they are regarded as a big improvement, from the standpoint of accuracy, over the originals. However, it became apparent after introduction of the corrected versions that a complete meeting of minds between the FCC and Committee analysts is lacking on many individual cases, and Judge Thomas D. Thacher, chief counsel of the Committee, indicated that these points would be brought out during subsequent cross-examination of Allen W. Sayler, supervising investigator of the FCC inquiry section, who identified the exhibits under questioning by Mr. Cotton.

With reduction of the newspaper-station list by one-sixth, it became apparent also that far-reaching changes would be effected in the base of revised financial exhibits, which were put in the record at the Friday session. Particularly significant was the deletion of such large-volume operations as WLW, Cincinnati; WLS, Chicago; WHO, Des Moines; WNEW, New York, which account for several millions in revenue each year and which, classified in the original exhibits as newspaper stations, boosted substantially the revenue base for the financial exhibits.

Financial Base Down

The revised Exhibit 1, a 25-sheet compilation purporting to show newspaper interest in 249 standard broadcast stations as of June 30, 1941, covered six "categories of association", ranging from actual newspaper-licensees to minority interests held by stockholders, employers or executives of a newspaper.

The A classification, divided into four categories rather than the six of the original exhibit, was given to stations in which 50% or more of the stock is held by newspaper interests—covering 201 stations, of which 169 are located in the same city as the interested newspaper, and 32 in a different city. The two B classifications, applying to cases where newspaper interests run to less than 50%, cover 48 stations, of which 42 are located in the city as the interested news and six in another city.

Under the revised FCC tion the A-1 classification a when the licensee of a statio newspaper; A-2, when 50% or of the stock of licensee is own a newspaper; A-3, when more 50% of the stock of licens owned by a combination of t terests and of executives, holders, or employes of the newspaper; A-4, when 50% or of the stock of the licensee is by executives, stockholders, o ployes of a newspaper.

The B-1 classifications a when less than 50% of the of the licensee is owned b newspaper or by a combinati the interests of the newspape executives, stockholders and ployes of the same newspaper when less than 50% of the sto the licensee is held by execu stockholders or employes of a paper and none by the newsp

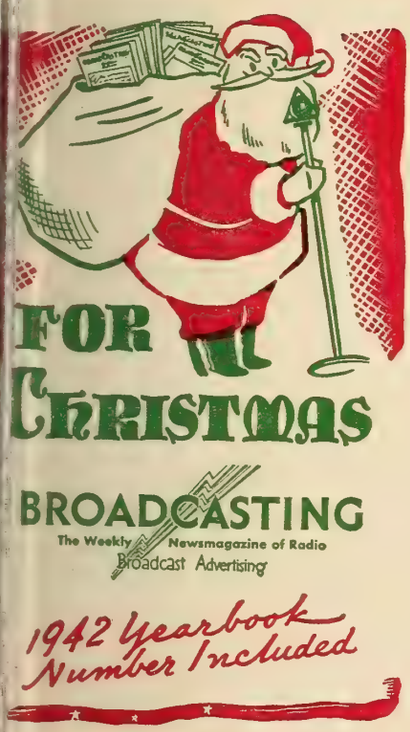
Receiving A-1 designations i FCC's revised Exhibit I we stations; A-2, 49 stations locat the same city as the newsp and 6 in a community other where the associated newspa published; A-3, 9 in the same and 4 out-of-town; A-4, 52 ir and 22 out-of-town; B-1, 18 ir and 3 out-of-town; B-2, 24 ir and 3 out-of-town.

Hair-Line Cases

A typical difficulty in justi individual classifications against another in hair-line was developed in cross-examin of Mr. Saylor by Judge Tha Asking for an explanation o classification process, J Thacher pointed out that W Waycross, Ga., licensed to Williams, president and publ of the *Waycross Journal-He* received an A-2 classification, KSRO, Santa Rosa, Cal., lic to Ernest L. Finley, president publisher of the *Santa Rosa R lican* and *Press-Democrat*, rec an A-4 designation. Mr. Saylo plained that WAYX was d nated A-2 because Mr. Will was sole-owner in the indiv enterprise, the *Journal-He* while KSRO's A-4 classificatio sulted because Mr. Finley, alth also sole-owner, merely held al stock in a stock-issuing cor tion, the Santa Rosa papers.

FCC Exhibit 2, again li standard broadcast stations as ated with newspaper interests June 30, 1941, in an appendix ried a break-down of multiple ership by newspapers. The appe listed 18 separate mulitiple ow ship situations for individual tions, cases in which a single n paper publisher publishing new pers in one city only is associ with more than one station. It

(*Continued on page 58*)



FOR CHRISTMAS

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

1942 Yearbook Number Included

Special Christmas Gift

SUBSCRIPTION RATES

52 WEEKLY ISSUES

*

10 Gift Subscriptions	$30.00
5 Gift Subscriptions	17.50
3 Gift Subscriptions	12.00
2 Gift Subscriptions	9.00
1 Gift Subscription	5.00

1942 YEARBOOK Number Included

Cleveland Speaks TO THE WORLD

IN A LANGUAGE ALL CAN UNDERSTAND!

The music of the internationally famous Cleveland Orchestra and its conductor, Dr. Artur Rodzinski, now is heard weekly in an exclusive series of Saturday evening radio concerts arranged by WGAR.

This series is made available to the nation and to the world through more than one hundred twenty affiliated stations of the Columbia Broadcasting System, and by CBS short wave facilities to Europe and South America.

Sponsorship *by a single radio station* of one of the world's great musical organizations is but another expression of the philosophy of service which already has won for WGAR many unusual recognitions—among them the Variety Award for Showmanagement, and the Peabody Award for Distinguished Public Service.

But, beyond that, are two sincere desires. One, to awaken in radio advertisers full realization of the commercial value of fine music. The other . . . to share with all mankind the better things of life which we Americans have in such abundance.

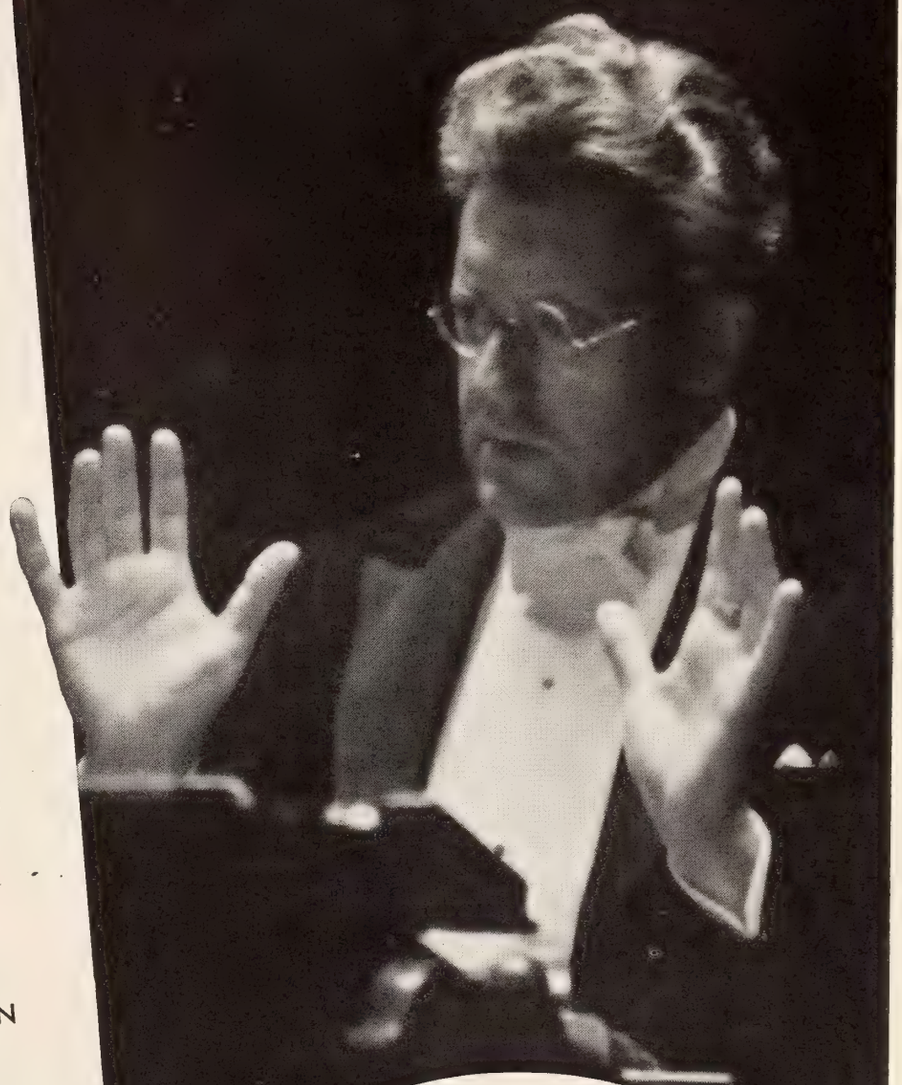
WGAR

THE FRIENDLY STATION

Cleveland

BASIC STATION...COLUMBIA BROADCASTING SYSTEM

G. A. Richards, Pres. • John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Co., Inc., National Representative



Tune in
THE CLEVELAND ORCHESTRA
SATURDAYS
5:00 TO 6:00 P. M.—E. S. T.
WGAR and stations of the Columbia Broadcasting System



Murrow Honored by Notables at Dinner

CBS Reporter in London, Guest Of Paley

IN THE LARGEST single testimonial ever paid a network news correspondent, over 1,000 leaders of radio, advertising and public affairs gathered in the main ballroom of the Waldorf-Astoria Hotel in New York last Tuesday at a dinner given by CBS President William S. Paley in honor of Edward R. Murrow, chief of the CBS European staff.

Home several months for a rest as well as a lecture tour, Mr. Murrow, whose "This Is London" has made him a familiar figure to millions of American listeners, was congratulated by wire by President Roosevelt, Secretary of State Cordell Hull, British Ambassador Lord Halifax, Brendan Bracken, British Minister of Information and Harry L. Hopkins.

In addition to contgratulatory remarks were made in person by Elmer Davis, CBS, news analyst, who acted as toastmaster; William L. Shirer, formerly CBS correspondent in Berlin; Archibald MacLeish, librarian of Congress and director of the Office of Facts & Figures; and Mr. Paley, who introduced Mr. Murrow. The addresses were broadcast by CBS.

President's Note

In his telegram Mr. Roosevelt said:

"You of CBS who gather tonight to honor Ed Murrow repay but a tiny fraction of the debt owed him by millions of Americans and people who live in other lands where it still is not a criminal offense to listen to or to read news reports.

"Ed Murrow has lived in the war since its beginning. But what is more important, he has reported the news day by day and, at the same time, has kept faith with the truth-loving peoples of the world by telling the truth when he tells the news. I doubt whether in all history there has been a time when truth in the news—when comprehensive and objective news dispatches — have ever been more needed.

"He is to be congratulated in receiving your tribute. I wish I could be with you."

Freedom of Speech

In his introductory remarks Mr. Paley said:

"We would not be meeting here tonight, were it not for the survival of something precious — so precious that I think we should pause just long enough to realize what it is, how painfully we got it and what we must do to keep it.

"To us in radio, its immediate name is freedom of the air. To some very distinguished men here tonight, it is freedom of the press. To all of us, it is freedom of speech. . . .

"The fight for freedom of speech, like that for the other freedoms, can always be lost. Only after all the world sees its true value and is unshakably determined to keep it, will the fight be finally and permanently won. Men cling desperately only to that which is precious to themselves.

"That is why we must never cease trying to make it everlastingly clear that freedom of speech is not a privilege of publishers and broadcasters and public men. Freedom of speech is a safeguard for the great mass of men everywhere, an assurance that neither government nor dominant interests of any sort shall further their selfish or sinister ends by deciding what the people shall be allowed to say or to hear said.

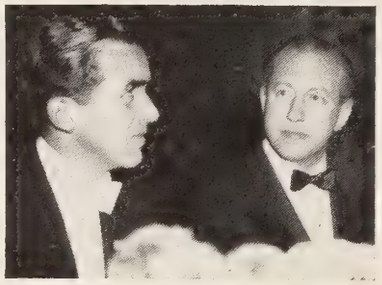
New Kind of War

Mr. Murrow in his address quite bluntly said that British opinion toward America now is that lend-lease is not enough, that unless the United States enters this war Britain may perish or at best secure a stalemate peace—a delayed action defeat.

Talking of his radio experiences he said:

"We have been trying to report a new kind of war; a war that is twisting and tearing the social, political, and economic fabric of the world. We have attempted to give you the hard news of communiques and official statements as well as the climate in which the news has flourished, the humor, the criticism, the controversy and discussion which serves as a backdrop for the more dramatic news of the action of war.

"A night spent with firemen, while flames from tender old buildings paint the silver bellies of barrage balloons blood red—a morning with a demolition squad while it digs for bodies in a pile of rubble—dinner with half-a-dozen cab drivers in a little shelter—things like that may be more important than the morning communique announcing the destruction of a dozen aircraft. The problem was, until recently, one of assessing the morale, determination, yes, and even the sense of humor of the world's greatest civilian army. Evidence that the little people of Britain were losing their curious sense of humor, their fondness for grumbling at their government, their arrogant but well-mannered pride, would be much more important than news of a battle won or lost.



OVER 1,000 leaders in various walks of life honored Edward R. Murrow (left), European chief of CBS, at a dinner held Dec. 2 at the Waldorf-Astoria, New York. With him is William S. Paley, CBS president. Murrow is back for his first furlough in three years.

"One thing should be said right now about the talking that has been done from London, and that is that Columbia in New York has never, at any time, given us editorial direction; we have never been instructed to weigh or color the news, have been told only to find it and report it. It was believed from the beginning that people at home would prefer information to emotion. Sometimes the information was both incomplete and contradictory and on one occasion, at least, I overheard an individual whose happy duty it was to listen to all our broadcasts in London make the remark at the conclusion of one of my talks, 'That was Murrow's contribution to the confusion of his fellow countrymen.'

How Censorship Works

"Since returning home a week ago, many people have been asking about British censorship. All censorship is bad, from the correspondent's point of view, but that imposed by the British authorities is designed to protect British security and to prevent the dissemination of information that might be useful to the enemy. A measure of the freedom of writing and speaking from London may be found in the small amount of important new material divulged by returning correspondents who are supposed to be full of suppressed information. I have often seen British censorship stupid, but seldom sinister.

"I cannot claim any undue personal popularity with British censors—observed none of them weeping when I departed—but I should be unwilling to broadcast from a nation at war without any censorship at all. The responsibility for human lives would be too great.

Among those attending were:

The entire membership of the FCC, Chairman Fly and Commissioners Craven, Case, Payne, Wakefield, Walker and Durr.

Seated at the speaker's table were Linton Wells, CBS news analyst; Hugh Baillie, president United Press; Rabbi Jonah B. Wise, New York Central Synagogue; Lindsay Wellington, North American director of the BBC; Lyman Bryson, chairman, CBS Adult Education Board; Paul B. W president Assn. of National Advertise Paul W. White, CBS director of n broadcasts; Don Francisco, director, C munications division, Office of the Coo nator of Inter-American Affairs; Godf Haggard, British Consul General; Will L. Shirer, CBS news analyst; Edward K ber, CBS executive vice-president; Mr. M row; Mr. Davis; Mr. Paley; Mr. MacLe Hon. Charles Poletti, Lieut. Governor, N York; Hon. Alfred E. Smith, former G ernor of New York; Most Rev. J. Fra A. McIntyre, D.D., chancellor of Archd cese of New York; Chairman Fly; H Newbold Morris, president of the C Council of New York; Robert E. Sh wood, Deputy Coordinator of Informati Right Rev. Francis J. McConnell, bis of the New York Area of the Metho Church; Kent Cooper, general manager AP; John Benson, president of the AA Major George Fielding Eliot, CBS milit analyst; Joseph V. Connolly, president King Features Syndicate, and Albert Warner, CBS Washington analyst.

In addition to all leading CBS exe tives, radio and advertising notable pres included: C. T. Ayres, Ruthrauff & Ry Howard Barlow, CBS; Harry A. Bat N. W. Ayer & Son; Milton H. Biow, Biow Co.; Maj. Edward Bowes; A. O. Bi ingham, Cluett Peabody & Co.; Ralph St Butler, General Foods Corp.; C. Law Campbell, Ruthrauff & Ryan; Saving Crampton, Colgate - Palmolive - Peet C Archibald M. Crossley, Crossley Inc.; L E. Dean, Arthur Kudner Inc.; H. H. I berteen, Benton & Bowles; Henry F hardt, Kenyon & Eckhardt; Sherman Ellis, Sherman K. Ellis & Co.; John Esty, Wm. Esty & Co.; Clifton Fadim m.c. of *Information Please*; Clarence Fr cis, General Foods; Carlos Franco, Yo & Rubicam; Samuel D. Fuson, Art Kudner; Charles F. Gannon, Arthur K ner; I. A. Hirschmann, Bloomingda dept. store; Atherton W. Hobler, Ben & Bowles; C. E. Hooper, C. E. Hoo Inc.; Tevis Huhn, Warwick & Legler.

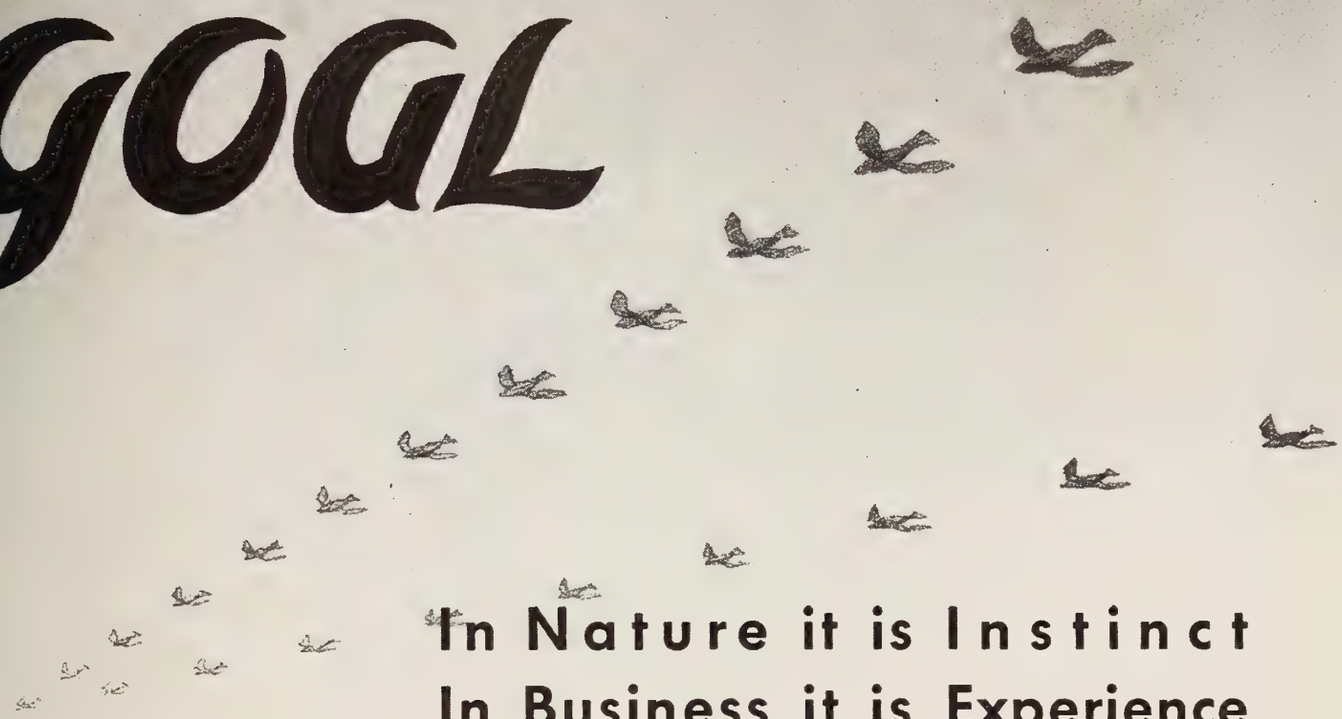
Joseph Katz, Joseph Katz Co.; Sydney Kaye, BMI; Wilfred S. King, J. M. Mat Inc.; Myron Kirk, Arthur Kudner I Andre Kostelanetz, orchestra leader; Art Kudner, Arthur Kudner Inc.; Eleanor Larson, Geyer, Cornell & Newell; Dr. F F. Lazarsfeld, Office of Radio Resear A. W. Lehman, Cooperative Analysis Broadcasting; Mrs. Alfred J. McCosl wife of the president of WOR, New Y Harry C. Marschalk, Marschalk & Pr J. M. Mathes, J. M. Mathes Inc.; Edw J. Noble, WMCA, New York; Morris Novik, WNYC, New York's municipal tion; Mark O'Dea, O'Dea, Shelton & Ca day; E. Claude Mills, John G. Pa ASCAP; Roy W. Peet, Colgate-Palmol Peet; Bernard J. Procketer, The Biow C Victor Ratner, Lord & Thomas; Will Reydel, Newell-Emmett; Carroll Rh strom, Ward Wheelock Co.; Stanley Richardson, Office of the Coordinator Information; William N. Robson, Len & Mitchell; Raymond Rubicam, Young Rubicam; Regina Schuebel, Biow Co.; K Smith, CBS star; Carl M. Stanton, L & Thomas; J. D. Tarcher, J. D. Tarc Inc.; Lowell Thomas. NBC: W. J. Thon Young & Rubicam; Ward Wheelock, W Wheelock Co.; Ed Wilhelm, Maxon Inc.

Among other radio executives prese Frank Braucher, former WOR vice-pr dent; Walter J. Brown, WSPA-WO Spartanburg, S. C.; William Cherry WPRO, Providence; Samuel H. Cc WFBL, Syracuse; John Daly, WOV, N York; Dr. Franklin M. Doolittle, WD Hartford; John E. Fetzer, WKZO, K mazoo; Hoyt B. Wooten, WREC, M phis; Isaac D. and Dr. Leon Levy, WC Philadelphia; I. R. Lounsberry, WC WKBW, Buffalo; Lewis M. Milbou WCAO, Baltimore; John W. Ru KRLD, Dallas; Victor Sholis, direc Clear Channel Broadcasting Service; O. Taylor, KGNC, Amarillo; Clarence Whee WHEC, Rochester.

Murrow's Tour

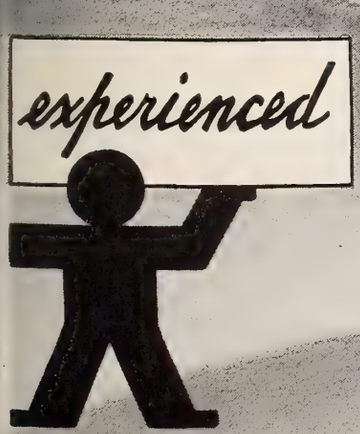
ALTHOUGH the full schedule cities and dates has not been a nounced for the lecture to planned in January by Edward Murrow, chief of CBS' Europe bureau now in this country on cation, the first booking is set Jan. 7, 1942, in Hartford. Mu Corp. of America, which recen bought Columbia Artists, sta that Mr. Murrow will speak about 35 cities, the schedule to released the end of this week.

HEADING STRAIGHT *for their* GOAL



In Nature it is Instinct
In Business it is Experience

Our experience is a constant asset to our clients



WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Dies May Summon Fly on Watson Post

Claims Complete File Of Data Against Educator

THE Dies Committee either will subpoena FCC Chairman James Lawrence Fly to explain the recent appointment of Dr. Goodwin Watson as chief analyst of the Foreign Broadcast Monitoring Service or will make public its complete file of documentary evidence, which Chairman Martin Dies, of the committee, allegedly proves Dr. Watson has a record of pro-Communist activity.

This was indicated last week by a committee spokesman, following a declaration on the House floor Nov. 28 by Chairman Dies that he intends "to have a showdown with the Chairman of the FCC" on the appointment of Dr. Watson, whom he claimed was "a propagandist for Communism and the Soviet Union" and an advocate of public-owned radio and press.

Criticizes Chairman

Emphasizing his dissatisfaction at Chairman Fly's answer to a Nov. 26 letter protesting the appointment of Dr. Watson to the responsible FBMS post [BROADCASTING, Nov. 24], Rep. Dies pointed out that the committee has gathered together "documents which established beyond any possibility of dispute the truth of the charges which I made to Chairman Fly concerning his subordinate, Goodwin Watson." He sharply protested Chairman Fly's failure to take advantage of the committee's offer to furnish these documents for inspection "to judge for himself the nature and value of the evidence in our possession".

No comment came from Dr. Watson or the FCC on Rep. Dies' blast in the House.

In a letter to the editor of the *New York Times*, published late in November, Dr. Watson reemphasized principal points in Chairman Fly's answer to the Dies letter—that he had been a member of only one of 13 alleged Communist front organizations to which Rep. Dies had claimed he has belonged—Consumers' Union—and that his writings include "only two brief articles devoted to the Soviet Union, those being reports of a trip, and full of both pros and cons".

"Neither my secretary nor I could find in our files or memories any basis for the alleged connection with the other groups mentioned," Dr. Watson declared in the *Times*. "Perhaps I have been on their mailing lists, or made a speech at a meeting they assisted in arranging, or signed some petition they were circulating for what seemed to me at the time a worthy cause. Certainly, I have been much more active in some other organizations which, in the usual view of the Dies Committee, might be thought to be subversive because connected with labor or consumer cooperation. It is not surprising, although it is unfair, that Mr. Dies passed over all the criticism of the USSR in my work."

An examination of Dies Committee records revealed numerous printed documents, such as magazine articles and letterheads in which Dr. Watson's name appeared, apparently linking him in one way or another to various "front organizations", according to the commtitee interpretation. One exhibit, a photostatic copy of a page from the *Daily Worker* of March 5, 1941, listed among some 200 signers of a statement in defense of the Communist Party the name of "Goodwin Watson."

Speech to Educators

Also coming in for committee attention is a June 29, 1938, newspaper account, from the *New York Herald-Tribune*, of the National Education Assn. convention in New York, at which Dr. Watson was a speaker. The committee spokesman pointed out several paragraphs of the 1938 newspaper story, reading:

Before 3,000 cheering delegates in the ballroom of the Astor, Dr. Goodwin Watson, professor of education at Teachers College, begged the teachers of the nation to use their profession to indoctrinate children to overthrow "conservative reactionaries" directing American government and industry. He charged that these "plutocrats" were driving the United States toward Fascism and war instead of trying to preserve democracy and world peace.

The teachers applauded him vigorously although he castigated them for failing to mold the opinions of their pupils against "manufacturing interests, plutocrats and Mr. Million-bucks" whom he charged were ignoring and opposing the inarticulate desires of the masses for industrial and political democracy and world peace.

Among the principal assertions of Dr. Watson, who is a leader of the social-frontier or left-wing group of educators, were that Soviet Russia was one of "the most notable international achievements of our generation"; that democracy can be achieved only if newspapers and the radio, like schools, are taken from private owners and made public agencies, and that the New York World's Fair promises to be only a "ballyhoo for business" despite its claim of education.

Dr. Watson said that "we can't make government more democratic so long as economic power, and the power to pay for propaganda which molds public opinion, are concentrated in the hands of the few". He said that "our government and that of France and England may pretend to be democracies, but they are in truth plutocracies" and that "the foreign policies of plutocracies will seldom advance peace and world cooperation".

"This predicament," he said, " defines our educational task. To get results in building world citizenship means to change social relations in the direction of greater opportunity for the mass of mankind."

Another item drawing attention of Committee members is a statement published in July 1, 1934, in *Common Sense*, described as a left-wing organ:

"Since its inception, New America has profited by the services and leadership of such men as Dr. Thomas H. Wright, Richard Storrs Childs, Thomas R. Amlie, Goodwin Watson, professor of psychology at Teachers College, and Harry F. Ward, chairman of the American Civil Liberties Union".

Explaining that New America was a "high-brow intellectual group" organized in the early '30's to substitute a new social order in this country, the committee spokesman called attention to New America's published "goal and program".

A principal goal, according to documents in possession of the Dies committee, was "abolition of the profit system; the elimination of its incentives and habits, the legal forms and concepts by which it supports and the ideas by which it justifies capitalistic society."

Continuing, the printed pages outlining New America's design declared:

To win the masses to this goal and program by persuasive propaganda, aimed at uniting the farmers, the industrial and distributive workers and the professionals in a common hate of their common enemy, the profit system, and a unified determination to achieve the new order in which alone can any of them find security. New America will direct the force of hate and the destruction that removes obstacles in order to build. It will cooperate in genuine united front movements designed to weaken capitalist society and to awaken the people to its dangers, especially the dangers of war and Fascism. It will not take office to reform the profit system, only to abolish it.

Dies Speech in House

In his Nov. 28 remarks before the House, during debate on the price-control bill, Rep. Dies declared:

On Nov. 18 I wrote a letter to the Hon. James Lawrence Fly, Chairman of the FCC, and apprised him of certain facts and evidence in the possession of the Special Committee on Un-American Activities. In my communication to Chairman Fly I made it abundantly clear that our committee had documentary evidence to establish two facts:

First, that Goodwin Watson, chief broadcast analyst of the FCC, had publicly associated himself with a large number of front organizations of the Communist Party; and second, that Goodwin Watson had for years been a propagandist for Communism and the Soviet Union.

I now hold in my hand copies of documents which establish beyond any possibility of dispute the truth of the charges which I made to Chairman Fly concerning his subordinate, Goodwin Watson.

In order that Mr. Fly might have every opportunity to judge for himself the nature and value of the evidence in our possession, I wrote to him as follows: "If you desire to have one of your representatives study the evidence in our committee's files which bears upon the matter of Watson's connections with Communist front organizations, I shall be happy to offer you every facility for that purpose".

Chairman Fly absolutely ignored my offer to show him the evidence. Instead of availing himself of the opportunity to inspect the evidence in our possession, Chairman Fly replied to my letter on the very next day, stating that he had taken pains to make a full inquiry into the subject and that as a result of his inquiry he had found my charges against Watson to be baseless.

Instead of looking at our evidence,



NATIVE SWIMMER carries to ships entering Honolulu h for KGMB remote pickups. mike is connected to remote e ment on the shore. Recorded backs are heard later in the ning on steamer days. When L Sarnoff, RCA president, was i viewed on the CBS affiliate, he mented on the "privilege of invited to speak over a Colu station". It's all right, the nouncer said, "this is an RC crophone".

Chairman Fly wrote to me that win Watson is a man "of tenth eration American ancestry". It understanding that Earl Browde describes his American ancest some such quantitative terms. not concerned about the ancest Goodwin Watson or Earl Brow have never brought any ch against either one of them o ground of his forebears.

I charged categorically that win Watson had been publicly ciated with a large number of munism and the Soviet Union. I that charge at this time. I inte have a showdown with the cha of the FCC as to the truth o truth of this charge.

I further charged, and I no peat it, that Goodwin Watson ha years been a propagandist for munism and the Soviet Union. I Watson's undisputed writings to that charge, and I intend to h showdown as to the truth or un of this charge.

Instead of giving one moment's sideration to the evidence in our session, Chairman Fly replied that Goodwin Watson holds th gree of doctor of philosophy Columbia U. One of the most p writers of Communist literatu the United States, a man who publicly avowed member of the munist Party, also held the d of doctor of philosophy from C bia U. His name was M. J. I have not held it against Go Watson or M. J. Olgin that the or did not have degrees of the hi academic rating from Columbia.

Lest there be any misunderstan in any quarter, I wish to say when it comes to the questio permitting Communists to hold Government positions in this Ca City of the Nation, I have just to fight.

Flamm Asks N. Y. C

DONALD FLAMM, form owner and general manage WMCA, New York, last week an application with the FCC f new 5,000-watt fulltime statio New York City on 620 kc. wi directional antenna, Mr. Fl sold WMCA last Dec. 31 to Ed J. Noble, well-known industri and former Government of [BROADCASTING, Jan. 1].

JOHN HAMMOND, executive o lumbia Recording Corp., New on Jan. 1, 1942, will go on a te rary leave of absence to take a na wide tour of the country in the int of Negro musicians and talent.

SPILL YOUR TROUBLES TO YOUR GRAYBAR MAN...



...he's there to help you all he can!

ewing over a tough technical problem? Tell it to ur Graybar man—and he'll do his level best to get e answer for you.

Pining for some particular piece of equipment? aybe your Graybar man knows a fellow with a spare d can make a deal for you.

Or is your trouble that you want...*but...you get the ea.* No matter *what's* bothering you, call Graybar!

Right now your Graybar man may not be able to t you all the Western Electric equipment you want.

As you know, Uncle Sam is our Number One Customer. But your friend from Graybar is primed to do darned near anything to help you make the best of things. And he'll be around knocking on your door regularly.

Western Electric

Distributed by GraybaR ELECTRIC COMPANY

DISTRIBUTORS: In U.S.A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

Educators, Federal Officials Praise Radio's Role in Defense

Annual Chicago Conference Discusses Means of Using Broadcasts in School Curricula

BROADCASTING industry's contribution to national defense and its aid in promoting Pan-American solidarity were patently praised by speakers at the fifth annual School Broadcast Conference, held last Wednesday through Friday at the Congress Hotel, Chicago.

The conference, attended by more than 1,000 radio educators, wound up its three-day session with a banquet on Friday evening at which the second annual award of merit was presented to Sterling Fisher, CBS educational director, in recognition of "an outstanding job in radio education during the past year."

Praise for Radio

Dr. Frank Kingdon, of the Office of Facts & Figures, Washington, told the conference at the Wednesday evening session that "the broadcasting industry has fully accepted its social responsibility."

"In September alone," he said, "the radio companies donated $2,250,000 of radio time to the promotion of two Government enterprises —defense bonds, and enlistment of men for the various services. Through radio, the American people are better informed than any people have ever been in the history of the world. Radio has kept the confidence of the people through forums, through unbiased news, through reports of Governmental activities, and through on-the-spot foreign news coverage. Thus radio has more firmly entrenched the democratic process."

Ed Kirby, chief of the radio branch of the War Department Bureau of Public Relations, told the educators that the individual broadcaster is the person most qualified to select and edit Army radio programs.

"There is not enough time in the day, nor stations on the air to accommodate one-tenth of all requests being made for time in the name of national defense; whether these requests come from Washington, from state, country, or city governments, clubs, charitable or patriotic organizations. There must be editorial selection, variety and audience appeal if there are to be listeners.

"If we vote to go to war, then we shall go to war, and that means in terms of radio political debate, having reached a conclusion as to our enemy and his location, we shall no longer debate on the air who is the enemy but whether or not we are pursuing that enemy effectively."

The only imposed restrictions on the broadcaster's function, he explained, are that no military secrets be divulged, and that no reports of troop movements or news tending to endanger the lives of American soldiers be broadcast.

Brig. Gen. Frederic Osborn, chief of the Army Morale Division, described the work of his division while Oveta C. Hobbs, in charge of women's activities of the War Department's Bureau of Public Relations, spoke on her department.

Dr. James Rowland Angell, NBC public service counsellor, presided at the opening general session of the conference on Wednesday morning.

Discs in Classroom

Wynn Wright, production manager of NBC Central Division, spoke before a workshop group on vocational problems in respect to radio-minded students. Gordon Studebaker, of the U. S. Office of Education, Washington, led a discussion on the use of transcriptions in the classroom. There were also groups on the value of handbooks in the classroom as an integrator of radio instruction and on creative art by radio. Hazel Kenyon, educational director of KIRO, Seattle, led a discussion on "Writing for Radio," at which Leslie Eddie, assistant continuity editor of NBC Central Division, explained the fate of unsolicited scripts.

William D. Boutwell, of the Office of Education, Washington, led a discussion on "Teacher Training in Radio," while I. Keith Tyler, of Ohio State U, conducted a seminar on evaluation of school broadcasts.

The problems of FM broadcasting were discussed at a meeting at which the speakers included William Levenson, director of WBOE, Cleveland; Linus Travers, vice-president, Yankee Network, Boston; and James Ebel, chief engineer of WILL, Illinois U. station at Champaign.

Lyman Bryson, chairman of CBS Adult Education Board, pointed out at the Thursday evening general session that the principal function of education in radio is not to convey concrete and immutable facts, but rather to encourage attitudes of tolerance and a realization that there are many viewpoints to a single question. Harriet Hester, of WLS, Chicago, acted as moderator, while Brooks Watson, of WMBD, Peoria, was among those on the panel.

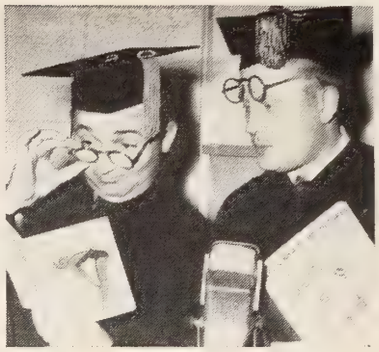
Child Programs

Dorothy Lewis, vice-president of the Radio Council on Children's Programs, was chairman of a group considering ways and means of building better children's programs. Thomas Rishworth, assistant director of public service programs, NBC eastern division, was chairman of a classroom demonstration at which "Cavalcade of America" was heard on transcription.

At the conference banquet, Edward Tomlinson, NBC intercontinental adviser, spoke on "South America Changes Front." Major Harold W. Kent, of the War Department, presided.

The scroll presented to Mr. Fisher was tendered in recognition of a "pioneer whose vision has made *American School of the Air* a stimulating factor in many classrooms throughout the nation . . . as a pioneer in the promotion of better relationships and understanding between North and South American countries through the use of radio . . . and as a man who realizes the social importance of radio in a democracy and has made of the School of the Air a sounding board for the dissemination of genuine democratic ideals."

Concurrently with the conference on Wednesday evening, CBS held a dinner in honor of the educational directors. Those who attended were: Sterling Fisher, CBS director of talks and education; Lavinia Schwartz, CBS midwest educational director; Dr. Alfred Bonomo, WWL, New Orleans; Lloyd Dennis, WJSV, Washington; Geraldine Elliott and Mark Haas, WJR, Detroit; Hazel Kenyon, KIRO, Seattle; Betty Campbell, KMOX, St. Louis; Luke R. Roberts, KOIN, Portland; Max Karl, WCCO, Minneapolis; Josephine French, WADC, Akron; Irwin A. Johnston, WBNS, Columbus; L. Von Linder, WMT, Cedar Rapids; Bill Costello, O. J. Neuwerth, William Kir-Stimon, WBBM, Chicago.



NO FAKE professors are these becapped and gowned lads. They are Henry Burke (left), program manager of WOW, Omaha and Soren Munkhof, assistant news manager of the station both of whom teach courses at Omaha educational institutions. Program Manager Burke does his pedagogy at the Municipal U while Newsmanager Munkhof expounds at Creighton U.

Lever Drops 'Premier'

Mass., after a series of meetings with its new agency for Lifebuoy, Rupthrauff & Ryan, New York [BROADCASTING, Dec. 1], has decided not to resume *Hollywood Premier* after Christmas but to retain *Meet Mr. Meek* on 59 CBS stations, Wednesdays at 7:30 p.m. when *R&R* takes over the account Jan. 1. *Hollywood Premier*, which was heard on 71 CBS stations, Fridays 10:30-11 p.m., went off the air Nov. 28 for a four-week layoff during the Christmas season.

Wrigley Defense Acti In Radio Programs Ci

SPEAKING before an assemb the public relations officers o U. S. Army gathered at the gress Hotel in Chicago Dec. conjunction with the School B cast Conference, Arthur Meye of Meyerhoff Adv. Agency, Chi asserted that in this critical p radio programs, aside from viding entertainment, should some added objective assoc with the national defense.

Speaking on behalf of the W ley Co. for which his agency di the advertising of Spearmint he pointed out that Wrigley grams were cooperating with defense effort in publicizing work, background and accom ments of the armed forces.

Attending were 64 public tions officers. Capt. S. P. S Commandant, Intelligence Of Training School, presided. present from the Radio branc the War Department were Kirby, chairman; Maj. Harol Kent, educational liaison o news and special events, and Joy, chief of the program de ment.

180,000 FM SETS IN NATION CLAIM

NATIONAL total of FM rece in actual use on Dec. 1 is estin at a minimum of 180 sets, ac ing to latest figures compile FM Broadcasters Inc., with than 36,000 new FM sets into use during the month o tober and November sales fi not yet available. In addition experimental FM stations, are now 22 fulltime comm stations airing FM program s ules.

New York City still leads nation in number of FM rece in use, some 35,000 having sold within that service area Dec. 1, the survey reveals [B CASTING, Nov. 10].

Chicago still holds second with about 19,000 sets. New land is a very close third, ha approximately 18,000 in its va cities, 5,500 of them in Boston Philadelphia total is approa 9,000, although FM service only last month in that city. Angeles has 10,000 sets; De about 9,000. The Milwaukee is 5,800; Pittsburgh, 5,500.

Douglas Oil Spots

DOUGLAS OIL & REFININ Los Angeles, recently revamp radio campaign and is spons the five-weekly quarter-hour cast, *Let's Talk Over the New* KMPC, Beverly Hills, Cal., an six-weekly program, *Douglas Broadcast* on KRKD, Los An In addition, firm is using a spot announcement schedule group of California stations. includes KNX KFAC KHJ KFXM KTKC KARM, as w KEVE, Everett, Wash., XEMO, Tia Juana. Agency W. Kastor & Sons, Chicago.

WALTER MURPHY, college in the CBS press department, on 8 takes over the position of pu director of WEEI, CBS Boston ate, succeeding the late Dorothy

Try the West

THEN ADD THE REST...



✓ *There's an easy way to pre-test coast-to-coast radio...*

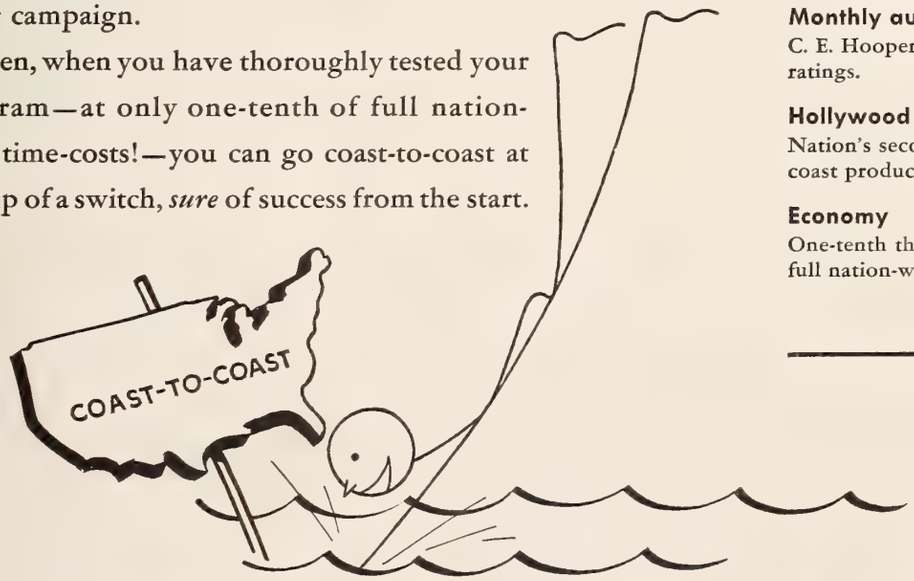
—to learn *beforehand* how network advertising will work for *you.*

—to predetermine your new program's audiences and sales effectiveness...to check copy appeals, offers, merchandising.

HOW? *Pre-test your campaign in "Test Tube Land"—over the Columbia Pacific Network.*

Only on the Pacific Coast can you find *all* 8 factors indispensable for proving every detail of your new radio advertising campaign.

Then, when you have thoroughly tested your program—at only one-tenth of full nation-wide time-costs!—you can go coast-to-coast at the flip of a switch, *sure* of success from the start.



Only place where all 8 necessary radio testing factors are combined:

Isolated regional market
Set apart sales-wise by Continental Divide.

All listener types
Every income group—in city and farm.

Regular sales reports
By A. C. Nielsen & Co. and Facts Consolidated.

No waste circulation
Continental Divide isolates radio coverage, too.

Networks in miniature
All carry full-time coast-to-coast schedules.

Monthly audience reports
C. E. Hooper "Pacific" ratings.

Hollywood production
Nation's second coast-to-coast production center.

Economy
One-tenth the time-cost of full nation-wide network.

Columbia PACIFIC Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

CBS

PALACE HOTEL, SAN FRANCISCO—COLUMBIA SQUARE, LOS ANGELES • Represented nationally by RADIO SALES with offices located in New York, Chicago, St. Louis, and Charlotte

Consolidated Drug Offer to Sell Time Arouses Criticism

Agency Claims It Applies to Consolidated Drug Clients

A LETTER of solicitation to several drug manufacturers by Benson & Dall, Chicago, outlining a plan whereby the agency claimed it is possible for these accounts to buy early morning time on a number of leading stations at 55 per cent less than the published card rate, caused considerable reaction in agency circles last week.

Benson & Dall is the agency for Consolidated Royal Chemical Corp., Chicago, which owns outright or controls the distribution of several drug products. The letter stated that radio was extensively used in the promotion of these products, and that in order to take advantage of rate economies, large blocks of time are purchased on leading stations for one or two hours a day six days a week.

Block Time Purchase

"On many of these stations," the letter read, "we have to buy a little more time than we can actually use. For this reason we can offer you a plan whereby you can purchase at our low rates a fifteen minute program on all or any top notch radio programs on the enclosed list, at a saving, in most cases, of more than half what you would normally pay." Attached to the letter was a list of 25 stations and a column of published card rates for half-hour six days a week, with a comparison of the claimed Benson & Dall block rate, which represented a saving of 55 per cent.

Through an error, according to R. S. Dooley, Benson & Dall president, the letter was addressed to three non-drug accounts. A second letter was addressed to these accounts informing them of the error and that the offer was applicable only to drug manufacturers. The president of the Chicago agency which handles the three accounts, however, immediately sent a blanket wire to all the stations on the list enclosed in the Benson & Dall letter asking them if they would sell him one hour a day six days a week for resale purposes. In each case the answer was in the negative. He then followed up with a letter warning that if another agency were allowed to resell time, then, under the Fair Trade Practices Act, he likewise would be entitled to the identical offer.

Dooley Denies Resale

Mr. Dooley, however, denied that the agency was reselling the time which they had purchased. "It has been an established fact," he said, "that for years our client has been acting as exclusive national distributors for a number of drug products which includes advertising and sales promotion. Consolidated has purchased large blocks of time to promote these products, which it either distributes or owns outright. The offer which we made is open to companies who wish to appoint Consolidated national sales distributor. Their products would be advertised by Consolidated through its agency. Benson & Dall."

The stations carrying the Consolidated business reported, in every instance, that all products advertised on Consolidated purchased time were either owned or distributed by the sponsor.



MEMBERS of Uncle Sam's armed forces in Alaska will receive top local and network programs transcribed by Seattle stations and sent to Alaskan stations for rebroadcast as a result of arrangements just completed. Capt. Gordon A. Hittenmark, of the radio section of the War Department morale branch and WRC, Washington announcer, points out Alaska camp sites to: (l to r) Roy Grandy, KOL, Seattle; Major Fred P. Andrew, in charge of Alaska Communication System; Maury Rider, KIRO, Seattle, program director; Bill Warren, KOMO, Seattle program director. Major Andrews will serve as "Traffic Manager" directing the cooperative efforts to obtain the maximum coverage.

WGST Hearing Opens Political Battle; FCC Policy on Station Leases Involved

THE FCC came face to face with Georgia's hectic political situation last week when hearings were begun in Washington on the application of WGST, Atlanta, for renewal of its license. Considered highly important because of its bearing on future Commission policy in regard to apparent control of stations by others than licensees, the hearings are expected to be lengthy.

With FCC counsel, Marcus Cohn and Russell Rowell, indicating at the outset that the Commission intends to delve deeply into past, present and proposed future operation of the station, it appeared as the proceeding was recessed last Friday until Jan. 7 that the hearing would continue until a long list of witnesses could be heard. This picture was further complicated by indication that it would be difficult to gather the entire group of witnesses together at a single time.

Amid constant bickering among counsel about issues involved in the renewal application, as well as authority to represent a profusion of conflicting interests, the opening days of the hearing with Rosel H. Hyde, FCC principal attorney, presiding, revolved about appearances by Dr. M. L. Brittain, president of the Georgia School of Technology, licensee of WGST; Ellis Gibbs Arnall, attorney general of Georgia, and Clarence L. Calhoun, Atlanta attorney, who with Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president, heads Southern Broadcasting Stations Inc., which for the last 10 years has operated the station under an agreement regarded as a management contract. Mr. Calhoun was on the stand for 2½ days. W. E. Carroll, a minority stockholder and a director of SBSI, appeared for several hours Friday before the proceeding was recessed.

Political Angles

Typical of the proceeding was an acrimonious exchange finally involving all counsel, which grew from a spirited argument between Attorney General Arnall, appearing as a witness under subpoena, and John E. McClure, Washington attorney named by Gov. Talmadge, of Georgia, as special attorney general to handle the WGST case. When Mr. Arnall questioned the authority of Mr. McClure to represent the State of Georgia, after the latter had read into the record his authorization from the Governor, Louis G. Caldwell, who with Reed T. Rollo was appearing as special attorney general with Mr. McClure, protested any imputation of impropriety.

A high point in this by-play came with the declaration by Mr. McClure:

"He may be a big potato do in Georgia, but he's just anoth witness here before this Feder commission."

A short time later Mr. Arn charged that Mr. McClure had "c faulted the case" and jeopardiz Georgia Tech's license, then ma a motion that he be allowed to a pear to represent the State Georgia rather than Mr. McClu Mr. Hyde made no ruling on t motion, and Mr. Arnall return to Atlanta in the middle of t week.

During Mr. Calhoun's testimor counsel questioned him for hou on operation aspects of WGST. major discussion developed duri his appearance from allegatio surrounding a move to for through a contract to "share prof secretly" with others than the o erators of the station and Georg Tech.

Southern Broadcasting Statio Inc., with George B. Porter counsel, appeared in the proce ings as intervenor on grounds th its contract with Georgia Sch of Technology, dating origina from 1930, remains in force a cannot be broken by the school enter into an allegedly "more f vorable" agreement with Arth Lucas and William Jenki Georgia chain theatre operato prospective lessees of WGST.

Good Return for School

Dr. Brittain indicated on t stand that the school has receiv payments of about $30,000 fr the station operators during t last year. Under the offer receiv from Messrs. Lucas and Jenki the school would receive a $3 000 annual guarantee, plus 25% the station's net income, with t privilege of cancelling the contra if payments amount to less th $50,000 a year, it is understood.

The political angles of t WGST affair, involving the T madge administration and opp ing factions, broke into the op recently through a letter from M Lucas protesting the action of t FCC in affirming an earlier cision of Motions Commission George H. Payne denying the censee's petition to take depositio in Atlanta in connection with t hearing.

FCC Chairman James Lawren Fly answered the Lucas letter wi a blistering declaration that long as I am chairman of the Co mission, decisions are going to made upon the merits, and not accordance with purely politic influence, threats or coercio [BROADCASTING, Nov. 17].

N. Y. Set Tax Dropped

FOLLOWING a conference wi James Lawrence Fly, FCC chai man, Mayor Fiorella La Guardia New York City has ordered the di continuance of a $2 monthly tax all receivers in public places. Ci had started a test suit to colle the tax on one such receiver, basi its claim on the statute coveri motion picture projectors.


DENVER'S
STAND OUT
STATION
KLZ
560 Kc.—C.B.S.
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

R.K.White and Larry Holcomb Join Staff of Wright-Sonovox

Other Staff Additions Are Announced as Plans For Expansion of Articulator Materialize

COINCIDENT with announcement of expansion plans, Wright-Sonovox Corp., radio developer of the sound articulation instrument, has named R. K. White, former executive of Campbell-Ewald Co., Detroit, as general manager with headquarters in Chicago, and Lawrence Holcomb, formerly radio director of Sherman K. Ellis & Co., New York, as eastern manager with headquarters in New York.



Mr. White

Other staff appointments include: Jack Ross, former radio director of Beaumont & Hohman, Chicago, west coast manager with offices in Hollywood; Andy Andrews, former freelance writer, production director of the Chicago office; Sally Thorson, script writer, Chicago, and William Brennan, chief sound engineer, Chicago. Jack Foster is in charge of technical development of the Sonovox units. Sally Franklin, radio actress, will be chief sound articulator in the New York office, as well as in charge of training articulators, while Mark Goodson, formerly an announcer of KNX, Hollywood, has been hired as another articulator.

Wrights Remain Active

The inventor of Sonovox, Gilbert Wright, and his wife, the former Margaret Royster who is a musician and actress, will continue their work in the Hollywood offices.



Mr. Holcomb

Mr. Holcomb has been identified with radio in various capacities for 12 years. He was producer with Young & Rubicam, New York; radio director of Joseph Katz Co., New York; continuity editor of the NBC central division.

Mr. White, the new general manager, has a wide background in sales promotion and advertising work. For over 20 years he was associated with General Motors Corp., Detroit, in various executive capacities. He pioneered the sales distribution and marketing of Delco-Light as well as the sales promotion of Frigidaire when it first appeared on the market. Under his direction as advertising manager of Chevrolet *Chevrolet Chronicles*, one of the most widely broadcast transcribed strip programs and one of the initial radio efforts by an individual motor car manufacturer, were produced and released by World Broadcasting System.

Sonovox is an instrument through which sounds can be articulated into words, and its use in radio to date has been principally spot announcements with a number of national accounts, such as General Motors, and Colgate-Palmolive-Peet Co. already utilizing the instrument.

James L. Free and H. Preston Peters of Free & Peters, station representatives, recently formed the new corporation, Wright-Sonovox, under an exclusive contract with the inventor to develop the radio aspects and license performance rights of Sonovox. The instrument and its potential applications were described in an exclusive article in the Aug. 11 issue of BROADCASTING.

Used for Spots

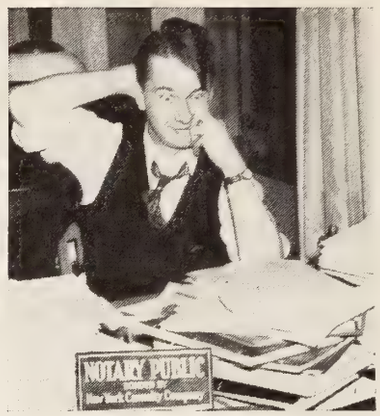
In the initial stages, the company is directing the production of spot announcements with Sonovox until agencies and production men are well enough acquainted with the use of the instrument to utilize its potentialities. Advertisers that have already used the Sonovox are: General Motors Corp., Detroit, for Buick with the sound of a horn articulated into "Better Buy Buick"; Allied Mills, Chicago, for farm feeds, with actual sound of barnyard animals articulated into a recitation of the merits of Allied feeds; Chr. Hansen Labs., Little Falls, for Junket desserts, and Colgate-Palmolive-Peet Co., Jersey City, for Vel.

The Sonovox spots are attracting considerable attention, and the announcements, in many cases, have even attracted fan mail. A forte of Sonovox, according to Mr. Free, is to make spot announcements entertaining as well as to sell the merchandise.

Ry-Krisp Returns

RALSTON PURINA Co., St. Louis (Ry-Krisp), starting Jan. 2, will sponsor *Elsa Maxwell* in a quarter-hour of Hollywood commentaries, humor and interviews on approximately 80 NBC-Blue stations, Friday, 10-10:15 p. m. Program will mark the return of Ry-Krisp to network radio after a three-year absence. Marion Talley was sponsored on the Blue at that time. The account has used hitch-hike announcements on *Tom Mix Ralston Straight Shooters* on 66 Blue stations. Agency is Gardner Adv. Co., St. Louis.

ED STOKER and his orchestra heard on NBC-Red from KDYL, Salt Lake City, on Dec. 6 gave the premiere performance of the musical score of the forthcoming Paramount Christmas cartoon, "Mr. Bug Goes to Town".



GOING QUIETLY MAD, and loving it, on his first day as a notary public is George (Affidavit) Chance, sales representative of KILO, Grand Forks, N. D. Staring out from behind stacks of records and business trivia, he goes on record with his claim as "busiest salesman-notary in the business" and an assertion that he is prepared to fight any claim to the contrary.

UNSUNG HERO
Gets Army 'Jeep' Ride to Network Dinner

JOHN SHEPARD 3d, Yankee-Colonial Network head, whose sympathy for unsung heroes of the nation's collegiate gridiron teams was put into direct action last year, gave his second "King For a Day" dinner, aired over WAAB and 20 stations of the Colonial network last Thursday. Plan to honor this year's choice among the varsity-torn bench-warming forgotten men was almost stymied when Yale gridster Francis E. Jones, who missed his "Y" after three years' service with the Bulldogs, was found to be serving Uncle Sam's Army, having been inducted a week after the Yale-Harvard game.

Due to leave for Camp Lee, Va., last Tuesday, which would have cancelled his chances for appearing at the dinner, Jones was delivered to the dinner in an Army jeep, arrangements having been made by Maj. Gen. Francis B. Wilby, commanding the First Corps Area.

Soap Firm's Renewals

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec. 29 renews for 52 weeks the five-weekly quarter-hour program, *News With Knox Manning* on 17 CBS West Coast and Mountain group stations, Monday through Friday, 12:15-12:30 p.m. (PST). Firm on that date also renews for 52 weeks, *News With Norman Nesbitt*, on 31 Pacific Coast Don Lee stations, Monday through Friday, 7-7:15 a.m. (PST). In addition, company will continue its policy of utilizing local newscasts and participation programs in selected markets with station list now being rechecked for renewals. Agency is Raymond R. Morgan Co., Hollywood.

WOR Photo Contract

ALL PHOTOGRAPHIC assignments of the publicity department of WOR, New York, heretofore filled by various photographers, will be handled on an exclusive basis by Walter Engel Inc., New York, the department has announced.

Peabody Entri To Close Jan.

Public Service Aspects Be Stressed in Awards

ANNOUNCEMENT of Jan. 1942, as the closing date for tries in the 1941 George Foster I body Award competition was m late in November by Dean John Drewry, of the Henry W. Gr School of Journalism at Georgia which sponsors the awards in junction with the NAB.

Comparable to the Pulitz awards in journalism, the Peab awards are designed to "recog and encourage the social respo bilities of the youngest of the m of communication, and also honor a distinguished America George Foster Peabody".

Public Service

Emphasis this year again wil on public service, Dean Drewry dicated, although bases of meas ment are to be more specific t in 1940. Winners of awards 1940, and first winners in the nual competition, were CBS, the networks; WLW, Cincinn for large stations; WGAR, Cl land, medium-size stations; KF Columbia, Mo., small stations; mer Davis, CBS news commenta individual performance.

The 1941 awards will be m for best entertainment in dra best entertainment in music; educational program, inclu forums, quizzes, literature, art, servation, forest protection, best news reporting; most dis guished innovation by a statio individual. Station managers, vertising agencies, radio edi and others in the radio field are vited to submit nominations for awards to Henry W. Grady Sc of Journalism, U of Geor Athens. Winners will be choser an advisory board from data mitted.

Members of the advisory bo are Dr. S. V. Sanford, chance University System of Geor Bruce Barton, president of BB John H. Benson, AAAA presid Virginius Dabney, editor, *Richm Times Dispatch*; Norman H. Da chairman, American Red Cr Jonathan Daniels, editor, *Ral News & Observer*; Mark Ethri vice-president and general m ager, *Louisville Courier-Jou* and *Times* and WHAS; Walde Kaempffert, science editor, *York Times*; Alfred A. Knopf, p lisher; Grace Moore, Metropoli Opera star; Dr. John W. St baker, U. S. Commissioner of E cation; Mrs. Marjorie Peab Waite, daughter of George Fo Peabody and president, "Ya Saratoga Springs, New York; ward Weeks, editor, *Atla Monthly*.

WLS, Chicago, on Dec. 1 expanded news service to include Press A news, in addition to United Press Transradio, and now offers ten n casts daily.



OUTSIDE STATIONS KEEP OUT!

The Scranton—Wilkes-Barre Market (17th in the U. S.) is as private as an Indian reservation when it comes to radio reception. Outside stations don't stand a chance.

Most of it is due to the Pocono Mountains and a few other natural obstacles that nip outside station signals in the bud. They can't get over the mountains.

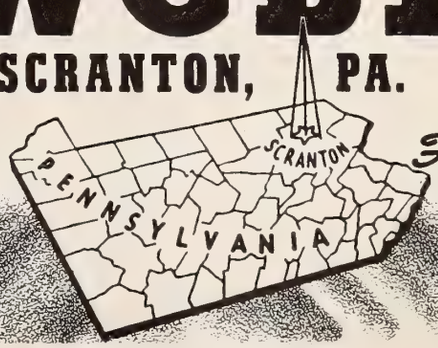
But that's not all. WGBI does such a standout job in this industrial market of 652,000 people that outside stations don't stand much of a chance. That's proved by the fact that 98% of the daytime listeners and 96% of the nighttime listeners in the biggest county in this section listen to WGBI exclusively (Dr. Starch & Staff Survey).

WGBI is the only station heard throughout this Market . . . the only regional or clear channel station serving it.

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

WGBI

SCRANTON, PA.



JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SCRANTON BROADCASTERS, Inc.

Frank Megargee, Pres.

Lang-Worth Adds ASCAP Numbers

Change of Policy Is Effected By Transcription Firm

POLICY CHANGE has been effected by Lang-Worth Feature Programs, New York, with close of the ASCAP-broadcasters controversy. The transcription unit announces that in addition to the customery catalogs of BMI and tax-free music, it is ready to make the Society's music available to subscribers. Although tax-free and BMI tunes will be principal source of supply, arrangements have been made whereby ASCAP music will reach stations on separate, clearly-marked transcriptions, according to Ralph C. Wentworth, president.

Lang-Worth has been one of the pioneers in advocating copyright independence through creation of a music pool by the industry and introduction of competition into the music field. Instigated Aug. 30, 1935, as a subsidiary of Langlois & Wentworth, Inc., who, up until that time handled only radio advertising accounts, the new firm of Lang-Worth started transcribing only non-ASCAP music to broadcasters.

Indemnity Policy

This tax-free library service adhered strictly to that course until advent of BMI. Shortly after its inception, Lang-Worth negotiated a copyright indemnity insurance policy with Lloyds of London which was kept in force until start of the present war.

During its seven years, Lang-Worth has consistently plugged for copyright independence. It worked with the NAB in completing delivery of the library service the latter's Bureau of Copyrights had started. Lang-Worth also recently organized its own music publishing firm, with BMI as the exclusive licensing agent.

Despite his announcement on transcribed ASCAP music, Mr. Wentworth urged continuous exploitation of BMI music, stating, "It is our belief that it is our duty, like that of the broadcasters, to maintain a strong and vigorous BMI. This can only be maintained by the continuous exploitation of BMI tunes."

NBC Guards Posted

GEORGE MONAHAN, private detective and expert in "industrial protection", has been employed by the general service department of NGC to work under B. J. Gilshire, manager of that division. Monahan is understood to be heading a "protective management division," as it is temporarily called, to post guards in vital areas of NBC's Radio City headquarters.

Writer Files Suit

ASSERTING that his story, *Navy Nurse*, was used on a nationwide sponsored broadcast without consent, Byron Morgan, Hollywood writer, in late November filed a $25,000 damage suit in Los Angeles Superior Court naming John H. Woodbury Corp. and NBC.



CAKE AND CONTRACT go together on the occasion of the 2,812th consecutive broadcast of *Concert Gems* by Ashley C. Dixon, broadcasting dean of KALE, Portland, Ore., who founded the 15-minute series nine years ago, sponsored all the way by the Powers Furniture Co., Portland, who renewed their contract as the show entered its 10th year. Seated are (l to r) Edward P. Casey, president, Powers Furniture Co., and Cake-Getter Ashley C. Dixon. Standing are Neil T. Agan, Powers vice-president; Ted Kooreman, KALE general manager; George R. Walker, Powers treasurer; Charles W. Meyers, KOIN-KALE head; R. T. Callahan, Powers secretary.

RADIO MAKES THEM SELL

Over 100 BMI Songs Rose to Peak Popularity In Months ASCAP Was Off Networks

MORE THAN 100 BMI songs reached the pinnacle of national popularity, and some 40 of them broke into the golden circle of best sellers during the last year, according to Dave Silverman, music librarian of WJR, Detroit. Radio's plugging of the tunes is what makes them best-sellers, Mr. Silverman has concluded.

Switch to BMI

"Most people think of the music trade and its relation with radio in terms of the fees radio must pay for using music," Mr. Silverman commented in discussing radios' part in the sale of music. "But a glance at the sale of sheet music during the period when radio music was limited to BMI reveals that the sale of music is in direct proportion to the plugs music receives on the air."

"For instance, last year before BMI came into the picture, ASCAP-controlled music invariably led in sales. But late in 1940, when radio started plugging BMI music in anticipation of the break with ASCAP, BMI titles began to appear among the first 10 in point of sales. During 1941 BMI titles maintained a commanding position in sales."

"It's been a great year for unknowns and for newcomers," Mr. Silverman observed. "For instance, look at the record for 'Daddy.' If memory serves me right, this was Bob Troup's first published work, and it had 65,835 performances on radio alone during the third quarter. Forgotten manuscripts have been dusted off, given the radio treatment and have burst into the circle of best-sellers. A notable example of this is 'Amapola,' which was written back in 1924, but lay virtually dormant until radio started pushing it, and soon it was right at the top."

'Town Hall' Shift

NBC on Jan. 1, 1942, is shifting broadcasts of *America's Town Meeting of the Air* from Town Hall, New York, back to its former period on NBC-Blue 9-10 p.m. The program will continue to be heard 9:15-10:15 p.m. until Dec. 18, and there will be no presentation of the broadcast Christmas night, Dec. 25. When the series returned to the Blue last September, NBC shifted it to the new time to allow for sponsorship of the 9-9:15 p.m. period by Trimount Clothing Co., New York, which is discontinuing *News Here and Abroad* Dec. 25 at the end of a 13-week contract.

Axton-Fisher on MBS

AXTON-FISHER TOBACCO Co., Louisville, which has been sponsoring two programs on MBS for Twenty Grand cigarettes, on Dec. 2 started a special four-week series on 17 Mutual stations, featuring Johannes Steele, news analyst, who has just returned from a trip to London. The series, to run through Dec. 25, succeeds the *Mary Small* and *Danger Is My Business* programs, Tuesdays and Thursdays, but is heard at varying times on each station. The 17 outlets play back the newscaster's broadcasts off the line, and present them at convenient times. Agency, McCann-Erickson, New York.

Music Log For Arouses Criticis

NAI Tells Members KGIR Plan Is Not Suitable

DIFFICULTIES with ASCAP o acceptance of the type of progr form to be used in reporting p formances of ASCAP music un per program licenses was repor last week by Network Affilia Inc., recently formed regional tr group.

ASCAP, members were notif has indicated that it "would accept from other broadcast s tions the program forms (mu production sheet and music l which it has approved for use KGIR, copies of which were s you for your information and gu ance".

Called Cumbersome

In its special bulletin, NAI s the program log and account system which ASCAP proposes stations' use "is not acceptable' NAI, "because it is cumberso requires unnecessary bookkeep due to its numerous duplicati and does not give stations adequ protection against copyright fringement suits, in cases where station is threatened with or fa such action."

Previously, NAI had notified tions that ASCAP would accept KGIR type of form, developed Ed Craney, as adequate. NAI nounced that its copyright comm tee is now working out w ASCAP a form of musical which it believes will be accepta to ASCAP and other licens groups. It stated that the comm tee intends to insist upon a which will "not be burdensome maintain for either small or la stations".

In some quarters it was thou that ASCAP's purported repu tion of the previous log was p of an effort to force stations to cept blanket contracts, not req ing log maintenance.

Norma Gibbs Enlists

NORMA GIBBS is the first wom member of Canada's radio adver ing industry to join the recen formed Canadian Women's Ar Corps, auxiliary to the Canad Active Army. Miss Gibb resig as time and space buyer at the ronto office of J. Walter Thomp Co. to enlist as fulltime sold Prior to this she had done vol tary war service work as a mem of the Red Cross Nursing Auxili and the St. John's Ambulance B gade. She will take a month's tra ing as a probationer, and will th be uniformed and posted to an ministrative post within CWAC. Before joining the J. W ter Thompson she had been in media department of Cockfi Brown & Co., Toronto. She was placed at J. Walter Thompson her assistant, Phyllis Sivell.

KNOX MANNING, Hollywood c mentator, has been signed by Wa Bros., to narrate the two-reel nati defense film, "Soldiers in White."



As the 1941 Football Season Closes WKZO KICKS A GOAL

On Tuesday, November 26, 1941 the Federal Communications Commission granted WKZO an increase in power from 5000 watts daytime and 1000 watts night to 5000 watts unlimited . . . on 590 kc. WKZO covers more square miles than any other Michigan regional station.

The Strongest Selling Force in the Great Western Michigan Market!



WKZO

John E. Fetzer
President & General Manager

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Columbia's Exclusive Full Time Station for the KALAMAZOO--GRAND RAPIDS Area
and the Great Western Michigan Market

TELEPHONE SPOTS PLACED ON COAST

PACIFIC TELEPHONE & Telegraph Co., Northern California and Nevada division, San Francisco, is using a radio campaign to warn the public of a possible Christmas holiday traffic jam on long-distance calls. The announcements will appeal to the public to bear with the phone company if their calls are delayed and at the same time suggest that when possible long distance calls be placed earlier in the week.

The campaign will start on 32 stations in Northern California and Nevada on Dec. 17. Five spot announcements have been contracted on each station. The phone company's divisions in Oregon, Washington and Southern California are planning similar radio campaigns. Business is placed direct.

The station list: KSAN KJBS KYA KFRC KGO KSFO KPO KPMC KERN KRE KHSL KIEM KARM KMJ KMYC KYOS KTRB KDON KLX KHUB KLS KROW KVCV KOH KFBK KROY KVEC KQW KGDM KWG KSRO KTKO.

Serutan Expansion

SERUTAN Co., Jersey City (health food, *Journal of Living*), coincident with the return on Jan. 5, 1942 of the *Journal of Living* portion of its account from Ruthrauff & Ryan, New York, to Raymond Spector Co., that city, is planning extensive expansion in both spot and network after the first of the year. Victor H. Lindlahr's *Journal of Living*, half-hour transcribed talks on health which have been aired three times weekly on 12 stations, will be cut to a quarter-hour but will go on five times weekly and five to ten markets will be added. At the same time the talks will be changed to deal only with menus and recipes of certain foods which will tie in with the Government's nutrition defense plans, and will feature an interview with some noted personality. *Journal of Living* was with Spector four years previous to Jan. 1, 1940 when it went to R & R. In addition, Serutan will add 16 NBC-Blue stations to the 34 carrying *Pearson & Allen* Sundays, 6:30-6:45 p.m.

AUDIENCE REACTION

New Tape Method Tells How Program Goes Over

A SERIES OF audience reaction tests based on a method devised by Frank Stanton, CBS director of research, and Dr. Paul Lazarsfeld, of Columbia U, are being conducted by Blackett-Sample-Hummert, New York, on programs sponsored by American Home products. The test employs a running tape device whereby a selected audience, seated at special chairs with buttons marked 'like' or 'dislike', record their reactions to a show as it is being run off.

The moving tape is so synchronized with the presentation of the program that by examining the tape afterwards the agency can trace listener reaction at every point of the show. Idea is to trace weak spots in a given program down to points of origin.

THE ABC OF COMMUNICATIONS

Louis Ruppel Turns Publicity Man Loose to Answer a Little Girl's Query

COMMUNICATIONS as a study topic was a little confusing to Erma Hunt, a pupil of Des Moines' Webster School at least enough so to prompt her to write CBS and ask what it was all about. Louis Ruppel, CBS director of publicity, arose to the challenge and assigned one of his star reporters, Jack Hoins, to explain how broadcast programs are put on the air. Mr. Hoins' letter to little Erma Hunt was published Nov. 5 in the radio column of Mary Little in the *Des Moines Register & Tribune*.

All Kinds of Signals

Something new in radio promotion, with a million-dollar industry pausing to answer at length the inquiry of a child listener, follows:

"Dear Erma: Your teacher probably has told you quite a bit about communications. You communicate with a person when you speak to him. You communicate with a person when you write a letter, send a telegram, or use a telephone. Indians used to communicate with each other by building smoky fires. These they covered with blankets, and by lifting the blankets every few seconds, they could send small and large smoke clouds into the air. One Indian on a hill could communicate with another Indian on another hill by sending these smoke signals.

"Radio communication is almost the same thing. One kind of radio sends short and long sounds which are called dots and dashes. A man pushes a key a little tap, and it makes a dot sound. If he holds the key down a little longer, it makes a dash sound. The key he uses is very much like a telegraph key. You can see these telegraph keys in the Western Union office in Des Moines.

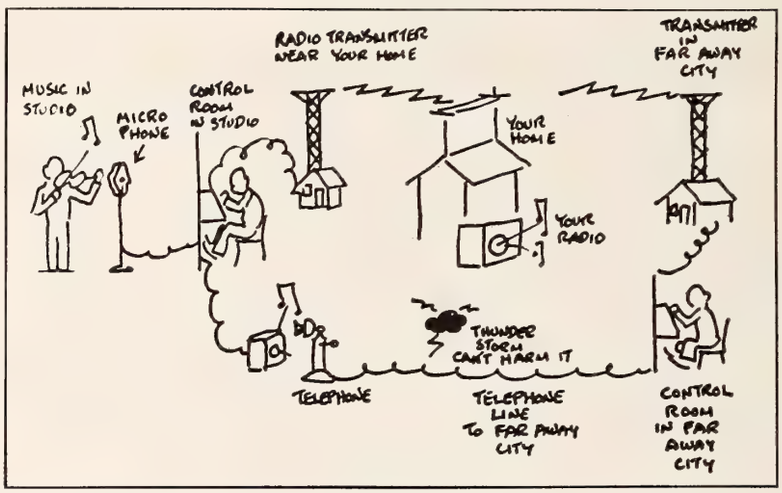
"These dot and dash sounds go through a machine which sends them out on a wire like the aerial on your radio set. They turn into electricity in the air and fly around until they hit another radio wire. If somebody has his radio tuned in, he can hear these sounds, and if he knows what the dots and dashes mean, he can tell what the man with the key is talking about.

The Other Kind

"The other kind of radio is the kind that brings you music and stories like *Let's Pretend, The Lone Ranger*, Benny Goodman and other programs.

"The radio you hear in your home works like this (see drawing). People sing, talk or play music into a microphone. From the microphone, the sounds bump into a flat plate and change into electric jiggles that are called vibrations. Then these vibrations go through the engineering controls. The controls make sure the vibrations are not too strong or too weak. If they are strong, they tune them down the same way you make your radio play quietly. If they are weak, they tune them up the way you make your radio play loudly.

"Now these vibrations go out through the sending machine, or transmitter. Then they fly around in the air looking for radio wires like the one outside your house. When they hit these wires, or aerials, they come down into your radio set. The radio set then changes the vibrations back into sound. This comes out of your radio loudspeaker less than a second after it was spoken into the microphone.



AND HERE'S the story of communications in visual form—a sketch prepared by CBS' Jack Hoins and sent with his letter to little Erma Hunt, of Des Moines.

Like a Mad Dog

"The reason for this is that electricity travels 186,000 miles in a second. So you can see how quickly a sound from KRNT gets into your radio. If the music is coming from New York or Hollywood or Chicago, it goes through a telephone from one of those cities to Des Moines. Then the telephone line is connected to the microphone we spoke about. And the people at KRNT send it out on the transmitter.

"The reason they use telephone lines is that some things like thunderstorms make a thing called static. Static is like a lot of runaway electrical impulses. When nice, well-behaved radio wave going around looking for wires bring music into houses, it is li children in the school yard doi exercises. Then a thunderstor static comes along and behaves li a mad dog running among the ch dren in the schoolyard, and scatte them all over the place.

"Static in your radio sounds li eggs frying and scatters all t music and words around so y can't hear them. To prevent a of this, the radio stations use t telephones from one city to anoth

"They use the same idea bring radio programs from Euro to America. Either a man sends h voice from a radio transmitter he talks over the telephone. If talks with the transmitter, t radio station in New York gets on a radio set and makes it loud Then it is sent out all ov America. If the man in Euro talks over a telephone, they send out the same way, by radio fro Europe, to America. There are tel phone lines along the bottom of t ocean, between Cuba and Florida.

"I hope this information is wh you want to know about commu cations. If it is not enough, plea write and ask some more que tions."

State Group Organize By New Jersey Statio

OFFICIALS of a majority of t stations in New Jersey, meeti Nov. 28 in Trenton, decided to tablish statewide broadcasting p cies regarding defense, governm tal, charitable and other progra and eventually set up a statew regional network. A. Harry Zo president of WFPG, Atlantic Ci was elected president of the as ciation, which will be known as t New Jersey Broadcasters Assn.

Edward Codel, general manag of WPAT, Paterson, and O. Maxey, general manager of WSN Bridgeton, were elected vice-pre dents, and Walter Patrick Kelly, WAAT, Jersey City, secreta treasurer. In addition to the offic the executive board will compr John C. Bird, of WCAP, Asbu Park, and WBRB, Red Ban George V. Kelly, WPAT, Paters George C. McGinley, Trenton, a A. B. Schillin, vice-president WAAT, Jersey City.

Celanese Music

OPERATIC MUSIC will be f tured on the new Celanese Corp. America show to start Jan. 7 on CBS stations, Wednesday, 10: 10:45 p.m. [BROADCASTING, Dec. according to Young & Rubica agency handling the account. Je Tennyson, wife of Dr. Cami Dreyfus, head of the Celan Corp. and formerly a member the Chicago Opera Co., will be starred with Jan Peerce, of t Metropolitan Opera Co. Geo. S bastian, one of the conductors the Metropolitan, will direct t music. An operatic cast, yet to chosen, will also be featured.

NBC-RED program *Ma Perki* which came to NBC in 1933, celebr ed its ninth year on the air Dec as a Monday-through-Friday ser Program is sponsored by Procter Gamble Co., Cincinnati, for Oxy and agency is Blackett-Sample-Hu mert, Chicago.

No one is "left out" on Don Lee –



No *one* likes to be "left out"...third man on a double-date, fifth at Bridge, low man on a totem pole. You can't sell 'em by forgetting about 'em. When you want to sell the Pacific Coast, sell the *entire* coast. Don't forget the important one million families living outside the four major markets. These people are good customers...they don't want to be left out...they have money to spend—barrels of it. Last year their retail sales were over a billion and a half dollars. Incidently you can reach all these people *only* on Don Lee. A Hooper survey taken in ten representative cities in this area* showed the total ratings of Don Lee were nearly twice those of all the other networks combined. In one-third of the areas, 94% of the listeners were tuned to Don Lee. Why?...because reliable long range reception is impossible on the Pacific Coast due to the high mountains surrounding nearly every primary market. Don Lee stations are located in the towns themselves. Make this a Happy New Year for these folks...let them hear your radio program...buy Don Lee and *no one* will be left out.

**Advertisers and agencies write Wilbur Eickelberg, General Sales Manager, for copies of actual survey.*

MUTUAL
DON
LEE

Thomas S. Lee, President • Lewis Allen Weiss, Vice-Pres. & Gen. Mgr.
DON LEE STUDIOS—5515 MELROSE AVE., HOLLYWOOD, CALIF.

As usual KTAR was there



THE largest organization of its kind in the entire United States was in session. Official Washington was represented by Mr. Clifford Townsend, a former Governor of Indiana, now director of Agricultural Defense Relations for the United States Department of Agriculture. It was the annual meeting of one of Arizona's most successful enterprises, the United Producers and Consumers Co-operative, more than 15,000 strong. Those who had to stay at home missed a lot of neighborly fun, but they didn't miss a word of Mr. Townsend's vital message.

WHY? BECAUSE KTAR WAS THERE!

KTAR

PHOENIX, ARIZONA

Key Station of the

Arizona BROADCASTING CO. Inc.

Represented Nationally by

PAUL H. RAYMER COMPANY

New York Chicago Cleveland Detroit San Francisco Los Angeles

The ABC OF RADIO IN ARIZONA

★★KTAR-Phoenix 5000 W - 620 KC
★★KVOA-Tucson 1000 W - 1390 KC
★★KYUM - Yuma 250 W - 1240 KC
★★KGLU-Safford 250 W - 1450 KC
★KCRJ - Jerome 250 W - 1240 KC
★KWJB - Globe 250 W - 1240 KC
★KYCA-Prescott 250 W - 1450 KC
★★NBC RED and BLUE Network Stations
★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE



XAVIER GRIDDERS had their last drill before the game with Georgetown U at a session held in the studios of WKRC, Cincinnati. Coach Clark Crowe (at mike), former Notre Dame football great, staged a blackboard drill that must have been effective inasmuch as Xavier beat the mighty famous Georgetown club, 14-6. Dick Nesbitt, WKRC-MBS sportscaster is standing next to Crowe in foreground.

Stahlman's Appeal Is Heard by Court

Decision on Subpoena May Be Issued Within Month

INVOLVING the authority of the FCC to require the appearance of a witness under subpeona at a general hearing such as the newspaper-ownership inquiry, the U. S. Court of Appeals for the District of Columbia last Wednesday heard arguments in the appeal of James G. Stahlman from a District Court decision upholding such power for the Commission.

Appearing before the three-judge court—Chief Justice D. Lawrence Groner and Associate Justices Fred M. Vinson and Henry W. Edgerton—Thomas E. Harris, FCC assistant general counsel, and Elisha Hanson, ANPA counsel, argued the case. A decision is not expected for about a month, probably late in December or early in January.

Authority of FCC

Mr. Harris took flat issue with the position of Mr. Hanson, who has represented Mr. Stahlman, publisher of the *Nashville Banner* and a former ANPA president, since difficulties first arose over his failure to respond to an FCC summons, on advice of counsel, in the opening days of the newspaper-ownership investigation late in July. Mr. Hanson maintained that since the FCC's inquiry itself was illegal, the subpoena became a nullity in the eyes of the law. Mr. Harris argued that the FCC holds unquestionable authority to conduct proceeding of a general nature [BROADCASTING, Oct. 27, Nov. 17].

Holding that the FCC has no authority to consider or lay down any general policy or rule placing newspaper-applicants for radio facilities in a general class, Mr. Hanson declared he would challenge such an inquiry, even if it were authorized by Congress, as violating constitutional rights. He added that the FCC's indication that a principal purpose of the proceedings was to gather material for recommendations to Congress in regard to newspaper ownership and operation of radio stations was "something they dragged in when they found they were going to be challenged on their order (Or 79)". He held that if the FCC has no authority to lay down s policy or rules, it cannot leg hold a proceeding of the nature the newspaper-ownership inqu looking toward such rules.

Outlining the FCC's stand, Harris stated that a "determi tion of facts", as were being de oped in the newspaper hearing, r be needed to determine the po of the FCC to lay down a po one way or another regard newspaper applications. Altho the FCC cannot take a stand on matter until the hearings are c cluded, he continued, it may t do any of several things: (1) the data developed as educatio background, (2) lay down a defi policy and issue rules, (3) m legislative recommendations to C gress, whether or not it decide has the power to issue rules or down policy.

Swap of WNEW-WO Brings Program Shif

AS A RESULT of the interchan of power and frequency by WNE and WOV, New York, Dec. WNEW has inaugurated a f schedule on Sundays, heretofor part-time operations day.

Among the personalities sig by the station for Sunday progra are John B. Kennedy, news anal who is presented with well-kno guest speakers in a half-hour c cussion of timely events; Cha Hodges of the New York U facu in a quarter-hour commenta Zeke Manners' hillbilly gang i full hour session; Kay Lorraine Jerry Abbott singing on separ programs with Merle Pitt's orch tra, and remote dance pickups fr New Jersey and New York clu

WNEW's daily *Dance Par* starts Sundays at 9 p.m. and c tinues to 1 a.m., at which time well-known *Milkman's Mati* takes over until 7 a.m. Six n periods also are presented dur the day.

THE EIGHTEEN basketball dou headers scheduled in Madison Squ Garden this winter season are ag being covered in part by CBS, v Mel Allen doing a quarter-hour p by-play, 11-11:15 p.m. each night a game. Season started Nov. 19 extends through the end of the Inv tion Tournament in March.

GENCY Appointments

ILANA Inc., Brooklyn (Cocilana gh Nips), to Lester Harrison Assoc., Y. Radio to be used.

NDSTROM HAT STORES, San Fran-), to Theodore H. Segall Adv. Agency, Francisco. Radio to be used.

TIONAL ASSN. OF BEDDING MFRS., ago (bedding promotion), to Wallace-deman, Grand Rapids. Radio to be used.

ER BROS. Ltd., Toronto, Canada nlight Soap), to Ruthrauff & Ryan, York. English and French programs ned.

ADERS DIGEST ASSN., Pleasantville, Y. (*Selecciones del Readers Digest*), he Buenos Aires office and the Latin erican division of J. Walter Thompson New York for promotion in Latin rica. Plans not yet formulated.

ARLES ENEU JOHNSON & Co., adelphia (ink), to Benjamin Eshel-Co., Philadelphia.

CREDIT Co., Philadelphia (personal s), to Solis S. Cantor Adv. Agency, adelphia, to handle advertising for its es throughout Pennsylvania.

RASH FOOD PRODUCTS, Los Ange-(canned foods), to Erwin, Wasey & that city. Advertising plans in forma-stage.

ASTA WATER Co., San Francisco arkling water) to Brisacher, Davis & f, San Francisco.

INSTON & MURPHY, Newark (men's s). to Charles Dallas Reach Co., New-Plans not yet formulated.

ROLAX Co., New York (proprietary) has. W. Hoyt Co., N. Y. Said to use o.

NT PRODUCTS Co., Chicago (coffee er, jewelry), to Simons-Michelson Co., roit. Has national distribution and uses e radio.

AIROL Inc., Stamford, Conn., to Grey Agency, N. Y.

HILL FOOT CLINIC, Los Angeles, Foothealth Adv. Alliance, Los Angeles.

RABEE FLOUR MILLS Co., Kansas to Potts-Turnbull Co., Kansas City.

ARS ROEBUCK & Co., Chicago, to he, Williams & Cunnyngham, Chicago.

RSONAL PRODUCTS Corp., Milltown, J. (Loress Cleansing Tissues), to Wil-Esty & Co., N. Y. Plans not yet nulated.

NO COMMERCIALS
Textile Firm Bases Show on Goodwill Theme

STURE of support by Calla-y Mills, LaGrange, Ga., one of largest textile manufacturers the South, in buying a weekly ur on WLAG when that station k the air, has developed into a que program on which no adver-ng for the company is aired. nen the series started, musical l other entertainment groups of Callaway recreational depart-nt were used on the air. Re-nse was so favorable that the laway executives, recognizing its dwill potentialities, decided to aden the scope of the program. Now the Callaway employes con-trate on one program monthly ile the others are used by civic ups, churches, educational insti-ions using their own talent. Ex-itation of events connected with use of cotton are heard but the nsors products are never men-ned. The program carries only e mention of the sponsor, a sim-introduction "This is the Calla-y Mills Hour". Completion of a 0,000 auditorium is expected rtly at the mills and then the grams will originate from there.



and KMOX is army escort for a 107-county audience!

KMOX was first in the country to follow the boys into the army and give their families the inside story of life at camp.

Now in its thirty-fifth week, "Youth Answers the Call" gives KMOX listeners a close-up picture of everything from meals . . . to maneuvers . . . to morale. As told by those who know army life best—the draftees.

This half-hour series is typical of the KMOX brand of showmanship. It is this knack for building attention-holding programs that has won KMOX a "pass friend" welcome in the rich St. Louis market. Among listeners *and* advertisers alike.

KMOX

THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by CBS. Represented nationally by Radio Sales: New York, Chicago, Charlotte, San Francisco, Los Angeles



ASSIGNED to the radio division of the public relations office at district headquarters in Boston, Colton G. Morris (right), since 1938 special events director and news editor of WBZ-WBZA, Boston - Springfield, is sworn in as a lieutenant (j. g.) in the Naval Reserve by Commander J. H. Keffe, assistant personnel officer of the First Naval District in Boston.

Federal Life Test

FEDERAL LIFE & CASUALTY Co., Newark, which has been using WEVD and WINS, New York to promote its health and accident insurance, has started a 13-week test campaign on WMCA, that city, of six five-minute programs weekly, Monday through Saturday, 6.20-6:25 stressing for the first time the hospitalization aspect of the company's services. If test is successful it will "probably be expanded to a national radio account", according to Furman & Feiner, agency handling the account.

WDRC's 19th BIRTHDAY FETE

Doolittle Leads Station's Observation, Along With Several Veteran Employes

MESSAGES of congratulation are pouring in this week to WDRC, Hartford, which celebrates its 19th birthday Dec. 10. WDRC has set aside the entire week for the celebration, and will now use with its call letter identification on station breaks the phrase "now in its 20th year of continuous broadcasting."

Scores of messages were received by General Manager Franklin M. Doolittle, founder of WDRC. The station, founded Dec. 10, 1922, joined CBS in 1930.

Veteran Employes

A. Martino, chief engineer, has been with the station since it was founded, while Walter B. Haase, program manager, has been with WDRC 17 years. William Malo, commercial manager, has been connected with the station nearly 12 years, and Educational Director Sterling V. Couch joined more than 13 years ago.

"It has been my good fortune," Mr. Doolittle said, "to have associated with me a loyal and enthusiastic staff, and it is principally to them that the growth of this station is due. Nineteen years is a long time, but broadcasting still is a young business. There are many problems ahead. WDRC pledges itself to tackle these problems in the interest of better radio for Hartford and Connecticut."

W65H, FM outlet owned and operated by WDRC, was the first FM unit to be licensed after Major Edwin H. Armstrong's Alpine, N. J. W2XMN went on the air. Mr. Doolittle participated with Major Armstrong in many early FM experiments.

William S. Paley, president of CBS System, also sent a message of congratulation to WDRC. "On behalf of CBS," he said, "I want to extend heartiest congratulations to WDRC as it begins its 20th consecutive year of broadcasting. I am very happy to note, too, that for more than half this period, WDRC has been the voice of the Columbia network to the people of Hartford.

"Your 19 years of service make you not only the first station in Connecticut, but one of the pioneers of broadcasting in the United States."

Philadelphia Video Count

CHECK-UP of television sets in use in the Philadelphia area by Philco reveals there are about 500 sets in actual operation in the city and suburban areas. Philco engineers estimated there were only 300 sets in operation when the company's WPTZ started commercial television Sept. 1. It is also estimated the 500 sets represent an audience in excess of 2,000.

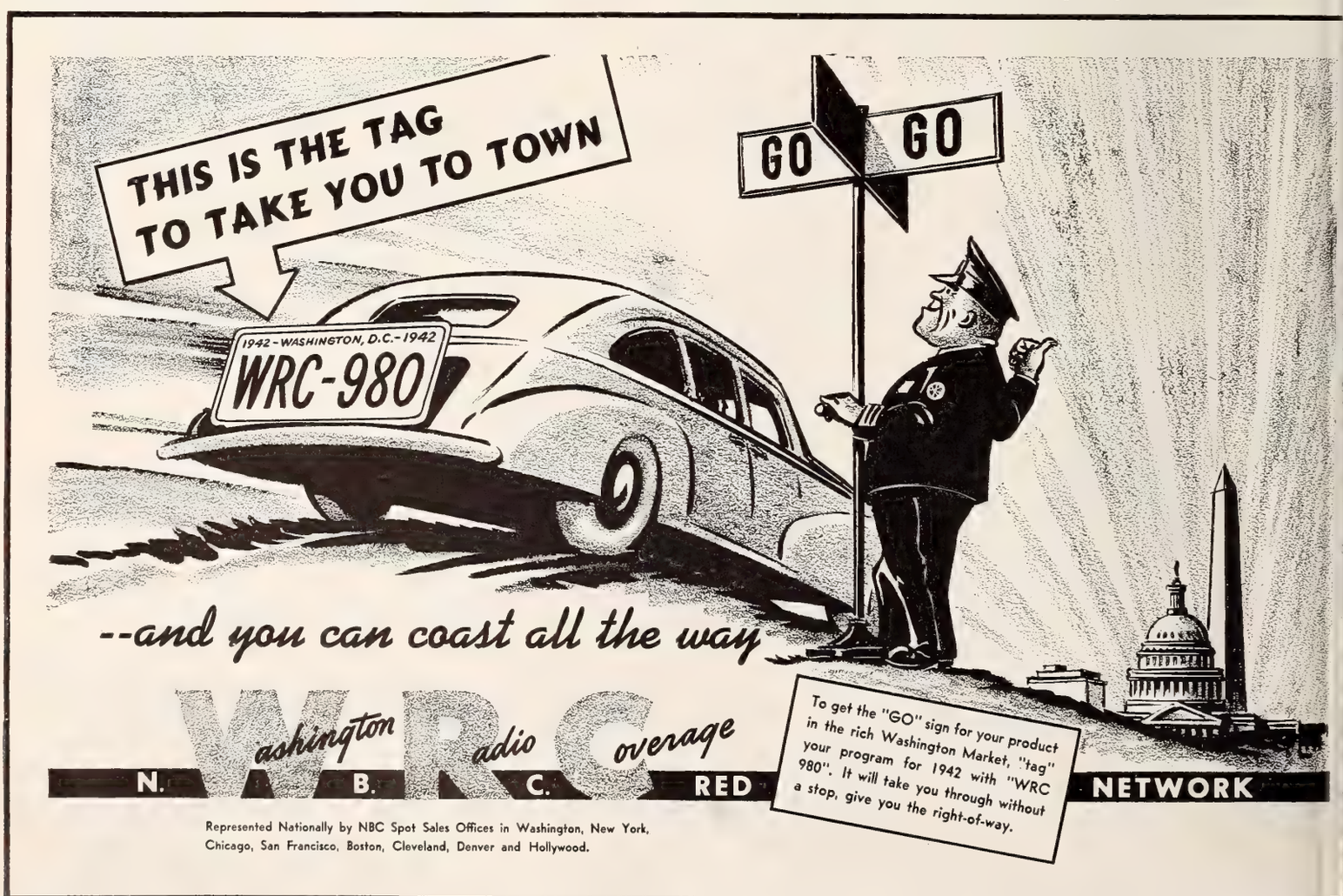
EMILY HOLT VISITS WEST COAST AFR

EMILY HOLT, national execut secretary of the American Fede tion of Radio Artists, flew to C fornia last week for a visit to union's Hollywood and San Fr cisco locals. Visit was described "routine", to clean up a number problems, particularly in San Fr cisco, where the AFRA chapter had no executive secretary for s time.

Mrs. Holt was expected back New York by the first of this w although there was a possibi that she might delay her retur few days to stop off at some ot cities on her way back East. (such stop-over might be made Fort Worth and Dallas, where multiple-ownership situation is ported to have hampered progr of AFRA toward securing c tracts from the stations. Union considered protesting to the NL but no such action has yet b taken.

Gewn De Lany has resigned executive secretary of the Det AFRA local and has gone to Ho wood to resume her career as a dio actress, according to AF headquarters in New York. Cl Nutten, Detroit attorney, is the Detroit executive secretary.

Union also reports that a w increase has been secured for s announcers at WRC and WM NBC M & O stations in Washi ton. When the contract cover these stations was signed with N several years ago, provision for opening at this time was made.



Represented Nationally by NBC Spot Sales Offices in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

orge A. Burns Named Manager of KXFM

A GENERAL reorganization station personnel recently ef- ed by KFXM, San Bernardino, , George A. Burns, sales pro- ion manager since 1934, has been made general manager. Appointment was announced by J. C. and E. W. Lee, owners, who formerly managed the station. With KFXM a Don Lee - Mutual Broadcasting System affiliate, the Lee brothers ed that they will devote their re time to national and net- k affiliations business and gen- public relations work. Before ing KFXM, Burns was asso- ed with various Pacific Coast ions in a specialty capacity. or to that he was in the adver- ng and sales promotion field in v York and other metropolitan es.



Mr. Burns

ith the reorganization Maurice man has been appointed sta- commercial manager. Bill mpson heads the sales promo- department, with Howard chly as office manager. Lowell th is program director and l Lynde, chief announcer. nard Sampson is chief engineer.

Perfume Campaign

MPAGNIE PARISIENNE, San onio (perfume) recently started regular winter campaign on 40 ions, using five-minute tran- bed programs daily. Agency is thwest Radio Adv. Co., Seattle. ut 50 more are to be added. The ion list:

AIT WPRO KFBK KYA KGHL N WMIN KFVD WPIC WBAL AF WIBC KMPC KQW WORL VA WCFL KLX WHAS KSL KMA KINY KHQ KFEL KVOR KFEQ KRKO KJBS KGGF KSEI KWJJ O KXOK WDEL WGAN WHO KIRO R.

Gillette Pro Grid

R THE SECOND successive r, Red Barber, noted sports an- ncer of WOR, New York, has n selected to handle play-by- y of the championship play-off ne of the National Professional tball League, to be broadcast lusively on MBS under sponsor- o of Gillette Safety Razor Co., ton. The game will be played the home grounds of the west- division Dec. 21.

Sponsor Transfers

CAUSE of policy differences h CBS West Coast executives o what constitutes controversial tter, Presidential Silver Co., lewood, Cal. (trophy manufac- ers), on Dec. 2 shifted its week- quarter-hour commentary series turing Eugenia Clair Flatto m KNX, Hollywood, to KHJ, t city. New contract, placed di- t, is for 13 weeks. Controversy, ording to Mrs. Flatto, arose r suppression of a broadcast ed *Hitler Cannot Conquer Rus-* which was based on the book Maurice Hindus.

How to Listen

A COLLEGE COURSE in radio listening has been instituted at Pennsylvania State College. Declaring that the education of people to be more discriminating radio listeners is "highly imperative" in a democracy, the course of study was introduced by Raymond W. Tyson, instructor in public speaking at the college. In announcing the study, he urged that public schools and colleges give phone, amplifier, and an extra more courses in radio and provide equipment necessary for presentation of such courses of study. All that is needed, he said, is a micro-classroom, where the broadcasters can be heard unseen.

KPAS Appoints King And Akerman to Posts

J. FRANK BURKE, president of Pacific Coast Broadcasting Co., in announcing Loyal K. King and John L. Akerman as general manager and commercial manager respectively of the new KPAS, Pasadena, Cal., last week stated that the 10,000-watt fulltime station on 1110 kc. expects to get on the air by Dec. 15. Western Electric equipped, studios will be located in the Huntington Hotel, that city, with transmitter at El Monte, Cal.

Mr. King, new to radio, was one time business manager of the *Santa Ana* (Cal.) *Register*, and prior to that associated with East Coast newspapers. Mr. Akerman formerly operated his own Los Angeles agency. Before that he was for 23 years affiliated with various newspapers and publications. Mr. Burke, one time publisher of the Santa Ana newspaper, with his family controls KFVD, Los Angeles. He is 87.5% common stockholder in KPAS. Other common stockholders have less than 2%. All stockholders, except Mr. Burke, hold a varying amount of preferred stock [BROADCASTING, Sept. 15]. Construction permit for KPAS was granted last Sept. 9.

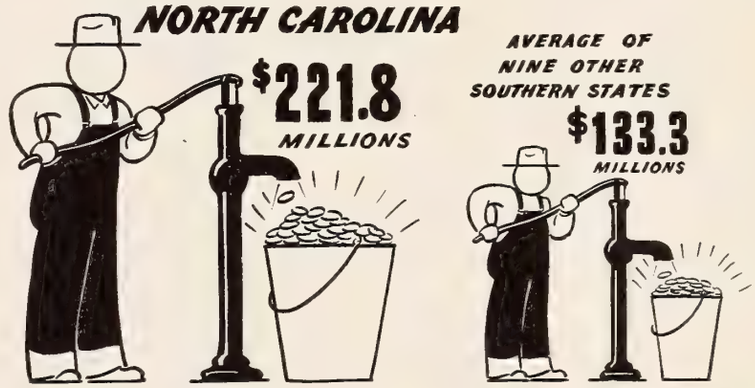
Radio Club Moving

RADIO EXECUTIVES CLUB, of New York, starting Jan. 7 will change its luncheon-meeting quarters to the Empire Room of Hotel Lexington, it was announced at last Wednesday's regular meeting. Prices will continue as before, with $1 for members and $1.50 for non-members. Members of the MBS sports staff headed by Tom Slater, director of special events, and Don Dunphy, sports announcer, addressed the group. Visitors included Gunnar Wiig, WHEC, Rochester; Alec Moss, advertising manager of Paramount Pictures; J. E. Mason, WJTN, Jamestown, N. Y., and Earl Thomas, McKee & Albright, New York.

KEYSTONE BROADCASTING System, transcribed network service has moved its Hollywood program division to 6331 Hollywood Blvd., that city. Telephone is Hempstead 0460. Sidney J. Wolf, Chicago secretary-treasurer was on the West Coast during early December.

NORTH CAROLINA IS THE SOUTH'S NO.1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS



WPTF in Raleigh is NORTH CAROLINA'S NO.1 SALESMAN!

680 KC NBC Red 50,000 Watts



FREE & PETERS, Inc., National Representatives

Radio Monitoring Test For FCC Announced

ANTICIPATING additional expansion of the FCC monitoring staff in connection with national defense, the Civil Service Commission last Monday announced an examination for "radio monitoring officers", positions paying from $2,600 to $3,200 annually. Radio monitoring officers are assigned to FCC monitoring and direction-finding stations, and their functions include investigating complaints alleging subversive uses of radio.

No written test is to be given for the positions, and applications may be filed with the Civil Service Commission, Washington, D. C., until June 30, 1942. A copy of the announcement and application forms may be secured from local post offices.

BERYL VAUGHAN, of the cast of CBS *Romance of Helen Trent* in Chicago, is the author of a book, *Little Racketeer*.

KMO Staff Changes

IN A REALIGNMENT of production personnel, Ted Knightlinger, formerly news editor and more recently of the Army public relations division, has been appointed program director of KMO, Tacoma, Wash., according to Carl E. Haymond, general manager. He succeeds Charlie Foil who resigned to join KTKC, Visalia, Cal., in a similar capacity. Knightlinger has been on active duty as public relations officer for the State of Washington Selective Service. Billie Barnes, formerly Hollywood dramatic actress, has joined the station as woman's program director. New announcers are Verne Sawyer, formerly of KOL and KJR, Seattle, and Bruce Calhoun, formerly of WDGY, Minneapolis.

RUDY VALLEE, veteran radio star, singer and m.c., currently on the NBC-Red Sealtest program, is planning this winter to start the interesting task of copying on microfilm and of indexing his voluminous records, souvenirs, clippings, scripts and correspondence.

MBS Bowl Games

EXCLUSIVE football broadcasts on Mutual at New Years starts Dec. 27 when MBS carries a description by Bob Elson, sportscaster of WGN, Chicago, of the North-South All-Star game from Montgomery, Ala. On Jan. 1, 1942, Gillette Safety Razor Co., Boston, will sponsor on MBS both the Cotton Bowl game from Dallas, with Don Dunphy at the microphone, and the East-West All-Star game from San Francisco to be described by Ernie Smith and Mel Ventor.

CLARA, Lu, and Em (Helen King, Harriet Allyn, Louise Mead), have been signed by Biggie Levin, Chicago talent scout, and are being offered as a daytime serial package show. The trio was sponsored for a number of years by Colgate-Palmolive-Peet Co., Jersey City, for Super Suds on NBC-Blue. Harriet Allyn replaces the late Isabelle Carrothers, the original Lu since the team organized while they were students at Northwestern U in 1926.

FROM RAID SHELTER

MBS Covers Mock Attack Fr

Armco Structure

WAILING sirens and other raid sounds were the backgr of a recent MBS feature around a mock impending raid. broadcast was originated by W Ashland, Ky., from within a air-raid shelter erected for de



stration purposes by the local p of American Rolling Mills Co. ticipating in the program, gro around the WCMI microphone, (l to r) Jim Shelton, of the W special events staff; Bennett C pell, assistant to the Armco p dent; John Wymer, also of the cial events staff.

Complete in every detail, Armco shelter contains first aid surgical equipment, cooking fa ties and food, stretchers, and a pick and shovel. The sign be the trio reads: "No admittanc shelter after second raid warni Just about now, the shelter has dismantled and is on its way to war zone in England.

North Carolina Regio Is Fourth Within a Y

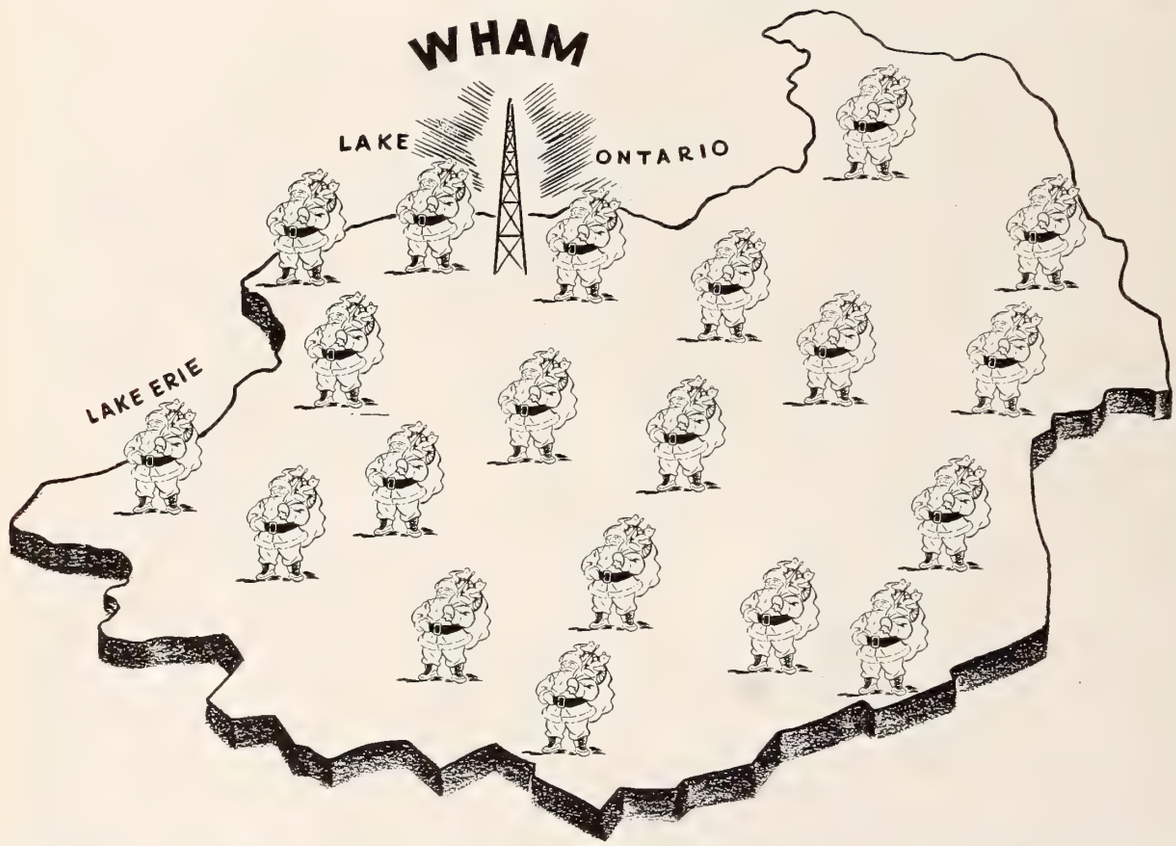
MARKING the fourth new sta to be granted this year in N Carolina—all with the status 1,000-watt regionals — the last Wednesday issued a const tion permit for new facilities Washington, N. C., on 930 kc.

Permitee is the Tar Heel Br casting Co., 51% owned by W Roberson Sr., president of the Dr. Pepper Bottling Co. and p owner of a hardware concern, B. W. Frank, assistant manage WEED, Rocky Mount, N. C., 24.5% stockholder. The balanc the stock is held by W. R. Ro son Jr., at the present time a b keeper for his father. Washing 20 miles east of Greenville, ha population of about 7,000.

Earlier in the year 1,000-w stations had been granted in N Carolina to WBBB, Burlin daytime on 920 kc.; WAYS, C lotte, on 610 kc.; and WG Greensboro, on 980 kc.

Reuters on WSPD

WSPD, Toledo, is now using dispatches of Reuters, British n agency, in addition to those of United Press and Internati News Service. The station be using the British service Nov. immediately after contracts w signed. All newscasts are now der the direction of Joe Uebelh who has been named news edi in which capacity he superv WSPD's seven daily newscasts sented by three regular newscast and himself.



THERE ARE *18 Santa Clauses* IN WHAMland

Throughout WHAMland,* mothers are bundling up their children to take them to visit Santa Claus—in the bustling department stores of the 18 trading centers in WHAM's primary area. WHAMland folks are buying for a Merry Christmas.

That's the bonus coverage WHAM gives you; not just Rochester, nor Rochester's trading area, but seventeen others—all at approximately one-third the cost of localized coverage of the same area. Here in this prosperous forty-three county primary area WHAM's 50,000 watt, clear channel signal is dominant. Here WHAM programs are family stand-bys. Here WHAM is your best buy.

*WHAM 43 county primary area and its 900,000 homes.

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

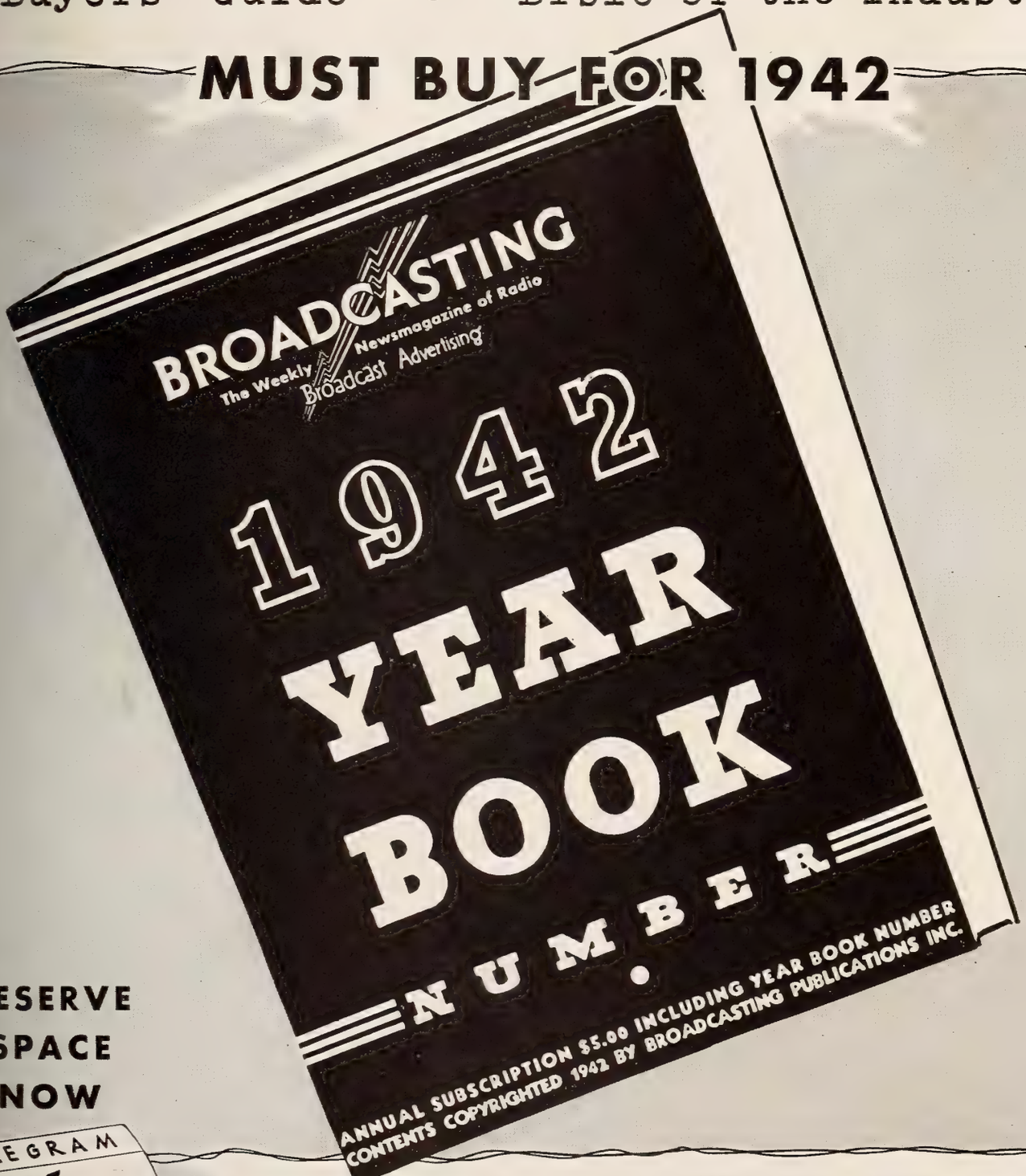
50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

SYNONYMS FOR SERVICE

"Everyday Office Tool" • "Reference Edition"
"Desk Directory" • "Encyclopedia of Radio"
"Year-Round Advertising Medium" • "Handbook
of Radio Advertising" • "Industry Answer Book"
"Buyers' Guide" • "Bible of the Industry"

MUST BUY FOR 1942



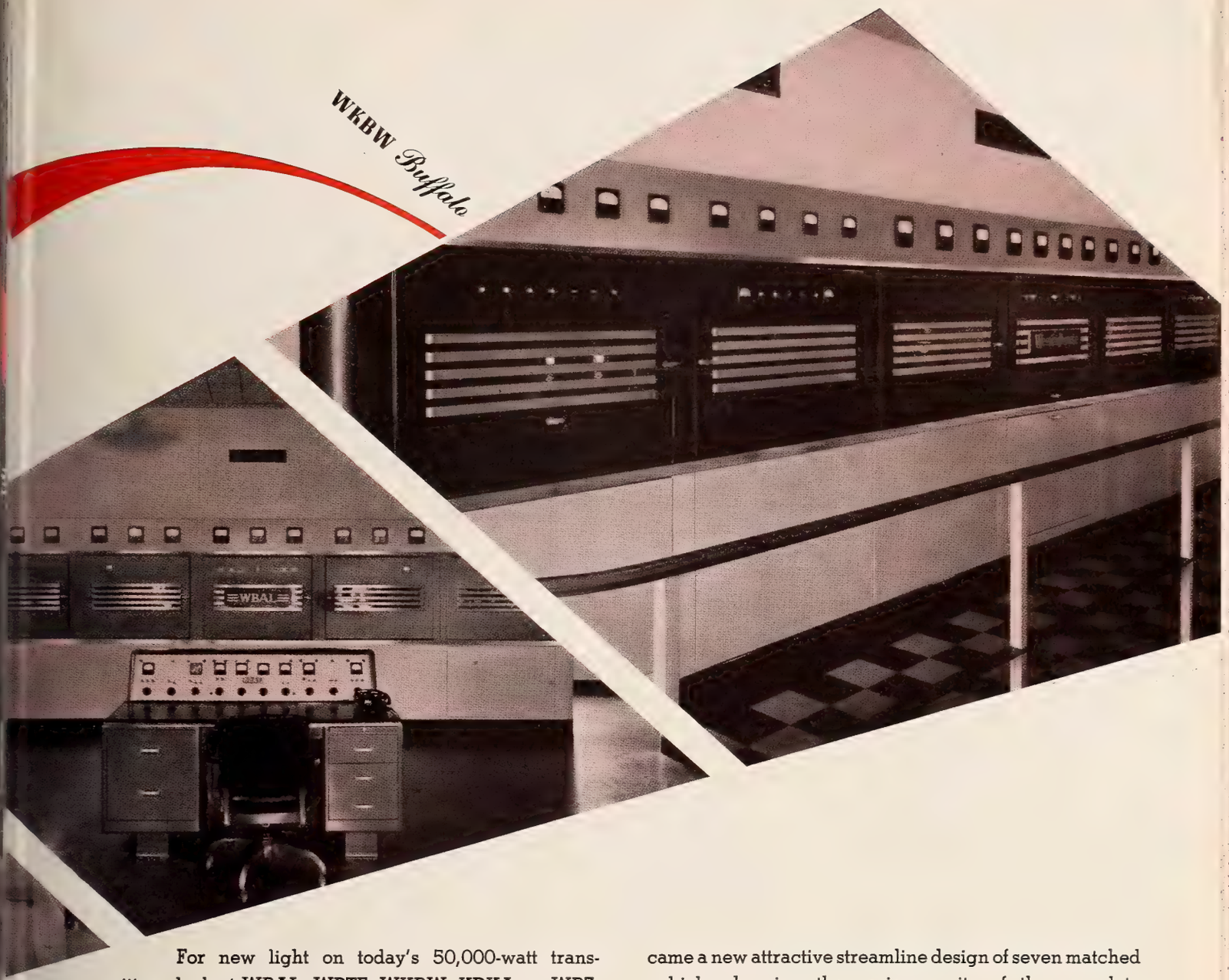
RESERVE SPACE NOW

TELEGRAM
WIRE COLLECT

Full Page, $192 • Half Page, $108 • Quarter Page, $60
frequency discounts apply
Advertising Deadline December 23

keep your eye on these stations





For new light on today's 50,000-watt transmitters, look at WBAL, WPTF, WKBW, KDKA, or WBZ.

In each of these stations you'll find a Westinghouse 50-HG. This is the broadcast transmitter, introduced by Westinghouse in 1940, that brought about a drastic revision in the standards by which this type of equipment is judged.

What happened?

Westinghouse, applying knowledge accumulated over many years of radio and diversified electrical experience, brought a fresh viewpoint to bear on transmitter design. Out went the clutter of tanks, pumps, piping, and coils required for water cooling. In came air-cooled tubes for all stages. Down went operating costs, with 115 kw input for average modulation as against 135 kw and 143 kw respectively for previous types of 50 kw transmitters. And along with these operating advantages came a new attractive streamline design of seven matched cubicles housing the various units of the complete 50,000-watt set.

That's why we say "Keep an eye on these stations."

OPERATING ADVANTAGES
OF THE 50-HG TRANSMITTER

- Air-cooled tubes in all stages
- Extremely low operating costs
- Metal rectifiers throughout, except main high voltage rectifier
- Inductive neutralization of the power amplifier
- Equalized feedback
- Compressed gas condensers
- Complete elimination of fuses
- Spare rectifier tube at operating temperature
- Ease of adjustment
- Unit construction throughout
- Full automatic control
- Relatively low plate voltages
- Conservative operation of all tubes

J-08042

Westinghouse

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FM–Pre-War Baby

ANY IDEA THAT FM development would be stopped in its tracks by the war emergency certainly has been dispelled by events of the last few weeks. There have been a half-dozen dedications of FM stations during the last several weeks, topped off last week by the inauguration of service by New York's first fulltime commercial FM station, W71NY, under the ownership auspices of WOR, one of the nation's preeminent broadcast institutions.

There isn't even any indication that FM development has bogged down, despite defense, priorities and other seeming dislocations which inevitably accompany a war economy. Actually, FM as a full-blown commercial service, offering improved fidelity, is born even before World War II has engulfed the New World. Standard broadcasting had its onset as an aftermath of World War I.

Today there are a score of FM stations in full commercial operation in 15 cities. Another 40 are under construction. Some 50 applications are pending. There would be still other stations on the air were it not for Order No. 79 of the FCC, which has relegated two-dozen applications into the pending file because their sponsors are identified in one way or another with newspapers.

Real impetus was given FM by the W71NY dedication. It marked also the establishment of a special commercial network, linking seven eastern stations, with four accounts sponsoring the program on a one-time basis. Of greater future significance was the fact that the hookup was effected by direct radio pickup, foregoing use of wire-lines. It was done without noticeable impairment of quality.

Maj. Edwin H. Armstrong, distinguished inventor and the father of FM, has seen the first practical phase of his prediction realized. Overcoming almost insurmountable obstacles, he has witnessed what he said in 1935 would be an actuality once the experimental restriction was lifted.

FM receiving set production, according to industry statistics, has reached 1,500 per day, and is being stepped up gradually so it will cross 2,000 by the first of the year. There are about 100,000 sets in use, segregated largely along the eastern seaboard and in the Chicago area. This is a far cry from the 51,000,000 standard broadcast receivers in use, but it's still swift development.

This year some 10,000,000 standard broadcast receivers have been sold. Even if OPM knocks down the 1942 output some 30% there will still be in the neighborhood of 3,000,000 sets manufactured. Manufacturers, it seems likely, will be disposed to produce combination FM-AM receivers because of increasing demand and because of the greater (though not inordinately higher) retail cost per unit. Even if only one-third of the 1942 models are adapted for FM, there would be a 1,000,000 set production.

So, barring unforeseeable developments, and that's looking at the war almost at its worst, FM doesn't approach 1942 with trepidation. Radio having proved its ability to sell goods, is doing a respectable job of selling "staticless" radio wherever it hits the air.

Hang That Hang-Over

IN MID-JANUARY, the House Committee on Foreign & Interstate Commerce plans to begin hearings on legislation to rewrite the Communications Act of 1934, statute under which the industry is regulated—or better, perhaps—misregulated.

The Sanders Bill pending before the committee will serve as the vehicle for what is destined to be a full-scale inquiry into the industry, the FCC and all things pertaining to radio. This bill already has drawn fire in industry quarters. Some groups see in it a "joker" here and a veiled threat there.

No one contends—not even Rep. Sanders himself—that the bill is perfect. There never was a piece of major legislation introduced, within our knowledge, that ran the legislative gauntlet without substantial change. Radio's legislative history in recent years has been anything but tranquil, and it's safe to predict that the Sanders Bill will get the fine-tooth-comb treatment.

Time is getting short. It is evident now that the only industry-wide relief foreseeable is through a new expression from Congress as to its intent. It probably is foolhardy to think that any new statute will be less rigorous than the existing law, enacted in 1927, and absorbed virtually in toto in the Communications Act of 1934. But there's an excellent gamble that an even more stringent statute will on the long-haul be more desirable if it clearly delineates the limitations of the FCC (or its successor), and eliminates the experimentation and guesswork that has caused so much havoc and unrest in the industry during the last few years.

Speaker Sam Rayburn is quoted as having told highest Administration officials that he regarded the existing Communications Act as good law—one of the best Congress ever ha enacted. The fault, he has insisted, has bee in the men who have administered that statut and have read into it meanings and authoriza tions never in the minds of the men who drafte the measure originally.

The industry should roll up its sleeves an get behind new legislation when the hearing get under way in January. If the Sander Bill is faulty, then let's say so, and in wha particulars. Let's get a law through that wi safeguard the public against the excesses of th industry, if that be necessary. And at the sam time let's have Congress tell the licensin authority just how far it can go, so the in dustry can adjust itself along lines of greates stability. Only in that way can radio get ri of what has been a regulatory hangover 36 days per year.

The Political Gong

IN WHAT it describes as an effort to clarif the political section of the law, the FCC ha published a new definition of what it regard as a "legally qualified candidate" for publi office. The revised definition [see Dec. 1 issue appears to broaden the concept considerabl by embracing not only candidates for a publi office who may be nominated but any perso "who has publicly announced that he is a can didate for nomination" for public office.

The full impact of this amplified definitio will not be felt until primary campaigns ge under way in some States this Spring. Ther will be literally thousands of "publicly" an nounced candidates for offices from dog-catche to governor. The entire House of Representa tives will be elected next November, along wit on-third of the Senate. Thousands of town city and State officials will be elected.

Broadcasters should determine *now* wha they intend to do about allocations of time fo politics within the boundaries of the new FC definition. It may prove expedient in many in stances for stations to announce in advanc that they will not sell time to any candidat for any office prior to the primaries or befor the actual party nominations. On the othe hand, stations may decide to allocate just s much time for such broadcasts, on wha amounts to a first-come first-serve basis. If th latter is done, such a policy should be wel publicized in advance so there wont be an come-back.

The new political definition opens the door wider than ever before. Yet most broadcasters if precedent means anything, won't realiz what has happened until the "announced can didates" begin clamoring for time. They shoul prepare now, by establishing policies.

The RADIO BOOK SHELF

OPERA, because of radio, has become a nece sity rather than a luxury and that's the stor behind *The Opera, Its Creation & Perform ance: 1600-1941*, by Wallace Brockway an Herbert Weinstock (Simon & Schuster, Ne York, $3.75). Authors of the 1939 success, Me of Music, they trace the development of oper and show why it has become the most popula branch of music. List of recommended recor ings is included.

We Pay Our Respects To —



BERNICE JUDIS

BERNICE JUDIS came to radio "cold." Her first and only job has been with WNEW, which she joined in 1934, at the station's start, as general assistant, a position brought about through a family friendship with the owners of WNEW.

Ask her what were her duties during the first few months at WNEW and she'll likely tell you that she filled inkwells. But actually she helped write copy, lent a hand in the business office and occasionally tried her hand at closing a sale.

Less than a year after joining WNEW she was made general manager, but managing WNEW was not much of a job at that time because the station then was an unimportant part of the New York radio scene.

Not handicapped with a previous knowledge of the radio business, Bernice Judis started with some ideas of her own. Having been a listener at home she felt that the great audience of home women were sated with the "tune in again tomorrow and learn if Gwendolyn's sweetheart really ran off with her best girl friend" soap operas of daytime radio. Against the verbiage of the network script serial shows Manager Judis tossed music and more music, and suddenly the ratings of WNEW's record shows of lively popular music began to climb upward.

In this fashion came about the birth of *Make Believe Ballroom*. So, too, came about the birth of WNEW's now famous *Dance Parade* program—hour after hour of popular music. This also explains why WNEW scheduled a *Carnival of Swing*, featuring the leading sweet and swing bands of the day, which drew 45,000 fans into the stadium at Randall's Island and was a Page One event in newspapers.

One example of her astute judgment is outstanding. Over the objection of her staff she conceived the all-night broadcasting idea and signed a young announcer named Stan Shaw to stay on the air through the wee hours to entertain New York's night owls with request tunes. Today the *Milkman's Matinee* is one of radio's valuable program properties, and all the stations which laughed at WNEW for its pioneering effort are now on the air with all-night programs.

Possessor of imagination, showmanship and dollar sound business instinct, and attractive in appearance, Bernice Judis was born Dec. 2, 19??.* She attended private schools in New York City before entering the business world at WNEW.

Managing WNEW is a job she loves. She tolerates none of the rigamarole of big business. The doors of her office are open at all times to everyone on her staff and quite frequently she startles the WNEW personnel by calling them on the telephone at 2 and 3 in the morning to get reaction to an idea on which she could not sleep.

A hint of what is to come can be gleaned from WNEW's recent departure into the live-talent field. In the past few months the station's program schedule blossomed forth with important network names. Today WNEW carries John B. Kennedy's discussion of the news, Bob Considine and Eddie Dooley on sports, Kathryn Cravens interpreting *News Through a Woman's Eyes*.

* *Woman's Prerogative.*

Berthold M. Nussbaum

BERTHOLD M. NUSSBAUM, 54, vice-president of Lambert & Feasley, New York, died Dec. 1 of a heart attack at his home in New Rochelle, N. Y. Mr. Nussbaum, also president and director of the Canton Glass Co., Marion, O., operated his own advertising agency, United Adv. Co., prior to joining Lambert & Feasley in 1930.

Personal NOTES

EDWARD McCALLUM has resigned as commercial manager of KUTA, Salt Lake City, to become a partner in the advertising agency of J. Ed Snyder & Associates, that city. The firm name has been changed to Snyder-McCallum Adv.

CARL CRONIN, formerly with the *Oakland* (Cal.) *Tribune*, has joined the sales staff of KLX, that city.

MERRILL INCH, formerly commercial manager of KOH, Reno, has joined the Seattle office of KINY, Juneau, Alaska, as national sales manager.

ROBERT KELLY, formerly program manager of W45D, FM adjunct of WWJ, Detroit, has been named public relations director of both WWJ and W45D by W. J. Scripps, general manager of radio for the *Detroit News*.

WALTER ERWIN JAMES, formerly an assistant to the Secretary of Commerce, assigned to the Division of Administrative Management, has been appointed secretary to FCC Commissioner Clifford J. Durr to replace J. R. Maumenee, now on active duty with the Army at Kelly Field.

THOMAS F. JOYCE, vice-president of RCA Mfg. Co., Camden, N. J., has been named executive chairman of the Camden County Defense Savings Committee.

BEN H. DARROW, long known as Uncle Ben, the Radio Schoolmaster, has been named public relations director of the Fifth Civilian Defense Region, headquartering in Columbus, O. He formerly was associated with WLS, Chicago, and WBEN, Buffalo, and recently published his second book, *Radio Trailblazing* [Roycroft Press, Aurora, N. Y.].

COL. HARRY C. WILDER, president of WSYR, Syracuse, recently addressed a luncheon meeting of the Sryacuse U Faculty Club, attended by 150 members, on "Radio in Defense".

E. L. BROOKS, KRKD, Los Angeles, account executive, is the father of a boy born in mid-November.

L. W. BROCKINGTON, former chairman of the Board of Governors of the Canadian Broadcasting Corp., has resigned as special wartime assistant to Prime Minister Mackenzie King to make public addresses in Great Britain and the United States, before resuming his legal practice. He has been invited by CBS to speak from London on his forthcoming trip to Britain.

J. E. CAMPEAU, managing director of CKLW, Windsor, Ont., was presented late in November with an engraved silver service by the American Legion, Department of Michigan.

HARRISON HOLLIWAY, vice-president and general manager of KFI-KECA, Los Angeles, has been appointed to the national committee for the President's Birthday celebration.

FRED W. CANNON, of All-Canada Radio Facilities, Toronto office, is the father of a 9 pound 2 ounce boy.

GEORGE ADKISSON, formerly of WTAD, Quincy, Ill., has been added to the sales department of KHMO, Hannibal Mo.

EDWARD W. FOX, formerly with the *Marion Star*, has joined the commercial staff of WMRN, Marion, O.

P. H. EVANS, comptroller, and Gerald Fields, promotion manager, are recent additions to WCHS, Charleston, W. Va.

J. A. MORTON, sales maaager of KIRO, Seattle, is the father of a boy born Nov. 13.

GEORGE H. MOORE, of WCKY, Cincinnati sales staff has been elected to the board of directors of the Cincinnati Association of Manufacturers Representatives.

ARNOLD C. BOONE, for 11 years a member of the sales department of KWK, St. Louis, has joined the sales staff of WCKY, Cincinnati.

Network Officers

WILLIAM F. Huffman, owner of WFHR, Wisconsin Rapids, Wis., was named president of the Wisconsin Network Inc., at a recent meeting of network station owners and managers. James F. Kyler, WCLO Janesville, was elected vice-president; Rev. J. A. Wagner, WTAQ, Green Bay, secretary; Hiram H. Born, WHBL, Sheboygan, treasurer. The network is carrying the complete schedule of the University of Wisconsin basketball games, daily market reports, news and special events.

Brown Heads KMYC

HARRY E. BROWNE, for five years manager of theatres in Northern California and previous to that associated with vaudeville and dramatic productions, recently was named manager of KMYC, Marysville-Yuba City, Cal. He succeeded Walter Conway, who resigned to join the business of his father in Oakland, Cal. Both Brown and Conway were guests at a KMYC staff dinner at the Hotel Marysville, at which Horace E. Thomas, KMYC owner, was host.

Navy Appoints Hartley As Radio Section Head

J. HARRISON HARTLEY, formerly special events director of NBC, has been named chief of the radio section, public relations branch of the Navy Department. Mr. Hartley succeeds Lieut. Comdr. Norvelle Sharpe who has been assigned to the Bureau of Navigation.

Mr. Hartley, a civilian, is on leave from NBC and will be assisted by Lieut. J. P. Moore, formerly CBS newsman in Washington, and Lieut. D. H. Saunders, former CBS engineer in Washington.

KFBI Staff Changes

PERSONNEL CHANGES at KFBI, Wichita, K., include: Bob Kent, local salesmanager; Ralph Varnum, merchandise manager; Leo Howard, promotion manager. All mentioned were already associated with the station and were shifted to more efficiently handle an increased volume.

Leaves Post at Philco

NICK ALEXANDER, general manager of WPTZ, Philco television station in Philadelphia, resigned Dec. 1. B. R. Herr has taken over the general managership until a permanent successor is appointed. Warren Wright, production manager, and Bill Shain, head of the publicity department, resigned at the same time.

Chester A a'Becket

FUNERAL SERVICES were held Dec. 5 for Chester Abbey a'Becket, 61, veteran announcer, who died Dec. 1 in Philadelphia. He joined the staff of WHAT in 1931, continuing there until his death.

BEHIND the MIKE

HOLLY NOBLE is temporarily holding down as CBS West Coast publicity director, having taken over duties of Hal Rorke, recently transferred to New York as assistant to Louis Ruppel, head of the network's press department. Noble was Rorke's Hollywood assistant. Fred Kellam, formerly of *Time* magazine West Coast editorial staff, has joined the CBS Hollywood publicity department.

REGINALD HARDEN, formerly of WFOR, Hattiesburg, Miss., and more recently chief announcer and production manager of WMVA, Martinsville, Va., has joined the announcing staff of WSIS, Roanoke, Va.

AL SNYDER, formerly newsman and announcer of WHKC, Columbus, O., is now newscaster and announcer of WSPD, Toledo.

JACK PETRY, announcer of WFPG, Atlantic City, and Norma Eddy, of the secretarial staff, were married last September it was disclosed last week.

MORT FARR, sports announcer of WCAM, Camden, N. J., opened his own music store Dec. 1 in Upper Darby, Pa.

ART MOREY has been named program director of KWJJ, Portland, Ore.

Pupil: 1941 Model

MRS. LEE NEAL, wife of an announcer of WCHS, Charleston, W. Va., is a first-grade teacher in a local school. The other day she asked her pupils to recite or sing. One bright youngster volunteered and to her amazement delivered in its entirety one of WCHS' transcribed spots for Falls City Beer.

GORDON WOLFRAM, formerly of WAWZ, Zarepath, N. J., has been added to the announcing staff of KGVO, Missoula, Mont.

RICHARD E. STOCKWELL, formerly of WLW, Cincinnati; WHBF, Rock Island, Ill., and WIBA, Madison, Wis., has been named program director of the newly-formed Wisconsin Network. He is stationed at WFHR, Wisconsin Rapids, Wis.

GRAHAM POYNER, program director of WPTF, Raleigh, has been appointed State Director of Radio for the North Carolina committee for the celebration of President Roosevelt's birthday.

GEORGE LOSEY, manager of KHMO, Hannibal, Mo., has announced the following staff changes and additions: Bob McCoy, formerly with NBC, Chicago, and Bob Williamson, from KDRO, Sedalia, Mo., are new announcers; George Moon, former announcer, is continuity-traffic manager; Lane Carlson and Betty Huston, both new to radio, have been added to the continuity department.

JIM CONWAY, former farm program director of WOWO, Fort Wayne, Ind., has left to take a position with the Department of Agriculture in Indianapolis.

HELENE S. BURTON of the publicity department of WOR, New York, on Dec. 7 resigned to be married to Sheldon Kaplan, attorney with the firm of Leon Lauterstein, general counsel to WOR. Filling Miss Burton's job is Marjorie Kent, freelance writer and wife of Charles F. Jacobs, photographer, with whom she recently returned from a South American photographic assignment.

CHARLES KENT, formerly with WMBO, Auburn, N. Y., and Bud Stapleton, from WATN, Watertown, and former WMBO musical director, have joined the announcing staff of WSYR, Syracase.

E. ANTHONY BROWNE, continu chief of KEX, Portland, Ore., n authors *Grandpappy and His Pa* variety and dramatic show originat from KEX and fed to the NBC-B Coast network. Henry M. Norton, w wrote the program since it was ai last May has been hospitalized wit broken hip.

BLAINE CORNWALL, formerly p gram director of KXOK, *Star Tim* outlet, St. Louis, has been appoin to the production staff of KMOX, Louis.

BOB CARTER, moving from WM New York, after six years has join the announcing staff of WXYZ, I troit, key station of the Michigan R dio Network. First assignment caretaker of *Housewives Serenade.*

BETTY LOU WILBANKS has join KIT, Yakima, Wash., as pianist a receptionist. Noreta Donahue has be transferred from continuity to boo keeping and Sonya Loftness, freelan writer from Tacoma, has been add to continuity.

VIC LINFOOT, formerly of WW Detroit; WLW, Cincinnati, and a a freelance in Chicago and West Co radio, has joined the announcing st of CKLW, Windsor-Detroit.

DORIAN ST. GEORGE, of WR WMAL, Washington, announcer, h been made Eastern Regional Dir tor of the Committee for the Celeb tion of the President's Birthday Ba

MARY MASON, director of wome activities for NBC, Washington, h been placed in charge of the Em gency Feeding Program under t District's Civilian Plan by Comm sioner J. Russell Young, U. S. C ordinator of Defense for the Metro tan area. Miss Mason's unit will p vide the entire city with facilities f the feeding of those made homel by bombing, with depots establish in the District's 12 air raid defe areas.

MRS. FLO THOMSON, formerly the station relations department NBC and more recently given the ta of promoting NBC educational p grams recently given the task of p moting NBC educational progra and listening groups under the sup vision of NBC affiliates, has been a pointed promotional director WGAC., Augusta, Ga.

CHESTER HERMAN of the produ tion department of WLW, Cincinna is the father of a boy born Nov. 24.

DAVID PARTRIDGE, formerly KMBC, Kansas City, has been a pointed as assistant to M. F. Allis promotion manager of WLW, Cinci nati.

"IF YOU WANT TO PUT SOME 'OOMPA' INTO YOUR RED RIVER VALLEY SALES, TRY A SCHEDULE WITH WDAY—THE ONLY NBC STATION IN THIS NECK OF THE WOODS!"



WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Here They Are Again!
Those Aristocrats of the Range
THE SONS OF THE PIONEERS



With Their SYMPHONIES OF THE SAGE *200 New Tunes*
Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

Meet the LADIES



CAROLINE CABOT

'ARTING in radio in 1926 when ogram time and mechanical diffi- lties made every show a precari- s undertaking, Caroline Cabot, EEI Boston shopping expert, lebrated her 15th anniversary on e air Nov. 25, in a gala celebra- n at WEEI, attended by out- nding radio and advertising per- nalities.

Uncanny ability at judging mer- andising values, a splendid eaking voice, perfect poise and a ncere interest in her listeners' oblems started Caroline on a reer that has been strengthened th each passing year. Caroline's tentialities were first discovered John C. Nicodemus, now presi- nt of the Boston Ad Club who w in her the right person to put er his idea that the radio public as interested in merchandising ws.

An indication of the trust placed Caroline by her listeners can gained from the story of the ind girl of Lowell, Mass., who rote to ask Caroline if she would lp her with shopping in Boston. here was a brief introduction and en the blind girl handed over her ocketbook to a person she knew nly through a radio receiving set.

ARONESS de POLENSKE, who nducts a twice-weekly *Women in e News* program on WBYN, Brook- n, has been appointed to the Na- onal Women's Advisory Council of e Committee for the President's irthday.

HARLES VANDA, CBS Western vision program director, is currently New York for six weeks or more, d will handle production of several twork programs originating from at city. Paul Pierce, CBS Hollywood rector of continuity and producer, is mporarily taking over Vanda's duties.

'ARREN HITES, announcer and usical director of WATW, Ashland, 'is., married June Welty Nov. 15.

LAINE MENTH, formerely news litor of KOY, Phoenix, is now a ser- ant in the Army Signal Corps.

APT. TOM JOHNSON, formerly ourth Army Corps Radio Director, s been added to the Radio Section the Army Morale Branch in Wash- gton.

IEUT. HUGH YOUNG, former ortscaster at CJRC, Winnipeg, is w stationed with his regiment at ong Kong.

Ewald Kockritz Given WSAI Promotion Post

EWALD KOCKRITZ, formerly assistant editor of *Buy-Way*, WLW, Cincinnati merchandising paper, and before that program director of KTHS, Hot Springs, Ark., has been appointed promotion manager of WSAI to replace Winfield Levi, recent selectee. Miss Rosemary Durham has been named to assist Mr. Kockritz.

No major changes have been effected in the program departments of WLW and WSAI, as erroneously inferred in the Dec. 1 issue of BROADCASTING. George C. Biggar is WLW program director and Clair Shadwell holds a similar post with WSAI.

ERNIE SMITH, pioneer West Coast sportscaster, has been chosen to handle the description of the Shrine East-West football game at Kezar Stadium, San Francisco on New Year's Day on MBS.

BERT WAYNE and Harry Wood, heard on New England stations and KYW, Philadelphia, respectively, have joined the announcing staff of WNEW, New York.

ORVILLE J. NEUWERTH, former producer of the Radio Council of the Chicago Board of Education, and George Roosen, formerly writer of *Stepmother* for Sherman & Marquette, Chicago, have joined the production staff of CBS, Chicago.

GEORGE SHEPHEARD, speech and radio broadcasting major at the U of Michigan, has joined WMFF, Plattsburg, N. Y.

MARK THOMPSON, formerly continuity writer, has joined WEW, St. Louis, as announcer. Rita O'Shea has joined the telephone staff.

PHIL McKERNAN, announcer, formerly of KHSL, Chico, Cal., has joined the staff of KRE, Berkeley, Cal.

JOE TOWNER, KMPC, Beverly Hills, Cal., traffic manager, has taken on additional duties of continuity director, succeeding Bill Conrad, transferred to production.

LOUIS T. MARSH, formerly news editor of WMRN, Marion, O., has been appointed program director to succeed Stanley A. Miller, assistant general manager and program director who resigned Nov. 22 to enter military service. Bert Stille, farm editor, has been appointed chief announcer and will also head the station's Artists Service Bureau.

ALFRED TAYLOR, formerly of WITH, Baltimore, and Fred Wood, of WSNJ, Bridgeton, N. J., have joined the announcing staff of W53PH, WFIL's FM station in Philadelphia.
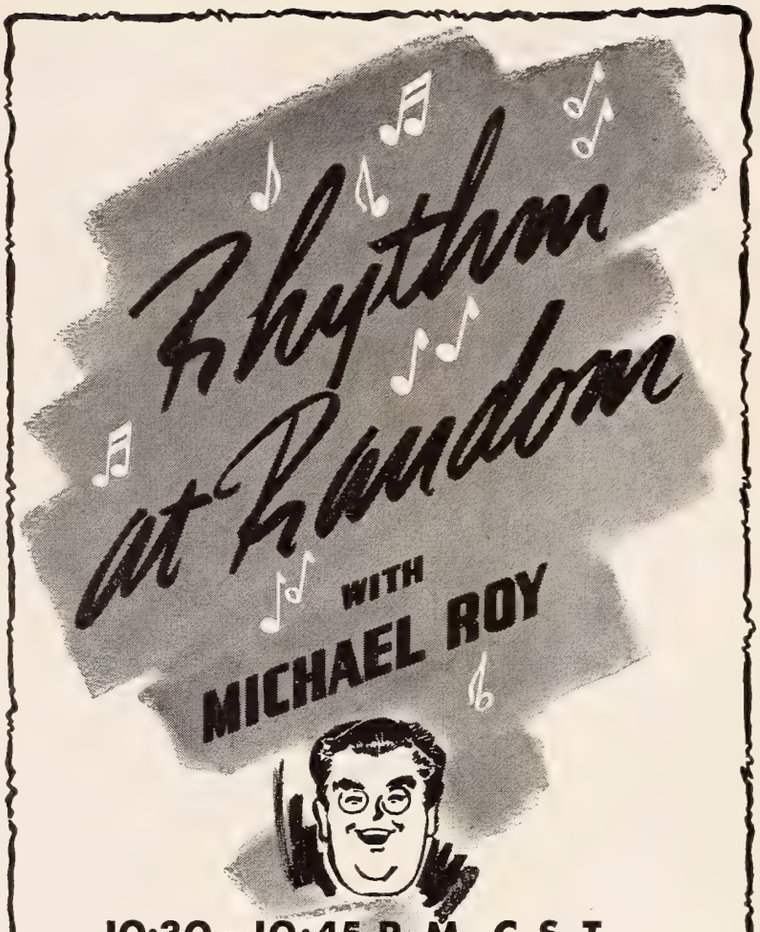
EDDIE GALLAHER, sports and quiz announcer of WCCO, Minneapolis, has enlisted in the public relations division of the Navy. To be stationed in Minneapolis, he will remain active in Twin City radio.

TOMMY FRANKLIN, announcer-newscaster of KLS, Oakland, Cal., and Ruth Hurt who conducts her own program on the same station were married on Nov. 22.

WALTER BRINE, formerly of WESX, Salem, Mass., has joined the announcing staff of WCOP, Boston.

IRVING WAUGH, formerly of the staff of WTAM, Cleveland, has joined WSM, Nashville, as staff announcer.

DEAN SMITH announcer of WOKO, Albany has announced his engagement to Miss Florence B. Adler of Schenectady.



10:30—10:45 P. M., C. S. T.

Monday Thru Friday

Here is a great sales vehicle — 15 minutes of sparkling recorded music and refreshing entertainment featuring one of NBC's most affable announcers, Michael Roy — an ideal participation program that insures maximum results with a minimum expenditure.

The title, "Rhythm at Random" was chosen from an avalanche of 12,000 names suggested by radio listeners when the program first went on the air.

This outstanding feature has a fine large audience and the cost of participation is most reasonable.

"Rhythm at Random" with Michael Roy and Station WENR with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana and Michigan will bring you greater sales and profits at low cost in America's second largest market — Chicago.

Phone or write for detailed information with the assurance YOU GET MORE FOR LESS ON

WENR
Chicago

Represented Nationally by the NBC Spot Offices in

CHICAGO NEW YORK BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Studio Notes

ELABORATE PROGRAM of WMUR, Manchaster, N. H., for the appearance of Lee Ya Ching, China's first aviatrix, was almost ruined when the flyer's light plane was grounded because of high winds in New York. Two quick dashes by transport plane to Boston and chartered plane to Manchester, however, brought her to the WMUR mike at the appointed time where she was greeted by former Gov. Francis P. Murphy, owner of WMUR; Manchester Mayor Damase Caron and Dr. James J. Powers, a vice-chairman of the New Hampshire United China Relief Committee and a director of the Radio Voice of New Hampshire Inc. Visit of the aviatrix was in conjunction with the United China Relief Drive.

WSB, Atlanta, has received 34,000 entries from every state, Canada, Cuba, Puerto Rico and the Canal Zone in its football guessing contest conducted by Ernie Harwell. Some of the letters bore no address, being simply directed to "Sports News and Views"—the name of the program.

WHO, Des Moines, will receive the cooperation of four hybrid seed corn companies—Pioneer, DeKalb, Vinton and Funk—in the fifth annual Radio Corn Festival Dec. 13, to be directed by Herb Plambeck, WHO farm news editor. Exhibitor winning the greatest number of high awards will be crowned "Corn King".

OPENING of newly-completed studios "U" and "V" at NBC Chicago headquarters in the Merchandise Mart ends the remodeling program started early this year. Plans included renovation of large audience studio "A," construction of three new studios and new quarters for the radio recording division, program traffic, communications, night manager and musical director.

WIBG, Glenside, Pa., will take bids Dec. 9 on plans for alteration of the building at 1425 Walnut St., Philadelphia into studios and offices for the station. Gleeson & Mulrooney, Philadelphia, are architects. WIBG will step up its power to 10,000 watts, operating fulltime.

A TYPICAL Spanish-American family will theoretically tour the United States and report their adventures each week to Mexico, Central and South America via KGEI General Electric international station in San Francisco. In an unique all-Spanish series of travelogues La Familia Amadeo, consisting of Mr. and Mrs. Amadeo and their son Roberto, will visit a different state capital each week. The series is scheduled to run for 49 weeks, says E. T. (Buck) Harris, KGEI manager.

LUNCHEON for 25 Lynchburg, Va., charitable committee leaders was given Nov. 27 by Edward A. Allen and Philip P. Allen, owners of WLVA, Lynchburg, to start the station's drive for its seventh annual Christmas Party. Continuously broadcast for six hours on Sunday preceding Christmas, the party is designed to collect $3,500 to provide over 1,500 baskets, each containing a Christmas dinner for needy families.

Minus Plugs

AS A NOVEL WAY to wish listeners a Merry Christmas, the Rubsam & Horrman Brewing Co., Staten Island, N. Y., will omit commercial announcements on the Dec. 25 broadcast of *Ramona & the Tune Twisters* on WOR, New York. At the start of the 10:45 p. m. show, Ramona will announce "Ramona, the Tune Twisters and the R&H Brewing Co. wish you all a Merry Christmas . . ." the only sponsor identification of the broadcast. A similar technique will be used on the New Year's night program, when again the company's beer will not be plugged. Idea was that of Edward H. Acree, R&H advertising manager.

KMOX, St. Louis, cooperating with the Missouri State Teachers' Assn. convention held in St. Louis, staged "Just How Radio Educational Programs Can Be Utilized in the Classrooms" on Dec. 5 under supervision of Raymond P. Kroggel, director of radio education for the Missouri State Department of Education. Staged in the KMOX Playhouse the program demonstrated how best the educational programs heard daily, Monday-Friday over KMOX, can be utilized for elementary and high school students.

WYKZ, Detroit, has begun a series 10:30-10:45 a.m. Monday-Friday featuring O. P. Stearns, "The Food Magician", sponsored by Bronte Wines. Stearns, who appeared on west coast networks for six years, highlights his program with narration woven into romantic-story form, based on research and travel.

WCHS, Charleston, W. Va., had a script prepared and on the air within two hours of the arrival in Charleston of Clarence Robinson, Seaman 1st Class, survivor of the torpedoed *Reuben James*. Robinson played himself in the dramatization of the event.

KIRO, Seattle, to make available to Alaskan youth the educational material of the CBS *School of the Air* series, each month ships a complete set of records, transcribed from KIRO's daily broadcasts of the feature, to KFAR, Fairbanks, for rebroadcast. Similar transcriptions are offered by KIRO to schools in its listening area.

KDYL, Salt Lake City, for the fourth consecutive year will conduct a series of holiday entertainments for broadcast from local institutions. The schedule calls for four broadcasts, between Dec. 15-20, featuring KDYL musicians and talent, from the Latter-Day Saints Children's Hospital, U. S. Veterans Hospital, St. Ann's Orphanage, and Shriners' Crippled Children's Hospital. Production of the series is to be handled for KDYL by John M. Woolf and Ed Stoker. The *Salt Lake Tribune* and hospital staffs are cooperating in the project.

CHARTERING a plane, Herb Hilscher, KINY, Juneau Alaska, news analyst, flew 500 miles to cover the recent disastrous million-dollar fire at Seward. There he interviewed homeless residents as Army officials were attempting to care for them in Army Barracks.

Camel Signs New Qu
Revises Network Line

R. J. REYNOLDS TOBACCO C
Winston-Salem, N. C. (Camel Ci
rettes), has signed Bob Hawk
m.c. for a new comedy quiz sh
titled *How Am I Doing*, featur
Vaughan Monroe's Orchestra
Bert Parks as announcer, to de
Jan. 9 on 92 CBS stations, Frid
7:30-8 p.m. Hawk, now m.c.
Eversharp's *Take It or Leave It*
CBS, is to be succeeded on t
program by Phil Baker.

At the same time Reynolds
nounced discontinuance on Dec.
of *Penthouse Party*, on 94 NI
Blue stations, 9:30-10 p.m., an
general shifting of all other Ca
shows, to take place the first w
in January. *Cugat-Rumba Revi*
now on 91 NBC-Red statio
Thursday, 7:30-8 p.m., will m
into the *Penthouse* spot on the B
and *Al Pearce & His Gang*, on
CBS stations, Friday, 7:30-8 p.
takes over the *Cugat* spot on
Red. The new Hawk show will
sume Pearce's old time slot. W
liam Esty & Co., New York, h
dles the Camel accounts.

Power Increase Acti
In Canada Is Foresee

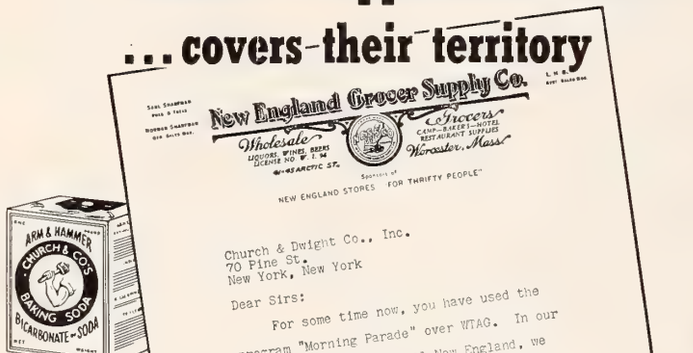
THAT SOME action would soon
taken by Canada to occupy the t
remaining Canadian Hava
Treaty channels was intimated
Maj. Gladstone Murray, Canad
Broadcasting Corp. general m
ager, in Ottawa last week. The C
Board of Governors is expected
deal with this and other power
creases at its January session.

By that time the CBC survey
Canadian stations will have b
completed. It is not expected ma
stations will be granted increa
to 5 kw. since few now have ap
cations in for these increases a
it is becoming harder to obtain n
equipment. CFRB, Toronto,
known to have applied for 50 k
Whether or not one of the two u
used Canadian Havana Trea
channels is to be used by CF
with an increase in power, co
not be learned.

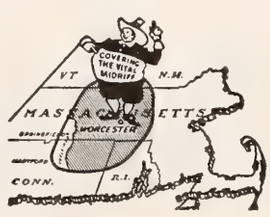
Wisconsin U Sports Serie

WISCONSIN U basketball gam
a schedule of 20, will be broug
to Badger fans via the Wiscon
Network Inc., sponsored by t
Plankinton Packing Co., Milwa
kee. This second contract with t
network—the first covered the W
consin U football schedule—will
broadcast over WEMP, Milwauke
WIBU, Madison - Popynett
WCLO, Janesville; WRJN, Racin
WHBL, Sheboygen; KFIZ, Fo
du Lac; WSAU, Wassau; WTA
Green Bay; WFHR, Wiscons
Rapids; and WHBY, Appleto
Allen Walz, former NBC spo
announcer and Wisconsin U cr
coach, will be at the microph
to describe the first game betwe
Carroll College and Wisconsin

Dealers . . . appreciate WTAG
. . . covers their territory



WTAG
WORCESTER
COMPLETE CENTRAL NEW ENGLAND COVERAGE



NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



WAVE 5000 watts • NB
for LOUISVILLE—not China!
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Merchandising & Promotion

Radio Posters—Power's Up—FM Sets for Schools—Testimonials—Trucklet

CONTEST WHICH will culminate in the selection of the best art or poster expressing the place of o in the widely-heralded "Free- of Speech," is being spon- d by KYW, Philadelphia, under ction of Harold M. Coulter, pro- ion head. The only restrictions on size and the understanding there is to be no caption, slo- or lettering of any kind. eralded as the *Radio: Sentinel Freedom* art competition, the ress purpose is to salute Amer- broadcasting. The competition es Dec. 8, and in addition to a ial art exhibit to be presented he KYW studios, the first prize $100, second prize $50 and $25 the third best piece of work. e Philadelphia art schools are arding their students additional dits for participating in the W contest.

* * *

More Uncle Don

GETHER with a reprint of the ry "Uncle Don's an Institution", ich appeared in the Nov. 24th s u e of BROADCASTING, Joe amer, promotion and research ector of WOR, New York, is ding out a promotion letter to ertisers and agencies who might interested in participating spon- ship of the daily program.

* * *

In the Arcade

CCO, Minneapolis, is offering as merchandising service to spon- s a display window in the Baker cade, one of the largest inter- lding thoroughfares. Average ekly traffic is 30,000. The adver- er supplies sample products, nners, placards, and the station rely changes the center poster h week.

* * *

Dial vs. Power

IMPRESS the broadcasting ade with the importance of dial sition as against power, WMCA, ew York, is conducting a direct ail and trade paper advertising mpaign defining wattage in terms coverage, using engineering data d FCC standards to support its ory.

* * *

House Organ

LIFE of the Staff" is what they aim for *WJSViews*, new staff gan published weekly by WJSV, BS Washington key. Publisher announced as A. D. Willard Jr., JSV manager. Staff gossip and mmercial news are included.

Special to Skiers

SKIERS in the Rocky Mountain area are given up-to-the minute information on condition of all ski runs and roads leading to them in a new series by KLZ, Denver CBS outlet titled *Ski-Cast*. Heard at 10:15 p.m. Thursdays and 7:45 a.m. Sundays, the program is receiving cooperation of ski lodges with posters calling attention to the broadcasts.

* * *

Popularity Contest

HIGHLIGHTING a popularity contest for women, the winner to be titled Miss B. Thrifty and to receive a wardrobe worth $100, the Merchants Association of Roanoke Rapids, N. C., is sponsoring a fifteen minute, ten-week, script show *Betty and Bert*, with organ music over WCBT, Roanoke Rapids, N. C., to promote interest in the shopping facilities of that city.

* * *

Up to 5 kw.

TO PREPARE for its increase in power to 5,000 watts, WWRL, New York, is running screen trailers at all performances in four motion picture theatres in its area, with copy stressing its position on the dial and leading programs. In return, WWRL presents announcements calling attention to the pictures featured at the four theatres.

* * *

Theatre Gets Late News

COLLABORATION of KGKO, Ft. Worth-Dallas, and WFAA, both owned by the *Dallas Morning News* will provide the patrons of the Telenews Theatre, Dallas, with more than newsreels. Last-minute news will be provided by teletype machines and a display of late news pictures in the foyer and lobby.

* * *

FM Receivers for Students

THROUGH W. C. BRIDGES, vice-president and general manager of W9XYH, FM adjunct of WEBC, Duluth, Minn., a dozen FM receivers are being distributed to senior and junior high schools in the city to enable them to hear the NBC *Music Appreciation Hour* and other special educational features.

KMOX Safety Show

RECEIVING cooperation from the St. Louis Board of Education a new KMOX Safety Brigade poster is being displayed in more than 150 public schools in conjunction with the station's new weekly program to promote safety. Student groups of various schools write, produce and enact their own safety dramatizations which are presented Saturdays over KMOX, with Sgt. Roland Schumacker, Traffic Education Director of the St. Louis Police Department as m.c. Safety poster is also on display in the main Public Library and has been distributed by the Insurance Board of St. Louis for display in more than 400 insurance agencies and business firms on the Board's assured list.

* * *

KTSP Ad Series

IN CONJUNCTION with airing a regular morning show for Land O' Lakes Creameries, considered the world's largest farmers' cooperative, KTSP, Minneapolis, will shortly begin a testimonial series in the monthly bulletin of the cooperative. Sales Promotion Manager, Sam L. Levitan with a photographer is back from a picture-taking-interview tour in which they collected material for the ad series.



THIS Yellow - with - brown - trim Crosley midget, equipped with specially designed apparatus for sign displays on top and with wooden call letters, has joined the merchandising staff of WBNS, Columbus, and will assist Bob Rinehart in promotional work among Central Ohio grocers and druggists for the station's clients. Duties will include distribution of posters and display pieces.

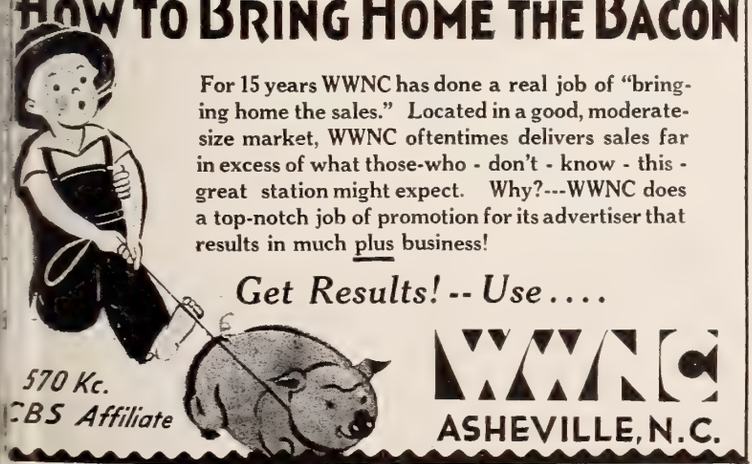
BROCHURES

WKZO, Kalamazoo, Mich., brochure *Gee! WKZO is BIG*, gives a comparison of coverage of station and 20 newspapers and economy of station advertising.

NBC-Red—Folder titled "We're Itching to Tell You," featuring personal note from Roy C. Witmer, vice-president in charge of Red sales.

CHNS, Halifax, N. S.—Plastic-bound pictorial brochures commemorating first anniversary of CHNS Broadcasting House.

COWLES GROUP Stations, Des Moines—Three-fold broadside coverage brochure, *Iowa plus What?*





In radio, too, it's Better to be Lower

It's nice to be lower down. Especially in radio. A *low* frequency station operates on a *longer* wave-length. A *longer* wave-length transmits a *stronger* signal—one which retains its power better. Because WMCA operates at New York's *lowest* frequency (570 kc.) its signal is powerful enough to reach over 12,500,000 people with greatest efficiency, maximum economy.

WMCA
FIRST ON NEW YORK'S DIAL



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Noxzema Chemical Co., Baltimore (skin cream), *sp* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Beaumont Labs. St. Louis (4-Way cold tablets) 5 *sp* weekly, 20 weeks, thru J. W. Kastor & Sons, Chicago.
Sanforized Shrunk, Div. Cluett Peabody & Co., New York, 6 *sp.* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Procter & Gamble, Cincinnati (Chipso), 5 *t* weekly, 52 weeks, thru Pedlar & Ryan, N. Y.
Little Crown Milling Co., Warsaw, Ind. (Coco Wheats), *sp* weekly, 13 weeks, thru Rogers & Smith, Chicago.
Longines Wittnauer Watch Co., New York (watches), 6 *t* weekly, 11 weeks, thru Arthur Rosenberg Co., N. Y.
Pinex Co., Fort Wayne (cough syrup), 132 *sa*, thru Russell M. Seeds Co., Chicago.
Ward Baking Co., Bronx, N. Y. (Tip Top bread), 78 *sa*, thru J. Walter Thompson Co., N. Y.
Royal Bedding Co., Pittsburgh (mattresses), 52 *sa* thru I. A. Goldman & Co., Pittsburgh.
Chr. Hansen Lab., Little Falls, N. Y. (Junket products), 78 *sa*, thru Mitchell, Faust Adv. Co., Chicago, Ill.
F. Ad Richter, New York (pain expeller), 9 *sa* weekly, 20 weeks, thru H. W. Kastor & Sons, Chicago.
Campbell Cereal Co., Minneapolis (Malto-Meal), 5 *sa* weekly, 20 weeks, thru J. W. Kastor & Sons Adv., Chicago.
Flex-O-Glass Mfg. Co., Chicago (glass), 6 *sa* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
Dr. Hess & Clark, Ashland, O. (stock & poultry remedies), 6 *sa* weekly 30 weeks, thru N. W. Ayer & Son, Philadelphia.
DuBois Brewing Co., DuBois, Pa. (beer), 13 *ta*, thru Ray Sayre Adv., Pittsburgh.
American Chicle Co., New York (Beeman's Gum), 68 *sa*, thru Badger & Browning, Boston.
Jerome Wolk & Bros., Pittsburgh (furs), 52 *sa*, thru Collier Tyson Co., Pittburgh.
Household Finance Corp., Chicago (loans), 104 *sa*, thru BBDO, Chicago.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap & ointment), 12 *ta* weekly, 52 weeks, thru Atherton & Currier, N. Y.
Plough Inc., Memphis (St. Joseph aspirin), 5 *sa* weekly, 26 weeks, thru Lake-Spiro-Shurman, Memphis.
Nehi Corp., Columbus (Royal Crown Cola), 6 *sa* weekly, 52 weeks, thru BBDO, Chicago.
Quaker Oats Co., Chicago (Aunt Jemima pancake & buckwheat flour), 6 *t* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem & Rel), 416 *ta*, thru Joseph Katz Co., Baltimore.

WPTF, Raleigh, N. C.

Block Drug Co., Jersey City, 156 *sp*, thru Raymond Spector Co., N. Y.
Thomas Leeming Co., New York (Baume-Bengue), 85 *sa*, thru Wm. Esty & Co., N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 8 *ta* weekly, 52 weeks, thru Erwin, Wasey & Co., N. Y.
Utilities Engineering Institute, Chicago, 26 *sp*, thru First United Broadcasters, Chicago.
Yager Liniment Co., Baltimore, 100 *sa*, thru Harvey-Massengale Co., Durham, N. C.
Dixie Dew Syrup, Charlotte, N. C., 13 *sp*, direct.

WROK, Rockford, Ill.

Smith Bros., Poughkeepsie, New York (cough drops), 60 *sa*, thru J. D. Tarcher Inc., N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass., 312 *ta*, thru Erwin, Wasey & Co., N. Y.
Manhattan Soap Co., New York, 65 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Berry-Ajax Hatchery, Quincy, Ill., 26 *ta*, thru Mace Adv. Agency, Peoria, Ill.

WKZO, Grand Rapids

American Chicle Co., New York (Chiclets), 6 *ta* weekly, thru Badger, Browning & Hersey, N. Y.
Block Drug Co., New York (Gold Medal Capsules), 3 *sa* weekly, thru Raymond Spector Co., N. Y.
Dr. D. W. Caldwell Inc., Monticello, Ill., 5 *ta* weekly, thru Sherman & Marquette, Chicago.
Fox DeLuxe Brewing Co., Grand Rapids, 18 *sa* weekly, thru Schwimmer & Scott, Chicago.
Household Finance Corp., Chicago, 6 *ta* weekly, thru BBDO, Chicago.
Morton Salt Company, Chicago, 3 *t* weekly, thru Klau-VanPietersom-Dunlop Assoc., Milwaukee.
W. C. Reardon Labs., New York, 2 *sa* weekly, thru H. B. LeQuatte, Inc., N. Y.
Sperry Candy Co., Milwaukee, 5 *sa* weekly, thru Arthur Meyerhoff & Co., Chicago.
F. W. Woolworth Co., New York, 26 *sa* weekly, thru Lynn Baker Co., N. Y.
Willard Tablet Co., Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago.

KSFO, San Francisco

Colonial Dames Corp., Los Angeles (cosmetics), 3 *sa* weekly, thru Glasser-Gailey & Co., Los Angeles.
Axton-Fisher Tobacco Co., Louisville (Spud), *sa* series, thru Blackett-Sample-Hummert, Chicago.
George S. Bailey Co., Los Angeles (men's hats), *sa* series, thru Lee Ringer, Los Angeles.
Pacific Molasses Co., San Francisco, *sp* series, Gerth-Knollin Adv., San Francisco.
Axton-Fisher Tobacco Co., Louisville (Spuds), 2 *sa* weekly, thru McCann-Erickson, Chicago.
Simon & Schuster, New York (books), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

WOR, New York

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Carter Products Inc. (little Liver Pills), 6 *sa* weekly, thru Street & Finney, N. Y.
General Electric Co., New York (FM sets), 3 *t* weekly, thru Maxon Inc., N. Y.
Cigar Institute of America, New York, weekly *sa*, thru Lambert & Feasley, N. Y.
Kirkman & Sons, New York (soap), weekly *sp*, thru N. W. Ayer & Son, N. Y.
Gorton-Pew Fisheries Co., Gloucester, Mass., weekly *sp*, thru H. B. LeQuatte Inc., N. Y.

KOY, Phoenix

Plough Inc., Memphis (Penetro & St. Joseph aspirin), 3 *sp* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Wesson Oil Co., New Orleans (Snowdrift), 3 *t* weekly, 39 weeks, thru Fitzgerald Adv., New Orleans.

KUOA, Siloam Springs, Ark.

Peter Fox Sons Co., Chicago, 6 *sa*, direct.
Hamilton Fountain Pen Co., Chicago, 6 *sa*, Frank R. Steel, Chicago.

KROW, Oakland, Cal.

Block Drug Co., New York (Gold Medal Capsules), 5 *ta* weekly, thru Raymond Spector Co., N. Y.

KGO, San Francisco

O'Brien Candy Co., San Jose, Cal., weekly *sp*, thru Barisacher, Davis & Staff, San Francisco.
Frozen Food Distributors Oakland, Cal., 2 *sa*, weekly, thru Tomaschke-Elliott, Oakland.
Acme Breweries, San Francisco, weekly *sp* thru Brisacher, Davis & Staff, San Francisco.
Wheat Nuts Distribuitng Co., Los Angeles, 2 *sa* weekly, direct.
California Home Grown Sugar Group, San Francisco, 5 *sa* weekly, thru McCann-Erickson, San Francisco.
Washington Cooperative Egg & Poultry Assoc., Seattle (Lynden canned chicken), weekly *sp*, thru Pacific National Agency, Seattle.
Piso Co., Warren, Pa. (cough syrup), 6 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

WJJD, Chicago

Coyne Electrical School, Chicago (trade school), 78 *sp*, thru McJunkin Adv. Co., Chicago.
Monarch Camera Co., Chicago, 78 *sp*, placed direct.
Gulbransen Co., Chicago (pianos), 13 *sp*, thru Robert Kahn & Assoc., Chicago.
Sterling Insurance Co., Chicago, 6 *sp* weekly, thru Neal Adv. Co., Chicago.
Parr Vitamin Co., Chicago, 5 *sp*, thru United Adv. Cos., Chicago.
Friendship Man, Chicago (greeting cards), 13 *sa*, thru Salem N. Baskin Adv. Agency, Chicago.

WBBM, Chicago

Olson Rug Co., Chicago (floor coverings), *sp* weekly, thru Presba, Fellers & Presba, Chicago.
General Foods Corp., New York (Maxwell House coffee), 5 *sp* and 5 *ta* weekly, thru Benton & Bowles, N. Y.
Consolidated Drug Trade Products, Chicago, 104 *sp*, thru Benson & Dall, Chicago.
Sterling Insurance Co., Chicago, 6 *sp* weekly, thru Neal Adv. Agency, Chicago.

WIND, Gary, Ind.

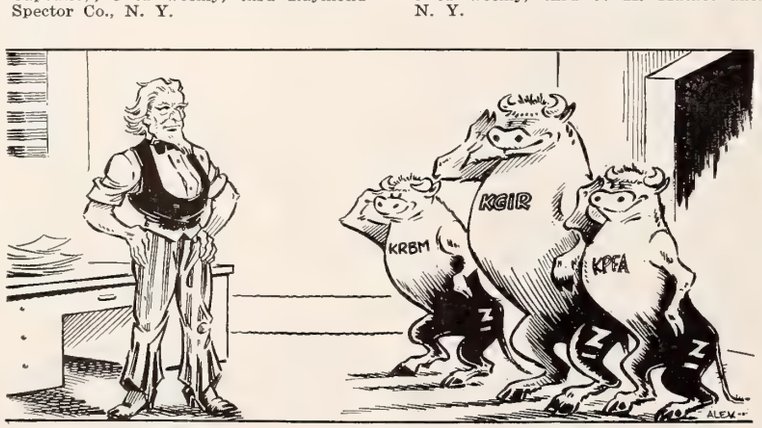
Axton-Fisher Tobacco Co., Louisville (Spud cigarets), 78 *sp* renewal, thru Blackett-Sample-Hummert, Chicago.
Parr Vitamin Co., Chicago, 6 *sp* weekly, thru United Adv. Cos., Chicago.
Good Housekeeping Shops, Chicago (home furnishings chain), 546 *sa*, thru Sternfield-Godley, N. Y.

WAAT, Jersey City

Reader's Digest Assn., 3 *sa* weekly, thru BBDO, N. Y.
Illinois Meat Co., Chicago, thru Arthur Meyerhoff & Co., Chicago.
Royal Crown Bottling Co., Newark, 4 *sp* weekly, 6 *sa* weekly, thru BBDO, N. Y.

KNX, Hollywood

Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 15 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Luden's Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.



"Anything you want to tell Montana . . . tell us!"

Adv.

CANADA TO ALTER NEWS SPONSORSH

AS A RESULT of the meetin the Board of Governors of the nadian Broadcasting Corpor on Nov. 17 at Ottawa, Cana sponsored news regulations a be altered, Maj. Gladstone Mu CBC general manager, told BR CASTING last week. First chan to allow naming of the news ag supplying news, instead of the ent "authorized news age statement.

The change was requested Press News Ltd., radio subsi of Canada's AP, Canadian P If this works out satisfactory CBC Board may at a later change the sponsored news reg tions to allow direct news spon ship instead of the present sy which allows spots before and news with a break between and news. At present BUP, R News and Transradio sell news sponsorship in Canada. Under CBC contract with British Un Press and Canadian Press, the cannot state from what news a cy its dispatches come. This tract terminates next June.

At present both BUP and provide the CBC with the n gratis, but it is expected that a contract may call for paymen new competitor is also to enter foreign news field at that time there have been negotiations Reuters news service for a for service, in view of Reuters' pla operate a radio news ser throughout the world. The new to come by shortwave high-s code transmission for distribu within each country by broadc ing stations. At present stag negotiations it is considered the price, while reasonable, is high for individual Canadian tions and can only be carried national basis, which makes CBC a logical buyer of the ser since CBC operates the only works in the Dominion.

Radio Data From Arc Brought by Expediti

SCIENTIFIC DATA, of g value in conection with radio w of the National Bureau of Sta ards, has been brought back f Greenland, Baffin Bay and Lab dor by the Louise A. Boyd Ar expedition, according to the partment of Commerce. The exp tion, sailed from Washington, D June 11 and returned early month. Miss Boyd contributed experience as explorer to the reau on a "dollar a year" basis.

Principal purpose was to sec data on radio wave propagatio the regions. Special apparatus determining characteristics of ionosphere operated continuo during the voyage.

More Feather Spots

PROGRESS FEATHER Co., cago, on Dec. 1 expanded its ra schedule [BROADCASTING, Oct. to include three one-minute spot announcements weekly KMA, Shenandoah, Ia., and Dec. 8 increases its thrice-wee spot schedule to one announcem daily on WNAX, Yankton, S. Agency is Lieber Adv. Co., Chica

Radio Advertisers

ER BROS. Co., Cambridge, s. (Lux soap), on Jan. 1 will start soring *Academy Award*, half-hour scribed original dramas featuring known Hollywood personalities. KGMB, Honolulu. Series, owned cut by C. P. MacGregor, is on five r stations in the United States r local sponsorship. Account was ed by National Export Adv. ncy, New York.

FENETTI Restaurant, Chicago, its New York branch, is sponsor- a 13-week series titled *Celebrities idnight* featuring guest interviews Don Phillips from the Broadway aurant and recorded music. Pro- n is heard thrice-weekly at the ht of theatre time, 11:30 p. m. to midnight. Agency is C. Wendell nch, Chicago.

IN MORRELL & Co., Ottumwa, Red Heart dog food) on Nov. 30 ted *Bob Becker Red Heart Pro- n* on CBL, Toronto. Account was ed by Henri, Hurst & McDonald, ago.

LLO WINE Co., Modesto, Cal., on . S starts sponsoring a one-hour and transcribed newscast titled s *With Norman Nesbitt*, on KHJ, lywood. First quarter-hour of the weekly program will be broadcast ive talent. Following three 15-min- newscasts are to be transcribed titions of that program, with com- cials separating each. Transcribed ats will also be interrupted for flash news. Contract is for 52 ks. If format is successful, after a week trial, other West Coast sta- s will be added. Agency is Ray- d R. Morgan Co., Hollywood.



COME AND GET IT was a welcome cry at the recent WGY, Schenectady dinner dance. With gimlets fixed on the foodstuffs, seriously contemplating the business at hand, Robert Pearce (left) GE manager of Radio Broadcasting Activities and B. J. Rowan, assistant manager, prepare to store up energy for more dancing that followed.

LIT BROTHERS, Philadelphia (department store), has purchased three quarter-hour periods per week on WFIL, Philadelphia, for *Streamlined Fairy Tales*, transcribed programs featuring the Choralites and produced by Harry S. Goodman. Scheduled Monday, Wednesday and Friday at 5 p.m., the contract is for 26 weeks, placed direct.

ALBERTY FOOD PRODUCTS Co., Hollywood (Cheno, reducing formula tablet), out of radio for some years, and placing direct, in mid-November started sponsoring a six-weekly quarter-hour of transcribed music on KRKD, Los Angeles. Contract is for 26 weeks.

THE CHARMS CO., Newark (candy), has started two announcements daily on W71NY, FM adjunct of WOR, New York. Contract for 52 weeks placed through Schick Adv. Agency, Newark.

CALIFORNIA MISSION VINTAGE Co., Los Angeles (wines), in a Christmas holiday campaign which started Nov. 24, is using 12 transcribed announcements weekly on KRKD, that city, with participation five times per week in a quarter-hour newscast on KMPC, Beverly Hills, Cal. Other stations will be added. Lloyd's Adv., Los Angeles, is the agency.

SCHOLAR DIAMOND Co., New York, is testing radio for the first time with 12 one-minute live announcements weekly for 26 weeks on WINS, New York. If test is successful announcements will be placed on several stations in the Metropolitan area. Piedmont Adv. Agency, New York, handles the account.

LINDSAY RIPE OLIVE Co., Lindsay, Cal., in a 13-week campaign ending Feb. 21, has started sponsoring participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is Lord & Thomas, San Francisco.

E. F. HUTTON & Co., Los Angeles (investment brokers), under a 52-week contract on Nov. 17 increased its daily 5-minute *Stock Market Reports* by Clete Roberts to 10 minutes each on KMPC, Beverly Hills, Cal. Barton A. Stebbins Adv., Los Angeles, has the account.

McCOLL-FRONTENAC OIL Co., Montreal (Red Indian gasoline), on Dec. 1 starts 6-weekly newscasts on CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont. Account was placed by A. McKim Ltd., Montreal.

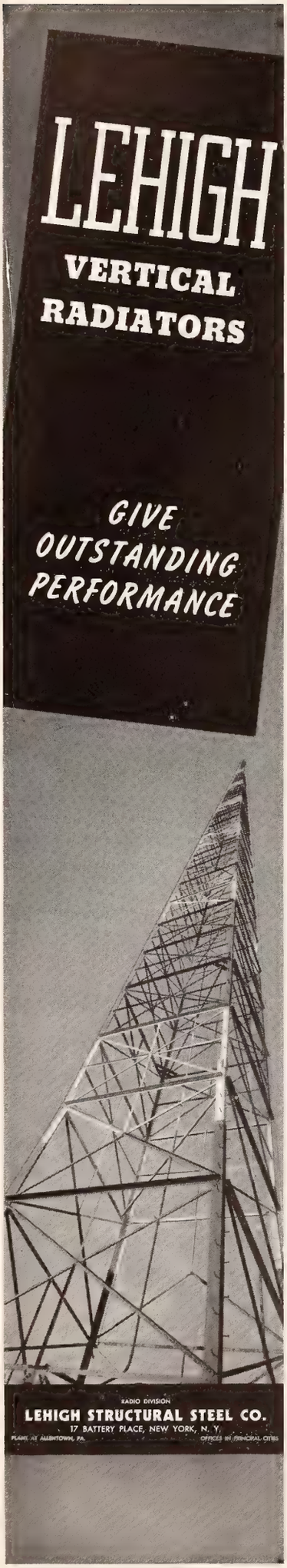
When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

FIRST IN ST. LOUIS

IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

ST. LOUIS
KWK - MUTUAL - Represented by Raymer



CONSOLIDATED HAT STORES, Los Angeles, in late November started for 52 weeks sponsoring quarter-hour early and late evening newscasts five times per week on KMPC, Beverly Hills, Cal., with Clete Roberts and Owen Babbe as commentators. Agency is Lloyd Inc., that city.

BLUE MOON FOODS Inc., Thorp, Wis. (cheese spreads), has added transcribed jingle announcements on WLOL, Minneapolis, and participation on the station's half-hour *Talk of the Town* and quarter-hour *Tips by Taylor*, women's programs five days weekly for 13 weeks. Copy features Christmas special of various package units in holiday printed cellophane. Agency is Reincke-Ellis-Younggreen & Finn, Chicago.

JEWISH, International Broadcasting Co., Los Angeles, on Nov. 22 started a one-hour participation sponsorship program, *American-Jewish Hour*, on KMPC, Beverly Hills, Cal. Contract is for 52 weeks. Conducted by Jacob Meltz, weekly program features recorded music, guest artists and speakers. Agency is The Mayers Co., Los Angeles.

A. WANDER Co., Peterborough, Ont. (Ovaltine) on Nov. 24 started test spot announcements six days weekly on CKY, Winnipeg; CJOR, Vancouver. Account was placed by A. McKim Ltd., Toronto.

FOUR SPONSORS of Italian programs on WHOM, Jersey City, have renewed their contracts for 52-week periods, while one, Roma Wine Co., has added 10 spot announcements daily in other foreign languages. Other renewals, each buying six quarter-hours weekly, are Ceribelli & Co. (Brisochi); Chicago Macaroni Co., and Roman Macaroni.

WINTER Inc., Los Anglees (camera & photograph supplies), new to radio, in a three-week local campaign ending Dec. 20 is using daily spot announcements on KFWB, and approximately two per week on KFAC KECA KNX, in addition to thrice-weekly participation in *Knox Manning, News*, on the latter station. The Mayers Co., Los Angeles, has the account.

GRAYSON'S Inc., Los Angeles (women's apparel chain stores), through Milton Weinberg Adv. Co., that city, in a 30-day campaign which started Nov. 27 is using a series of daily spot announcements on Southern California stations.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 5 will undertake a special promotion campaign for the New York market with 34 transcribed announcements weekly for 13 weeks, on WMCA, New York. Discs will be placed immediately following the *New York Times* news broadcasts, on the hour every hour [BROADCASTING, Nov. 24]. Agency is Lord & Thomas, that city.

F. G. VOGT & SONS, Philadelphia (meat), has renewed the *Betty Jordan* program on KYW, Philadelphia, heard each Friday morning at 9.30. The program features interviews on meat menus with prominent visitors to the city. Agency is Clements Adv., Philadelphia.

P. LORILLARD Co., New York (Old Golds), on Dec. 1 added six West Coast stations to its schedule carrying live and transcribed announcements. Agency is J. Walter Thompson Co., New York.

DR. JACKSON FOODS, Toronto (cereals), has started *It's a Woman's World* weekly half-hour quiz show on CFRB, Toronto. Account was placed by Tandy Adv. Agency, Toronto.

NEW YORK TUBERCULOSIS & Health Assn., from Nov. 20 through Dec. 23 is conducting an intensive radio campaign for its annual Christmas seal drive, using WQXR WOR WNYC WMCA WHN WABC WBNX WEVD WHOM.



FATHER and chee-ild are doing nicely in Research Hospital, Kansas City. Clutching a synthetic offspring named Enza, Sam H. Bennett, KMBC sales director, poses for the station's camera. His ailment was a nine-day shot of flu; his talents apparently include histrionic aptitudes.

UP War Discs

NEW SERIES of transcribed shows featuring foreign correspondents has been prepared by United Press and are being provided without cost to UP radio clients. Designed to acquaint listeners with the problems, the men and the methods involved in gathering the news that reaches them daily, discs have already been scheduled by more than 360 stations. Unlike the last year's series the current shows provide time for beginning and ending local-station promotional tie-ins. A script, carrying suggested local announcements accompanies the platters, as well as matted advertisements, describing each of the programs, designed for use in newspapers or station house organs.

First Brewery on FM

REPORTED to be the first brewery in the country to buy time on an FM station, the Miller Brewing Co., Milwaukee, recently purchased a newscast series to run daily, except Sunday, over W55M, the *Milwaukee Journal* FM outlet. Charles Kennedy, W55M sales manager, closed the 52-week schedule through H. C. Mulberger Inc., with Carl A. Toepfer as account executive.

W69PH Goes to 10
On Commercial B

W69PH, PHILADELPHIA, adjunct of WCAU, on De started transmission on 1 watts. After 30 days of test t mission, W69PH started its lar schedule of commercial broadcasts with two sponsor Henry Hurst, local linen shop daily spot announcements, p direct, and the *Philadelphia quier*, for twice-daily news placed direct. With studios lo in the WCAU Bldg. and tower 1616 Walnut St. Bldg., W operates 2:58 to 9:05 p.m. dail

W53PH, WFIL's FM statior started daily operation Nov. and will use 10,000 watts Dec. 15, it was announced by R W. Clipp, vice-president and eral manager. The FM outl operating with a temporary 1 watt transmitter.

FM for Baltimore

BALTIMORE's first comme FM station was authorized Wednesday when the FCC is a construction permit for frequency facilities in the M mental City to The Balti Radio Show, Inc. Permittee is licensee of standard broadcast tion WFBR. Grant specified u the 45.9 mc. channel to serv area of 5,500 square miles. FCC to date has authorized a of 61 FM stations.

New Opera Line

W59C, Chicago FM station, ha ranged with Illinois Bell Tele Co. for a new type of transmi using special wire and amplific equalizers so the station can MBS Chicago Opera broad from a remote pickup. New equip permits transmission of tones ra from 20 to 15,000 vibrations second.

KATZ AGENCY has been appo representative for WTAD, Quincy Station operates on 930 kc. with watts.





A long-suffering executive speaks his mind

"AH ME! It happens every year, just about this time—when firms we do business with start sending me Christmas gifts.

"I don't know why they do it. They don't have to. I certainly don't ask them to.

"Over the years, I've accumulated brass toadstool paperweights and non-running clocks—one even set into an elephant's foot. A horse that whistles and holds cigarettes . . . a streamlined train that's a penholder. And a cigar lighter that plays *Yankee Doodle* but won't light. Gosh-a-mighty! *Who thinks 'em up?*

"Most of the gorgeous gadgets people give me cost too darn much money just to throw them away. And besides, only an ungrateful heel would do a thing like that. But brother, I'm getting desperate! I'll either have to build a Gadget Annex to my office or—say! I've got a *better* idea . . .

"If my business friends insist on giving me a Christmas remembrance, why, oh why don't they make it a bottle or so of my favorite whiskey—Four Roses!

"There's the solution to the whole problem! I can take a bottle of Four Roses home with me . . . pull out the cork . . . and pour some out for my good friends to share with me. What's more, I wouldn't be expected to keep a Four Roses bottle on my desk all year, just in case the man who gave it to me drops in.

"Boy, wouldn't it be great if I could jiggle just *some* of the packages that land on my desk this Christmas and hear 'em gurgle!"



Four Roses is a blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.

Purely PROGRAMS

SIMPLIFIED SCIENCE for the layman is the aim of *Ask the Scientist*, claimed the only program of its kind originates from the campus of Syracuse U and is heard over upstate New York stations: WSYR, Syracuse; WWNY, Watertown; WJIN, neth G. Bartlett as moderator, the science board of the program an- Jamestown; and WHLD, Olean. Consisting of a chemist, physicist, geneticist, zoologist, and Prof. Kengeologist, bacteriologist, forester, swers from 12 to 15 listeners' questions each broadcast.

* * *

Mock Senate

BROADCAST by WKBN special events department of the Third Annual Student Congress, sponsored by the National Forensic League, attended by students of 16 high schools of Eastern Ohio in Youngstown, O. has resulted in a regular series under the title, *Student Congress*. "Senators" from five local high schools will air their sentiments on mock bills based upon current topics and problems, the mock Congress sessions to be presided over by Jack Jurey, outstanding young orator as "President" of the "Senate".

State's History

WEEKLY half-hour broadcast dramatizing the history, industry and cultural development of the State of Washington has been started on KIRO, Seattle. Local talent is used, with theme and transition music written by U of Washington students under supervision of George McKay, instructor and composer. Each program is to be devoted to a particular locale, with scripts written by graduate students in creative writing under direction of Dr. George Savage, instructor.

* * *

Jobs and Faces

MEMBERS of the studio audience are told what vocations they should pursue according to their facial anatomy on *The Job Detective*, weekly half-hour series on WMCA, New York, conducted by Bernard Haldance, vocational counselor and personnel consultant, who reports a better than 70% record of accuracy in placing job-seekers according to "face readings".

WOR News Dramatization

FOR THE FIFTH successive year, *Nineteen Forty One in Review*, dramatization and re-enactment of the major events and trends of the year, will be presented over WOR, New York, Dec. 28, 7:45-8:45 p.m. Prepared by Alvin Josephy and produced by Robert Louis Shayon the show will present analysis of major news by WOR and MBS experts. Showing the trend of the United States from an "arsenal of democracy" to an active naval belligerent in a year of war, the program will include recordings of the voices of President Roosevelt, Winston Churchill, Senator Wheeler, Lord Halifax, Verne Marshall and many others. Narrator of the program has not yet been selected.

* * *

Holiday Greeting

FOR an elaborate *Community Christmas* feature, to be broadcast Christmas Eve from 8:30-9:30 p.m., WTRY, Troy, N. Y., has sent its special events staff on visits to the offices of local dignitaries, as well as rehearsals and meetings of local musical groups, to transcribe Christmas greetings and music. Including a greeting from Gov. Herbert H. Lehman, the program will present talent from Troy, Albany and Schenectady, messages from the three Mayors and presidents of colleges in the Tri-City area.

* * *

Santa Interviews

CHRISTMAS PARTY for youngsters is being held every Saturday, 12:45 - 1:15 p.m. over WROK, Rockford, Ill., sponsored by Olsen-Ebann Jewelry store, Rockford, sponsors of "Man on the Street" show. Program is heard from jewelry store front where St. Nick distributes sacks of candy to sprouts.

* * *

March of Truth

PROMINENT speakers representing various religious denominations appear on a sustaining quarter-hour public service program, *Truth Marches On*, weekly on WAAF, Chicago, starting Dec. 5. Program, a roundtable discussion, is to be established as a "national conference of Christians and Jews".

* * *

Tax Chats

AS A SERVICE to taxpayers WTMJ, Milwaukee, has invited Frank Kuhl, Collector of Internal Revenue for Wisconsin, to conduct a series of tax programs to start Dec. 15. Designed as friendly chats with the average taxpayer, Mr. Kuhl will answer questions about taxes.



THE BIG IDEA in this case i reduce, and WMIN, St. Paul, its game Reedooso. The progra heard 8:45-9 five mornings a w sponsored by Zinsmaster Ba Co. It is played with an ordi deck of cards and is fashioned a Pick-up, old parlor game. nouncer Connor gives directio the ladies, perhaps telling the drop a pack of cards on the and pick up the queens, aces, ni etc. The girls are supposed to from the hips, with knees strai

Servicemen's News

DISCOVERING that the stati new 50,000 watt antenna was ing programs receivable in far-off spots as the Aleutian lands, Hawaii, Alaska, Bri Columbia and Samoa, KSTP neapolis, has launched a news gram, *News From Home*, dire to Minnesota servicemen stati in distant camps. Inspired by phone calls and letters from m ers of the boys in St. Paul Minneapolis, the informal, gos program enables the boys to home news six days earlier tha mail.

* * *

Choice of Answers

LISTENERS have a choice of swers on *Take Your Pick*, new series sponsored by Kay Jew Co. on KLZ, Denver. Wes Bat sea telephones listeners, pose question and then reads sev possible answers. Listeners ch one of the answers, with merch dise from sponsor's store as a p for correct answers. With the thrice-weekly show, Kay's sponsors 10 quarter-hours we on KLZ.

* * *

Child Artist

A CHILD ventriloquist and dummy, Judy Splinters, made t bow on a four times weekly c mercial radio program on K San Francisco recently. She is year-old Shirley Dinsdale, a h school student, sponsored O'Connor, Moffatt & Co., large partment store. Agency is R rauff & Ryan, San Francisco.

Why is WMBD Specified for NETWORK PROGRAMS? (FROM CBS BASIC SUPPLEMENTARY GROUP) ...for Example

THE HEART OF ILLINOIS

By PHILIP MORRIS & CO.

PHILIP MORRIS & CO. has two outstanding CBS Network programs—and WMBD carries *both* of them. It all started back in February, 1937, when PHILIP MORRIS specified WMBD for their program, "Johnny Presents", advertising PHILIP MORRIS CIGARETTES—*in addition* to a nearby metropolitan station. Now, WMBD is an outlet in addition to CBS Basic—for . . .

"Crime Doctor" for PHILIP MORRIS CIGARETTES

"The Philip Morris Playhouse" for PHILIP MORRIS CIGARETTES



Here's why . . .

In "Peoriarea" (covered effectively by WMBD *only*) 89.3% of a total of 154,300 families own radios. Family buyers spend $37,282,000 annually in 2,057 local food stores. Every one of the population in Peoria County *alone* spends $69.00 *more* in retail stores than the average Illinoisan. And "Peoriarea's" population is balanced almost 50-50—urban and rural. Be sure to specify WMBD as an additional outlet for your message—for WMBD is the favorite of "Peoriarea's" listeners!

FREE & PETERS, INC. Exclusive National Representatives

5000 WATTS DAY 1000 WATTS NIGHT

TEST SPOT OF THE NATION

WSM B D

MEMBER CBS NETWORK

WMBD PEORIA, ILLINOIS

IN PHILADELPHIA

WFIL

Win Friends Influence Listeners

SELL THROUGH WFIL

458 Stations Used To Promote Book

Huge List Is Signed to Push Volume on Income Taxes

SUCCESSFUL has been the campaign started in September by Simon & Schuster, New York, for the book *Your Income Tax* that the original list of 100 stations has been increased to 458. Five and 15-minute programs are used daily and will continue until Feb. 28, '42. Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle, which handled the account, stated: "We believe this is the most comprehensive campaign ever released by a publisher to advertise a single book. Approximately $150,000 will be spent for station time." Following is the station list:

KA	WGST	KFOR	KXYZ
KEN	WING	WCOA	WKBB
KW	KGVO	WCSH	WKBO
KAF	KUJ	WDEV	WKBZ
KAT	WREN	WEMP	WKIP
KLW	KYW	WEST	WKNY
KOH	WCKY	WHIO	WKOK
KVA	WOR	WHN	WKY
KFT	WGN	WHP	WLNH
KPC	KANS	WIBW	WLOF
KRC	KCKN	WIL	WLOK
KMN	KDYL	WIP	WMAN
KWRL	KFAB	WIRE	WMAS
KL	KFNF	WJAS	WMAZ
KVE	WSFA	WJBK	WMBG
KQ	KITE	WISH	WMBS
KOR	KOWH	WITH	WNBF
KEQ	KVAN	WKNE	WNBH
KEL	KWTO	WLLH	WNOE
KAR	WBCM	KABR	WOC
KGF	WBNS	WEEI	WOMT
KNY	WDAE	WMT	WRAW
KHK	WDBJ	WEAN	WRDO
KRO	WEAU	WJAR	WREC
KIR	WEBR	WJBO	WRNL
KIA	WEEU	WAPO	WSAN
KW	WFBL	WNAC	WSAR
KFO	WHB	WXYZ	WSAY
KPO	WHBU	WDOD	WSBT
KPRO	WHFC	KGLO	WSOO
KEL	WICA	WRR	WSYB
KBS	WISE	WFEA	WTAD
KHAS	WJJD	WSPD	WTBO
KHO	WMBR	WBNX	WTMV
KHL	WSMB	WNBC	WVFW
KVL	WTOC	WLAC	WPAT
KIA	KGDM	KMBC	KEVE
KOBO	KGER	WTRY	KXRO
KFI	KIEM	KRKD	KFIO
KEI	KMJ	KLZ	WHBF
KBK	KOH	KGKO	KEX
KOO	KTRB	WICC	KGW
KOW	KOY	WWNY	KBIZ
KB	WCLO	KTRH	WJOB
KMO	WLAW	KFAC	WFHR
KWJJ	WSPR	WHAZ	KRKO
KNX	WKZO	WHOM	KGY
KO	WTOL	KPMC	WLBZ
KBZ	WKBN	WSAI	WBRK
KLW	KOMA	KPAC	WEIM
KHAM	WLAK	WSPA	WNLC
KIA	WLOL	KTMS	WCOU
KTAM	KVI	KFPY	WHAI
KKA	WHEB	WSVA	WCFI
KLS	WKBH	WJPR	WSGN
KSAR	WFBM	KARM	WALA
KCBM	KQV	KATE	KWFC
KNN	WCLE	KDAL	KHSL
KKAT	KROC	KFSD	KPRO
KMIN	WOV	KFXD	KMYR
KITA	WAGE	KGA	WTHT
KLX	WSOY	KGBX	WRUF
KOL	WBYN	KGDE	WQAM
KFKC	KHAS	KGEZ	WTSP
KLAO	WWDC	KGFW	WALB
KFBR	WIBA	KGHF	WEDC
KIFL	KFJZ	KGHI	WLBC
KOX	WADC	KGNF	KROS
KVD	WBAX	KLPM	KRNT
KWB	WCSC	KLUF	KDTH
KYR	WPIC	KMAC	KVFD
KIJ	WBIG	KMED	KGNO
KBB	WHKC	KMLP	KSAL
KIA	WKMO	KMYC	WHYN
KCJ	WMRN	KOME	WELL
KOK	WEBQ	KNOW	WJLB
KAGA	KOL	KOOS	KWNO
KBAL	W43B	KPQ	KWOC
KBRC	KWLK	KRE	KOIL
KAIT	KLS	KRGV	WOW
KOP	KEVR	KSLM	WMUR
KOAS	WTAX	KSO	WBAB
KDAY	WNBZ	KTAR	KVSF
KOGY	WTEL	KTBS	WABY
KOZ	KRJF	KTSA	WOKO
KELA	KDON	KUOA	WHCU
KFIL	KELA	KVOA	WGNY
KFLA	KFDM	KVOS	WOLF
KGAN	KFH	KWAT	WWNC
KGBI	KFKA	KWK	WRAL
	WSJS	KRLD	WCAM	WJW
	WIBC	KFMB	WACO	KDLR
	WIND	KGMB	WAKR	KFJM
	WIS	KIDO	WARM	WISR
	WISN	KLO	WATR	WTMA
	WJAG	KLRA	WCOL	WFBC
	WMEX	KMMJ	WDRC	WORD
	WNAX	KPRC	WENY	KELO
	WORL	KSRO	WESX	WTJS
	WWSW	KTHS	WFDF	WJHL
	WSUN	KXL	WFPG	WROL
	WTAR	WBEN	WGAL	WMPS
	WTCN	WMBD	WGH	KGNC
	WTAQ	WMC	WGL	KBWD
	WINS	WMCA	WHBC	KRIS
	KIT	WNOX	WHDF	KROD
	WEBC	WOOD-WASH	WHOP	KFRO
	WTAG		WIBM	KABC
	WKST	WORC	WIBU	KRRV
	WFMD	WORK	WILM	KCMC
	WKRC	WOWO	WIZE	WHIS
	KVEC	WTNJ	WJBW	WHBL
	KMTR	WWVA	WJIM	KDFN
	WFAA	WBOW	WJNO	KSAN
	WTIC	WCAE	WJTN	WNAB



SOCONY NEWS on WOWO was discussed at the Fort Wayne station recently by station, sponsor and agency officials. Lined up in front of photomontage in studio are (l to r) George C. Oswald, Kansas City, account executive of J. Sterling Getchell Inc.; C. A. Snyder, Getchell radio director in New York: Franklin Tooke, former WOWO-WGL program director; Roy B. Dill, advertising manager of Socony Vacuum Oil Co.

CKLW IS Given Right To Handle Swing Series

AS A RESULT OF negotiations between MBS, the CBC and the Canadian Censorship Coordination Committee, which formerly banned American news analysts from Canadian stations, Raymond Gram Swing, Mutual news analyst, is now heard Monday through Thursday at 10 p.m. in areas of Canada served by CKLW, Mutual Detroit-Windsor affiliate.

The CBC Board of Governors, acting on a resolution made to them by J. E. Campeau, general manager of CKLW, and Fred Weber, Mutual general manager, decided to allow Swing to broadcast, finding that censorship regulations having to do with broadcasting information of value to the enemy are inapplicable to the Mutual commentator. Swing advised Mutual and CKLW that he will comply with Canadian regulations.

Treasury Tribute

TO HONOR companies which have installed the Payroll Allotment Plan, public tribute will be aired by the U. S. Treasury in connection with the Defense Savings Program. Beginning Dec. 8, Larry Elliot, who regularly announces the three Treasury radio programs, will read a message from the Department on the *Telephone Hour*, sponsored by the American Telephone & Telegraph Co. over NBC-Red from 8-8:30 p. m. EST. At a later date a smiliar message will be included on the Major Bowes program sponsored by Chrysler Corp. Other companies will be honored on later dates.

Gardner in 1942

GARDNER NURSERY Co., Osage, Ia., on Dec. 15 will start its 11th radio year with the first of a series of new transcriptions featuring new plants for spring delivery. About 150 stations will be used and this number will be gradually increased to 300 during the peak of the spring shipping season. According to Edwin A. Kraft, manager of Northwest, which handles the account, approximately $300,000 will be spent on advertising by Gardner during 1942, the bulk of it going to radio.

KSTP, St. Paul, is installing a 35-kw. gas-driven generator plant in its transmitter building. Designed to operate the station's auxiliary transmitter, the emergency power source in event of a line failure starts automatically.

NO BIG WHOOPEE IN JAMBOREE (Ky.)!

No mon', no fun—so if you're fixing to go on a sales spree, you can overlook Jamboree, Picnic and Hot Time (Ky.). But don't pass up the Louisville Trading Area, where you can have a whee of a time every day of the year! This Area, for instance, has 25% *more* income tax payers than the rest of the State combined—33% *more* effective buying income! And it's covered completely by WAVE—at a cost so low you can carouse continuously! Shall we start the brawl rolling?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

BUYERS SEE RED . . . when they think of Richmond

And that means WMBG—the Red Network outlet in Richmond. For WMBG offers you the best in the Red and the best in the local field—plus specialized merchandising knowledge of Richmond.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Is Rounding Out the Busiest Year in Its Fifteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.
U. S. Representatives:
WEED & COMPANY
New York City

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

KFRU
COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

Agencies

THOMAS H. HUTCHINSON, formerly with the Rockefeller Committee on Inter-American Cultural Relations and previously program director in NBC's television division, has joined the radio department of Ruthrauff & Ryan, New York.

STANLEY HOLT, New York account executive of Wm. Esty & Co., was in Hollywood for launching Dec. 5 of the weekly CBS Christmas series, *Shirley Temple Time*, sponsored by Elgin National Watch Co.

W. B. RICHARD PEARSON, formerly account executive of Cesana & Assoc., Hollywood, has joined Erwin, Wasey & Co., that city, in a similar capacity.

CONNER Co., San Francisco, recently moved from the Russ Bldg. to 116 New Montgomery St., doubling its quarters.

MAURICE C. LODGE, for the last five years with M. E. Harlan Adv., San Francisco, recently joined D'Evelyn & Wadsworth, San Francisco.

ELMER NEILSEN, formerly with the *San Rafael* (Cal.) *Independent*, recently joined the Leon Livingston Adv. Agency, San Francisco.

LARRY GRISWOLD, formerly advertising manager of the *Sacramento* (Cal.) *Union*, recently opened the Griswold Adv. Agency in that city, with offices in Capitol National Bank Bldg.

A. W. SPENCE Jr., formerly account executive of Lord & Thomas, New York, has joined Ivey & Ellington that city, in the same capacity.

JOHN ANTHONY, formerly copy chief of Kelling & Co., Indianapolis, has joined the copy department of BBDO, New York.

JOHN WHITMORE, former program manager of WLOF, Orlando, Fla., has joined the radio department of Compton Adv., New York, as a program supervisor.

JERRY BROTMAN account executive of Lloyd's Adv., Los Angeles agency, has taken on additional responsibilities of radio director.

JAMES C. McCORMICK, formerly account executive of Associated Adv. Agency, Los Angeles, who was inducted into the Army eight months ago, has returned to civilian life and will resume activity in radio advertising.

CAPT. B. E. HOWARD, for the last nine months on active Army duty at Camp Haan, Cal., has returned to Minneapolis and Campbell-Mithun Inc. as creative chief of the agency. Capt. Howard had been with Campbell-Mithun for three years before going into active service.

ED DEXTER, formerly in the copy department of Young & Rubicam, New York, has joined Compton Adv., New York, in an executive capacity.

WILLIAM H. OHLE, formerly of Wilding Picture Productions, Chicago, and manager of *The Lake Forester*, Lake Forest, Ill., has joined Needham, Louis & Brorby, Chicago.

STUART REYNOLDS, formerly advertising executive of General Mills, Minneapolis, has joined the San Francisco office of Erwin, Wasey & Co.

HARRY A. SHINNICK, formerly with Ketchum, MacLeod & Grove, Calkins & Holden and N. W. Ayer & Son, has joined Richard A. Foley Adv. Agency, Philadelphia.

H. V. KALTENBORN, NBC news analyst, recently signed for a series of newsreel features for release in Telenews theatres.

Mrs. Murphy Is Named Long Agency Radio Head

MRS. GERTRUDE B. MURPHY, former account executive, has been appointed director of radio for the Long Adv. Agency, San Francisco and San Jose.



Mrs. Murphy

Mrs. Murphy, a Mount Holyoke College graduate, and member of Phi Beta Kappa honorary fraternity, joined the agency in 1931, specializing in radio. For nearly five years she has written script and commercials for an outstanding network show. Earlier experience included the position of advertising manager of one of San Francisco's important women's stores. Her radio experience dates from 1928 when as "Dorothy Dean" she initiated a series of daily broadcasts over KQW, San Jose.

2% For Advertising

APPROXIMATELY $1,700,000 or 2% of the national income will be spent in advertising in 1941, according to Dr. L. D. H. Weld, director of research of McCann-Erickson, New York, in a talk on "The Importance of Advertising," recently broadcast on CBS. Advertising expenditures, he pointed out, are only about 1% of the final price of all goods and services in the sale of which advertising is used, and will amount this year to only about $13 per capita, against $19 per capita in 1929 and compared to Federal Government taxes this year of about $57.50 per capita.

Canada's Radio Fund

CANADIAN Broadcasting Stations on Nov. 27, sent to Winston Churchill the first instalment of £1,000 raised by the stations through the sale to listeners of a short illustrated biography on the life of Britain's wartime Prime Minister. The Canadian Assn. of Broadcasters earlier this year had set up with government sanction the Churchill Fund for British War Victims, so listeners to Canadian stations could contribute to Britain's war sufferers. The letter to Winston Churchill accompanying the cheque for £1,000 was signed by Glen Bannerman, CAB president and general manager.

Spots for New Book

WILLIAM H. WISE & Co., New York (books) will start an extensive campaign over approximately 100 stations about Jan. 5, 1942, to advertise a new book now being printed. Account is handled by Northwest Radio Adv. Co., Seattle.

SUIT for $150,000 claiming alleged breach of contract brought by Alonzo Deen Cole against Phillips H. Lord, production agency, came to an end Nov. 19 after three weeks' trial in New York Supreme Court when the jury, after five hours' deliberation could reach no agreement.

SHAKEUP PLANNEI FOR P&G SERIA

PROCTER & GAMBLE Co., cinnati, during the latter par December will make a ge shake-up of several of its Mon through-Friday serials, drop two, shifting the same number adding a rebroadcast of a thir one of the vacated spots.

Guiding Light, on NBC- 3:30-3:45 p.m., will be dro after the broadcast of Dec. 26. dled by Pedlar & Ryan, New Y for Camay soap, the serial, acc ing to an earlier announcemen P & G, was to have been shifte Compton Adv. for White Napt soap [BROADCASTING, Nov. 17] of the same date P & G will its special six-station hookup *The O'Neills* on NBC-Red, 12 12:30 p.m. but continue the s on its 5:30-5:45 p.m. spot o CBS stations, for Ivory through Compton.

P & G will shift *Right to Ha ness* on 46 CBS stations, 1:30- p.m. from Crisco to White Napt and move it to the spot now o pied by *Pepper Young's Famil* 67 NBC-Red stations, 11:15-1 a.m. for the latter product. *Pe* takes over the *Guiding Light* changing over to Pedlar & R for Camay, as previously nounced [BROADCASTING, Nov. For Crisco, P & G will fill the *R to Happiness* spot with a repea *Vic & Sade* originallly aired 3: p.m. on NBC-Red. Both Crisco White Naphtha are handled Compton.

It is understood that some a cies have already bid for the G *ing Light* serial for certain cli

To Launch P&G Sho

GILBERT RALSTON, prog manager of Compton Adv., York, will leave in two weeks the West Coast to supervise duction of the agency's new s for Procter & Gamble Co., Cin nati. The program, titled *Hap ard*, starts Dec. 30 for a th week period on West Coast stations, and on Jan. 20 goes full CBS network [BROADCAST Dec. 1]. John McMillin, radio d tor of Compton, and William R sey, radio director of P&G, also planning to go to the Coast the of the month.

AAAA Councils to Mee

AMERICAN ASSN. of Adve ing Agencies has announced the 1941 convention for its eas division will be held Dec. 9 at Hotel Waldorf-Astoria, New Y while the Central Council con tion will take place Dec. 11 at Lake Shore Athletic Club, Chic

GET A LINE ON THE GATES LINE
OF BROADCASTING EQUIPMENT FOR 1942
SEND FOR YOUR CATALOGUE NOW
GATES
QUINCY, ILLINOIS, U.S.A.



SCUSSING PROGRAMS before opening of the NAB district meeting San Francisco were (l to r), Charles Morin, CBS, San Francisco; ph R. Brunton, KQW-KJBS, San Francisco; NAB President Neville ler; Art Kemp, CBS, San Francisco, and Will Thompson Jr., KROY, ramento.

AB Districts on Coast Hold Meetings o Discuss Current Industry Problems

A SPLIT session, broadcasters NAB District 17 met last Mon- and Tuesday at Portland, Ore., l Seattle. As at preceding dis- t meetings, national defense, islation, music and corollary blems were chief topics of dis- sion.

he Monday session at Portland, h District Director Harry nce, of KXRO, Aberdeen, sh., presiding, featured appear- es by NAB President Neville ler; Mayor R. Earl Riley; ut. Comdr. G. F. DeGrave, S. N.; Paul Connet, KGW-KEX; Bishop, KMED, Medford; Carl verlin, BMI; Jerry King, Stan- d Radio; C. P. MacGregor; lph Wentworth, Lang-Worth; ank E. Pellegrin, director of the B Department of Broadcast vertising. Director-at-Large C. Myers, KOIN-KALE, and den Pangborn, KGW-KEX, were charge of local arrangements.

The District 15 meeting also was d in San Francisco Nov. 28-29. ring the meeting President ller outlined radio's defense ser- es in a talk on "Radio & the tional Defense", broadcast on FO and KPO, and transcribed rebroadcast on other stations the district.

Others to be Held

The only remaining district etings scheduled are District Dec. 8-9, Albany Hotel, Den- ; District 11, Dec. 11-12, Hotel ollet, Minneapolis; District 9, c. 15-16, Palmer House, Chicago. e District 3 meeting is not to be d until after the first of the ar.

Attending the Portland one-day sion were:

W. McCready, KVAN; Sheldon Fred kett, KVAN-KOOS; J. Elroy McCaw, LA; Frank L. Hill, KORE; H. S. obson, KXL; C. W. Myers, KALE; l H. Connet, KGW-KEX; Ted Koore- , KALE; James C. Wallace, KAST; E. Stone, KOOS-KVAN, KLBM; Harry Buckendahl, KOIN-KALE; Clare C. rs, KVAN; Curt Phillips, KIDO; John- Walker, KALE; Walter L. Read, KINY; rles E. Couche, KOIN-KALE; Frank H. gan, KBND; Harris Ellsworth, KRNR; Chet Wheeler, KWIL; Frank H. Coffin, KWLK; Arden X. Pangborn, KGW-KEX; Barney Kentworthy, KODL-KWRC; Harry R. Spence, KXRO; Glenn Howell, KODL; Glenn McCormack, KBKR; Mrs. Francis Symons, KXL; Lee Bishop, KMED; L. W. Trommlitz, KORE; C. O. Chatterton, KWLK; H. Quentin Cox, KGW-KEX; Marshall H. Pengra, KRNR; Fred G. Goddard, KXRO; Jennings Pierce, NBC, and Bob Schuetz, NBC Thesaurus.

G. L. Call, Graybar Electric Co.; Carl Haverlin, BMI; A. M. Case, Graybar Electric Co.; Jack Gale, United Press; Frank E. Pellegrin, NAB; Jim Wallace, Graybar Electric Co.; C. P. MacGregor; Jack Frost, RCA Manufacturing Co.; Leonard D. Callahan, SESAC; E. J. Gough, SESAC; Ralph Wentworth, Lang-Worth; Jerry King, Standard Radio, and Neville Miller, NAB.

Attending the Seattle session were:

Arthur Gerbel, W. B. Stuht, Charles Lyman, Birt F. Fisher, KOMO-KJR; Cole Gentry, Bill Warren, Hugh Feltis, Peter Bailie, Frank B. Sheehan, Bill Gavin, Bob E. Wylie, KPQ; Michael J. Mingo, KTRN; Art Moore, Paul F. Benton, KMO; W. L. Paul, Dean Sherman, F. L. Thornhill, Merrill Inch, KINY; Archie Morton, Phil Reilly, Loren B. Stone, Gordon Tuell, Maury Rider, H. J. Quilliam, KIRO; George R. Wilhelm, O. A. Runchey, KOL; Harvey Wixson, KHQ-KGA; Romig C. Fuller, KRSC; Rodney McArdle, Elmer J. Holmberg, Harry R. Spence, Fred G. Goddard, KXRO; Tom Olson, KGY; R. G. McBroom, KFIO; Florence Wallace, KXA; Earl T. Irwin, Vernice Irwin, KVI; Tom H. Schafer, KRKO; Richard S. Downie, KEVR; Lloyd Wallgreen, Cliff Hansen, KEVE; Ed J. Jansen, KTBI; Jennings Pierce, NBC, and Bob Schuetz, NBC.

Gerald King, Standard Radio; Carl Haverlin, Broadcast Music, Inc.; Leonard D. Callahan, SESAC; Hal Pearce, Standard Radio; Neville Miller, NAB; C. P. MacGregor, E. J. Gough, SESAC; Willis S. Dunniway, Phil R. Curran, United Press; Ralph Wentworth, Lang-Worth, and Frank E. Pellegrin, NAB.



"Poor Jock! If only he'd used WFDF Flint Michigan, he could have afforded Florida."

A feature of the Seattle meeting last Tuesday was a joint luncheon meeting with the Seattle Advertising Club, at which President Miller delivered an address on radio's part in defense, which was broadcast on KJR, KOL and MBS in the Northwest. Hugh M. Feltis, commercial manager of KOMO-KJR, is president of the Ad Club.

At San Francisco

Attending the San Francisco meeting were:

George F. Barringer, KHUB; Paul R. Bartlett, KFRE; John Brunton, KQW; Mott Q. Brunton, KJBS-KQW; Ralph R. Brunton, KQW; Sherwood Brunton, KJBS; Eddie Calder, KHUB; Clyde Coombs, KARM; Glenn R. Dolberg, KGO-KPO; Bob Dunn, KSFO, Ernest L. Finley, KSRO; Ed Franklin, KJBS; H. O. Fiebig, KQW; Wilt Gunzendorfer, KSRO; C. S. Harper, KQW; Keith Kerby, KROW; Howard Lane, KFBK; Philip G. Lasky, KROW, Charles Lloyd, KLX; C. L. McCarthy, KQW; Harold H. Meyer, KYA, A. E. Nelson, KPO; J. G. Paltridge, KGO-KPO; S. H. Patterson, KSAN; Leo O. Ricketts, KFBK; J. E. Rodman, KFRE; W. B. Ryan, KPO; Charles P. Scott, KTKC; William B. Smullin, KIEM; Don H. Telford, KUIN; H. E. Thomas, KMYC; William Thompson, KROY; Haan J. Tyler, KSFO; Howard V. Walters, KDON; Eugene N. Warner, KLS; Art Westlund, KRE; Jack Winston, KOH; Bill Beason, KSRO; David H. Sandeberg, KFBK; Arthur J. Kemp, CBS; Jennings Pierce, NBC, and Robert F. Schuetz, NBC.

Dan Bowerman, United Press; Leonard D. Callahan, SESAC; Jack Frost, RCA; Hubert Gagos, United Press; E. J. Gough, SESAC; Carl Haverlin, BMI; Gerald King, Standard Radio; Ed Kirby, War Department; C. P. MacGregor; Neville Miller, NAB; Charles E. Morin, CBA; Frank E. Pellegrin, NAB; Dan Rodgers, Raymond Spector Advertising Agency; Earle H. Smith, Edward Petry & Co.; Hale Sparks, University of California; Lindsey Spight, John Blair & Co., and Ralph Wentworth, Lang-Worth.

NEW CLEAR GROUP MEETING DEC. 18

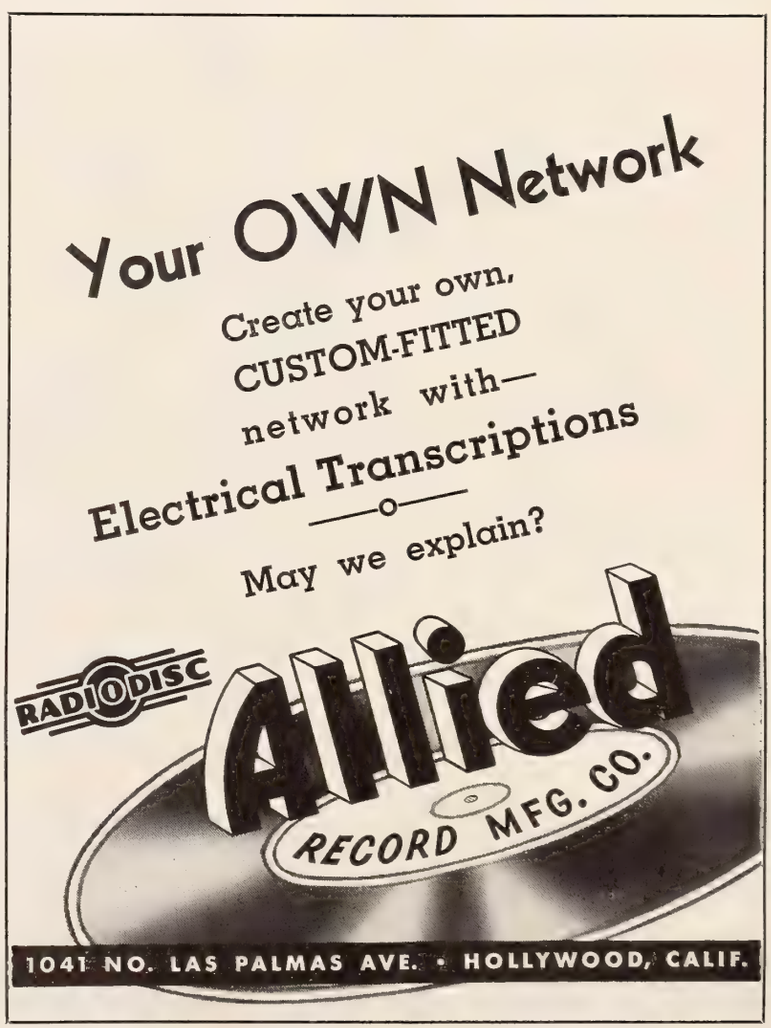
THE FIRST annual meeting of the Clear Channel Broadcasting Service, representing 16 of the 17 independently-owned Class I-A stations, will be held at the Hermitage Hotel, Nashville, Dec. 18 at the call of Chairman Edwin W. Craig, executive vice-president of WSM.

Formed last Feb. 20 to further the interests of Class I-A stations in providing rural and remote coverage, the service has been directed by Victor Sholis, former newspaperman and Department of Commerce executive. Assistant director is Allan Miller, former newspaperman.

All independently-owned stations in the Class I-A group, save KSL, Salt Lake City, are identified with the organization, successor of the Clear Channel Group. Harold V. Hough, executive of WBAP-KGKO, Fort Worth, is treasurer, and with Mr. Craig was instrumental in its formation.

Santly Heads MPPA

LESTER SANTLY has been elected president of Music Publishers Protective Assn. for the coming year by the new board of directors, themsevles elected the week previous at the MPPA annual membership meeting [BROADCASTING, Nov. 24]. Other MPPA officers are: Jack Mills, vice-president; Jack Bregman, secretary, and Richard Murray, treasurer.



in the CONTROL ROOM

JOHN E. LINDSAY, formerly of WRUL, Boston, and George E. McDonald, previously of WSPR, Springfield, Mass., have been added to the engineering staff of WCOP, Boston.

ANTHONY MAGGIORRE, for the last three years with WWL, New Orleans, has joined the television engineering staff of CBS in New York.

PAUL REVEAL, for ten years night control supervisor of WOR, New York, is on indefinite leave of absence to handle communications work in South America.

RICHARD JAMES, engineer of WOR, New York, is the father of a baby girl, Vivian Lynne, born recently.

JAMES THAYER, transmitter engineer of WSYR, Syracuse, is the father of a boy born recently.

ART GILLETTE, assistant chief engineer of WCKY, Cincinnati, is the father of a baby girl, Gail.

ERNEST LINDEMANN has been promoted to chief engineer of KGMB, Honolulu, taking the post vacated by Eugene T. Goldrup.

DOUG THOMSON, former control operator at CJRC, Winnipeg, is now stationed in South Africa with the Royal Air Force, according to word received in Winnipeg.

SAUL OSIAS and Murray Goldberg, former engineers at WAAT, Jersey City, and WOL, Washington, respectively have joined the engineering department of WNEW, New York.

Signal Corps Advisors Discuss Technical Plans

INCLUDING in its membership leading figures in every branch of the communications industry, the Civilian Technical Advisory Board of the Chief Signal Officer of the Army, Maj. Gen. Dawson Olmstead, held its first organization meeting in Washington last Monday. CTAB is to be divided into sections to work with the Materiel Branch, Operations Branch and the newly-established Coordination & Equipment Division in the Office of the Chief Signal Officer.

Members of the board include David Sarnoff, RCA president and a colonel in the Signal Corps Reserve; Lt. Col. Frank W. Wozencraft, RCA Communications vice-president and general counsel; Col. Edwin H. Armstrong, inventor of the Armstrong wide-swing FM system; Dr. W. R. G. Baker, General Electric Co. vice-president in charge of radio and television; John B. Coleman, RCA Mfg. Co.; William P. Hilliard, Bendix Radio Corp. vice-president; Walter Evans, Westinghouse Radio Division manager; L. C. F. Horle, Radio Manufacturers Assn.

EUGENE E. ALDEN, former chief engineer of KOY, Phoenix, Ariz. and recent assistant chief engineer of WIRE, Indianapolis, Ind. has been appointed chief engineer of WIRE, replacing Earl Lewis.

ART BENZON, formerly inspector for the FCC at Portland, Ore., has joined KIRO, Seattle, as engineer.



HIGHEST UP Christmas Tree is the claim made for this 12-foot evergreen hoisted atop the 180-foot antenna of KROS, Clinton, Ia. It is lighted in four colors, operated in 15-second relays. The antenna stands atop a 64-foot building.

TRANSMITTER RAIDED
But Engineer Didn't Know —About 'Maneuvers'—

SAM NORIN, engineer on duty at the 50 kw. transmitter plant of KIRO, Seattle, got the scare of his life during recent air raid defense maneuvers. On the late night shift, Norin answered the telephone and was advised the transmitter, located on Vashon Island in Puget Sound, was to be sabotaged. A minute later mysterious visitors burst in with word that saboteurs were loose. After they had departed Norin noticed a group of men stealthily proceeding toward the two KIRO antenna towers.

In a panic he called the sheriff, who astounded him by pooh-pooh-ing his discomfort. "Take it easy?" shrilled Norin. "You mean you're going to let them wreck the station?" The sheriff guffawed. "It's civilian defense maneuvers. They're not wrecking your place, they're saving it. It's all a practice maneuver for the auxiliary police," he explained. Defense officials had forgotten to advise the KIRO engineering staff of its project.

FCC Rules Relaxed

RELAXING requirements on a temporary basis for showing of service in connection with renewal of license, the FCC en banc last Wednesday adopted Order No. 77-A, suspending from Jan. 1, 1942, until further order, but not beyond Jan. 1, 1943, Sections 12.26 and 12.66 of the rules governing amateur radio and Section 13.28 of the rules governing commercial radio operators.

First Day Cropper

NOT ONLY four hours la for work but wiring f money to pay a $17 fine f speeding is the first day re ord of Maurice O'Conno new control room engine of WPAT, Paterson, N. Due to begin his new duti at noon last Monday, O'Co nor apparently underest mated the distance fro Baltimore, his home tow to Paterson. Finding himse 55 miles from WPAT nearly noon he poured th petrol, only to be hauled u by a police officer. WPA Chief Engineer Earl F. L cas received a wire for th $17 fine O'Connor was u able to pay.

WGY Bowlers Win

WGY, Schenectady, won the bowling match in a series bet its team of six and one repre ing WTRY, Troy-Albany. W keglers won by 151 pins. The W winners: Kolin Hager, mana A. O. Coggershell, program d tor; Bill Purcell, chief engin Bill Meenam, publicity chief; MacDonald, sales, and Ho Tupper, announcer. WTRY's te Bill Riple, commercial mana Al Chismark, chief engineer; Shudt, sportscaster; Cecil W land, continuity director; Sutphen, sales, and DeForest ton, engineer.

Graybar Elections

AFFILIATED with the Gra Electric Co. for the past 30 y A. H. Nicoll was elected presi last Wednesday to succeed F Ketchum who will become chair of the board, both positions e tive on Jan. 1, 1942. Three vice-presidents elected were: G Hessler, D. H. O'Brien and E. Cashman, all having been with company many years.

Winant at Vichy for CBS

CLINTON WINANT, brother of G. Winant, U. S. Ambassador to land, and in Europe since the war on research assignments, has appointed CBS correspondent Vichy, France. CBS has not broa from Vichy for about eight mo but will probably do so in the future if Winant feels the news rants.

SHERB HERRICK, baseball rep and announcer of WOKO, Al N. Y., is now a Chief Petty O in the U. S. Navy.



"Put me at the top of the list," says WSAI's Winged Plug, "I cover the place like a carpet! Street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window displays, monthly house-organs for dealers and a dozen other items. There's hardly a *program plug* you can name that I don't use to build an audience for my advertisers. Does it work? Well, most of my sponsors are on renewal. That sort of speaks for itself!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

ARIZONA'S FIRST STATIO

First on the dial
First with listener
First in results fo advertisers

KOY 550

CBS PHOENIX

Mail response means sales response—and KOY pulled over 90,000 letters in 1940!

JOHN BLAIR & COMPANY

AFFILIATE STATION WLS CHICAG

Defense Savings Pay-Roll Allotment Plan

How company heads can help their country, their employees, and themselves

voluntary pay-roll allotment plan | helps workers provide for the future | helps build future buying power | helps defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees, and yourself.

During the post-war period of readjustment, you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something *now* to help shape the destinies of your people. Scores of business heads have adopted the Voluntary Pay-roll Allotment Plan as a simple and easy way for every worker in the land to start a *systematic* and *continuous* Defense Bond savings program.

Many benefits . . . present and future. It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, *willingly*.

Let's do it the American way! America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each businessman strengthening his *own* house; not waiting for his neighbor to do it. That custom has, throughout history, enabled America to get things done *of its own free will.*

In emergencies, America doesn't do things "hit-or-miss." We would get there *eventually* if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of businessmen who understand that the way to get a thing done is to *systematize* the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employee each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be? From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories, or banks. This whole idea of pay-roll allotment has been evolved by businessmen in cooperation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up

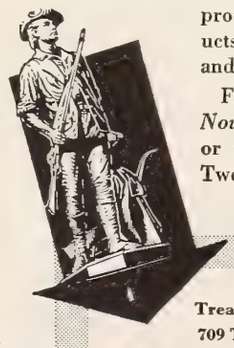
No chore at all. The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available. Although this is *your* plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all *you* have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look. Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased through the Plan.

Sending the coupon does nothing more than signify that you are anxious to do *something* to help keep your people off relief when defense production sloughs off; *something* to enable *all* wage earners to participate in financing Defense; *something* to provide tomorrow's buying power for your products; *something* to get money *right now* for guns and tanks and planes and ships.



France left it to "hit-or-miss" . . . and *missed. Now* is the time for *you* to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

FREE - NO OBLIGATION

Treasury Department, Section A,
709 Twelfth St. NW., Washington, D. C.

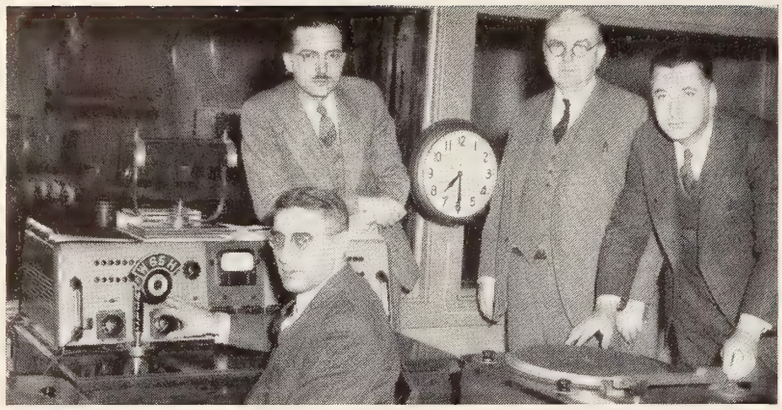
Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name _____

Position _____

Company _____

Address _____



FLIPPING the switch Nov. 28 on the first relayed broadcast of the *Treasury of Music* program, sponsored by Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., is I. A. Martino, chief engineer of W65H, FM station in Hartford, while other executives of the station assist. They are (l to r): Walter Haase, program manager; Franklin M. Doolittle, general manager, and William F. Malo, commercial manager. The program, heard regularly on WQXR, New York, is now being sent five times weekly by special telephone line from W2XQR, FM station in New York owned by WQXR, to W2XMN, Alpine, N. J., which rebroadcasts the series to W65H.

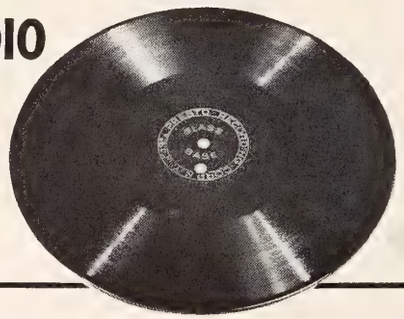
Advisory Group Voting Is Announced by NBC

RESULTS of the runoff elections for certain districts of the Red and Blue network stations planning and advisory committees were announced last week by NBC, with the two groups representing seven districts scheduled to meet in New York Jan. 6 and 7, 1942, respectively [BROADCASTING, Nov. 24, Dec. 1].

Runoffs in the three Red districts follow: Stanley Hubbard, KSTP, St. Paul, District 3; Harry Stone, WSM, Nashville, District 4, and Ed Yocum, KGHL, Billings, District 6. Blue Network: Allen Campbell, WXYZ, Detroit, District 2; Earl May, KMA, Shenandoah, Ia., District 3; Henry P. Johnston WSGN, Birmingham, District 4. District 6 had not been announced Friday.

RODGER MUELLER, former WGN, Chicago announcer, is now program director of WHBY, Appleton, Wisconsin, replacing Emlyn Owen who is now doing radio work in Ottumwa, Iowa.

PRESTO MAKES A RECORDING DISC FOR EVERY RADIO STATION USE



Select your discs from these 3 types

GLASS BASE DISCS, for the highest quality recordings to be used on the air, made in the 12" and 16" sizes.

STEEL BASE DISCS, for artist auditions, spot announcements and out-of-the-studio recordings, made in the 10" and 12" sizes.

COMPOSITION BASE DISCS, economical for rehearsal of reference recordings, safe to mail anywhere, made in the 10"—12" and 16" sizes.

• • •

All 3 types are stocked regularly by 200 leading radio distributors who can give you immediate delivery. Write today for descriptive folder and the name of your nearest Presto distributor.

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

WHN to Carry Dodger Games Comple Both Home and Away, for 1942 Seas

AT THE time WHN, New York, was holding elaborate ceremonies Dec. 1 to dedicate its new 50,000-watt transmitter, the station announced it had signed a contract with P. Lorillard Co., New York (Old Gold cigarettes), for exclusive coverage of all next season's games of the Brooklyn Dodger baseball team, including home and away games.

All games, starting March 15 and continuing up to the 1942 World Series will be broadcast to a finish on WHN even if regularly scheduled commercial or sustaining programs have to be omitted on days when the games run overtime.

Red Barber to Announce

Red Barber, ace sports announcer of WOR, New York, which aired the games last year for General Mills (Wheaties) and Lever Bros. (Lifebuoy), will handle the play-by-play description as in past years under the contract he has with Larry McPhail, president of the Dodgers.

Assisting Barber will be Al Helfer, who has co-announced baseball games with Red for six years and is currently m.c. on the MBS *Spotlight Bands* program for Coca Cola Co.

WHN, on Dec. 1 broadcast an hour-and-a-half dedicatory program to its new transmitter, which makes it as powerful as any independent station in America. Newbold Morris, president of the New York City Council, acting for Mayor LaGuardia, welcomed more than 50 mayors of neighboring cities attending the ceremonies, held at the Barbizon-Plaza Hotel. Bert Lytell and Frank Fay were masters of ceremonies, with other participants including Col. Stoopnagle, Clarence Stroud, Jane Froman, Dick Todd, Joan Edwards, Yvette and music by Dick Ballou and Don Albert's Orchestra.

A highlight of the evening was the presentation of an original play "Announcement From the Admiralty" by the British War Relief, starring Burgess Meredith and Ruth Gordon. Members of the regular WHN staff who participated were A. L. Alexander, Adri Ames, George Hamilton Co Fulton Lewis jr., Fulton Ou Clem McCarthy, Dick Fishell Bert Lee. Herbert L. Pettey, W director, gave an address.

The morning of Dec. 2 a sp breakfast party was given by W in its studios as an "orche salute of the world to the stat increase in power." Present leading orchestra conductors, were interviewed on Bruce W dell's *Music Shop* program, 1 a.m.-12 noon.

* * *

WHN. New York, with its boo power to 50,000 watts has nounced the signing of nine contracts and the renewing three others. New clients incl Hecker Products Corp., New (Force), three 10-minute prog weekly titled "Adventure C featuring Captain Tim Healy Rokeach & Sons, New York densed soup), three quarter-h for serial *My Daughter B* Simon Ackerman, New (clothier), three quarter-hour news featuring George Ham Combs Jr.; spot announcement Railway Express Agency, York; Stanback Co., Salisb N. C. (headache powders); R ers' Digest Assn., Pleasant N. Y.; Procter & Gamble Co., cinnati (Lava soap); Paragor Co., New York; National Pro tion Co., Detroit (jumper se Renewals were spots by Old D Mills Inc., New York (coff Simon & Schuster, New York come Tax booklet). and W Grape Juice Co., Westfield, N

Amos 'n' Andy

PRIVATE OFFICES of Fre Gosden and Charles Correll, lo in the Bank of America Bldg., Be Hills, Cal., have been converted a broadcast studio for their five-w quarter-hour CBS series, *Amos Andy*, sponsored by Campbell Sou Program is remoted from the din tive studio which is equipped broadcasting, control, script and ception rooms. Bill Hay, annou and Gaylord Carter, organist, from the CBS Hollywood studios the comedy team paying added charge for the exclusiveness.

BROADCASTS of 12 important r from the winter meeting at Hi Park, Fla., will be presented exclu ly on MBS in 1942, starting wit Hialeah Park Inaugural Jan. 14. ending with the $50,000 Wi Stakes March 7. Track Auth Bryan Field will handle the event

IN ROCHESTER IT'S WHEC BASIC CBS

474 WFHR LISTENERS in 16 WISCONSIN COUNTIES RESPONDED WITH 50 CENTS IN CASH for a subscription offer IN 5 SHORT DAYS as a result of one spot campaign For further details write RADIO STATION WFHR Wisconsin Rapids, Wis. Mutual's Outlet in Central Wis

kw. in Waterloo ught by Dumond

er, Blair, Godley Among se Holding Interest

ADED by Joe Dumond, gen- manager of the new KBUR, lington, Ia., and listing among stockholders such prominent o figures as John E. Fetzer, ator of WKZO, Kalamazoo, ., and an NAB director; John r, Chicago station representa- ; Paul Godley, Upper Mont- , N. J., consulting engineer; Dan T. Riley and Richard H. k, president and vice-presi- , respectively, of KBUR, the Higgins Broadcasting Co. has ied to the FCC for a new 50,- watt station in Waterloo, Ia. P is asked for unlimited hours 1540 kc., a clear channel at ent unoccupied, with a direc- al antenna.

Stock Ownership

r. Dumond, who will relinquish present position at KBUR if station is authorized, is presi- of the applicant with 50% he common stock issued. Mr. zer has an 11.6% interest, while Blair and Mr. Godley each e 5%. Messrs. Riley and Plock g with 13 other residents of erloo, Ia., all prominent busi- smen hold the balance of the k, with no one individual hav- more than 2.5%.

Ir. Dumond was manager of 100-watt WMT, then in Water- which he developed under the Harry Shaw. Subsequently the ion was sold to its present own- and moved to Cedar Rapids. e recently Mr. Dumond was tor and principal in the NBC *Higgins of Finchville* series of Chicago, a daily feature ch he relinquished last May 17 n he left NBC for his present ition with KBUR.

UT SEEKING an injunction and ages was filed Dec. 1 in New York reme Court by Barney Gerard inst NBC, Standard Brands, J. lter Thompson Co., and the comedy n of Abbott & Costello. Gerard ms plagiarism of two scripts.

FM

with Simplified IRCUIT DESIGN

ENERAL ELECTRIC 160-17



GIRLS who live in crowded capital rooming houses provide program material for the *Federal Journal*, sponsored on WJSV, Washington, by Jelleff's women's clothing store. Gunnar Bach (right) transcribes interviews at the girls' rooming houses. Taking part in a YWCA interview are (l to r) Ruth Ohlsson, advertising manager of Jeleff's; Ernie Johnston, account executive of Lewis Agency; four girls, Edith Smith, Mildred Crookston, Elinora Mayfield, Mary Alice Stone. Also taking part in the programs are Jerry Kluttz, *Washington Post* columnist on Federal workers, and the Federal Employe's Council.

'WORLD' SELLS CITY AN AIRPORT

Boomtown Market Study Provides Inspiration For Project in Kansas City

WHEN World Broadcasting System a couple of months back put out its "Boomtown" study [BROADCASTING, Sept. 29], presenting in stark statistical form the story of what the defense program has done to the markets in 231 cities, it pointed out to the buyers of advertising that here were some new markets well worth cultivating and that spot radio was a good cultivator.

Selling an Airport

The logical expectation was that this promotion piece ought to create some spot campaigns which would certainly benefit spot radio and which might even produce some business for World. But there were no expectations that this brochure, good as it was, would result in selling an airport to a city council. Yet, as explained in the following letter from State Senator Bernard L. Glover, of the Seventh Missouri District, that's just what happened.

Gentlemen:

Mr. Russel C. Comer of the Russell C. Comer Adv. Co., loaned me his copy of the brochure, "Boomtown", a study prepared by your organization, with pertinent data on war defense activities.

A glance at the study suggests its importance to every city which may be ambitious to attract new industry.

In this Missouri city, . . . we found ourselves with one airport wholly inadequate to accommodate present aircraft business, to say nothing of providing incentive for aircraft industry to locate here.

So the City Council of Kansas City was moved . . . to consider the acquisition of aditional airport sites, but was confronted with the charge that taxes would be increased, and that there was no assurance that aircraft industry would utilize the new airport.

All doubts were removed when the data from "Boomtown" was produced to show that large appropriations had been made for aircraft plants in other cities much smaller and not as favorably situated.

The "Boomtown" data helped inspire the councilmen to quick action in acquiring a site immediately . . . the Council was convinced it was not only proper, but urgent, that action be taken now. . . . Thanks to "Boomtown" for its convincing and stimulating information.

It would seem to me that advertisers amazing possibilities presented in such would want to take advantage of the "Boomtown" . . .

I feel obligated to the World Broadcasting System for its forethought in assembling data of such great value to municipalities seeking an expansion of business activities.

16 Script Writers Plan Treasury Savings Shows

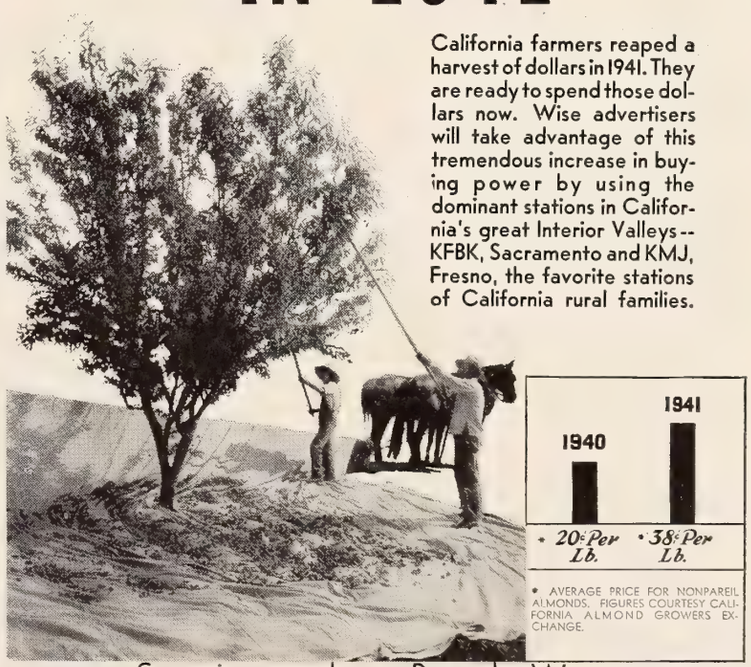
SIXTEEN of the country's leading script writers have joined in writing a series of five-minute dramatic programs for the Treasury Defense Savings Program, it was announced Thursday by Vincent F. Callahan, chief of the radio section. The series, *On Guard America*, will be released to all stations as a special part of the Treasury's defense Bond and Stamp Campaign.

Authors who have contributed to the series are Robert Sherwood, William Saroyan, Elaine Sterne Carrington, Ruth McKenney, Stewart Cicete, Mona Kent, Paul Wing, Gertrude Berg, Ruth Adams Knight, Katherine Seymour, Erna Phillips, Margaret Sangster, Frank Provo, John Picard, C. C. Thomas and Carolyn Darling. Produced under the supervision of Elaine Sterne Carrington, the series will be directed by Dodie Yates.

ADRIENNE AMES, of motion picture fame, will start this week a series of televised movie reviews on WNBT, New York television station of NBC. Series, telecast for 10 minutes each Tuesday afternoon, discusses movies soon to be exhibited in New York, with clips of the pictures' highlights used to illustrate Miss Ames' descriptions.

CALL LETTERS assigned for recent new station grants of the FCC are KWON, Bartlesville, Okla.; WINK, Louisville, Ky.; and KOBR, Brainerd, Minn.

90% INCREASE IN 1941



California farmers reaped a harvest of dollars in 1941. They are ready to spend those dollars now. Wise advertisers will take advantage of this tremendous increase in buying power by using the dominant stations in California's great Interior Valleys -- KFBK, Sacramento and KMJ, Fresno, the favorite stations of California rural families.

Serving the Rural West

McClatchy Broadcasting Company

REPRESENTED BY THE PAUL H. RAYMER COMPANY

KFBK SACRAMENTO, CALIFORNIA

KMJ FRESNO, CALIFORNIA

These Shows Attract Daytonians:

ADAM HAT FIGHTS
NEW OLD GOLD SHOW
XAVIER CUGAT
HERBERT MARSHALL

of course they're all on

WING THE DAYTON STATION

Nat'l Rep.—Paul H. Raymer Co.

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

Carries more local advertising than any other tri-city station by more than 3 to 1!

WTRY
TROY, N. Y.
1000W 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

Showmanship THAT WINS Intermountain Audiences

KDYL

The POPULAR Station
Salt Lake City

NBC RED NETWORK

National Representative
JOHN BLAIR & CO.

News Is Most Popular in Philippine

Many Native Dialects Used by Stations, Says Vogel

IN MANY respects broadcasting in the Philippines is much like that in the United States, according to George J. Vogel, production manager of KZRM and KZRF, Manila, who is now in New York for his first visit home in seven years. KZRM is a CBS affiliate and a subscriber to the World library service and United Press news.

Its most popular programs are news, popular music, Hollywood gossip, quiz shows and amateur hours. Its list of advertised products includes Kolynos, Listerine, Palmolive, Coca Cola, Eversharp, etc.

Many Tongues

But in other respects the Philippine broadcaster operates quite differently from his United States counterpart. His audience speaks a variety of languages and dialects, necessitating broadcasts in several tongues, although now about 70% of the natives understand English. Climatic and geophysical conditions curtail longwave transmission to purely local coverage, so that every station operates both a longwave and shortwave transmitter and every program goes out over both frequencies simultaneously. Advertising of liquors and other products which are tabu for U. S. broadcasters is perfectly acceptable in the Philippines.

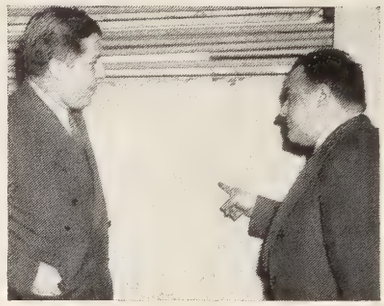
News is very important, since there are 7,083 islands in the Philippines, making newspaper distribution somewhat difficult and leaving a large part of the more than 16,000,000 population dependent on radio for news.

News Important

The importance of news broadcasts is now even greater than usual, since the Philippines are now the source of the only uncensored news for residents of the entire Asiatic area. Radio is also the sole commercial entertainment medium for most of the islanders. There are only about 300 motion picture theatres in the Philippines, of which about 200 are located in the Manila and Luzon areas.

A typical day's schedule at KZRM, as described by Mr. Vogel, starts at 5:30 a.m. with a quarter-hour of recorded band music, followed by a like period of news. From 6 to 6:30 the station broadcasts news in Chinese; then the English news is repeated, followed by an hour of recorded music. At 7:45 comes a quarter-hour of news in French, sponsored by a Free French group and broadcast with permission of governmental officials, for the benefit of Frenchmen throughout Eastern Asia, particularly in French Indo-China.

KZRM signs off at 8, returning at 11 with an hour of music and comedy designed for the entertainment of the American troops. A *Musical Newspaper,* combining items of society, travel and other specialized news with appropriate music, runs from noon to 12:30, followed by a quarter-hour of world news and another 15 minutes of local news. From 1 to 1:45 is the Siesta Hour of soft music; then comes 15 minutes of dance tunes and the station signs off until 5. Tea music and perhaps a juvenile show are followed at 5:45 by a quarter-hour of news and dramatic bits from movies playing in Manila.



THERE'S a grand total of exactly 7,083 islands in the Philippines, says George J. Vogel, of Manila, as he talks with Paul White, CBS director of public affairs. Mr. Vogel is production manager of KZRM and KZRF, Manila. KZRM is a CBS affiliate.

Sports, Too

A woman commentator, mixing homey philosophy with household hints, has the 6-6:25 period, with a five-minute sports results program completing the half-hour. Another world news period is followed by five minutes devoted exclusively to jai-lai, chief native sport, and 10 minutes of local news.

Evenings are filled with varying types of entertainment—music, drama, quiz, etc. Many of the programs, both daytime and evening, are sponsored, as are the hourly time signals, presented in jingle form. Time is usually purchased by manufacturers' representatives, Philippine distributors for a variety of American products, who buy a period across the board and use it to advertise a different product each day in rotation.

A few programs, such as Coca Cola's *Pause That Refreshes on the Air,* are shipped to Manila in transcribed form; a few more, such as Eversharp's *Take It or Leave It,* are built locally on the pattern of the original, but most of the programs are built and produced by the station staff. The station also prepares practically all of the commercial copy for its clients, exercising particular care to avoid exaggerated or misleading claims for the products advertised.

Such precautions are necessary, Mr. Vogel explained, because the native audience is commercially unsophisticated and if the broadcaster is to retain his listeners' fidence he must not allow his vertisers to build up false h which the products will not fu This cautious policy has paid both the station and its cli he said, reporting that offers r on the air produce more than s factory returns in boxtops or c

Citing a single example of gram popularity, he said that *Amateur Hour,* sponsored by erine on Thursday evenings, changed the national habits keeping the population awake listening until its sign-off at p.m., whereas normally Filipinos are asleep by 8, s they rise at daybreak to b work in the fields. Once a m this program originates in plaza of some city outside Ma drawing crowds of from 15,00 25,000 people to watch the s many of the spectators trave all day from distant villages

Native Dialect

While KZRM maintains a sc ule chiefly in English, KSRI programmed for the non-Eng speaking population. Its progr are broadcast mainly in Tag chief native dialect, but also cludes a number of program Spanish and Chinese. There i regular network program ser from the United States, he s but special events like the Ar Navy game and Presider speeches are sent to the Islan RCA Communications for rebr cast by all Philippine stations.

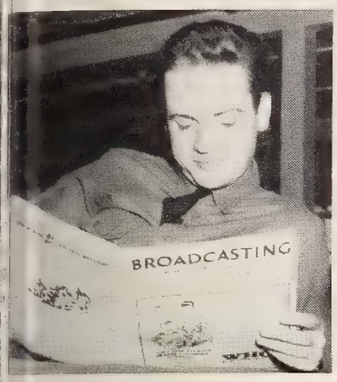
The Philippines, deprived of t former European sources of plies, now offer American ma facturers an unusual opportunit develop a new market, Mr. V stated, adding that in additio introducing his 18-months-old to his relatives, main purpos the trip, he hoped to take with him a number of new Am can accounts.

JAIL BROADCAST
But 'Bossy' Fails to Win Mayoralty Post

FUTILE APPEAL to voters made by thrice-Mayor Andrew "Bossy" Gillis of Newburyp Mass., who made the first clai radio appeal from a jail. Conf to the Middleton Mass. Indust Farm for nine months, cha with criminal libel, the ex-ma was granted permission by E County Commissioners J. F Manning and C. F. Nelson Prat appeal to the voters via a rec ing made at the industrial fa supervised by Chief Engineer I Hammond and interview by Spe Events Announcer Tom Carr WESX, Salem, Mass.

Despite "Bossy's" radio app broadcast the evening before e tion, and the campaigning of wife, the office went to a local da hall proprietor.

KEEPING POSTED
-Announcer in Touch With —Industry in Camp—



Official Army Photo

TOR BROADCASTING:

ere is Private Will Dougherty, vn keeping in touch with the o world tnrough his subscrip- to BROADCASTING. He is a ptee at Duncan Field, which is San Antonio. Prior to his ay days, Dougherty was known Will Douglas.' He formerly an- nced for many of the nation's name bands over CBS from BN, Youngstown. He also an- nced at WRBL, Columbus, rgia; WMBO, Auburn, New k; WCPO, Cincinnati; and WBTO, Cumberland, Md. gherty, who is a former orches- leader, is now conductor of the can Field orchestra and has eared over WOAI, San Antonio. can is the nation's largest air ot.

DARNELL
Duncan Field,
San Antonio.

CBC Booklet Issued

'LED *We Have Been There*, a pilation of 21 talks given over adian Broadcasting Corp. net- k under the same title, has been lished. Inspired by listener re- sts the booklet gives eyewitness ounts of the overseas conflict by observers as William L. rer, Ralph Ingersoll, Col. Wil- n J. Donovan, Rt. Hon. Malcolm cDonald and other American, adian and English experts.

First Edition Aired

RST RUN of the *Chicago Sun*, a f-hour on-the-scene description activities in the city room, com- ing room and press room of the Chicago morning newspaper t went to press for Vol. 1, No. 1, broadcast Dec. 3 on WMAQ, cago. Program featured brief erviews with Marshall Field III, her; Silliman Evans, publisher; Smith, editor, and Mayor Ed- d J. Kelly of Chicago.

COURT CLARIFIES MUSIC COPYRIGHT

IN A precedent-making decision, the U. S. Circuit Court of Appeals last week ruled that the copyright in a song written by an employe of a publishing company belongs to the publisher and may be renewed by him at its expiration.

Decision, written by Justice Learned Hand and unanimously concurred in by his associates, of the Federal District Court in ruling that the renewal rights to "Come, Josephine, in My Flying Machine' belong to Shapiro, Bernstein & Co., plaintiff in the suit, and not to the defendants, Alfred Bryan and Fred Fisher, writers of the song, and the Fred Fisher Music Co. to which Fisher had assigned his renewal rights.

Song was copyrighted in 1910, at which time the writers were employed by the publisher. In 1938 both the plaintiff and the defendants tried to secure the renewal of the copyright, with the suit resulting. Importance of the decision to songwriters was indicated by the fact that the defense was handled by John Schulman for the Songwriters Protective Assn. of which both defendants are members. Leo J. Rosett represented the publisher.

No Precedent

Despite its importance in copyright law, the "Josephine' case will not form a precedent in the impending suit of Edward B. Marks Music Corp. and BMI against ASCAP and certain composers to determine whether certain copyrights are vested in the publisher or composer, it was stated by copyright attorneys. Former case dealt with an employer-employe relationship while the latter seeks to determine the allocation of rights between writer and publisher embodied in standard contracts between these parties and between each of them and ASCAP.

Overruled in its attempts to have the suit dismissed and to have BMI outlawed as a plaintiff, ASCAP must file its answer to the plaintiffs' charges by Dec. 11 in the New York Supreme Court. Case may be expected to come to trial shortly after the first of the year.

POSTPONED from Dec. 3, the examination before trial in New York Supreme Court of James C. Petrillo, president of the American Federation of Musicians, by the American Guild of Musical Artists, has now been set for Jan. 6, 1942. AGMA is suing to enjoin Petrillo and the AFM from interfering with AGMA members.

WEEKLY bulletin distributed by the Radio Council of Chicago Public Schools lists a week in advance programs to be broadcast on Chicago stations for the various school grades for classroom participation, also educational programs of general interest. Bulletin also includes lectures and utilization clinics for teachers.

New Music Firm

A NEW Hollywood music publishing company, which will specialize in the publication of motion picture scores, has been organized by two ASCAP writers, Mort Greene and Harry Revel, in cooperation with BMI. Stock is owned jointly by the writers and BMI, with BMI holding the majority. Offices will be opened in New York. Chicago and Hollywood. All music will be available for use on the air by all broadcasters, BMI stated. Stations holding ASCAP licenses will get the writers' performing rights through ASCAP and the publishers' rights will be issued directly as provided for in the consent decree. Stations without ASCAP licenses will receive their performance rights from the publishing company. Music written by non-ASCAP members which the firm may publish will be licensed through BMI.

WOWO Staff Changes

ELDON CAMPBELL, formerly production director of WOWO, Fort Wayne, has been appointed program director of WOWO-WGL, Fort Wayne, effective Dec. 1. He succeeds Franklin Tooke, recently made program director of KDKA, Pittsburgh. Carl Vandagrift, formerly production director of WGL, is now assistant program director of the new set-up and Bob Wilson is news commentator.

BOASTING the greatest number of sponsored newscasts in the station's history, WTIC, Hartford, now has a weekly total of 28 15-minute news programs, only four of which are unsponsored.



In CANADA — It's the 'All-Canada' Stations



CAST FOR SALES
where they are!

Sales are running in Western Canada . . . capacity demands on her vast resources of Timber, Fish, Minerals, Oil, Wheat, Fruit and Cattle are yielding money to buy *your* goods. The ears of Western listeners are tuned in *by preference* to the 'All-Canada' stations — spotted to blanket the key market centres from Winnipeg to Victoria. Cast your sales message over this line of stations and feel the welcome pull of SALES.

Ask your agency or All-Canada representative for details and costs

THE ALL-CANADA 'WESTERN GROUP'

British Columbia		Edmonton ——— CJCA	**Manitoba**
Trail ——— CJAT		Grande Prairie —— CFGP	Winnipeg ——— CJRC
Kelowna ——— CKOV		Lethbridge ——— CJOC	
Vancouver ——— CKWX			
Victoria ——— CJVI		**Saskatchewan**	
Kamloops ——— CFJC		Moose Jaw ——— CHAB	
Alberta		Prince Albert ——— CKBI	
Calgary ——— CFAC		Regina ——— CKCK	

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA — All-Canada Radio Facilities Limited

SUCCESS STORIES?
JUST ASK—
Joseph Hershey McGillvra
NAT'L REP.
Bertha Bannan
BOSTON, MASS.
OR WRITE TO

WHEB
PORTSMOUTH, N. H.
"The Listening Habit of Central New England"
1000 Watts on 750 Kc.

Own Song Barred

VOCALIST Alice Breeze of WMCA, New York, has turned composer but unfortunately can't sing her own composition on her own *Open House* program. The song, titled "What D'Ya Hear From Your Heart", was published by BMI, and WMCA is an ASCAP licensee.

Education of Listeners On Radio Quality Urged

BROADCASTERS can do a service to listeners—as well as a good promotional turn for themselves—by conducting simple, economical, educational campaigns to show set owners the high quality of reception available to them on standard AM broadcasting, according to Joseph J. Weed, president of Weed & Co., station representative.

"It took the commercialization of FM," Mr. Weed said, "to arouse new interest in technical quality of radio reception. Listeners should be shown that AM stations are by no means obsolete and, in fact, represent great modern engineering achievements."

Station audiences should be informed of efforts on behalf of improved reception and told how they can aid in the effort by station-break announcements, special talks by staff engineers and "through other promotion activities at the broadcaster's disposal."



BUILDING FOR... THE "TEXAS" NAVY

It was inevitable that Texas with one of the highest volunteer records in the nation, would one day build ships for those boys of hers—MORE AND MORE NAVY VESSELS ARE BEING BUILT IN TEXAS' GULF COAST INDUSTRIAL AREA.

KFDM FULL TIME 560KC 1000 WATTS

NBC BLUE

BEAUMONT

Represented by HOWARD H. WILSON COMPANY



HOMEFOLKSEY is the term by which WTMV, E. St. Louis, and the staff dresses the part. Announcers, writers, engineers, newsmen and musicians are garbed in plaid woolen shirts and blue denim jeans. The new getups have doubled the number of studio visitors. Denimed (l to r)are—Top row, Ted Randall, production manager; Al Marcus, musician; Dick Wall, sports announcer; Harry Coleman, program director; Larry Fay, announcer; Erle White, engineer. Center row, Cliff Mason, musician; Thomas R. McLean, chief engineer; Jack Norwine, announcer.

DEFENSE PLUGS ARE GROUPED

Stations Adopt Means to Dramatize Various Announcements for Uncle Sam

IT WAS inevitable!

First, there was the Army, then the Navy, then came the Bond drive, then the Maritime Commission, next the Civilian Pilot Training courses, and the Civil Service Commission all seeking free announcements as well as programs on the nation's stations. And they all got them.

From sign-on to sign-off at the beginning of programs, in the middle, at the end you heard, "The Army needs—", "The Navy wants —" "Learn to fly —" "Skilled tradesmen—".

In One Program

It was inevitable, therefore, that some station would take the lead and coordinate them in one program, in the interest of good radio.

Two stations recently announced such moves. WMBD, Peoria, Ill., said it was setting aside a 10-minute period twice a week at 7:45 p.m. for a dramatized program using all defense announcements. The program is written by Jack Sherman who, with Robyn Weaver of the station staff, presents it. Any special defense promotion that needs additional time for effectiveness is still scheduled for spot presentation or other special programs. In addition a 15-minute period is turned over to the local representatives of the Army, Navy and Marine Corps for their exclusive use each Saturday afternoon.

WMBD officials point out that the new program has done much to add dignity to the defense spots and also eases scheduling difficulties.

In Syracuse, WOLF has deputized the station's news staff to handle all defense announcements and to determine how much emphasis should be placed on each in view of news developments. The news staff edits the announcements as well as schedules them for the most advantageous spot both from the standpoint of the station and the agency involved. Known as the Defense Announcements Division of the news department, the staff is also responsible for tying in the announcements with news stories and proper programs.

WOLF submits the following as an example of the work of the new division which appeared during a period of Hawaiian music recently:

"The United States Army offers exceptional opportunity for advancement at its stations in Panama and Hawaii. These posts are tropical paradises. No wintry gales, no icy winds. If you like sunshine, adventure and travel, see the Army Recruiting Officer nearest your home."

The announcer paused and then: "And now we play—Aloha Oe—which means Farewell to Thee".

First USO Wired Unit Is Placed in Operation

FIRST of a group of "wired" radio stations, similar to those operating on college campuses, which are part of a system of communications designed to serve men in the armed services as recreational and educational diversions, will be dedicated on a coast-to-coast NBC-Blue broadcast Saturday, Dec. 20, 10:30-11 p.m. Prominent figures of radio, stage and screen will participate.

Known as the "Star Spangled Network," the system has been formed under the aegis of the National Catholic Community Service, a member agency of the USO. It is a two-fold operation, designed to put the service men in closer touch with each other and with their homes and friends. The first is the "wired" station system, operating on 3 to 5 watts, using an electrical circuit in the Army post or Naval station as antenna. Programs emanate from a studio located in a nearby USO club, with each station, operated and staffed entirely by the men of the nearby campus. The second link is the system of amateur shortwave stations which provide transmission of personal messages to service men free of charge. The first station in that link was dedicated at New London early in November [BROADCASTING. Nov. 24].

RCA COLOR VIDEO IS SHOWN TO F

A DEMONSTRATION of adv ages and disadvantages of c television was viewed by the membership of the FCC and a h dozen members of its staff at a vate demonstration in New Y last Monday under the auspice RCA-NBC. Alfred H. Morton, v president of NBC in charge of t vision, and Dr. C. B. Joliffe, E chief engineer and former chief gineer of the FCC, directed technical demonstration, with N Trammell, NBC president, as h

Both black-and-white and c images were shown the offi group, with a picture about 8½ inches employed. There was al demonstration on the new RCA ceivers with images projected screens about 14x18 inches.

The official group was shown is understood, how detail is through use of color as aga black and white. On the other ha color had advantages on close but not in the handling of fast m ing events. Electronic color eve ally can be perfected, accordin RCA views, as against a mech cal "spinning wheel" device employed.

Present, in addition to the se members of the FCC, were E. Jett, chief engineer; Gerald Gross, assistant chief engineer charge of broadcasting; W liam H. Bauer, television FM attorney; Ralph Wal senior broadcast attorney; Will J. Norfleet, chief accountant; L. P. Wheeler, director of tech cal information, and George Gillingham, public relations rector.

St. John to Leave

ROBERT ST. JOHN, NBC ne caster currently handling the weekly 6:15-6:30 p.m. news WEAF, New York, under spon ship of Peter Paul Inc., Naugatu Conn., on Dec. 15 will leave Clipper for Lisbon to join NB London staff [BROADCASTING, D 1]. Auditions are now in progr at NBC for his successor on Peter Paul program, heard in interests of Mounds candy.

Humphreys Spots

HUMPHREYS HOMEOPATH Medicine Co., New York, throu Atherton & Currier, New Yo which recently took over the en account after handling a port of it for several years, last w launched a campaign of live nouncements and participati 3-10 times weekly, on WB WFBR WCAU WMCA and WE

WINS

Ann Tenna says:

Sales curve drooping in New York? Tsk! Tsk! Take a few spots of WINS before, after and during sinking spells and watch sales perk up!

(Come on up and lets go over a few of my hot spots)

NBC Alters Network Contracts

Christmas Gift Order Form

se send BROADCASTING for 1
r (52 Issues and 1942 Yearbook
ber) as my Christmas Gift to:

e _____

ess _____

_____ State _____

e _____

ess _____

_____ State _____

d Bill to _____

_____

_____

Name _____

Address _____

City _____ State _____

Name _____

Address _____

City _____ State _____

Name _____

Address _____

City _____ State _____

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

1942 YEARBOOK Number Included

FIRST CLASS
Permit No. 1208
(Sec. 510 P.L. & R
Washington, D.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,

NATIONAL PRESS BLDG.,

WASHINGTON, D. C.

NBC Alters Network Contracts

(Continued from page 8)

d in charge of all network tions as assistant executive president, reporting to Richard atterson, then executive vice-dent.

December, 1936, following an nal reorganization at NBC, Woods became vice-president reasurer, among other duties. as been in the forefront of iations with ASCAP during last two years. He has also vised NBC's labor relations. . Woods lives at Short Hills, His wife is the former Edith lyn Dittrich.

Kobak's Career

. Kobak twice has been with . One of the foremost figures national advertising and the e journal publishing field, he ed NBC initially in March, , as vice-president in charge ales. He left two years later come a vice-president of Lord homas, and then was enticed to rn to NBC by Mr. Trammell une, 1940, as vice-president in ge of Blue Network sales. He served in that capacity con-busly since.

former president of the Ad-ising Federation of America a leader in advertising gener-Mr. Kobak joined NBC in after having served in execu-capacities with the McGraw-Publishing Co. He was man-ial head of the publishing busi-when M. H. Aylesworth and . Patterson offered him the job in 1934.

orn in Chicago on April 18, , Mr. Kobak went to St. Ed-ds Hall of Notre Dame for his nmar school education and then ane Technical High School of ago. He has electrical engi-ing background, acquired at gia Tech. His first job was an outside crew of the gia Power Co., to which he rned after attending college. 921 he married Evelyn Hubert Atlanta. They have two sons, nd 21.

r. Yandell, an assistant treas-of RCA, is understood to have assigned the Blue Network re-nization project by David Sar-RCA president and NBC d chairman, more than a year It was his basic plan, as re-d by other NBC executives, that now is understood to be under consideration.

Mr. Kiggins, a native of Boise, Ida., in 1927 formed the investment house of Kiggins & Vidal in New York. He joined the NBC station relations department several years later and was named manager of station relations in 1937. In 1939, he was appointed Blue Network director to coordinate sales, programs, promotion, stations and other activities.

Mr. Kiggins was educated in the public schools of Portland, Ore., and before the war attended the U of Oregon school of Business Administration. During the war he served 18 months overseas in the Army ordnance service. In 1920 he entered the banking business in Portland and went to New York in the same business seven years later.

Ray, Bock to New York For NBC Conferences

WILLIAM B. RAY, NBC manager of press relations in Chicago, and Hal Bock, occupying the same position in Hollywood, are due in New York Dec. 8 for a three-day discussion of network publicity policies and practices with Albert E. Dale, recently appointed director of NBC's department of information, and John McKay, manager of the network's press department.

First impending change in press procedure, to take place about Dec. 15, will be a return to the mimeographed releases and a discontinuance of the printed clip sheets.

All NBC news out of New York will be wired to Chicago and Hollywood twice daily for immediate mimeographed distribution. NBC is planning to enlarge its photographic department.

Mrs. Lena Sarnoff Fox

MRS. Lena Sarnoff Fox, 73, mother of David Sarnoff, president of RCA and chairman of the board of NBC, died Dec. 4 at her home in New York. Born in Uzlian, Minsk, Russia, Mrs. Fox came to this country 41 years ago, and during the past years has been active in philanthropic work. She is survived by her husband, Jacob Fox, a daughter, Mrs. Ida Baer, and four sons, David, Lew, Morris and Irving Sarnoff. Mr. Abraham Sarnoff, her first husband and father of the president of RCA, died 30 years ago.



THIS EXHIBIT told the story of WHO, Des Moines, at the recent Iowa Farm Bureau Exposition.

'CHUTIST INVASION

Beat Scored at Fort Bragg

—by WFNC Staff—

IMMEDIATEY tieing in with the Radio Production section of the Fort Bragg, N. C., Public Relations office when the Army radio announcer spotted the first parachutist making a surprise descent on Pope Field, Fort Bragg, a beat was scored by WFNC, Fayetteville, N. C. in broadcasting the event at the recent Army games.

WFNC's radio production section composed of Charles Batson, Lloyd Shearer (Charlotte), and George Bristol, from atop a water tower, gave an exclusive account of the invasion of 562 'chutists, witnessed by such high-ranking Army officers as Chief of Staff Gen. George C. Marshall, Gen. Henry Arnold, chief of the air force; Gen. Deloes Emmons, commander of the air force combat squadron; General Kreuger, commander of the Third Army; General Clark, General Strong and General McNair.

Nashville Promotion

PUBLIC interest in radio programs reached a new high in Nashville Nov. 29 when Mrs. Dorothy Lewis, vice-president of the Radio Council on Childrens Programs, directed a discussion on present-day broadcasting. All three local stations participated in the program, with discussions led by F. C. Sowell, general manager of WLAC, on "Radio and the Community"; Jack Stapp, of WSM, Nashville, on "Women in Radio", and Jack Wolover, of WSIX, who discussed "Children's Programs".

BILLINGS OF MBS RECORD BIG GAIN

CUMULATIVE gross billings of MBS for the first 11 months of 1941, as well as for November this year, are the highest ever reached since the network was organized in 1934, MBS reported last week.

The billings for November 1941 are $958,935, an increase of 52.8% over November 1940, when the total was $627,562 including political billings. Without these, the 1940 figure was $516,338, making this years figure an actual increase of 85.7%.

MBS' gross for the year to date, $6,352,457, represents an increase of 58.1% over the $4,017,189 gross for the first 11 months of 1940. If 1940 political billings are deleted, the 11-month total is $3,905,965, making the actual increase this year 62.6%.

Mutual also stated that the 1941 gross for 11 months exceeds the entire year 1940, when the figure was $4,767,054, by $1,585,403.

Crowd for Santa

SURPRISE of the season came to WMAN, Mansfield, O., recently when it promoted and covered the arrival of Santa Claus at the local airport. Because of bad weather, only a slim crowd was expected to watch Old Nick climb out of his plane. So the State Highway Patrol was not notified of the event. But to the surprise of everyone, including WMAN and the patrol, which had been caught flat-footed with one of the worst traffic jams in years, about 20,000 persons flocked to the airport, blocking the single road between town and the field along its full three-mile length.

AMERICAN RADIO RELAY LEAGUE, national non-commercial amateur organization, has announced that copies of the 1942 edition of "The Radio Amateur's Handbook" will be used in defense classes throughout the country. Designed primarily as a reference and constructional manual for use in amateur stations, the handbook is recognized as an outstanding authority on short-wave radio. Previous editions have been used as texts in schools and colleges, including translation for South American use.

ESTING?
ach a big chunk
ILLINOIS . . . do
ur testing thru the
CATUR station
250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives



to add sales
in the wealthy
SHREVEPORT
market . . . add
KTBS
1000 WATTS • NBC RED
SHREVEPORT, LA.
The pivot city
of the Central Southwest
Branham Co. • Representatives

Super Results for a Super Market!
3 OUT OF 4
Baltimore Listeners Daily!
Skeptical? Make us prove it! Write for full details—find out why WCBM gives you . . . "PENNY FOR PENNY COVERAGE BETTER THAN ANY!"
WCBM
BALTIMORE, MARYLAND
MEMBER NBC BLUE NETWORK

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Printers Crusade

(*Continued from page 9*)

primaries and election of 32 United States Senators, are only a few months away." Without any effort to cover up on lobbying, he said those seeking office "will seek your support. They will support your legislative proposals and thus protect your work opportunities provided the printing trade organizations and workers make these demands strong enough."

Waste of Power

Mr. Haggerty said while certain types of paper and other essential supplies necessary for continued publication of periodicals, magazines and newspapers are to be "substantially curtailed," possibly as much as 30 or 40%, there has been no curtailment of power necessary for broadcasting. He said it was common knowledge that there is a shortage of electrical power (a statement refuted in official circles). Yet, he added, the "soap dramas" and other programs can be heard in many sections over a multiplicity of stations at the same time. Branding this as an "economic waste," he said that a great part of the electrical energy used daily "in duplicating of radio broadcast programs could be put to better use."

Claiming that jobs of many thousands of printing trade workers are being jeopardized through lack of necessary supplies, the union head said that stations are being permitted to increase the amount of power they use some 16 hours per day. The letter talked disparagingly of "radio moguls" and attacked purported monopoly.

The franchise tax crusade of Mr. Haggerty's union earlier this year provoked internal strife among AFL unions. Unicns representing employes engaged in broadcasting, such as AFRA and ABTU, strongly resisted the printing trades group, since undermining of radio would seriously affect the employment status of their members.

The tax was beaten in the Senate, after having been spirited through the House by the printers' lobby, because of its palpable discriminatory aspects. All advertising media joined in the opposition, despite the claim of the Haggerty group that publications were being seriously affected by radio's inroads.

FIRST in a series of three Young People's Concerts by the New York Philharmonic-Symphony will be aired Dec. 15 on CBS, 3:45-4:45 p.m. Rudolph Ganz will conduct and 10-year-old Sylvia Zaremba, pianist, is soloist. Remaining two concerts which originate in Town Hall, New York, will be heard Jan. 19 and Feb. 23.

HARLOW WILCOX, Hollywood announcer on the weekly NBC *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son, will do the narrating on a series of Government short subjects dealing with defense, to be produced by Warner Bros. Truman Bradley, Hollywood announcer, has a role in the 20th Century Fox film, "The Night Before the Divorce".

NEW LIGHT ON AN OLD STATION

WHB Staff Party Quiz Yields Interesting Facts About Kansas City Outlet

SOMETHING NEW in party entertainment was sprung on 46 members of the staff of WHB, Kansas City, on Nov. 28 at the station's annual party for its employes—a tailor-made quiz covering WHB alumni, history, advertising, engineering, music. Prizes for best answers went to Lindsey Riddle, LaVeta Anderson, Les Combs, Reese Wade, Sally Deane and Mary Ethel Neal. At the party, plans for 1942 operations also were outlined.

In the course of the five-subject true-and-false quiz, nuggets of knowledge such as the following were elicited from the staff:

Goodman Ace, of *Easy Aces*, got his first radio experience on WHB.

WHB began broadcasting in 1922, and its call letters are the oldest in Kansas City; WHB's first transmitter was built by John Schilling, Henry Goldenberg and Sam Adair; the station joined MBS in December, 1936.

If you were a timebuyer wanted to phone a WHB salesm the number to call first would be HA 8872 but the Bisma Grill.

The term "decibel" is not deri from the name of Thomas A Edison, but from Alexand Graham Bell, inventor of the t phone.

The telephone company's c designation for MBS is not gr but gold.

"A "celeste" is not a reed strument, but a small piano-instrument.

"Glockenspiel" does not mear play softly; it is a musical dev a set of bells or steel bars to played with a mallet.

The song, "Can't We Live T Dream Together", is based o tune from the opera, "Tristar Isolde"..

A "libretto" does not cont all the music for a product only the words.

Meeting of Songwriters Votes Permanent Body

A UNANIMOUS vote to form a permanent organization to work exclusively for the benefit of all songwriters was given by a group of some 75 songwriters meeting in New York last Thursday evening to hear the report of the committee appointed at the group's first session a month earlier.

Definition of a "qualified songwriter" occasioned considerable debate, resulting in a decision that the committee should draw up qualifications. The major debate, however, was over a motion that the new organization apply for a charter from the American Federation of Labor. The motion was defeated and the committee authorized to continue their talks with representatives of the Songwriters Protective Assn., comprised chiefly of ASCAP writers, and the American Federation of Songwriters, another new organization, with the goal of eventually combining into a single organization to include all songwriters. Hy Zaret, chairman of the committee, presided.

Two Join R&R

L. G. FRIERSON and Frank McCullough have joined the account executive staff of Ruthrauff & Ryan, New York. Mr. Frierson, formerly an account executive of BBDO, New York, was at one time assistant advertising manager of the Firestone Tire & Rubber Co., and more recently was associated with Crowell-Collier Publishing Co., New York. Mr. McCullough, formerly president of *Tide* magazine, for a number of years has been on the merchandising and account executive staffs of Young & Rubicam, New York.

Women's Resolution

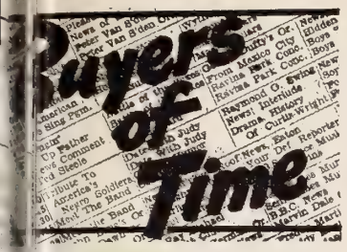
RECOMMENDING that the F take no further action on reg tions of "clear channel radio tions, newspaper-owned stati and network and affiliate relati ships" prior to hearings be the Interstate Commerece C mittee of the Senate, the re Southern District convention of California Federation of Wom Club at Coronado, Cal., passe resolution to that effect. Resolut submitted by Mrs. Dorothy Lewis, New York vice-president the Radio Council on Childr Programs, declared that the re lations formed "possible encroa ment upon our freedom of the and freedom of speech". It ur also that any new appointments the FCC be made from among sons with radio experience.

Barry Heads Drive

CHARLES C. BARRY, assist program manager of NBC-B has again been appointed natic radio director of the "Mile Dimes" Campaign for the Pr dent's Diamond Jubilee Birthd Clay Morgan, assistant to the p ident of NBC, will again di the New York drive. Last year, der Mr. Barry's direction, the tional campaign collected appr mately $200,000.

CANADIAN Broadcasting Corp. issued another in the series of bo the latest being *Just Mary Agai* collection of stories told by M Grannan on Sundays over the C network from Toronto. The se *Just Mary* book is larger than first. The CBC follows the Bri Broadcasting Corp. in publishing a nominal price books and pamph on topics which have appeared CBC stations.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outle
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Citie
ROCK ISLAND • DAVENPORT • MOLIN





GEORGE DURAM

K TO any time salesman along
go's Boul Mich, and he will
ou that George Duram, time-
and account executive of
. Kastor & Sons Adv. Co.,
go, although the most con-
l of fellows, is a "tough sale".
description of one of Chicago's
g timebuyers is easy to un-
and in view of his six years'
round of statistical research
e joining Kastor's in 1939.
George knows markets and he
s sectional buying habits.
k in June, 1932, young Duram
ehind college careers at Le-
and Illinois, with memories
sketball teams, golf captain,
s editor of college paper. He
no time getting a job with
Chemical Co., New York, as
a r c h assistant, conducting
-to-house surveys, compiling
abulating questionnaires. This
ience was invaluable, for he
what and why the Great
ican Public buys. After a
he accepted a position with
International, New York,
ick agency, in radio research.
his research activities con-
of copy testing, consumer
ys, market analyses, etc.
orge doesn't confine himself
mchair time buying. He likes
out into the field, talk to
n men and study the market-
nd distribution set-up of the
s he serves—O'Cedar, Procter
amble (Drene, Teel), Dr.
e's Proprietaries, White Labs.
oz), Golden Peacock (cos-
s), Candy Bros. (Red Cross
drops), Beaumont Labs.
r-Way cold tablets), Welch
e Juice, Douglas Oil, and
bell Cereal.
hough he keeps his golf clubs
n easy reach, he has two
hobbies that have prior claim
is time. Their names are
her and Gretchen, aged 1 and

CBS Defense Video

T in a series of television pro-
featuring the part played by the
tment of Interior in national
se was presented last Friday on
W, television adjunct of CBS.

SUCCESS FOR TWO COSMETICS

Colonial Dames and Richard Hudnut Find Their Coast Programs Increase Sales

BEHIND two recent program renewals on the CBS-Pacific network lie parallel success stories of cosmetic advertisers who went into the Coast market with the idea of putting radio to an acid test. Continuance and possible expansion after the expirations of the original contracts, they stated, would be effected only if definite tangible results were obtained. Now, one year later, both have renewed for longer periods and one is expanding to coast-to-coast coverage.

Colonial Dames Inc., Los Angeles, through its agency, Glasser, Gailey & Co., that city, contemplating an advertising drive about a year ago, made a search for a program with the "right content and facilities" to accomplish certain ends. Client and agency agreed on a once-a-week, five-minute show *Find the Woman*, put it on an eight-station CBS network and said "let's see what it can do for us".

Tangible Results

Booming sales were the result. In a short time the show became so solidly entrenched in the Coast market that women's organizations asked Colonial Dames to spotlight their founders and leaders on future broadcasts of the program. And as for those "tangible" results, the company reported when renewing that after almost a year of continuous broadcasting, the sales graph has shown a marked upward trend. In one leading department store, sales soared 100%; 93% in an important drug chain; 76% in another drug chain and 68% in a third. With the increased volume of business came increased coverage; The Arizona leg of CBS network was added last autumn and further expansion is being considered for the near future.

A similar story is that of Richard Hudnut, New York. Last winter the firm decided to take over a pre-tested CBS program, *Hollywood Showcase*, which had gained an established audience as a CBS-Coast sustainer, put it through the pace of a year-long cycle of broadcasts, and check in every way possible its audience rating and sales impact.

The program was to be used as a "feeler" to pre-test coast-to-coast operation. Recently after running for 35 weeks Hudnut extended its contract to complete a 52-week cycle and announced at the same time that when its present contract expires, it expects to get a nation-wide program under way on the basis of the successful operation of *Hollywood Showcase* on the Coast. Agency is Benton & Bowles, New York.

WANTED

Postion as STATION MANAGER, or PROGRAM MANAGER by man with experience regional stations and eleven years large mid-western station.

Developed and directed NEWS and SPECIAL EVENTS departments.

Knows commercial copy and contact. Public relations and publicity. Knows music. Has written, acted and produced drama.

Many personal contacts in Networks and Agencies.

Now employed but seeking greater opportunty. Middle west preferred. Married. Own home.

BOX 205A, BROADCASTING

Priority Situation Stands Unchanged

No Communications Action at DCB Office During Week

ALTHOUGH it still was indicated that plans to invest advisory powers in the Defense Communication Board on the communications industry's priorities problems were developing, no action was taken the last week. With the proposed operation favored by both the Office of Production Management and the DCB, it was thought action would come soon.

Other OPM Plans

The plan of the DCB staff organization (along with an outline of its functions, which was transmitted recently to OPM Priorities Director Donald M. Nelson, is being considered by the OPM leadership. The functional outlines developed by DCB officials proposed only a small staff, which would work closely with OPM and Supply Priorities & Allocations Board on priorities matters for the entire communications industry, including broadcasting.

Another proposition developing during recent weeks, the establishment of a Communications Industrial Branch in the Civilian Supply Division of OPM, also remains in suspense [BROADCASTING, Nov. 24, Dec. 1]. Some indication was seen that such a branch might be lodged in another Section of OPM, possibly the Materials Division, headed by William L. Batt. Still another possibility was the combining of such a branch with other industry in some division such as the Power & Communications Branch, headed by J. A. Krug, former Tennessee Valley Authority official.

Last Wednesday the OPM Priorities Division took a long step toward the switch from the priority applications method to a system of allocations with announcement of its long-heralded Production Requirement Plan. The Plan provides a standing preference rating for three months at a time for defense contractors, based on their needs of strategic metals and materials in the fulfillment of scheduled defense contracts.

COVERING STOCK SHOW

Networks and Stations Give Time to Exhibits

RADIO COVERAGE of the current International Live Stock Exposition, great agricultural congress held Nov. 29-Dec. 6 in Chicago's International Amphitheater in the Union Stock Yards, was the most widespread in its history, according to W. E. Ogilvie, assistant manager of the Amphitheater.

Special broadcasts originating at the show were carried on all three major networks, also on several individual stations.

Network schedules included NBC-Blue *National Farm & Home Hour;* CBS *Country Journal* (regularly from KMOX, St. Louis) and three quarter-hour CBS programs directed by Chuck Logan, of WBBM, Chicago; three Mutual broadcasts.

Broadcasts were carried on WLW, Cincinnati; WHAS, Louisville; WSB, Atlanta; WLS, Chicago; WHO, Des Moines; WTMJ, Milwaukee; WGN, Chicago.



FCC Data Lack Distinction

(*Continued from page 10*)

listed, under the heading "Standard Broadcast Stations Associated with Groups of Mutually Affiliated Newspapers ('Newspaper Chains'), 21 cases where only one station is associated with the newspapers; 11, where two or more stations are associated with the newspapers and each station is located in the same city as one or more of the newspapers; 6, where two or more stations are associated with the newspapers and one or more of the stations is located in a city where no associated newspaper is published.

FM Statistics

Another revised FCC exhibit showed 49 FM stations licensed, as of June 30, of which 11 were in the A category of newspaper association, with 43 construction permits, of which 11 also were in the A classification. Of 42 FM stations licensed to standard broadcast licensees, the exhibit indicated 10 were in the A classification, and of 36 FM licensees who also were standard broadcast licensees, 10 were in the A designation.

As for applications, of 61 FM applications, as of June 30, 27 were newspaper-associated, another exhibit showed, with 25 in the A classification and 2 in the B. Of 55 FM applicants, 25 were newspaper-associated, including 23 A and 2 B. Of 44 FM applications filed by standard broadcast licensees, 18 were newspaper-associated, 16 A and 2 B. And of 39 FM applicants who are also standard broadcast licensees 16 were newspaper-associated, 14 A and 2 B.

Another revised exhibit indicated that of 249 newspaper-associated stations in the United States, as of June 30, 11 were licensed to individuals, 9 to partnerships and 229 to corporations.

Difference in Figures

Difference of opinion developed over another FCC exhibit designed to compare the number of broadcast stations and receivers with the number of newspapers and their circulations from 1922-1941. After pointing to several inaccuracies resulting from lack of definite information from census and other figures, particularly from radio's viewpoint, Judge Thacher introduced into the record a compilation of figures on newspapers and their circulations during the 20th century. The figures showed that the peak in number of English-language daily newspapers was reached in 1909—2,463 papers with a circulation of 24,426,000—with a loss of 475 (1,988) by 1925, shortly after the start of radio, 15 years later, and a loss of only 56 (1,932) during the next 15 years ending in 1939, while circulation continued its trend upward.

Another FCC exhibit was a table listing 114 cities where the only standard broadcast station is associated with the only newspaper publisher. The table included three cities—Springfield, Mo.; Lincoln, Neb.; Roanoke, Va.—where the only two local stations are associated with the only newspaper publisher, along with 13 other cities included within metropolitan districts which also include one or more additional cities in which standard broadcast stations are located.

Deletions and Corrections

Among the errors in the original exhibit, pointed out by BROADCASTING in the July 28 and Aug. 4 issues, which have been corrected in the revised exhibits, are the following:

Three California stations—KHSL, Chico; KYOS, Merced; KVCV, Redding—have been eliminated from the newspaper-associated list, since the McClung family, former publishers of the *Merced Sun-Star* and still owners of the stations, sold the paper in March and are no longer identified with the publishing business.

Three West Virginia stations—WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg—previously identified with the *Clarksburg Telegram* and *Exponent*, have been deleted from the list. John A. Kennedy, owner of the stations, sold his family interest in the newspapers earlier in the year and is now engaged solely in operating radio stations.

WSAN, Allentown, Pa., is included properly in the list, with WCBA deleted, since they were combined as WSAN by the FCC early this year.

WHAT, Philadelphia, is included, with proper revision taking into account the sale last year by the David Stern interests of his *New York Post* holdings.

WLW-WSAI Out

WKIP, Poughkeepsie, is retained in the list with proper correction of the Speidel chain newspaper connection.

WLW-WSAI, Cincinnati, are deleted from the list, since their only possible newspaper connection arose from the fact that Charles Sawyer, counsel for Crosley Corp. and director of that company, operating the stations, owns the *Lancaster* (O.) *Eagle Gazette*, in addition to WING, Dayton, and WIZE, Springfield, O.

WTSP, St. Petersburg, Fla., is included through its connection with the *St. Petersburg Times*, with proper deletion of purported association with the *Minneapolis Star-Journal* and *Columbus Citizen*.

KOB, Albuquerque, N. M., is properly identified with the *Albuquerque Journal*, with a previously noted Scripps-Howard association deleted.

WHO, Des Moines, is deleted from the list. Previously it had been listed as a B station affiliated with the *Davenport Democrat* and *Leader-Times*, an association resulting from the ownership of 12 of 2,228 shares—less than one-half of 1%—in Central Broadcasting Co., WHO licensee, by persons owning stock in newspapers .

WCMI, Ashland, Ky., is included in the list, but WLAP, Lexington, Ky., and KFDA, Amarillo, Tex., have been deleted.

Other deletions from the list include KMMJ, Grand Island, Neb.; KPLC, Lake Charles, La.; WISE, Asheville, N. C.; WJTN, Jamestown, N. Y.; WNEW, New York; WSLB, Ogdensburg, N. Y.; WSLI, Jackson, Miss.; WCAR, Pontiac, Mich.; KLBM, LaGrande, Ore.; KOME, Tulsa; WLS, Chicago; WKAT, Miami Beach; KATE, Albert Lea, Minn.

KFAB-KFOR, Lincoln, Neb., are included, but in a B classification rather than the original A.

KVAN, Vancouver, Wash., is included, with proper correction of its newspaper connection.

Other Breakdowns

Other FCC tables broke down newspaper association with radio stations by geographical area, population, daytime power, and major network affiliation. An engineering exhibit, identified by C. H. Owen, FCC broadcast engineer, listed 114 cities where the only standard broadcast stations affording primary service are associated with the only newspaper publisher.

Identified and explained by deQuincy V. Sutton, FCC head accountant, the FCC also introduced a set of revised financial exhibits, based on annual financial reports filed with the Commission by commercial stations. Covering 765 standard broadcast stations, of which 237 were newspaper-associated, the exhibits indicated that the newspaper-associated outlets in 1940 accounted for 27.8% of the aggregate time sales for the 765 stations and 26.4% of the broadcast service income of the 765. The FCC exhibits credited the 237 newspaper-associated stations with 1940 time sales of $30,668,918, and broadcast income aggregating $6,577,362, compared with $110,500,549 in time sales and $24,784,648 in broadcast income for all 765 stations.

Regional Outlets

On the average, regardless of newspaper-association or individual profit or loss, the FCC's statistics indicated $144,445 in time sales for each station, with broadcast income of $32,398, or 22.4 cents on each dollar of sales. The broadcast income figure, Mr. Sutton pointed out, is exclusive of Federal income tax payments. By comparison, newspaper stations averaged $129,405 time sales, $27,601 in broadcast income (21.3%), while non-newspaper outlets averaged $151,196 and $34,552 (22.9%), respectively.

In the breakdown of station ownership on a geographical basis, the heaviest concentration point of newspaper ownership appeared among regional fulltime statio cities of 100,000-250,000 popula According to the FCC chart category included 13 newspape sociated stations showing a l and 5 showing a loss for the ending Dec. 31, 1940, along 23 non-newspaper stations op ing profitably and 2 non-n paper stations operating at a

The profitable newspaper-as ated stations in this group aged $196,632 in time sales 1940, $54,950 in broadcast in (27.9%), while the profitable newspaper stations averaged $ 804 in time sales and $36,78 broadcast income (23.5%). A the stations operating at a fulltime newspaper-associated gionals were shown to have age time sales of $78,335, wit operating loss of $9,415; full non-newspaper regionals, ave times sales of $126,277 and a erating loss of $13,808.

On an overall basis, in $100,000-$250,000 bracket, 65 n paper-associated stations ope profitably, with average time of $242,973 and income of $7 (30.1%), while 18 operated loss, with average time sale $96,001 and average loss of $19 In this group, 120 non-newsp stations operated profitably, $219,112 in time sales and ave income of $50,038 (22.8%), 12 operated at a loss, with ave time sales of $115,835 and ave loss of $25,996. Considering all time regional stations, 185 ope profitably, with $227,495 in sales and $58,181 income (25.6 30 operated at a loss, with a erage time sale fire of $10 and average loss of $22,134..

KCMO, in Kansas C Joined Blue on Dec

IT WAS incorrectly reported i Dec. 1 BROADCASTING that K Kansas City, would join NBC Jan. 20, 1942, instead of Dec. originally scheduled. KCMO j the Blue network Dec. 1 as a plementary station, and on Ja changes from a supplementa a Basic Blue station. The a was based on data in an o NBC trade news release.

After Jan. 20, advertisers fo Basic Blue Network must in both KCMO and WREN, Lawr Kan., which reduces its ev hour rate from $240 to $180 at time. KCMO's evening hour r $200.

$305,936,000

Annual food sales in our ½-millivolt daytime area. You can dominate this hungry market with WIBW.

WIBW The Voice of Ka in TOPE

Stanton Named OFF Position

Research Head Studies ic Defense Knowledge

FRANK STANTON, director esearch of CBS, has been d special consultant in the of Facts & Figures in Washn, it was announced last Fri- Dr. Stanton, who has been ed a leave of absence by Pres- William S. Paley of CBS to t the Government position, e working on surveys to de- ne public knowledge of the an defense program.

OFF he will join two other known broadcasting execu- William B. Lewis, vice-presi- in charge of programs for and Douglas Meservey, as- nt to Bertha Brainard, man- of NBC's program and talent department, both of whom are eaves of absence from their anies [BROADCASTING, Nov.

Fills Dual Post

. Stanton was graduated with achelor of Arts degree from Wesleyan U in 1930, and re- d his Master of Arts and Doc- f Philosophy in 1932 and 1935 ectively from Ohio State U. n 1931 to 1935 he served on the ty of Ohio State and in 1937 ne associate director of the e of Radio Research of Prince- U, serving until 1940. He be- associated with CBS upon ng Ohio State and since the nation of Victor Ratner, for- CBS promotion director now Lord & Thomas, he has been g in the dual capacity of di- or of research and promotion.

Cosmetic Expands

ONIAL DAMES Corp., Los eles (cosmetics), sponsoring weekly five-minute live narra- program *Find the Woman* on BS West Coast stations, Fri., -10 p.m. (PST), on Dec. 3 ted for 13 weeks using a tran- ed version on WFAA, Dallas. ncy is Glasser-Gailey & Co., Angeles.

Plane Silences KGKO

AVY plane circling for a land- snapped a nine-strand power last week and forced KGKO, Worth, off the air 30 minutes. power line, carrying 12,000 s, terminated at the station's smitter house. Neither plane pilot was injured.

'Gadget Genius'

LIAM CRAWFORD EDDY, of W9XBK, Chicago television ou owned by Balaban & Katz, is subject of a feature story titled lget Genius" by Howard Whitman st week's issue of *The Saturday ning Post*. The story tells how y was telecasting daily programs he station less than five months construction of it was first ed, and describes the many gad- he has invented for use on tele- n programs.



DR. STANTON

150TH ANNIVERSARY
Bill of Rights Celebration Heard on Networks

SEVENTY - FIVE advertising agencies, promotion men and network sales officials have been invited by the Office of Facts & Figures, to contribute to the promotion of the program honoring the 150th Anniversary of the Adoption of the Bill of Rights to be heard on NBC-Red, NBC-Blue, CBS and MBS, Dec. 15, 10-11 p.m.

Working in conjunction with the Office of Civilian Defense, headed by Mayor F. H. LaGuardia and sponsoring the show, OFF stated that tentative plans, call for an address by President Roosevelt and a 45-minute dramatization, written and produced by Norman Corwin, featuring Hollywood stars with music by Bernard Herman to originate from CBS studios in Hollywood. The President's address from Washington will be followed by the playing of the National Anthem by the NBC Symphony led by Leopold Stokowski, from New York.

The program will be made available to stations not affiliated with any network from midnight to 1 a.m. when WLW, Cincinnati, through W8XO, its experimental 500,000-watt station will make a transcribed broadcast to be distributed to these stations, it was announced by James D. Shouse, vice-president in charge of broadcasting of the Crosley Corp.

Witherow Heads NAM

IN an election held at the Waldorf-Astoria Hotel, New York, last Thursday, the National Association of Manufacturers elected W. P. Witherow, president of Blaw-Know Co., Pittsburgh, as president of the organization for the forthcoming year. Mr. Witherow succeeds Walter D. Fuller, president of Curtis Publishing Co.

LINCOLN MEMORIAL U, Harrogate, Tenn., on Dec. 14 will start a 13-week Sunday series of half-hour dramas by Roscoe L. Parkinson, Chicago publisher of historical material, based on the life of Abraham Lincoln, on WJJD, Chicago.

Filene's Reaction

(*Continued from page 9*)

Tom Carson, timebuyer of Pedlar & Ryan, New York, which handles the Peck & Peck account, said he found the article "very stimulating. It ought to stir up a lot of retailers."

Excerpts from other comments follow:

Arthur L. Bright, vice-president and general manager, KFPY, Spokane—"Please consider this our order for 1,000 reprints Filene's articles."

Nathan Lord, manager, WAVE, Louisville—"Please send me either one half-dozen copies of your Dec. 1 issue or one half-dozen reprints of the Filene's article."

Leon Racusin, sales department, WCFL, Chicago—"I know you will be glad to hear that your story regarding Filene's experiences with radio as an advertising medium was very interesting and worth many times your subscription price. I also think the author should be very much congratulated."

Simon Goldman, manager, WJTN, Jamestown, N. Y.—"It is a most interesting dissertation and will certainly prove helpful to the many department stores and retailers throughout the country. We would appreciate receiving reprints if they are available."

A. W. Harlin, manager, WMAS, Springfield, Mass.—"It is articles of this type which makes BROADCASTING particularly valuable to the radio industry. I would like about half-a-dozen reprints."

Other Comments

Gene Tanner, commercial director, WSIX, Nashville — "Please rush us ten copies of Dec. 1 issue of BROADCASTING containing that effective and valuable department store story."

Neal A. Smith, manager, WCOL, Columbus—"Will you please send me at your earliest convenience 10 additional copies of BROADCASTING Dec.1 or 10 copies of a reprint of the article titled 'Filene's Discovers the Power of Radio".

E. E. Hill, director, WTAG, Worcester—"It will be interesting to note the repercussion both from the AMC and the NRDGA January meeting."

George H. Jaspert, commercial manager, WTAG, Worcester — "Please let me have 400 copies of the Filene's article by Mr. Shumaker in the Dec. 1 BROADCASTING."

J. Jacob Young, WERC, Erie, Pa.—"Would you please forward a dozen or so extra copies of merchandising articles concerning Filene's."

More Gillette Fights

MBS on Dec. 12 will broadcast exclusively the welterweight bout between Ray Robinson and Kid McCoy, under sponsorship of Gillette Safety Razor Co., Boston, which also will sponsor the Dec. 19 lightweight championship bout between Lew Jenkins and Sammy Angott. Don Dunphy handles the blow-by-blow description with Bill Corum doing the color.

KINY
"The Friendly Voice of the Capital"
"Hey Fellows!"
There's a lot of gold in Alaska that isn't panned from the mountains. Buy KINY, and get your share of the buying power of Alaska's fast-increasing population.
Executive Offices
Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

TO THIS STATION
½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.
WTAQ 5000 WATTS The only CBS outlet for Northeastern Wisconsin NIGHT and DAY
GREEN BAY, WISCONSIN

U.P.
"The World's Best Coverage of the World's Biggest News"

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 29 TO DECEMBER 5 INCLUSIVE

Decisions . . .

DECEMBER 3

NEW, Forward Wheeling Radio Corp., Wheeling, W. Va.—Denied applic. CP new station in default.

NEW, Midstate Radio Corp., Utica, N. Y.—Retained present consolidated hearing date.

NEW, The Baltimore Radio Show, Baltimore, Md.—Granted CP new FM station 45.9 mc. 5,500 sq. mi.

NEW, Tar Heel Broadcasting Co., Washington, N. C.—Granted CP new station 930 kc 1 kw D.

WBNX, New York—Dismissed petition for rehearing against applic. WAWZ.

KWJJ, Portland—Adopted order dismission applic. hearing docket.

WJAG, Norfolk, Neb.—Adopted order setting aside hearing order.

KFDY, South Dakota State College, S. D.—Station license cancelled at licensee request.

KAWM, Gallup, N. M.—Call signal deleted.

WSON, Henderson, Ky.—Designated for hearing applic. modific. CP 500 w.

NEW, S. Brad Hunt, Alton, Ill.—Designated for hearing applic. CP new station.

WIRE, Indianapolis — Designated for hearing applic. 1190 kc 50 kw directional N. Consolidated with WOWO, WGL and WKBV applic.

Applications . . .

NOVEMBER 29

KRBA, Lufkin, Tex.—Modification license unl. hours.

NEW, Hugh McClung, Sacramento, Cal.—Amend applic. CP new station 1 kw.

NEW, Andrew L. Todd, Murfreesboro, Tenn.—CP new station 1450 kc 250 w unl.

NEW, The McKeesport Broadcasting Co. Inc., McKeesport, Pa.—Amend applic. CP new station 730 kc.

DECEMBER 3

NEW, Cleveland Broadcasting Inc., Cleveland—Amend applic. CP new station re stock ownership.

NEW, Northern Ohio Broadcasting Co., Elyria, O.—Amend applic. CP new station 660 kc D operation omit WHKC facilities and contingent on WCLE applic.

WKBZ, Muskegon, Mich.—Modification license 1450 kc.

WWPG, Lake Worth, Fla.—Transfer control sale 40 shares to Charles E. Davis from R. S. Erskine.

NEW, Hawley Broadcasting Co., Reading Pa.—CP new FM station 46.5 mc. 4,275 square miles.

NEW, Josh Higgins Broadcasting Co., Waterloo, Ia.—CP new station 1540 kc 50 kw unl directional.

NEW, Hugh McClung, Fresno, Cal.—Amend applic. CP new station 1340 kc 250 w.

NEW, Sacandaga Broadcasting Corp., Gloversville, N. Y.—CP new station 1340 kc 250 w unl.

NEW, Ludington Broadcasting Co., Ludington, Mich.—CP new station 1490 kc 250 w facilities WKBZ contingent on shift.

DECEMBER 5

NEW, Aloha Broadcasting Co., Honolulu—Amend applic. CP new station 1400 kc.

NEW, Radio Co. of Annapolis, Annapolis, Md.—CP new station 1040 kc 250 w limited time.

NEW, Donald Flamm, New York — CP new station 620 kc 5 kw unl. directional.

WRUW, Boston—CP equipment changes increase 50 kw.

NEW, Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa. — Amend applic. CP new station re stockholders.

KCRC, Enid, Okla.—CP reinstate former CP increase power, etc.

KVOO, Tulsa—Extension special service authorization.

WOWO, Fort Wayne, Ind.—Same.

KFEL, Denver, Col. — CP increase 5 kw N 10 kw D directional D & N.

Tentative Calendar . . .

NEW, Seaboard Broadcasting Corp., Tampa, Fla., CP 1590 kc 1 kw unl; NEW, Robert V. Lee, Bradenton, Fla., CP 1490 kc 250 w unl (consolidated hearing, Dec. 11).

NEW, Pan-American Broadcasting System Inc., Hollywood, Fla., CP 1450 kc 250 w unl; **NEW, South Florida Broadcasting Inc., Miami, Fla.,** CP 1450 kc 250 w unl. (consolidated hearing, Dec. 11).

KFNF, Shenandoah, Ia., license renewal (Dec. 12).

Meeting of Stockholders Held by American Net

AMERICAN NETWORK, sales organization representing a group of FM stations, on Dec. 3 held its annual meeting of stockholders at the Hotel Waldorf-Astoria, New York, to elect officers. New board of directors, most of whom are serving a second term, includes: John Shepard 3d, Yankee Network (W43B-W39B), Boston; Walter J. Damm, WTMJ (W55M), Milwaukee; Gordon Gray, WSJS (W41MM), Winston-Salem; Harry Bitner, WCAE, Pittsburgh; Harry Stone, WSM (W47NV), Nashville, and Jack Latham of the American Network, New York.

The three regular officers reelected are Mr. Shepard, president; Jack Latham, executive vice-president, and Walter J. Damm, vice-president. Gordon Gray was named the new secretary-treasurer, replacing Herbert L. Pettey, WHN, New York.

Shift Talent Agencies

BARBARA JO ALLEN, Hollywood radio and film comedienne, formerly featured on the NBC *Signal Carnival*, sponsored by Signal Oil Co., Los Angeles, has obtained a managerial contract release from NBC Artists Service, and switched over to A. & S. Lyons Inc., Beverly Hills, Cal., talent agency. Under the arrangement, NBC Artists Service will continue for approximately nine months more to collect 5% of her earnings from radio and film work. A similar settlement of Dorothy Lamour's contract with NBC Artists Service was effected last week, with terms requiring her to pay 5% of her earnings until June 24, 1945. Miss Lamour recently severed her connections with NBC Artists Service and has become associated with A. & S. Lyons Inc. Don Wilson, announcer on the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), also switched managerial representation to that agency.

School Awards

EXECUTIVE committee of the School Broadcast conference last Friday awarded KOIN, Portland, Ore., a special citation in recognition of the stations educational activity in the Portland public schools in connection with its program *Dutch Uncle*. Special awards were made to individual teachers who, in each case, best coordinated into their classroom work the educational programs of the following stations: KBPS, Portland, Ore., WIBC, Indianapolis, WJJD, Chicago, WTOL, Toledo, WHA, Madison, Wis., WGN, Chicago, WIND, Gary, and WAIT, Chicago.

New WINS Rate Card For 50 kw. Operation

WINS, New York, announced last week it will issue a new rate card Jan. 1 in preparation for its increase in power to 50,000 watts shortly after the first of the year. The station carried 26 national accounts last year compared with three the previous year, and local business has increased almost 300%, according to Cecil H. Hackett, WINS managing director.

Class A evening hour rate on the new card will be $350, an increase of $125 over the same rate on WINS' present rate card issued Aug. 31, 1940. New half-hour rate will be $210; quarter-hour, $140; five-minute announcements, $70, all on the basis of 1 to 12-week contracts.

The one-minute announcement rate six days weekly for less than 26 weeks is $100 on the new rate card; for 26 to 51 weeks, $95, and for 52 weeks or more, $90. Class A station break announcements are $40 for 100 words and $25 for 50 words.

G. Walter Lindsey

G. WALTER LINLSEY, 68, founder and proprietor of the Trades Adv. Agency, New York, since its organization 32 years ago, died Dec. 3.

CHILD PROGRAMS ON THE BLUE

Affiliate Broadcasts to Be Picked Up as An Experiment by Network

WITH A PLAN to broadcast nationally on its Blue Network some of the most interesting children's programs originating on NBC affiliate stations, the network Dec. 6 inaugurated the first program in its experiment in the children's program field.

First in the series, to be heard Saturdays, 11:30 a.m. to 12 noon, will include *Ask Young America*, a program on current events broadcast from WLS, Chicago, followed by *Fables for Fun*, fairy tale series heard from WJZ, New York. Other approved programs will follow in groups of two for 13-week periods. In addition to planning the production of this experimental series, NBC proposes an extensive survey on their reception and popularity among pupils of 4th to 8th grades in areas surrounding New York, Chicago and rural Kansas, who will be asked to listen to the programs and fill out questionnaires showing their reactions.

Plan for the series, including selection of programs after months of listening to recordings, plans for surveys of juvenile listener reactions and for cooperation with schools is under the direction of Margaret Cuthbert, NBC director of women's and children's programs, and NBC's public service division.

Network Accoun

All time EST unless otherwise indicat

New Business

PROCTER & GAMBLE, Cinci (White Naphtha soap), on Dec. shifts *Pepper Young's Family*, on NBC-Red stations, Mon. through F 11:15-11:45 a.m., through Com Adv., N. Y. to 71 NBC-Red stat Mon. through Fri. 3:30-3:45 p.m. Camay, through Pedlar & Ryan, N

R. J. REYNOLDS TOBACCO Winston-Salem, N. C. (Camels). Jan. 9 starts *How Am I Doing?* Bob Hawk, on 92 CBS stations. 7:30-8 p.m., rebroadcast 10:30-11 Agency: William Esty & Co., N.

RALSTON PURINA Co., St. L (Ry-Krisp), on Jan. 2 starts *Maxwell*, on approximately 80 N Blue stations, Fri., 10-10:15 Agency: Gardner Adv. Co., St. L

EX-LAX Inc., Brooklyn, on Ja starts *Arthur Tracy the Street Sin* on 23 NBC-Blue stations, Mon., W Fri., 4-4:15 p.m. Agency: Joseph H Co., N. Y.

ACME WHITE LEAD & COL WORKS, Detroit (paints), on 1 17, 1942, starts *The Breakfast C* on NBC-Blue, Tues., and Fri., 9 10 a.m. Agency: Henri Hurst & M Donald, Chicago.

EMERSON DRUG Co., Baltim (Bromo-Seltzer), on Jan. 10, 1 starts *Ellery Queen* on about 50 N Red stations, Sat., 7:30-8 p.m. A cy: Ruthrauff & Ryan, N. Y.

Renewal Accounts

R. J. REYNOLDS TOBACCO Winston-Salem, N. C. (Prince Albe on Dec. 6 renewed for 13 weeks *Grand Ole' Opry*, on 45 NBC-Red tions, Sat., 10:30-11 p.m. Age William Esty & Co., N. Y.

D. L CLARK Co, Pittsburgh (C candy bars), on Jan. 1 renews *Ser With a Smile*, on 54 NBC-Blue tions, Thurs., 8:30-9 p.m. Agency: bert P. Hill Co., Pittsburgh.

CANADA DRY GINGER ALE I New York (Spur & Canada Dry). Jan. 2 renews for 13 weeks, *Mic & Kitty*, on 95 NBC-Blue stati Fri., 9:30-9:55 p.m. Agency: J. Mathes Inc., N. Y.

J. B. WILLIAMS Co., Glastonbu Conn. (Wililams Shaving cream). Jan. 5 renews for 13 weeks *Tru False*, on 51 NBC-Blue stations, M 8:30-9 p.m., rebroadcast, 12-12:30 Agency: J. Walter Thompson N. Y.

MILES LABS., Elkhart, Ind. (A Seltzer), on Dec. 29 renews for weeks *Lum and Abner* on six Pa Coast NBC-Red stations, Mon., Tu Thurs., Fri., 11:15-11:30 p.m. gram is also heard on NBC-Blue work, same days, 10:30-10:45 Agency: Wade Adv. Agency, Chic

R. J. REYNOLDS TOBACCO Winston-Salem, N. C. (Camels, Pr Albert), on Dec. 1 renewed *Blo* for 13 weeks on 80 CBS stati Mon., 7:30-8 p.m., rebroadcast, 10 11 p.m. Agency: William Esty & N. Y.

Network Changes

MILES LABORATORIES, Elkh Ind. (Alka-Seltzer), on Dec. 6 ad 11 NBC-Red stations to *National B Dance*, making a total of 67 NBC stations, Sat., 9-10 p.m. Agen Wade Adv. Co., Chicago.

PROCTER & GAMBLE Co., Cin nati (Crisco), on Dec. 29 will sta repeat of *Vic & Sade* on 46 CBS tions, Mon. thru Fri., 1:30-1:45 Agency: Compton Adv., N. Y.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

anted—Combination engineer announcer. Send transcription full particulars. KFBB. Great Falls, Montana.

anted At Once Engineer — State draft tatus. Contact P. O. Box 1512, Muskoee, Oklahoma.

ansmitter Engineer—Wanted immediately by Eastern regional station. Give experience and salary requirement. Box 14A, BROADCASTING.

nouncer—With operator's license. Steady. Reliable. State experience, draft status, icture, voice recording. $35.00 weekly. KIUP, Durango, Colorado.

e Opportunity—For combination operator established NBC affiliate southern California. State classification. Write or wire Box 224A. BROADCASTING.

nouncer-Operator—Regional station Washington-Baltimore area. Permanent. State whether experience or not—availability—salary expected — draft status. Box 215A, BROADCASTING.

esman Wanted—For Midwest CBS Regional, salary and commission. Please give complete qualifications, experience n first letter. Station WTAD, Quincy, Illinois.

anted Immediately—Two top-flight announcers for network affiliate in Southeastern market. State all details and draft status first letter. Box 203A, BROADCASTING.

anted—Experienced commercial announcer, Midwest station. Must be good air salesman. Send complete details including draft status. Our staff knows of this opening. Box 225A, BROADCASTING.

gineers—One experienced, handle upkeep 250-watt station; announcing helpful; $135 monthly. Two operators, $100 monthly, no announcing. Carolina station; pleasant working, living conditions. Write details to Box 213A, BROADCASTING.

Situations Wanted

mmercial Manager—Salesmanager. Now employed. Proven ability. Young, married, draft exempt. Box 219A, BROADCASTING.

perienced—Continuity Writer—Program Specialties and Announcing. College education. Desires change. Box 202A, BROADCASTING.

cretarial—Employed network outlet—experienced Traffic, Music—interested Virginia and Maryland vicinity. Box 226A, BROADCASTING.

ccessful Salesman — Desires to make change. Salary no object. Let's discuss commission. Box 218A, BROADCASTING.

orts Announcer And Special Events Man —With selling experience — now employed, desires change. Excellent background, outstanding record. Box 201A, BROADCASTING.

p Ranking Sports And Special Events Man—Desires to make change. 12 years experience. Draft exempt. Box 217A, BROADCASTING.

ogram Director—With 8 years AM, 3 years FM program, production, and announcing experience desires change. Progressive AM station contemplating FM outlet preferred. Married, draft exempt, young, references. Box 210A, BROADCASTING.

You Need A Top-notch Local Sales Manager?—One with proven, saleable ideas . . . the ability to sell them and direct salesmen. Nine years radio sales experience, familiarity with continuity, merchandising, sales promotion. Married, now employed, available 2 weeks' notice. Box 206A, BROADCASTING.

Situations Wanted (Continued)

Transmitter Engineer—Experienced. Hold first-class Telephone-Telegraph licenses. Now employed, desires change. Married, draft exempt, and dependable. Box 209A, BROADCASTING.

Salesman—Over four years selling and promotion experience. At present, sales promotion manager for two stations. Age 25. Best references. Box 207A, BROADCASTING.

Combination Or Announcing — Top-notch general announcer, major, minor network experience, now employed straight announcer 5kw. Have operator's license. Box 208A, BROADCASTING.

Transmitter Engineer—Graduate electrical radio engineering. 10 years experience including all broadcast operation maintenance and construction. Now employed NBC 5 kw. Box 222A, BROADCASTING.

Writer — Experienced continuity, drama; juvenile, adult on network programs. Capable editing, program building. Adaptable. Seeks berth with producer, agency, station. Eastern area only. Box 220A, BROADCASTING.

Chief Engineer—Small station with record of ability and willingness for hard work desires opportunity with progressive organization. Experienced design, construction, installation of equipment. Box 216A, BROADCASTING.

University Graduate—3 years announcing, copy writing, Program Director. Display space sales experience. Now employed. Draft deferred. Want to learn radio sales while announcing. Box 212A, BROADCASTING.

Women's Feature Writer And Commentator—Single woman, 28 years of age, experienced, now employed; also admitted to practice before FCC—familiar with current radio problems. Will combine writing-announcing wth legal and secretarial duties. Box 221A, BROADCASTING.

Chief Engineer—Fifteen years practical experience. This is no pig-in-a-poke proposition. I come on a three months' trial basis and then, if mutually agreeable, I stay. Want permanent connection with a progressive organization. Box 211A, BROADCASTING.

Sold $40,000 This Year—As representative of 5,000-watt NBC Blue station in a midwest market of 250,000 with base rate of $125. College graduate experienced in production and promotion; employed but seeking wider opportunity. Prefer drawing account against commissions. Box 223A, BROADCASTING.

Thoroughly Experienced, Selling Announcer—Wants job on good local or regional with congenial staff and professional management. Powerful commercial; Clear, "fluffless" news; Specialist on mail pull; Ad lib; Street shows and quizz programs. No drunk or drifter. Will accept Program Direction if authority equals responsibility. Box 227A, BROADCASTING.

Wanted To Buy

Will Buy One Vertical Tower — Approximately 175 feet. WMFF, Plattsburg, New York.

For Sale

Two Ideco—270 ft. towers with insulated capacity tops. WHIO, Dayton, Ohio.

Modified RCA 1001-B Transmitter — Converted to 5-kw six years ago. Box 204A, BROADCASTING.

Western Electric 5-kw Amplifier—Complete with 220-C tubes, high and low voltage supplies, antenna tuning units, power control panel, high voltage rectifier, and filament and bias supplies. Used only few years. Excellent condition. KFH, Wichita, Kansas.

Ellery for Emerson

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 10 will start *Ellery Queen* mystery series on approximately 50 NBC-Red stations, Saturday, 7:30-8 p.m. Show, written by Frederic Dannay and Manfred B. Lee, was purchased last week by the company through its agency, Ruthrauff & Ryan, New York, and will be in addition to *Vox Pox*, program sponsored by Emerson on 68 CBS stations, Monday 8-8:30 p.m. *Ellery Queen* was last sponsored by Gulf Refining Co. from April to September 1940 as a replacement for its *Screen Guild Theatre* on CBS.



PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

ADVERTISE in BROADCASTING for Results

New ASCAP Fee Hits Regional Nets

Buck Stays in Position With Other Officers Until April

ALTHOUGH there had been rumors in musical circles that the week which opened with the stormy membership meeting of ASCAP on Monday would close with the announcement of a new president, the board meeting on Friday took no action.

According to official sources, the board concerned itself with internal affairs, and no statement was issued. It is understood, however, that most of the four-hour session was devoted to a rehash of Mondays controversy, with a decision to continue the officers as at present until the regular election next April.

Votes Shepard Plan

Board approved the per program network license worked out at the request of John Shepard 3d, president of Yankee and Colonial Networks, and it was understood that the terms would be offered to him without delay. No details could be secured on Friday, but it is understood that the per-program formula for network programs was worked out by applying the ratio between station and network blanket license fee—2¼%, which by applying the same formula as before, would become 2% for such programs on networks.

Mr. Shepard had originally asked that the station per program rate be applied to regional networks, as well, but the ASCAP view was that under the terms of the consent degree it could not discriminate between networks, whether regional or national, and if ASCAP established a per-program license for networks, which none of the national networks had desired, it would have to be applicable to all networks and on a basis comparable with the net work blanket licenses.

Writers Vote Confidence

Gene Buck, president of ASCAP, was given a vote of confidence by the approximately 500 writer members present at the semi-annual meeting of the Society, held last Monday at the Hotel Astor, New York, with the 50 publisher members not participating.

Vote was urged by Billy Rose after Mr. Buck had used his presidential report as an opportunity to vindicate his administration and to attack the group of publishers who had offered him a $35,000 pension to resign his post. Speaking for the publishers, Saul Bornstein, president of Irving Berlin Inc., pointed to the record as justification for their desire for a "business man's" administration.

ASCAP members have received $2,700,000 for the first three quarters of 1941, Mr. Buck stated, which with a fourth quarter distribution estimated at about $700,000, will make the year's total royalty payments slightly over $1,000,000 less than the $4,500,000, received by ASCAP members in 1940, when the Society's income grossed approximately $7,000,000. Expenses were unusually high from the summer of 1940 to the spring of 1941, due to the "radio war", he explained, but ASCAP has now streamlined its overhead, cutting some $600,000 a year from its operating expenses and bringing them down to about 18% of the anticipated annual income. This curtailment, coupled with the rise in the Society's income from all sources except radio, should result in the distribution of about $4,000,000 to members in 1942, returning to the $4,500,000 figure in 1943, he stated.

Following discussion of the so-called "Edgar Leslie plan" for classifying writer members according to a rigid formula, based half on the value of their contributions to the ASCAP catalog and half on the radio performances of their tunes in place of the present system of classification, which lumps all factors together without weighting [BROADCASTING, Dec. 1], Mr. Buck appointed two committees to study the proposal and to make recommendations to the board.

Other Proposals

The writers committee includes three board members, Otto Harbach, Geoffrey O'Hara and George W. Meyer, and also Edgar Leslie (who submitted the plan), John Redmond, Harvey Enders and Stanley Adams. The publishers' committee includes all 12 publisher board members plus Sam Fox, Buddy Morris and Carl T. Fischer.

Other amendments to the Society by-laws discussed at the meeting included a proposal to change the system of adopting amendments so that a 2/3 vote would be necessary in place of the present majority, and one authorizing the holding of regular membership meetings on the West Coast, at which the officers and executives could report to members in that part of the country on the state of ASCAP affairs. Proposed amendment will be printed and mailed to all members for their votes pro and con.

To encourage the use of more ASCAP music on the air and to show broadcasters with ASCAP licenses how to use the Society's music to advantage, ASCAP has started mailing "ASCAP-Program-Aids" to these stations each week.

Dealing with the life of a composer or "the story behind the song" and similar matters, each release gives background material which can be used as a basis for continuity and lists the songs, with the names of composers and publishers and the arrangements available, and the phonograph records of the numbers. A recent release lists more than 250 compositions suitable for Christmas programs.

A revision of the card catalog of music, which ASCAP has issued annually covering all music since 1909 at an annual expense of about $40,000, is under way, ASCAP executives report. The size of the card files, which have covered public domain music and compositions licensed by other organizations as well as by ASCAP, has worked against the use of the cards, it was stated, with only 160 broadcasters requesting them. In the future, only ASCAP numbers will be cataloged.

ADDITION of nine new subscribers brings the BMI list to 752 stations. Newcomers are: KNET WPIC WIAC KVAN WGBR KRE KFIO KOVM KWRC. BMI also announced last week that 24 new publishers and 475 songs have recently been added including 90 tunes of the *WLW Jamboree*.

ORIGINALLY designed as a radio program for American farmers, *Columbia's Country Journal* on CBS is now enjoying international circulation. Following the request of R. S. Hudson, British Minister of Agriculture, recordings of the programs are being shipped to London so the British may study the CBS system of keeping rural districts informed on defense problems.



Drawn for BROADCASTING by Sid Hix

"I Wish She'd Quit Wearing Those Trick Gowns—I Get the Jitters Every Time She Hits a High C!"

Disc Firms See MPPA Revision

Consider United Stand f Contract Negotiations

WITH THE END of the year a proaching, and with it the termi tion of the licenses issued to tr scription companies by Music P lishers Protective Assn., wh acts as agent for recording rig for most ASCAP publishers, t transcription makers are again c sidering the question of making united stand for a revision of t current MPPA recording fe which some of the transcripti companies have described as "e cessive and prohibitive."

Attorneys representing a nu ber of transcription manufactur have been conferring for a we in a preliminary discussion of t problem.

Few on Discs

During the last year, with m many stations having ASCAP censes, there have not been ma ASCAP numbers on transcriptio NBC did not take out an MPI license at all and has included its library releases during the ye no ASCAP music whatever.

Transcription companies wou like to work out a more equita basis of payment for recordi rights with ASCAP publishers. I cent withdrawal of the catalo of Harms, Remick Music Corp. a M. Witmark & Sons, publishi houses controlled by Warner Br pictures, from MPPA, will enal the recorders to deal directly w these companies for recordi rights, although these rights w also still be available throu MPPA as well.

Among the library services, th of Associated Music Publishers a World Broadcasting System are cluding some ASCAP music their current releases, while t Lang-Worth, Standard and NI Thesaurus libraries are using or non-ASCAP music at prese Lloyd Egner, NBC vice-preside recently notified all Thesaurus su scribers that: "Until such time NBC can obtain by negotiation otherwise recording rights on basis that we consider to be nc prohibitive in cost, we will n record such compositions."

Cy Langlois, of Lang-Wor Feature Programs, stated: "W have polled all our subscribers. . Their attitudes are apathetic ASCAP."

Ben Selvin of AMP express confidence that the recording co panies will reach an agreeme with MPPA without an op break.

RCA On WQXR

RCA MFG. Co., Camden, has sign a year's contract with WQXR, N York, for special promotion of Victor records on various sustaini programs as well as on a Monda through-Saturday half-hour progra titled *The Record Album*, which w feature the latest concert record leases.

BECAUSE WE CAN'T AFFORD

The Luxury of Uncertainty



TREASURER

"Today, as never before, it is imperative that we control distribution costs. WLW's Cost Allocation helps us get the most for our advertising money, eliminates guess work as to true advertising costs."



SALES MANAGER

"It is vital for us to maintain the proper balance between selling and advertising costs in different sections of our market. WLW's Cost Allocation represents a real contribution to our problem."



ADVERTISING MANAGER

"Part of my job is to determine how total advertising cost is to be shared by our wholesale and retail dealers. WLW's Cost Allocation gives us an equitable and accurate basis for distributing this cost."



ADVERTISING COUNSEL

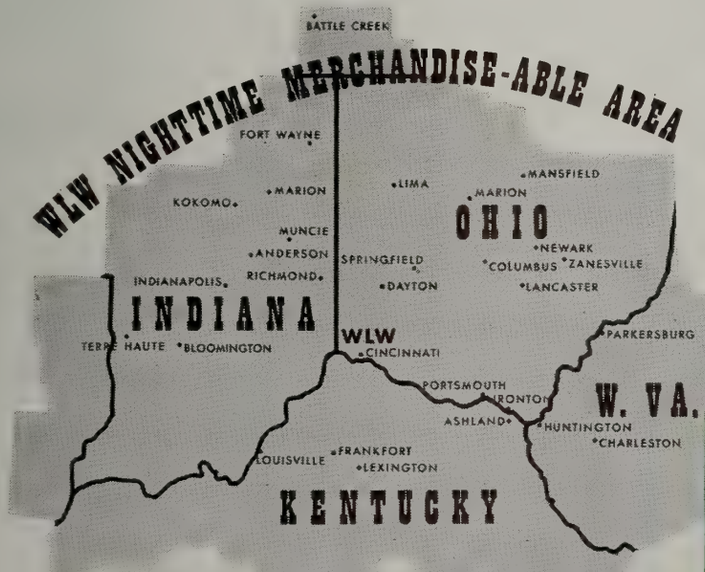
"When we make recommendations on radio to our client, we can't afford to miss. WLW's Cost Allocation accurately enables us to wring every bit of effectiveness from the advertising appropriation."

Modern management demands that sales and advertising costs be controlled. Constantly growing competition, narrowing profit margins, make uncertainty about distribution costs a luxury few companies can afford. Since cost control involves media, the increasing use of radio has reflected the need for an accurate control technique. To meet this problem, WLW called on Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. The result is a scientific market study entitled "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties."

Dr. Mead's study involved an analysis of 208,411 coincidental telephone survey calls in twenty-eight markets and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW.

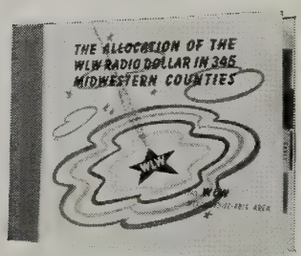
Since its publication, a number of specific uses of the study have demonstrated that it has a practical application for many cost control problems, some of which undoubtedly confront you.

Investigate WLW's Cost Allocation plan—it will show you how to control costs and increase sales in rich WLW Land.



Combined retail drug and grocery sales in WLW's Nighttime Merchandise-Able Area are one-third greater than those of New York City's five boroughs, more than three times greater than corporate Chicago!



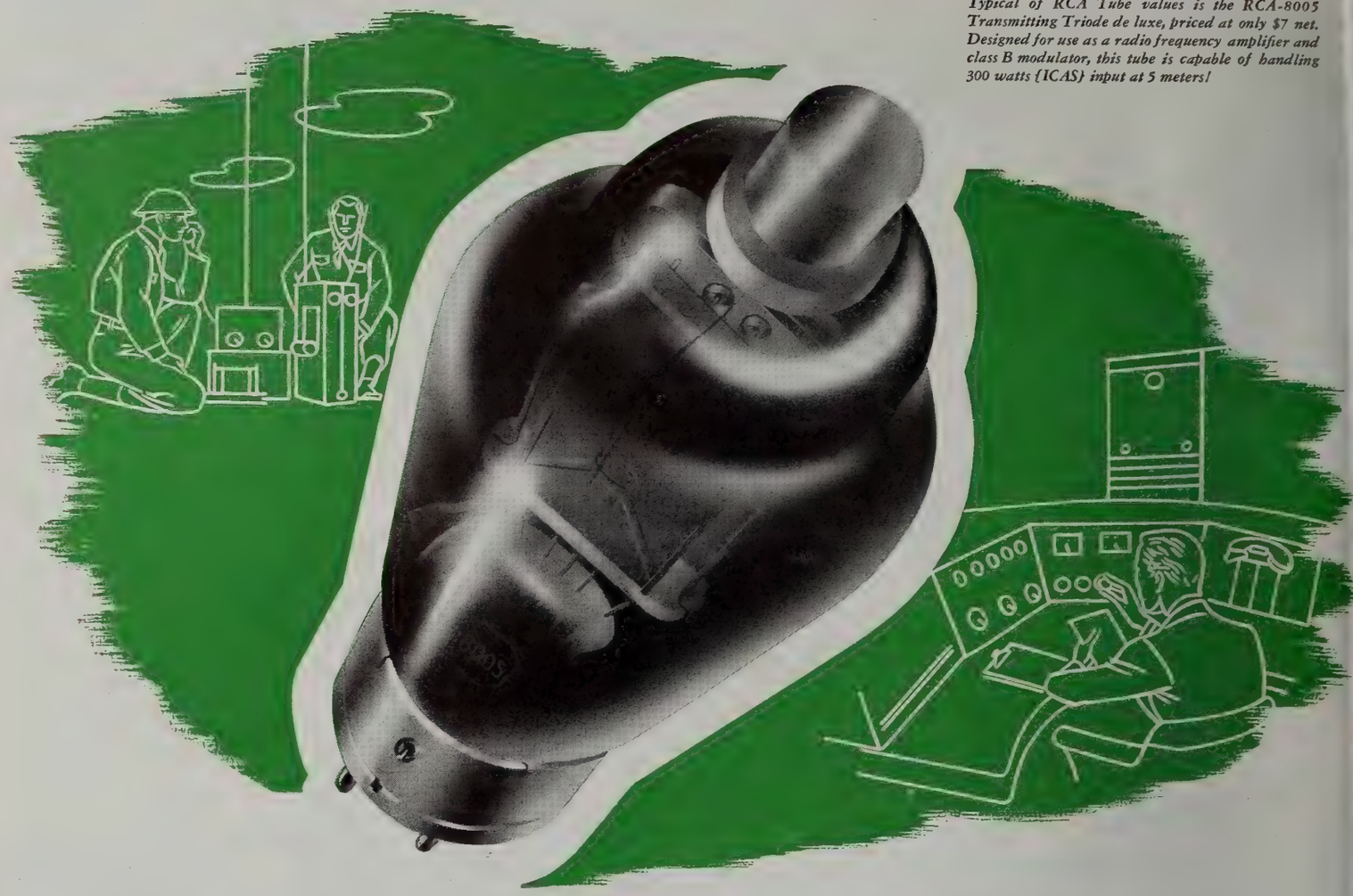


Consult your advertising agency, or write to WLW, Cincinnati, Ohio. We will be glad to send a representative to explain the Cost Allocation plan and how it applies to your problem.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Typical of RCA Tube values is the RCA-8005 Transmitting Triode de luxe, priced at only $7 net. Designed for use as a radio frequency amplifier and class B modulator, this tube is capable of handling 300 watts (ICAS) input at 5 meters!



PRODUCTION FOR DEFENSE ... COOPERATION FOR ALL!

Defense production with RCA gets first call—and always will. Suffice to say that a tremendous quantity of RCA Transmitting Tubes is being supplied for a wide variety of defense needs. Meanwhile, although the 1941 total of RCA Transmitting Tubes supplied through our regular distribution channels will exceed that of last year, there is a scarcity of certain types. We know you will understand that this is unavoidable. We know, too, that we can count on your cooperation during these trying times—just as we want our countless friends in all branches of Radio to know that they can count on ours.

RCA Transmitting Tube quality is being rigidly maintained. RCA publications will be kept up-to-date. Ham Tips for amateurs will be continued. New data and construction material will be supplied. Inquiries about RCA Tubes and their applications will be answered promptly. Above all, research and development work is continuing as never before.

Thus, although it may not always be possible to supply the tubes you want during the National Emergency, RCA is still on the job to help wherever and whenever it can!



RCA

TRANSMITTING TUBES

RCA MANUFACTURING CO., Inc., Camden, N. J.

A Service of The Radio Corporation of America • For Canadian prices write to RCA Victor Company Limited, Montreal

PRINTED IN U.S.A.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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anadian & Foreign $6.00 the Year

DECEMBER 15, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 24
WASHINGTON, D. C.

Dear Boss:



One of the greatest Christmas presents you could give your company is a series of WOR programs that will build greater sales in 1942.

The Staff

Another WLS Program Goes Coast-to-Coast on NBC!

"Ask Young America" Outstanding WLS Educational Feature



HARRIET HESTER

Educational director of WLS and Prairie Farmer, Harriet Hester supervises "Ask Young America" and the "School Time" series. A graduate of Northern Illinois State Teachers College, Mrs. Hester taught at Caledonia, Ill., was supervisor of rural music in Winnebago County, Ill., visiting instructor at Northwestern University four years, and is a member of the Executive Committee on Rural Education in Illinois.

THE National Broadcasting Company has selected another* WLS feature to be broadcast each week on its coast-to-coast Blue network. The program is "Ask Young America," one of our regular "School Time" series, and will be conducted by Harriet Hester, WLS Educational Director, with Julian Bentley, WLS News Editor, as moderator.

"Ask Young America" has been a once-a-week feature of WLS School Time for the past two years. The complete School Time series, broadcast five days a week, is now in its seventh season, and last year was part of the regular curriculum in 24,529 classrooms in 5,338 Mid-West schools, listened to by 870,000 students.

WLS is justly proud of this further recognition of our efforts to develop a practical use of schoolroom radio and of Mrs. Hester, who created and has so capably directed these activities.

** For eight years a full hour of the weekly WLS National Barn Dance has been an NBC Coast-to-Coast feature.*



JULIAN BENTLEY

News editor of WLS and Prairie Farmer, Julian Bentley is moderator for the "Ask Young America" program. A graduate of Knox College, he is a veteran news reporter, linguist and writer of national reputation.

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR

You can't cover 7,321,786 people



...with ONE umbrella

. . . and you can't cover them with one radio station. This potential audience of The Yankee Network is so definitely grouped into markets that every one of the stations is necessary for adequate New England coverage. This is a more important factor than ever before because population is at a peak in all industrial centers, employment is up *30.5% and payrolls show an increase of *65.1% over 1940, according to latest available reports.

In addition to coverage, Yankee Network local stations provide the long-established acceptance that is essential for results. Year-after-year renewals by leading national advertisers tell a significant story of The Yankee Network's consistent sales success. Get the facts about more effective radio promotion in key markets of New England before you make sales and merchandising plans for next year.

*Source, New England Council

THE YANKEE NETWORK, INC.

1 BROOKLINE AVENUE — BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers



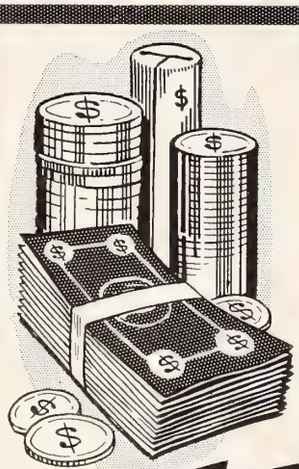
TURKEYS: Extremely large birds, distinctly edible. Much in demand for eating purposes during the winter holidays. Nebraska farmers sell them by the tens of thousands.



CORN: So common in this area the kernels are used on bingo cards. But such a treat in big eastern cities that it is sold as a confection, hot, buttered and salted, for 10 to 20 cents an ear. One of Nebraska's major income sources, corn this year brings record prices!



POTATOES: A favorite Nebraska crop. Dug from the ground, washed off and sacked in small lots, *tons* of these goodies are sold to city yokels by the *pound!* With the present boom, little wonder Nebraska farmers are so happy.



CASH: Silver and green paper treasure, reaped by Nebraska farmers in exchange for turkeys, corn, potatoes, and all other farm products and livestock. The crop of cash now held by agricultural hands is staggering.

Nebraska farmers will trade their silver and greenbacks for *your* products, if you tell them what you have. Reach them with your message over KFAB.

You need KFAB, to do a *complete* selling job throughout Nebraska and her neighboring states!

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS *use* **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

December 15, 1941

CONTENTS

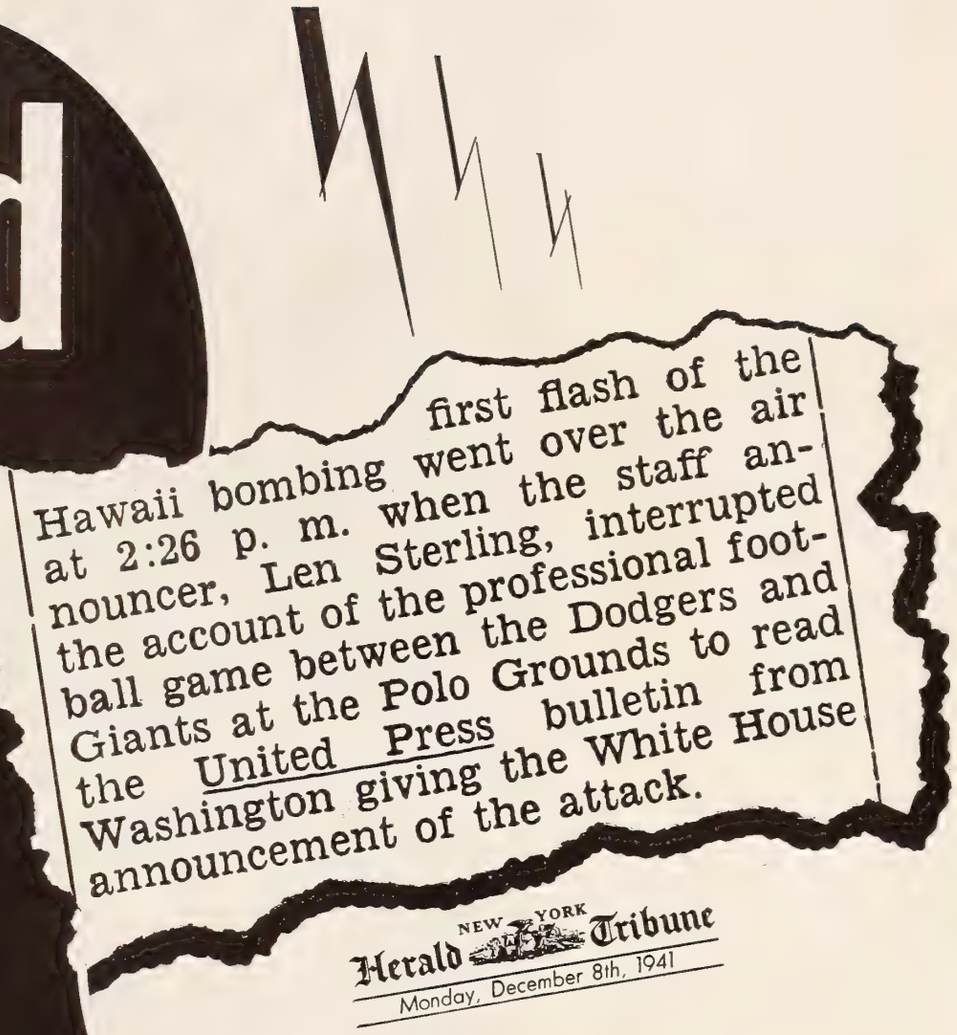
War's Effect on Radio	7
Court Postpones Network Case	8
Attack Finds Network News Setups Ready	9
Chronology of Radio's War Week	10
West Coast Goes to Wartime Operation	10
War Not Cutting Off Sponsors	12
Executive Order on Radio	12
Dr. Frank Conrad Dies	14
Television Develops New Presentation	16
Audience Records Set by President	18
Short Waves on 24-Hour Basis	18
FCC Names Inspectors to Work With Army	21
50,000 Amateur Stations Shut Down	21
Storer and Wilson Head Reorganized NIB	24
NAI Attacks "Radio Royalists"	26
Casualty List Broadcast Restricted by Army	26
Radio Bond Drive Speeded by War	34
NAB Cautions Care in Newscasts	51
Networks' Equipment Under Heavy Guard	53
Stations Respond to Emergency	66

DEPARTMENTS

Agencies	56	Merchandising	50
Agency Appointments	58	Network Accounts	64
Behind the Mike	40	Personal Notes	39
Buyers of Time	33	Purely Programs	46
Classified Advertisements	65	Radio Advertisers	47
Control Room	45	Station Accounts	44
Editorials	38	Studio Notes	42
FCC Actions	64	We Pay Respects	38
Meet the Ladies	41	Hix Cartoon	66

CLOSING . . . see pages 48 and 49

Ahead from the first flash!



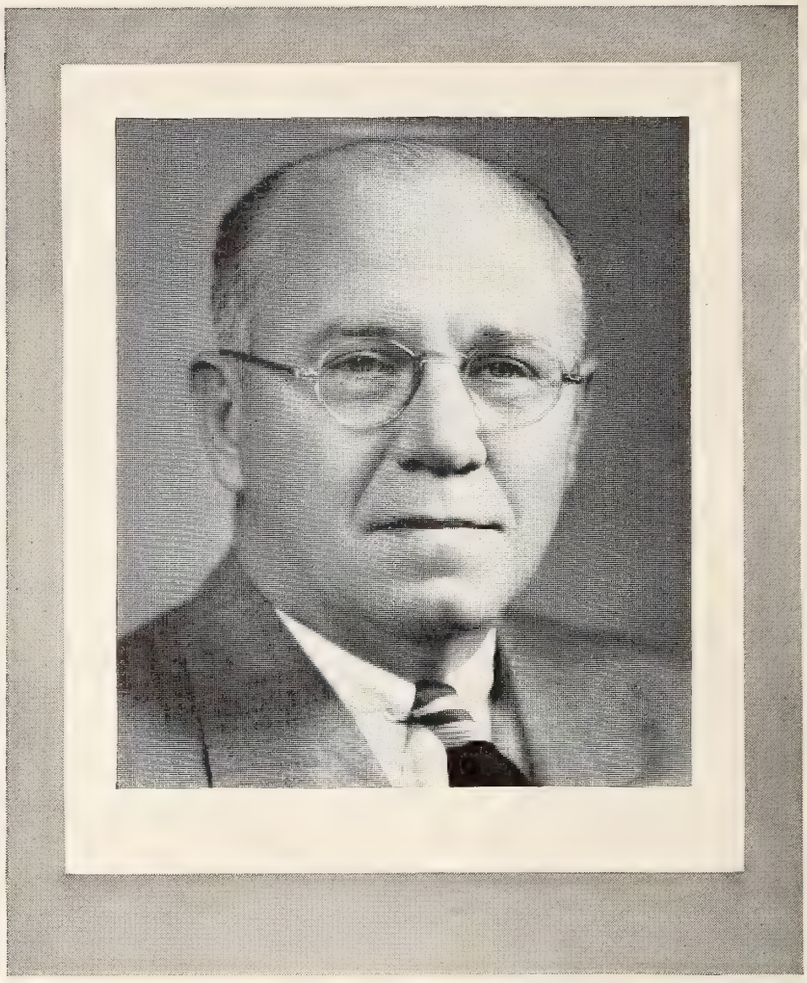
• • • and the United Press wire 18 minutes later carried the first eye-witness account—telephoned from Honolulu while bombs still were falling—of the air raid on Pearl Harbor.

In lightning succession followed scores of other first-news bulletins from the more than 100 United Press correspondents deployed over the entire Far East—keeping United Press reports consistently ahead, proving again that United Press provides "the world's best coverage of the world's biggest news."

U.P.

UNITED PRESS

"A BIG MAN FOR A BIG JOB"—



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Chevrolet Motor Company

Advertising Manager,
Chevrolet Motor Company

Asst. Sales Manager in Charge of Eastern Half of U. S.,
Pontiac Motor Company

Asst. Sales Manager in Charge of Eastern Half of U. S.,
Buick-Olds-Pontiac

Executive Staff,
Campbell-Ewald Co., Inc.

Joined Wright-Sonovox, Inc.—Dec., 1941

Presenting R. K. WHITE, our new General Manager

Perhaps you recall our recent full page "want-ad" in this space in Broadcasting, and in Advertising Age, entitled "WANTED—a *big* man for a *big* job". Mr. R. K. White answered that advertisement, and today he is the new General Manager of Wright-Sonovox, Inc.

Ask any executive in the automobile industry, and you will find that for twenty years R. K. White has been one of the spark plugs in that hard-hitting, fast-moving business. He figured prominently in the development of Frigidaire. He was probably best known to the broadcasting industry as advertising manager of Chevrolet when he was responsible for Chevrolet's huge transcription campaign. In recent years he has been on the executive staff of Campbell-Ewald Co., Inc. . . . Now we of Wright-Sonovox are proud to announce that R. K. White is already on the job for "the greatest advance in entertainment since the advent of talking pictures".

Those of you who have heard Sonovox on the air or in pictures, already know the tremendous possibilities of *talking and singing sound*, in radio. . . . With our present staff of ten people, including writers, production men, engineers and sound technicians, new Sonovox effects are now being achieved which are making one minute spots *actual entertainment* for listeners. We are happy that you can now have your Sonovox ideas interpreted and developed by a sales and merchandising expert of Mr. White's calibre—a big man for *your* big job. Say when!



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BROADCASTING
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l. 21, No. 24 WASHINGTON, D. C., DECEMBER 15, 1941 $5.00 A YEAR—15c A COPY

ndustry Takes Its Place in War Program

eeps the Country Informed; Some Changes Pend

AR TOOK on a new meang for radio last week as the hole industry plunged headng into national emergency eration and at once enenched itself as the fourth m of defense.

As soon as first word was flashed Japan's surprise attack on Pearl arbor Dec. 7, radio swung into tion, throwing regular schedules erboard to keep the whole nation vised of minute-to-minute develments. By the end of the week, th all networks and most stations erating around the clock, news hedules had been adjusted to least sturb normal functions. But lister interest reached record peaks ery hour of the day and night.

Plans All Ready

Following prearranged plans, he Defense Communications oard, headed by FCC Chairman mes Lawrence Fly, took over bere the emergency was an hour d. The fruits of more than a year planning promptly were realized, d much confusion and unrest nich might have reached the hysria stage was averted.

The brunt of operation in a war onomy was felt on the Pacific oast, from San Diego to Seattle d as far east as Idaho, because possible air attack. All stations ere silenced, particularly after sk, in these areas, to prevent use their carriers as "homing beans". Blackouts also were experced momentarily in the East.

Prearranged plans all down the ne affecting communications imediately became operative. The rmy, charged wth control of doestic communications in wartime, iginated the orders for coastal ackouts and station silencing rough Corps Area Interceptor ommands. Full instructions have een sent stations regarding opering procedure.

DCB became the supreme communications arbiter under an Executive Order signed last Wednesay by President Roosevelt, formaling powers granted him under ection 606 of the Communications



Harris & Ewing photo Tuesday night

"To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this:

You have a most grave responsibility to the nation now and for the duration of this war.

If you feel that our Government is not disclosing enough of the truth, you have every right to say so.

But—in the absence of all the facts, as revealed by official sources—you have no right in the ethics of patriotism to deal out unconfirmed reports in such a way as to make people believe they are gospel truth."—**President Franklin D. Roosevelt, in an address Dec. 9, 1941, one day following the Declaration of War.**

Act. Chairman Fly promptly dispelled fears of drastic action by pointing out that the order simply delegated to the DCB certain authority already contained in Section 606, and that it "does not mean that any general taking over or operaton of private radio by the Government is contemplated."

Pointing out that the step was procedural, he said there is no change in policy or plans; that it has long been known that the military may require certain communications facilities in connection with the national defense, and that many of these needs already have been arranged by agreement, primarily with communcations companies. He emphasized no censorship factor was involved.

In every quarter, the words of President Roosevelt, admonishing radio and the press to avoid alarm and rumor and to use caution and judgment, were echoed. The bywords were "avoid rumor" and "when in doubt, don't."

Chairman Fly expressed reasonable satisfaction last Friday with overall developments. He reiterated the need for caution and use of editorial judgment. Every device should be employed, he said, to avoid a nationwide "case of jitters" and pointed out that radio could perform yeoman service in this regard.

While the bugaboo of censorship repeatedly arose, it was definitely established that aside from military censorship at the source, there is no intent to invoke purely internal censorship affecting radio and the press. Outgoing communications are being censored, both by the Navy and on international shortwave broadcasts, through the Office of the Coordinator of Information.

Steps are being taken toward formation of a war information bureau, which would have functions which might be classified in the censorship category. This work in a measure now is being carried on under J. Edgar Hoover, director of the Federal Bureau of Investigation, but a permanent head later will be selected.

High Spots of Week

Any forecast of the future, as it pertains to radio, at this writing is practically futile. As the first week of war ended, these developments stood out:

(1) There is no disposition to disturb commercial broadcast operations, save where Interceptor Commands order total blackouts because of imminent air attack or where martial law may be invoked because of contingency.

(2) DCB is established as the supreme radio command, subject to such orders as the Army may give relative to domestic broadcasting.

(3) Orders to stations in each area will come from Interceptor Commands, through FCC liaison, established in some areas and later to be expanded probably to cover all key areas.

(4) Plans are being considered to reduce to a minimum the necessity of silencing stations, probably through adaptation of the British system of "de-homing" broadcast signals by scrambling assignments, staggering power or other technical means.

(5) Encouragement is being given to restoration of news broadcasts on regular schedule, to avoid disruption of normal operations.

(6) Program sponsors do not plan curtailment of schedules, the overall view being that disruptions are only temporary and that virtually normal operations will be restored after the flush of the early days of war.

(7) There is no immediate disposition to call a halt to

normal regulatory pursuits, though events of the next few weeks may result in deviations from normal peace-time activities.

(8) There is no immediate intention of freezing station assignments, p e r m a n e n t l y silencing any stations, or of increasing or reducing power.

(9) Existing construction permits for new facilities retain their present status, but shortage of materials and other factors may result in action to suspend certain grants. In areas where facilities are needed for defense purposes, however, construction will be expedited.

The highly important Executive Order, delegating to DCB Section 606 functions of the President, provoked considerable concern until Chairman Fly allayed industry qualms. Section 606 empowers the President to commandeer any and all communications facilities which may be required for war use, with reasonable compensation. DCB was given all of these functions.

Members of this all-important board, created Sept. 24, 1940, are, in addition to Chairman Fly, Rear Adm. Leigh Noyes, director of Naval Communications; Breckenridge Long, Assistant Secretary of State; Herbert E. Gaston, Assistant Secretary of the Treasury; Maj. Gen. Dawson Olmstead, Chief Signal Officer.

DCB and Programming

Some concern was evinced over Paragraph 4 of the order (see text on page 12) which specifies that every department and agency of Government shall submit to DCB at such time and in such manner as the board may prescribe "full information with respect to all use made or proposed to be made of any radio station or facility and of any supervision, control, inspection or closure which has been or is proposed to be effected" under the order.

Some observers read out of this clause the possible delegation to the board of the function of clearing Government radio programs, but Chairman Fly told BROADCASTING last Friday there was no such intent although the paragraph might possibly be susceptible of that interpretation. He said it was the intention of DCB and the FCC to "keep out of the whole programming field."

Means of complying with blackout orders, which proved a knotty problem at the outset of hostilities, were being devised by responsible authorities. The Interceptor Commands, under the procedure already established, give the orders for silencing of stations. Arrangements whereby a key station in each area is designated to serve as the bellwether precipitated efforts on the part of broadcasters to procure that designation. As a practical purpose, it appeared likely that the station with maximum coverage would be designated. This was viewed as the most expedient basis.

Suggestions also arose that coordinating committees of broadcasters be named in each area to handle war activities. This plan, however, has not yet crystallized.

Speculation over prospective alterations in station assignments was viewed as premature. Many plans have been discussed by DCB, it was pointed out, but until the exigencies develop, no steps will be taken. Every effort is being made to disturb in the least possible way normal broadcast operations.

Creation of a separate agency to coordinate war censorship was deemed likely. Postmaster General Walker is heading an interdepartmental committee studying the censorship coordination plan with representatives of War, Navy, State, Justice, Treasury and the FCC as members. FBI Director Hoover, now serving temporarily, may be the head of the new agency.

Irresponsible reports that the Government promptly would place censorship in each broadcast station were quickly squelched. The overall plan does not embrace domestic censorship at all, it was pointed out, except that which is imposed at the source by the military establishment. There was none during the last war. All operations, however, will be under surveillance as a precautionary measure, to avoid espionage or subversive activity.

On the purely programming end, thought has centered around creation of a program clearing house, through which would be funnelled all Government war programs. Archibald MacLeish, Librarian of Congress and Director of the Office of Facts & Figures, is presiding over a committee dealing with all Government information activities.



WHEN SPOTS ARE HOT, Cecil Brown, of CBS, is likely to be around. He had one of the war's most dramatic experiences Monday aboard the *H.M.S. Repulse* when the British battleship was sunk. His thrilling account included all the details of his leap overboard into the oily sea and subsequent rescue by a destroyer. Aged 33, he has been in Rome, Balkans, Middle East and Singapore for CBS. Monday morning, before leaving on the ill-fated battleship, he cabled "Outtowning four days. Swell story." This photo was taken earlier in the year while he was in Egypt.

The key White House official in charge of Government information is Lowell Mellett, one of the six assistants to the President. Mr. Mellett also is director of the Office of Government Reports.

Creation of a committee, jointly headed by Messrs. MacLeish and Mellett, was foreseen as a possible overall information organization, entirely divorced from the Censorship Bureau, through which clearance of Government programs might also be handled.

ARTIST UNIT SOLD TO GROUP AT NB

SALE OF NBC's concert and t ent divisions, including its wh owned subsidiary Civic Conc Service Inc., to four veteran NI executives — Alfred H. Mort vice-president in charge of tele sion; D. S. Tuthill, assistant ma ager of the program and tale sales division; O. O. Bottorff, pre dent of Civic Concert Service, a Marks Levine, recently appoint managing director of the networ concert division — was announc Friday by Niles Trammell, pre dent of NBC.

Forming a new company, N tional Concert & Artists Cor which will have headquarters 711 Fifth Ave., New York, w branch offices in Chicago, Hol wood and San Francisco, these ecutives will resign from NBC of Jan. 1, 1942, day the sale comes effective. In the new set Mr. Tuthill will be manager of popular division; Mr. Levine v head the concert department; M Bottorff continues as president Civic Concert Service and Mr. M ton becomes chairman of the boa of CCS, which becomes a subsidia of the new corporation.

Mr. Trammell expressed a bel that "the new company will be a position to perform even m valuable personal service" to the "particularly as no substant changes are contemplated in personnel who have served so lo and faithfully." D. L. Cornetet, cently elected vice-president CCS, will remain in charge of Chicago office. Samuel L. Ross, important executive of NBC's tist Bureau since 1925, will secretary and treasurer.

Noran E. Kersta, assistant Mr. Morton, will become mana of NBC's television department Jan. 1, 1942.

CBS, NBC Get Court Postponemen

Arguments Deferred to Jan. 12 by Federal Tribunal

AN ELEVENTH-HOUR request for postponement of arguments on the FCC's chain-monopoly regulations made to the statutory three-judge court in New York was granted last Friday on petition of CBS. The arguments were postponed from Dec. 15 to Jan. 12.

The CBS motion, argued in chambers, was strongly resisted by the FCC through Government counsel and by MBS, which supported the FCC position throughout. NBC joined in the CBS plea, which was based largely upon the recent retention of Charles Evans Hughes Jr. as trial counsel, and upon his unfamiliarity with the three-year-old proceedings. Moreover, the war situation presumably had a bearing.

Briefs by Dec. 29

The three-judge court, in authorizing the postponement, also ordered briefs to be filed by Dec. 29, counter-affidavits to be filed by Jan. 5 and reply affidavits or briefs by Jan. 10—two days before the arguments on the motions. A Supreme Court appeal is indicated either way. Arguments were heard last Friday by all three members of the court — Circuit Judge Learned Hand, and District Judges Henry W. Goddard and John Bright.

The FCC's position has been that the case was so far along there appeared to be no justification of holding up arguments on its plea for dismissal or summary judgment or on the petitions of NBC and CBS for temporary injunctions [BROADCASTING, Dec. 18].

Meanwhile, filing of briefs with the court likewise was held up, save in the case of MBS. It filed a number of pleadings last week, including its detailed brief, which was served the court last Friday. This supplemented affidavits of Fred Weber, MBS general manager, and Hope H. Barroll Jr., executive vice-president of WFBR, Baltimore, in opposition to the preliminary injunction motions.

The documents were filed Emanuel Dannett, New York co sel for MBS, and Louis G. Ca well, Hammond E. Chaffetz, D ald C. Beelar and Percy H. Rus Jr., Washington counsel for M

In his 100-page affidavit, Weber held that the contentions NBC and CBS that the regulati would "destroy the present str ture of network broadcasti were, in his judgment, "absurd view of the known and dispu facts". He contended that "irre rable injury" would be done M through maintenance of "rest tive contracts".

The Barroll affidavit incorp ated an exchange of letters betw William S. Hedges and the WF affidavit relating to the loss of Network affiliation by the Ba more outlet to WBAL. Mr. Bar contended irreparable injury wo result to his station from a stay the Commission regulations only on future business but on so $50,000 of existing network b ness. The same losses would ap equally to other MBS affiliates, contended.

Attack Finds Network News Setups Ready

ews Organizations Slip Quickly Into Action to Keep Nation Informed

IMEDIATELY following announcement last Sunday afternoon that Japanese airmen had attacked American possessions the Pacific Ocean, the networks swung smoothly into 24-our wartime operation with a minimum of confusion.

The rehearsals in crisis coverage gained during the nerve-cking days of the Austrian anschluss, the Munich crisis and e Nazi march into Poland, rved to send personnel to eir places in a broadcasting achine geared to slip easily to wartime operation.

Flash at Game

WOR, New York, at 2:26 p.m. EST) Sunday interrupted its description of the Dodger-Giant professional football game to read a nited Press flash of the Japanese tack on Pearl Harbor. Two minutes later the news was broadcast ross the country by the full NBC-ed and Blue networks.

CBS inserted the announcement to the 2:30 station-break preceding this network's half-hour Sunday afternoon world news roundup, which was hastily reorganized. Bob Trout was told over the cue ne about the bombing and mentioned it during his London roundup. Maj. George Fielding Eliot, BS military expert, discussed rategic aspects of the attack. eanwhile John Daly reported on lephone conversation with KGMB, onolulu, and a pickup from Manla was cut during the broadcast.

At once the sleepy Sunday atosphere of network headquarters ame to life. At 2:45 NBC rang our chimes in place of the usual hree, notice to all NBC executives nd members of the news and press epartments to contact their offices mmediately. The other networks tilized their own private signals nd by 3 o'clock the skeleton Sunay staffs began to receive reinorcements that soon swelled their orces to larger-than-normal proortions.

Typical of the methods employed y a trained radio newsman was the ay in which Art Feldman, special vents supervisor of NBC, brought o American listeners the first war ews direct from Honolulu. Hearng the flash at home, he phoned BC's operator at Radio City to lace calls for Honolulu and Manla and then got the network's traf-c division from whom he ordered adio facilities between these isand cities and the NBC networks, or any time after 3 p.m.

He then grabbed a cab for his ffice, arriving not long before his all was completed to KGU, Honolulu. Feldman said he wanted an mmediate news report on the ombing of the city, the naval base nd the airfield. The voice at the ther end identified itself as Lorin P. Thurston, chief executive of the station, who said that he had no microphone at hand as the studios were two floors away.

Feldman said to leave that to New York and, with urgent instructions to Thurston to keep the circuit open by talking continuously, no matter what he said, Feldman dashed out of the news room and up the stairs to NBC master control. The engineers started shifting patchcords to plug the phone circuit into the two NBC networks; Feldman, back at his desk, ordered the San Francisco overseas telephone operator to keep the circuit open, and at 4:06 Mr. Thurston was on the air.

Line Commandeered

Two minutes later, the American public heard the operator break in to commandeer the circuit for an urgent military message. But Feldman, hot on the trail of the world's big news story of the day, immediately asked for another circuit and at 4:46 KGU delivered a six-minute eyewitness report of America's first battle with Japan.

Ruthlessly interrupting or cancelling commercial programs to bring news of later developments from the Pacific Coast, or from Washington, where radio reporters brought their microphones into the White House newsroom to report on the conferences of the President with the Cabinet and his military advisors, their voices coming through the air above a background of excited conversation and typing, the networks specialized in news and news analysis throughout the remainder of the day and night. Established schedules were scrapped and new ones, on a 24-hour-a-day basis, set up.

High spot of the MBS Sunday broadcasts was the report of Royal Arch Gunnison from Manila of the landing of Japanese parachute troops in the Philippines, which was front-paged on Monday morning's newspapers with full credit. Another Mutual scoop for that day was the presence of Donald Nelson, SPAB head, on the OEM's *Keep 'Em Rolling* program, first broadcast by any high Government official since the Japanese attack, which compensated for the loss of the OPA chief, Leon Henderson, scheduled speaker, who rushed back to Washington when the war broke out.

Mutual's battery of newscasters was headed by John B. Hughes, Far East news authority, from Los Angeles; Paul Schubert, naval authority from New York; Fulton Lewis jr., Walter Compton, Frank Blair, Richard Eaton, from Washington; Cedric Foster from Boston, and B. S. Bercovici, from Rochester.

Mutual's representative in Manila, Royal Arch Gunnison, was heard three times on Sunday, and Elizabeth Wayne, from Batavia, Dutch East Indies, once. Vincent Sheean, foreign correspondent just returned from the Far East and Claire Boothe, playwright and journalist, were interviewed in New York by Dave Driscoll in a special broadcast on Sunday.

Commercials Cancelled

At CBS in New York, William L. Shirer read the bulletins as they came in during the early evening, cancelling his General Foods commercials, and at 6:30 p.m. CBS killed the first quarter-hour of Wrigley's Gene Autry broadcast for news from New York and London. More news from John Daly in New York and Ed Murrow in Washington was followed by a round-up of reports by military experts in the United States and correspondents in Manila and London, for which the Lipton Tea program was scuttled.

Elmer Davis did his regular news roundup at 8:55-9, and at 10:30 CBS began a broadcast of news from North and South America and Europe which lasted until 1 a.m. In addition to the regular CBS correspondents, the broadcast included talks by Dorothy Thompson and Arthur Menken and a roundup of editorials in leading newspapers.

After bringing its audience reports by Bert Silen in Manila, Sidney Albright in Batavia, John S. Young in Singapore, Harrison Forman in Hongkong, Ed Mackay in Shanghai and Mel Jacoby in Chungking, NBC wound up its Sunday schedule with a commentators' roundtable, presenting William Hillman, Max Jordan and H. V. Kaltenborn from New York; Wilfred Fleisher, Morgan Beatty and Ernest K. Lindley from Washington; Edward Tomlinson from Chicago and Upton Close from San Francisco.

At midnight when that broadcast ended, NBC started a Latin American round-up with Everett A. Bowman from Buenos Aires, Peter Brennan from Panama, Sr. Carrera from Rio de Janeiro, a staff announcer at XEW, Mexico City, Bert Silen from Manila and Fred Bate from London.

All networks kept on through the night, as they have each night since, interspersing musical programs with frequent news bulletins. On Monday they all carried the President's message to Con-

(*Continued on page 60*)

Happened Here

PICKUP from Manila, scheduled by NBC for inclusion in the *Treasury Hour* broadcast Tuesday failed to come through on schedule, not because of censorship or any other military reason, not because of any trouble with communications between the Philippines and Continental United States, but due to an unromantic line break between San Francisco, where the shortwave signal was received, and Hollywood, where the program was being fed to the rest of the network.



UNDER Japanese bombs is Bert Silen, left, manager of KZRH and KZRC, Manila, and NBC reporter in that war capital. He is shown with President Manuel Quezon, during a recent broadcast. Mr. Silen's graphic description of a Japanese air raid on the Philippine capital was heard throughout the United States Dec. 8. Speaking from a dugout he brought the first word of the Jap attack to the United States. A native of Marietta, O., and a graduate of Stanford U, Mr. Silen went to the Philippines in 1928. MBS is represented in Manila by Royal Arch Gunnison and CBS by Ford Wilkins and Thomas Worthens.

West Coast First to Go on Wartime Basis

Blackout of Radio Daily Event On Pacific

PACIFIC COAST stations, first to feel the air bans incidental to possible attack by enemy planes, have developed an emergency operation schedule through cooperation with the FCC and the 4th Interceptor Command.

Stations up and down the entire Pacific area were ordered silent every night through Friday following the Japanese attack on Pearl Harbor.

The first complete radio blackout came the evening of Dec. 8 when stations in California, Washington, Oregon and Idaho went off the air in compliance with an Army order. Although there was no official explanation, it was feared that transmitters would serve as homing beacons for enemy planes. Pacific Northwest stations left the air about 5 p. m., with KIRO, 50-kw. CBS outlet in Seattle, remaining in operation for Army and Navy instruction only. San Francisco stations were silent for more than three hours after leaving the air shortly after 6 p. m., with others in Southern California following at 7 p. m.

Flashes Allowed

During these first hours of silence, stations were allowed to carry one-minute news flashes every quarter-hour up to midnight. This "blackout" was relieved at 9:30 a. m. Tuesday, when five-minute newscasts every half-hour were permitted, continuing on this basis until 12:34 p. m. when networks and independent stations resumed normal operation after 19½ hours of complete or partial silence. On Dec. 10 stations were off from 3 a. m. to 7:29 a. m. and a second time from 12:20 p. m. to 1:05 p. m. Staggered schedules of radio silence were ordered Thursday and Friday.

Additional radio blackouts will be required, not only to prevent enemy planes from locating objectives, but also to help local monitoring stations locate the enemy, it was stated. When stations are silent except at infrequent brief intervals, enemy aircraft attempting to fix the source of signals have "plenty of time to drift about and lose the direction again", experts declared.

Under the operating plan developed for West Coast stations, the highest-powered station on the lowest wavelength has been designated in each territory as a beacon station, and all other facilities monitor that station. When the beacon station announces that all stations are to leave the air, they are to do so immediately, with similar instructions from the key station controlling and coordinating return to the air.

With outbreak of hostilities, John Swallow, NBC Western Division program director, was advised by A. A. Schechter, NBC news and special events director, that NBC would operate on a flash basis, with war news taking precedence over all programs. CBS, Don Lee, and independent stations operate under a similar plan. Without cancelling network commercial originations to the East, networks as well as independent stations on the West Coast kept the public informed on new developments daily during the week, cutting into shows where necessary.

Far East Pickups

Attempting to give complete coverage as possible, networks are concentrating on Far East shortwave activity. All three networks have lines into the RCA shortwave station at Point Reyes, Cal. Although relays from Hawaii were cancelled early in the week by military order, pickups from Manila were handled by KSFO and KFRC, San Francisco, for CBS and MBS-Don Lee, respectively. William Winter broadcast from KSFO, with Upton Close, NBC commentator, on duty at KPO, San Francisco NBC outlet.

Fox Case, CBS Pacific Coast special events director, was ordered to San Francisco by Paul White, CBS director of public affairs, to coordinate shortwave news coming to San Francisco from the Far East. Bill Slocum, CBS New York special events director, also was in San Francisco to supervise coverage on the West Coast.

Ken Fry, NBC Chicago special events director, was sent to the Coast to take charge of all Pacific Coast war newscasts being received via NBC's Hollywood shortwave listening post and other sources. All listening post repor were available to the wire servic and working press, with NBC se ting up a special press room f their convenience.

Although no official censor boa had been established by mid-we for regular radio newscasts, sp cial request was made by the Arr and Navy that networks and st tions eliminate specific news value to the enemy. Networ promptly imposed a voluntary se censorship.

Although the international cri hit home on the Pacific Coast wi overpowering surprise, netwo and independent stations did n lose a moment in setting up rig protections against possible sab age of broadcast facilities. Arm detectives and police were put duty within studios, as well around transmitters, at KE KECA, KHJ, KNX, KMP KFWB, KMTR, KFVD, KRK and other Southern California s tions.

In addition, sandbags have be stacked around the CBS transm ter at Torrance, Cal., as a prot tion against any eventuality. N is camouflaging the aluminum r of its studio building and installi blackout curtains, as well as boa ing up its main lobby master c

(*Continued on page 59*)

KPO Proctor

KPO, San Francisco, was made proctor of stations in the territory of the Fourth Interceptor Command, U. S. Army, according to an announcement last Tuesday. Interceptor command, headed by Brigadier Gen. William Ord Ryan, Presidio, San Francisco, notified stations to keep tuned to KPO and when an air raid warning would be given they were to shut down immediately with that station. They were ordered to resume operation only when KPO did. Army, with jurisdiction over domestic broadcasting stations, stated that so far no steps had been taken to censor radio newscasts, other than the shutdown order.

RADIO'S FIRST WEEK OF WARTIME OPERATION

BROADCASTING, entering its first war, came through the first week with the praise of an appreciative public for a workmanlike job of audible journalism and public service.

Since the second when teletype machines spelled out the first flash the broadcasting industry has been on its toes from executive to office boy. As if on order, practically every station in the country went on 24-hour service, liaison with civilian defense authorities was established, staffs were augmented, guards thrown around transmitters, the profit motive went out the window and radio dug in for the duration.

Pearl Harbor Bombing The First High Spot

Despite the all-round good performance, certain things stood out. In chronological order those that must have stuck in the public mind were the vivid description from KGU, Honolulu, of the bombing of Pearl Harbor; KZRH Manager Bert Silen's broadcast of the bombing of Manila, Cecil Brown's dramatic account of the sinking of the *Repulse* and *Prince of Wales*.

But withal broadcasting has undergone a change in those last seven days, the effect of which is just beginning to be noticed. There's more martial music, Government announcements are increasing, and some material, especially in newscasts, will be taboo.

President Roosevelt's speech Tuesday night in which he summed up broadcasting and the press' responsibilities (see page 7) and his request at his Friday press conference that no long casualty lists be publicized (see "Friday" story) were the two outstanding weathervanes of the new broadcasting era.

Following is a day-by-day chronicle of broadcasting's first week of war:

SUNDAY

The Japanese attack Dec. 7 found radio in Washington surprised but quickly ready for action. First news of the attack came from the White House itself when President Roosevelt telephoned his press secretary Stephen T. Early at the latter's home. Mr. Early called the three press associations on a conference tie-up and broke the news. Following this he informed the offices of the three major networks but they already had the information from the press services.

In Washington staffs w quickly summoned and the Sta War and Navy departments well as the White House were c ered with newsmen. In the lat case, permission was granted the first time for radiomen to up equipment and broadcast fr the White House press room the Executive offices.

NBC assigned Baukhage, Washington commentator, to t post; CBS had Eric Sevareid c ering developments there, wh Fulton Lewis jr., covered for MB WINX, Washington, also cove the White House. All news leased in Washington clea through Mr. Early, who receiv it direct from the President hi self. The latter procedure grea simplified coverage for the n works, centralizing the handli of all announcements of the tack and damage.

A short time after the first fla was received President David S noff of RCA wired Mr. Roosev promising the cooperation of RC affiliated companies and placi their facilities at the disposal the President.

Alfred J. McCosker, chairm of the MBS board, W. E. Macf lane, president, and Lewis All Weiss, vice-president, wired Cha

(*Continued on page 61*)


"Folks, this is my first opportunity to greet so many people at one time in Baltimore and the Central Atlantic States. It's possible only because the little WBAL man has let me use his new 50,000 watt, Red Network station. So, through 'One of America's Great Radio Stations', I say to one and all--
'A Very Merry Christmas and the Happiest of New Years.'"
WBAL
WBAL
Jack Lambert

War Not Cutting Plans of Sponsors

But They Are Waiting for a More Stabilized Situation

THERE will be no curtailing of present advertising due to war conditions, a telephone survey by BROADCASTING among the leading advertising agencies in New York last week indicated. Still trying to gain their bearngs after the first hectic week of hostilities played havoc with broadcasting schedules, advertisers and agencies have not yet had a chance to form any definite policies to cope with conditions, but to the last have indicated a willingness to recognize and play along with conditions.

Back of this philosophical acceptance was the unanimous expression that the primary purpose of radio is to serve the public welfare. "We recognize the problems the networks are facing", one agency executive said, "and we are standing by. The people the country over are sitting tight by their radio sets for the latest news developments, and networks are trying to serve them as faithfully as possible. Naturally there are many program changes and interruptions. We recognize this and are only too glad to help them." This opinion was voiced by practically all agencies contacted.

Policy on Rebates

Asked what line they would follow in seeking redress for unfulfilled commitments, most indicated they expected the "usual rebates", but would not press the issue until conditions become more stabilized. Some of those questioned reported that things happened so fast that they haven't had time to go into the problem, while others stated they are conducting a survey among stations to see just how extensive the interruptions were.

Station representatives have contacted some of the agencies and asked permission to place unfilled spot announcements and programs at the first opportunity after the missed period. While accepting the condition, some executives stated that acceptance would not be unconditional, since they wanted to have some assurance that these spots were desirable.

Questioned as to whether any of their clients sponsoring dramatic shows contemplate any changes, since interruptions to this type of program practically destroy their dramatic value, all except one answered negatively. That single agency replied that it had been in contact with one of its clients discussing just such a possibility. Talks were still nebulous and they had nothing definite to report.

There was a general feeling that most of the disruptions were only temporary and that after a simmering off period, broadcasting would return to a moderate status quo.



TOP COMMUNICATIONS BODY during wartime in the United States is the Defense Communications Board, set up Sept. 24, 1940, by President Roosevelt. Pictured here at its first meeting, Oct. 10, 1940, are four of the original five appointees. The fifth original member, Maj. Gen. Joseph O. Mauborgne, retired, has been succeeded by Maj. Gen. Dawson Olmstead, Army Chief Signal Officer, not in pictu Around the conference table are (l to r) Rear Admir Leigh Noyes, Director of Naval Communications; FC and DCB Chairman James Lawrence Fly; Herbert Gaston, Assistant Secretary of the Treasury; Brec enridge Long, Assistant Secretary of State. DCB n is operating on an hour-to-hour basis.

President Issues Executive Order on Radi

Following is the full text of the Executive Order signed by President Roosevelt last Wednesday (Dec. 10) transferring to the Defense Communications Board functions vested in the President under Section 606 of the Federal Communications Act:

WHEREAS The Senate and House of Representatives of the United States of America in Congress assembled have declared that a state of war exists between the United States and the Imperial Japanese Government;

AND WHEREAS Section 606 of the Communications Act of 1934 (48 Stat. 1104; U.S.C., title 47, sec. 606) authorizes the President under such circumstances to cause the closing of any radio station and the removal therefrom of its apparatus and equipment, and to authorize the use or control of any such station and/or its apparatus and equipment by any agency of the Government under such regulations as the President may prescribe upon just compensation to the owners, and further authorizes him to direct that communications essential to the national defense and security shall have preference or priority;

AND WHEREAS It is necessary to insure the national defense and the successful conduct of the war that the Government of the United States shall take over, operate, and have use or possession of certain radio stations or parts thereof within the jurisdiction of the United States, and shall inspect, supervise, control or close other radio stations or parts thereof within the jurisdiction of the United States, and that there should be priority with respect to the transmission of certain communications by wire or radio;

NOW, THEREFORE, by virtue of authority vested in me under the Constitution of the United States and under the aforementioned joint resolution of Congress dated December 8, 1941, and under the provisions of the aforementioned Section 606 of the Communications Act of 1934, I hereby prescribe that from and after this date the Defense Communications Board created by the Executive Order of September 24, 1940 (hereinafter referred to as the Board) shall exercise the power and authority vested in me by Section 606 of the Communications Act of 1934 pursuant to and under the following regulations

1. The Board shall determine and prepare plans for the allocation of such portions of governmental and non-governmental radio facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.

2. The Board shall, if the national security and defense and the successful conduct of the war so demand, designate specific radio stations and facilities or portions thereof for the use, control, supervision, inspection or closure by the Department of War, Department of Navy or other agency of the United States Government.

3. The Board shall, if the national security and defense and the successful conduct of the war so demand, prescribe classes and types of radio stations and facilities or portions thereof which shall be subject to use, control, supervision, inspection or closure, in accordance with such prescription, by the Department of War, Department of Navy or other agency of the United States Government designated by the Board.

4. Every department and independent agency of the government shall submit to the Defense Communications Board, at such time and in such manner as the Board may prescribe, full information with respect to all use made or proposed to be made of any radio station or facility and of any supervision, control, inspection or closure which has been or is proposed to be effected pursuant to paragraph 3 hereof.

5. No radio station or facility shall be taken over and operated in whole or in part or subjected to governmental supervision, control or closure unless such action is essential to national defense and security and the successful conduct of the war. So far as possible, action taken pursuant to this Order shall not interfere with the procurement needs of civilian governmental agencies, the normal functioning of industry or the maintenance of civilian morale.

6. Until and except so far as said Board shall otherwise provide, the owners, managers, boards of directors, receivers, officers and employees of the radio stations shall continue the operation there in the usual and ordinary cou of business, in the names of th respective companies, associatio organizations, owners or manage as the case may be.

7. The head of any departm or agency which uses or contr any radio station pursuant to t terms of this Order shall ascert the just compensation for the or control of such radio station a recommend such just compensati in each such case to the Presid for approval and action by him accordance with the provisions subsection (4) of Section 606 the Communications Act of 19 (U.S.C., title 47, sec. 606 (d))

8. By subsequent order of Board, the use, control, or super sion of any radio station or fac ty or class or type thereof assu under the provisions of this Or may be relinquished in whole o part to the owners thereof and restrictions placed on any ra station or facility pursuant he may be removed in whole or part.

9. The Board is hereby design ed, in accordance with the pr sions of Section 606 (a) of Communications Act of 1934, make such arrangements as may necessary in order to insure t communications essential to national defense and security s have preference or priority w any carrier subject to the C munications Act of 1934. Board may issue any regulat which may be necessary to complish this purpose.

10. All terms herein used s have the meanings ascribed to s terms in Section 3, as amended the Communications Act of 19

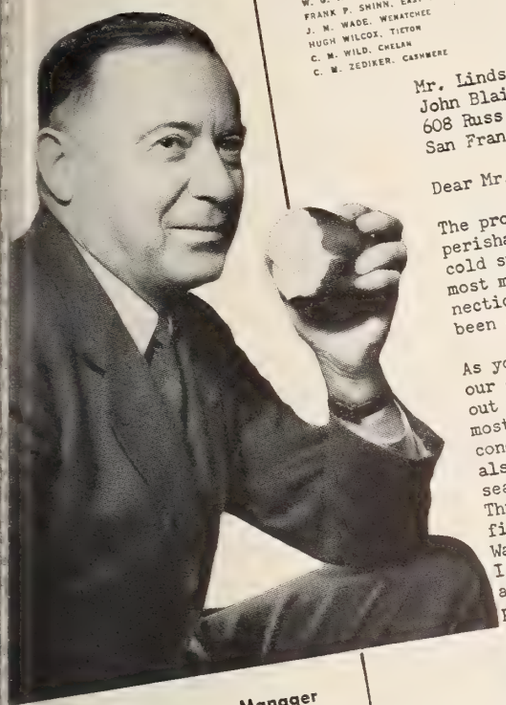
11. All regulations of gen applicability issued by the Se tary of War, the Secretary of Navy, or any other governme agency under these Presiden regulations shall be published the *Federal Register*.

FRANKLIN D. ROOSEVE

CHOICES of over 82 sports comm tators on MBS stations for All-A ican football players of 1941 broadcast Dec. 11 on Mutual, with remote pickups from the colleges of selected grid heroes. The sportscas have been polled by Tom Slater, tual coordinator of sports and sp features.

"with SPOT BROADCASTING we can promptly take advantage of local price and commodity conditions"

. . . SAYS C. E. CHASE FOR WASHINGTON STATE APPLE COMMISSION



C. E. CHASE, Secretary-Manager
Washington State Apple Commission

WASHINGTON STATE APPLE COMMISSION

COMMISSIONERS:
REUBEN G. BENZ, YAKIMA
ALBERT CUILLIER, ROUTE 8, YAKIMA
C. A. HAWLEY, ROUTE 2, WENATCHEE
J. W. HEBERT, YAKIMA
B. E. HENDRICK, OMAK
W. G. MARTIN, WAPATO
FRANK P. SHINN, EAST FARMS
J. M. WADE, WENATCHEE
HUGH WILCOX, TICTON
C. M. WILD, CHELAN
C. W. ZEDIKER, CASHMERE

OFFICERS:
C. W. ZEDIKER, CHAIRMAN
W. G. MARTIN, VICE-CHAIRMAN
C. E. CHASE, TREASURER

EX OFFICIO COMMISSIONERS:
ARTHUR E. COX
DIRECTOR OF AGRICULTURE
F. E. DESELLEM
SUPERVISOR OF HORTICULTURE

C. E. CHASE, SECRETARY-MANAGER

Wenatchee, Washington
November 27, 1941

Mr. Lindsey Spight, Pacific Coast Manager
John Blair & Company
608 Russ Building
San Francisco, California

Dear Mr. Spight:

The problems arising from advertising and merchandising a highly perishable commodity such as Washington Apples after they leave cold storage are much more complicated than those which confront most manufacturers or producers in the food field. In this connection, I think you will be pleased to know that spot radio has been of very real assistance to our apple growers.

As you know, we use radio primarily to stimulate carload sales on our different varieties in primary and secondary markets throughout the country. The fact that spot radio can be put to work almost immediately to take advantage of local price and commodity conditions makes it one of the most valuable media we use. We also give radio a share in the credit for extending our selling season until late spring of the next year following harvest. This important marketing extension, accomplished during the last five years, has resulted in substantially increased returns to Washington State apple growers. It is also the best evidence, I believe, of the probability of an indefinite extension of this advertising in which spot radio most certainly will continue to play an important part.

Our advertising agency, J. Walter Thompson Company, has advised me of the helpful merchandising cooperation which has been extended by a number of the radio stations on your list, and to them will you convey the thanks of the apple growers of the State of Washington.

Sincerely yours,

C. E. CHASE, Secretary-Manager

CEC:o

SPOTS YOUR choice of markets!

SPOTS YOUR choice of times!

SPOTS YOUR choice of stations!

Apple *markets,* too, must be picked off at just the ripe moment . . . when local price and commodity conditions insure volume sales at a profit. That's why the Washington State Apple Commission depends on Spot Radio. They have seen the speedy effectiveness with which this powerful medium stimulates carload sales . . . through advertising aired on the best stations . . . in specifically selected markets . . . at precisely chosen times. And, best of all, flexible Spot Radio, by doing successfully its immediate task, has furthered the Commission's long-range objective: the profitable extension of a once-short selling season.

your business, too, the major advertising problem is simply the sum of numerous variable local problems . . . each of which can be most effectively, most efficiently solved with specially directed, precisely timed and intelligently placed Spot Broadcasts. Ask a John Blair man!

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

First Raid Alarm Creates Confusion In New York City

Conference Called to Solve Problems in First Alarm

NEW YORK CITY'S first air raid alarms last Tuesday afternoon found the city's broadcasters doing their part in keeping the public "informed but not alarmed". But in the face of frequently conflicting reports considerably at variance in the way in which they carried out that difficult task.

Several broadcasters have requested that a meeting be arranged with officials of the military and civil defense programs and it is understood that such a meeting will probably be called as soon as Mayor LaGuardia, who is head of civilian defense, returns from the Pacific Coast.

Warnings Carried

WOR reported it broadcast warnings of the air raid alerts and the subsequent "all clear" signals requested by the police department as well as some 30 press service bulletins. The station put a siren on the air to supplement the sirens of police and fire trucks.

NBC broadcast only the official police warning to air raid wardens to be on the alert on its New York stations. WABC, CBS outlet in New York, also treated the affair as a rehearsal.

WNYC, New York's municipal station, acted as a clearing house for official news, phoning other stations of each official bulletin. This was temporary expedient, the station explained.

Joseph Lang, general manager of WHOM, Jersey City, and chairman of the NAB foreign language committee, on Thursday wired all foreign language stations in the metropolitan area, notfyng them that until a permanent coordinator has been named, arrangements have been made with Morris Novik, manager of WNYC, to notify the stations regarding air raid signals and other emergency announcements.

AAAA Midwest Group Studies Radio Problems

CENTRAL COUNCIL of American Assn. of Advertising Agencies held a one-day closed "condensed convention" last Thursday in Chicago at the Lake Shore Athletic Club. Radio group meeting headed by R. J. Scott of Schwimmer & Scott, Chicago, heard a talk on television by Bill Eddy, director of Balaban & Katz television station, W9XBK, who explained the operation, problems, and new developments in television.

The group also discussed FCC regulations regarding network operations, the latest AFRA rulings, and the differential between the local and national rate structures of stations. Although the subject of 2% cash discounts was also discussed, no joint action was taken.

1874 Dr. Frank Conrad 1941



DR. FRANK CONRAD, 67, Father of Broadcasting, is dead.

The end came to the noted Westinghouse assistant chief engineer just as he was watching the medium he had pioneered launch its great effort to help bring the world out of tyrannical domination. A heart attack suffered Nov. 6 while driving to Miami, Fla., from Pittsburgh had placed him under a physician's care at his Miami winter home, 1277 N. Venetian Way.

Funeral services were to be held from his Pittsburgh home Monday, Dec. 15. Survivors include his widow, Mrs. Flora Selheimer Conrad; two sons, Francis H., of New York, connected with Edward Petry & Co., and Crawford, of Pittsburgh; a daughter, Mrs. Edwin Durham of Massillon, O.

Few in the industry knew the assistant chief engineer of Westinghouse Electric & Mfg. Co. was ill, his death coming as a shock to his thousands of friends in radio and affiliated lines.

Handy With Tools

Born May 4, 1874, in Pittsburgh, Dr. Conrad was the son of a railroad mechanic who scoffed at schooling and believed in the handicrafts. When young Crawford finished seventh grade at the Starrett Grammar School in Pittsburgh, he showed a knack with tools and secured employment in October, 1890, as a bench-hand in the Garrison Alley plant of Westinghouse.

Young Conrad's immediate superior, Philip Lange, left him to guard the laboratory while he went on a trip to Europe. With time on his hands, the embryo scientist began to tinker and found himself in his natural groove. At the age of 23 he had perfected a round electric meter of the type now universally used.

Dr. Conrad's radio experiments started before World War I, about 1912, when he rigged up a little wireless set to pick up time signals from the Naval radio station in Washington. He and a friend had a $5 bet involving the accuracy of their watches and each day they synchronized the timepieces with the Westinghouse master clock. This bet led Dr. Conrad to synchronization experiments and by means of his reception of Navy time signals he won the bet and learned the Morse code in the process.

Continuing his tinkering, Dr. Conrad picked up signals from another Pittsburgher who was playing with a spark coil as a hobby. They began to communicate with each other by means of their simple apparatus.

When the United States entered the World War, Dr. Conrad was drafted. During his service he rigged up an airplane radio outfit, described as the first ever developed. Another of his inventions was a hand-grenade and thrower.

The war over, he resumed his wireless experiment at home and at Westinghouse.

He expanded the transmitter in his garage and started to broadcast phonograph records when he tired of merely talking with other wireless operators around that section.

'First Sponsor'

Running out of records, he borrowed a stack from a nearby music store which asked for a mention on his "program." This has often been referred to as the first sponsored broadcast .

Naturally Dr. Conrad's sons were interested in the radio gadgets and began to bring in amateur performers. A department store, hearing of the stunt, advertised receiving sets which would pick up Dr. Conrad's programs.

The project caught the fancy of the late Dr. Harry P. Davis, then Westinghouse vice-president, who figured regular broadcasts would set up a new field of radio activity. Dr. Davis and other Westinghouse officials got behind the project and obtained a license from Federal authorities to operate KDKA. Thu commercial station was launcl in 1920.

One of the early broadcasts c ried the results of the Hardi Cox presidential election.

Later Westinghouse built a tra mitter employing 1,000 volts. T proved so successful that an e larger transmitter was construc with two 250-watt tubes in the dio frequency stage modulated three 250-watt air-cooled tubes the same type. The modulator driven by a 50-watt audio ampli which was fed by a two-stage a plifier, all audio amplifiers be resistance coupled.

The station operated on meters, though it was assigned 3 KDKA taking liberties with universal 360 meter assignm then prevailing.

In 1922 Dr. Conrad bought a placed in operation an experime shortwave transmitter, 8XS, erating on 100 meters. This was first Westinghouse shortw transmitter.

All through the years Dr. Con remained active in the Westi house radio operations and exp ments.

His genius was responsible many of the improvements m from time to time by this compa A detailed account of the Westi house experiments was printed BROADCASTING Nov. 24, 1941.

NEW IT&T SERIES TO BE EXTENDE

REVERSING the usual procedu International Telephone & Tel graph Corp., New York, has sta ed a quarter-hour daily progra on WJSV, Washington, which w bring to the United States a dai period of news about Lat America, gathered by the Unit Press bureaus throughout Sou and Central America and the We Indies.

Company, which operates mo than half of the telephones sou of the United States and the prin pal cable system between t Americas, is presenting the n series in the interest of int American understanding, with t idea that it is just as important f us to know about the daily life a culture of the Latin Americans it is for them to know about us.

Plans are now under way for t extension of the series to oth cities. Agency is Marshalk & Pra New York

Thanks to CBS

AN RCA error last Sunday resulted in an extra broadcast from the Philippines for NBC when Ford Wilkins, CBS correspondent in Manila, delivered a description of conditions over the combined Red and Blue networks. NBC executives who had ordered a report from their Manila representative supposed that this new man was speaking for him until Wilkins concluded his talk with the illuminating phrase . . . "I now return you to CBS in New York."

CHRISTMAS "EXTRAS" for EXTRA SALES!

THESAURUS Subscribers get Special Holiday Programs as part of regular THESAURUS Program Service . . .

Subscribers to NBC Thesaurus receive special "holiday programs" on every major occasion throughout the year—programs like the current Thesaurus favorites, "Santa Claus Rides Again" . . . the one-hour dramatic and musical presentation of Dickens' famous "A Christmas Carol" . . . the special "Christmas Calendar" series of thirteen 15-minute scripts with musical cues and fitting continuity. All holidays are similarly commemorated—an "extra" that means extra sales for stations, yet at no extra cost for the service.

For NBC Thesaurus is *more* than merely a collection of recorded music by famous artists. It gives you balanced, complete program material of every type, and sufficient scope to fit every type of sponsor, every type of audience. Yes, Thesaurus is a true *program* service.

Shall we send you full information, rates, availability, etc.?

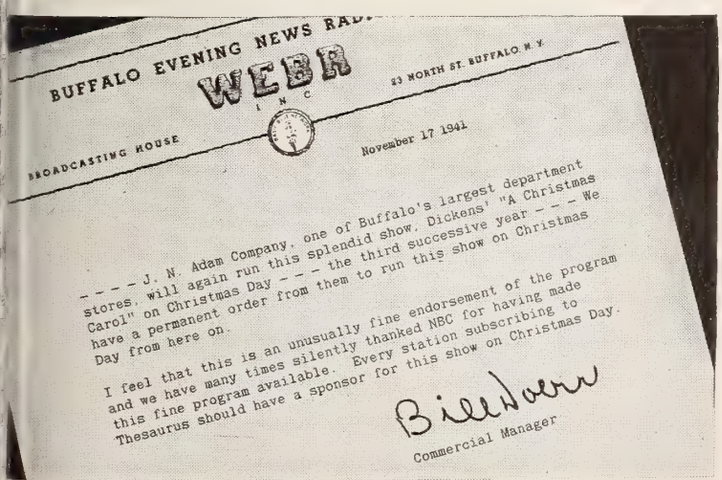
NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION—NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood



BUFFALO EVENING NEWS RAD...
WEBR INC
23 NORTH ST. BUFFALO N.Y.
BROADCASTING HOUSE
November 17 1941

- - - J. N. Adam Company, one of Buffalo's largest department stores, will again run this splendid show, Dickens' "A Christmas Carol" on Christmas Day - - - the third successive year - - - We have a permanent order from them to run this show on Christmas Day from here on.

I feel that this is an unusually fine endorsement of the program and we have many times silently thanked NBC for having made this fine program available. Every station subscribing to Thesaurus should have a sponsor for this show on Christmas Day.

Bill Doerr
Commercial Manager
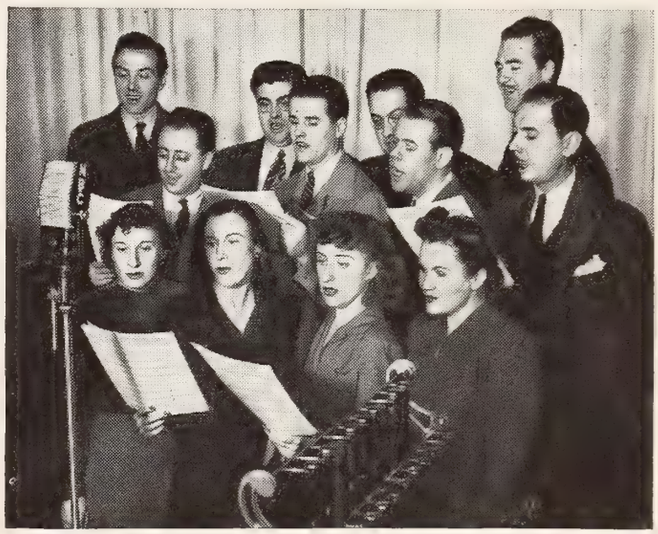
Dickens' "A Christmas Carol"—Another Thesaurus Christmas Show brings enthusiastic comments like this excerpt of a letter from Bill Doerr, WEBR, Buffalo, N. Y. Writes Mr. Doerr, ". . . We have many times silently thanked NBC for having made this fine program available. Every station subscribing to Thesaurus should find a sponsor for this show on Christmas Day."

"Santa Claus Rides Again"

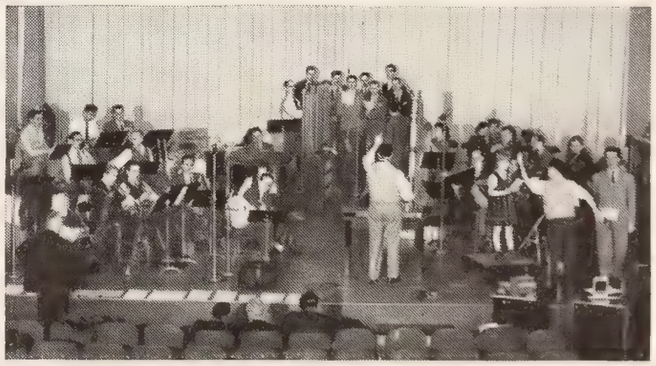
THESAURUS CHRISTMAS SHOW FOR 1941



Carol Peterson as "Virginia," Craig McDonnell as "Santa," with Allen Roth in background conducting, record a sequence for "Santa Claus Rides Again," special Thesaurus Christmas Show for 1941.



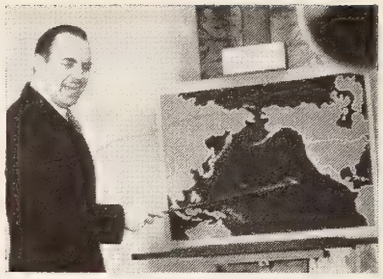
The Roth Chorus sings the Christmas Carols in "Santa Claus Rides Again." The carefully trained, beautifully blended voices of these outstanding vocalists are a feature also of Allen Roth's "Symphony of Melody," regular twice-weekly, half-hour Thesaurus program.



"Santa Claus Rides Again," being recorded in new 6B studio of NBC at Radio City. Skilled production and expert attention to detail go into every one of the 25 weekly program series supplied with Thesaurus the year 'round.

He Knew IT

IT'S NEWS until it happens, is the motto of Capt. Michael Fielding, news commentator of WIND, Gary, Ind., who scored a scoop last week when he predicted on his nightly quarter - hour commentary Japanese aggressive action 12 hours before it took place. His warning: "Don't be surprised if . . . while Mr. Kurusu is blandly assuring Mr. Wells that everything is notsy-totsy . . . Japanese troops suddenly plunge across frontiers in simulation of a technique which has wrought such wonders for Japan's axis partner. . . . It's always best to watch out when a Japanese smiles—and every recent picture . . . depicts Messrs. Nomura and Kurusu displaying as fine a set of molars as one could wish to see."



TELEVISION had its first taste of America at war. Sam Cuff, NBC commentator, uses map and wand to show video watchers the strategic location of Hawaii.

Katherine Fox Named

KATHERINE FOX, who joined WLW, Cincinnati, in 1937 as secretary to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, has been named coordinator of public affairs and defense broadcasts for the station.

Television Develops New Presentatio Of War News as Events Occur Swiftl

TELEVISION, with the outbreak of hostilities between the United States and Japan, stepped up to a new level of importance, with both WNBT, NBC television station and WCBW, video adjunct of CBS, expanding their telecasting schedules to supply a vivid visual meaning to the war news, in additon to continuing their defense-aid activities.

WCBW, going on the air Dec. 7 with the latest bulletins and visual aids from 8:45 to after 10, marked the first time that it had operated on a Sunday. From then on through the week the station presented several news periods daily under the direction of Gilbert Seldes, head of the CBS television program department.

The station carried the speech of President Roosevelt on Monday at the same time that a wavi flag was transmitted over the sig waves. Robert Aura Smith of t *New York Times* foreign news d partment has appeared sever times.

Programs Cancelled

WCBW cancelled two regular scheduled programs Monday afte noon and replaced them with ne and maps. Cancelled programs we *Boys in the Back Room* and *Ch dren's Story.* At the same tim spokesmen of the various branch of defense activity are present each day. On Monday WCB stayed on the air an hour and quarter longer than had been pre ously scheduled.

An AP news teletype was stalled in the studios of WN and a camera was focused on t copy as it issued from the wir Sam Cuff, the station's war analy brought new maps and photograp into the studios to interpret t incoming reports. NBC comme tators, since the beginning of t war, have made nightly appe ances before the cameras in rou table discussions of the day's ne Among them are William Hillm H. V. Kaltenborn, John Vand cook and Robert St. John. Monc evening a film on Hawaii, Jap and the Philippines was shown.

During the past several we WNBT has been conducting a fense training series in cooperat with defense organizations. Dem strations of fire-control and fir aid methods have been emphasiz Both these will be continued a expanded, the station indicat Meanwhile WNBT has been c ducting a civilian defense drive enroll every receiver owner as "television defense aid". Such ai are to be responsible for marsh ling non-receiver owners bef screens during the presentation the defense training series.

Wanted War News

SALE of portable radios a newspapers skyrocketed Dec. first week-day of the war, acco ing to a check-up of departm stores and newspaper busin offices made by CBS. Bloomi dale's store reported that Monc sales of the small radios showed 800% gain while Mac's announc that the sets accounted for a la part of increased business. *T Journal-American* circulation ure showed an increase of ab 35%; *World-Telegram,* 50% a the *Herald-Tribune* indicated th sales for that day passed the n mal run by about 100,000.

Filipino Glossary

GEORGE J. VOGEL, formerly m ager of KZRM, CBS Manila affili who returned to the U. S. a week fore the outbreak of war, has c piled a pronouncing glossary of F pino town and island names for use CBS war correspondents.

WCOP

is doing a full time job

in Boston

featuring a complete new

programming policy

designed for greater

listening in Metropolitan Boston

A. N. Armstrong, Jr.
General Manager
WCOP

Represented by Headley-Reed Co.
New York • Chicago • Detroit • Atlanta



What's ahead for you Engineers?

Many of you who have chosen broadcasting as your life work were pretty young at the time of World War I. Let's look back—to see what's ahead.

Under wartime pressure, radio research went forward by leaps and bounds. Out of new ideas such as those developed by Bell Labs and Western Electric for military use came an entire new post-war industry—*your* industry of broadcasting.

Through peacetime years, Bell Labs and Western Electric kept right on pioneering—helping your industry to grow—with such major improvements as crystal control, stabilized feedback, the Doherty circuit, vertical radiators, directional arrays.

Now the pressure is on again. As in 1917-18, resources of Bell Labs and Western Electric are developing many new things in radio to strengthen our land, sea and air forces.

When the present war is over, can you doubt that broadcasting will surge ahead as a result of today's intensified research?

Look forward with confidence! Today's mobilization for war is also a mobilization for the peace to follow. Count on Bell Labs and Western Electric to give you new tools to help you make broadcasting finer than ever in the years ahead!

DISTRIBUTORS: In U. S. A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corporation.

Western Electric
EQUIPPED FOR BETTER BROADCASTING

Audience Records Set by President

Monday, Tuesday Talks Reach High Percentage of Public

LARGEST AMERICAN radio audience ever to hear a program was recorded Dec. 9, when 83% of the country's radio set-owners interviewed at home by the Cooperative Analysis of Broadcasting, reported they had listened to the speech by President Franklin D. Roosevelt, broadcast at 10 p.m. on all networks the day after the United States declared war on Japan.

Largest daytime American radio audience ever to listen to a speech of any kind was attained Dec. 8, when the President's address to the joint session of Congress was broadcast on major networks and heard by 65.7% of set-owners interviewed in their homes by the CAB. At that time, Roosevelt asked Congress to declare that a state of war existed between the U. S. and Japan.

Hooper Figures

In a survey of homes all over the country for CBS, C. E. Hooper Inc. reported that 90,000,000 persons had heard the Dec. 9 talk by the President, his first as wartime chief executive of the country. This radio audience, biggest in history, was rated at 79.0 by Hooper, or 9 points higher than the previous all-time high record also set by the President when he declared an unlimited national emergency on May 27, 1941, attaining a rating of 70% of set-owners.

The Hooper survey stated that 92.4% of all American families at home were listening to the Chief Executive Dec. 9, and almost every public gathering meeting around 10 p.m. was interrupted for the broadcast, heard on major networks and shortwaved all over the world in some nine languages.

Ellis Hollums Appointed News Editor of WQAM

APPOINTMENT of Ellis Hollums, formerly executive editor of the *Miami Herald*, as news editor of WQAM, Miami, Fla., was announced last Monday by Fred W. Borton, president of the station. Mr. Hollums resigned from the *Herald* Nov. 1, after 19 years with the paper.

Mr. Borton described the appointment of Mr. Hollums as a move to streamline its news-handling, commenting: "Our purpose is to try and present news factually and in as much detail as time will allow. Radio in recent years has practically taken the place of old-fashioned newspaper 'extras' in quickly informing the public of important news events. We feel that WQAM can do an even better job if we apply newspaper technique to the problem." Mr. Hollums is a member of ASNA, NEA, Florida Press Assn., Associated Dailies of Florida, and the National Press Club, Washington.



NEWSMEN of WLW and WSAI, Cincinnati, were in a huddle shortly after the news broke last Sunday. The emergency broadcast plan had been worked out in careful detail months ago. Dewey Long, WSAI general manager, and Howard R. Chamberlain, WLW assistant program director, are standing at left. Below (l to r) are Gregor Ziemer, European specialist; William Dowdell, WLW-WSAI news editor; Jay Fix, WSAI announcer; George C. Biggar, WLW program director; H. R. Gross, WLW-WSAI reporter and newscaster.

SHORT WAVES ON 24-HOUR BASIS

Networks Beam News to Europe and Latin America, Following Policy of Objectivity

STARTING with the first flash that Japan had attacked the Hawaiian Islands at 2:30 p.m. Sunday, the shortwave stations of NBC —WRCA and WNBI— and CBS— WCBX and WCAB—have been operating on a round-the-clock schedule beaming news reports to Europe and Latin America as they have been pouring in from the fighting fronts.

NBC, working three eight-hour shifts, has its staff of linguists translating the news into nine languages. Since the outbreak of the war, Turkish and Finnish broadcasts have been added to those which have been sent on regular schedules in English, French, German, Italian, Spanish, Portuguese and Swedish, the latter having been inaugurated about two weeks ago. CBS reports to Europe are in 10 languages and to Latin America in three.

Truth in News

Both networks are following a general policy of objectivity in reporting, free from blatant propaganda following a pronouncement by President Roosevelt that now, more than at any time in history, there is a need for truth in the news. Adhering to such a pattern, John F. Royal, NBC vice-president in charge of International Relations, stated that since "temporary subjugated and oppressed people in all parts of the world learned to look to American radio as the one beam of light in an otherwise darkened life—we would fail in our national duty if we discontinued to bring truthful news to the millions who look upon the democracies as their sole salvation."

As sources for its broadcasts—a separate news script is specially prepared for each country to which its programs are sent—NBC is using the three press associations, UP, AP and INS, and reports gathered and sifted at the network's listening posts. For background material reports of the Office of Coordinator of Information under Col. Donovan and from the Coordinator of Inter-American Relations under Nelson Rockefeller, are being used. No regular network news shows are sent over shortwave channels.

Check-up System

The Donovan office has assigned a member of its staff to censor shortwave material from its New York office. All news sources of the country's international stations, with the exception of KGEI, San Francisco, are duplicated in this office. When material is spotted that might give "aid or comfort" to the enemy the stations are informed.

To date officials of the Donovan office say they have been highly pleased with the "splendid cooperation of the stations". In addition, a check is made through lines of the Bronze network [BROADCASTING, Oct. 27] on the station's output thus allowing a double check.

Working with the Navy, the OCI has a similar setup in operation at KGEI which is not connected with the lines of the so-called "Bronze network" of international stations.

Both the CBS listening post in New York City, and the NBC post located at Bellmore, Long Island, have been continuing on a 24-hour schedule, picking up all foreign signals of sufficient strength to reach New York. These reports are recorded on special machines, translated, and immediately made available to the network's regular correspondents in the newsrooms, to the press and to the Government.

CBS shortwave news, measured in number of programs and total hours of broadcasting, increased more than 400% over normal in the first 64 hours of the war, a statistical report showed.

NBC Teletypes

NBC reports that at the request of military authorities teletype connections have been set up between its newsroom and the headquarters of the intelligence divisions of the Army and Navy in Washington, so they may receive the same information that NBC makes available to newspapers and press services, information derived from NBC broadcasts or from material picked up by the networks listening posts.

FOREIGN LANGUAGE POLICY UNCHANGE

DECLARATION of war again Japan, Germany and Italy w bring no ban on foreign-langua broadcasting by domestic statio it was indicated at the FCC la week. Although no official wo was given by the Commission, the was assurance that the FCC's at tude on foreign-language broa casts remains unchanged.

It is believed that since U. stations are doing an acceptab job in handling their foreign-la guage programs, they will be a lowed at least for the present, continue their regular broadca schedules, subject only to the pre ent voluntary controls.

Radio First

FIRST flash of the press services their subscribers on the result the House vote on the declarati of war on Japan gave credit NBC. Explanation is that the n work's representative in the pre gallery could speak the result rectly into his microphone and so the nation, whereas the newspap men had to leave the gallery a phone the news to their offic for dissemination.

Cosmetic Hunt Ends

LADY ESTHER Ltd., Chica (cosmetics) which has been loc ing for a second network show feature Freddy Martins' orchest [BROADCASTING, Nov. 24] h dropped the idea, according to Pe lar & Ryan, New York, agency charge. No reasons were give though the agency intimated th the present world crisis had part in influencing the decisi Both NBC-Blue and CBS were bi ding for the account.

Vandercook in Reverse

NBC's roundup of world news Tuesday evening reversed its us procedure when Fred Bate from L don announced that the BBC studio was using was filled with British o cials waiting for the latest news fr the Pacific, so instead of reporti London doings to the United Stat John Vandercook in New York ga to England his news from the Ja nese-American front.

STAFF ANNOUNCERS alternati according to their schedules on t series of news broadcasts presented WMCA, New York, by *The New Yo Times*, are Don Phillips, Alun W liams, Bob Harris, Tom Hudson, B O'Connell and Gene Morgan.



. . . THAT ONE WITH STATION RATINGS!

Intermittently for a decade, local advertisers, agencies, radio stations, research organizations and others have been laying yardsticks on listening in Oklahoma City. With no known exception, WKY has emerged from such tests with a commanding lead.

But it is not altogether necessary to risk the sales success of a product in the Oklahoma City market on the miniature snapshot view exposed through the pinhole of any one such survey.

Look, rather, at the panoramic, comprehensive, authoritative picture of radio listening . . . the continuous, moving picture . . . in Oklahoma City and other major radio markets provided by specialized national research organizations.

But here, too, you'll find that no matter who takes the picture, WKY invariably dominates it. That's why it can be, and is, said with such confidence and frequent repetition that with daytime listeners in Oklahoma City, it's WKY 3 to 1.

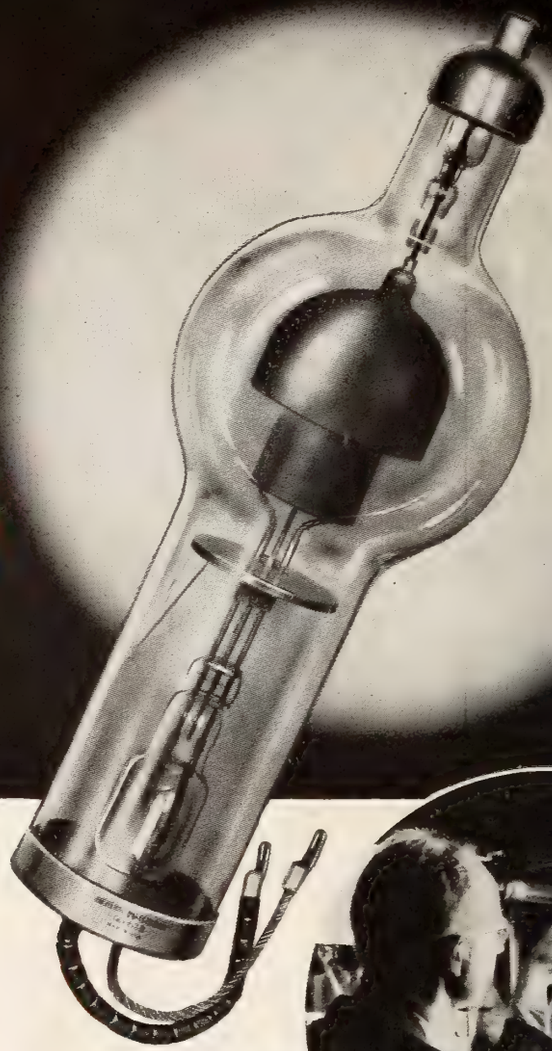
WKY

OKLAHOMA CITY

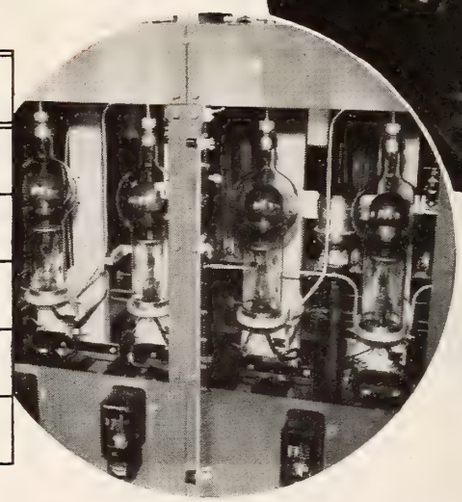
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REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Choose the PACE-SETTERS *for* BETTER BROADCASTING

G-E Tubes Mean Peak Efficiency







Here are a few ways GL-857B's meet your high-power, high-voltage rectifier requirements

CIRCUIT	MAXIMUM A-C INPUT VOLTS* (RMS)	APPROXIMATE D-C OUTPUT VOLTS TO FILTER	MAXIMUM D-C LOAD CURRENT AMPERES
SINGLE-PHASE FULL-WAVE (2 tubes)	7750	7000	20
SINGLE-PHASE FULL-WAVE (4 tubes)	15500 total	14000	20
THREE-PHASE HALF-WAVE	9000 per leg	10500	30
THREE-PHASE DOUBLE-Y PARALLEL	9000 per leg	10500	60
THREE-PHASE FULL-WAVE	9000 per leg	21000	30

*For maximum peak inverse voltage of 22,000 volts

THE exceptionally rigid filament structure in this tube assures long cathode life. Arcback has been greatly reduced. The low voltage drop and low power loss between electrodes—characteristics inherent in this type of tube—assure peak efficiency and great dependability.

The GL-857B was made possible by General Electric's pioneer work. After developing the hot-cathode mercury-vapor rectifier tube, G-E engineers built the first high-voltage mercury-vapor rectifiers, soon accepted as standard throughout the industry. They introduced the 857, and later this 857B.

When you sign your next tube order specify General Electric tubes—proved in the laboratory, checked at our own broadcast stations, and verified by the long list of satisfied users throughout the radio industry. For your requirements in standard broadcasting, FM, or television see your G-E representative first, or write General Electric, Radio and Television Department, Schenectady, N. Y.

GENERAL ELECTRIC

FCC Field Inspectors Named As Liaisons to Work With Army

New Procedure Established as Pacific Coast Mixup Leads to Confusion About Silencing

ASSIGNMENT of field inspectors of the FCC to act as liaison officers between the Army Interceptor Command and commercial stations in each area where radio silence may be required because of imminent air raids was announced last Tuesday by the FCC, within 24 hours after confusion had developed along the Pacific Coast over issuance of first air raid warning orders.

In a public notice, the Commission announced that at the request of the Army, it had established the new inspector liaison procedure as a means of eliminating confusion for all. Radio inspectors, who are familiar with stations and their personnel, will provide quickest possible liaison, it was pointed out, acting under orders of the Interceptor Command. The Army directs domestic broadcast activities under military siege or when air raids are imminent.

Instructions for station operation in wartime, including plans covering silencing of stations during imminent air raids, were sent to all stations last Wednesday by the FCC. The plan designates key stations in each district, to be contacted by the Interceptor Commands, on air raid warnings.

Inspectors Have Power

Some difficulty was experienced during the first radio silence order on the Coast, because stations held they would be violating FCC regulations if they did not operate three-fourths of the broadcast day, as required. In this connection it was pointed out that radio inspectors, as agents of the Commission, are in position to waive that requirement, under instructions from the Army.

Radio inspectors may be reached, the Commission said, through the four Interceptor Commands, which maintain direct communication with FCC field offices. Later, it was said, additional inspectors will be placed on duty at information centers in 19 other cities, affording more efficient and convenient communication service to all concerned.

Silencing of stations because of air raid scares grows out of the European experience, where planes have used station carriers as beams, carrying them directly to the metropolitan area. Plans are being evolved looking toward elimination of this requirement through technical means, which in effect would "scramble" signals and prevent their use for "homing" purposes.

The FCC's announcement on the creation of the inspector liaison follows in full text:

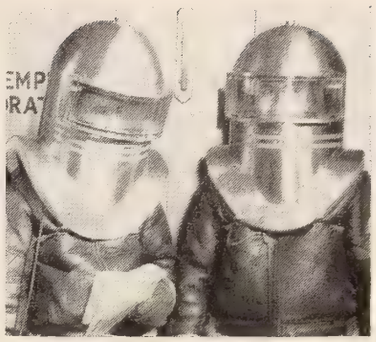
The FCC announces that at the request of the Army, it has assigned field inspectors to perform liaison duties between the Interceptor Command and the commercial radio stations in each area where radio silence may be required. When the inspector directs a station to maintain radio silence, it should be understood that the order originated with the Interceptor Command of the Army and carries with it the authority of the FCC.

Radio stations will be advised as promptly as possible when radio silence is no longer required so that they may resume normal operations. In this connection, plans are being made to effect a more rapid system of communication between the Commission's inspectors and the radio stations which may be required to go off the air.

At the present time radio inspectors may be reached through the First Interceptor Command Headquarters, Mitchel Field, New York; the Second Interceptor Command Hdqrs., City-County Bldg., Seattle; the Third Interceptor Command Headquarters, Drew Field, Tampa, Fla; the Fourth Interceptor Command Headquarters, Riverside, Cal. Later, it is expected that additional inspectors will be placed on duty at information centers in 19 other cities, thereby affording more efficient and convenient communication service to all concerned.

War Songs Sought

AN "ALL-OUT" effort by composers, authors and publishers for war songs was requested last week by Gene Buck, president of ASCAP, in a letter to the 1400 ASCAP members pointing out that "America's citizen armies have always been singing armies . . . and that the nation needs fighting songs today as it did in 1917." Some of the war songs written by ASCAP members for the last World War will doubtless be revived, ASCAP also stated, including "Over There", "Keep the Home Fires Burning", "K-K-K-Katy", "Pack Up Your Troubles in Your Old Kit Bag".



NOT MEN FROM MARS, but reasonable facsimiles. This pair recently braved 100-degree below zero temperature and stratospheric pressures in actual flight at 45,000 feet to make a KFI, Los Angeles, special events broadcast from experimental stratosphere room of Douglas Aircraft Co., Santa Monica, Cal. Clad in fleece-line suits and flying helmets, they are (l to r), Jimmy Vandiveer, KFI special events director; and Lt. Preston Belcher, Douglas test pilot.

LEAVING QUIETLY

Army Suggests Message for Silenced Stations

AS ANNOUNCEMENT came that the Air Interceptor Command was using its authority to silence stations, the Radio Branch of the War Department Bureau of Public Relations cautioned broadcasters to explain their departure from the air in a manner not likely to promote alarm. A memorandum to stations was transmitted via radio news wire services last Tuesday, including a suggested explanatory announcement furnished by the War Department:

"At this time, ladies and gentlemen, Radio Station . . . is temporarily leaving the air in conformity with the national defense program. Keep your dials tuned where they are so that upon resumption of our service we may bring you the latest information."

Testing of Equipment By Salesmen Restricted

REVISION of its rules and regulations governing experimental radio services, effective immediately, to preclude use of such facilities by manufacturers for demonstration of equipment in connection with prospective sales, was announced last Tuesday by the FCC. The Commission said it had received complaints that certain manufacturers were pursuing this practice.

The amendments, said the Commission, are designed to provide the Commission "with a more effective control of such stations, both for the purpose of insuring compliance with intent of such regulations and enabling the Commission to pass on the propriety of the particular operation. Accordingly, Class 1 and Class 2 experimental stations are redefined, and licensees are required to file certain pertinent information with the Commission."

The rules and regulations amended under the Commission Act are 5.2, 5.3, 5.51 and 5.53.

Walsh to U. S. Post

IRA WALSH, director of publicity of WPEN, Philadelphia, was appointed radio and television coordinator for the Physical Fitness Program under Civilian Defense. He takes over his post Dec. 27 and will be stationed in Washington. Mr. Walsh has already arranged for two series of sports and body building programs to originate at WPTZ, Philco television station in Philadelphia, starting Dec. 15, and for similar programs to be originated by WNBT, NBC television station in New York. Mr. Walsh will plan programs for network and local broadcasts in connection with sponsored programs.

Lever Canada Shifts

LEVER BROS. plan numerous changes in programs being used in Canada, with some withdrawals and additions from shows now being used in the United States but not heard in Canada. During the first week of December, executives of Lever Bros., Ruthrauff & Ryan, J. Walter Thompson (Canada), and Canadian Broadcasting Corp., met in Toronto to arrange a new setup for 1942. Among products to be advertised on Canadian stations under the new arrangement is Sunlight Soap, which has not been sponsored on radio for some time.

Vogel Talks to Club

SPEAKER at the Dec. 10 meeting of the Radio Executives Club, New York, at Stauffers' Restaurant, was George Vogel, manager of KZRM, Manila, the Philippines, who gave a timely talk on radio on the islands, including political and geographical aspects of the group. Mr. Vogel came to New York several weeks ago on business, and is unable to return immediately because of the Japanese war. Visitors included John Almonte, assistant to the president of NBC; Charles Tigue of *Radio News*, and Edgar Wilde, advertising manager of Phillips-Jones Corp., New York.

50,000 Amateur Stations Are Shut Down Within 20 Minutes by Officials of ARRL

SHUTTING down of the 50,000 amateur radio stations Sunday night (Dec. 7), following the Japanese attack, was accomplished in 20 minutes.

The FCC informed George L. Bailey, president of the American Radio Relay League, who is on special duty in Washington as executive assistant to the chairman of the National Defense Research Committee at 9 p.m., about the ban against amateur operations.

Quick Action

Mr. Bailey immediately phoned the headquarters of the American Radio Relay League at West Hartford, Conn., and the amateur key station, W1AW, went on the air with the FCC order. Within another 20 minutes all amateur bands were silent. This was felt to exemplify the excellent cooperation and control of the ARRL over amateur operators.

Amateurs now must apply directly to the DCB to be enrolled for defense emergency service. There will be established in Washington a register of selected and approved amateur stations and operators who will be available for use by the OCD and state and municipal authorities for emergency radio operations, after the DCB has approved such emergency "ham" operations.

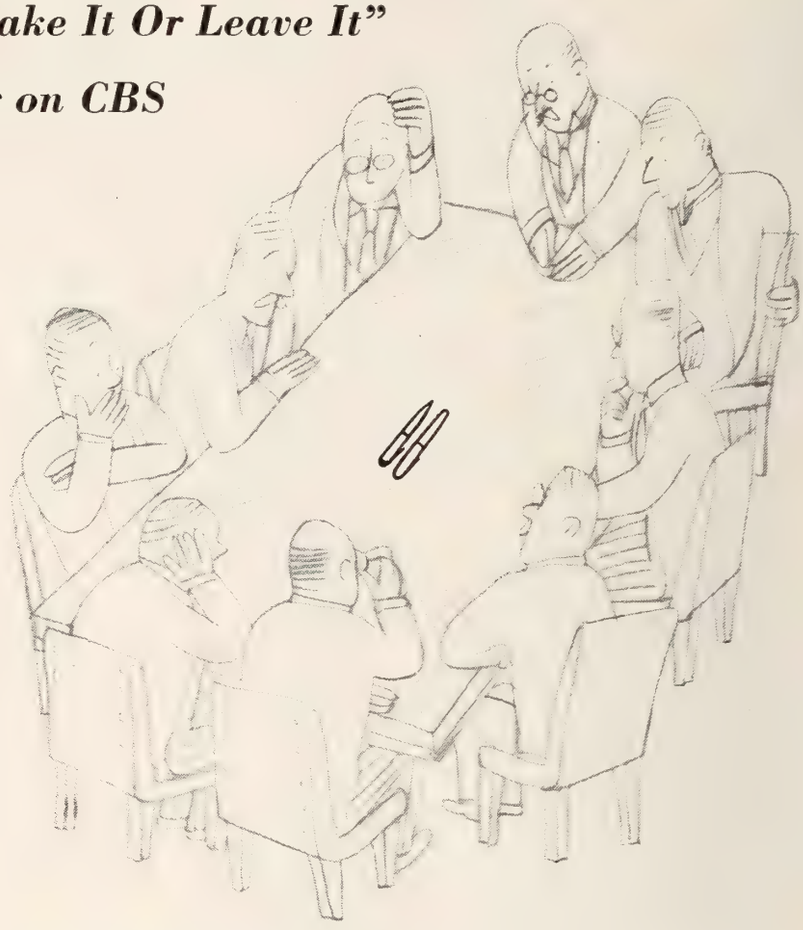
The orders, however, did not prohibit the amateurs from keeping up their antennas and allowed them to retain their station apparatus.

The ARRL key station, W1AW, has been continued on the air this week to repeat the warnings banning all amateur transmission; describe the methods of obtaining special privileges, and also to aid the Army and Navy in their recruiting of amateur radio operators for military and naval service.

A Pen and Pencil Study

of Eversharp's "Take It Or Leave It"

in its second year on CBS



These gentlemen were worried about selling an $8.75 Eversharp pen and pencil set in a market where you can buy a pen for 29 cents and a pencil for a dime.

But not any more!

. . . not since they put the *entire* Eversharp appropriation into radio about two years ago, went on the air over CBS with "Take It Or Leave It".

. . . not since their sales jumped ***more than 100 per cent*** in less than a year.

. . . not since they found out that radio could sell pens and pencils all year around—on St. Swithin's Day as well as at Commencement and Christmas.

No wonder President Martin L. Straus of the Eversharp Company wrote to CBS: "*Radio has raised sales to new peaks all over the country. Radio* ***alone*** *has enabled us to reach housewives and college students; factory workers and business men; farmers and city folk—for practically everybody listens.*"

For more than a year, Eversharp has been writing the script of this brilliant success story on CBS. It's a script long familiar to people who sell cars or sterling silver. It's a script for people who make mattresses or refrigerators or cameras. In fact, it's for all manufacturers whose products *cost a lot . . . last a long time.* Radio can sell them just as successfully as it sells "quick turnover" items—the soups and soaps, the cereals and cigarettes. Just as successfully and just as surely.



CBS borrowed a pen and pencil from Eversharp (as well as the facts) to produce a new booklet, "Take It Or Leave It." Copies may be obtained from CBS, 485 Madison Avenue, New York.

THE COLUMBIA BROADCASTING SYSTEM

Storer and Wilson Head Reorganized NIB

Lafount Chairman; First Meeting Deferred

FULL-SCALE reorganization of National Independent Broadcasters Inc., with George B. Storer, prominent broadcaster and industrialist, and L. B. Wilson, owner of WCKY, Cincinnati, drafted for the respective posts of president and vice-president, was announced last week by NIB headquarters in Washington.

Foregoing the national convention contemplated for this month in Chicago because of the "urgent national situation", NIB canvassed its membership of approximately 100 stations telegraphically last weekend, resulting in the virtual unanimous response in favor of the new slate.

Lafount Chairman

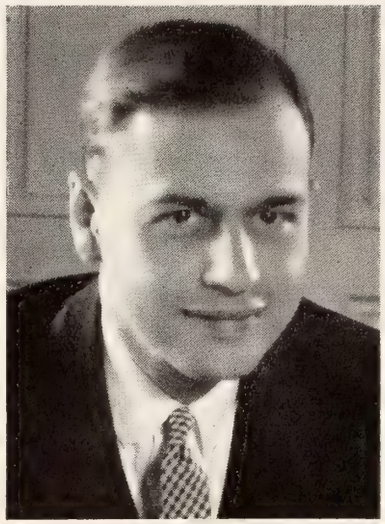
Harold A. Lafount, former Radio Commissioner and NIB president during the last three years, was made chairman of the board, with E. M. Spence, general manager of WWDC, Washington, and former NAB secretary-treasurer, continuing as NIB secretary-treasurer. Andrew W. Bennett, counsel for NIB since its reorganization, remains in that capacity on a voluntary basis. A temporary board of 15 likewise was established, to continue until the annual convention likely to be held within the new few months.

Instituted as a move to provide for the industry an all-inclusive trade association, presumably paralleling the NAB, the future format of NIB has not yet been divulged. Mr. Storer, who has not yet made a statement regarding his selection, is understood to favor a "united front" trade group, serving as a federation, under which separate industry entities could function. How far work has progressed along this line was not stated.

While FCC Chairman James Lawrence Fly has not yet made a statement regarding the revised NIB structure, it was recalled that he originally encouraged formation of the independent group, and fostered a trade association of independently-owned stations, with networks excluded from membership.

Sharp criticism of NAB, because of purported network domination, was largely responsible for the movement to revise NIB, which for the past several years has functioned as an adjunct of the NAB, representing largely independent stations. The scope of the organization has been broadened to include membership of all stations, save those operated as owned or managed outlets of the networks.

HEADS OF REVITALIZED NIB



MR. STORER



MR. WILSON

Among the state delegates are: Glenn Marshall Jr., WFOY, St. Augustine, Fla.; Ralph L. Atlass, WJJD, Chicago; Martin L. Leich, WBOW, Terre Haute, Ind.; Ben Ludy, WIBW, Topeka; S. A. Cisler Jr., WGRC, Louisville; Thompson Guernsey, WLBZ, Bangor; James F. Hopkins, WJBK, Detroit; L. M. Sepaugh, WSLI, Jackson, Miss.; Lloyd C. Thomas, KGFW, Kearney, Neb.; Edward Codel, WPAT, Paterson, N. J.; C. J. Lanphier, WEMP, Milwaukee; Ed Craney, KGIR, Butte; E. C. Reineke, WDAY, Fargo, N. D.; Ralph R. Brunton, KJBS, San Francisco; A. J. Fletcher, WRAL, Raleigh, N. C.

Selection of Messrs. Storer and Wilson to the helm of NIB was applauded by those aware of the development. Both are well-known and outstanding figures in the industry and both represent ownership in substantial broadcast operations.

Meeting Postponed

On Dec. 6, Mr. Lafount, as NIB president, advised state delegates telegraphically that the proposed Chicago meeting be postponed until after the holidays but that the suggestion had been made that new officers be selected now. He pointed out that Mr. Storer, owner of WAGA, Atlanta, WLOK, Lima, WSPD, Toledo, and WHIZ, Zanesville, and WMMN, Fairmont, had been proposed as president, with Mr. Wilson as vice-president. He asked for advice from the delegates as to their desire to occupy the position.

After what was described as an "overwhelming vote" in favor of these officers had been received, Mr. Lafount Dec. 9 wired the some 100 NIB membership as follows:

"Urgent national situation makes imperative postponing general Chicago meeting but requires immediate action to elect active officers to carry on defensive work of members. Telegraphic vote of state delegates nominates following station owners by overwhelmingly majority: President, George Storer, WAGA, WLOK, WSPD, WHIZ. Vice-President, L. B. Wilson, WCKY. Secretary-Treasurer, Ed Spence, WWDC. Chairman Board, Lafount, WORL, WNBC, WELI. Please telegraph immediately 500 Edmonds Bldg., Washington, if foregoing approved by you or whom you desire occupy these positions. Immediate action urgent."

Oppose New Note

As BROADCASTING went to press, NIB headquarters stated that the vote for all officers was just as overwhelming. Machinery immediately was set in motion, to work up an agenda for a general convention. Mr. Storer also was said to be planning a trip to Washington to set up organization plans.

One or two of the state delegates, it is understood, took the position that efforts should be made to revamp the NAB to conform with preponderant industry opinion, rather than to set up an entirely separate but horizontally competitive trade group. Disenfranchisement of networks as NAB voting members was the main suggestion in this connection.

Mr. Storer, who in addition to his station ownership is president of the Standard Tube Co. of Detroit, a steel fabricating concern, has been active in radio for more than a dozen years. His tube company now is engaged in defense production, devoted almost 100% to shell casing manufacture.

Mr. Storer, it is understood, while appreciating the desirabilit of effective radio representation i Washington during the emergenc had concluded that defense activit was more important. He was pr vailed upon, it is understood, t take over the NIB leadership du ing the emergency.

Mr. Storer's brother-in-law, Harold Ryan, vice-president an treasurer of Fort Industry Co., a tively directs the five stations. I 1927 the Fort Industry Oil Co., su sequently changed to Fort Indu try Co., acquired WSPD in Toled In 1928, WGHP (now WXYZ) Detroit, was acquired. Subsequent the other stations were establishe

Mr. Wilson, likewise a vetera broadcaster, is one of radio's be known figures, by virtue of his pe sonality, interest in industry affai and all-round "showmanship He pulled WCKY out of the rut "Covington, Ky." operation to full-fledged 50,000-watt CBS st tion in Cincinnati over a period a decade.

Wilson's Background

Mr. Wilson, now in Florida, a serted he thought NIB is the "rig idea in these times when we must contribute all we can." H said he agreed to accept the vic presidency only if Mr. Storer wou take the presidency.

Mr. Wilson is a chain theat operator in Covington as well as banker, boiler factory head a broadcaster.

Mr. Spence, veteran station op ator who established WPG for t Municipality of Atlantic City, became secretary-treasurer of t NAB upon its reorganization 1938. He left two years later to tablish WWDC, new Washingt local. With the revitalization NIB he became its managing dir tor.

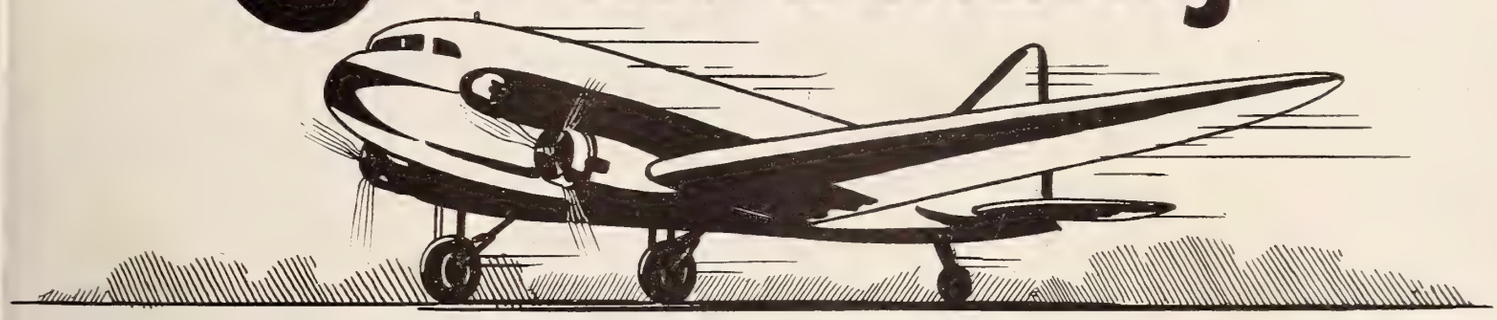
OFF TO THE WAR

Los Angeles Radiomen Join Military Services

JAPAN'S attack brought quick trance of Los Angeles radio p sonnel into the service. Uark F ley, Hollywood publicity director Don Lee, joined Army intelliger in which he is a reserve lieutena Robert Bullock, Don Lee engin and Naval Reserve ensign, repo ed for duty. Shirley Lauter Hort took over the Don Lee public post. Miles Auer and Adolph Lef of NBC western division traf joined the Navy communicati division.

Henry Flynn, assistant to F Case, West Coast special events rector for CBS, reported to Ar intelligence in Washington. P England, CBS guide, joined Army Air Corps. William T. Pi ering (president of Heintz, Pick ing & Co., Los Angeles agency, assigned to Coast Guard pat duty in Los Angeles harbor. R ald Roos, of J. Walter Thomps Co., joined the Navy.

3-Point Landing



Happy Landing Is Assured When Your Advertising Campaign *Takes Off* on WFBM

1 WFBM local broadcasts have a percentage of Indianapolis listeners that equals top-ranking network features;

2 CBS programs are heard in Central Indiana only over WFBM because there is no other station in the area offering the basic schedule of the Columbia Broadcasting System and

3 WFBM offers an exclusive merchandising and promotional service that cannot be duplicated anywhere in Indiana

USE WFBM FOR A *3-POINT LANDING* IN THE INDIANAPOLIS MARKET



Broadcasts of Casualty Lists Are Restricted In Army Plan

Names of Newsworthy Persons Are Not Included; War Department Suggests War News Credo

EMPHASIZING discretion and public service, the War Department last Monday issued to broadcasters a credo for war news. The suggested pointers, included in a special war bulletin distributed by the NAB, cover broadcasts of casualty lists and secret information, along with advices in connection with transmitter protection, activity of radio news editor groups in each State, and establishment of a regular schedule of official communiques by the War and Navy Departments.

The War Department recommended that stations confine their broadcasts of casualty lists to "only names of persons in your immediate listening area", leaving publication of complete lists up to the newspapers. Following release of the War Department's recommendations, developed by the Radio Branch of the Bureau of Public Relations, headed by Ed Kirby, NAB director of public relations, the NAB advised stations to refrain entirely from broadcasting the names of casualties.

Elevating Morale

Responding to this action, Mr. Kirby declared:

"This is deeply appreciated, as the broadcast of casualty lists would, in effect, set up obituary columns on the air when such time can be used to elevate morale rather than depress it. Because of the opportunity for mispronunciation of names, it is felt that such lists should appear in print rather than uttered over the air. No objection to mention, however, occasional newsworthy names, or, of course, broadcast of numbers of casualties."

The War Department also reemphasized Secretary of War Stimson's caution against broadcasting or publishing information on the strength, positions, or movements of U. S. troops.

In the same memorandum station managers were advised to call for military protection of their broadcast plants where necessary, although they were later urged to request the services of Federal troops only when local forces are inadequate or exhausted.

The supplementary statement indicated the primary responsibility for protecting the property of stations and public utilities lies with the owner and the local and State government, but advised that if local forces are unavailable, requests should be submitted to the Corps Area Commander after all local resources are exhausted.

District directors of NAB have been requested to furnish immediately to Mr. Kirby the names of State chairman of news editor-program director organizations set up all over the country during the current cycle of NAB district meetings. The groups, cooperating with War Department officials, were set up to work together in coordinating their coverage and treatment of war news.

Original Plan

The War Department's original recommendations regarding broadcast of casualty lists follows:

No casualty lists will be released until nearest of kin have been notified. They will be available for immediate broadcast, upon release, from this wire (press service). To eliminate undue anxiety, however, it is suggested that only names of persons in your immediate listening area be broadcast. No network will broadcast complete lists, although newspapers will publish them. Names of casualties, when released, should be broadcast in regular newscast periods or in groups in time set aside for that purpose and not as flashes, interrupting regular program service. Rumors of casualties should not be broadcast. No surmises of persons believed to be on casualty lists should be broadcast until officially confirmed in official releases from the War Department.

BMI DONATES MUSIC
Grants Rights to Patriotic Pieces for Duration

ANNOUNCING last Monday that "for the duration of the war, all patriotic music published by BMI may be performed without charge by broadcasting stations, theatres, taverns, night clubs, motion picture exhibitors and producers or by any other music user," BMI made public the following telegram which had been sent by Sydney M. Kaye, executive vice-president, to officials of the various information divisions of the Government:

"We are supplying music and program material and are in constant touch with over 750 of the 800 commercial broadcasting stations in the United States. We are supplying music to all Canadian broadcasting stations and we have agreements with the performing rights societies of Argentina, Brazil, Cuba and Mexico. We are announcing today that we are making patriotic music available to all users whether licensed or not without charge for the duration of the war. To the extent that our contacts with broadcasters are of any use to your department, the entire facilities of our organization are unreservedly at your disposal."

NBC Adds Turkish

NINTH language to be added to NBC's regular schedule of foreign language shortwave broadcasts on WRCA and WNBI is Turkish, to be handled by Ibrahim Sefa, foreign correspondent of leading Istanbul publications and head of the NBC Turkish section.

NAI Attacks 'Radio Royalists' After Hour Session With Fly

Blistering Attack Is Delivered by New Group; FCC Praised; Superpower Draws Its Ire

A SHARP attack upon what it characterized as the "radio royalists" for alleged efforts to "discredit the motives, deny the need and deprecate the accomplishments" of Network Affiliates Inc., recently formed industry trade group, was launched last Monday, (Dec. 8), after its board of directors had conferred for more than an hour with FCC Chairman James Lawrence Fly.

In an announcement to its membership, NAI said its board had outlined the formation and objectives of the trade group to Chairman Fly and had received from him "the cordial good wishes for the success of the new organization, which Mr. Fly recognized as the only existing radio broadcasters group which represents the heart of the broadcasting business —the independently-owned network affiliate."

This was followed with the full text of a statement made by the committee to Chairman Fly attacking the "radio royalists", enumerating the accomplishments of NAI since its formation, and outlining its objectives.

The executive committee consists of President Eugene Pulliam, WIRE, Indianapolis; Secretary-treasurer W. J. Scripps, WWJ Detroit, and directors Ronald Woodyard, WING, Dayton; Luther L. Hill, KRNT, Des Moines; Hoyt Wooten, WREC, Memphis; John A. Kennedy, WCHS, Charleston; Gordon Gray, WSJS, Winston-Salem, and Donald Davis, WHB, Kansas City. Paul D. P. Spearman, Washington attorney and former general counsel of the FCC, is counsel for the organization and presided at the conference with Chairman Fly.

NAB Gets a Rap

In the statement made to Chairman Fly, NAI said it was formed "because no other organization is functioning in behalf of network affiliate stations." This was regarded as a sharp criticism of the NAB, though no direct reference to the trade association was made. The fact that it has been under fire of Chairman Fly, as well as in other quarters, gave credence t this interpretation.

The NAI board met in Washin ton Sunday and Monday, befo dispersing. On Sunday imme ately after the outbreak of hostil ties with Japan, the board autho ized President Pulliam to infor Chairman Fly that NAI was pla ing at the disposal of the Gover ment the complete facilities every member station.

The executive committee reco nized, it stated, that in time war the entire broadcasting indu try is "subject to immediate o eration by the Government," a thus made clear to Washingt officialdom that the network affi ate stations knew their respon bilities and were prepared assume them "voluntarily a wholeheartedly".

In its statement to Chairm Fly, NAI said that its copyrig committee had been able to obt revisions and clarifications ASCAP contracts, which will sult in savings of $1,000 to $4,(a year to each station, adding t "no other organization had m any effort in this direction". It a observed that it had been respor ble for simplification of transcr tion records "which will be of t mendous benefit and convenie to every station" bearing the tation that "no other organizat had succeeded in making any he way in this matter."

Poke at Superpower

A vigorous thrust was made t superpower, as one of the pr objectives of NAI. It said it organized nationwide opposition superpower and through its le lative committee is prepared to " pose vigorously the granting superpower applications". No ot organization has taken "one sir step to combat this danger", said, alleging that the superpo group has set up "the most hea financed lobby ever organized Washington to promote the in est of any radio group."

A biting condemnation of Sanders Bill was made by group, with the declaration tha had discovered that it is "skillf designed to make almost impos the improvement of facilities the expansion of community vice of practically every radio tion in the United States out of the radio royalists group." bill was said to have been dra with "careful deliberation an being promoted by the radio ro ists who now are industrio seeking to discourage member in NAI."

Declaring that passage of Sanders Bill in its present f would be a "serious blow to n than 90% of the country's r stations", NAI charged that "radio royalists" had deceived industry regarding this meas It was further charged that group "always plays together functions in behalf of its own

(*Continued on page 29*)

"OUR EMPLOYEES KNOW OF THIS ADVERTISEMENT"

(*in fact, they asked us to write it!*)



MARKETS, like fingerprints, differ from one another. Differing markets mean differing sales-problems...that's one reason why Spot Radio was born. For Spot Radio gives you the flexibility you need to match your *methods* to your markets . . . provided you really *know* those markets in the first place!

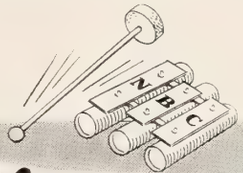
And that, of course, is why our NBC Spot Specialists wanted us to run this ad. To point out to you that they have at their fingertips all vital facts about each of the 11 American areas covered by the 17 NBC Key Stations: facts they're glad to pass on to you, without obligation.

Want to *know* the listening habits of Pittsburgh—? The buying habits of San Francisco—? Retail outlets and dealer setups in Denver, Chicago or Washington—? Is Philadelphia a department store city—? New York—? Fort Wayne—? Schenectady—?

Call in a NBC Spot Specialist!

For our men are on very intimate terms indeed with these markets. They've been close to them for years—have watched every change, every development...right down to the present day, hour and minute. And facts and figures aren't their only stock in trade. For—based on these facts and figures—they can offer you *solid selling*-suggestions to help put your product over the top.

Call a NBC Spot Specialist *today!*



NBC Key Stations in 11 Vital Markets

Tops for Spot and Local Radio Advertisers

WEAF . . . . NEW YORK	**Westinghouse Stations**
WJZ . . . . NEW YORK	WBZ . . . . BOSTON
WMAQ . . . . CHICAGO	WBZA . SPRINGFIELD
WENR . . . . . CHICAGO	KYW . . . . PHILADELPHIA
KGO . . SAN FRANCISCO	KDKA . . . . PITTSBURGH
KPO . . . SAN FRANCISCO	WOWO . . . FT. WAYNE
WRC . . . WASHINGTON	WGL . . . . . FT. WAYNE
WMAL . . . WASHINGTON	
KOA . . . . . DENVER	**General Electric Station**
WTAM . . . . CLEVELAND	WGY . . . SCHENECTADY

Represented by

NBC SPOT & LOCAL SALES

New York · Chicago · San Francisco · Boston
Washington · Cleveland · Denver · Hollywood

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

Lorillard Revision

P. LORILLARD Co., New York (Beechnut cigarettes) on Jan. 2 will replace *Don't be Personal* on 6 NBC Pacific-Red and 6 Pacific-Blue stations with a half-hour of news and music, Fridays, 8:30-9 p. m. PST. Program will be titled *Beechnut King's Size Weekly.* Agency is Lennen & Mitchell, New York.

Skelton in Film

RED SKELTON, Hollywood star of the weekly NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Co. (Raleigh cigarettes), has been signed for a leading comedy role in the MGM musical film "As Thousands Cheer," written by Irving Berlin and Moss Hart. Truman Bradley, announcer on that program, portrays a detective in the 20th Century Fox film, The Night Before the Divorce, now in production. Harriet Hilliard, vocalist on the Red Skelton & Co. broadcast, has been given the lead in Canal Zone, to be produced by Columbia Pictures.

Perry's Surprise

RICHARD PERRY, newscaster of WFAA-WBAP, Dallas-Fort Worth, hardly thought the notes which he was jotting down for a concluding newscast at 3 a.m. last Monday regarding the Japanese attacks on Hawaii would have almost nationwide circulation. Paul Short, chief barker of the Dallas Tent of the Variety Clubs of America, who caught Perry's broadcast, however, had a different thought on the matter. He promptly sent out mimeographed copies of the 500-word message to 16,300 theatres throughout the country.

KHSL, Chico, Cal., has completed installation of a new Wincharger tower, making directional system ready for 1,000-watt fulltime operation.

Book Spots Suspended

SIMON & SCHUSTER, New York, *Your Income Tax* will suspend its campaign for two weeks over the holiday season and will resume broadcasting Jan. 5, it has been announced by Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle. The publishers will run continuously for eight weeks from Jan. 5 to Feb. 28 on 588 stations. A series of new transcriptions is being recorded and will be in the hands of the stations on Dec. 30, according to Mr. Kraft.

Lehn & Fink Spots

LEHN & FINK PRODUCTS Corp., New York (Hinds Honey & Almond cream), on Jan. 8 will start announcements for five weeks on 65 stations. Campaign is a resumption of a schedule which ran earlier in the fall. Agency is William Esty & Co., New York.

Walter G. Preston Jr.

WALTER G. PRESTON Jr., manager of the NBC's public service division, on Dec. 6 was found dead in his New York apartment.



Mr. Preston

A graduate of Yale, Mr. Preston became assistant to Dr. Robert M. Hutchins, when the latter was elected head of the U of Chicago in 1929. While in that position, Mr. Preston surveyed radio's possibilities for public relations and adult education. In 1932, he became administrative vice-president of the Bankers Life Co., and in 1935 joined NBC as assistant to the vice-president and treasurer. He supervised such programs as *America's Town Meeting of the Air* in New York and the Chicago *Round Table* broadcasts. He is survived by his wife, Marguerite.

WTJS 1 kw. License

WTJS, Jackson, Tenn., has obtained a license to cover its recently granted increase from ½ to 1,000 watts, unlimited time. Station has been operating with the increased power by a temporary authorization for the past several months. New equipment of WTJS includes a 15-acre land tract 5 miles south of Jackson, on which has been built a new modern transmitter building housing the latest type RCA 1 kw. transmitter. Directive antenna system consists of two vertical steel towers each 189 feet high.

Catherwood to WWRL

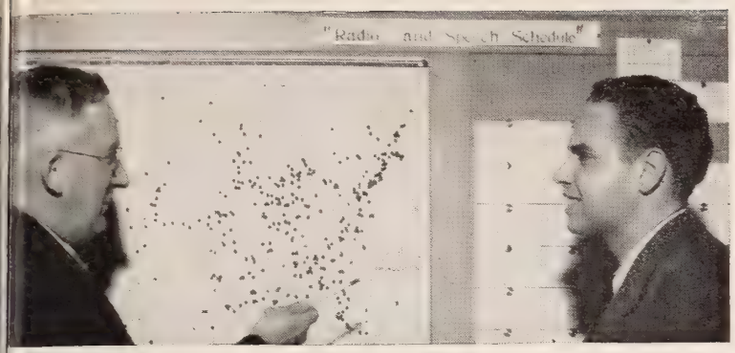
ROBERT A. CATHERWOOD, formerly radio consultant specializing in the reorganization of independent stations, and previously account executive of WOR, New York, has been named general manager of WWRL, New York, announced by William H. Reuman, president of the Long Island Broadcasting Corp., which operates WWRL. Mr. Catherwood was at one time with the Scripps-Howard newspaper chain, and also spent five years abroad as advertising consultant.

Holiday Serial

UNUSUAL CHRISTMAS presentation of a daytime serial version of Dickens' "Christmas Carol" has been arranged for the week of Dec. 22 by Wheatena Corp., Rahway, N. J., for the nine stations carrying its *Wheatena Playhouse* program five times weekly. Five transcribed quarter-hour episodes, produced by Ed Wolf Associates, will feature Edmund Gwenn as Scrooge and Ted Donaldson, as Tiny Tim. Compton Adv., New York, is agency.

BOTH the *Hartford Courant* and *Hartford Times*, the city's two daily newspapers, have started carrying program listings for W65H, Hartford, Conn., FM station. The station also carries daily announcements that W65H listings can be found on the radio pages of the two newspapers.





AD UNBOWED, despite the shoulder-sagging title of Executive Officer he Public Relations, Intelligence & Plant Protection Branches, Office he Quartermaster General, John S. Hayes, Lt. QMC looks on as Col. A. Osmun, Chief of the P.R., I&PPB, OQMG, points to a BROADCAST- station map whose dots represent each broadcast presented on the vities of the Quartermaster Corps. Lt. Hayes, assistant director of gram operations for WOR-Mutual, took a year's leave of absence April 21 to head the Radio Section in the Public Relations Division he Office of the Quartermaster General, Washington. The lieutenant's title was given him recently in recognition of defense efforts.

NAI Attack

(*Continued from page 26*)

interests, never in behalf of entire industry."

he "effective activity and re- ing accomplishments" of NAI m as a threat to the traditional trol of the industry by the same dio royalists' ", the board ad- d Chairman Fly, adding that s "easy to understand therefore y they are so actively engaged attempting to check and thwart I."

Praise for FCC

Regarding FCC matters, NAI it had taken the position that nsel and cooperation with the C not only is "common sense essential to healthful growth radio". Charging their opposi- n seeks to convince broadcasters the public that the Commission the enemy of broadcasting per NAI said the result of this mn of hate is suspicion and sunderstanding on all sides".

The group said it holds no brief the Commission but neither es it sanction the "unjustifiable acks which have been made on Commission, and especially on Chairman of the Commission, these radio royalists who ap- ently are determined to destroy t which they cannot rule." It ded that it holds the opinion that industry's problems can best solved by "common sense, co- eration and discussion with the mmission as the regulating body, ther than by such methods as all-out attacks which the radio alists are making."

NAI said that it had formed ee committees—copyright, leg- ative and network group, the lat- made up of members represent- affiliates with each network to stitute negotiations to obtain re equitable contract provisions, carry on major work. It added at the organization proposes to present the independently-owned twork affiliate stations, "free om outside influence and domi- tion".

NAI under its organization structure excludes stations in the 250-watt-local category, whether or not network-affiliated, as well as Class I-A stations having super-power potentialities. It will hold its first meeting, designed to elect a permanent slate, in Chicago about mid-April. Temporary headquarters have been established in the Munsey Bldg., Washington.

Wall Managing WIBC As McLaughlin Leaves

RESIGNATION of A. C. McLaughlin as vice-president and general manager of WIBC, Indianapolis, and assumption of active management by H. G. Wall, president and principal owner, was announced last week.



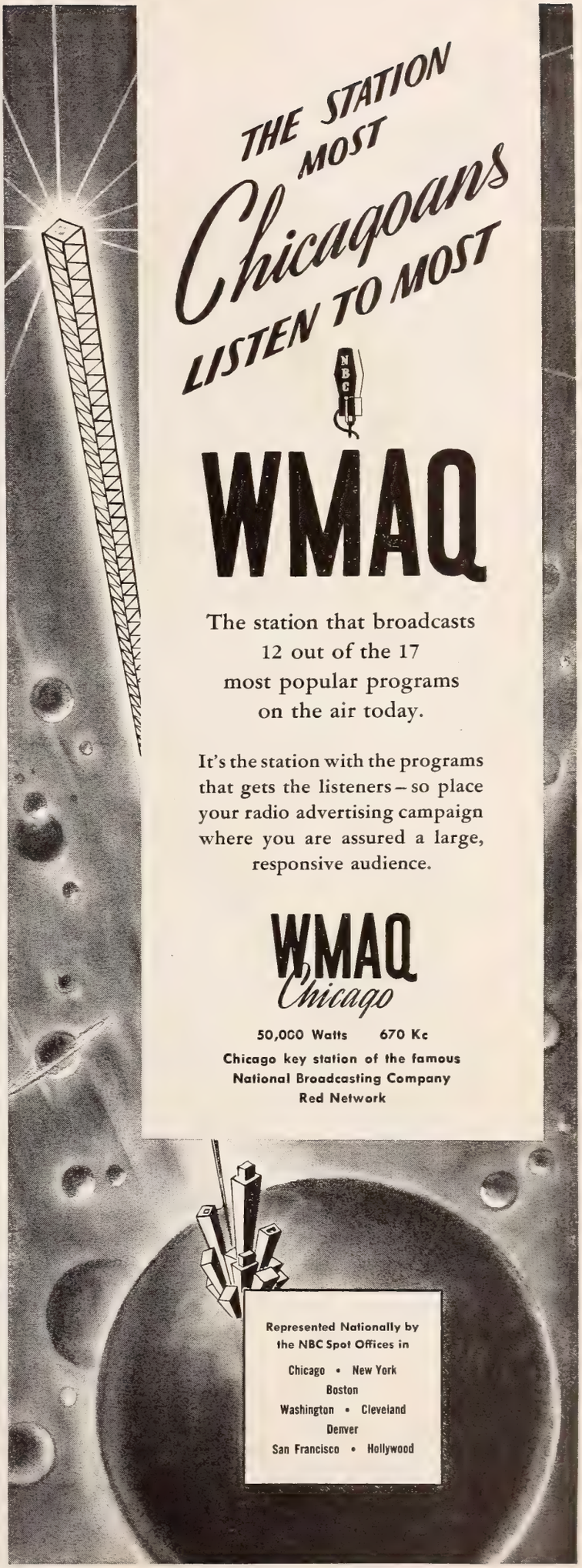
Mr. Wall

Mr. Wall, an attorney, heretofore has not been active in direction of the station, which began operation in 1938. Mr. McLaughlin, who has not announced future plans, took over active direction of the station upon its formation. It is a regional on 1070 kc. and an MBS basic outlet.

J. J. Flanigan, also a charter employe, has been advanced to commercial manager, Mr. Wall announced. Jack Morrow has been named program director and William Haley, formerly of KMOX, St. Louis, is director in charge of rural programs.

Crosley Adds Reuters

REUTER'S, British news service, has been added to supplement AP and INS services used by editorial rooms of WLW - WSAI - WLWO, Cincinnati, it has been announced by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Reuter's will present the news of the Far Eastern front to the stations' news analysts by direct wire from Shanghai and events of the European and African conflict from London. These reports will be short-waved to Long Island, N. Y. and filed by special lines to the WLW teletype machines.




SEASON'S
GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.













REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WFBR	Baltimore	MBS
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFAB	Lincoln	CBS
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRNL	Richmond	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
WAGE	Syracuse	MBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

THE YANKEE, COLONIAL AND TEXAS QUALITY NETWORKS

HOW *Pierpont*
Discovered "One-Way" Coverage



PIERPONT is an advertiser. He has long relished the rich city markets of Albany, Schenectady, Troy, Utica, Binghamton, Poughkeepsie, Kingston, Pittsfield, Burlington, and the prosperous towns and farms surrounding them. But they're so widely separated! How to reach them *all?*

Radio, Pierpont is convinced, is just the thing. But so many stations! And the expense!

One day a WGY representative called on Pierpont. "You can cover the entire market of eastern and central New York and western New England with just one station," he said, "WGY".

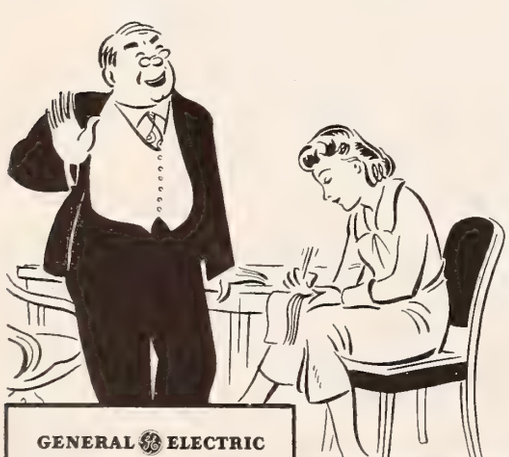


"What's that?" Pierpont shouted; "50,000 watts and a member of the Red Network of NBC—at a cost of only a few cents per thousand listeners! Why, it's wonderful!"

"We call it '*one-way*' coverage," calmly explained the 'GY rep. (He's used to such enthusiasm.) "It's the *one way* to cover the whole market at one shot."

"When can we start?" cried Pierpont.

Well, Pierpont *did* start using WGY's "*one-way*" coverage. Now his advertising problems in WGY's wealthy market are solved. And his sales are doing very nicely, thank you.



Speaking of sales, want to help yours? Write to WGY for more information. Or ask at any NBC Spot Sales Office.

GENERAL ELECTRIC

WGY

50,000 WATTS

SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices

New York Chicago Boston Washington
Cleveland Denver San Francisco Hollywood

WGY-52-211



JOVIAL JOKESTERS Harry Hershfield, "Senator" Ed Ford, and J Laurie Jr. (l to r, standing), stars of the *Can You Top This* progra on WOR, New York, gaze as Alfred J. McCosker, president of WO signs the commercial contract for the series. N. E. Keesely, assista secretary of N. W. Ayer & Son, represents Kirkman & Son, Brookly which starts the weekly series Jan. 6, 1942, for its soap products.

NBC BOARD STUDIES SEPARATION PLAN

BESET with emergency war operations, NBC's board of directors met last Monday (Dec. 8) but did not act on the plan for separation of the Red and Blue networks. While no formal statement was made, it is understood that further study of the plan was delegated to a committee of the board.

The over-all plan, proposing complete divorcement of the two networks, with the Blue probably to become the "United Broadcasting System", is the result of many months of study and exploration. Mark Woods, NBC vice-president and treasurer, and Edgar Kobak, vice-president in charge of Blue Network sales, were said to be slated to become president and executive vice-president respectively of the "UBS" [BROADCASTING, Dec. 8].

With the uncertainties incident to the war, it was thought the whole plan might be held in abeyance, at least until the present confusion and hysteria has been dispelled.

Ballantine on Blue

P. BALLANTINE & SONS, Newark (beer), through J. Walter Thompson Co., New York, on Dec. 12 shifted the weekly half-hour variety program *Three Ring Time* from MBS to 52 NBC-Blue stations, Friday, 8:30-9 p.m. (EST), with West Coast repeat via transcriptions, 9-9:30 p.m. (PST). Continuing to feature Milton Berle, comic, and Charles Laughton, dramatic actor, cast also includes Shirley Ross, vocalist, and Bob Crosby's orchestra. Bill Goodwin is announcer-stooge, with Maury Holland agency producer. Myron Dutton is NBC Hollywood producer assigned to the show.

PREVIEW broadcast of *Baseball in 1942*, covering trades, deals and plans for next season, was presented Dec. 4 on Mutual from the Convention of the National Assn. of Professional Baseball Clubs in Jacksonville, Fla.

Foreign Tongue Outle Offer Their Faciliti

OPERATORS of foreign langua stations in metropolitan New Yo meeting Dec. 9 at the headquarte of WHOM, Jersey City, decided ask city, state and Governme agencies to make fuller use of th facilities than ever before in vi of the fact that many listeners that area understand foreign la guages more perfectly than they English.

All important wartime messag can be brought on these stations the foreign-speaking peoples in a of the following languages: Itali Polish, German, Yiddish, Spani Hungarian, Lithuanian, Czec Ukrainian, Greek, Armenian, C nese, Syrian, Russian and Fren

At the meeting it was stated t the agencies will be requested call on the foreign-language s tions for this service as one that strictly English language stat can possibly offer.

Present at the meeting were r resentatives from WBYN, Bro lyn; WCNW, Brooklyn; WB New York; WWRL, Queer WEVD, New York; WHOM, J sey City, and WOV, New York.

RCA Dividend

FOLLOWING the meeting of RCA board of directors in N York Dec. 8, David Sarnoff, pr dent, announced the following d dends: On outstanding shares first preferred stock, 87½c share, for the last quarter to h ers of record Dec. 18; on "B" p ferred stock, $1.25 per share; common stock, 20c per share holders of record Dec. 19.

Appeal to Lumberjacks

RADIO is being used to recruit l berjacks, teamsters and bushmen Northern Ontario lumber camps. Abitibi Power & Paper Co., Toro has placed a series of quarter-h programs of hillbilly tunes, pom with the lumberjacks, with CK Timmins, Ont.; CJKL, Kirkl Lake, Ont.; CKRN, Rouyn, Q and CKVD, Val d'Or, Que., to hel recruiting 1,000 men needed in company's big lumber camps in No ern Ontario. Account was placed rect.

MBS BOARD VOTES NEW STOCK PLAN

APPROVAL of the MBS budget for 1942 was voted Dec. 1-2 at the meetings in Chicago of the Mutual board of directors and stockholders, who also considered plans under which six additional member stations of Mutual would increase their shareholdings in the corporation, as announced Oct. 31 [BROADCASTING, Nov. 3].

Prior to that date three members, WOR, New York; WGN, Chicago, and the Don Lee Network, owned 25 shares each, and four members now own six shares each, including CKLW, Detroit, WKRC, Cincinnati, WHK, Cleveland, and the Colonial Network. Technical and practical problems prevented actual stock issuance at the meeting or further discussion of increase in stockholdings.

Present at the meetings, presided over by W. E. MacFarlane, WGN, president, were: A. J. McCosker, president of WOR and chairman of the MBS board; Lewis Allen Weiss, Don Lee, executive vice-president for the west coast; Theodore C. Streibert, WOR, executive vice-president of MBS; E. M. Antrim, WGN, executive secretary-treasurer; Fred Weber, general manager; Directors H. K. Carpenter, WHK-WCLE, John Shepard III, Colonial; Stockholders J. E. Campeau, Hulbert Taft, Jr., Benedict Gimbel, Jr., Leonard Kapner, I. R. Lounsberry, Hope Carroll, Jr., Ed Woods, Jr., MBS sales manager; Miles Lamphiear, auditor, and Keith Masters, legal adviser.

TRIBUTE TO SENATOR
Brings Many Congressmen —To KGHF, Pueblo—

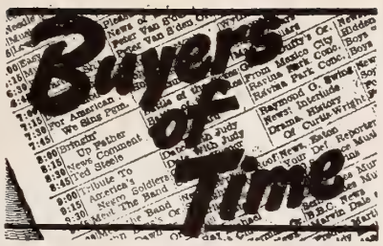
RECENT TRIBUTE to the late Senator Alva B. Adams of Colorado, originating from KGHF, Pueblo, Col., following the funeral in Pueblo, Dec. 4, attracted one of the largest Congressional delegations ever to assemble in a radio station.

Participating in the half-hour broadcast were: Senators Willis (R-Ind.), O'Mahoney (D-Wyo.), Hatch (D - N. Mex.), Johnson (D-Colo.), Wiley (R-Wis.), Elender (D-La.), Butler (R-Neb.), Downey (D-Cal.), LaFollette (Prog-Wis.), Chandler (D-Ky.), Wheeler (D-Mont.), Gillette (D-Iowa), Truman (D-Mo.), Chavez (D-N. Mex.), O'Daniel (D-Tex.), Clark (R-Idaho).

Representatives present and participating were: Robinson (D-Utah), Murdock (D-Ariz.), Chenoweth (R-Colo.), Anderson (D-N. Mex.), Lewis (D-Col.). Also present was Oscar L. Chapman, Assistant Secretary of the Interior.

Stromberg Divided

STROMBERG - CARLSON Telephone Mfg. Co., Rochester, has declared a dividend of 50c a share of common stock payable Dec. 24, the first since Dec. 1, 1937. The dividend, payable to stockholders of record Nov. 29, is "due in large measure to the sweeping progress made by FM—the broadcasting phenomenon of 1941," said Lee McCanne, secretary and general manager.





FLETCHER TURNER

NO NEED to pardon that Southern accent. The gentleman from North Carolina is rather proud of it. The Turners were old settlers in Raleigh and the gentleman's grandfather fought on the Confederate side during the Civil War. Grandson Fletcher, of the Raleigh Turners has since migrated to New York, where he is timebuyer for J. M. Mathes Inc.

Fresh out of Duke U in 1931, Fletcher went to work in his father's bottling plant, tired of it, packed and came north. In February, 1933 he landed his first job in New York—in the production department of J. M. Mathes—he has been with the agency ever since.

After two years, he was transferred to the radio department as general utility man and all-round assistant to Bill King, radio director; together they were pretty much the whole radio department. Fletcher says he did practically all types of work.

About two years ago, as the Mathes radio accounts grew, a separate division of timebuying was created and Fletcher was given radio schedules for such accounts as Canada Dry Spur and Ginger Ale, Luden's, New York State Milk and International Salt.

Business administration was Fletcher's "major" at Duke, where he starred on the track team and once came within two inches of tying the State pole-vault record. Right now his sport is golf, his hobby, amateur photography. He's quite a football enthusiast, too, and has recently been elected president of the New York chapter of the Duke Alumni Assn., which has over 700 members. Fletcher is still pretty much of a newlywed. He and Dorothy Lippincott, of New York, took the step last Aug. 20.

Sam Theodore Lyons

SAM THEODORE LYONS, 45, partner in the firm of A. S. Lyons Inc., Beverly Hills, Cal., talent agency, died in his home in that city on Dec. 6, following a heart attack.

IN TEN SHORT DAYS OVER 3,000 NORTHERN CALIFORNIA LISTENERS Tried a new product!

Gordon Owen told them about it on KSFO's local program... "The Home-Service Council".

May we give you the complete details on how to crack this rich San Francisco-Northern California market?

Added proof that KSFO local programs reach a tremendous audience — and sell them!

KSFO

A CBS Station • San Francisco

Chase & Sanborn Shift Drops Abbott & Costello

STANDARD BRANDS, New York, with the Jan. 1 shift of the Chase & Sanborn coffee account from J. Walter Thompson Co. to Kenyon & Eckhardt, has released Bud Abbott and Lou Costello, comedy team, from their contract after Dec. 28.

In a new agreement, Edgar Bergen was given control of the *Chase & Sanborn Show*, a setup the comedy team reportedly also sought. As a result Abbott & Costello are said to have served unofficial notice of withdrawal. Abbott & Costello are reported as having a $7,500 weekly offer to head a new half-hour program

Thomas D'Arcy Brophy, New York president of Kenyon & Eckhardt was in Hollywood recently for conferences with Bergen and to discuss takeover of the show. Joe Stauffer, New York radio director of that agency is setting up a Hollywood production unit, signing Don Clark. KFI, Los Angeles, producer. Maury Holland, current producer, will be given another J. Walter Thompson Co. assignment. Mary Hanrahan, Hollywood business manager for Edgar Bergen, assumes additional responsibility of talent buyer for the show.

RCA Transfers

JOHN K. WEST, district sales manager at Cleveland for RCA Mfg. Co. since 1938, has been assigned to San Francisco, replacing E. J. Rising, resigned. Harold M. Winters of the Kansas City district, has been transferred to fill the vacancy in Cleveland. District manager at Kansas City is now Harold R. Maag, formerly in charge of merchandising activities in Southern California.



BRASS-BOUND BESSIE of another era, presented to Charlie Smithga the Morning Watchman, 6-8 on WAGA, Atlanta, has more significan than the obvious humorous angle. Frost Cotton Motors, with two a nouncements on Charlie's program, indicated in the presentation of t gift that it was not just a suggestion to help National defense but th it also represented a coordination of effort.

Radio Bond Drive Is Speeded by War

Air Drenched With Promotion For Defense Certificates

WHEN WAR was declared on the United States last week, radio did a tremendous job in further support of the Treasury's defense bond and stamp program. Within 24 hours after the declaration, according to Vincent F. Callahan, chief of the Radio Section, every station in the country, every news commentator and every network commercial program was using specially prepared copy wired to them by the Treasury.

Henry Morgenthau Jr., Secretary of the Treasury, was strong in his praise of the stations and sponsors.

"The wholehearted cooperation of the radio industry in this crisis is most gratifying to me," the Secretary declared. "Virtually every radio station and every radio advertiser has rallied to our support. Every station and program to which I turn my radio is carrying defense bond and stamp announcements. Radio is rendering a great service to the Treasury in the vital days."

During the first 24 hours of t crisis the Treasury sent appro mately 2,000 telegrams to sponso radio stations, news commentato and women's program directo outlining the editorial policy of t campaign, effective immediate On Monday night more than commercial network programs c ried the new defense bond a nouncements.

Quick Messages

The work of the radio statio in getting word to all stations w greatly facilitated by cooperation NBC, CBS and MBS, Mr. Callah said. The teletype services of NI and CBS were turned over to t Treasury, as was the Mutual c ference call system, to get new a nouncements to their affiliated a M & O stations by the quick possible method. Without this operation from the networks, would have been almost impossi to contact all stations on such sh notice, according to Mr. Callah owing to the staggering amou of telephone and telegraph tra out of Washington that day.

PLANNING AN "AIR" RAID ON MOSCOW (Ky.)?

If you're revving up for an air blitz on Moscow (Ky.), WAVE will probably carry your message there all right—but after that, you'll probably wonder why either you or we took the trouble! Moscow, you see, is a darned sight different from the Louisville Trading Area (which, *alone*, accounts for 54% of Kentucky's retail business)! WAVE reaches every sector of this moneyed market, and we get the *listening* audience because we're the only NBC Basic Red Network station for 100 miles around! When do we take off for *you?*

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

● This month more than 40,000,000 pounds of burley tobacco will be sold in Johnson City and four other towns in WJHL's primary coverage area. Tobacco growers are getting more money for their cash crop this year than ever before. And remember, WJHL is the only single advertising medium that can give you adequate coverage of this market at one low cost.

1000 WATTS · 910 KC · NBC BLUE

WJHL

Johnson City, Tenn.

International Radio Sales
Representatives

W. Hanes Lancaster
Manager

THE TIMKEN GIRLS SELL STAMPS

WHDC and Factory Team With Stunt to Boost Local Sales of Defense Certificates

EDITOR'S NOTE: The following story is printed by the editor of BROADCASTING *as an example of how patriotism, civic spirit, and enterprise of a local business organization and a radio station may aid the Treasury in furthering the promotion and sale of United States Defense Bonds and Stamps. This story was submitted to* BROADCASTING *by the Treasury, with the explanation that its publication would aid materially the Defense Savings campaign by indicating methods through which radio stations, in cooperation with their sponsors, can assist the Defense Savings Program.*

ONE DAY last month Felix Hinkel, manager of WHDC in Canton, O., and Roy D. Moore, State administrator of the Ohio Defense Savings Committee, approached the Timken Roller Bearing Co. with an idea to promote the sale of defense stamps in Canton. The enthusiastic cooperation of the Timken Co. with the plan resulted in stamp sales during the four-day campaign of $36,417.10—only $1,000 less than the total sales in Canton from May 1 to Oct. 1.

To accomplish these outstanding results, Timken combined radio advertising, publicity stunts, and newspaper advertising, but according to executives of the company, the cost of the promotion was nominal.

Timken Girls

First step was to choose eight Timken factory girls as "Timkenettes" for the four-day sale, Nov. 1, 17, 22 and 28. Costumed in specially designed red, white and blue outfits, the "Timkenettes" sold defense stamps on the streets, in offices, and conducted a courier service for residential districts. They were used in a variety of publicity stunts, directing people to the defense stamp booth, erected by WHDC in Courthouse Square. The "Timkenettes" were also tied into the radio promotion through skits broadcast the night before each Timken Defense Stamp Day.

Each day of the sale, Timken set a goal for Defense Stamp sales. An effigy of a Timken workman, "Pal Joey" by name, was hoisted up the Courthouse flag pole as sales progressed. His slogan was "Give me a boost, help me touch the flag before sunset." "Pal Joey" reached the flag long before his appointed time each day, as on all four days the goal set was reached and passed.

The radio promotion consisted of a daily man-on-the street interview at the defense stamp booth, and eight spot announcements per day for four days.

Full page newspaper ads and teaser copy were used to introduce and arouse public interest in the Timken "Mystery Man". On the fourth day of the sale, each defense stamp purchaser received a specially designed receipt. The Mystery Man, an unidentified Canton resident, roamed the streets seeking out persons who could show such a receipt. The lucky persons were awarded from $1 to $5, and it was estimated that over 75% of the persons who received any part of the $100 given away in this manner, returned to the booth immediately to purchase more Defense Stamps with their prize money. The interest aroused by radio and newspaper publicity in the "Mystery Man" stunt resulted in Defense Stamp sales of $15,081 on the fourth day of the campaign.

The campaign was promoted by store window cards, and four banners hung across the street. Every available publicity angle was tied into the campaign.



Mr. Hinkle and Timken Girl

EDDIE DUNSTEDTER, radio, stage and screen organist, has been signed by KMOX, St. Louis for a 13-week series titled *The Master Makes Melody*, heard three times weekly. He plays on six keyboards of four instruments—the Steinway, Solovox, Hammond organ and Novachord.

WHO Golden Gloves

WHO, Des Moines, will hold its fifth annual Golden Glove amateur boxing tournament in the Des Moines Shrine Auditorium Jan. 19, 26, Feb. 2 and 9, according to Bill Brown, WHO sports editor. A team of eight local boxers will be chosen in the competition to represent WHO in the Chicago Tournament of Champions. The WHO bouts are the only ones in Des Moines officially sanctioned by the *Chicago Tribune*, originator of Golden Gloves tournaments and sponsor of the Chicago tourney. Last year 266 amateur boxers and 27 teams competed in the local tournament.

Stella Unger Series

NBC RADIO-RECORDING Division is preparing a series of five-minute transcriptions titled *Look in the Mirror*, featuring Stella Unger, to be available to local stations for spot advertisers. Miss Unger is heard on NBC-Red, Wednesdays 6:30-6:35 p.m. on a live program, while transcriptions are heard on over 200 stations.

NEWS! NEWS! NEWS!

Radio is the all-important news source here in the Northwest and with the addition of the Associated Press Radio Wire KFYR is the only single medium capable of serving North and South Dakota, Western Minnesota and Eastern Montana. Ask any John Blair man about sponsoring a newscast.

BISMARCK, N. DAK. KFYR

NBC affiliate • 550 kilocycles • 5000 watts day & night

WCKY *Good*



MR. MILTON BACON
Author, Lecturer, Traveler



MISS OLIVE KACKLEY
Dramatic and Shakespearean Lecturer

Two thousand different groups applauded their personal visits. Just another reason why the listeners in the great Cincinnati market are WCKY-minded.

ll Ambassadors...



personally tell our story to more than five hundred thousand people in past two years. Two hundred and thirty-one cities visited personally by these Good Will Ambassadors at WCKY expense. Sixty-three different types of Service Clubs, Educational Groups, Fraternities, Red Cross and Community Chest drives, State and County Fairs, Garden Clubs, Conventions, Labor Organizations, Commencements, and Military Posts.

. B. Wilson

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Radio Goes to War

WAR — GRIM, swift, terrible — has struck home. In a twinkling the "defense" program has become a "victory" drive. Radio, for the first time in its meteoric development, goes to war. It faces the supreme test, as does the nation itself.

The shock of the Jap attack threw things off balance momentarily. Mistakes were made; confusion was provoked; there was hysteria. Radio was not entirely faultless in the spread of "unconfirmed" rumor, fed through customary news channels. But, all in all, radio has acquitted itself well.

Let's not delude ourselves about censorship! Military censorship is on and will remain on until victory is won. The almighty "scoop" must be forgotten, until it is checked for fact and has passed Government scrutiny as matter that will not give aid and comfort to the enemy. That edict comes from the President of the United States, the commander-in-chief of the armed forces.

Every broadcaster, every man who faces the microphone, should read and re-read the words of the President in his address to the nation last Tuesday. Every newspaper and every broadcast station, Mr. Roosevelt said, has a most grave responsibility now and for the duration. And in his words, neither has the "right in the ethics of patriotism to deal out unconfirmed reports". That is the solemn warning. It must serve as the guide-post for journalism, whether printed or aural.

In material things, radio is going to be affected, particularly in the earlier stages. Shutting down of stations on the coasts during imminent air attack or during black-outs, means commercial cancellations and rebates. Release of time for war communiques, for Government informational broadcasts, and for morale purposes, also may cut in on normal schedules.

These may be only temporary dislocations. After the period of trial and error, readjustments will come. There is no disposition to disturb normal operations beyond absolute necessity.

A good portion of this issue of BROADCASTING — first since the assault in the Pacific— is devoted to coverage of radio aspects of the first week of war operations. The Defense Communications Board, headed by FCC Chairman Fly, moved swiftly. Broadcasting was a secondary consideration in those early hours, since danger of espionage in the non-domestic communications fields was paramount. The job was done—done expertly, adroitly.

To predict the future would be sheer fantasy. The military establishment is calling the moves; the FCC, insofar as broadcasting is concerned, executes them. The safe, sane policy is for radio to follow orders, avoid controversy, be on the alert, and use its head.

Stations must avoid use of microphones by unknown persons. The "man-on-the-street" type of broadcast should be rigidly controlled and supervised lest some crack-pot, or even subversive influence, gain access to an audience and spread rumor that might result in panic. Transmitters should be guarded, particularly those outside city limits. Radio is a military objective. It must be guarded against sabotage. The function belongs to state or municipal police, not the Army.

The President foresees a long war. There will be a drain on radio personnel, because Uncle Sam needs experts and radio has them. There will be longer hours, tougher work, and heavier overhead. Quibbling about hours, union demands, and all that should be banished for the duration.

American radio already has been under siege. In Honolulu and in Manila broadcasters have felt the impact of war; have heard bombs explode, not knowing whether the next blast would blow them into eternity. Broadcasts to the United States, even under those conditions, went ahead.

On the Continent, radio as well as lights have been doused—silenced to prevent use of their carriers as beams. Only days ago, few thought it would happen here anytime soon. In England, stations continue to broadcast on standard bands, because they have evolved a "dehoming" technique that entails technical alterations. Before long it is expected this system will be adapted here, and that radio "blackouts" will cease.

All last week reports were rampant that radio assignments would be frozen, that powers would be increased or decreased, and that a rigid censorship would be clamped on everything. A war of nerves was on, too. Nothing of this sort has happened, but some of it may.

Questions, too, have arisen about a moratorium by Government on social reforms in radio — the chain monopoly regulations, the newspaper inquiry, the ban on multiple ownership, and other activities which pale into comparative insignificance against the backdrop of a nation fighting for its life. The answer, at the moment, is that these "social objectives" will be carried through. There appears to be no disposition to postpone, slow down or shelve.

With the first war flash, radio found its enlisted for the duration. The majority of stations stayed on all night that fateful Sund Most are maintaining continuous operati The networks are providing around-the-cl service. That's the new radio tradition, est lished spontaneously.

Broadcasters have a solemn duty in t hour of crisis. In Seattle the other day a followed the silencing of stations. The pul didn't know what had happened when blackout came and no station could be he for the explanation. That happened only cause it came so soon after the shock of war's outbreak and because the public hac been informed via radio.

And that tells the story of the industi responsibility, of the abiding faith all Ame has in its radio—a faith that did not app with its appalling impact until crystallized the stark grip of war.

Heeding the words of the President, ra regards it as a privilege to perform its d in the nation's defense until the war is w

Radio will do its job!

Pied Typographers

SMALL WONDER that public resentm against organized labor has reached suc high pitch. Outrages of labor cliques aga essential defense industries caused Cong to shift its position on labor even before Ja perpetrated its infamous attack.

Now radio again is made the butt of a labor onslaught—that of John B. Hagge of the International Allied Printing Tra Assn. His proposal [see Dec. 8 BROADCASTI to impose a franchise tax on radio, appropr 50% of broadcast facilities for "non-pro groups, and in effect disrupt commercial op tions, constitutes an effort in the direc of mass lobbying against radio probably ne before equalled.

The strange part of this crusade is t Haggerty's group already has been repudia on its advertising tax by the American F eration of Labor, of which the printers' uni are part. In responsible labor quarters dc even is expressed that the crusade repres the viewpoint of the entire printing tr group. Last August, at the hearings before Senate committee on the franchise tax, W Hushing, chairman of the AFL Legisla Committee, testified in opposition.

About the same time the *American Fed tionist*, official organ of AFL, reported t the executive council of AFL held the propc tax would "unfairly discriminate in favor newspapers and against radio stations, tak work away from a new industry and throw work to an old one." The council then adop a motion reading: "While labor believes t the United States Government should l extra taxes on the people to pay for defe work, we do not believe in punitive or criminatory taxation such as a special levy radio advertising broadcasts."

In the face of that rebuke, Haggerty vives not only the confiscatory tax prop but seeks to goad his unions into an all- fight against radio. AFL itself should look the amazing development.

We Pay Our Respects To —



JAMES LAWRENCE FLY

OP MAN in radio today, with e United States at war, is James awrence Fly, chairman of the ederal Communications Commis-on and the Defense Communica-ons Board. After a stormy regime the FCC and a continuing line squabbles with the industry, hairman Fly looms as the No. 1 rsonality in the United States oadcasting and communications cture.

As chairman of DCB, Mr. Fly s in the top chair of the group at not only has planned and made ovision for the war-time func-ns of radio and communications, t now has complete power to ilize radio for the war effort. As airman of the FCC he is in a sition to implement these far-aching plans for the industry's rticipation in defense, from the litary as well as the civilian le. Right now he is closely identi-d with virtually every conceiv-le facet of communications op-ations.

Long-respected for his acuteness d energy, Chairman Fly sur-ised no one when, on Sunday ternoon, Dec. 7, he happened to be his offices as the first flash was ard that Japan had attacked arl Harbor. Immediately he put motion much of the complicated achinery set up through a year's anning by the FCC and DCB to erate in just such an emergency. ded by key personnel of the FCC ring the remaining Sunday hours d far into the early morning of e next day he contacted execu-es of communications companies, thorized special operating per-ts and generally supervised the emendous mass of detail incident the switch from a peace to a r footing. Within a few more urs he was presiding over meet-gs of both DCB and the FCC, om which developed still more ergency orders.

Coming into radio cold, "Larry" y has won respect in the industry r the way he assimilated a prac-al knowledge of its technical as-cts. He surprised many, late in 39, after only a few weeks on the mmission, when he was partici-ting in the tail-end of the chain-nopoly hearings, with his ability talk intelligently with technical experts on engineering aspects of network operation. The same has been true of his participation in proceedings concerning television and FM broadcasting.

A graduate of the U. S. Naval Academy and former general counsel of the Tennessee Valley Authority, Mr. Fly was nominated to the FCC by President Roosevelt on July 27, 1939, succeeding Frank R. McNinch as chairman on Sept. 1 of that year, with term to expire June 30, 1942. Little more than a year later—Sept. 24, 1940—President Roosevelt created the five-man Defense Communications Board, charged with planning the relationship of communications to national defense. The President named Chairman Fly head of the new advisory group at the time it was formed.

Youngest man to hold the FCC chairmanship, Mr. Fly was born on a farm in Dallas County, Tex., Feb. 22, 1898, coming from pioneer Colonial stock. He attended country grade schools at Seagoville, Dallas County, until 1914, and was graduated from the Dallas City High School in 1916, where he was a whiz in debates and oratorical events. While attending school he worked at farming, a job at a cotton gin, store clerking and telephone operating in a local telephone system. He paid his way through high school by serving as a general clerk in Dallas courts.

In 1916, after being graduated from high school, he spent three months at a Naval Academy prep school at Annapolis, and in 1917 was appointed to the Academy. He was graduated in 1920, after winning the class debating championship and the Henry Van Dyke prize for the best essay and serving as class secretary. High grades won him an officership in the midshipmen regiment.

After serving three years in the Navy, largely on the Pacific Coast and in Hawaii (he had one tour of duty as a midshipman on the *Oklahoma*), he resigned in September, 1923. He had specialized in gunnery, but at the same time had studied law, which had led to his appointment as advocate for various naval courts and boards.

Upon retirement, the 25-year-old ensign entered Harvard Law School, winning scholarships each year. He was a member of the Board of Student Advisors, a coveted honor. After two years at Harvard, and before his graduation, he passed the Massachusetts bar and was admitted to practice.

In the summer of 1924 he was employed by the Harvard Law School Assn., and the following summer was a law clerk with the admiralty law firm of Burlington, Veeder, Masten & Fearey, New York. After graduation in 1926, he was admitted to the New York bar and became associated with the law firm of White & Case, New York, specializing in corporate and financial practice.

His work with this firm received recognition during President Hoover's administration, and in 1929 Mr. Fly was appointed by Attorney General Mitchell as special assistant to the Attorney General in connection with a number of antitrust suits. In 1932 he successfully prosecuted antitrust suits against the Sugar Institute, Bolt, Nut & Rivet Mfg. Assn. and the Wool Institute. He also handled the Justice Department's investigation of bread prices the same year and prosecuted one phase of the Western Grain Rate case before a Federal three-judge court in Washington State, arising out of an order of the Interstate Commerce Commission.

Mr. Fly remained with the Justice Department after President Roosevelt's inauguration and supervised several important cases growing out of NRA, Agricultural Adjustment Act and the Oil Code.

Under the New Deal, he was in charge of the preparation of two major TVA cases which won favorable decisions from the Supreme Court, and in 1935 he assisted former SEC General Counsel John J. Burns in defending the Utility Holding Company Act. He became general solicitor of TVA in 1934, and three years later was named general counsel as "a fitting recognition of his present responsibilities and past services".

Chairman Fly in 1923 married Mildred Marvin Jones, of San Rafael, Cal. They have two children—James Lawrence Jr., 13, and Sara Virginia, 11. Though not a "joiner", he is a member of the Harvard Club, of New York, and the Seminole Club, Forest Hills, N. Y., where he formerly maintained his residence. Before that fateful Sunday, Dec. 7, he used to play golf occasionally, and tennis whenever he could snag an opponent.

But since the war erupted, he's been working a three-man shift himself.

Personal NOTES

LLOYD C. THOMAS, owner and general manager of KGFW, Kearney, Neb., was recently elected president of the Kearney Chamber of Commerce.

CHESTER B. CAHN, former newspaperman and new to radio, has joined the sales staff of WBYN, New York.

JACK JARRELL, formerly city editor of the Topeka (Kans.) State Journal has joined INS, foreign news desk, New York.

HOWARD CLARK, formerly of CKSO, Sudbury, Ont., has been appointed commercial maanger at CKX, Brandon, Man.

FRANK RYAN, formerly manager of CKLW, Windsor, Ont., has been loaned by the Hudson's Bay Co., Winnipeg, where he is advertising manager, to take a post with the Wartime Price & Trade Board, Ottawa.

FRED W. CANNON, sales executive at All-Canada Radio Facilities, Toronto, is the father of a 9-pound, 2-ounce boy, James Herbert, born Dec. 1.

WILLIAM SENER, formerly of WSUI, the U of Iowa station, Iowa City, has joined the Chicago Radio Council as a production and research assistant.

WILLIAM S. KNAPP, formerly of the sales department of WDZ, Tuscola, Ill., has been appointed merchandise manager of WIBC, Indianapolis.

ROBERT F. ANTHONY, formerly program director of WORD, Spartanburg, S. C., has joined WSPA, Spartanburg, as merchandising and promotion manager. He is succeeded by William Ratcliffe, WSPA production manager.

WILLIAM MUDD, from KBND, Bend, Ore., has joined KHSL, Chico, Cal. as salesman.

DR. RAY H. MANSON, vice-president and general manager of the Stromberg-Carlson Telephone Mfg. Co., Rochester, has been elected to the official positions in the Radio Manufacturers' Assn. of vice-president, a member of the executive committee, and chairman of the RMA set division. He succeeds Paul V. Galvin in the latter two positions.

I. R. BAKER, manager of transmitter sales of RCA Manufacturing Co., is at Johns Hopkins in Baltimore for a physical checkup.

PILOT OFFICER D. R. P. Coats, formerly public relations chief at CKY, Winnipeg, and CKX, Brandon, Man., has completed a training course at the Royal Canadian Air Force base at Trenton, Ont., and is posted to No. 3 Wireless Training School of the RCAF, Winnieg.

MISS BILLEE WHEELOCK, formerly director of women's programs and publicity writer for KFBC, Cheyenne, has been appointed national sales manager of KDON, Monterey, Cal.

Frederick Leuschner

FREDERICK LEUSCHNER, counsel on the Pacific Coast for RCA and NBC, on Dec. 8 died of a heart ailment at the Good Samaritan Hospital, Los Angeles. Born in Berkeley, Cal., and a graduate of the U of California and Columbia Law School, Mr. Leuschner has been serving as an attorney for NBC for 11 years. He is the son of A. O. Leuschner, eminent astronomer of the U of California. His wife and a daughter, Lyn, survive.

John Charles Wilson

JOHN CHARLES WILSON, 32, television engineer and inventor, most recently in the technical radio research department of Hazeltine Service Corp., Little Neck, Long Island, died Dec. 5 of Hodgkin's disease at his home in Bayside. Born in London, Mr. Wilson joined Baird Television Development Co. in 1928.

While Others Shift
The Same
WCAO
in
Baltimore
Same Network
CBS basic since 1927
Same Frequency
600 kc. since 1922
Same Popularity
The Voice of Baltimore
Since 1922

BEHIND the MIKE

JOHN LAGEMANN, freelance radio writer, formerly of CBS, has joined the shortwave staff of the U. S. Coordinator of Information in New York. Also on that office's scriptwriting staff are Betty Wason, Charles R. Jackson and Harry Herrman.

MAURICE C. DREICER, educational director of WCNW, Brooklyn, and conductor of several programs stressing national morale, has been named supervising program director.

ALLAN KENT, announcer of WNEW, New York, two years ago since which he has been writing commercial radio jingles on the team of Kent-Johnson, has returned to WNEW with a Sunday 10-11:30 a.m program of recordings.

BILL MARTEL, formerly of WIND, Gary, Ind., has joined WAAF, Chicago as a staff announcer.

HAROLD CLARK, continuity chief of KGFW, Kearney, Neb., on Nov. 30 married Lillian Debruler, formerly of Omaha.

LLOYD CREEKMORE, formerly KMPC, Beverly Hills, Cal., soundman, has joined NBC Hollywood, in a similar capacity. He succeeds Ed Padgett, who is on leave of absence.

WILLIAM J. ADAMS, program director for WCHS, Charleston, and the West Virginia network, has been appointed radio chairman for the Committee for the celebration of the President's birthday, West Virginia chapter.

GENE SEADLER, formerly of KROY, Sacramento, Cal., has been named program director of KOH, Reno, Nev., replacing Merle Snider who has taken over the post of sales manager.

ART FORD, formerly of the WBNX, New York, announcing staff, joins WBYN that city, in the same capacity.

EMMA LOU JACKSON has been chosen from a number of competitors to substitute for Miss 580, who goes on vacation starting Dec. 10, heard over WCHS, Charleston, W. Va. Miss Jackson is on the engineering staff of WCHS and is co-announcer with Ken Given on the Streitman's street man show.

ART KIRKHAM, commentator of KOIN-KALE, Portland, Oregon, has been re-elected to the Board of Directors of the Portland Chamber of Commerce. Recently he was elected vice-president of the Portland Kiwanis Club.

BILL JOHNSON, program director and chief announcer, of WGCM, Gulfport, Miss., has joined WHLN, Harlan, Ky., as newscaster.

LESLIE HIGBIE, former employee of the Library of Congress, has joined the announcing staff of WDNC, Durham, N. C.

ALLYN CORRIS, of the WOV, New York, announcing staff, has been selected m.c. for the new *1280 Club* program which replaces the *1130 Club* with the change over of the station's facilities with WNEW, New York. Alan Courtney m. c., of the latter program, resigned Nov. 27.

BOB CARTER, chief announcer of WMCA, New York, and commentator for the Paramount Newsreel of the *Good-Will Hour* program, has joined WXYZ, Detroit, and the Michigan Network to handle special assignments, including the *Housewives Serenade.*

LEW WALKER, announcer of WBYN, Brooklyn, on Dec. 1 became the father of an 8-pound, 2-ounce baby daughter.

BILL PENNELL, former announcer of WIOD, Miami, has joined the announcing staff of WHN, New York.

WILLIAM F. RILLEY and Joseph N. Snyder have joined NBC Chicago guide staff.

JANET KISTEMANN, traffic manager of KYA, San Francisco and Lloyd Franke of the United States Coast Guard, were married Dec. 7 in Oakland, Cal.

ROBERT BEATTY, formerly of Hamilton, Ont., is the *At Your Request* announcer on the nightly *BBC Radio News Reel* heard on this Continent from the British Broadcasting Corp. at London.

GORDON KEEBLE, announcer of CFCH, North Bay, Ont., has moved to CKGB, Timmins, Ont.

JACK HYATT, ex-newspaperman and radio publicist, has joined the radio division of the Committee for the Celebration of the President's Birthday, replacing Ross Evans, resigned because of illness.

ROBERT BENSON has joined the announcing staff of WDAS, Philadelphia.

PHIL EDWARDS relief announcer of WPEN, Philadelphia, has enlisted in the Marine Corps.

TONY MARVIN, announcer on the CBS *Major Bowes* program, and Paul La Porte, production man on the same show, became fathers last week, each reporting 7½-pound baby daughters.

NORMAN PIERCE, formerly of WIND, Gary, Ind., has joined the announcing staff of WCFL, Chicago.

Tyro Tyrol

PROBABLY one of the youngest announcers in American radio, Robert Sherman Tyrol, who is 18, has been appointed a permanent member of the announcing staff of WTIC, Hartford. Graduating from East Hartford High School in 1940, Tyrol joined the radio department of the Travelers Insurance Co. Receiving an audition at WTIC last August, he was assigned to part-time announcing until his recent permanent appointment by Paul W. Morency, WTIC general manager.

LEOPOLD FRANCK has joined the announcing staff of CKVD, Val d'Or, Que.

JACK HORNER, formerly of KI Grand Forks, N. D., has joined the announcing staff of WTMJ, Milwaukee.

KEN BURKARD, formerly of K Oakland, has joined KHSL, Ch Cal. Bob Sunby, KHSL announ is the father of a girl born recently

ETHEL CRANE, formerly secret to O. L. (Ted) Taylor, president KGNC, Amarillo, Tex., late in Dec ber is to be married to John Le

NANCY GOODE for five years h service advisor for Kansas Gas Electric Co., has joined KMBC, K sas City, as director of the *KM Happy Kitchen.*

BERNE ENTERLINE, form chief announcer of WSOY, Deca Ill., has joined the announcing s of WMBD, Peoria, Ill.

WYNONA PORTWOOD, formerl KXOX, Sweetwater, Tex., has jo the announcing staff of KGKO, F Worth, Tex.

PHIL EDWARDS, relief annou of WPEN, Philadelphia, has enli in the Marine Corps.

TED MAC MURRAY, director NBC *Tom Mix*, is the father of a born recently.

CLIFF WILLIAMS, formerly Grant Adv. Agency, Chicago, Wayne Nelson, formerly of WJ Chicago, have joined the announ staff of WIND, Gary, Ind.

WINS
Ann Tenna says:
Slow-motion sales clogging up your outlets? Pour a little WINS into the works. It works!
(Use a few of my hot spots, as directed, and watch 'em thaw out that frozen sales-jam!)



Here They Are Again!
Those Aristocrats of the Range
THE SONS OF THE PIONEERS



With Their SYMPHONIES OF THE SAGE *200 New Tunes*
Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

Meet the LADIES



JOAN HARDING

OUTHFUL AMBITION of Joan arding was the stage. But one mmer at a small New Jersey sta- on convinced her to change her urse from the footlights to the icrophone. Now woman's com- entator for WMAL, Washington BC-Blue key, Joan has enjoyed an teresting life. Born in Australia 1914, she has attended 13 differ- t schools in Europe and the nited States.

A graduate of New York's merican Academy of Dramatic t, she turned radio commentator d spent six and a half years in chester, N. Y., as radio and shion editor for a leading Roches- department store—broadcasting gularly on WHAM, WHEC and SAY. Joan's program on WMAL *The Woman's World*, featuring men in the news and fashion and auty information.

WARD HUFFMASTER, NBC icago guide, has been recalled to vice by the Army, and has been re- ced by Harry Canfield.

ROY BARTRUM has joined the C central division communications partment as a teletype operator.

AN LOMAX, sportscaster of WOR, w York, has been reelected to the rd of directors of the Basketball iters' Assn. of New York City. He is a member of the Football iters' Assn. and the Baseball Writ- Assn., and in all three organiza- ns is claimed to be the only radio rts man on the membership rolls.

KINY

The Friendly Voice of the Capital

n't neglect Alaska—the cific Coast's most- idly-expanding market. id the Territory to your arket—thru the medium KINY.



Executive Offices n. Bldg., Seattle, Wash.

0 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

SEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

LATIN RADIO POST GOES TO WEAVER

SUPPLEMENTING the Communications Division of the Rockefeller Committee, Nelson A. Rockefeller, Coordinator of Inter-American Affairs, on Dec. 7 announced appointment of Sylvester L. Weaver as director of the committee's radio section, with Merlin H. Aylesworth continuing as chairman.

Also appointed were Russell Pierce, as associate director of the Communications Division, in charge of administration and projects of the New York office, and John W. G. Ogilvie, associate director with special radio responsibilities, according to Mr. Rockefeller. All three will be on the New York staff of Don Francisco, director of the Communications Division.

Mr. Weaver, formerly advertising manager of American Tobacco Co., on Sept. 1 was given leave of absence to serve as associate director of the Communications Division in Washington. Formerly he was manager of the Young & Rubicam radio department.

Mr. Pierce, formerly Argentina manager and vice-president of J. Walter Thompson Co., helped organize the South American operations of the agency. Mr. Ogilvie assumes the position formerly held by Mr. Weaver, but will be located in New York. Until recently he was director of radio for International Telephone & Telegraph Co., and from 1935 to 1938 was president of Radio Corp. of Puerto Rico.

Bonus at WHN

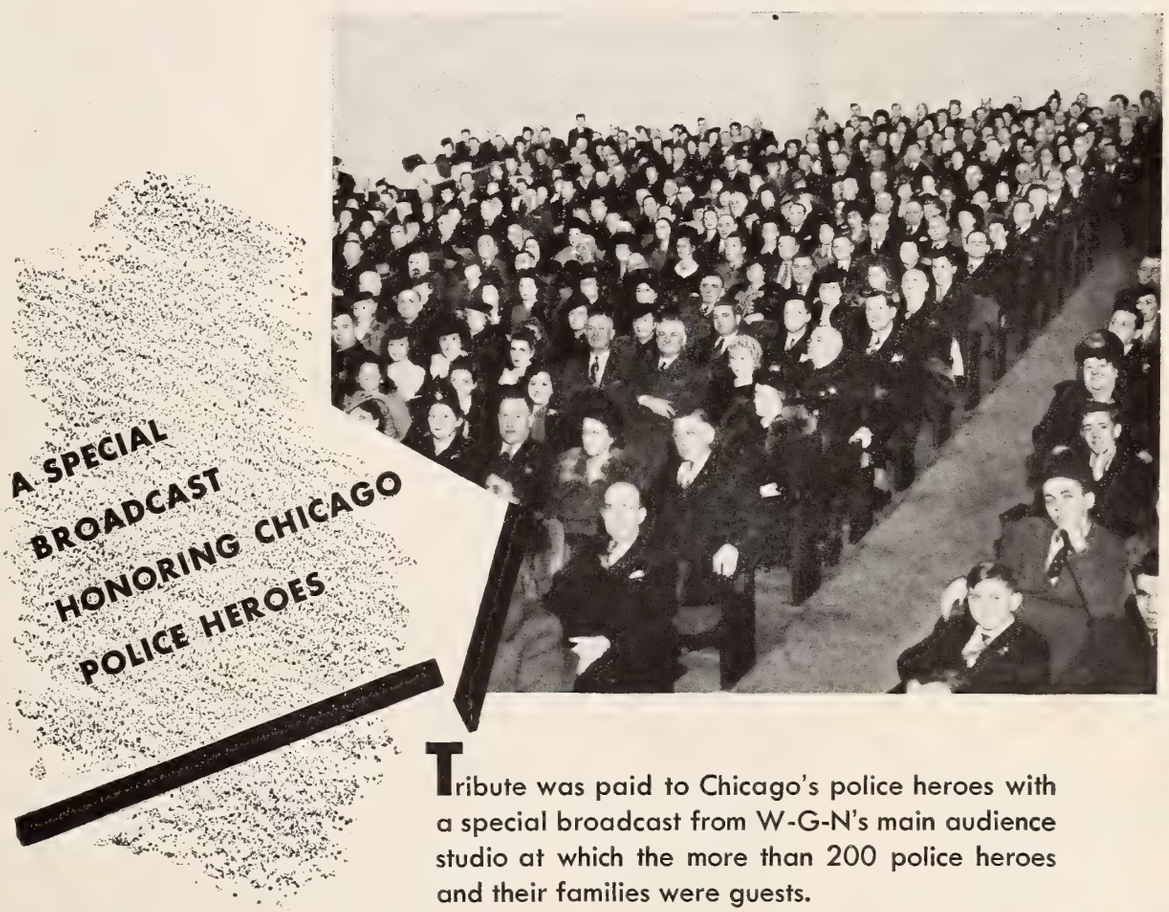
LOEW'S Inc., New York, which operates WHN, is giving all its employes a Christmas bonus similar to that distributed last year. Employes continuously emloyed for a year whose salaries do not exceed $40 per week, will receive a two-week salary bonus, not to exceed $50. WHN staff employed for six months with $40 per week salaries, will receive one week's salary, not to exceed $25.

ALASKAN INNOVATION

Sponsored Program Shortwaved To KFAR, Fairbanks

FIRST SHORTWAVE rebroadcast for Alaskan listeners of a network commercial is claimed by KFAR, Fairbanks. Alaskan stations with no network wire facilities heretofore have been permitted by FCC ruling to rebroadcast sustaining programs only.

Amendment to the ruling was made in November and the first commercial presentation was *Camel Sports Review*, sponsored by R. J. Reynolds Tobacco Co., through the Wm. Esty & Co. Program is heard every Saturday as released from the Pan American network of NBC. KFAR employs a special dual-diversity receiver with a rhombic antenna of the directional type to assure maximum reception of the programs.



Tribute was paid to Chicago's police heroes with a special broadcast from W-G-N's main audience studio at which the more than 200 police heroes and their families were guests.

No wonder Chicago and middle western radio listeners turn first to W-G-N—the station with a "Hometown" origin and viewpoint!
Consequently, W-G-N Delivers More Listeners to YOUR Program.



WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

A Clear Channel Station—720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. *PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.*

W. H. Beecue
ANNOUNCING



STARTING IMMEDIATELY we're giving MEMPHIS something NEW

INS
NEWS
Every Hour
On the Hour*

*Mondays
thru Saturdays
8 A. M. to 10 P. M.

Sundays at
9 A. M., 1 P. M.,
5 P. M., 9 P. M.

★

Early placements
will receive
choice times

★

Wire or write
for availabilities
and program data

WHBQ
1400 Kilocycles
250 Watts
HOTEL CLARIDGE

MEMPHIS
TENN.
"This is the Friendliest
Spot on Your Dial"

Studio Notes

KROD, El Paso, in order to give contestants a chance to hear themselves on the air, recently broadcast a complete transcription of the El Paso city schools oratory contest.

RADIO LIBRARY, available for the use of all schools and interested persons throughout the Panhandle of Texas, Oklahoma and New Mexico, has been established by KGNC, Amarillo. Library will contain information and reference to various phases of radio and will be publicized through the station's facilities, newspaper notices and by personal letters sent out by KGNC's manager, John Ballard.

WBYN, New York, will make transcriptions of President Roosevelt's speech on the Bill of Rights program, Dec. 15, 10-11 p.m. and translate it into Hungarian, Spanish, Jewish and Italian. Disc translations will be played several times on the following days.

EIGHTH language to be broadcast daily on NBC's shortwave stations WRCA and WNBI is Finnish with the addition this week of a daily half-hour program for Finland under the direction of Arvo Haapa, American of Finnish parentage. The broadcasts also will be carried on WBOS, Boston shortwave station.

WRR, Dallas, originated the broadcast of the annual clash between the Mustangs of Southern Methodist U. Dallas and the Owls of Rice Institute, Houston played Dec. 6. Game was described by Charlie Jordan, WRR sportscaster. Color of the game was handled by Dale Drake, WRR staff.

WLS, Chicago, will hold its eighth annual "Christmas Giving Party" Dec. 20 at the Stevens Hotel, Chicago. Admission is limited to foodstuffs for Salvation Army and Volunteers of America charity Christmas work. One hour of the party will be broadcast and members of the station's talent staff will entertain the 4,000 children and parents expected to attend.

WOWO, Fort Wayne, has increased its operating time to 19½ hours daily, except Sunday, with the addition of a new program, *International Club Mythical Tavern*, heard 12 midnight to 1 a.m. Paul Roberts is m.c. and commentator of the transcribed music show which is sponsored by the Berghoff Brewing Corp., six nights weekly.

South Carolina's
No. 1 Market
FIRST IN—
• Total Population
• White Population
• Wholesale Sales
• Retail Sales
• Industrial and
Business Pay Rolls
DOMINATED BY
WFBC
5000 WATTS
GREENVILLE, S.C.
HEART OF THE
FAMOUS INDUSTRIAL
PIEDMONT SECTION
NBC RED NET WORK
NATIONAL REPRESENTATIVE
WEED & COMPANY



IT WAS REUNION in Cincinnati for three New Yorkers when Mr. a Mrs. H. Preston Peters chanced to meet Beatrice Kay in the WC studios. Miss Kay, star of U. S. Tobacco Co. *Gay 90's Revue* on CBS, v guest-starring on an interview program over WCKY with Paul K nedy, *Cincinnati Post* radio editor. Mr. Peters was visiting Fred Palmer, WCKY sales manager. Snapped in the WCKY corridor af Miss Kay's broadcast were (l to r) Al Bland, WCKY production m ager; Mrs. Peters; Mr. Peters; Miss Kay; Tom Fal Cincinnati representative of U. S. Tobacco Co., and Mr. Kennedy.

KFBB, Great Falls, Mont., on Nov. 22 celebrated its 19th birthday and acquisition of 5,000 watts fulltime with a special hour program. Celebration program 8-9 p.m. was built around theme of "Hi Neighbor! More Power to You." First half-hour was produced locally with speeches by local citizens, songs by the Apollo Male chorus and message of congratulations from Gov. Sam C. Ford. Last half-hour constituted salute from Pacific network of CBS on regular network *Hi Neighbor* show. Owned by Buttrey Broadcast Inc. with Joseph P. Wilkins, manager. KFBB obtained its first license Oct. 18, 1922.

COK, Havana, has started a series of 50 *Salutes to American Cities*, presented each Wednesday and Friday, 6-6:30 p.m., carried also by COBZ, shortwave, and CMBZ, longwave in cooperation with the International Radio Club which will rebroadcast the programs through its affiliated stations and who will in turn broadcast two programs a week for the same period in honor of Cuba. Inaugural program presented Lieut. Col. Jaime Marine, of the Republic of Cuba, Senor Jose Cidre, president of the Cuban Tourist Commission and Jack Rice, president of the International Radio Club, Miami, Florida who flew to Havana for the ceremonies.

WQXR, New York, has set up a five-minute program, *Cues for Christmas*, based on a shopping column idea. Broadcast twice daily, programs are being sold for local participating sponsorship and already five have been signed. Broadcast time is 9 a.m. and 12 noon, Monday through Friday.

WQAM, Miami, was authorized by the FCC last Tuesday to install a new transmitter and increase its day power from 1,000 to 5,000 watts on 560 kc., continuing with 1,000 watts at night.

WSGN
610
Tops on the Dial
Surveys Prove
WSGN Covers
Alabama Best
Tops in Value!
Costs less per
100,000 Listeners
National Representatives
HEADLEY-REED CO.
BIRMINGHAM, ALABAMA

WSRR, Stamford, Conn., on Dec broadcast a memorial program ti *Heywood Broun, Friend & Neigh* from the country home of Libby I man who sang two of the favo songs of the late newspaper colu ist. Featured also were anecdotes Walter O'Keefe and a recording President Roosevelt's reading Broun's Christmas Story. M.C. the show was George T. Bye, lite agent, with Bill Voss, WSRR gram director, as producer. Half-l program which was rebroadcast WICC, Bridgeport, was witnesse notables including Harold Ross, *Yorker* editor and Luis Rainer, s and screen actress.

RCA Catalog Campai Selling Many Recor

COOPERATIVE PROMOTION RCA-Victor dealers and the c pany itself of its "Catalog centration Campaign" during past nine weeks has resulte the most successful record chandising drive RCA has staged, according to W. W. Ea RCA-Victor's record sales mana

In addition to arrangement the dealers with local radio tions for spot announcements ging the campaign and gift ords, RCA's promotion incl special *Music You Want* progr on 70 stations from coast-to-c features in national magazines newspapers, gift offers, and re reviewers columns. Although ports are still coming in from ers, "a great sales harvest is sured", and the results so promise the gaining of many customers.

Carl H. Brockhagen

CARL HOMER BROCKHAG controlling owner of Cesana & sociates, San Francisco and Angeles agency, and previou that publisher of the *Call-Bull* San Francisco, died December 2 was formerly president of the Francisco and Seattle Advert clubs and at one time was as ated with the *Record-Herald* in cago; publisher of the *Sacra Union*, president of the *Port* (Ore.) *Telegram*, associated the *Post-Enquirer*, Oakland, the *Spokane Spokesman Re* and the *Seattle Post-Intelli*

Philco Appoints Grimes Head of Video Station

DAVID GRIMES, Philco chief television engineer, has been named general manager of WPTZ, Philco television station in Philadelphia, following reorganization of the station's staff and operation activities. He is in charge of both engineering and program departments replacing Nick Alexander, resigned. Mr. Alexander may remain with Philco in another executive capacity. The reorganization places engineering men in key positions.

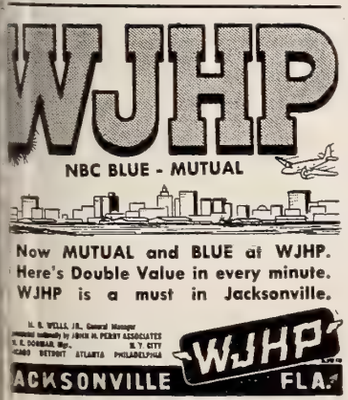
C. J. Bingley has been advanced to station manager as coordinator for both the engineering and program departments. The position of program director is temporarily filled by B. R. (Ted) Herr, Philco "trouble shooter". Warren Wright, local radio actor, resigned.

Paul Knight, announcer, was advanced to studio director in charge of all the live studio programs. The division of program activities places Clarence Thomen chief cameraman in charge of all remote control television shows. Gilbert Brown, of the engineering staff, is director of all motion picture programs. Frank Vreeland and Ernest Walling continue as dramatic directors and Sallie Gunnell has been placed in charge of kiddies programs. The station will continue to operate 15 hours a week, but the program schedule becomes standardized. The time will be equally divided, with five hours a week each for live studio programs, motion picture films and remote programs.

Greene-Revel Offices

HEADQUARTERS of the new music publishing company Greene-Revel Inc., jointly owned by Mort Greene, Harry Revel and BMI [BROADCASTING, Dec. 8], will be at 1437 N. Vine St., Hollywood, with branch offices in New York at 580 Fifth Ave. and in Chicago in the Woods Bldg. Both ASCAP writers, Mr. Revel is president and Mr. Greene vice-president, while two BMI associates, Robert Burton and Charles Lawrence, will be secretary-treasurer and assistant treasurer, respectively. The company's music will be available to all broadcasters, with licenses to be issued directly by the composers and authors to stations.

FOR THE FIFTH consecutive year, Bill Stern, NBC director of sports, and ace sports announcer, will cover the play-by-play description of the Rose Bowl game in Pasadena. NBC's 54th exclusive coverage of that game on New Year's Day.



Record Rules

RESTRICTIONS on recordings have been set up at WDAS, Philadelphia, by Program Director Harold Davis. Feeling that indiscriminate use of Christmas carols is not good for either station, listener or the carol, *Silent Night* and all other standard Yuletide songs have been placed on the restricted list with special permission necessary from the program department for use. Absolutely forbidden are swing or jazz arrangements of *Silent Night* and the *First Noel* though such treatment is permissible for *Jingle Bells*. Restriction also is placed on new record releases to avoid plugging.

KSFO Orchestra Out, New AFM Pact Likely

SAN FRANCISCO Local No. 6, Musicians Union, indicated Dec. 4 it would take no action against KSFO, San Francisco, which released its 12-piece staff orchestra about Nov. 1. The station has been operating without an orchestra for the past six weeks.

Bob Dumm, program manager of the station, stated that KSFO had spent more than its quota on the orchestra two months before the year was up and that the dismissal of the group was an economy move. KSFO had been spending $550 a week on music, Mr. Dumm stated, and saw where it could save between $3,000 and $4,000 by dismissing the musicians for the two final months of the year. On Jan. 1 KSFO, presently the CBS outlet, becomes an independent non-network station and a new contract for music is planned.

CJCA HONOR ROLL
Edmonton Has Many Staff Members on Duty

CJCA, Edmonton, Alta., is justifiably proud of its Honor Roll of staff members now with the Canadian Armed Forces. The list covers representatives in the Women's Air Force Auxiliary, Royal Canadian Air Force and the Army and Navy. Following are the members on the roll:

Miss Alta Magoon, accountant, CWAFA; Bill O'Sullivan, control engineer, RCNVR; Ed Bryant, announcer, Edmonton Fusiliers; Doug Ewart, control engineer, RCAF; Ed Chown, salesman, RCNVR; Bob Keith, control engineer, RCAF; Ed Fee, control engineer, RCSC; Dick Taylor, now taking examination for the RCAF.

ACA-WBNX Renewal

AMERICAN Communications Assn., CIO union, has announced the signing of a renewal contract with WBNX, New York, running for two years from Oct. 1. New pact calls for wage increases running up to 17½% through semi-annual raises, with all employes receiving an immediate 5 per cent increase, retroactive to Oct. 1.

Dear WHK:

"I want to tell you what an excellent job we all think you have done in connection with the Land O' Lakes program. This is one of the most complete merchandising jobs we have seen in a long time.

Sincerely,

Burton A. Adams

National Broadcasting Co."



Represented by:
PAUL H. RAYMER CO.

More Power To You

We Celebrated Our 19th Birthday With
An Increase in Night Time Power

NOW

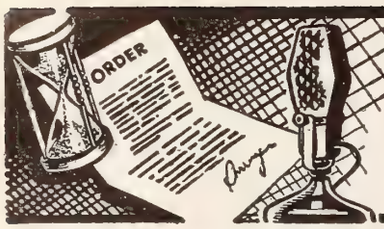
5,000 WATTS DAY AND NIGHT

KFBB

GREAT FALLS, MONTANA

1310
KILOCYCLES

C. B. S.
AFFILIATE



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Standard Oil Co. of Ohio, Cleveland (Sohio), 25 *sa* thru McCann-Erickson, Cleveland.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 3 *sa* weekly, 21 weeks, thru J. D. Tarcher Co., N. Y.
Railway Express Agency, New York, 20 *sa*, thru Caples Co., N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 10 *sa* weekly, thru Biow Co., N. Y.
Plough Inc., Memphis (Penetro & St. Joseph's aspirin), 5 *sa* & 6 *sp* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Dr. Pierce's Medicines, Buffalo, 11 *sa* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Owens Illinois Glass Co., Toledo (Durnglass), 100 *sa*, thru D'Arcy Adv. Co., St. Louis.
Musterole Co., Cleveland, 5 *sa* weekly, indefinitely, thru Erwin, Wasey & Co., N. Y.
Lever Bros., Cambridge (Vimms), 12 *sa* weekly, 11 weeks, thru BBDO, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
Household Finance Co., Chicago, 4 *sa* weekly, 52 weeks, thru BBDO, N. Y.
Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 32 *sa*, thru Mitchell-Faust Adv. Co., Chicago.
E. I. DuPont deNemours & Co. (Five Star anti-freeze), 12 *sa*, thru BBDO, N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist lemons), 20 *sa*, thru Lord & Thomas, Chicago.
Block Drug Co., Jersey City (Gold Medal capsules), 6 *sa* weekly, 52 weeks, thru Raymond Spector Agency, N. Y.
Beaumont Labs., St. Louis (4-Way cold tablets), 8 *sa* weekly, 21 weeks, thru H. W. Kastor & Sons, Chicago.
Johns-Manville Corp., New York (insulation), 5 *sp* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Carter Coal Co., Washington (Olga coal), *sp* weekly, 20 weeks, thru Ralph H. Jones Co., Cincinnati.

WDRC, Hartford

Beechnut Packing Co., Conajoharie, N. Y., 3 *ta* weekly, 13 weeks, thru Newell-Emmett, N. Y.
Borden Co., New York (Hemo), 12 *ta* weekly, 26 weeks, thru Young & Rubicam, N. Y.
General Electric Co., Schenectady (FM receivers), 3 *ta* weekly, 13 weeks, thru Maxon Inc., N. Y.
General Seafoods Corp., Boston (Jack & Jill Catfood), 3 *ta* weekly, 13 weeks, thru Alley & Richards, N. Y.
Nehi Corp., Columbus, Ga. (Royal Crown Cola), 3 *ta* weekly, 13 weeks, thru BBDO, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 12 *ta* weekly, 26 weeks, thru Joseph Katz Co., Baltimore.
Simon & Shuster (tax instruction books), 6 *ta* from week to week, thru Northwest Radio Adv. Co., Seattle.
Vick Chemical Co., New York, 3 *sa* weekly, 13 weeks, thru Morse International Inc., N. Y.

WIND, Gary, Ind.

Gruen Watch Co., Cincinnati (pocket and wrist watches), 1092 *sa*, thru McCann-Erickson, N. Y.
General Furniture Co., Chicago (manufacturers outlet stores), 2 *sp* weekly, thru Illinois Adv. Agency, Chicago.
Gabel's Clothing Stores, Chicago, 6 *sa* weekly, thru Leo Silberman Sales Co., Chicago.

WBBM, Chicago

Dodge Dealers Assn., Chicago, 4 *sa*, thru Ruthrauff & Ryan, Chicago.
Waste Paper Consuming Industries, St. Louis, 8 *sa* weekly, thru Olian Adv. Agency, St. Louis.
Calavo Growers of California, Los Angeles (calavos), 2 *sp* wee'kly, thru J. Walter Thompson Co., Hollywood.

WHO, Des Moines

Simon & Schuster, New York (tax instruction books), 8 *t*, thru Northwest Radio Adv. Co., Seattle.
Sargent & Co., Des Moines (Sargent feeds), *sp* series, thru Fairall & Co., Des Moines.
American Poultry Journal, 2 *sp* weekly, 12 weeks, thru Shaffer-Brennen-Margulis, St. Louis.
California Packing Corp., San Francisco (Del Monte products), 78 *sa*, thru McCann-Erickson, San Francisco.
Railway Express Agency, New York, 15 *ta*, thru Caples Co., N. Y.
Studebaker Corp., South Bend, 25 *sp*, thru Roche, Williams & Cunnyngham, Chicago.
J. A. Folger & Co., Omaha (coffee), 260 *t*, thru Lord & Thomas, Chicago.
Liggett & Myers Tobacco Co., New York (Velvet tobacco), 39 *t*, thru Newell-Emmett Co., N. Y.
Manhattan Soap Co., New York (Sweetheart), 117 *sp*, thru Franklin Bruck Adv. Co., N. Y.

KYW, Philadelphia

F. G. Vogt & Sons, Philadelphia (meat), 1 *sp* weekly, thru Clements Adv., Philadelphia.
Iowa Soap Co., Camden, N. J. (Magic Washer Soap), 4 *sp* weekly, thru James G. Lamb, Philadelphia.
Simon & Shuster, New York (books), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Horn & Hardart Co., Philadelphia (restaurants), 3 *sp* weekly, thru Clements Adv., Philadelphia.
Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 13 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Procter & Gamble Co., Cincinnati (Duz), 3 *sa* weekly, thru Compton Adv., N. Y.

KFBK, Sacramento

Folger Coffee Co., San Francisco, 3 *sp* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
California Nursery Co., San Francisco (shrubbery), 7 *sa* weekly, 13 weeks, direct.
Crown Products Corp., San Francisco (cleanser), 2 *sp* weekly, 39 weeks, thru Raymond Spector Co., N. Y.
Mercantile Acceptance Co., San Francisco (loans), 3 *sp* weekly, 52 weeks, direct.

WLAG, LaGrange, Ga.

Penman Co., Chicago (fountain pens), 13 *t*, thru Untied Adv. Co., Chicago.
American Snuff Co., Memphis (Garrett and Dental Snuff), 5 *t* weekly, 52 weeks, thru Simon & Gwynn, Memphis.
Ralston-Purina Co., St. Louis (feeds), 3 *t* weekly, 13 weeks, direct.

KFAC, Los Angeles

Grayson's Inc., Los Angeles (women's apparel chain), 18 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.

W59C, Chicago

John P. Harding Restaurants, Chicago (restaurant chain), 364 *sp*, thru Sorensen & Co., Chicago.

CFPL, London, Ont.

Norwich Pharmacal Co., Norwich, N. Y. (proprietary), 5 *ta* weekly, thru R. C. Smith & Son, Toronto.

WIBA, Madison, Wis.

Pittsburgh Plate Glass Co., Pittsburgh, 5 *sa* weekly, thru BBDO, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 84 *ta*, thru Franklin Bruck Adv. Corp., N. Y.
Paxton & Gallagher Co., Omaha (Butternut coffee), 6 *sp* weekly, thru Buchanan Thomas Adv. Co., Omaha.
Chamberlain Sales Corp., Des Moines, Ia. (lotion), 3 *ta* weekly, thru Cary-Ainsworth, Des Moines.
Sperry Candy Co., Milwaukee (Chicken Dinner, Denver Sandwich candy bars), 75 *sa*, thru Cramer-Krasselt Co., Milwaukee.
Lydia Pinkham Medicine Co., Lynn, Mass. (proprietary), 10 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Utilities Engineering Institute, Chicago (trade school), 3 *sp* weekly, thru First United Broadcasters, Chicago.
Quality Biscuit Co., Milwaukee, 5 *ta* weekly, thru George H. Hartman Co., Chicago.
W. G. Reardon Labs., Port Chester, N. Y. (exterminator), 60 *sa*, thru H. B. LeQuatte Inc., N. Y.
Progress Feather Co., Chicago, 3 *sa* weekly, thru Lieber Adv. Co., Chicago.
Northwestern Yeast Co., Chicago (Maca yeast), 3 *sp* weekly, thru Hays MacFarland & Co., Chicago.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 13 *sp*, thru Arthur Meyerhoff & Co., Chicago.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), 7 *ta* weekly, thru Newell-Emmett Co., N. Y.
Olson Rug Co., Chicago (rugs), 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Jacques Seed Co., Prescott, Wis. (hybrid seed corn), 3 *sa* weekly, thru Triangle Adv. Co., Chicago.
DeKalb Agricultural Assn., DeKalb, Ill. hybrid seed corn), 6 *sa* weekly, thru Western Adv. Agency, Chicago.
Lever Bros. Co., Cambridge, Mass. (Spry), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Kroger Groceery & Baking Co., Cincinnati, 10 *sp* weekly, thru Ralph H. Jones Co., Cincinnati.

KFRC, San Francisco

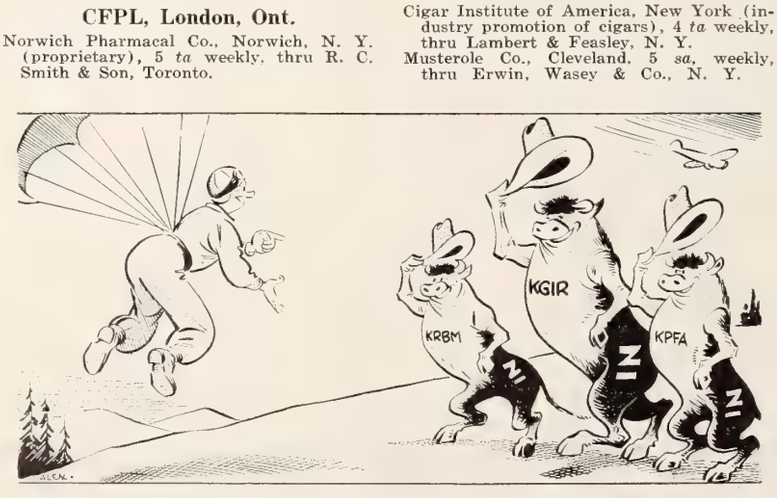
Yellow Cab Co., San Francisco, 2 *sp* weekly, thru Rhoades & Davis, Adv., San Francisco.
Acme Breweries, San Francisco (beer), weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Dr. P. Phillips Canning Co., Orlando, Fla. (fruit juices), 2 *sp* weekly, thru C. L. Miller Co., N. Y.
Pacific Brewing & Malting Co., San Jose, Cal. (beer), 6 *sa* weekly, thru Brewer-Weeks Co., San Francisco.

CKCL, Toronto

British Cermaics & Crystal, Toronto (English china), *sp* weekly, thru F. H. Hayhurst Co., Toronto.
Canadian Graphite Lubricants, Toronto (graphoil), *sa* series, direct.

KFI, Los Angeles

Cigar Institute of America, New York (industry promotion of cigars), 4 *ta* weekly, thru Lambert & Feasley, N. Y.
Musterole Co., Cleveland, 5 *sa*, weekly, thru Erwin, Wasey & Co., N. Y.



"No matter where I land in Montana, you fellows are there to greet me!"

Adv.

New AM Metho Said to Stop Nois

Declared Superior to FM Avoiding Interference

DEVELOPMENT of an am tude modulation receiver said eliminate static and other traneous noises to a greater gree than any other known met was reported last week in patches from Los Angeles.

The invention was attribu to Karl E. Pierson, an amat radio operator, who asserted Army Signal Corps had made te of the receiver at its Fort M mouth, N. J. laboratories, and ordered some of them, presuma for experimental operation.

Dr. Lee DeForest, pioneer ra inventor, asserted the Pierson ceiver appeared to eliminate no more effectively than any other vices he had received. He Pierson had accomplished "w no other radio eegineer work with amplitude modulation has ceeded in doing. He employs cial silencers which possess unique quality of cutting out reducing in their intensity to astonishing degree all sorts of terference.

"It undoubtedly will prove important factor in military r communications," Dr. DeFo said.

Defies Noises

Mr. Pierson was reported as ing declared that his device n or less contradicts "accepted th and practice, which may be reason it has not been discov before". One of its functions said, is that contrary to v might be expected, the greater noise, the more effectively i eliminated. Moreover, he said, weaker the signal, the greate the noise reduction.

Dr. DeForest stated that revealed the receiver could pic code messages through interfer noises four times the intensit the signals themselves. In this spect he said it exceeded FM tr mission.

Watson's Rep Firm

LOREN L. WATSON, form general manager of Internati Radio Sales, has opened office an independent radio station re sentative and has announce will serve as national repres tive of WOL, Washington, effe immediately. Mr. Watson has space at 347 Madison Ave., York, telephone, Murray 4-2797. A Chicago office wil opened shortly, he said. Mr. son headed the Hearst repres tive organization from July until his resignation the end of vember 1941 [BROADCASTING, 24].

BILL MORROW and Ed B Hollywood gag writers for the seven years, on the NBC *Jack B Show*, sponsored by General Corp. (Jell-O), have started w the life of the comedian which w filmed later.

Technique of Department Store Discs As Used by Filene's Draws Criticism

Editor, BROADCASTING:

Your feature article and your editorial concerning Filene's in the Dec. 1 issue, were, to say the least, sensational. The "technique" expounded in the article and endorsed by your editorial possesses an inherent fallacy, an unsound, misconceived principle which, if exploited to the limits of its possibility, will destroy the institution of broadcasting as we know it. . . .

Radio is primarily and fundamentally a means of communication, much the same as the telephone or the telegraph. . . . Because of its basic qualities, its component elements, it serves the secondary purpose of educating and entertaining. It is this phase of radio upon which the world system of broadcasting is built and accounts for the various uses to which radio is put, such as the dissemination of Government propaganda (in Europe), campaign speeches (in the United States), and the like.

An incidental portion of this secondary phase is selling merchandise or services. It is upon this one portion of a phase of radio that the American industry is built. It is the incidental commercial side of radio that has fostered our industry and thus far, despite this commercialism, our industry has conducted itself with honor and always has held uppermost the two main purposes for its existence. * * *

In an effort to carry out successfully its secondary function radio has called upon all the arts of the cultured world. . . . Naturally, the cost of carrying out this secondary function is paid by those who can best afford to—business and finance. In return for this the business man is permitted to advertise his product or service, but only after the art form has been included.

Never have we permitted the art form to be the advertisement or vice versa. Everyone—the station owner, the agency, the advertiser—has respected radio for what it is and has shied from altering it, despite the inclination to do so. * * *

Radio under the "Filene system" would be completely different from anything we had foreseen. The art form would become the advertisement and the advertisement would be the art form. The "technique" that sold so many shirts and silk stockings for Filene's is nothing more than a "dramatized commercial" 30 or 15 or 10 minutes long, depending upon the size of the sale the store has planned. . . . You can well imagine the state of radio at that time when the "dramatized commercial" is our entertainment or when the "dramatized commercial" is combined with the "singing commercial" — an innovation already in vogue—to give us the "variety commercial" 15 or 30 minutes long. . . .

The Filene "technique"—if carried to the fullest extent of its possibilities (and there is nothing to prevent this once the NAB Code is altered)—is the death warrant of radio as we know it in America today. Those stations who rejected the transcribed programs offered them should be commended for their splendid deed and the NAB and the NAB Code Committee should do everything humanly possible to prevent this "technique" from being introduced on any other station by any other department store or group of department stores. . . . As for compensating the radio listener for the loss of art, culture, and entertainment that radio now provides, — there would be little need to worry about that because there would be few listeners as we understand the term today.

ROBERT MILLER,
WGES, Chicago.

December 5.

EDITOR'S NOTE: The writer takes the position that a 15 or 30-minute program of the type used and espoused by Filene's Worcester store is pure unadulterated commercial, albeit dramatized. It "could" be that, he says, and if it were so, we would oppose it just as avidly as we have endorsed the Filene's innovation. Our position is that a new technique has been devised: that it has definite entertainment and educational value, and that, incidentally, it sells goods. Regulations must be altered to accommodate improvements and innovations. And, as always, the seller of the merchandise must be kept within prescribed bounds, lest he let his zeal and enthusiasm carry him away.

The fact that Filene's dramatizes the history of the silk stocking in its new technique, does not brand the program 100% plug. It is the manner in which the technique is executed. Nor do frequent quips about "Jello" or "Latakia" in jingle form violate code or good taste. The yardstock of good sense must be applied, too.

BROADCASTING *believes the writer has argued his point well. It still clings to the view that Filene's radio experience constitutes just about the biggest department store success story in industry history. And it feels that, properly safeguarded, it can be a boon to retail advertising and serve as a cushion for radio during the emergency.*

Great Britain declares war on Japan and thus Winston Churchill keeps his word to aid the United States—the life story of this great leader is dramatized in the most topical radio feature ever offered to radio stations.

IMPERIAL LEADER

For information write or wire

Kasper-Gordon Inc., 140 Boylston St., Boston . . or . . Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood

WAR-NEWS-HUNGRY RADIO AUDIENCES DEMAND

SPEED

That is why hundreds of alert radio stations use INS, with its high speed teletypewriter facilities operating at 60 words a minute, giving *all the news* in highlight and detail.

INTERNATIONAL NEWS SERVICE

Get it first, but first get it right

Purely PROGRAMS

PUBLIC SCHOOL STUDENTS have broadcasting methods added to their curriculum in the form of a new feature, *Readin', 'Ritin', and Radio*, started by KMBC, Kansas City. Heard Saturdays, 5:45 p.m., the 15-minute series was arranged by Edwin Browne, KMBC director of educational broadcasting, in cooperation with the Kansas City Board of Education. Present plans call for programs to be written by students in high-school English classes; dramatic casting and acting to be handled by speech classes and music departments furnishing vocal and instrumental talent. Scripts, rehearsal and production will be supervised by KMBC staff members.

* * *

Holiday Verses

VERSES from Christmas greeting cards, read by staff announcer Larry Thomas, provide a new holiday program on WDAS, Philadelphia. The studio ensemble provides background music as Thomas reads the poetry contained on cards sent in by listeners. A box of Christmas greeting cards is awarded each day for the most artistic, poetic and comical card sent in by listeners.

* * *

Folk Tales

WELL-KNOWN folk stories are dramatized during the weekly half-hour program, *Grandma's Stories*, started on the Arizona network, and originating from KOY, Phoenix. Children dramatize each story, with Olga Rogers acting as narrator.

Freedom in Action

PLACING emphasis on the need for discussion, persuasion and toleration as the means of making democracy effective, the Canadian Broadcasting Corp. starts Jan. 6 a series of six-weekly broadcasts on *How Freedom Works*. The speaker will be Isabel Thomas, noted Canadian educationist. Study groups are being formed, especially among the foreign-born, to listen to the talks which deal with topics "Why Bother Voting", "How We Make a Law", "Why We Have Political Parties" and similar topics on the workings of democracy.

* * *

Free Fun

EXPENSELESS evening on New York's Broadway is the prize offered to listeners of *The Guest of the Week* broadcast over WAAT, Jersey City, sponsored by Harris Cohen & Sons, New York furniture store and heard daily at 11:45 a.m. On each of six broadcasts two contestant's names are drawn from a hopper and held until the seventh broadcast when three of the accumulated names are drawn. Prizes are theatre tickets, dinners and entertainment, and nightclub roundup with taxi fares and orchid corsage for lady of lucky pair.

Famous Classics

DRAMATIZATION of famous book classics by Oscar Wilde, Emil Zola, de Maupassant and Stevenson is the makeup of the KFRC, San Francisco program, *The Radio Theatre of Famous Classics*, released weekly. Listeners are able to receive Book League of America editions of these classics for a small charge to cover handling and postage. The series is being sponsored by Associated Dental Supply Co., San Francisco, and was placed through Theodore H. Segall Adv. Agency, that city.

* * *

Musical Quiz

CRAWFORD'S MUSIC SHOP, Beverly Hills, Cal., is currently sponsoring a weekly half-hour classic quiz program, *Are You Musical?*, on KMPC, that city. Conducted by William Farquhar, four well-known musical experts are put through their paces weekly, with questions submitted by listeners. Album of Victor recordings is awarded for the stumping question of the week. Chas. N. Stahl Adv., Hollywood, has the account.

* * *

Auction for Charity

THE *Radio Auction* heard four nights weekly on KSAN, San Francisco, has as its motive the raising of funds for needy families. The Civitan Club and the Big Brother Bureau of the police department appeal for articles of all sorts from firms. These in turn are auctioned off over the air, bids being received by telephone. Money derived goes to charity. Prominent civic figures are guest auctioneers.

* * *

At the War Scene

ACTUAL SOUND pictures of the work being done by Canada's war services overseas are being made by the Canadian Broadcasting Corp. recording unit in Great Britain, shipped to Canada, and incorporated in a new program series of Saturday evening broadcasts. Dramatic incidents will illustrate the numerous valuable contributions of Canada's auxiliary services in the war zones.

* * *

Soft and Easy

INTENDED as a tension-reliever from the nerve-wracking routine of New Yorkers *Designs for Listening*, on WWRL, that city, features recordings of soft music and relaxing rhythm of well-known bands. By means of a "magic mike" listeners are taken on a mythical tour of the nation's bandstands to visit the dance places where the featured orchestras are appearing.



SCOOP WAS SCORED and do
ments were scorched when
nouncer Al Goodwin and M
Clerk Ray Lawton spied a fire
the Japanese consulate in New
leans. They notified the fire dep
ment and were on the air in
hurry with the mobile unit. F
men and detectives took cha
Here Goodwin (left) hands W
mike to a detective during
broadcast. The detective is hol
charred remains of documents.

* * *

Up to the Weather

NEWEST community-sing
gram in the Far North is *Wea
Permitting* on KFAR, Fairba
Alaska. The half-hour
gram, heard Sundays 3:15-3
gives studio audiences a chanc
join in on familiar tunes, led
a nucleus of trained vocal
Alaskan color is provided in
matic bits between songs, with
program having as its locale
of the Alaskan outposts depen
on air transportation during
ter months. The program
Weather Permitting, is a fam
phrase in plane schedules and
nouncements regularly broadcas
KFAR.

* * *

When Americas Speak

CONTRIBUTING TO Pan An
can goodwill and friendship,
Americas Speak series, to be
sented by Rotary International
MBS, will make its 1942 debut
4. Each of the 18 15-minute
grams, to be presented from W
Chicago, will dramatize histo
events outstanding in the foun
and development of the New W
In some instances the lives of
national heroes of some of the c
tries will be portrayed. After
dramatizations the remainde
the periods will include humar
terest interviews and talks di
from the capital of the cou
honored.

* * *

Television for Young Folk

YOUNG TELEVIEWERS
have a program all their ow
look at Saturday afternoons
the inauguration last week
WNBT, NBC's New York te
sion station, of an hour series
turing Marion Bishop's ma
ettes and talks of interest to
dren on such subjects as sta
or dogs. Series is under direc
of Peter Barker.



"Yes," says WSAI's Winged Plug, "I present my sponsors with a nice Christmas package of new listeners daily, because I never let-up *plugging the programs* that I broadcast. Street car and bus cards, neon signs, movie trailers, taxicab covers, downtown window displays and a monthly house-organ for dealers are all part of the plan by which I play Santa Claus—delivering new listeners and new customers 365 days a year. I'd sure like to start making deliveries for you."

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

IN PHILADELPHIA WFIL Win friends influence listeners SELL THROUGH WFIL

Radio Advertisers

MERICAN CHICLE CO., Long land City, N. Y. (gum), on Dec. 21 ill add WGY, Schenectady; KPO, an Francisco and KOA, Denver, to s extensive list of stations carrying ir e station-break announcements. gency is Badger, Browning & Hersey, ew York.

IEBOLDT STORES, Chicago (de- rtment store chain), on Dec. 22 re- ws for the 7th consecutive year its rly morning half-hour *Wieboldt's, our Neighbor* program which fea- res recorded popular music with me Marlowe's shopping tips, six eekdays for 52 weeks on WMAQ, hicago. Account was placed by Need- m, Louis & Brorby, Chicago.

NDUSTRIAL Shipbuilding & En- neering Co., Los Angeles (welding hool), in an intensified campaign, is ing a series of daily transcribed and me signal announcements on a group Southern California stations. gency is Chas. H. Mayne Co., Los ngeles.

ENEFICIAL Casualty Insurance , Los Angeles, on a 13-week con- act which started Nov. 23, is spon- ring a weekly quarter-hour Holly- ood film chatter program featuring skine Johnson, as commentator on ECA, that city. Stodel Adv. Co., s Angeles, has the account.

ARYLAND PHARMACEUTICAL ., Baltimore (Rem, Rel) has started *oods in Music*, Thesaurus record pro- am, weekly on KPO, San Francisco. gency is Joseph Katz Co., Baltimore.

ACKARD BELL Co., Los Angeles tonocord radio-phonograph), in a -week campaign starting Dec. 26, ll use one-minute transcribed and ain-break announcements on sta- ns in nine Pacific Coast key mar- ts. Agency is Dan B. Miner Co., s Angeles.

ONEY DEW Ltd., Toronto (na- nal restaurant chain) has started a test program *Academy Award*, nday afternoon half-hour show, on RB, Toronto. Account was placed F. H. Hayhurst Co., Toronto.

EHYDRATED YEAST SALES Toronto (Hi-Do yeast) has rted a test woman's program on RB, Toronto. Extension of this gram and spot announcements are nned in January for Ontario and stern stations. Account is handled Stanfield Blaikie Ltd., Toronto.

ORONTO SALT WORKS, Toronto ck salt) has started a winter spot nouncement campaign on CKCL, ronto and CKOC, Hamilton, Ont. count was placed direct.



NOW IN THE ARMY, Lieut. Starr Smith (right), former special events announcer of KALB, Alexandria, La., interviews Flight Lieut. R. Judge of the Royal Air Force and liaison officer at Turner Field, Albany, Ga. Lieut. Smith is stationed at Turner Field with the Air Corps. Ceremonies were broadcast on WGPC, Albany, Ga.

WESSON OIL & SNOWDRIFT Co., New Orleans, has started three participations weekly in *International Kitchen*, conducted by Gladys Cronkhite, on KPO, San Francisco. Account is also sponsoring *Hawthorne House*, drama, weekly on NBC-Red network on coast. Agency is Fitzgerald Adv. Agency, New Orleans.

MOLKENBUHR BROS., San Francisco (Biltmore luggage) on Dec. 3 started a pre-Christmas campaign in San Francisco, using 50-word spot announcements several times weekly on KJBS and KYA. Agency is Allied Adv. Agencies, San Francisco.

HAMMER-BRAY Co., Oakland, Cal. (Spark stoves) on Nov. 27 extended its radio in the San Francisco area to include participations on *Kitchen Cabinet*, home economics program, six times weekly on KLX, Oakland. Account is also using participations six times weekly on the Housewives Protective League on KFRC San Francisco. Agency is D'Evelyn & Wadsworth, San Francisco.

KILPATRICK'S BAKERY, San Francisco (bread) on Dec. 1 started *John Nesbitt*, transcribed commentary, five times weekly on KPO, San Francisco. Agency is Emil Reinhardt Adv., Oakland, Cal.

CHRIS HANSEN LABS., Toronto (Junket), on Jan. 12 starts a transcribed dramatized spot announcement campaign thrice-weekly on 10 Canadian stations. Account is placed by A. McKim Ltd., Toronto.

OAK VALLEY FARMS, Brooklyn (poultry), on Dec. 15 will start Monday, Wednesday and Friday sponsorship of *The Three Musketeers*, five times weekly program on WMCA, New York, heard 9:30-10 a.m. Program features Joe O'Brien, Don Douglas and Linda Porter. Agency is Furman-Feiner Co., New York.

JOHN T. TROLL Co., Los Angeles (Vitamin B-1 candy mints), on Nov. 24 started for 52 weeks sponsoring a six-weekly five-minute newscast on KPO, San Francisco. Firm also currently uses similar programs on KNX, Hollywood, and KECA, Los Angeles. Lockwood-Shackelford Adv. Agency, that city, has the account.

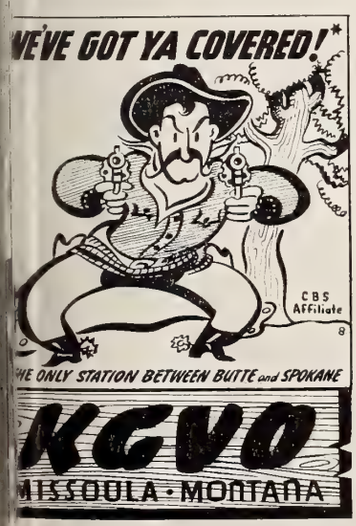
TER BUSH & POWELL, Schenectady, N. Y., insurance organization, for its first venture into radio recently started Col. Jim Healey, news commentator, in a series over WTRY, Troy-Albany, Tuesday through Saturday, 12:15 p.m. Leighton & Nelson, Schenectady, handles the account.

BENSON SHOPS, Los Angeles (retail clothing chain), in a one-month Christmas campaign started Nov. 24, is using 14 spot announcements per week on KFI-KECA, Los Angeles, as well as two daily spots on KFOX, Long Beach, Cal. Glasser-Gailey & Co., Los Angeles, has the account.

GENERAL CIGAR Co., New York (Van Dyke cigars), on Dec. 15 adds KFH, Wichita, and shifts from KOIL to WOW, Omaha, for *Answer Man*, quarter-hour transcriptions which will then be on a total of 8 stations. Others include WHN KSTP WHO KSD WDAS KTUL. Federal Adv. Agency, New York, has the account.

FRANK G. SHATTUCK Co., New York (Schrafft's products), last week began a schedule of six one-minute announcements daily, six days weekly, for special Christmas promotion of its 60-cent box of candy, "Home Favorites". Campaign continues through Dec. 24 on WQXR WMCA WINS. Agency is Al Paul Lefton Co., New York.

FEDERAL Life & Casualty Co., Los Angeles, on Nov. 30 started sponsoring on a staggered schedule, a quarter-hour of combined live and transcribed news commentaries on KMPC, Beverly Hills, Cal. Contract is for 52 times. In addition, firm currently sponsors a five-weekly quarter-hour newscast on KMTR, Hollywood, and a news program 15 times per week on KFWB, that city. Continental Adv. Agency has the account.





WHEELING
A Fort Industry Market

You Can Trust Us!

Our theory has always been that the success of radio advertising, more than any other publicity medium, demands the most conscientious and fullest cooperation of the medium itself. Proper and efficient handling of production details is an iron-bound creed at WWVA. Here's proof of such performance from a top-ranking 4-A agency:

"You recently sent us a reference record of an actual broadcast of our series of broadcasts. We have checked all the test records sent us by other stations and would like to commend you for the careful and competent handling you have done on this show."

Your show, be it live or transcribed, is always safe in the hands of WWVA production men.

50,000 WATTS SOON!

BLUE BASIC

BLAIR represents US

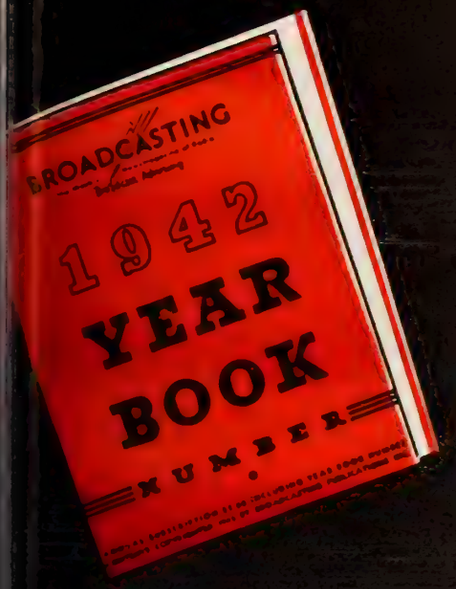
A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.





WARNING

Stop-look-listen for the "Must Advertising Buy of the Year." It's nearly deadline time. Our printer is roaring for copy. Advertising gates close December 23.



$192 full page • $108 half page • $60 quarter page
WIRE YOUR RESERVATION COLLECT • RUSH COPY

WCCO
50,000 WATTS
MINNEAPOLIS-
ST. PAUL
CBS
The station that makes the Northwest one market
Ask any Radio Sales office for more information about WCCO, one of the eighteen 50,000 watt stations.

ESSAY CONTEST with awards ranging from $250 to $25 with a weekly award of $5 is being conducted on WBAP, Forth Worth, and KPRC, Houston, and the Texas Quality network. Sponsored by Texas Retail Grocers' Assn. the contest is being conducted on *We Who Are Young* series for grade and high school students. Essay subject is "Why We Trade With Our Independent Retail Grocers" and entry blanks may be secured from any independent grocer displaying the red, white and blue emblem of the TRGA.

* * *

KDYL Educational Exhibit

COOPERATING with NBC, KDYL, Salt Lake City arranged for the special exhibit of educational bulletins and news of educational programs on KDYL at the Western States' Convention of Speech Teachers of America held in Salt Lake City last week. KDYL maintained attendance at its exhibit throughout the sessions equipped with full information for the benefit of teachers from eleven Western States.

* * *

KMOX Lobby Boards

EFFECTING a tie-up with the Jefferson and DeSoto Hotels, St. Louis, the promotion department of KMOX is displaying illuminated boards in the hotels' lobbies which feature four programs weekly. Boards also carry an advertisement on rental of radios at the desk and offer tickets to audience shows produced in the KMOX Playhouse. Station reciprocates with courtesy spot announcements.

* * *

Cash for Cakes

"CAKES for Charity" drive has been started by Norman Ross on his early morning *Silverleaf Send-off* program for Swift & Co., Chicago, five weekdays on WBBM, Chicago. Cash prizes will be awarded for the best cakes baked with sponsor's Silverleaf lard, and all cakes will be distributed to needy families by the United Charities of Chicago. J. Walter Thompson Co., Chicago, is the agency.

Merchandising & Promotion

Money for Essays—Corridor Displays—Pastry for the Poor—Power Blackout Sponsor



POWER BLACKOUT in the Southeast drought area gave WSJS, W ston-Salem, N. C., a chance to sell a series of broadcasts to Anchor local department store. The WSJS mobile unit was set up at the c and its generator used to light two floodlights trained on the store's sl windows. Grady Edney and Priscilla Lambeth meanwhile described w they saw in the windows. The series was staged three evenings a w during the power shortage. At the right window Edney and Miss Lamb are at the mike with Chief Engineer Phil Hedrick at controls.

Song for Salmon

SKINNER & EDDY Corp., Seattle (Peter Pan salmon), during its early morning *Ship of Joy* on KOMO, that city, offers upon written request, a new song titled "Visions of You". It was written by Henry G. Seaborn, v-p.

* * *

Memo Book

MEMO BOOK containing message to radio advertisers has been issued by KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, Mont., Message on cover plays up fact that radio advertisers, repaid only by support of their products, give people of America radio at its best.

* * *

When to Listen

WCAE, Pittsburgh, sensing the gravity of the Far Eastern situation, on Dec. 3 started to run a series of ads in a local newspaper which called attention to the scheduled news broadcasts and commentators to be heard on the station.

Sears Contest

MARKING its first intensive r venture in the area, Sears, Roeb & Co. is promoting its new Wor ter store with a Christmas con built around a six-weekly quar hour, *Melodic Memories*, on WT Worcester, Mass. Contestants offered $250 in awards for the 25-word ending to the senter "I like Sears' new Worcester s because . . ." Weekly merchan prizes are awarded.

BROCHURES

WCCO, Minneapolis—16-page b let "Stott Fires at Dawn . . . W Assisting", describing the succes Stott Briquet Co., St. Paul, on *Sunrisers* program.

WDRC, Hartford—8-page blowu *Food for Thought* series notif boom-town attractions of Connec industrial area.

COWLES GROUP (WMT, K KRNT, WNAX)—Six-page broa coverage folder, *Iowa Plus What*

KTSP, St. Paul—4-page, three- plug for *Keep 'Em Flying* prog giving mail and other response.

NBC Pacific Blue—Four-page f describing *Breakfast at Sardi's.*

Telecast Film Librar

TELECAST PRODUCTIC Inc., New York, recently cluded a deal with Advance vision Picture Service, that making the former exclusive tional sales representative for vance, according to Myron Z Telecast president. The agreer makes available to the televi industry, through Telecast, sev hundred full-length features short subjects which will be off to video stations in package of 13, 26 or 52-week schedules, Zobel stated. He also revealed was leaving for South Americ search of films suitable for vision.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Care in News Broadcasts and Measures To Safeguard Nation Advised by NAB

OLLOWING UP the admonition iced by President Roosevelt in s address to the nation last Tues- y night. NAB President Neville ller immediately after the na- nwide broadcast sent telegrams all United States radio stations ging them to "exercise unusually reful editorial judgment in se- ting news".

In his wire Mr. Miller declared was "equally important that an- uncers and newscasters report r news calmly, slowly and delib- itely, so as to avoid horror, sus- nse and undue excitement", reeing also with a War Depart- nt recommendation that definite badcast periods be established to ndle war news. He pointed out t the program policy already been adopted voluntarily by a ge share of the industry.

Special Bulletins

Early last week the NAB iled the first of its special bulle- s, including in the four-page der cautions against program ctices that might afford unin- tional aid to the enemy. It was nted out that every type of pro- m must be carefully considered watched, even such features man-on-street interviews and z programs, which conceivably ld bare important military or ense information.

Last Thursday Mr. Miller, who l interrupted his NAB district eting itinerary to fly back to shington from Denver early in week, reemphasized the radio ustry's intention and desire to perate fully in the war effort, letters to both President Roose- and FCC Chairman James wrence Fly.

I know I speak for the entire adcasting industry when I say appreciate the grave responsi- ty we bear to the nation now for the duration of the war arding the handling of the news the war," he reassured the sident. "May I again take this ortunity to pledge to you the le-hearted cooperation of the adcasting industry and to as- e you that we shall at all times conscious of our responsibility endeavor in every way to fulfill obligation to our country. I e you will call upon us if we can f any assistance to you in dis- rging the arduous duties of r high office."

a letter to Chairman Fly Mr. er declared:

want you to know that the B wishes to cooperate with you all divisions of the FCC in y way to help solve the many blems which are arising due to present emergency. I and vari- other members of the NAB have the honor to serve on ral committees of DCB and e been in constant touch with many members of the FCC staff. However, new problems are arising every day, and if any of us can be of help to you in any way, we shall be very pleased to have you call upon us."

Message to Stations

Mr. Miller's telegram to all U. S. stations follows:

"President Roosevelt, in his broadcast Tuesday evening, issued a proper warning to radio and press when he said:

"'To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this: You have a most grave responsibility to the nation now and for the duration of this war. If you feel that your Government is not disclosing enough of the truth, you have every right to say so. But—in the absence of all the facts, as revealed by official sources — you have no right in the ethics of patriotism to deal out unconfirmed reports in such a way as to make people believe they are gospel truth.'

"In this war period, it is extremely important that broadcasters exercise unusually careful editorial judgment in selecting and broadcasting news so that the public will have a well-rounded report on verified developments; and, it is equally important that announcers and newscasters report war news calmly, slowly and deliberately, so as to avoid horror, suspense and undue excitement. We are in agreement with the War Department recommendation that for the handling of the war news definite periods of time be established, rather than the constant interruption of program service; except for news of transcendent importance."

BECAUSE of present war conditions, Radio Writers' Guild, New York, has temporarily suspended negotiations started two weeks ago for a contract with CBS covering four employes in the network's shortwave department. The RWG already has a contract covering CBS continuity and dramatic writers.



"Did your sister let him kiss her?" "Gosh, I dunno! The Lone Ranger was just starting on WFDF Flint Michigan."

FCC 24-Hour Duty

SINCE the outbreak of the war, the FCC has been maintaining a 24-hour watch, to handle emergency developments. Constant contact is maintained with monitoring stations by direct line, under instructions from E. K. Jett, chief engineer. Until the declaration of war, the monitoring service watch was discontinued at midnight.

Lewis, the Traveler

LAST WEEK when Fulton Lewis jr., MBS roving reporter and Washington commentator, started his third 13-week lap of the *Your Defense Reporter* series, he had covered 55,500 miles to reach 26 different U. S. defense plants in 17 States. Mr. Lewis started the series on Mutual May 6, 1941, visiting key points throughout the country, at the same time continuing his nightly broadcasts of comments on Washington affairs.

RICHARD G. SPENCER, formerly Red Network news editor, has been appointed photo editor of NBC, effective Dec. 15. Sid Desfors, of the photographic staff, on that date becomes head photographer.

POWER!

—WHERE POWER COUNTS MOST

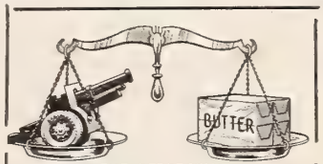
NASHVILLE
THE GREAT TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager





THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production —served by WHBF.

You're not alone. Numerous advertisers have tried to do a selling job in the active-spending Tri-City market with "outside voices". One by one they've found they were actually wasting time—as far as this prosperous area was concerned. These advertisers now are carrying regular schedules on WHBF . . . and getting not only ATTENTION—but ACTION! Good reasons: for the 1,741,442 good income folks in the Tri-City area WHBF is the single source of faithful 5000-watt service 18 hours daily . . . "home-town" service always available regardless of weather. Let us show you the "INSIDE PULL" for Tri-City sales results YOU want. Write!

Howard H. Wilson Co.
National Representatives

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

WGNY
1000 WATTS
NEWBURGH, N. Y.

SHOWMANSHIP

We, at WGNY, believe that good showmanship consists of the best possible programs . . . programs that the majority of our half-million audience will tune in and enjoy.

Together with good programming, however, we add (for the benefit of our sponsors) all of the following promotions:

1. Newspaper news stories
2. Newspaper advertising
3. Furnish display window
4. Daily announcements
5. Show cards and posters

If you have something to sell in the Hudson valley contact WGNY.

WGNY
REPRESENTED BY
HEADLEY-REED CO.

Approval Pending On Shepard Pacts

Letters From Nets Awaited On New ASCAP Formula

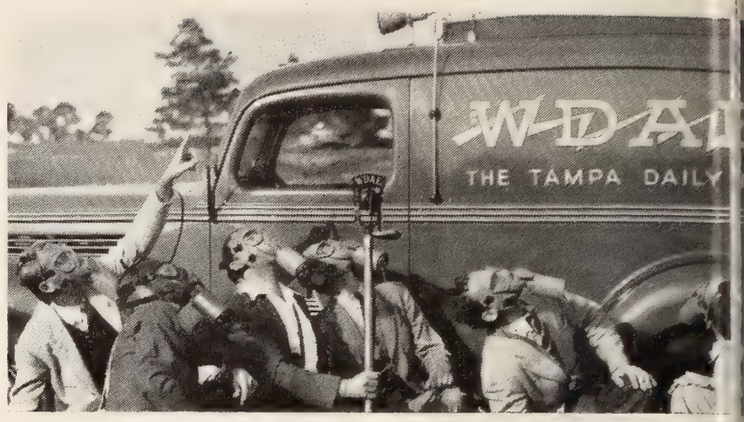
FORMAL acceptance of the per program licenses drawn up by ASCAP at the request of John Shepard 3d, president of Yankee and Colonial regional networks, was expected momentarily at the Society's headquarters late last week. Mr. Shepard had already agreed to the terms, it was stated, but had not signed the contracts pending the receipt of letters of approval from NBC, CBS and MBS, which had been held up due to the concentration of effort on the more pressing problems presented by the war.

Licenses are said to call for a per program payment on commercial programs on the network which will bear the same relationship to individual station per program fees as the network blanket licenses taken out by all national networks do to individual station blanket licenses.

New Formula

The blanket license ratio between the 2¾% network fee and 2¼% station fee gives a ratio of 11 to 9, which, when applied to the station per program fee of 8% gives a network per program fee of 9¾%. For programs using ASCAP music only incidentally, the individual station fee is 2%. Applying the same ratio, this produces a network rate of 2½% for such programs.

Reason the consent of the national networks was requested by ASCAP is that the blanket sustaining licenses which Mr. Shepard desires work out on a slightly different basis, due to their combination with the per program plan of commercial license, than do the sustaining fees of $200-a-year-a-station paid by nationwide networks in conjunction with their blanket licenses for commercial as well as sustaining programs.



GRIMLY WATCHING a test of invasion possibility and defense MacDill Field, the Army's Southeastern Air Center at Tampa, earl December, these masked observers crouch behind a WDAE mobile dodging flour-sack "bombs". The gas masks served a real purpose, tear gas was used in the test raids. Peering upward are (l to r) Proctor, Walter Davis, Sol Fleischman, Ken Skelton, Slick Walters Calvin Bryant. Mr. Davis is a *Tampa Daily Times* photographer Mr. Walters a sound technician; others are staff members of WI Tampa, operating the mobile unit,WDAJ.

Correction

IN THE Dec. 8 issue of BROADCASTING, page 55, it was reported that Edgar Kobak, NBC Blue Network vice-president, had been married in 1921 to Evelyn Hubert of Atlanta, and that they have two sons, 23 and 21, respectively. Mr. Kobak advises BROADCASTING that the date was in error. They were married June 10, 1916. Edgar Jr., 23, is "driving a tank" at Fort Knox, while James, a senior at Harvard is about to enlist. BROADCASTING regrets the error.

RALSTON PURINA Co., St. Louis, has stipulated with the Federal Trade Commission to discontinue certain advertising representations for Ry-Krisp, according to an FTC announcement.

Camels Shortwave

R. J. REYNOLDS TOBACCO Winston-Salem, N. C. (Cam has renewed as of Jan. 15, *Xavier Cougat & His Orchestr* 13 weeks on NBC shortwave tions WRCA, New York, WBOS, Boston, Tuesday 9:15 p. m. (EST). Programs beamed to Latin America. nouncements are made in Spa William Esty & Co., New handles the account.

Radio Debate for Colleg

NATIONAL CONTEST to enco radio debating among college stu with $2,300 in prizes has bee nounced by the American Eco Foundation, New York. All uni ties and colleges have been invi participate in the contest whic be heard over NBC with the fin bate to be heard next May 10. tion to be debated will be Youth Have a Fair Oppor Under our American System of petitive Enterprise?". First an ond winners of the contest wi ceive $1,000 and $500 respective

BECAUSE OF A TIE in the w division of the National Fo League between the Green Bay ers and the Chicago Bears, th fessional championship will be cast exclusively on MBS by Barber and Bob Elson on Dec. tween the New York Giants a Western winner.



PUT YOUR MONEY ON THE BLUE!

. . . THE WINNING RADIO BET IN THE GOLDEN KANSAS CITY MARKET

In Kansas City, the blue network station is KCMO—a favorite spot on the dial for thousands whose purchases make Kansas City one of the nation's greatest markets. KCMO can deliver your message into the homes of these thousands with a degree of economy that will surprise you . . . for while KCMO's audience has steadily climbed, KCMO's rates haven't! Write us about the time that's available and the merchandising service that goes with it.

5000 WATTS
KCMO
1480 ON YOUR DIAL

JACK STEWART, MANAGER

John E. Pearson, Representative
Basic Blue Network Affiliate

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"

IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising

ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.

500 WAT 920

MEMBER SQN: KARK - KTBS - KWKH - WJDX - W
NATIONAL REPRESENTATIVE — EDWARD PETRY & C

Networks Adopting Elaborate Measures To Safeguard Equipment During Crisis

PRECAUTIONARY wartime measure against possible sabotage of broadcasting facilities have been taken by NBC, MBS and CBS, which last week placed police guards and private detectives at strategic points such as transmitters, control rooms, and all sections shut to the public.

NBC is fingerprinting and photographing all of its employes, as is CBS, the prints to be kept in a confidential file, while the photographs will be pasted on an identification pass carrying the bearer's signature. Arrangments were under way at MBS also for an identification system for employes.

Local police and the FBI are cooperating with the networks and New York stations in supplementing the protection of transmitters and technical facilities. All individuals living near the transmitter of WOR, Mutual's New York outlet, have been canvassed, for instance, for complete records of their backgrounds and nationalities, while local police cruise cars have been passing the transmitter at Carlstadt, N. J., frequently.

Check on Visitors

Under the direction of Charles Singer, supervisor of the transmitter, precautions include a careful check on every visitor through a burglar-alarm system as he approaches the building and a photoelectric cell registering the presence of anyone on the grounds. All doors leading to the WOR transmitter are locked and admission is granted only for WOR business. All WOR identifications have been stripped off portable equipment, making it unrecognizable to outsiders.

Both NBC and WOR ordered last week that all sound effects simulating warnings which might be taken for alarms must be omitted from programs, a precaution which will probably be taken by other stations to avoid unnecessary alarm.

NBC has decided to continue sightseeing tours by the public through Radio City, New York, but is taking elaborate precautions at the studio elevators to check all visitors to and from program broadcasts. No packages may be carried out of the building without careful check, and even newspapermen covering news of the network must carry passes. CBS has placed restrictions on certain areas at its headquarters at 485 Madison Ave., and guards are checking on all persons found in the building after regular working hours.

Studio audiences for CBS programs originating in the network's headquarters have been discontinued, the restrictions not affecting broadcasts, however, which come from either of the CBS Radio Theatres or from the new studio building at 49 E. 52d St. One program, *Let's Pretend*, featuring Nila Mack, has been moved from 485 Madison Ave. to the studio building, so that audiences may attend broadcasts.

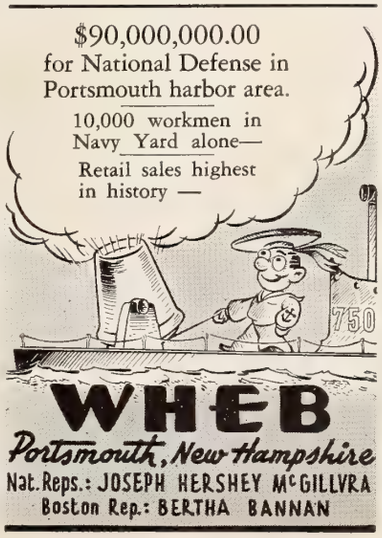
Even though broadcasts are cancelled because of vital war news, CBS has established a policy of running through the complete program for the benefit of the audiences, even though the show is not going out over the air.

BUSY SUNDAY AT FCC
Fly and Others Were Working When Flash Came

SUNDAY, Dec. 7, was a busy day at the FCC. As the first flash of the Japanese attack on Pearl Harbor was broadcast in mid-afternoon, FCC Chairman James Lawrence Fly, General Counsel Telford Taylor and Robert G. Seaks, assistant to Chairman Fly, were at work in their offices. Within a few minutes other key members of the FCC personnel started popping up, ready for emergency duty—Commissioner Ray C. Wakefield; Howard Burroughs, his assistant; George P. Adair, FCC principal radio engineer; Chief Engineer E. K. Jett; Andrew Cruse and E. M. Webster, assistant chief engineers; George E. Sterling, chief of the FCC national defense operations section.

Busy from afternoon until morning hours, this skeleton staff set in motion long-planned defense moves applying to radio broadcasting, contacting via telephone and telegraph communications officials and posts all over the country. By 3 a.m. Monday morning, with the monitoring schedule summarily waived, special authorizations to operate beyond regularly scheduled hours had been granted 42 stations, with 35 more the following day, and tapering off during the week until about 100 were granted in all. Mr. Sterling, in charge of the FCC's far-reaching field monitoring establishment, for several nights slept in his office.

KBWD, Brownwood, Tex., has named Howard H. Wilson Co., as national representatives effective Dec. 1.





PASSES FOR ALL are required by NBC from all who enter the studio section in Radio City, New York. Here a guide examines the pass of Frank Fay, comedian, and Diane Courtney, vocalist.

Edgeworth Spots

LARUS & BRO., Richmond, from Dec. 10 to 25 is conducting a campaign of one-minute transcribed announcements thrice-weekly for its Edgeworth tobacco on the following 18 stations: KGO KOL WRR WNBC WMAL WMAQ WJAN WFBR WSPR WORC CKLW WREN WHN WOR KYW WJAR WRVA and WBZ. Agency is Warwick & Legler, New York.

WILLIAM RANDOLPH (Billy Mills), Hollywood musical director of the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay) who collaborated with Jack Rock, in writing the program theme song "Mr. Rainbow" has turned the tune over to Melody Lane Inc., for publication.



BUYERS SEE RED
. . . when they think of Richmond

And that means WMBG—the Red Network outlet in Richmond. For WMBG offers you the best in the Red and the best in the local field—plus specialized merchandising knowledge of Richmond.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET • RICHMOND, VA.
JOHN BLAIR CO., REP.

CHRISTMAS
GREETINGS
from
CJOR
Vancouver—B. C.
Nat. Rep.: J. H. McGillvra
H. N. Stovin, (Canada)
600 KC 1000 Watts

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

We have the peak soil conductivity in the U. S. . . . plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!
WIBW The Voice of Kansas in TOPEKA

Additional Funds For FCC Sought

$5,000,000 Is Asked by Fly at Committee Session

REQUESTING appropriations for the FCC for fiscal year 1943 totaling almost $5,000,000, FCC Chairman James Lawrence Fly, along with other Commission officials, last Wednesday appeared before the House Independent Offices Appropriations Subcommittee.

Representing a nominal decrease from the total appropriation granted for this fiscal year ending June 30, 1942, it is expected, however, that a considerably larger amount may finally be appropriated for the coming year, since the proposed budget was premised on a defense, rather than a war basis.

Just how much more may be asked in view of the FCC's wartime activities can only be conjectured, although it appears certain that substantial increases in personnel will be necessary, particularly in the National Defense Operation Section, charged with the responsibility of ferreting out illegal broadcast activities.

Monitoring Tieup

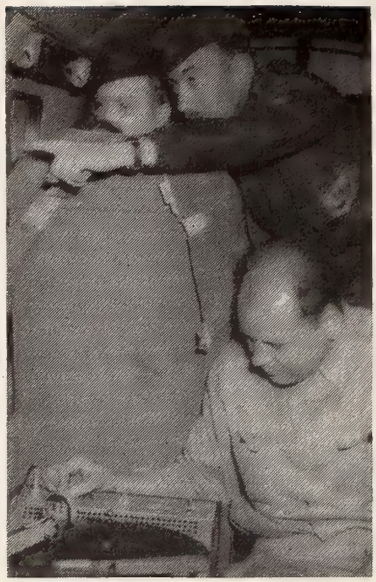
Also there is speculation, bearing out the prospect of personnel increases in the FCC's field forces, that whatever censorship authority may evolve from present studies probably will seek the assistance of FCC monitoring personnel through some sort of physical tieup. It is foreseen, too, that monitoring operations must function on a comprehensive 24-hour basis during wartime, which would necessitate complemented personnel.

Included in the $4,991,219 budget projected for fiscal 1943 is $2,323,600 for regular FCC operations—$2,300,000 for salaries and expenses, and $23,600 for printing and binding — and an additional $2,667,619 for the National Defense Operations Section, which includes $836,979 for operating Foreign Broadcast Monitoring Service during the next year, an increase of $27,979 over 1942 funds.

Last Year

The FCC for fiscal year 1942 received appropriations totaling $5,068,729, of which $2,339,729 was for regulatory expenses and $2,729,000 for national defense operations. The 1943 figure represents a decrease of $77,510 from 1942, achieved through the elimination of non-recurring items such as substantial purchases of monitoring and field equipment made during the present fiscal year in connection with defense operations.

The 1943 estimates provide for no increase in personnel at FCC headquarters in Washington, although provision is made for some additions in the FCC field staff.



GOING ON WAX 6,000 feet in the air is this program. The transcription was broadcast over WPTF, Raleigh, as a part of its coverage of the recent First Army maneuvers. Left to right are Wesley Wallace, WPTF special events man who arranged the program, Lt. Standart, 126th Observation Squadron of the Army, and Williard Dean, WPTF engineer.

Priority Proposal Still in the Works

TEMPORARILY lost in the shuffle of OPM activity incident to the United States' entry into the war, plans to develop long-range advisory functions within the Defense Communications Board on priorities matters for the communications industry remained in status quo during the last week. The same holds for another project designed to aid the communications industry, including broadcasting, in its critical materials supply situation —establishing a special Communications Industry Section under the Civilian Supply Division or some other branch of the Office of Production Management.

DCB by Friday had received no opinion from OPM Priorities Director Donald M. Nelson on its projected operations plan in the priorities and allocations picture, although Mr. Nelson and other officials of OPM and Supply Priorities & Allocations Board have been considering the proposition for several weeks. It is expected OPM should return to something approaching its former routine after the first excitement of the war effect has died down, and affirmative action on the DCB or industry section project, or both, is expected.

More 'Boom Town'

IN VIEW of the success of the "Boom town" study issued by World Broadcasting System in September [BROADCASTING, Sept. 29], and its resultant inspiration as a means of selling an airport to the Kansas City Council [BROADCASTING, Dec. 8], World is sending out to 600 advertising managers and agency executives a folder titled "You're Welcome, Senator".

NO PHONEY ALERTS

NBC Warns It Will Car
—Official Ones Only—

TO CLARIFY its self-imposed sorship in broadcasting war n NBC last week read notices or Red and Blue networks poin out that all "alerts" or other w ings will come from official sou —"false reports, rumors and confirmed news will not be br cast."

"NBC has a staff of tra American reporters on all ba fronts and in the key capitals the world," the notice stated, " subscribes to the world-wide s ices of AP, UP and INS. NBC maintains extensive listening p on Long Island and in Soutl California in order to monitor broadcasting stations of the w . . . The NBC newsroom is in tinuous operation to sift all ports."

Final sentence of the n urged, "Please do not telephone station, the Army, Navy or p to verify reports. Keep tune your radio for all important authentic information pertainir war news or civilian defense."

Last week the *New York T* carried boxed notices in each tion reading, "Please do not phone the *New York Times* for news. Every hour on the hour bulletins are broadcast over sta WMCA (New York)—570 on dial."

KPAS Debut Delayed

INABILITY to obtain certain sential equipment due to the e ing war emergency will delay start of the new KPAS, Pasad Cal., according to J. Frank Bu head of the new 10,000 watt tion which originally had pla to start operation soon. KPAS been authorized last Sept. 9 t Pacific Coast Broadcasting C 1110 kc.

Football Fan Trip

ALL-AMERICA football team nosticator among listeners of K Denver, whose choice of national ball stars most nearly coincides the choosing of MBS experts wi ceive a ticket and transportati his or her choice of the Cotton game in Dallas or the East-West Star game in San Francisco.

Put KROD on your "*MUST*" List for '42

For more profits in one of America's most prosperous—yet radio-isolated areas—plan NOW to use the station that can give you the most coverage in the El Paso Southwest.

KROD
1000 Watts (day) • 500 Watts (n
600 kc
Columbia's Outlet to the El
Southwest
Dorrance D. Roderick, Owner
Val Lawrence, Manager
Howard H. Wilson Co., *Natl.*

In the CONTROL ROOM

HARLES R. CARVAJAL, former 3S engineer, and previously consult- t on radio broadcasting for Latin erica, has joined Ad. Auriema ., New York, manufacturers' ex- rt managers, as commercial engi- er with special emphasis on Latin erica. Mr. Carvajal also was with BC for 11 years as an engineer and er as production manager and chief the Spanish section of NBC's in- national division.

HN H. ASHBAUGH, who has n acting manager of manufacturing d engineering of the Westinghouse rchandising division, has been ap- nted manager.

RMAN FLOREZ, formerly chief gineer of WFVW, Brooklyn, has ned the engineering department of OR, New York, assigned to the OR transmitter in Carteret, N. J.

LL MONROFF, formerly of the gineering staff of WSAZ, Hunting- , W. Va., has been transferred to CHS, Charleston, headquarters of West Virginia Network.

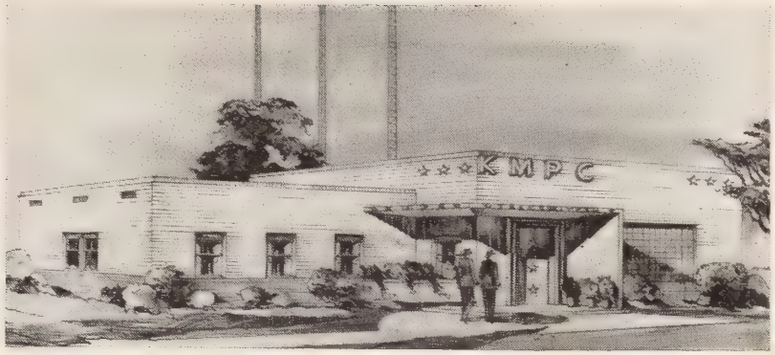
RNEST GRAHAM, studio engineer WJJD, Chicago, is the father of a , Thomas, born Dec. 1.

DWARD CLINKENBEARD, for- rly with KFEQ, St. Joseph, Mo., s been added to the engineering staff KLZ, Denver.

W. CONRAD, formerly sales man- r of the Tulsa office of Graybar ectric Co., has been named acting ybar manager in Omaha, replac- F. J. Saffer, whose illness prevents former activity as manager in aha.

WQXR FM Plans

QXR, FM station owned by QXR, New York, on Dec. 7 dis- ntinued its regular broadcasting edule 5-10 p.m. For a 10-day pe- d while it moves from its experi- ntal location in Long Island City its permanent headquarters atop Chanin Bldg., New York. Call ters will be W59NY when it starts mmercial broadcasting after the first the year, and it will be operated Interstate Broadcasting Co. on 9 m.c.



UNDER CONSTRUCTION and scheduled for use by mid-March of 1942 is this new transmitter building of KMPC, Beverly Hills, Cal. It is being erected on a 21-acre tract at Burbank Blvd. and Coldwater Canyon, in Van Nuys, Cal. Plant, which represents an investment of approximately $100,000, incorporates the latest RCA 10-E transmitter, with three 300-foot Lehigh directional antennas. Structure will include bachelor quarters and a fully equipped technical workshop. Lloyd Sigmon is engineer in charge of construction. KMPC is owned by Station of the Stars Inc., of which G. A. Richards is president and Manager Robert O. Reynolds vice-president.

W53H OPERATION TO START DEC. 15

W53H, FM outlet of WTIC, Hartford, was to have started commercial operation at 3 p.m. Dec. 15. Formal dedication of the FM station has not been planned until some time in March, 1942, when its new antenna will have been placed in operation.

A new tower, to have an approximate power output of 4,000 watts and expected to give coverage of approximately 6,100 sq. miles, will be erected on a site adjacent to WTIC's power plant on Avon mountain. Director of the new station will be Leonard J. Patricelli, working in collaboration with WTIC's program manager, Thomas C. McCray. Headquarters will be on the sixth floor of the Travelers Insurance Co. Bldg., Hartford.

SESAC announced early in December that it had acquired control of the entire musical catalog of C. L. Barnhouse Co., Oskaloosa, Ia., band and orchestra publishing house.

FM Primer

PRIMER devoted to FM has been issued by General Electric Co., Schenectady. Booklet gives simple explanations of sound waves, overtones and radio system of wireless communication in introductory sections and then gives chart and text explanations on how FM reduces static and interference. Frequency channel difficulties of AM reception are dealt with and difference in FM channel operation is explained. General Electric's experience in FM is recounted.

A NEW GIANT!

KPAS

Pasadena, Calif.

10,000 WATTS DIRECTIONAL

UNLIMITED TIME

The only commercial station serving the Pasadena Market, the RICHEST market per capita in the Nation

+ PLUS +

Thorough coverage of SOUTHERN CALIFORNIA

●

11-10 on your dial.

AROUND THE CLOCK 11-10 KPAS ON YOUR DIAL

KPAS

Pacific Coast Broadcasting Co.

Studios in the Huntington Hotel, Pasadena, and Hollywood.

REL

M's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

PERFORMANCE

STRENGTH and

LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR

WINCHARGER CORPORATION SIOUX CITY, IOWA

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
SURPLUS BUYING POWER
JACKSON
—Surplus Buying-Power is 43 points above national average.
—Averaged 75 new families a month during 1941.
—and Hinds County taxable sales show 50% increase.
Invest your Advertising dollars with WJDX—Dominant Radio Station in the Growing Mississippi Market.
Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTBS
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Agencies

EUGENE I. HARRINGTON, who succeeded Fairfax M. Cone as manager of the San Francisco office of Lord & Thomas, has been named a vice-president of the agency.

WENDELL BUCK, account executive of McCann-Erickson, New York, has resigned to enter public relations with offices at 489 Fifth Ave. Telephone is Murray Hill 2-2492.

PHILIP A. BROWN, formerly assistant advertising manager of Servel Inc., New York, and previously associated with Geyer, Cornell & Newell in the Dayton office and Fuller & Smith & Ross, Cleveland, has joined the New York staff of Lord & Thomas, to assist in contacting on the Frigidaire account.

RONALD STEVENS of Murray Breese Assoc., New York, has been named accounts supervisor succeeding James Breese who has resigned.

BOB STRUBLE, former manager of the Santa Cruze studios of KDON, Monterey, Cal., has joined W. E. Long Co., Chicago, as assistant director of radio.

JOHN CHRIST, formerly J. Walter Thompson Co., Hollywood producer, is now a public relations officer at Fort Ord, Cal.

LEONARD M. LEONARD, director of clients service of Raymond Spector Co., New York, on Dec. 2 became the father of a boy, Anthony Samuel.

ASSOCIATION of Canadian Advertisers has moved into larger quarters in the Federal Bldg., 85 Richmond St., W., Toronto.

L. A. Agency Change

HILLMAN-SHANE Adv. Agency, Los Angeles, has changed its firm name to Hillman-Shane-Breyer, with Donald A. Breyer having been elected secretary-treasurer, David S. Hillman, president, announced in early December. Mr. Breyer, along with his executive duties also heads the radio department. Before making his present association August last, he was for approximately two years Los Angeles managing partner of Sidney Garfinkel Adv. Agency. Prior to that Breyer was for 2½ years affiliated with that firm's San Francisco headquarters. In the interim he was Northern California sales promotion and advertising manager of C. H. Baker Co. (chain shoe stores). Agency has also appointed Jeanne DeGarmo as publicity department director.

GE Keeps Advertising

ALTHOUGH production of electrical appliances has been curtailed because of defense requirements, General Electric Co. will maintain its huge volume of advertising through 1942. That announcement was made Dec. 5 by Boyd W. Bullock, advertising manager of the company's appliance and merchandise division at a Del Monte, Cal. convention of Pacific Coast distributors. About $4,000,000 was spent by the company during 1941 in appliance advertising, Bullock said, with the campaign for the coming year on about the same scale.

WILLIAM SPITZ, Syracuse, has announced formation of a new agency to be known as William Spitz Adv. Associated with Mr. Spitz are: Lee Brown Coye, art director; Robert W. Loew, copy chief and Miss Rosemary Marioni, spacebuyer. Accounts include: Aircooled Motors Corp., Liverpool, N. Y.; Markson Bros. Inc., furniture stores; Toga Mills Inc., Waverly, N. Y., dog food producers; Grange Silo Co., Red Creek, N. Y., and the Syracuse Underwriters Exchange. Agency is in Empire Bldg., Syracuse. Telephone, 4-6868.

FREDERICK BEELBY, formerly of stations WIRE, Indianapolis; KPHO, Phoenix, Ariz.; and KYCA, Prescott, Ariz. has joined McDonald-Potter Inc., 230 N. Michigan Ave., Chicago as radio director.

HARRY W. GORDON, of the Argentine office of the J. Walter Thompson Co., sailed Dec. 5 to return to his post in Buenos Aires.

Recruiting Drive

STATIONS shortly will receive from the War Department copies of Gene Krupa's record of the Army Air Forces' song Keep 'Em Flying which they will be asked to play in connection with a recruiting drive for 30,000 pilots, bombardiers and navigators. No copy will accompany the records which were made by the Columbia Recording Co. for the Army. At the same time CRC will place the records on sale throughout the country. Tom Stone, radio branch of War Department's Bureau of Public Relations, arranged details. In addition, CRC is sending 12,000 records to men in overseas bases. This is part of an arrangement whereby the Wurlitzer Corp. is donating 66 'juke" boxes (of the no coin needed variety) for men in overseas service.



AND HERE, KIDDIES, we come the elephant. The elephant is biggest of all animals. He has trunk and press agents like him cause he makes interesting tures, especially for radio static Elephants live in circuses and z and clowns like to do tricks w them. Here are two clowns. one at the left is Felix Adler. H known as the King of Clowns. other one is really a radio nouncer. His name is Bert Graul and he works at WQAM, Mia He is the only living radio nouncer who ever hid the static call letters from a camera. N down below we have—



another big elephant. He works Santa Claus and he attracted a of attention when they had a Sa Claus parade in Ashtabula, where Santa gave out several h dred pounds of candy. Mmm Mmmm! Want some? The man ing aboard the elephant's neck Al Newkirk, newscaster of WI Ashtabula. He seems to be v happy and waves to all the pe on Main Street. And so we le the great giant of the jungle!

WGN Sales Climb

ANNUAL THREE-DAY sa meeting was held by the sales s of WGN, Chicago, last Wednes through Friday under the direct of William A. McGuineas, s manager, who revealed that t sales during the first 11 month 1941 exceeded any other sim period in the station's history, that 50% of available time been sold in 1941 as against 3 in 1940. Sales techniques and p entation, merchandising, and potentialities were discussed. Th who attended were: From the W New York office, Norman Bog eastern sales manager, Joe Spe George Dietrich; Chicago salesm Reed Meyers, George Harv Charles Coffin, James Ander Charles Gates; Frank P. Schrei general manager; Ben Berent sales promotion; Bruce Den publicity and special events di tor.

SYBIL CHISM, Hollywood orga on the NBC Lum & Abner progr sponsored by Miles Labs. (Alka S er), has sold her original theme of that program, "Evalina," to V Production for use in a forthcom untitled film.

WRAP UP the great DETROIT AREA IN ONE PACKAGE!
800 kc.
• IF YOU SELL THE DETROIT AREA you ought to get the facts on CKLW. This heads-up outfit is right in "the middle of things" at 800 K.C.—with complete coverage of this rich defense market, the third largest in America. Live-wire program-planning tuned to today's demands. Listener-interest is going up and up.
5000 WATTS DAY and NIGHT
CKLW
MUTUAL BROADCASTING SYSTEM

AB Groups Tell f Activity in War

ller Leaves for Capital ter Speech in Denver

DIO's important role in the war ort keynoted discussions at the B District 14 meeting, held last nday and Tuesday in Denver, l the District 11 meeting Thurs- and Friday in Minneapolis. oadcasters adopted unanimously resolution whereby they "most nestly and solemnly support the sident of the United States and mander-in-chief of our armed ces in his declaration of war". NAB President Neville Miller, aking Tuesday at a joint lunch- of broadcasters and the Den- Advertising Club, outlined lio's functions in defense. Rep- enting the War Department, k Harris, news and special nts director of the radio branch the Army Bureau of Public Re- ions, met with program directors l news editors to develop plans handling war news.

Miller Back

After the Denver meeting, Mr. ller flew to Washington to co- linate NAB activities in the war ort. C. E. Arney Jr., assistant Mr. Miller, attended the Min- polis meeting in his place.

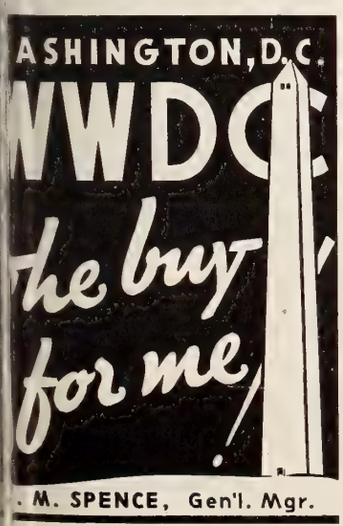
'Thus far radio has not been luly upset," Mr. Miller com- nted at the Tuesday luncheon, anks to the many months of eful planning that the radio ustry has given to these mat- s. For months and even years have been laying the ground- rk and working out plans for ious contingencies; now that the e has come, it only remained radio to put into effect these efully laid plans.

'It may not exactly be 'business usual' for many stations, but at rate there has been no hysteria radio's ranks and no drastic up- s in our regular methods of op- tion. How vital this one fact is our national welfare in this time supreme crisis we can not even guess, but to the foresight of the radio industry should go the sincere thanks of posterity when these days are over."

Attending the District 14 meeting in Denver were:

Frank L. Bishop, KFEL; E. J. Browman, KSL; Merrill J. Bunnell, KLO; Jim Carroll, KWYO; R. F. Crossthwaite, KWYO; Henry H. Fletcher, KSEI; John Gardner, KTFI; Earl S. Glade, KSL; Louis Haller, KLO; Donald Hathaway, KDFN; L. L. Hilliard, KGKY; Herb Hollister, KANS; Charles Howell, KFXJ; Frank E. Hurt, KFXD; Bruce Isaacson, KFXJ; James R. MacPherson, KOA; Don McCaig, KFEL; Art Mosby, KGVO; Holly Moyer, KFEL; Lennox Murdoch, KSL; Joseph A. Myers, KFEL; Gene O'Fallon, KFEL; R. H. Owen, KOA; William D. Pyle, KVOD; Herb Siebert, KWYO; Emerson S. Smith, KDYL; O. P. Soule, KTFI-KSEI; William Wagstaff, KDYL; Ed Yocum, KGHL; Lloyd E. Yoder, KOA, and Bob Schuetz, NBC.

Eugene Cervi, OEM; Russell Clancy, Associated Press; Oliver Gramling, Associated Press; Gus Hagenah, SESAC; Jack Harris, War Department; Carl Haverlin, BMI; Robert B. Hudson, Rocky Mountain Radio Council; Neville Miller, NAB; Frank E. Pellegrin, NAB; Paul Ray, John Blair & Company; Alex Sherwood, Standard Radio, and Ralph Wentworth, Lang-Worth.



Finch Leaves Business To Take Post With Navy

W. G. H. FINCH, since 1935 president of Finch Telecommunications Labs., Passaic, N. J., radio inventor, resigned his position to start active duty Dec. 1 with the Navy as a lieutenant commander in the Naval Reserve. He has been assigned to duty in the specialized radio equipment section of the Radio & Sound Branch of the Bureau of Ships.



Mr. Finch

Well-known for his radio inventions, particularly in the field of facsimile, Commander Finch served in the Naval Reserve for many years and has been executive officer of the Naval Communications Reserve for the Third Naval District since November, 1929. From 1934 to 1935 he was FCC assistant chief engineer in charge of telephone engineering. Among his major inventions is the automatic high-speed radio printing system, radio relay and recorder and high-fidelity broadcast facsimile transmission system. He has served as delegate and technical expert at many national and international radio conferences since 1924.

Chicago Group meets

FACED with immediate defense problems, such as protection of transmitters against sabotage, development of morale programs and other emergency measures, representatives of a half-dozen stations met informally in Chicago last Tuesday. Stations represented were WSB, WHO, WOAI, WLW, WSM and WHAS. All are 50,000-watt outlets and are applicants for increased power. The effect of the war upon high-power operations presumably was discussed, the attitude being advanced that the emergency probably has resulted in relegating the superpower issue into the background.

UNUSUAL advertising hand-out of WIBW features rubber ball hung on cardboard with message to hire WIBW, Topeka, to keep sales-ball rolling.

Results!

JAMES LEGATE, manager of WHIO, Dayton, O., recently addressed the advertising class of Miami-Jacobs Business College, Dayton. He discovered that several students in the class had been influenced to enroll after hearing the school's program on WHIO!

AL HELFER, m.c. on the Coca Cola *Spotlight Bands* program on MBS, on Dec. 11 left the show to take his post as a Naval Lieutenant. He has been succeeded by Gil Newsome, former announcer of WCAU, Philadelphia.

Hans Otto Storm

HANS OTTO STORM, 46, radio engineer and writer, was killed Thursday when he came into contact with a powerfully charged transmitter line he was installing at local headquarters of Globe Wireless Ltd., San Francisco. Mr. Storm, born at Bloomington, Cal., was a graduate of Stanford U. and chief engineer for Globe Wireless. While at a Lima Conference a few years ago he gathered material for a book, *Pity the Tyrant*, which received the Commonwealth club gold medal as the best work of a California resident. He was also author of *Count Ten* and *Made in U.S.A.*

1942

YEAR AFTER YEAR

The Northwest's Most Popular Radio Station!

WTCN

ST. PAUL NBC BLUE NETWORK MINNEAPOLIS

. . . . . Because

A Good Bet for Your 1942 Advertising Dollar



it meets the program demands of every age and taste with all these types of broadcasts

NEWS VARIETY
MUSIC QUIZ
RELIGION EDUCATIONAL
SPORTS CHILDREN'S
DRAMA PUBLIC SERVICE
AGRICULTURAL

FREE & PETERS, INC., *Exclusive National Representatives*
New York Chicago Detroit Los Angeles San Francisco Atlanta

AGENCY Appointments

OLD TRUSTY DOG FOOD Co., Needham, Mass. (dog foods and accessories), to Chambers & Wiswell, Boston. Plans to be announced later.

RAILWAY EXPRESS Agency, New York (air express division), to Caples Co., that city, effective Jan. 1, 1942. Plans not yet formulated.

PENNSYLVANIA RUBBER Co., Jeannette, Pa. (Vacuum Cup tires), to Aitken-Kynett Co., Philadelphia.

O'DARA PRODUCTS Co., St. Louis (antiseptic) to Shaffer, Brennan, Margulis Adv. Co., St. Louis. Said to use radio.

AD BUDGETS PARED BY CUT IN AUTOS

REDUCTION of passenger car and light truck output from previously curtailed levels by 50%, effective Dec. 15, means further sharp paring on advertising budgets.

In the wake of the new reduction order in mid-December, rumors flew around Detroit advertising circles that three companies, embracing a half-dozen divisions, had ordered elimination of all daily newspaper advertising and some radio advertising scheduled for the balance of the holiday month. The curtailments were indicated as continuing into January.

Meanwhile, it was understood that reductions in personnel were continuing in the city's large automotive advertising agencies. Campbell-Ewald Co., which had not participated in widespread reductions in personnel up to now, was said to be trimming its working force in copy and production divisions.

Gennett and Speedy-Q

WORLD'S TWO LARGEST SOUND EFFECTS LIBRARIES ESTABLISH SOUND EFFECTS DEPOTS IN

East — **NEW YORK**
Mid-west — **RICHMOND, IND.**
West — **LOS ANGELES**

Featuring
OVER 10,000 DISTINCTIVE EFFECTS all under one roof

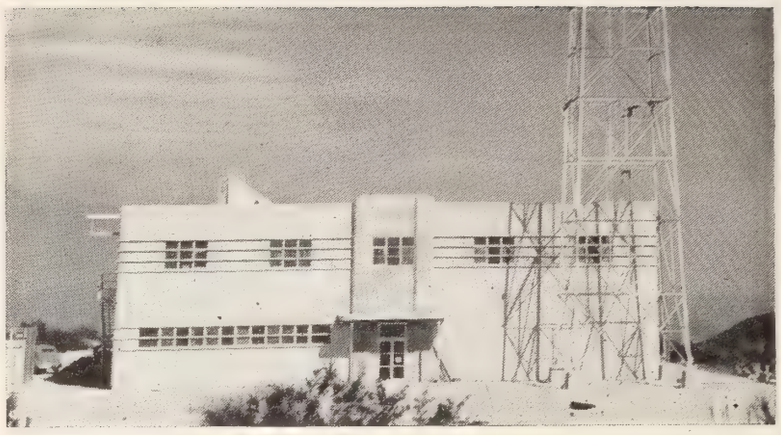
Every sound effects user has waited for this news. At last — one source where *all* sound effects records can be bought. One specialized and expert service— long the need of the industry.

SPECIAL OFFER — LIMITED
$50.00 worth for only $44.25
Information on request

Whatever the requirements . . . whenever they occur . . . call . . . write . . . wire

GENNETT • SPEEDY-Q SOUND EFFECTS LIBRARIES

New York: 67 West 44th Street
Los Angeles: 1344 So. Flower St.
Richmond, Ind.: So. 1st and B St.



EXCLUSIVELY for television is this 2½-story structure erected by Don Lee Broadcasting System atop 1,700-foot Mount Lee, overlooking Hollywood, Cal. Besides experimental station W6XAO and a research laboratory, the structure houses the world's largest television stage, measuring 60'x100' and 35 feet high. Steel tower is 300 feet high, making a sheer vertical clearance of 2,000 feet or nearly a half mile, enabling W6XAO, because of location, to cover a radius of 100 miles. Since W6XAO went on the air Dec. 23, 1931, there has been telecast more than 6,000 program hours, including 11,000,000 feet of film. Programs currently feature remote pickups of wrestling matches from Hollywood Legion Stadium and outdoor special events in the Los Angeles area. Harry R. Lubcke is Don Lee director of television.

Chicago Stations Take Swift Measures To Protect Property Against Sabotage

THE WAR EMERGENCY found Chicago stations not only ready to offer their facilities in the interest of national defense, but well prepared against potential sabotage. In every case, guarding of transmitters was intensified. WGN, WBBM, WENR-WLS and WMAQ have had 24-hour guard around the transmitters for some time, and the Gene Dyer stations, WAIT, WGES-WSBC have redoubled their vigilance.

Guards Detailed

In some cases, engineers at the transmitters have been armed. Studio tours at WBBM-CBS were discontinued last week, and identification cards recently issued must now be displayed by employes to enter studios and offices. Similar action by NBC is expected.

Last Wednesday, stations were advised by the radio branch of the War Dept. that if protection for studios or transmitter was desired, they were to call the commander of the corps area and ask that men be detailed as a guard. Gen. J. M. Cummins, commander of the Sixth Corps area, issued a statement, requesting the stations first to ask state and local authorities for protection, but if these authorities were unable to provide that safety, then the Army would supply the men needed for guard.

An advisory defense council was organized by WIND, Gary, Ind. on the initiative of Al Hollender, station public relations director placing the facilities of the station at the disposal of the council. The Army, Navy, Civilian Defense, and large Gary steel mills are represented on the advisory council objectives of which are to "solidify public opinion, build morale, and educate the public against sabotage" in the vital Gary industrial area. In cooperation with Sixth Corps Civilian Defense, the station has instituted *Bulletins for Defense*, a five-minute six a day news period on defense information.

Radio Committee

Radio Committee of Chicago National Defense of which H. Leslie Atlass, vice-president of CBS, Chicago, was recently appointed radio chairman by Mayor Edward J. Kelly and which consists of representatives of every radio station in the Chicago defense area, is expected to become active in the defense picture, acting as a liaison for the stations and as a clearing house for national defense programs.

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station



WSOY

250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?

EQUIPMENT SURVEY
Complete Information Sought —By DCB and FCC—

TYING into the war activity, the Defense Communications Board, in collaboration with the FCC, has undertaken an all-inclusive questionnaire survey of technical facilities of broadcast stations to provide an overall inventory of equipment, facility, replacement requirements and other data of fundamental importance in maintaining the structure, whatever the eventualities.

The questionnaire, devised by the Domestic Broadcast Committee of DCB and used as the basis for a handbook, is being readapted for the new study. It will go to every licensed station. Infinite detail will be required to provide the complete technical information desired including station and transmitter locations, coverage data, types of equipment in use, availability of auxiliary supplies and other essential information.

The questionnaire, it is understood, will be mailed within a few days.

CBS last week added three employes to its FM division: Edward R. Downes musical writer and son of Olin Downes, music critic of the *New York Times*, has become staff assistant to Wendell Adams, CBS director of popular music for both AM and FM broadcasting; Jeff Sparks, free-lance announcer, has joined the announcing staff, and Eugene Stinson, free-lance scriptwriter, has joined the writing division of W67NY.

Now! Under One Roof

WORLD'S TWO LARGEST SOUND EFFECTS LIBRARIES ESTABLISH SOUND EFFECTS DEPOTS IN . . . . NEW YORK

Featuring
OVER 10,000 DISTINCTIVE EFFECTS

To every user of sound effects records this is an announcement of particular significance. For now our extensive services include these two great libraries. Now you can buy all your sound effects records from one source

SPECIAL OFFER — LIMITED
$50.00 worth for only $44.25
Information on request

Whatever the requirements . . . whenever they occur . . . call . . . write . . . wire

CHARLES MICHELSON

67 West 44th Street, New York

West Coast

(*Continued from page 10*)

l booth, shutting it off from pub- view. Both NBC and CBS have continued their tour services. strictions have been placed on l visitors, although studio audi- es still are permitted.

Shortly after the Dec. 7 attack Hawaii, it was reported an at- pt was made by six or eight dentified Japanese to sabotage Don Lee experimental televi- n station, W6XAO, and FM sta- n, K45LA, situated atop 1,700- t Mount Lee, overlooking Holly- od. The would-be saboteurs were ed when Paul Marshall, care- er, fired at them. The 300-foot el tower located on the moun- n is used as an aviation beacon.

Word of Caution

Harry W. Witt, CBS Southern ifornia sales manager and sident of Southern California oadcasters Assn., cautioned BA member stations by tele- m to guard against sensational- and to handle all newscasts hout hysteria and with careful ention to authenticity and rce.

At the call of Mr. Witt, station nagers met last Tuesday in Los geles with Bernard Linden, FCC pector in Southern California, to mulate a working plan of uni- m operation during an emerg- y. A dual system was set up to ify stations to go off the air. ected as beacon stations were I, KNX, KHJ and KFAC, with er outlets receiving FCC or mili- y orders by monitoring these r key facilities. In addition a ect telephone network has been up to notify simultaneously all ions in the area.

All-Day Operation

roadcasters also set up a co- inating committee, headed by ald W. Thornburgh, CBS Pa- Coast vice-president. The com- tee membership includes John allow, NBC program manager; de Scott, KFI-KECA sales man- r; Charles Storke, KTMS man- r; Lawrence McDowell, KFOX mercial manager; Van C. New- s, Don Lee production manager; vin Smith, KFAC manager; nning Ostroff, KFWB program ctor. Mr. Linden will act as liai- between the committee and Fourth Interceptor Command Riverside, Cal., as well as other tary and Navy authorities.

s an anti-sabotage measure, E. Gilman, NBC vice-presi- , has appointed an operations mittee to function on a 24-hour s at NBC's Hollywood studios. lthough affiliated stations may off the air intermittently, Don has announced that its staff continue to operate on a 24- basis.

UBLEDAY DORAN & Co., York (Triangle books), on 2 will start an eight-station paign of participations on wo- s' programs and news broad- s for its books.



We give you NEW ENGLAND!

WICKEDNESS was punished promptly and rigorously in old New England . . . Take the case of Increase Bellweather: Increase—poor wretch—lacked industry and character. He was a ne'er-do-well . . One Christmas Eve about 200 years ago he raided his neighbor's turkey coop. Result: Increase spent a quiet Christmas in the pillory, while the constabulary carved the bird.

But virtue and strength have always been rewarded by New England! Take the strength of WBZ's new transmitter, for example. Says John Morrell & Company, ". . comments from consumer customers, in referring to our radio broadcasts, voluntarily refer to WBZ in the ratio of 3 to 1 as against all others."

WBZ's* new transmitter for 18 months has covered 95 percent of New England—95 percent of 2,000,000 radio families spending annually, at retail, nearly $3,500,000,000. At a single cost, WBZ* delivers all six of the Yankee states.

WBZ BOSTON 50,000 WATTS

*Synchronized with WBZA

WESTINGHOUSE RADIO STATIONS Inc · KDKA KYW WBZ WBZA WOWO WGL · REPRESENTED NATIONALLY BY NBC SPOT SALES

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Where Sales Multiply

Air Castle of the South

W — 50000 WATTS — CLEAR CHANNEL — &

WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Nets Ready

(*Continued from page 9*)

gress (which MBS recorded and rebroadcast four times during the afternoon and evening) and the speech of Prime Minister Churchill from London.

Another Monday highlight was NBC's broadcast of an eyewitness account of the bombing of Manila, as described by Bert Silen, general manager of KZRH, Manila affiliate of NBC, and Don Bell of the station's special events staff.

Sky Was Crimson

In Silen's own words—"the first we knew of the bombing we heard terrible detonations and then saw huge flames from incendiary bombs coming out of Fort Wm. McKinley and Nichols Field . . . turning the sky absolutely crimson . . . we saw the real fireworks display of blood red antiaircraft tracer bullets going after those Japanese bombers . . . and we thought we couldn't get this through because the bombers paid a visit to the transmitting station of KRCA, of RCA, through whose transmitter we are putting this broadcast."

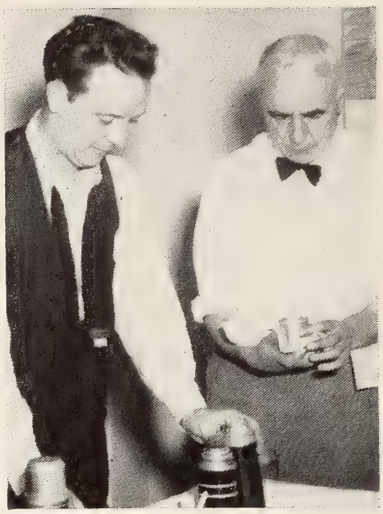
A definite statement made by Don Bell, KZRH news announcer who worked with Silen, was that "the Japanese came over with the idea of hitting a definite target . . . and they have hit that target. There has been no bombing of civilians or anything of that kind; the bombing has not been indiscriminate, but it seemingly has been very accurate." Bell continued his description of the various Army and Navy posts around Manila, and the bombing of Corrigedor, which "is to Manila what Gibraltar is to the Mediterranean", while Silen climbed to the top of the eight-story building which houses the studios of KZRH "for a better vantage point".

From there, Silen stated that "it looks as though the Japanese are coming back again, but we'll just have to wait and see; it is a little too early to tell just where the anti-aircraft fire is coming from at the present time. . . ."

Back Toward Normal

As the week progressed operations became more systematized, with fewer program interruptions and cancellations and with news bulletins regularly broadcast at the beginning or close of each program. NBC uses the first minute of each quarter-hour program and the first two minutes of each half-hour program for news, with a second two-minute newscast after the 30-minute station break on hour programs.

MBS broadcasts from Washington every hour on the hour and from Los Angeles every hour on the half-hour, taking one minute from commercial programs and five minutes from sustaining programs for these newscasts. CBS has no set time for news but allows the news on hand to determine the length of the interruption. News of special importance is broadcast as soon as received by all networks, of course.



THERMOS LUNCHES keep John Daly (left) and Elmer Davis, CBS news analysts, supplied with necessary sustenance during the biggest news week in radio history.

Far from complaining at this curtailment of their time, sponsors generally have told the networks not to hesitate to cut in with important news. A number of sponsors of newscasts have eliminated their commercials altogether, announcing at the opening of the broadcasts that this will be done to permit the greatest amount of news to be included in the period.

Night Roundups

While no one is willing to predict what will happen in the future, the outbreak of war has not yet caused cancellations of radio time by advertisers. "From every indication," William Gittenger, vice-president in charge of sales for CBS, said last week, "sponsors will continue programs and there is a bigger demand for time than ever before." At NBC it was reported there was a great demand for commentators.

Two late evening news summaries were added to the NBC schedule on Wednesday. H. V. Kaltenborn now does a roundup commentary from midnight to 12:10 a.m. and John W. Vandercook has a similar period from 12:50 to 1 a.m. These programs are broadcast on both the Red and Blue networks, which are combined during the remainder of the night, broadcasting music with news every half-hour or 15 minutes.

CBS has a similar schedule, while MBS is feeding to the network WOR's program of recorded music conducted by Jerry Lawrence. Asked how long this round-the-clock service would continue, network executives replied as long as necessary, at least through this week.

Emphasis on martial music was noted Monday night both on network and local programs with many network commercials ending their periods with the Nati Anthem. This slackened late the week and a cursory check vealed that most programs sticking to their regular for although carrying many defens allied announcements.

CBS Says News Fo Covers All Vital Poi

A WELL-ORGANIZED staf reporters in all the vital zon war was ready to swing into tion for CBS when news of the flict first broke, the network vealed, as the result of buildin in the last several months a Eastern staff for just such eventuality. Earlier this year Dunn was transferred from York to Asia to organize the and with the first flash of new porters in Honlulu, Manila, tavia, Sydney were put on the

In addition CBS has recentl ganized a network of Latin A can reporters covering the 13 tals. Its European staff, orga by Edward R. Murrow, rec returned to the United States been functioning for the past years. The entire news-gath staff the world over has been on a war-time footing.

Liberty Struggles

OUTSTANDING events in lives of famous Americans o races and creeds interested i struggle for liberty are drama on *Fighters for Freedom*, seri weekly quarter-hour prog starting Dec. 15 on WBNX, York, in cooperation with the Sons of Israel.

Shirer's Baby Girl

WILLIAM L. SHIRER, CBS analyst, the network's former I correspondent, and author of *Diary*, is the father of a baby Linda Elizabeth, born Dec. 10 in York Hospital.

RCA Sign Dark

TO ELIMINATE any pos bility of it being used as guide by enemy war-plan the huge "RCA" sign at the RCA Bldg. in Radio Ci New York, has been blacke out indefinitely on orders David Sarnoff, president RCA. The sign, 900 f above the street level wi letters 24 feet high, is t highest one of its size in t world. It was first turned June 28, 1937.

GET A LINE ON THE GATES LINE OF BROADCASTING EQUIPMENT FOR 1942

SEND FOR YOUR CATALOGUE NOW

GATES

QUINCY, ILLINOIS, U.S.A.

War Time Table

(*Continued from page 10*)

n Fly Sunday night that MBS dged its loyal and wholehearted peration in making its facilities ilable for whatever may be re-red in the public interest.

airman Fly mmons FCC Staff

he FCC was manned after s of the attack was relayed Chairman James Lawrence Fly went immediately to his office, chairman of both the FCC and Defense Communications rd. Many daytime and limited e stations requested permission overtime or all night operation. mmissioner Ray C. Wakefield dled these requests by tele-ne and telegraph after Chair-n Fly had issued instructions t these should be granted save extreme cases, or where inter-nce would be caused. Mr. Fly ained at his desk to 4 a.m. while e members of his staff worked ough the night.

mong orders issued by the FCC day was a ban on amateur op-ions, which went into effect im-diately except where the Com-sion authorized special opera- for amateurs working with Government on assignment. In dition, FCC restrictions were ed on international communica-s pending establishment of ernment censorship.

eanwhile the Navy announced a censorship had been placed all outgoing cables and radio sages from the United States its outlying possessions.

hortly thereafter the War De-ment issued a memorandum ch stated that "all information tive to strength, location, desig-on, composition and movements United States troops or Army sports outside the continental ts of the United States are gnated by the War Depart-t as secret and will be so con-red under law."

s expected, all pickups from s of hostilities were subject pproval and censorship by the manding officer or his repre-tative on the scene.

ne 50,000 amateur stations off the air Sunday night in 20 minutes after the FCC r. George L. Bailey, president the American Radio Relay gue, on duty in Washington as utive assistant to President nt of Harvard U, chairman of National Defense Research mittee, was notified of the or-at 9 p.m. Mr. Bailey informed eadquarters of ARRL in West ford, Conn., and the amateur key station, W1AW immediately went on the air and informed amateurs of the order.

The board of directors of Network Affiliates Inc., newly organized trade association, was meeting in Washington Sunday and offered the Government through Mr. Fly the use of every member's complete facilities.



WINDING UP a 12-hour stretch of broadcasting news bulletins at all station breaks, in addition to writing and broadcasting two quarter-hour daytime news shows, Don Goddard (left), NBC news commentator, turns his mass of bulletins over to Robert St. John, who carries on the task through the evening after his own 6:15 p.m. news broadcast.

MONDAY

Monday, Dec. 8, continued to be hectic for Washington broadcasters. Principal radio event of the day was President Roosevelt's message to the joint Congressional session in which he asked for a declaration of war. This was carried on all networks and by shortwave. It was also carried by the BBC and CBS.

Some confusion resulted when, due to a misunderstanding, CBS and MBS continued a broadcast from the House floor while NBC left that vantage point when discussion of the war resolution began. After carrying proceedings for a half hour the former were asked by the House doorkeeper to cease their broadcast, which they did. All three networks then carried descriptions of the voting and the final result from doorways of the radio galleries. For the first time the networks were allowed to describe Senate proceedings from a doorway looking into the chamber. Previously the Senate had barred broadcasting from any position within the Chamber except Presidential inaugurations.

The FCC and DCB met simultaneously but separately Monday morning following which another order further restricting amateurs was issued. Until further notice the Commission cancelled all monitoring schedules by broadcast stations heretofore maintained after midnight hours to check the frequency stability of stations. The Commission said this was done to allow the full use of broadcast stations for defense purposes.

At his regular Monday press conference, Chairman Fly said a number of studies of censorship were being made around the city but the Commission itself was not participating, though its facilities would be made available for these studies if needed and a certain amount of dovetailing functions may result.

Mr. Fly said: "We ourselves have not been called upon to undertake censorship and we do not expect to." He said the Navy had already moved in on censorship of international communications and apparently was doing a pretty effective job. He added that censorship probably would not bother shortwave stations inasmuch as they are operated by thoroughly competent companies.

The DCB and FCC, Mr. Fly continued, are operating on an hour-to-hour basis but have no set schedule for further meetings. He indicated DCB undoubtedly will call its industry advisory committee for meetings and said "we are now in a position to reap the benefits of a splendid job done by DCB planning experts."

1918 Espionage Act Is Invoked by Navy

The Maritime Commission requested stations and newspapers to refrain from carrying news of merchant ship movements. The Senate passed by a unanimous vote Monday a bill prohibiting the employment aboard merchant vessels of radio operators whose appointment has been disapproved by the Secretary of the Navy.

The Navy invoked the Espionage Act of 1918 which forbids the conveyance or publication of any information that might be of value to the enemy. Rear Admiral A. J. Hepburn, chief of the Navy's bureau of public relations, announced the action Monday evening. At the same time it was reported that consideration is being given to imposing some form of control over standard broadcasting.

It was reported that FBI Director J. Edgar Hoover may head the organization in which such control might be vested at least until a permanent head could take over. Rear Admiral Hepburn said that at present (Monday) censorship of outgoing cable and commercial radio messages was being administered by the Office of Naval Intelligence. Shortwave censorship is being administered by the Office of



WTCN 5000-1000 watts • NBC

MINNEAPOLIS - ST. PAUL'S best buy!

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

WHAT'S DIFFERENT ABOUT THE CENTRAL NEW YORK MARKET?

» As markets go, the Syracuse trading area is just another of a hundred key markets in the country. Its 200,000 families are divided into 60% city dwellers and 40% rural. They account for a quarter of billion dollars worth of retail sales yearly. They drive 159,000 passenger automobiles. Eat $60,000,000 worth of food—use $7,000,000 worth of drugs, buy over $10,000,000 worth of furniture and wear more than $22,000,000 worth of new clothing each year. In 1941 this healthy buying power was amplified by more than $200,000,000 worth of new defense orders placed in over a hundred different industrial plants in this market.

The Central New York market is no larger or smaller—richer or poorer than a dozen others like it. It differs in just one respect . . . the completeness with which it can be covered by one medium . . Station WFBL. Ask to see actual case histories on the low-cost selling power of WFBL in this market. Write or wire WFBL, Syracuse, N. Y., or Free & Peters, Inc., National Representatives.

» WFBL

Syracuse, N. Y.

MEMBER OF BASIC COLUMBIA NETWORK

• *To Serve Well*
The Broadcasting Engineer



A *Self*-Defense Program
that began in 1927

For 15 years CREI has helped equip radio engineers with the technical ability to advance to better positions.

Important to ambitious men, before, during and long after any temporary emergency, is a planned program of study that enables them to step ahead into better positions with increased pay. This is a "self-defense" program for advancement that provides a secure future and lasting career.

CREI was founded for *that* purpose . . . to enable alert professional radiomen to acquire the necessary ability through modern technical training to go after the better-paying positions—and *get them.*

Since 1927, CREI has been training radiomen and providing them with such a planned "Self-defense" program. The success of our efforts during these 15 years is proven by the accomplishments of our graduates. Hundreds of unsolicited letters in our files testify to the fact that CREI training has been helpful in gaining better jobs at higher pay in minimum time. Few other educational institutions have so fully gained the respect and confidence of the men of the broadcasting industry. CREI courses have PROVEN their worth — they are recognized by employees and employers alike as the finest possible instructions at the lowest possible cost. Ask any radio engineer!

Why not investigate what CREI spare time training in Practical Radio Engineering can do for you? Let us send our interesting booklet together with personal recommendations for your advancement in radio through a planned program of technical training.

"Serving the Radio Industry since 1927"

CREI men in More than 400 Stations

CAPITOL RADIO
Engineering Institute

E. H. RIETZKE, *President*
Dept. B-12
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

the Coordinator of information.

The War Department announced a broadening of its prohibitions regarding troop movements, reinforcing its earlier announcement. The later announcement, made Monday evening, said that information relating to routes, schedules and destinations of troops either within continental United States or outside its limits is considered restricted. This restriction, however, will not apply in "specifically announced" cases in which information is issued by the department.

Mayor Fiorello LaGuardia, Civilian Defense Director, announced Monday evening over NBC that in case of an air raid the public should keep radios on for official instructions.

Neville Miller, president of the NAB, sent President Roosevelt a telegram placing the "broadcasters of the United States at his service. We stand ready to serve in every way possible," Mr. Miller wired.

The War Department on Monday issued a credo for war news. The suggested pointers, included in a special war bulletin distributed by the NAB, cover broadcasts of casualty lists and secret information, along with advice in connection with transmitter protection, activity of radio news-editor groups in each state, and the establishment of a regular schedule of official communiques by the War and Navy Departments. The NAB advised stations to refrain entirely from broadcasting casualty lists.

TUESDAY

The FCC said Tuesday that authority to order stations off the air as a safeguard against air raids rests with the Interceptor Commands set up by the Army. The FCC statement was in response to inquiries concerning confusion on the West Coast where local authorities reportedly ordered stations off the air Monday night and Tuesday morning. Mechanism for the stop broadcasting orders was set up by the DCB.

In addition, the Navy has ordered its naval radio stations to stop broadcasting weather information. The Navy said it had not asked commercial stations to cease weather reports but reports from various parts of the country indicate orders to naval stations might have been misinterpreted. Some naval commanders apparently were requesting commercial stations to refrain from broadcasting weather information.

Stations on the West Coast were ordered off the air intermittently Monday night and Tuesday. San Francisco stations were off Monday night and Tuesday morning. The same applied in Los Angeles. This was caused by repeated reports that "unidentified" planes had been sighted off the West Coast. Pacific Northwest stations came back on the air after a short period of silence Tuesday and California stations resumed broadcasting at 1:30 p.m. (PST) Tuesday.

First Communique

TELEPHONED to all national networks and local Washington stations in mid-afternoon Sunday, Dec. 7, shortly after the flash of Japan's attack on Pearl Harbor, Hawaii, the following brief announcement was the first official radio bulletin issued by the War Department in World War II: "The Secretary of War directs that all firms and manufacturing plants who have defense contracts or are working on defense orders will at once institute proper measures against sabotage".

Alerts Are Sounded By WNYC, New York

WNYC, New York City municipal station, broadcast two alerts Tuesday afternoon after it was reported that an "enemy" plane was heading toward the metropolis. The War Department later revealed that the alerts were based on a false tip. Commercial stations carried news of the alerts and many went on the air with calming announcements pointing out that there was no reason to believe the whole business was not a test.

The Office of Civilian Defense requested stations on the Atlantic and Pacific Coasts frequently to broadcast instructions for air raid protection.

President Roosevelt at his press conference Tuesday laid down two primary principles of censorship and reserved to himself and high-ranking officials the right of decision over material released. The President said that to be released, news must be true and then it must pass a test whether it conforms to a rule that it must not give aid and comfort to the enemy.

The President's statement came after protests made at his press conference by reporters who complained that they were "getting the run around" from officers at the War Department on material which was a matter of record. The President said that the discretion for giving out news could not be left to captains or majors, to lieutenant commanders or commanders.

In his address to the nation Tuesday night, he reiterated his two rules and then warned newspapers and radio stations they have a grave responsibility in disseminating news. He referred specifically to a report broadcast Sunday night that a Japanese aircraft carrier had been sunk off the Panama Canal. The report proved false and was garbled.



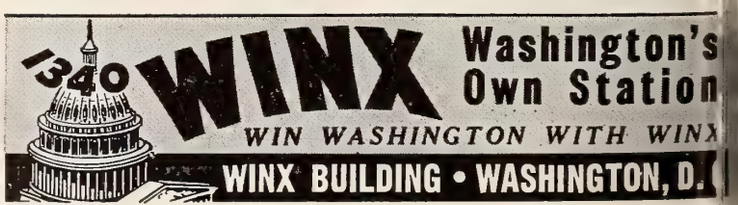
COOPERATION in civic en prises has its rewards. Henry Johnston, general manager WSGN, Birmingham, reigned King of the annual Christmas C nival, which took place during week of Nov. 17, sponsored by Birmingham Retail Merchants der the auspices of the Jr. Ch ber of Commerce. With K Johnston is Queen Laetitia Seib

WEDNESDAY

The White House annour Wednesday that a special sur showed that 90,000,000 persons 92.4% of the families in the tion heard President Roosev Tuesday night address. A C report on the President's mess asking for a war declaration, I 8, showed that the President sp to the largest daytime audie ever to listen to a speech of kind. CAB said that 65.7% of r set owners interviewed in ho reported having heard his sp which was broadcast by all t major networks. CAB reported President's Dec. 9 broadcast heard by 83% of the nation's owners. In a special survey CBS, C. E. Hooper Inc., said 000,000 persons heard the De talk with an audience of 79.0%

Attorney General Biddle newsmen Wednesday that "s nut" at Baltimore had calle radio station Tuesday and a describing himself as Mr. G Martin, said he had received w that the Martin airplane p would be bombed at 3 p.m. Attorney General said ano "nut" telephoned Baltimore p and advised them that air r were imminent over Bethesda, Washington suburb, and sugge that schools should be closed. T were.

Mr. Biddle said FBI Directo Edgar Hoover is coordinating work of several agencies com ing a communications censor board and eventually would way to a permanent director want to say," Mr. Biddle went "that Mr. Hoover will not b



...sor, permanent or temporary, ...any sense of the word."

...OFF Director MacLeish an...nced the appointment of an ...erdepartmental committee on ...ense information to advise OFF ... its task of extending and im...oving the country's information ... the defense effort. Members of ... new committee were designated ... the secretaries of departments ... heads of agencies involved.

...esident Signs DCB ...ecutive Order

...Stations in Los Angeles and ...uthern California went off the ... at 12:20 p.m. (PST) Wednes...y and it was reported there were ...er indications that an air raid ...n imminent possibility. They re...ned to the air at 1:05 (PST).

...The stations were also off the air ...m 3:10 a.m. (PST) until 7:10 ...ST) Wednesday morning No of...l explanation was forthcoming.

...President Roosevelt signed an ...ecutive Order authorizing the ...B to designate American radio ...ilities for the use, control, in...ction or closure by the War or ...vy departments or other govern...nt agencies. DCB officials ex...ined the order merely formal...d plans which had been previ...ly approved and in no way af...ted the status quo of broadcast.... Early press reports stated ...t the plan apparently would ...e the DCB complete control over ...io facilities of the country.



...xt time you want ...edy telegraph ser...e — remember — ...convenient, it's economical, it's ...est to...

...hone*

Postal Telegraph

*For your convenience, charges appear on your phone bill



NOTES ARE COMPARED by three commentators after their Sunday evening broadcast on WOR, Newark. Vincent Sheean (left) and Claire Boothe, travelers and reporters, talk over details with Paul Schubert, WOR naval authority.

Scope of Executive Order Is Explained by Fly

FCC Chairman Fly, describing the new order, said it does not mean that general taking over or operation of private radio by the Government is contemplated. He reemphasized his statement of Monday that the DCB is not undertaking censorship, and that the new order merely relieves the President of requisitioning facilities.

Cecil Brown, CBS war correspondent, was one of those who survived the sinking of the British battle cruiser *Repulse* in the Far East. Brown, who was Rome correspondent of CBS, then in Jugoslavia and later in Cairo, cabled an eyewitness account of his experiences to CBS which later was broadcast in the regular Thursday morning 8 a.m. CBS news roundup.

Royal Arch Gunnison, MBS correspondent in Manila, reported to MBS headquarters Wednesday that he would be able to broadcast twice a day from the bombed capital of the Philippines. In his message Gunnison said that the Navy must approve each page of his script before if he can go on the air. Elizabeth Wayne, MBS correspondent at Batavia, Java, reported that the scripts must be submitted for censorship an hour-and-a-half before broadcast time.

A committee of English newspapermen complained directly to Secretary of Navy Knox that the Navy's censorship of outgoing dispatches was proving to be very trying. The complaints centered around delay in clearing dispatches, failure to notify correspondents of deletions and a practical ban on foreign language messages.

THURSDAY

Radio added still another beat to its collection amassed since first word of the war was flashed when Thursday morning American press services got first word of the German and Italian declaration of war from the network listening posts.

Brig. Gen. Carlyle H. Wash, of the Second Interceptor Command ordered all stations in Western Washington and Oregon silenced at 2 p.m. (PST) Thursday. They returned to the air Friday at 2:15 p.m.

Meetings were held in Washington in connection with the setting up of a separate Censorship Bureau, with determination expected by the end of the week. The new censor, it was indicated, will have a position corresponding to that held during World War I by George Creel.

The Defense Communications Board met at the FCC offices and, while no announcement was made, it is understood it appraised communications operations since the outbreak, and discussed plans for promulgation of new orders, as the emergency warrants.

FRIDAY

Complete facilities for broadcast, such as those enjoyed by the press, were provided last Friday by the Radio Branch of the Bureau of Public Relations of the War Department with a temporary "radio room" in the Munitions Bldg., Washington. It is planned to construct soundproof booths where networks and independents can originate first-hand news broadcasts. The three national networks first used the temporary facilities Thursday night. Radio Branch announced that stations desiring to send commentators to operation bases must first secure credentials for such personnel through the War Department in Washington rather than locally.

Because radio sections of the War and Navy Departments and the FCC have been swamped with calls from broadcasters seeking information on various phases of war activity, these agencies have requested that all such calls be made to an office rather than to an individual. It was stated that personnel in the various offices are competent to handle such requests. Telephone number of the respective agencies follow:

Radio Branch, War Department Bureau of Public Relations—Republic 6700, extensions 3887, 4787, 4788.

Radio section, Navy Department Bureau of Public Relations—Republic 7400, extensions 3221, 3222, 3223, 3224.

FCC, Secretary's Office—Executive 3620, extensions 1, 2.

Unmarried amateur radio operators, between 18 and 35, were asked

(*Continued on page 64*)

Dizzy Dollars!

There's a constant spending spree in Winston-Salem. Dizzy Dollars by the tub full get locked up by happy retailers every night. Get your share.

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT
LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

Where But

WSYR

SYRACUSE

can you get the "PERFECT COMBINATION?"

5000 Watts at 570 Kc.

Columbia's Station for the SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 6 TO DECEMBER 12 INCLUSIVE

Decisions . . .

DECEMBER 9

WQAM, Miami, Fla.—Granted CP new transmitter increase 5 kw D.

WWVA, Wheeling, W. Va.—Granted equipment changes directional N.

KYCA, Prescott, Ariz.—Placed in pending file under Order 79 applic. transfer control to KTAR Broadcasting Co.

DESIGNATED FOR HEARING—**NEW, General Broadcasting Inc., Miami, Fla.,** CP new station 1140 kc 5 kw directional D & N unl.; **NEW, Broadcasters Inc., San Jose, Cal.,** CP new station 1490 kc 250 w unl.; **NEW, San Jose Broadcasting Co., San Jose,** same; **NEW, Luther E. Gibson, Vallejo, Cal.,** CP new station 1490 kc 250 w unl. (consolidated with San Jose applications).

DECEMBER 10

WAPI, Birmingham, Ala.—Denied petition reconsideration grant of previous denial.

KPAS, Pasadena, Cal.—Granted special temporary authorization go into operation 5 kw directional N & D.

Applications . . .

DECEMBER 10

WPRA, Mayeguez, P. R.—Amend applic. modific. license to 1 kw N 5 kw D.

WLEU, Erie, Pa.—CP new transmitter, directional N change 1250 kc increase 1 kw N 5 kw D.

NEW, Cleveand Broadcasting Inc., Cleveland, O.—Amend applic. CP new station re directional.

WTCN, Minneapolis — Transfer control Minnesota Tribune Co. to Northwest Publications 125 shares common stock.

DECEMBER 12

NEW, Associated Broadcasters Inc., Indianapolis—CP new FC station 47.3 mc. 6,665 sq. mi. 759,389 pop.

Tentative Calendar . . .

KALB, Alexandria, La.—CP 580 kc 1 kw directional N unl. (Dec. 15).

NEW, Park Cities Broadcasting Corp., Dallas, Tex., further hearing CP new station 710 kc 5 kw directional N. (Dec. 18).

CHARLES BENZINGER, a member of the publicity staff of CBS since February, has been named assistant trade news editor.

War Chronology

(*Continued from page 63*)

by the Army on Friday to volunteer for the Signal Corps. Pointing out the immediate need of that branch of the service for operators, the Army urged all qualified for active military service to apply to the signal officer at the nearest recruiting station for further information.

No Long Casualty Lists

President Roosevelt at his press conference Friday requested newspapers, press associations and radio stations not to carry long casualty lists giving the names of the war dead and wounded. The President said that the Army and Navy thought information outlets of the nation should observe the same common agreement now prevailing in countries which have been at war sometime—an agreement which provides that casualty lists be withheld from publication or broadcasting.

The President said that under most circumstances the Government would release for publication total figures of casualties. The President suggested that stories be confined to brief mentions saying that the next of kin had been notified.

The Navy announced Friday that "for military reasons" no list of names of casualties will be released to the public.

In an effort to stabilize operations, although subject to change based on war events, MBS last Friday cut down its schedule from 24-hour operation to 18 hours daily. The network now begins at 8 a.m. with the West Coast joining 30 minutes later, and signs off at 2 a.m., the West Coast at 2:30 a.m. Mutual is continuing to present war news from Washington and Pacific Coast points on the hour and half-hour.

Noises Censored

ALL WIDELY recognized warning noises, such as the blowing of sirens and the clanging of alarm gongs, have been banned from dramatic programs on NBC as a precautionary measure so that radio listeners will not confuse radio sound effects signals. The new order for official air raid warning, effective Dec. 9, was issued by Sidney N. Strotz, vice-president in charge of programs. Dramatic scripts where such effects have been regularly used, or where scripts have been written to include them, have been ordered to make the necessary changes to comply with the new order. MBS and CBS likewise have barred such types of noise devices.

Ad Club Program

AS A SUBSTITUTE for the class paper put out annually by the Advertising and Selling Course of the Advertising Club of New York, the students on Dec. 15 are putting on a "surprise" production of a "different type of newscast", a "feature picture", and a "cartoon" for members of the club, and advertising agency executives.



SMILES OF SATISFACTION were the order of the day at WCOP, Boston, Dec. 10, when the station started fulltime operation. A celebration in the Copley Plaza Hotel studios marked the event, with outstanding radio and entertainment personalities participating in dedication ceremonies from 8 to 9 p.m. last Wednesday. WCOP first went on the air Aug. 26, 1935, and in December, 1940, the FCC granted a construction permit for fulltime operation.

Adding five acres to its transmitter site on the Brighton Speedway, the station erected three 375-foot Truscon vertical radiators as part of the new installation. Posed in a convival group at the dedication ceremonies are (l to r, first row) H. A. Lafount, president of Mass. Broadcasting Co.; Mrs. Frank Day, Day Adv. Agency; Isabel Carolyn, Glaser-Gottschaldt Agency; A. N. Armstrong Jr., general manager of WCOP; (second row) Arthur Simon, WPEN general manager; J. Galomb and S. Taylor, Leiderman Inc.; Harry L. Moore, Moore Agency; Lou Glaser, Glaser-Gottschaldt; B. Knight, Knight & Gilbert; Ed Parent, John C. Dowd Agency; (third row) A. Brown, Copley Agency; George Lasker, WORL general manager; B. Ostreicher, Ostreicher Agency; Martin Kadis, David Malkiel Agency; Ruby Newman, Simon & Newman Agency.

Network Accou

All time EST unless otherwise indic

New Business

GILLETTE SAFETY RAZOR Boston, on Jan. 1, 1942, only sp the Sugar Bowl game on NBC 2-5 p. m. Agency: Maxon Inc., N

SERUTAN Co., Jersey City (h aids), on Jan. 5 adds 16 NBC-Blu tions to *Pearson & Allen*, maki total of 50 stations, Sun. 6:30 p. m. Agency: Raymond Spector N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., York (Lucky Strike cigarettes Dec. 30 renews for 13 weeks *Kyser's Kollege of Musical Know* on 110 NBC-Red stations, We day, 10-11 p.m. (EST). Agency: & Thomas, N. Y.

LOS ANGELES SOAP Co., Los geles (White King soap), on D renews for 52 weeks *Knox Man News* on 17 CBS Pacific Coast Mountain group stations, Mon. Fri., 12:15-12:30 p.m. (P Agency: Raymond R. Morgan Hollywood.

STANDARD BRANDS, Mo (Chase & Sanborn Coffee) on J renews *Charlie McCarthy & Bergen* on 35 Canadian Broadca Corp. stations, Sun. 9-9:30 EDST. Agency: J. Walter Thon Co, Montreal

LAMONT CORLISS & Co., To (Pond's Cream) on Jan. 6 re *John & Judy* on 30 Canadian B casting Corp. stations, Thurs. 9 p.m. EDST. Agency: J. W Thompson Co, Toronto.

COLGATE-PALMOLIVE PEET Toronto, renews Jan. 1 for Paln products *The Happy Gang* on 3 nadian Broadcasting Corp. sta Mon. thru Fri. 2-2:30 p.m.; *the Wealth* (Cue, Palmolive cream) on 32 CBC stations, Sat. 9 p.m.; *Musical Beauty Box* mere Bouquet products) on 33 stations, Thurs. 9-9:30 p.m.; *Troubadours* (Palmolive products 5 CBC French stations, Mon. Fri. 11:30-12 noon; *La Min* (Cashmere Bouquet products) CBC French stations, Tues. 9 p.m., all EDST. Agency: Lo Thomas of Canada, Toronto.

MILES LABS., Elkhart, Ind. Seltzer), on Dec. 29 renews f weeks *Lum & Abner* on 28 NBC stations, Mon., Tues., Thurs., 6:30-6:45 p.m., 11 Blue sta 10:30-10:45 p.m., and 6 NBC P Red, 8:15-8:30 p.m. Agency: Adv. Co., Chicago.

BRISTOL-MYERS Co., New (Minit-Rub), on Dec. 29 renew 7 weeks news by Frank Bingma 8 NBC-Red Pacific Coast sta Mon., Wed., Fri., 7:45-8 p.m. (P Agency: Young & Rubicam, N. Y

KRAFT CHEESE Co., Chic (Parkay), recently renewed fo weeks *The Great Gildersleeve* o NBC-Red stations, Thurs. 6:30-7 rebroadcast, on 8 Pacific Red sta 11-11:30 p.m. Agency: Nee Louis & Brorby, Chicago.

Network Changes

P. LORILLARD Co., New (Beechnut cigarettes), on Jan. places *Don't Be Personal* with *B nut King's Size Weekly*, on 6 P NBC-Red and 6 Pacific Blue sta Fri., 8:30-9 p.m. (PST). Ag Lennen & Mitchell, N. Y.

PROCTER & GAMBLE, Cinci (Crisco), on Dec. 29 shifts *Rig Happiness* on 64, CBS stations, through Fri., 1:30-1:45 p.m. NBC-Red stations, Mon. through 11:15-11:30 a.m. for White N soap. Agency: Compton Adv., N.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

...as Station Desires Salesman—Commission basis. Send full information, picture. Box 242A, BROADCASTING.

...nted At Once Engineer — State draft status. Contact P. O. Box 1512, Muskogee. Oklahoma.

...nouncer—With operator's license. Steady. Reliable. State experience, draft status, picture, voice recording. $35.00 weekly. KIUP, Durango, Colorado.

...gram Director—With sales experience; state qualifications, draft status, salary expected. 250 watter in Pennsylvania. Box 233A, BROADCASTING.

...d Commercial Man—For new local station in defense area. Good opportunity for experienced party. WHIT, New Bern, N. C.

...nted — A Sales Manager for a Pacific Northwest network station. Must be experienced in selling small town merchants. Good salary and bonus. Box 244A, BROADCASTING.

...t-growing NBC Affiliate—Has good opportunity for experienced, sober, reliable draft exempt announcer-newscaster capable handling controls. Detail background and expected starting salary first letter. Voice recording. WSAV, Savannah, Georgia.

...ef Engineer—Expanding Alaska station. Must be thoroughly experienced all phases. Also capable copying press. Willing pay high salary to engineer interested permanent desirable position. Give full details. Box 236A, BROADCASTING.

...t Operator-Announcer (Licensed)—That $150 month (salary and overtime) 50 hr. week, will obtain. Must have good voice. Small station, western city. Give references and experience first letter. KRJF, Miles City, Montana.

...ef Engineer—To aid in construction of new 5000-watt Midwestern station and to remain as chief engineer. Applicant will be interviewed and chosen within next few days. Give full details of construction experience; other experience; age; references and a personal story about yourself. State salary expected and how soon available. All applications treated in confidence. Box 246A, BROADCASTING.

...satile Seasoned Announcer—Desirous of making change. Pleasant, permanent connection, live New York State station, network affiliate. Give full particulars, including photo. Box 247A, BROADCASTING.

Situations Wanted

...eptionist-Switchboard — Employed local station. Experienced traffic. Single. Go anywhere. Box 243A, BROADCASTING.

...rts Announcer And Special Events Man Now employed, desires change. Excellent background, outstanding record. Box 226A, BROADCASTING.

...ef Engineer — 250w Mutual — desires change—studio, transmitter, transradio, some announcing. Draft exempt. West preferred. Box 230A, BROADCASTING.

...esmanager—With nine years successful sales experience. Industrious, sober, aggressive, married, draft exempt, high record of personal sales, seeks position as salesman, salesmanager or manager of small station. A-1 business and character references. Can leave by or before January tenth. Now employed. Excellent reasons for making change. Box 234A, BROADCASTING.

...esman—With ideas and experience, desires change in January. Not draftable—would start on $50 weekly. Box 248A, BROADCASTING.

Situations Wanted (Continued)

Announcer-Newscaster—Three years special college student, all phases of broadcasting and business radio. Draft 4F, age 25, unmarried. Some experience. Box 249A, BROADCASTING.

Sports, News And Special Events Announcer—5 years experience all phases of radio. Transcription news and basketball. West preferred. Box 231A, BROADCASTING.

Attention Station Managers — In Chicago and vicinity! Experienced topnotch commercial announcer-M.C. now employed in east desires change. Minimum salary $200 monthly. Box 238A, BROADCASTING.

Writer—Experienced handing publicity for large Midwest stations, newspaper and magazine writing, organization, dramatics, speech. Excellent references. Married, father, 26. Box 239A, BROADCASTING.

Chief Engineer—Age 40, 23 years experience, now employed, desires position as chief engineer of Broadcast, FM, or Television station. First-class telephone license. Box 241A, BROADCASTING.

Program Director Or Production Manager—Position with station in smaller city desired by announcer at present with Chicago network affiliate station. Production and program experience. Married, children. Thirty years. Box 235A, BROADCASTING.

Salesman—Available Febuary 1st. Age 35, married, draft exempt. Clean, well-rounded background with thorough knowledge of saleable ideas, ability to close. Write selling continuity. Not fly-by-nite. Complete information by return mail. Box 237A, BROADCASTING.

Women's Feature Writer And Commentator—Singe woman, 28 years of age, experienced, now employed; also admitted to practice before FCC—familiar with current radio problems. Will combine writing-announcing with legal and secretarial duties. Box 228A, BROADCASTING.

Chief Engineer—Fifteen years practical experience. This is no pig-in-a-poke proposition. I come on a three months' trial basis and then, if mutually agreeable, I stay. Want permanent connection with a progressive organization. Box 227A, BROADCASTING.

Advertising Executive Available—As assistant commercial manager or salesman; College graduate with ten years' successful record as local advertising manager large newspaper chain; two years advertising manager metropolitan daily; six months salesman Blue Network station getting radio experience. Available in two weeks. Willing to go anywhere a real opportunity exists. Excellent references. Box 240A, BROADCASTING.

Wanted To Buy

Wanted—A 5 kw transmitter. Give full particulars, age, condition. Box 245A, BROADCASTING.

For Sale

Two Ideco—270 ft. towers with insulated capacity tops. WHIO, Dayton, Ohio.

$200 RCA 303-A Frequency-Limit Monitor—Slighty used, perfect condition, for $135. FCC approved for any high frequency service 1.5 to 60 megacycles. 0.005% accuracy. Box 232A, BROADCASTING.

Western Electric 5-kw Amplifier—Complete with 220-C tubes, high and low voltage supplies, antenna tuning units, power control panel, high voltage rectifier, and filament and bias supplies. Used only few years. Excellent condition. KFH, Wichita, Kansas.

Fleming Named

BRIG. GEN. Philip B. Fleming, formerly administrator to the Wage & Hour Division of the Labor Department, last Wednesday took the oath of office as Federal Works Administrator, succeeding John M. Carmody, first Federal Works Administrator, who had held office since July 1, 1939 and who has been appointed to the U. S. Maritime Commission. Gen. Fleming previously had served as executive officer and deputy administrator of the Public Works Administration and coordinator of the Resettlement Administration.

CHIEF ENGINEER
Available Jan. 20th
AAA-1 Past Record
FAMILIAR — Design and maintenance of stations from 100 to 50,000 watts.
—Directional Systems
—FCC Procedure
—Measurements
Box No. 229A

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

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ADVERTISE in BROADCASTING for Results

Stations Quick to Assume War Status

Sunday Flash Leads to Expansion of News Coverage

RADIO stations throughout the nation were electrified into action by the news of the Japanese attack on Pearl Harbor Dec. 7. Following is a condensation of activities of some of these stations as received by BROADCASTING.

WKRC, Cincinnati, announced that a complete 24-hour daily news schedule has been placed in effect and that additional newsmen are being hired. The station has also completed a deal with the RKO Midwest Corp., operators of the Albee Theatre, Cincinnati, for three daily newscasts to be piped by wire direct from the station's *Times-Star* studios.

WLW Asks Protection

Officials of the Crosley Corp. have requested the CAA to declare Mason, O., a restricted zone. Mason is the site of the 500,000-watt WLW experimental transmitter and the 75,000-watt transmitter of WLWO, Crosley international station. Guards at the two transmitters have been quadrupled since the outbreak of war.

Clarence Wheeler, vice-president of WHEC, Rochester, headed the list of the station's staff who volunteered blood for the Red Cross.

WSSR, Stamford, Conn., has been designated as the official clearing house for all air raid warden, civilian defense and harbor patrol news in its coverage area which includes many plants working on defense orders.

WCKY, Cincinnati, went on a war footing with the outbreak of hostilities. The station has been carrying many official announcements in addition to news bulletins.

WINX, Washington, claims to be the only independent station to set its microphones in the White House alongside those of the networks. The station announced it would go on a 24-hour schedule. WINX fed its White House pickups to WMCA, New York.

Guards were placed around the NBC Bldg. in Washington and special cards were issued to members of the staff. The public was barred from the studios. Emergency studios have been set up in the Carlton and Wardman Park hotels with direct lines to the transmitters of WRC and WMAL.

WWNC, Asheville, N. C., is feeding its *Esso Reporter* broadcasts to the Downtown theatre to allow patrons to keep up with war news.

WOR, New York, arranged for private detectives to guard its studios and master control rooms. The station has banned from all of its programs all sound effects which stimulate warnings which might be taken for alarms.

KFEL, Denver, carried a message from Gov. Carr of Colorado Sunday night outlining the protective measures agreed upon by State officials.

NBC in New York began Tuesday to photograph and fingerprint all employes. The fingerprints will be kept in a confidential file while the photographs will be affixed to an identication pass with the signature of the bearer. In addition, badges will be issued to employes in case of loss of the pass. WOR disclosed that it was evolving a system of employe identification. CBS Tuesday had not taken any steps toward employe identification.

CBS has discontinued studio audiences from programs originating in its headquarters at 485 Madison Ave. The new measure does not effect programs originating from the CBS radio theatres.

Bonds for Employes

Hildreth & Rogers Co., Lawrence, Mass., following President Roosevelt's speech Tuesday night, authorized the purchase of defense bonds for every fulltime employe of WLAW which the corporation operates. The bonds will be delivered during the Christmas season and will represent a bonus. The same procedure was followed with employes of the *Lawrence Daily Eagle* and *Evening Tribune* which are affiliated.

The Cigar Institute of America, which is sponsoring transcribed announcements on 22 stations, has announced that it is changing the opening sounds of the recordings because of their connection with the war. The transcriptions were made more than a month ago. A program described as more "appropriate to current conditions" is being submitted.

Hulbert Taft Jr., general manager of WKRC, Cincinnati, announced Thursday that there are to be no transcribed announcements following special events of national importance. Special periods have been setup to take care of commercial announcements missed because of news or other emergency programs.

To keep New York theatregoers informed of developments in the national emergency, WMCA, New York, is supplying Associated Press news bulletins to theatres in the Times Square district, to be read to the audience during intermission periods by a leading member of the cast. A total of 28 theatres from 40th to 52d st. have started the bulletin service, as arranged by WMCA and James Riley, executive secretary of the League of New York Theatres.

Official Messages

WBZ, Boston, after carrying the first flash of the war news, broadcast a message to the State by Gov. Leverett Saltonstall who spoke from the studios. Messages were also given by Rep. McCormick, House majority leader; Sen. Henry Cabot Lodge (R-Mass.); Dean James M. Landis, director of civilian defense in New England.

WTAG, Worcester, went on a 24-hour basis shortly after news of the attack was received and all visitors were barred from the studios. Arrangements were made to afford the fullest coverage by utilizing the facilities of five networks, NBC, MBS, Yankee, Colonial and Don Lee.

WHP, Harrisburg, Pa. is operating on a 24 hour basis. The station is cooperating with military and government authorities as well as those of the state in presenting special messages, instructions and bulletins.

Flare Pistols

WCFL has increased its 24-hour guard at the transmitter and has purchased the parachute-type flare pistols. Station recently installed a floodlighting system outside the transmitter building, also a system of lights illuminating the transmission from the two antennas to the building.

Gene Dyer stations WGES and WSBC are broadcasting a daily 4½-minute appeal from the r agement asking all nationalitie submerge differences. Annou ment is read in 12 languages: hemenian, Lithuanian, Polish, rainian, Jewish, Italian, Croa Rumanian, Swedish, Slovak, Greek.

Alarm Signals

WRC and WMAL, Washing arranged for installation of a rect telephone line into the ge alarm headquarters of the Dis Civilian Defense Office to exp the broadcasting of important nouncements concerning air r or other emergencies.

To obtain the reaction of public to the war, WFMJ, You town, O., put on a special mar the street program Sunday n Dec. 7. Sixty-six news flashes special local and NBC prog were carried by the station fol ing the initial war announcem

General manager Franklin Doolittle of WDRC, Hartford, announced the station is ded ing its facilities to national def as long "as the need may be".

News room of WFBL, Syra went on a 24-hour schedule the outbreak of the war, sta with the initial announcem Dec. 7.

WHBQ, Memphis, to fur listeners with war news at r larly stated intervals, has inst additional news facilities.

Defense Bulletins

KDYL, Salt Lake City, less an hour after the first flash on outbreak of Japanese action in Pacific, made contacts with all termountain Theatres (local ch and established a rapid bul service which was flashed on screens of the Utah, Capitol, tory and Centre theatres in Lake City at half-hour inte with a KDYL credit line. Box fice loudspeaker releases KDYL were increased from ho to four-an-hour basis.

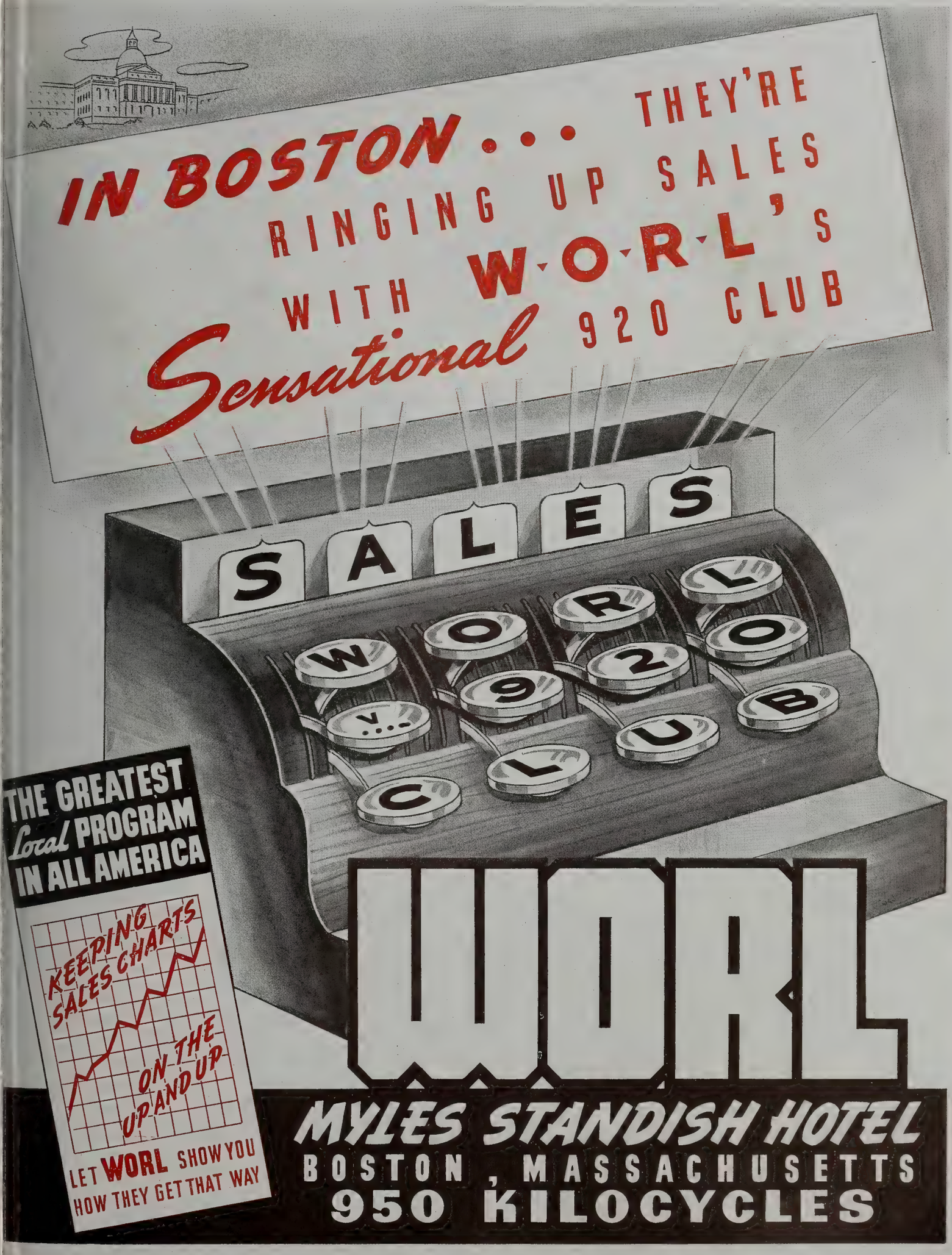
KSTP, St. Paul, started rec ing announcements at once. S ley E. Hubbard, president and eral manager of KSTP, and Gammons, manager of WCCO, neapolis, completed arrangem with State Adjutant General lard A. Walsh and Gov. Ha Stassen for simultaneous br casts of all emergency home fense bulletins.

All stations in the state northwest were linked by pi and rebroadcast. A guard of h way patrolmen and deputy she were placed around KTSP's tr mitter an hour after the outb Sunday but these men were reli Tuesday by soldiers from Snelling who are now on a 24- patrol. Special lighting and al systems were installed and the gineering staff rushed comple of auxiliary power plant fo 5,000-watt transmitter which its own tower separated from directional antenna array of main 50-kw. unit.

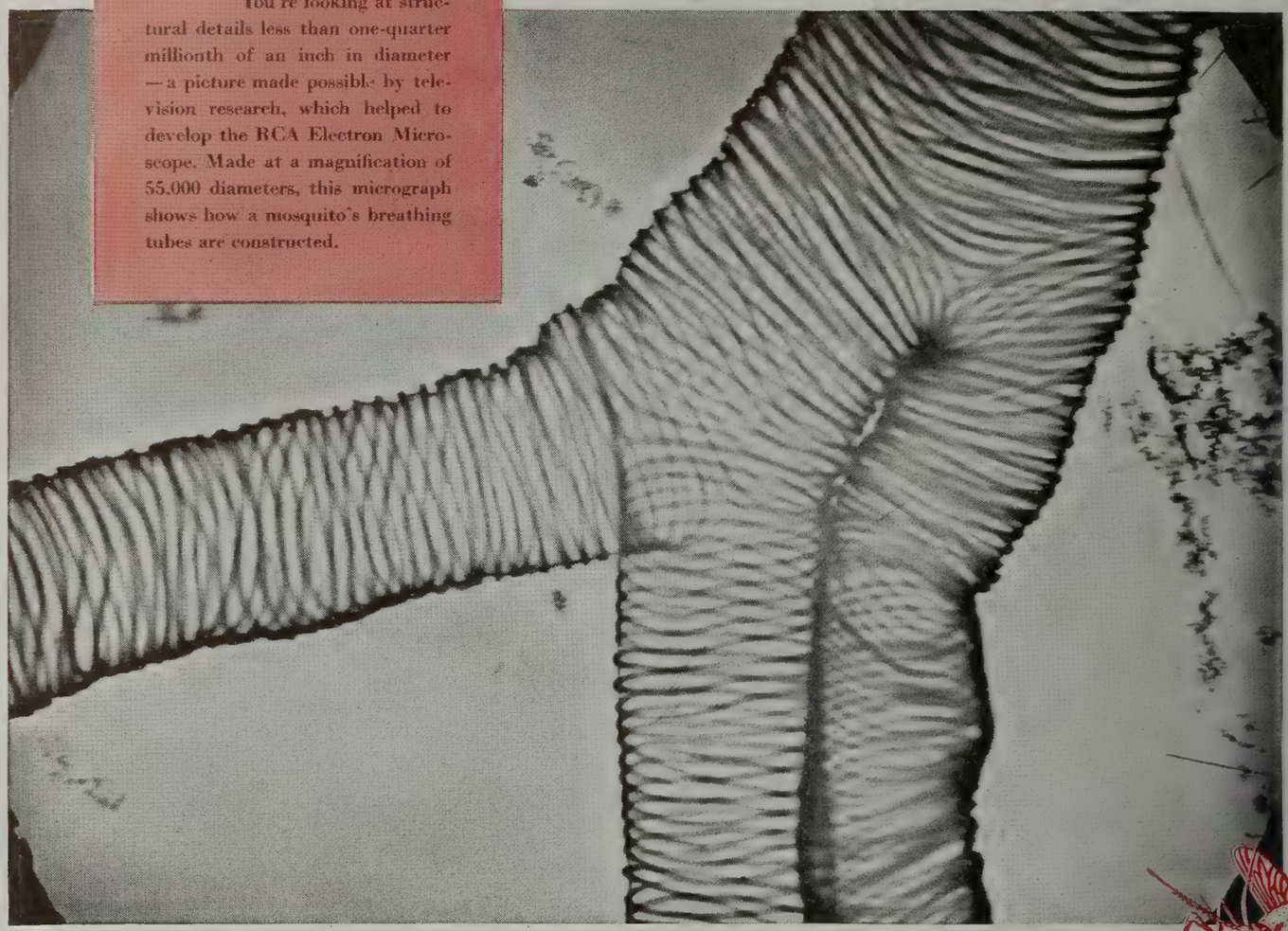


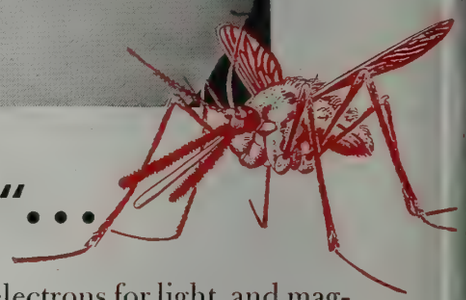
Drawn for BROADCASTING by Sid Hix

"Sorry, Sir! False Alarm! It Was Just a Sound Effect on That Jimmy Allen Program!"


IN BOSTON . . . THEY'RE
RINGING UP SALES
WITH W-O-R-L's
Sensational 920 CLUB
SALES
WORL
920
CLUB
THE GREATEST
Local PROGRAM
IN ALL AMERICA
KEEPING SALES CHARTS
ON THE UP AND UP
LET WORL SHOW YOU
HOW THEY GET THAT WAY
WORL
MYLES STANDISH HOTEL
BOSTON, MASSACHUSETTS
950 KILOCYCLES

You're looking at structural details less than one-quarter millionth of an inch in diameter—a picture made possible by television research, which helped to develop the RCA Electron Microscope. Made at a magnification of 55,000 diameters, this micrograph shows how a mosquito's breathing tubes are constructed.





THE MOSQUITO'S "WINDPIPE"...

MOSQUITOES and other insects "breathe" through tracheae and spiracles . . . tiny tubes opening at the body-surface, through which air circulates. Such tubes are only one fifty-thousandth of an inch across—and their internal structure, until the invention of the RCA *Electron* Microscope, belonged to a world hidden from entomologists since the beginning of Time!

In RCA Laboratories, this newest use of "electrons at work" has blazed new trails in many directions. Substituting electrons for light, and magnetic coils for glass lenses, the RCA Electron Microscope has revealed the form of viruses hitherto invisible. It made possible, for the first time, photographing of the influenza virus. When magnified 65,000 times, this virus was photographed directly as viewed by the electron microscope.

A "by-product" of television research, the RCA Electron Microscope is one more symbol of great things to come—to benefit all civilization!

RCA

RCA LABORATORIES

A Service of the Radio Corporation of America

Other RCA Services: RCA Manufacturing Company, Inc. ★ Radiomarine Corporation of America ★ R.C.A. Communications, Inc. ★ National Broadcasting Company, Inc. ★ RCA Institutes, Inc.

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The Weekly Newsmagazine of Radio

Broadcast Advertising

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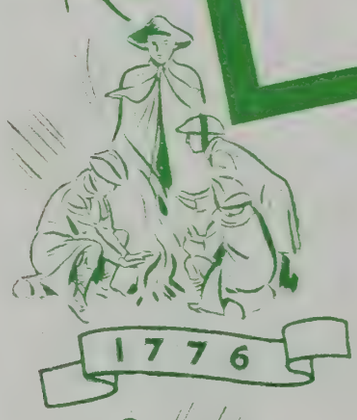
DECEMBER 22, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 25
WASHINGTON, D. C.



THERE HAVE BEEN OTHER *American Christmases* LIKE THIS



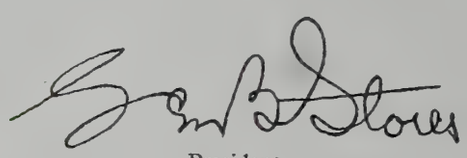




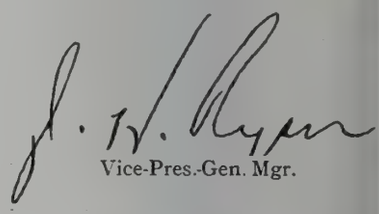


In 1776 Americans stood shivering in the scant warmth of campfires at Valley Forge. In 181 America marched to the roll of war drums. In the late 19th century, one voice shouted "R member the Maine!" and a million voices echoed the cry. In 1917, Christmas bells rang hollow at thousands of our firesides.

And now—Christmas, 1941. Yes, there have been other American Christmases like this. B history recorded them and passed on to record America's ultimate return to the way of living th finds its essence in the spirit of Christmas. The radio industry bears an uniquely important r sponsibility as this calendar's Christmas approaches. Our task is well defined. Radio is essentiall a business FOR the people, and consequently OF the people. AMERICAN radio can take con fort in that. The Fort Industry Company pledges itself to full cooperation with the Unite States government in defense of an ideal that has given us, among other blessings, FREE radi



President



Vice-Pres.-Gen. Mgr.

THE FORT INDUSTRY STATIONS

WWVA WHEELING, W. VA.
WSPD TOLEDO, O.
WMMN FAIRMONT, W. VA.
WLOK LIMA, O.
WHIZ ZANESVILLE, O.
WAGA ATLANTA, GA.



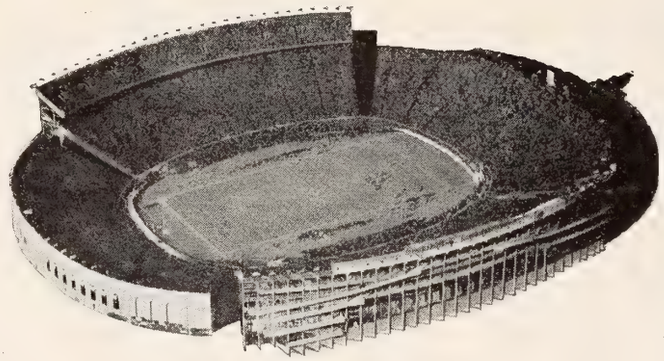
blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

When you think of

NEW ORLEANS

you think of:

The Sugar Bowl . . .



and

WWL
NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

December 22, 1941

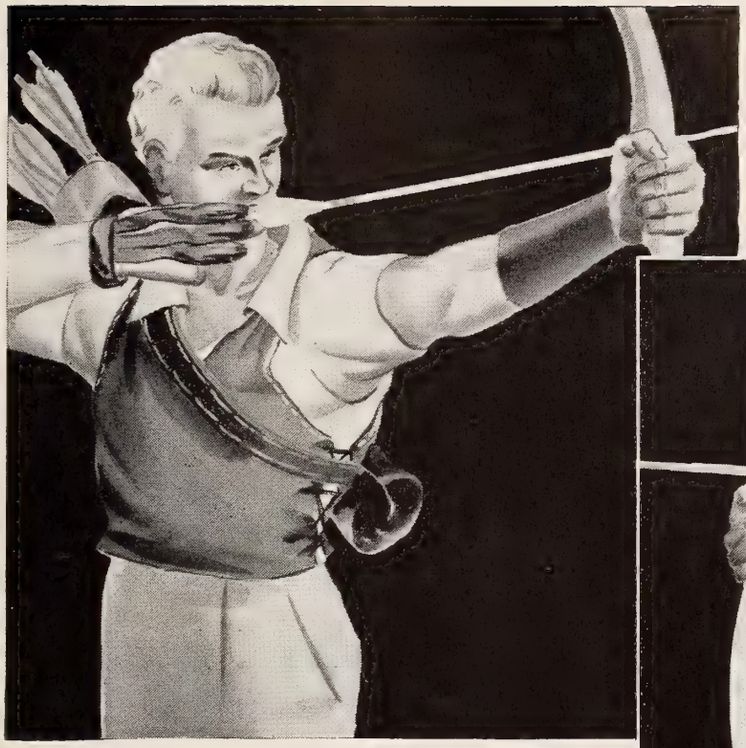
CONTENTS

Washington New Radio Capital ... 9
Trade Groups Organize War Council ... 9
NAB Wartime Guide ... 11
McClelland Radio's First War Fatality ... 12
No Weather For Radio ... 12
NBC to Shift Three Outlets to RCA ... 14
New Advertising Tax Possible in Revenue Study ... 14
Stations' War Activities ... 16
CBS Technicians Get Increase ... 18
Who's Who at DCB ... 18
Test Case Proposed on MPPA Fees ... 24
NAB Seeks Technicians' Deferment ... 39
Networks Programs With Christmas Theme ... 40
NBC-Red Revises Rate Card ... 42
NAB Discusses Defense Taxes and Labor ... 46
FCC Grants Policy Continues Pending Priorities Policy ... 50
MBS Only Net to Insert War Clause ... 52
FCC Annual Report ... 54
Gov't Buys GE Shortwave Transmitter ... 55
House Approves Seizure Bill ... 55
DCB To Advise On Priorities ... 58

DEPARTMENTS

Agencies ... 36
Agency Appointments ... 53
Buyers of Time ... 45
Behind the Mike ... 34
Classified Advertisements ... 57
Control Room ... 49
Editorials ... 32
FCC Actions ... 56
Meet the Ladies ... 35
Merchandising ... 38
Network Accounts ... 56
Personal Notes ... 33
Purely Programs ... 41
Radio Advertisers ... 46
Station Accounts ... 42
We Pay Respects ... 33
Hix Cartoon ... 58







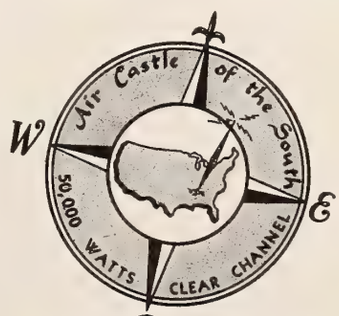
Alike?

They both have power; and plenty of it, but only one sends his arrow home

IN RADIO IT TAKES MORE THAN POWER TO SEND A SALES MESSAGE "HOME"

There's a lot more to this radio business than power. Take us here at WSM for instance. Our 50,000 watts wouldn't mean as much without our low frequency . . . 650 kilocycles on a clear channel. Then, too, there's one of radio's largest talent and technical staffs . . . a group that has won for WSM five awards for showmanship and has produced such nationally famous network shows as the "Grand Ole' Opry," "River Boat Revels," and "Sunday Down South." But with all these WSM wouldn't be breaking sales record after sales record for clients unless it had a fast growing market . . . ready, willing and able to buy WSM advertised products. And there are plenty of case histories that prove the effectiveness of this "can't be beat" combination. Why not send for some today? Then compare WSM with any station, any where.

★ ★ ★



★ ★ ★

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.



WHY MR. BLACK KEEPS COMING BACK

One of our clients (whom we shall call Mr. Black*) began a 13-week test campaign on KMBC in 1932. Every fifty-two weeks for nine solid years, Mr. Black has renewed his contract.

Why does he keep coming back?

It's not the allure of our pretty receptionist—nor the decorative scheme of our studios. Nothing like that. Mr. Black keeps coming back to KMBC because he gets *results* from KMBC.

That's the *only* reason *any* of our advertisers renew their contracts. So it's rather significant that *three out of every four* local and national spot accounts on KMBC *are* renewals. Only one in four is trying KMBC for the first time.

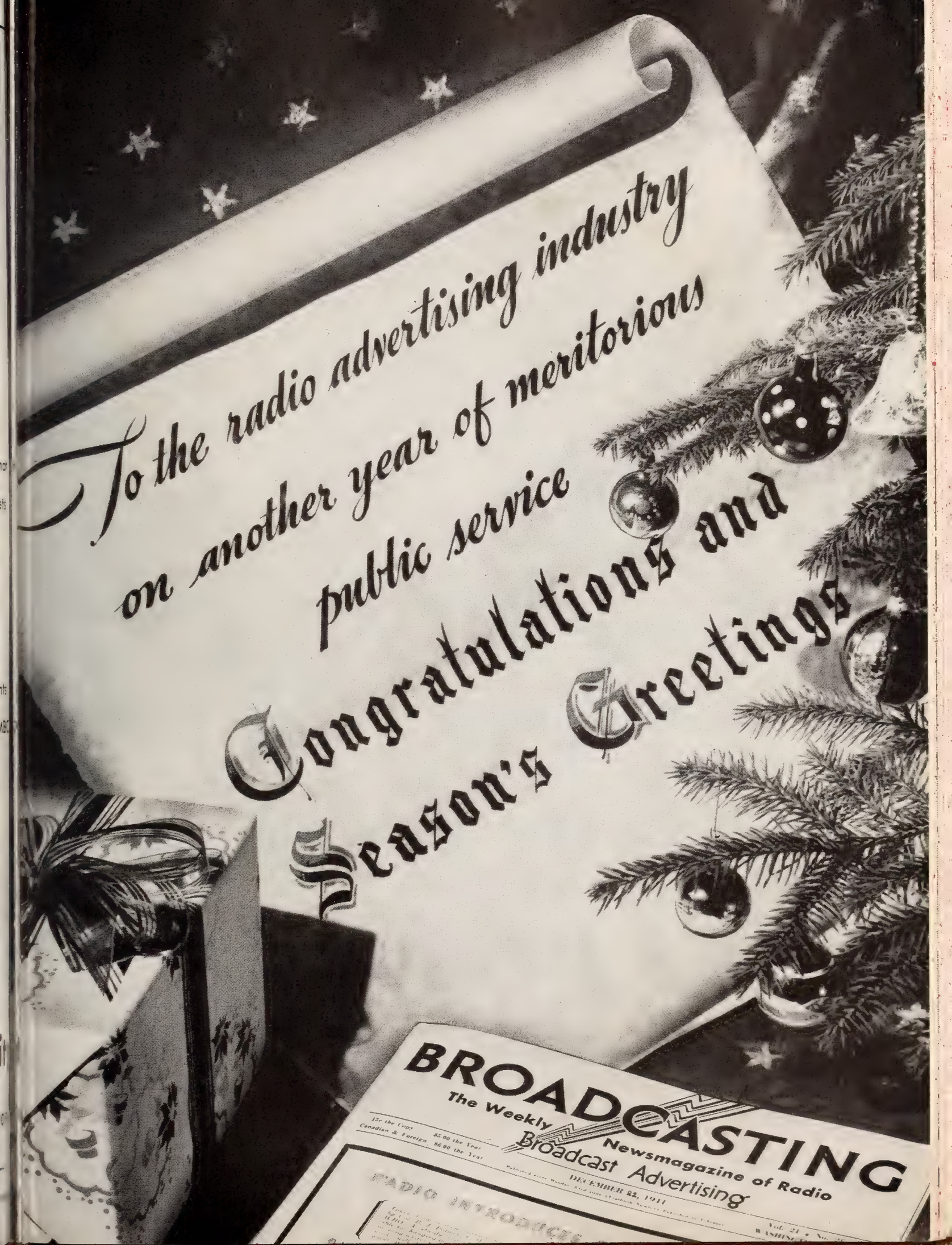
Three out of four are renewals. Pretty conclusive proof that KMBC gets results.

*Mr. Black's real name upon request.

WORKING ON YOUR 1942 SCHEDULES? A mere hint that you're interested in KMBC will bring us—or Free & Peters—to your office on a dead run. Reservations placed now entitle you to the choicest availabilities.

KMBC of Kansas City

FREE & PETERS, INC. • • • • **CBS BASIC NETWOR**


To the radio advertising industry
on another year of meritorious
public service
Congratulations and
Season's Greetings
BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising
DECEMBER 22, 1941
RADIO INTRODUCES

WANT A BIG RED OREGON APPLE?

Portland, Oregon, is one of the juiciest markets in the United States. Accounting for 29% of Oregon's population, Portland alone does over 40% of its entire State's retail business, and more than 71% of all Oregon Wholesaling! And these figures were for 1940—do not include an estimated $70,000,000 consumer expenditure gain due to Defense employment!

Two of the reasons Oregon people spend their money in Portland are Stations KOIN and KALE . . . . KOIN is one of the highest-rated "Showmanship" stations in the nation, and the only CBS outlet in Oregon. Its primary area includes over *half* the radio homes in the State. Its secondary area *completes* the coverage. . . . Station KALE, on the other hand, concentrates in the metropolitan Portland area. It does a superb job of rifle-shot merchandising, where merchandising counts most.

Whatever your radio needs in Oregon, KOIN and KALE can do an apple-pie job for you! Let us *prove* it. Ask your Agency to ask the Colonel.

KOIN and KALE

CBS • Portland, Oregon • MBS

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFA
WCKY . . . . . CINCINN
KDAL . . . . . DULU
WDAY . . . . . FAR
WISH . . . . . INDIANAPO
WKZO . . KALAMAZOO-GRAND RAPI
KMBC . . . . . KANSAS C
WAVE . . . . . LOUISVI
WTCN . . . MINNEAPOLIS-ST. P
WMBD . . . . . PEO
KSD . . . . . ST. LO
WFBL . . . . . SYRACU

. . .IOWA. . .

WHO . . . . . DES MOI
WOC . . . . . DAVENP
KMA . . . . . SHENANDO

. . .SOUTHEAST. . .

WCSC . . . . . CHARLES
WIS . . . . . COLUM
WPTF . . . . . RALE
WDBJ . . . . . ROAN

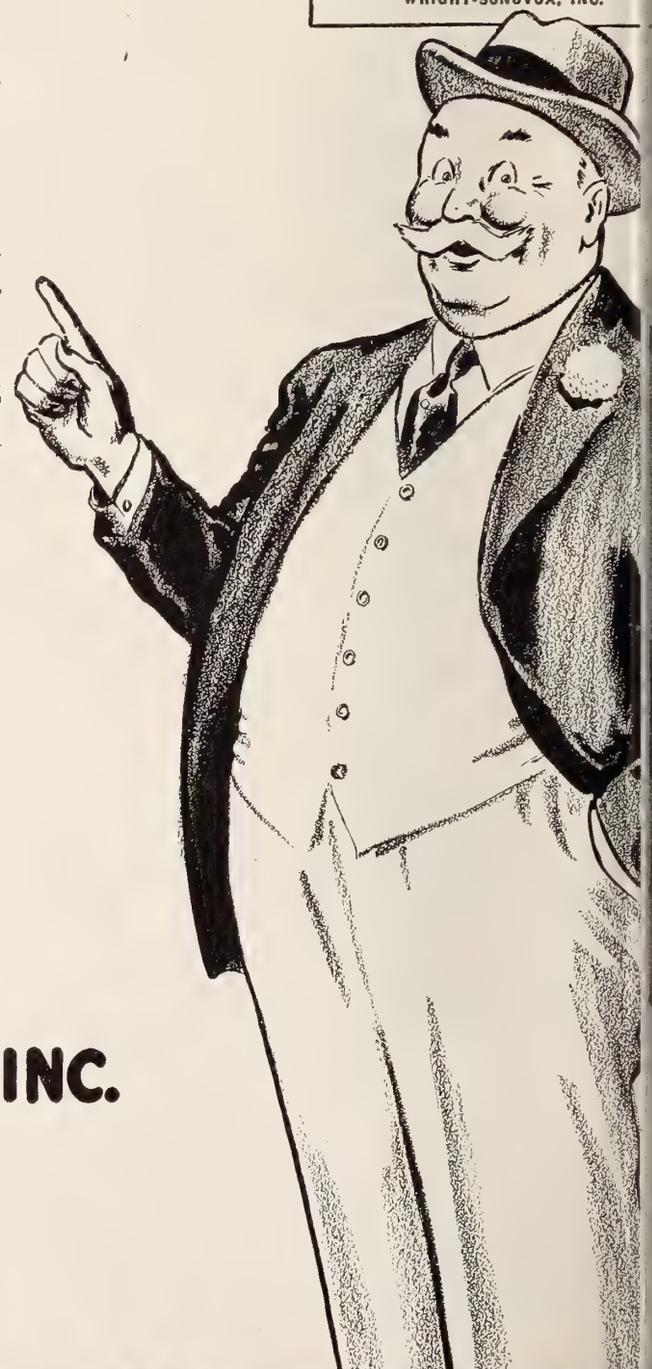
. . .SOUTHWEST. . .

KGKO . . . . . FT. WORTH-DAL
KOMA . . . . . OKLAHOMA
KTUL . . . . . TU

. . .PACIFIC COAST. . .

KARM . . . . . FRE
KECA . . . . . LOS ANGE
KOIN-KALE . . . . . PORTL
KROW . . . OAKLAND-SAN FRANCI
KIRO . . . . . SEAT

AND
WRIGHT-SONOVOX, INC.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *247 Park Ave.* Plaza 5-4131 | DETROIT: *New Center Bldg.* Trinity 2-8444 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | LOS ANGELES: *650 S. Grand* Vandike 0569 | ATLANTA: *322 Palmer Bl* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 25 WASHINGTON, D. C., DECEMBER 22, 1941 $5.00 A YEAR—15c A COPY

Radio Operation Now Centers at Capital

Taming of Price as Censor, Operation Of DCB Change Entire Picture

WASHINGTON is the radio hub of the nation—from every angle, from now on! Creation by President Roosevelt of a censorship bureau headed by Byron Price, executive news editor of the Associated Press, will centralize in Washington to a greater extent than ever before news aspects of programming operations. But the transition will hardly be discernible to the audience.

Expected next is procedure under which Government programs will be funneled through the Office of Facts & Figures, headed by Archibald MacLeish, but with Lowell Mellett, assistant to the President, in the picture as official White House consultant.

DCB at Helm

The Defense Communications Board, headed by FCC Chairman James Lawrence Fly, after a fortnight of work, is calling practically all of the shots. Most of the FCC staff is working under the direction of DCB, which has become a sort of super-FCC. Chairman Fly himself is devoting about 90% of his time to war activities, directly related to functions of the all-powerful DCB, he told a Congressional committee last week.

Precisely what changes will be necessitated by the impact of war on radio is still pretty much a guess. Preliminary studies galore are in progress. The FCC may decide that the expedient thing to do will be to forget so-called social terms all down the line, for the present in any event. But there has been yet been such a determination. The chain-monopoly regulations are embroiled in litigation. Consequently, that is not an immediate industry concern. The newspaper-ownership issue likewise was temporarily recessed, with hearings scheduled to resume Jan. 8. Banning of multiple ownership where overlapping service is concerned, and related issues, have no deadline.

A clue to the Commission's trend of thought in this regard was given last week when it deferred indefinitely its investigation into the AT&T pension system. There had been plenty of advance publicity about it. Apparently, the Commission regarded it as of secondary importance with a war on.

Exercise of meticulous care by broadcast stations in the handling of news, lest aid and comfort be given the enemy, is the keynote everywhere. Mr. Price's censorship bureau will figure prominently in the molding of policy.

Mr. Price probably will have a branch devoted to radio, though there is no intention now of imposing anything in the nature of direct censorship on a mandatory basis. Censorship on military and Government news will be at the source. The big problem is outgoing communications.

Clearing the Dockets

Thus far, there has been no disposition at the FCC to freeze the existing broadcast structure or to shelve pending applications. Consideration has been given to the regular docket each Tuesday. That policy, however, may change. The effort is to clear up the dockets as rapidly as possible, shorten the customary civil procedures and get the decks cleared for emergency war considerations.

One of the first real blows taken by radio nationally was the banning of weather forecasts last Friday by military order. [See page 12]. This immediately necessitated an overhauling of both national spot and local schedules. Detailed daily reports are taboo, probably for the duration.

Radio blackouts, which occurred daily during the first week of the war for most of the Pacific Coast area, have been curtailed. Whenever there is danger of air attack in any area, however, stations will be silenced at night until there is developed a system of "scrambling" or otherwise preventing use of radio carriers as plane beacons.

A number of committees are at work on technical phases of broadcast allocations. Every effort will be made to avoid any sweeping changes, which might disturb operations over a large area.

Thought is being given, among other things, to Navy requirements respecting use of frequencies at the lower end of the spectrum by broadcast stations. Possibility of interference with Naval communications by stations on frequencies up to about 600 kc. may necessitate, later on, temporary shifts in assignments. Stations on such frequencies not located close to coastal operations presumably would not be affected. There is even talk of temporary "swaps" of low frequency stations on the coast with high frequency outlets in the interior.

Dropping Call Letters

Maintenance of station operations at peak efficiency, in accordance with the FCC standards of good engineering practice, may become a thing of the past, with probable relaxing of requirements where changes in assignments are deemed necessary. Directional antennas designed to provide maximum efficiency cannot be replaced as in the past, and less efficient operation therefore may be in the offing in certain areas.

One suggestion receiving consideration in connection with air raid operations is that stations forego the announcement of their call letters or location. Listeners would not be concerned, since most of them know the dial settings for their favorite stations and since

Trade Groups Organize War Council

Storer Head of United Setup Representing Entire Industry

FORMATION of "War Broadcasting Council" as an emergency wartime group made up of heads of trade associations in the broadcasting industry, was effected last Friday by George B. Storer, newly-elected president of National Independent Broadcasters Inc. The first meeting will be held today [Dec. 22] in Washington, and the five-man board will confer with DCB-FCC Chairman James Lawrence Fly and other Government officials.

Accepting the invitation to serve on the Council were Neville Miller, NAB President; John Shepard 3d, president of FM Broadcasters Inc.; Eugene C. Pulliam, president of Network Affiliates Inc., and Edwin W. Craig, chairman of the Clear Channel Broadcasting Service.

Mr. Storer, who, with L. B. Wilson, owner of WCKY, Cincinnati, was drafted to head the NIB a fortnight ago [BROADCASTING, Dec. 15], pointed out that in the war emergency, time is of the essence. He immediately arranged for creation of the Council and for the engagement with Chairman Fly.

Censorship Problem

Precisely how the unified group will function depends on the outcome of Monday's meeting. Likelihood of establishment of a permanent unit in Washington, to cooperate with both civil and military agencies identified with war activity, was foreseen.

Of prime importance, Mr. Storer felt, is the question of radio censorship, to be instituted as part of the operations of the new Censorship Bureau headed by Byron Price, executive news editor of the Associated Press. Presumably conferences will be held with key officials regarding this important aspect of wartime radio operations.

The Council is regarded as significant since it brings together hitherto dissident groups through their selected heads. It may result, it was thought, in a coalition of all elements in the industry for the wartime operation.

An operating formula was the Council's first problem. It was scheduled to confer with Chairman Fly during the afternoon. Mr. Storer was in Washington most of last week, handling preliminary details.

push-button sets would take all guesswork out of it. This, however, is only one of many plans understood to be receiving consideration.

Freezing of station assignments, according to best information available, will not be considered unless it appears that no equipment will be available for new installations.

In this regard a long step was taken last Thursday when plans were announced by DCB providing for coordination of planning of material needs for the entire communications industry through the office of Production Management and the DCB.

Under this plan (see story on page 58, DCB assumes the responsibility of acting as advisor to OPM on all such matters. A special communications branch of the Division of Civilian Supply would headquarter at the FCC under Leighton Peebles, former NRA executive. A staff of engineers will serve with this branch on a full-time basis.

Price on the Job

Greatest interest last week centered around appointment of Mr. Price as Director of Censorship by President Roosevelt. One of the best known newspaper executives in the country, Mr. Price already has begun organization of his work. He will report directly to the President. The broad plan for control of information, at the source, is being prepared by a Cabinet committee comprising Postmaster General Walker as chairman, Vice-President Wallace, and Attorney General Biddle.

In addition, there will be an interdepartmental advisory committee to assist Mr. Price, with radio to be represented on that group, probably through an appointment from the FCC. Mr. Mellett, who has been sitting in with the Cabinet committee and who is thoroughly conversant with radio by virtue of his White House post, is expected to serve as a member of the advisory committee.

The President, in announcing appointment of Mr. Price last Tuesday, said it was necessary to the national security "that military information which might be of aid to the enemy be scrupulously withheld at the source". He pointed to the necessity of establishing a watch upon our borders, "so that no such information may reach the enemy, inadvertently or otherwise, through the medium of the mails, radio or cable transmission, or by other means".

The reference to radio in the President's statement was interpreted as one relating to telegraphic rather than broadcast communication. In connection with broadcasting, censorship at the very source of news through the Price organization, would take care of the national news coverage. But local program originations would have to be carefully watched by stations on a voluntary basis, to guard against possible dissemination of dangerous information.

At the Source

Speculation about possible placing of censors at border stations or of introduction of other technical restraints were discounted. It was pointed out that a sensitive communications receiver hundreds of miles away could pick up a weak signal from a clear channel station in the interior of the country and amplify it sufficiently to pick up the intelligence. It's a job of script-handling at the source.

Stephen T. Early, White House press secretary, announced last Wednesday that the broad censorship plan of the Cabinet committee finally would be approved by the President, after consideration by Mr. Price. He said the committee had been sifting a number of plans developed before the war began by various Government agencies, including the FCC.

Mr. Early pointed out that news releases will be issued through regular Government departments, rather than through one central official agency. Reporters, both for the press and radio, will continue to cover the various departments. Exclusive news stories, however, should be submitted to Mr. Price for checking.

The entire plan is different from that employed in the first World War, when George Creel was chief censor. Mr. Early said the new plan is better in that it leaves the regular sources of information open and avoids delays of hours in the publication of news. Under it Mr. Price will approve releases in advance, instead of issuing them. Any point in doubt will be submitted by Mr. Price to Mr. Early as Presidential aide, or to the President himself if necessary.

Blackouts Out

THERE were no reported radio blackouts on the Pacific Coast last week up to Friday. The San Francisco Bay area, which underwent nightly silences the entire week following the Dec. 7 Pearl Harbor attack, did not have a single alarm from Dec. 12 through Dec. 19, it was reported by Coast broadcasters.



MILITARY POLICE guard the 50,000-watt transmitter of KSTP, St. Paul, along with the 5,000-watt auxiliary unit which has its own tower. Both transmitters have been equipped for code transmission on frequencies used by the Army and Navy. Soldiers come from nearby Fort Snelling.

Mr. Early said the organization to be set up by Mr. Price would not in any sense be an agency for dissemination of news, as was the Committee of Public Information during the first war. He expressed the belief that Washington news gatherers would have little reason for direct contact with the Price office.

Operation Studied

Even on exclusive stories, he said, submission to the Director of Censorship might not be mandatory, but he felt that correspondents certainly "should" submit such articles lest they contain facts of military importance.

Precisely how the OFF organiza-

(*Continued on page 51*)

Code of Operati In War Submitt

NAB Suggests Policies Broadcasters to Follow

DESIGNED to operate as a v time code for wartime broade ing, the NAB National Def Committee last Thursday appr a suggested guide for hand war news broadcasts and all grams in general. The guide, lished in pamphlet form by NAB and distributed to broadc ers, emphasizes a long series "don'ts" for broadcasting, b on cooperation with the War Navy Departments and def agencies.

In announcing publication of guide, the NAB commented it had been developed after c ful consultation with military defense officials. The guide designed to detail and specify ommended broadcast practices order to bring them into ac with the broad principles of pu service and keeping informa from the enemy enunciated De by President Roosevelt.

Network Installations Also

Attending the committee m ings in Washington last Wesnes and Thursday were John Shep 3d, Yankee-Colonial Netwo chairman; Vernon Anderson, WJBO, Baton Rouge; Ben L WIBW, Topeka; A. J. Fletc WRAL, Raleigh, N. C.; Harry Butcher, CBS Washington, v president; Frank M. Russell, N Washington, vice-president; V liam Alfs, representing Leo F patrick, WJR, Detroit, the seve member of the committee. N headquarters personnel also tended the meetings, includ Arthur Stringer, secretary of committee.

During last week program structions embodying many of points covered in the NAB wart guide were sent to the netwo affiliates by A. A. Schechter, N director of news and special eve

President's Statement on Naming of Price as Censor . .

FOLLOWING is the full text of President Roosevelt's statement Dec. 16 appointing Byron Price as War Director of Censorship:

All Americans abhor censorship, just as they abhor war. But the experience of this and of all other nations has demonstrated that some degree of censorship is essential in war time, and we are at war.

The important thing now is that such forms of censorship as are necessary shall be administered effectively and in harmony with the best interests of our free institutions.

It is necessary to the national security that military information which might be of aid to the enemy be scrupulously withheld at the source.

It is necessary that a watch be set upon our borders, so that no such information may reach the enemy, inadvertently or otherwise, through the medium of the mails, radio or cable transmission, or by any other means.

It is necessary that prohibitions against the domestic publication of some types of information, contained in long-existing statutes, be rigidly enforced.

Finally, the Government has called upon a patriotic press and radio to abstain voluntarily from the dissemination of detailed formation of certain kinds, s as reports of the movements vessels and troops. The respo has indicated a universal desire cooperate.

In order that all of these para and requisite undertakings may coordinated and carried forw in accordance with a single u form policy, I have appoin Byron Price, executive news edi of the Associated Press, to be rector of Censorship, responsi directly to the President. He h been granted a leave of abse by the Associated Press and v take over the post assigned h within the coming week, or soon

NAB GUIDE FOR WARTIME BROADCASTING

FOREWORD

THIS is a different war. It affects all phases of the nation's activity and reaches into every home. This is total war and victory requires the combined efforts of all our people. While we have learned much from broadcasting war news since 1939, we now have new responsibilities and new opportunities. The relationship between broadcasting and Government and the manner in which it will perform its function as the chief source of news and information requires careful appraisal. Upon the judgments and policies now formulated will depend our effectiveness.

* * * * *

The broad outlines of the policies to be followed in dealing with news and radio were given by the President in his speech of December 9. The President said:

"This government will put its trust in the stamina of the American people and will give the facts to the public as soon as two conditions have been fulfilled; first, that the information has been definitely and officially confirmed; and second, that the release of the information at the time it is received will not prove valuable to the enemy directly or indirectly.

"To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this: You have a most grave responsibility to the nation now and for the duration of this war.

"If you feel that our government is not disclosing enough of the truth, you have every right to say so. But—in the absence of all the facts, as revealed by official sources—you have no right to deal out unconfirmed reports in such a way as to make people believe they are Gospel truth."

* * * * *

The National Association of Broadcasters, after careful consultation with the military branches of the Government as well as other agencies, has attempted to make more detailed and specific the broader principles as enunciated above by the President. With the objective of setting forth certain basic requirements, your Association offers to broadcasters this pamphlet of recommendations as a guide to wartime broadcasting.

IN GENERAL

Accept the fact that this is likely to be a long war—with both reverses and triumphs. Avoid broadcasting the news in a manner that is likely to cause exaggerated optimism. Likewise avoid creating an atmosphere of defeatism and despair. At all times practice moderation in the writing, delivering and scheduling of news broadcasts.

The writing should avoid sensationalism.

The delivery should be calm, accurate, factual.

There should be a minimum of production trappings surrounding news broadcasts. The news of America at war is sufficiently exciting; do not try to make it more so by presenting it with sound-effects. The tension needs to be lessened, not increased.

Newscasts should be scheduled at regular intervals, and in the absence of news of extreme importance, this regular schedule should be followed.

Artificial efforts to stimulate listening audience by promises of immediate interruption of regular programs for important news broadcasts should not be attempted. Let the events speak for themselves.

* * * * *

Extreme care should be used in the handling and broadcasting of any communiques or radio reports from our enemies.

They should not be used unless coupled, by careful editing, with known facts or an official statement on the same subject by our government. If you don't have the facts or an official statement on the same subject, don't broadcast the enemy communique until you get them.

In this connection, broadcasters should remember that extraordinary care must be taken to insure that those who tune in late do not get a wrong impression. *Remember the Men from Mars!*

Remember we are at war with other Axis countries as well as Japan. Their communiques should be considered in the same light as those of the Japs.

* * * * *

The broadcasting industry has been given to understand that it can use news from recognized press services because responsibility for that news rests with the press services. News gathered from other sources must be thoroughly checked and verified before broadcasting.

DO NOT

DO NOT broadcast rumors, "hot tips" or "unconfirmed reports," no matter what their source. "Hot tips" and rumors may burn your fingers. If you have the slightest doubt on any story, check with your press association. *It is better to have no news than to broadcast false or harmful news.*

In this connection, a word of caution on news flashes. A good practice is to wait a few minutes after the first flash until you are perfectly satisfied from the following story that the flash is borne out.

Radio's speed of light is cause for caution.

DO NOT broadcast news which concerns war production figures unless such news is *Officially* released by the government.

DO NOT broadcast the movement of Naval or any other vessels.

DO NOT broadcast news about the movement of troops or personnel either outside or within the continental limits, unless it has been released *officially* by the War or Navy Departments.

DO NOT broadcast the location of vessels, either under construction or about to be launched.

DO NOT broadcast figures of Selective Service enrollments and inductions.

DO NOT broadcast personal observations on weather conditions. Watch sports broadcasts for this. A late night or early morning comment that "it's a fine, clear night (or morning)" might be invaluable information to the enemy. Stick to official weather reports your station receives from your local weather bureau.

DO NOT broadcast such imperatives as "Attention all men! Report to your local Civilian Defense headquarters tonight at eight." (Announcements may be requested in that manner. They should be changed to qualify the source at the beginning, such as: "The local Civilian Defense Committee requests all men, etc."). Reserve such "attention compellers" for important war purposes.

DO NOT overestimate American power nor underestimate the enemy strength and thereby tend to create complacent confidence. Stick to the facts as presented in official releases.

DO NOT allow sponsors to use the news as a springboard for commercials. Such practices as starting commercials with "Now some good news, etc." should *never* be permitted. Also it is important that such news-phrases as "bulletin", "flash", "news" and the like be used only in their legitimate functions. Do not permit, "Here's good news! The Bargain Basement announces drastic reductions, etc."

DO NOT use any sound-effects on dramatic programs, commercial announcements or otherwise which might be confused by the listener as air raid alarms, alert signals, etc.

DO NOT try to second-guess or master-mind our military officials. Leave this for established military analysts and experts, who are experienced enough to await the facts before drawing conclusions.

DO NOT broadcast any long lists of casualties. This has been specifically forbidden.

DO NOT permit speakers, in discussions of controversial public issues, to say anything of aid to the enemy.

DO NOT broadcast location of the plants engaged in the manufacture of war materials unless approved by the Government. This applies to emergencies such as explosions, sabotage, etc., unless such reports have been approved by the Government or cleared at the source by press associations.

DO NOT take chances with ad lib broadcasts, on the street or in the studio. An open microphone accessible to the general public constitutes a very real hazard in times of war. Questions should be prepared and approved in advance and extreme care should be exercised to avoid the asking of questions which would draw out any information or answer which would disclose matters or information of value to the enemy.

Any questions regarding the war or war production might make trouble.

DO

Maintain constant vigil over the news machines. Be sure to designate a responsible staff member in charge of the news at all hours of your operation. That person should be the one to determine the advisability of breaking programs for news bulletins, flashes, etc. and should be responsible for all news during the period he is designated in charge of the news machines.

Look for further instructions on the press wires, from the National Assn. of Broadcasters, the War Department, the Navy, or other official sources.

See that every member of your staff knows and understands these guides. Let your entire news staff and announcers know your policy.

File a complete script of all your news broadcasts. Keep the file until the war ends. Prepare and present your news factually, authentically, calmly. This is repetition, but this caution cannot be repeated too much.

DO your job as best you can, knowing it is one of the significant jobs in this all-out war in which America is engaged. Do your job measured to even stricter standards than we have set. Do your job in a manner that will satisfy yourself, advance the cause of free radio and serve the best interests of your country.

Weather Reports Are Banned In Ruling by Federal Bureau

Confusion Ended After Various Orders Emanate In Capital on Procedure for Broadcasts

COMDR. F. W. REICHELDERFER, chief of the U. S. Weather Bureau, in a letter last Friday said that stations must cease carrying weather announcements, except those released by local bureaus to prevent loss of life or serious damage to crops and transportation.

The order followed a hectic week in which stations first were notified that all weather broadcasts were prohibited. Then it was reported that an abbreviated censored broadcast, like the reports now carried in the daily press, would be available for broadcast.

Valuable to Enemy

Until Friday it was believed that stations might carry the same information as newspapers but Comdr. Reichelderfer's order stopped this on the grounds that enemies of the United States might "shop around and pick up enough information from several stations to determine weather conditions in a specific area."

On Dec. 16 the Weather Bureau in Washington had announced that effective immediately stations could only broadcast warnings of serious weather conditions such as cold waves, hurricanes, floods, heavy snows and the like. The press, however, was permitted to publish limited temperatures and precipitation data but only for the following 26 hours. This automatically forced the elimination of hundreds of service announcements from stations as well as forecasts carried on news broadcasts.

This announcement was followed by the first of several conferences which it was thought would allow stations to carry the same type of weather report as publications.

In a letter received Friday by Carleton D. Smith, assistant manager of WRC-WMAL, Washington, Comdr. Reichelderfer ascribed the ban to request from military authorities. The instructions were interpreted by Mr. Smith as countermanding the inference given previously that local weather bureaus would give out limited information for stations. Following is the text of Comdr. Reichelderfer's letter to Mr. Smith.

"Dr. C. C. Clark, assistant chief of the Weather Bureau has passed on to me your inquiry with regard to weather information for broadcast by radio. Military authorities have requested that no weather information be given out over the radio broadcasting stations except when expected weather conditions are such that it is necessary to take precautions to protect human life, property, livestock or crops or in case cold waves, storms, heavy snows, ice storms and other severe conditions are in prospect which would seriously interfere with transportation, business, industry and other activities directly or indirectly supporting our national defense efforts.

"If weather information even when confined to local observations should be broadcast from a large number of radio stations in the United States, it would be possible for a person outside our territorial limits to 'shop around' among the broadcasting stations and collect a considerable amount of information. An experienced meteorologist could chart this information and draw inferences as to the weather situation over the United States that might be of considerable value to the enemy.

"It is with a great deal of regret that the Weather Bureau finds it necessary to take restrictive measures of this character. We regret this especially in view of the fact that practically all of the radio broadcasting stations have been rendering a very fine service in full cooperation with the Weather Bureau. I hope that these restrictions will not be long in effect."

No Cancellations

A check of agencies, stations and station representatives by BROADCASTING'S New York office last week failed to reveal a single instance of contract cancellation by advertisers who have been sponsoring weather broadcasts. In every case, some other type of announcement was substituted for the cancelled reports.

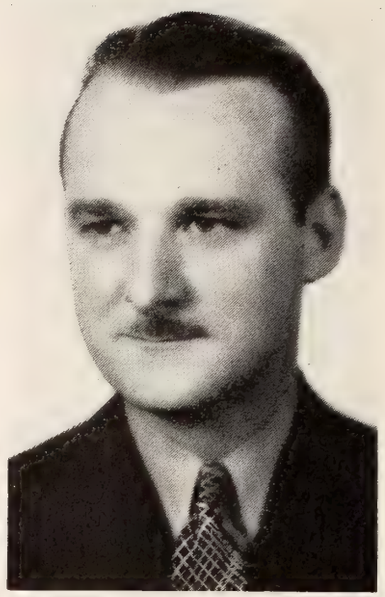
Stations which have been giving reports as a public service and advertisers which have been including them on news programs planned to substitute other copy. Esso Marketers was planning to give information on road conditions or fill its news periods with additional news flashes.

A survey by BRODCASTING showed that this war-time ban would cause little if any loss of business for the broadcasters.

Among advertisers who would have been affected were Vick Chemical Co., Lever Bros. (Swan soap), Carelton & Hovey (Father John's Medicine), Smith Bros., Fels & Co. (Fels Naphtha soap), Bristol-Myers (Minit-Rub, Sal Hepatica), Alkine Co. (Flem-O-Lyn), Frank G. Shattuck Co. (Schrafft's candy), and Musterole.

GIRL EMPLOYES of the NBC-Blue sales division were guests last Tuesday at a Penthouse Party given by Edgar Kobak, vice-president in charge of Blue sales, as their host. The Christmas party was held at the New Weston Hotel, New York, with Keith Kiggins, NBC sales manager, and his assistant Bob Saudek, chaperoning Mr. Kobak.

KILLED IN ACTION



ENSIGN McCLELLAND

AUTO FIRMS SLICE ADVERTISING PLANS

LARGE-SCALE reductions in advertising placement by all motor car companies have been ordered as a result of the war situation. Nearly all companies took the step of cancelling all outstanding time and space orders several days after the war broke out, with a view to re-examining all commitments before reinstatement. The indication was that only a fraction of the advertising would be reinstated.

Uncertainty was expected to hover over the entire situation until definite developments come out of Washington as to the volume of automotive production which will be permissible after the much-reduced January quota. Some sources here state it is their understanding that virtually no passenger car output will be permitted after Jan. 31, but this cannot be confirmed. Should such a development ensue—and its possibility is well indicated by the very tight situation in rubber, for tires—it is assumed here that promotional effort would be virtually nil. The most that could be hoped for, analysts declare, would be a volume of institutional advertising during the war period, to keep brand names in front of the public for the post-war market.

Agencies have moved rapidly to adjust to the new conditions. Agencies servicing Ford and General Motors accounts were the first to begin to strip personnel, and the past week has seen the Chrysler group of agencies follow suit. J. Stirling Getchell, Ross Roy and Lee Anderson Adv. Agency all made substantial reductions in staff, scattered through various departments. It was said that layoffs are continuing in other agencies which previously made cuts.

Summers in Charge

NO IMMEDIATE successor has been appointed by NBC for the position of manager of NBC's public service division, held by the late Walter G. Preston Jr. His assistant, Harrison B. Summers is temporarily in charge of coordinating the department's activities, assisted by Grace Johnsen.

McClelland Firs Radio War Victi

KLZ Chief Engineer Kill In Pearl Harbor Attack

RADIO'S first known hero World War II, Ensign Thomas McClelland, USNR, on leave absence from his duties as ch engineer of KLZ, Denver, w killed in action Dec. 7 during t Japanese attack on Pearl Harb Hawaii. Complete details are la ing because of censorship. Ensi McClelland was one of the few nc college men to receive a comm sion.

Notification of his death was r ceived by his widow, Mrs. Lo McClelland, who, with the coupl two daughters, Jane and Susa had taken temporary residence Portland, Ore., when he was a signed to duty with the Paci fleet.

Took Refresher Course

A volunteer for active servi Ensign McClelland was commi sioned as a naval reserve office In April, 1941, he was sent to t U. S. Naval Academy at Annapol for a "refresher" course in co munications. His long experien in commercial radio, dating ba to 1929, coupled with four yea of service as a Navy enlisted ma from 1924 to 1928, was believ largely responsible for his appoin ment as a commissioned office an honor extremely rare for man without college training.

After receiving his honorab discharge from the Navy in 192 Ensign McClelland entered co mercial radio as a member of t staff of WDAF, in his native Ka sas City. From that beginning h worked up to the position of chi engineer for that station, in whic capacity he served until he a cepted a similar position at KL in September, 1935.

New Installation

During the next five years, h directed the redesigning of th stations' downtown studios, as we as installation of its new 5,00 watt transmitter and constructio of its mobile broadcast facilitie

But still a Navy man at hear he told KLZ officials of his desir to get back into the service be cause "experience is what they need" and requested leave of ab sence. This granted, he immediatel contacted Naval authorities an was rewarded by his selection a a member of the Annapolis Com munications School.

Ironically, his last letter to former co-worker said: "The fam ily is now living in Portland. hope to see them before too long But I guess that depends on th Japanese Ambassador."

In addition to his widow an daughters, he is survived by tw sisters, Betty Sue McClelland, o Kansas City, and Mrs. L. H. Dille Rapid City, S. D.



"12 LIVESTOCK OUTFITS USED WHO IN '41!"

● When livestock breeders and such go on the air to induce their fellow-farmers to attend their livestock sales, you can bet your bottom dollar that *they use the "listened-to-most" station.* Contacting farmers every day, they naturally choose their station "out of the feed-box"!

Therefore we of WHO are pretty proud of the fact that no less than twelve livestock breeders' associations, commission houses and stockyards used time on WHO during 1941! Six of the twelve are Iowa outfits. The other six are scattered around in adjacent states—in Lakeland, Minnesota, and Unionville, Missouri, for instance. They know by their own experience and their neighbors' experience that WHO *really covers* "Iowa Plus". Thanks to WHO, they often draw customers to their sales, not just from their own county, but from distances as great as four or five hundred miles!

Yes, people out here have reason to know that WHO has effective listenership as well as good signal strength *all over "Iowa Plus".* If *you* don't know it, too, let us send you a recent mail-return map. Or just ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

NBC Asks to Sell 3 Outlets to RCA

WJZ, WENR, KGO Involved; Seek WMAL Assignment

PAVING the way for separation of the Blue Network from NBC, applications were filed last Thursday with the FCC for voluntary assignment of the licenses of WJZ, New York; WENR, Chicago, and KGO, San Francisco, from NBC to RCA. The stations subsequently would be transferred, it is understood, to the new subsidiary, which would take over operations of the Blue Network as a separate corporate entity.

Simultaneously there was filed with the FCC a petition by WMAL, Washington Blue Network outlet, seeking voluntary assignment of license from NBC to M. A. Leese Radio Corp., owner of the physical property. The petition was in the nature of a request for reconsideration and grant, setting aside the previous Commission action of Oct. 4 placing the WMAL case in the pending file because of the newspaper-ownership aspect.

Operating Plan

While no specific date for separation of the NBC networks has been set or announced, it was understood that once the WJZ, WENR and KGO licenses are shifted to RCA, the parent company will take over temporary operations of the Blue as a subsidiary. This would result from a "dividend in kind" from NBC to RCA which would transfer all of the assets, contracts and physical equipment segregated in the Blue to the parent company.

Then, it is understood, RCA would hold these properties until such time as the new separate subsidiary will have been created, and then transfer all of the assets, contracts, personnel and other Blue physical properties to the new operating subsidiary.

The FCC, it is expected, will consider the voluntary transfers shortly. Because NBC is 100% owned by RCA, and because the proposed shift is in line with policies enumerated by it in the so-called chain-monopoly rules, no hearing or long-drawn-out procedure is indicated.

No announcement has come from NBC regarding the overall separation plans, except the filing of the formal applications for assignment. The name "United Broadcasting System" has been reserved by NBC with corporation officials in Albany, N. Y., but no definite determination has been reached, it was said.

Reports have been current [BROADCASTING, Dec. 8, Dec. 15] that Mark Woods, NBC vice-president and treasurer, and Edgar Kobak, NBC vice-president in charge of Blue network sales, would become the directing heads of the new company, once it is established.

The WMAL petition, after reciting in detail the facts surrounding acquisition of the station by the Leese company, which is 100% owned by the *Washington Star*, seeks to have the Commission reconstrue its previous findings. The case was placed in the pending file as a "future acquisition" of a broadcast station by a newspaper within the meaning of Order 79, relating to newspaper ownership of stations.

Since the *Star* acquired the assets of the Leese company on May 1, 1938, long prior to the promulgation of the newspaper order, it was contended the transaction was not a "future acquisition". The plea was that the Commission reconsider its action of Oct. 4 and grant the joint application filed by NBC and the Leese Corp. on June 27, 1941, for authority to transfer the license of WMAL from NBC to the Leese company.



BACK ON THE AIR March 20 will be Ontario Government's Tourist Bureau for a weekly program on 50 NBC-Blue stations, second year of radio advertising designed to attract U. S. tourists. Last year's show was a success, especially in dispelling rumors that wartime travel in Ontario was difficult. The program will be called *The Ontario Show* and will feature Col. Stoopnagle, along with a Canadian cast. CBL, Toronto, will be included in the hookup but carry other commercials. Walsh Adv. Agency, Toronto, places the account. Program will be heard Fridays, 7-7:30 p.m. Signing the contract in the CBL studios is Douglas R. Oliver, travel bureau director. Watching (l to r) are W. George Aikins, Walsh vice-president; W. Donald Roberts, Blue salesman; Col. Stoopnagle.

New Advertising Tax Possible As Revenue Plans Are Studied

Levy Would Likely Apply Equally to All Media; No Action on FCC Cost-of-Regulation Plan

WITH another huge defense tax definitely in prospect early next year, tapping a whole group of new revenue sources, it is thought some sort of levy on all advertising may be in the wind. No further developments have been revealed pointing to a franchise tax on communications facilities such as radio broadcasting stations.

Although an advertising tax might develop, it is thought Congress had its eyes opened sufficiently during committee hearings last fall, when all media united in opposing a proposed 5-15% impost on radio's net time sales of $100,000 a year and more, to preclude any possibility that it will again tumble into any discriminatory tax proposition involving radio.

Applies to All Media

It is understood the Joint Committee on Internal Revenue Taxation feels any advertising tax should apply proportionally to all media, without distinction.

Moves toward a special tax on radio facilities or operations have arisen from various quarters. Best-known are the attempt of International Printing Trades Assn. earlier this year to push through the discriminatory 5-15% time sales levy, which was finally deleted from the 1941 Revenue Act by the Senate Finance Committee after approval by the House; and the suggestion of FCC Chairman James Lawrence Fly for a cost-of-regulation tax on all communications facilities.

John B. Haggerty, president of the printers' association, despite the Congressional rebuff and active opposition from the parent AFL, early in December unleashed the first blast in his program to follow up his efforts of this year at the coming session of Congress [BROADCASTING, Dec. 8]. Although his projected program aims specifically at the Sanders Bill to revise the Communications Act, one of its principal goals is imposit of an excise or franchse tax networks and commercial statio

Chairman Fly's proposal, a vanced last August at Senate he ings on the tax bill, still awa FCC action. Possibility is seen th the FCC, if it approves the id may recommend such a tax Congress, but may simply coopera with the Treasury Department developing some levy.

If any sort of special radio t is sanctioned, it may go much fu ther than the $2,000,000 cost-o regulation, possibly from two five times. It is thought such n taxes could well touch money-l ing and marginal stations as w as those operating at a profit.

All present taxpayers, includi radio stations, may be tapped f additional funds. It will take se eral months to develop and pa such a tax bill, according to t Joint Committee. Chairman Doug ton (D-N. C.), chariman of t House Ways & Means Committe has indicated that hearings on t new bill may start in mid-Januar

Few Commissions

CHANCES for commissions in the radio section of the Navy's public relations bureau are slim. Applicants have found that all billets in the section now are filled and that as openings occur they are being filled from already commissioned reserve officers. Although some specialists in radio have been called to active duty, J. Harrison Hartley, chief of the radio section, reports there are a great number who have not been called and that it is improbable any new commissions will be issued until the supply of reserves is exhausted.

ASCAP Cuts Melon

A FOURTH-QUARTER distribution of $850,000 to ASCAP members was voted by the Society board at its meeting last Wednesday. Added to the $2,700,000 distributed in the first three-quarters of 1941, this brings the year's total to $3,550,000, just about $1,000,000 less than the $4,500,000 received by ASCAP members in 1940. The board announced the acceptance of 47 new writer members and 1 new publisher members into the Society. John O'Connor, chairman of the executive committee, withdrew his resignation, which the board had previously refused to accept.

Richfield Resumes

RICHFIELD OIL Co. of New York, on Jan. 6 resumes *Confidentialy Yours*, thrice-weekly show featuring Arthur Hale, Tuesdays, Thursdays and Saturdays, 7:45 p.m. on 25 MBS stations. Program was discontinued by Richfield last October due to the oil shortage but was kept on by MBS as partly sustainer and partly under local sponsorship. Agency is Hixson O'Donnell Adv., New York.


"Folks, this is my first opportunity to greet so many people at one time in Baltimore and the Central Atlantic States. It's possible only because the little WBAL man has let me use his new 50,000 watt, Red Network station. So, through 'One of America's Great Radio Stations', I say to one and all--
'A Very Merry Christmas and the Happiest of New Years.'"
WBAL
WBAL
Jack Lambert

Industry Rallies to Nation's War Effor

Defense Dominates Schedules of Stations

STATIONS throughout the country continued their extraordinary coverage of the war which increased staffs and overtime operation as the conflict entered its third week.

BROADCASTING has compiled a series of reports on the activities of many stations which follows:

Nets Drop Fulltime

AS THE handling of war news settled from the crisis stage to that of normal broadcasting routine, the nationwide networks have discontinued fulltime operation, although standing ready to resume it at any time it should be necessary. NBC and CBS are currently on a 20-hour schedule, from 7 a.m. to 3 a.m. (EST), two hours later than the pre-war network signoff; MBS has an 18-hour day, from 8 a.m. to 2 a.m. with the West Coast coming in and signing off 30 minutes later. All New York key stations of the networks, however, are continuing their individual 24-hour schedules, as are a number of the New York independent stations which instituted midnight-to-dawn phonograph record programs long before the advent of the war.

* * *

N. Y. Defense Periods

WEAF and WJZ, NBC's New York outlets, last week started special daily periods for the dissemination of civilian defense information, so that all public and volunteer workers can tune in for instructions at specified periods.

* * *

Funds From Poles

ONE ANNOUNCEMENT in Polish on WHOM, Jersey City, last week resulted in $11,000 in cash for defense savings bonds and stamps the same day, the station reported. Hundreds of listeners flocked to the Polish Home in Jersey City to give their money after hearing the one announcement of Leon Ciecuch, head of WHOM's Polish language department.

* * *

Music Donated

KFI-KECA, Los Angeles, reorganizing its music library, has turned over special arrangements and stock orchestrations of popular tunes more than a year old, to Army and Navy training centers on the West Coast.

* * *

Contest Winners

EILEEN HOSKINS, of Denver, and Stanley Drake, of Hackensack, N. J., have been named winners of a nationwide snapshot contest conducted on the *Stars Over Hollywood* program on CBS sponsored by Bowey's Inc., Chicago, in the interests of Dari-Rich products. Winners will receive an airplane trip to Hollywood, entertainment with Ray Milland and Claudette Colbert as host and hostess, and will appear on the program Jan. 10, 12:30-1 p.m. in a dramatization especially written for them. Sorensen & Co., Chicago, handles the account.



NEWSMEN OF CBS, Hollywood, worked under realistic war conditions during the first blackouts imposed upon Southern California at start of the war with Japan. Checking and editing by candlelight the news bulletins flashed in from Hawaii and the Philippines are (l to r), Jack Beck, Michael Farrar, and John Reddy.

Air Raid Orders

AIR-RAID precaution programs based on war-time experience in English communities and described by the BBC have been made available to stations in the U. S. for rebroadcast purposes through BBC's New York office, 620 Fifth Ave. Mrs. Anthony J. Drexel Biddle Jr., wife of the U. S. ambassador to the exiled governments in London, is arranging to bring to the microphone each week, beginning Jan. 5, speakers who will describe the part women are playing in civil defense, production, and other branches of Britain's war effort. Recordings of BBC programs are being furnished for use by the New York City Defense Council through WNYC, and other local authorities.

* * *

WFBG Is Clearance Station

ROY THOMPSON, managing director of WFBG, Altoona, Pa., who has been appointed Chief Air Raid Warden of Blair County, has made an arrangement by request of the mayor of Altoona to have WFBG serve as a clearance of official communications. By arrangement with the Pennsylvania Railroad Co. huge fog horns will be sounded three times which will be a signal to tune in WFBG for an official message. An advisory committee, comprised of skilled technical men, has been appointed by Mr. Thompson to complete an air raid system for the Blair County area.

* * *

Breaks for Defense

DURING the emergency, WNYC, New York's municipal station, is devoting its station break periods to announcements asking its listeners to help in the defense program and giving them simple directions for doing so.

* * *

News for Theatres

WCBS, Springfield, Ill., has made arrangements to rush war news bulletins as they break to Springfield's four principal theatres. Scoop on the first Japanese attack released to the theatres was followed by a newspaper promotion plugging the station's news coverage and 14-hour schedule.

Newsroom Effects

WCOL, Columbus, O., an INS client, has set up microphones in the Columbus office of the news service to give listeners an idea of newsroom activity caused by the war.

* * *

During Blackouts

DESPITE radio blackouts that kept them off the air for hours at a time, KGW-KEX, Portland, Ore., maintained a 24-hour staff schedule. During broadcast silences, the stations set up a public address system outside the *Portland Oregonian* building, housing the studios, and presented running news accounts lasting as long as 45 minutes, which attracted hundreds of street listeners. The stations arranged for news broadcasts from the local Newsreal Theatre lobby, and installed lines to the offices of Mayor Earl Riley, where two broadcasts a day were originated during the first week of the war, with the Mayor instructing citizens on precautions to be observed.

* * *

Stamp Sales Booth

WRBL, Columbus, Ga., following up its 100% purchase of Defense Bonds and Stamps, is starting a special program during which the WRBL mobile unit will serve as a traveling sales booth in local residential sections, with broadcasts telling listeners where the sales crew and units are working each night. WRBL also is arranging a news information service for officers at Fort Benning.

* * *

Remember!

TO FACILITATE regular broadcast of important defense information WSLS, Roanoke, Va., includes all Army, Navy, Marine, Defense Bond, Red Cross and similar announcements in a quarter-hour period, *Remember Pearl Harbor*, at 7:30 a. m. every day.

* * *

Technicians to Aid

RESOLUTION offering Chicago's Civilian Defense Commission the individual and collective support of members of Local 1220, Associated Broadcast Technicians' Unit, was adopted at the group's meeting Dec. 12.

Members of Local No. 1, Am can Communications Assn. c prising Buffalo, New York, Ph delphia, Baltimore and Washi ton has also pledged its servi skill and knowledge to the Gove ment.

* * *

On the Spot

WHEN auto production drop and the sponsoring local Chevr dealers gave up the man-on-str program conducted on WOW, O ha, by Foster May, news and spe events director, the station sold series to Paxton & Gallagher, O ha (Butternut Coffee). May sent to Central America to work a transcribed series on "The mance of Coffee". As it turned he was in Guatemala City two d before the Jap attack on Haw and witnessed Guatemala's la declaration of war on Germany Italy in the National Palace. Us the shortwave facilities of TGW he broadcast an eye-witness scription to WOW listeners.

* * *

Frost Warnings

CONSIDERED of vital importa to citrus ranchers and farmers the Pacific Southwest, KFI, Angeles, on Dec. 15 resumed nightly frost warnings after be halted several days. "All ot weather information is still be withheld by West Coast stati because it may aid the enem Bernard N. Smith, KFI farm porter asserted in announcing sumption of the broadcasts.

* * *

Recruiting Drive

WCHS, Charleston, W. Va., in dition to being on the air conti ously since the first attack, is p moting a recruiting campaign the Navy in cooperation with lo recruiting centers. Promptly af President Roosevelt's message Dec. 8, Ted Eiland and Johnny S clair of the WCHS staff resign to join the Navy.

* * *

WWRL Gets Ready

WWRL, New York, has made pla to fingerprint and photograph personnel and will issue identifi tion cards. WWRL also has stalled lines into WOR, New Yo to permit coverage of natio events.

((*Continued on Page 48*)

'Dastards'

NOTED for his frequent colorful designations, Earl Godwin, NBC Washington commentator and veteran newspaper correspondent, has developed a new general reference to the Japanese aggressor. Taking a cue from President Roosevelt's reference to "dastardly attacks" by the Japanese, Commentator Godwin now refers to them in his newscasts on WMAL, Washington, for the local Thompson's Dairy as "those dirty yellow dastards." Subject came up at the President's press conference Dec. 17 when Mr. Roosevelt warned Earl to be careful of that first consonant.



A NEW STAR NOW RUNNING WITH THE BALL

After 14 years, WLAC is saying good-bye to its 5,000 Watt transmitter. Early in the new year, the powerful voice of WLAC'S new 50,000 Watt transmitter will begin "carrying the ball". The signal will be a touchdown-natural for any All-America Advertising Team desirous of winning the plaudits of the population in the great Tennessee Valley "Power Bowl".

WLAC

NASHVILLE, TENN.

COLUMBIA'S NASHVILLE OUTLET ★ J. T. WARD, Owner ★ F. C. SOWELL, Mgr.

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES ★ UP NEWS

CBS Technicians Awarded Increase

Arbitrator Grants 6% Boost To End Long Controversy

CBS TECHNICIANS were awarded an approximate six percent increase in pay in an arbitration decision handed down in Chicago last Wednesday by Dr. John A. Lapp, terminating a labor disagreement between the network and Associated Broadcast Technicians Unit pending since last September.

The increase is based upon length of service, and technicians under the award also will receive payment based on time-and-a-half for all over twelve hours worked in any one day within the stipulated 40-hour week. These provisions, along with other minor considerations in the 21-page decision, are retroactive to Oct. 1, 1941, and will remain in force until Oct. 1, 1942, when the ABTU-CBS five-year contract expires.

Had Asked 20%

Under the terms of that contract, which provides for negotiation on any clause prior to renewal on Oct. 1 of each year, the union last September notified CBS of its desire to negotiate on wages, hours and travelling expenses. The union, in addition to other requests, was primarily seeking an approximate 20% increase in pay.

The negotiations broke down from time to time until both parties agreed to arbitrate. The hearings were held before Dr. Lapp in Chicago for six days from Nov. 23 to 29 [BROADCASTING, Dec. 1]. The award applies to all the 275 CBS technicians, and the pay raise represents an annual payroll increase of approximately $60,000.

DCB Advises Reduction In Use of Leased Wires

DUE to the current war situation, the Defense Communications Board, Office for Emergency Management, has requested that orders for long distance leased line telephone circuits should not be placed with telephone companies except in cases where the service is essential to the national defense.

The DCB pointed out that in addition to large increases in message toll traffic there has been a recent great increase in requests for leased line telephone facilities and that every increase in the number of leased lines means a reduction in the number of facilities available to handle long distance messages and a possible retarding of the handling of such messages, many of which are important to national defense.

New MBS Analyst

MERRITT RUDDOCK, son of A. B. Ruddock, former U. S. diplomat serving in Berlin, Brussels and Peking, has joined MBS as a news analyst and is broadcasting six days weekly 10-10:15 a.m. Mr. Ruddock, a Harvard graduate, is a newsman at WRNL, Richmond.

Who's Who at the DCB



ADMIRAL LEIGH NOYES

Editor's Note—Under the Executive Order signed by President Roosevelt Dec. 10 [see text BROADCASTING, *Dec. 15] the Defense Communications Board becomes the war policy-making body for all communications, including broadcasting. To acquaint all in radio with the men who make up this tribunal, this sketch is published as the second of a series. The first, covering FCC-DCB Chairman James Lawrence Fly, appeared in the Dec. 15 issue.*

TOP communications officer of the U. S. Navy, and second-ranking member of the Defense Communications Board, is Rear Admiral Leigh Noyes, Director of Naval Communications for the last 2½ years. To these duties he brings a rare combination of talents — a communications expert, Naval aviator and decidedly not an arm-chair sailor.

Well-known among Navy colleagues for his whirlwind propensities in doing a job, he is responsible for a good share of the Navy's wartime plans for communications. He is known, too, as a practical planner with a finger on the pulse of public reaction as well as the Navy in communications matters.

For instance, instead of having the Navy step in and seize communications facilities outright during wartime, it was his plan, now going into effect, to accomplish the same defense purpose by arranging in advance, through regular contracts with communications companies, for a Navy take-over during troublous times.

Admiral Noyes was born at St. Johnsbury, Vt., Dec. 15, 1885, and was appointed to the Naval Academy from that State in 1902. Since then he has accumulated a long list of accomplishments and honors in Naval service.

He served successively on the *Galveston, Rainbow, Helena, Missouri and Mississippi,* and in 1911 became flag secretary and aide of Commander Battleship Division Three. After a tour of duty on the *Wyoming,* he was in the Office of Naval Operations for two years, and was appointed flag secretary and fleet communication officer in 1916 on the staff of Admiral Henry T. Mayo, then Commander in Chief of the Atlantic Fleet.

During 1917 and 1918 he accompanied Admiral Mayo on an inspection of all U. S. Naval activities in allied countries, as well as the Grand Fleet. He was on *HMS Broke* during the bombardment of Ostend, Belgium, by *HMS Terror.* He won the Navy Cross for his World War services.

In 1919, commanding the *Biddle,* he assisted in rescuing refugees from Odessa, and with *HMS Calypso* assisted in salvaging a Russian tug transporting refugees.

From Sept. 10, 1920, until June 1, 1922, Admiral Noyes served as Atlantic Coast Communication Superintendent with the Office of Naval Communications. When the *Colorado* was commissioned Aug. 30, 1923, he was named her gunnery officer, later becoming executive officer.

He was a member of the U. S. Naval Mission to Brazil from Dec. 3, 1926, until May, 1929, and on June 25, 1929, reported for duty as Commander Destroyer Division 32. During the next two years he served successively as Commander of Destroyer Divisions 14 and 7.

Receives Promotions

On duty in the Navy Department in Washington from 1931 until July, 1934, Admiral Noyes was in charge of the training division of the Bureau of Navigation, and later was named Assistant Budget Officer. He commanded the *Richmond* from August, 1934, until early in 1936, when he went to the Pensacola Naval Air Station for aviation training. Becoming a naval aviator on March 1, 1937, he assumed command of the *Lexington,* an aircraft carrier, on April 20, 1937.

On March 1, 1938, he was transferred to duty as Chief of Staff and Aide, Commander, Aircraft, Battle Force. On June 24, 1939, he was ordered to duty as Director of Naval Communications in the Office of the Chief of Naval Operations. In this capacity he became one of the original five members of DCB when it was created Sept. 24, 1940, by President Roosevelt.

In addition to the Navy Cross, Admiral Noyes has received the Victory Medal, Atlantic Fleet Clasp —*USS Pennsylvania,* and the Decoration of the Order of St. Stanislaus from the Russian Government. Also he has received letters of commendation for the rescue of survivors of the *Macon,* off the coast of California, Feb. 12, 1935, while in command of the *Richmond,* and for directing the *Lexington's* search for Amelia Earhart, famous woman flyer, in the Pacific in 1937.

He was named a rear admiral July 1, 1939.

On July 5, 1919, Admiral Noyes married Sue Webb Spencer, of Williamsburg, Va. His two stepdaughters are Mrs. Seymour St. John and Mrs. E. F. Dissette. Golf is one of his favorite recreations, but he probably won't find much time for the links for some time.

Hawaiian Attack Brin Records for Listenin

HIGHEST single evening "Sets-i Use" figures ever released by C. Hooper Inc. were reported la week when 47% of the Americ radio sets were found in use Dec. 7, the Sunday the Japane attacked Pearl Harbor in Hawa

First place in the list of "Fi Fifteen" network programs rat in the December Hooper Nation Ratings Report on evening pr grams goes to Charlie McCart and Walter Winchell, who tied wi a 29.9 rating. Bob Hope and Fibb McGee took second and third pla respectively, with The Aldri Family fourth. Other programs their respective order are: Ja Benny, Radio Theatre, Coffee Tim Major Bowes, Bandwagon, Take or Leave It, One Man's Famil Time to Smile, Kay Kyser, a Orson Welles.

MBS Billings Figure

MUTUAL announced last week inaccuracy in the cumulative gro billings for 1940, released Dec. as comparisons with similar figur for 1941 [BROADCASTING, Dec. The 11-month cumulative 1941 fi ure of $6,352,457, highest in t network's history, topped 194 similar period ($4,190,071 inste of $4,017,189) by 51.6%. If 194 political revenue is deducted, la year's 11-month total would $3,896,173 (instead of $3,905,96 jumping the increase to 63%.

Nitrate Spots Dropped

CHILEAN NITRATE Education Bureau, New York (nitrate soda), due to war demands nitrate and uncertainties of deli ery effective Jan. 5 will cancel i half-hour transcriptions of *Un Natchel* on 18 stations throughо southeastern United States. O'De Sheldon & Canady, New Yor handles the account.

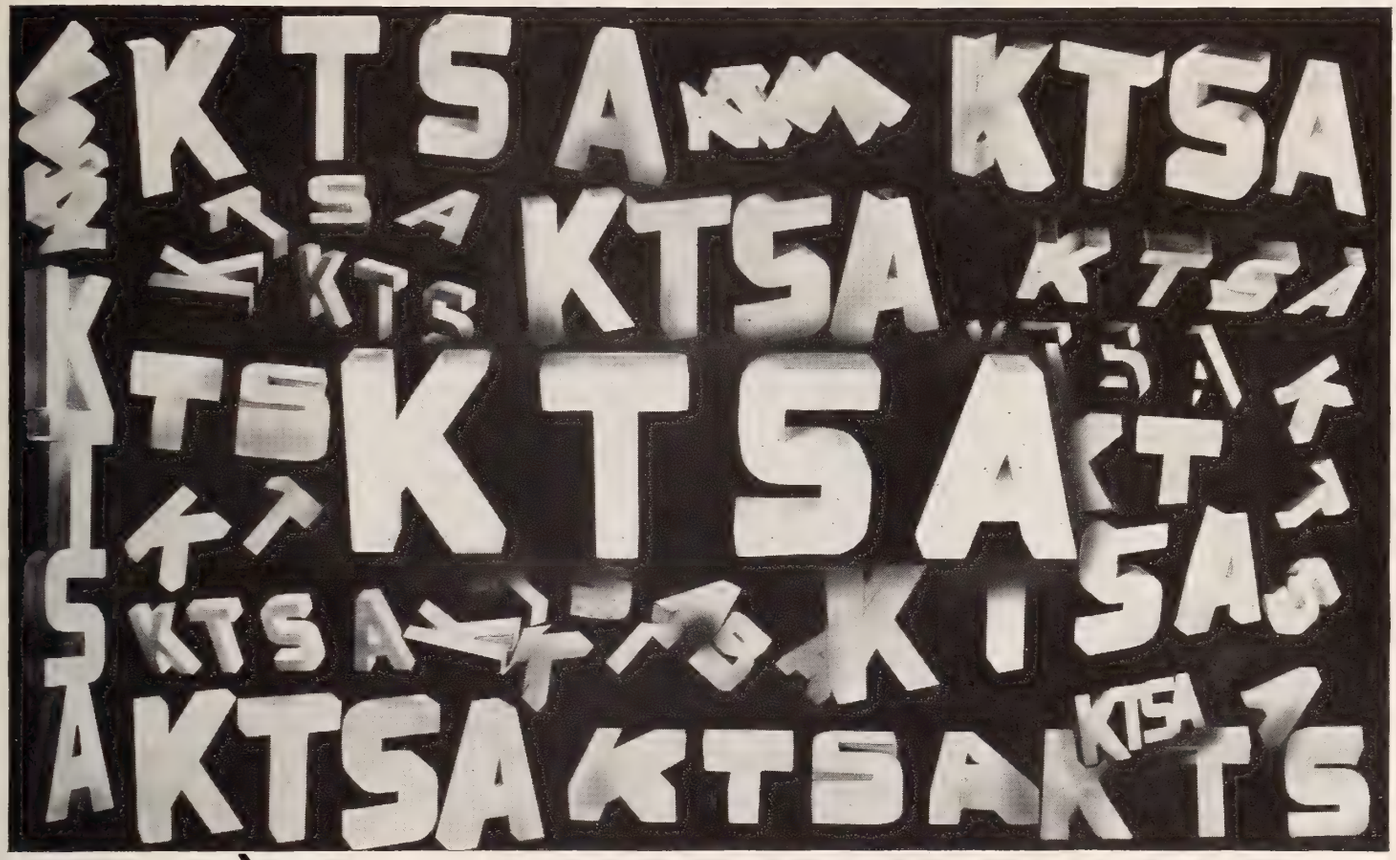
CANCELLED FOR WAR

WAAT Drops All-Night Reques Music Program

SACRIFICING one of its mo popular features in the interest national defense, WAAT, Jers City, has cancelled its popular mi night-to-dawn program on whi listeners were invited to telegra their requests. A straight progra of news and music is now carri all night in its place, conducted Announcer Steve Price. Weste Union has been notified not to a cept request telegrams for the st tion.

Explaining the move, WAAT o ficials said that in their opinion t program could too easily become tool of fifth columnists. They cit that a telegram requesting "De Arabella" for "Mike and the bo at Joe's at 3 a.m.", acknowledg on the air, conceivably could sign "Mike and the boys" to execu some previously planned bit sabotage at 3 a.m. Normal telegra traffic on the program ran abo 100 wires at night, piped by dire wire to Announcer Price in t studios.

From ALL Angles....



KTSA IS YOUR BEST BUY IN THE SOUTH TEXAS MARKET

★ COVERAGE
★ LOCAL ADVERTISING PREFERENCE
★ MERCHANDISING
★ AUDIENCE ACCEPTANCE
★ PUBLIC INTEREST
★ MOST COMPLETE STAFF
★ COMMUNITY SERVICE

"A Great Radio Station in the Great Southwest"

REPRESENTED BY JOHN BLAIR & CO.

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SAN ANTONIO

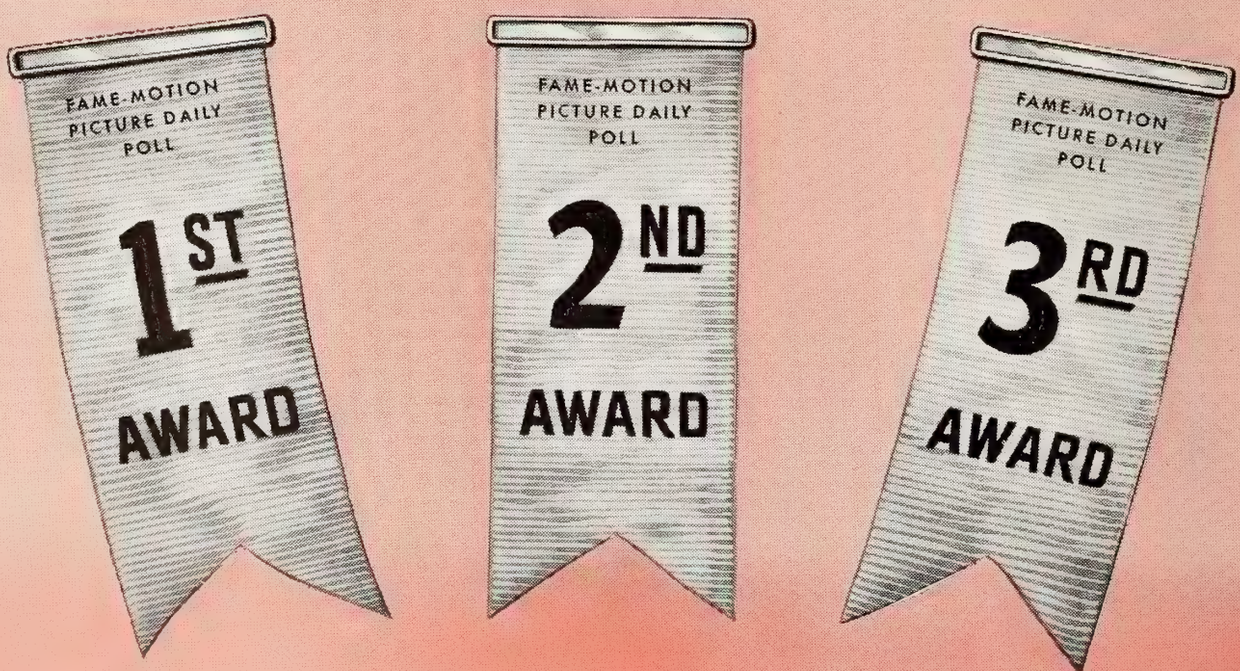


BOB HOPE "CHAMPION OF CHAMPIONS"

HERE AT THE RED NETWORK . . .

We can't even BLUSH any more !

(First, Second and Third Awards in Fame-Motion Picture Daily Poll Go to Red Network Programs)



The Experts, as well as the Listeners, Give NBC RED Top Honors—and That's no Blushing Matter!

OF course we're happy about winning the top three honors in the Fame-Motion Picture Daily Poll—but the Red's fine showing all along the line means a great deal more from a practical angle than just the annual winning of popularity polls.

It demonstrates, primarily, *why* 36.9% *more* radio families "listen most" to the NBC Red Network than to any other network by day... and 41.7% *more* by night ... as revealed by the listeners themselves in the All-County Census of Radio Listening Habits.

• • •

In addition to winning the top three places in the "Champion of Champions" classification, NBC Red programs took the lion's share of the remaining honors. In all, NBC Red shows won 14 first places—against 7 for the next network and 1 for the third—12 out of 22 second places and 9 out of 19 thirds.

• • •

So, to the experts, for doing such a good job of reflecting the vast listening audience's preferences, *thanks*... to the winning artists and sponsors—*congratulations!*

BOX-SCORE—1941
Fame-Motion Picture Daily Poll

NBC RED took "three out of three" (first place, second place *and* third place) in these 5 classifications: Champion of Champions... Best Comedienne... Best Comedy Team... Best Master of Ceremonies... Best Variety Program.

NBC RED took the "*top* two" (first place *and* second place) in these 3 classifications: Best Classical Male Vocalist... Best Comedian... Best Dramatic Series.

NBC RED took first place in these 14 classifications: Champion of Champions (Bob Hope)... Best Popular Male Vocalist (Bing Crosby)... Best Classical Male Vocalist (Richard Crooks)... Best Comedian (Bob Hope)... Best Comedienne (Fanny Brice)... Best Comedy Team (Fibber McGee & Molly)... Best Sports Announcer (Bill Stern)... Best News Commentator (H. V. Kaltenborn)... Best Master of Ceremonies (Bing Crosby)... Best Dramatic Series (One Man's Family)... Best Variety Program (Kraft Music Hall)... Best Quiz Show (Information Please)... Best Daytime Serial (Vic & Sade)... Outstanding New Star (Red Skelton).

NBC *Red* NETWORK

The Network MOST People Listen to MOST
(by the vote of the listeners *themselves!*)

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

NORTH CAROLINA IS THE SOUTH'S NO.1 INDUSTRIAL STATE!

VALUE of MANUFACTURED PRODUCTS

Source: — Census of Manufactures, 1939

NORTH CAROLINA

$1,420,600,000

AVERAGE OF NINE OTHER SOUTHERN STATES

$536,478,000

WPTF in Raleigh is NORTH CAROLINA'S NO.1 SALESMAN!

680 KC NBC Red 50,000 Watts



FREE & PETERS, Inc., National Representatives

Adair Is Appointed To Broadcast Post

Willoughby Now Assistant as Cruse Enters Service

APPOINTMENT of George P. Adair as acting assistant chief engineer of the FCC in charge of the Broadcast Division, and of John A. Willoughby as acting assistant chief of the Broadcast Division, was approved by the FCC last Tuesday in a series of shifts necessitated by the call to active duty of Lieut. Comdr. Andrew Cruse, assistant chief engineer in charge of the Common Carrier Division.



Mr. Adair

The FCC, upon recommendation of Chief Engineer E. K. Jett, shifted Gerald C. Gross, assistant chief engineer in charge of broadcasting, to succeed Mr. Cruse on a temporary basis. Mr. Adair was named temporary successor to Mr. Gross and Mr. Willoughby took over Mr. Adair's former duties.

Short Notice

Mr. Cruse, a Naval Academy graduate and a naval reserve officer, was called to active duty last Monday, on one day's notice. He served from 1934 until 1936 as chief of the Electrical Division of the Department of Commerce, but became assistant chief engineer of the FCC in charge of the Telephone Division in 1936. Afterward he was made assistant chief engineer in charge of common carrier operations.

Last April Mr. Gross was named assistant chief engineer in charge of broadcasting, being promoted from his post as chief of the International Division. He succeeded Andrew D. Ring, who had resigned to enter private practice of engineering. Simultaneously, Mr. Adair was named assistant chief of the Broadcast Section with promotion in grade, and Mr. Willoughby was named chief of the Standard Broadcast Application Section [BROADCASTING, April 14, 1941].

The temporary promotions are for the duration or until Lieut. Comdr. Cruse returns to his post.

Adam Hat on Coast

ADAM HAT STORES, New York (hat chain), on Dec. 16 sponsored the world featherweight championship fight at Los Angeles between Richie Lemos and Jackie Wilson on 13 NBC Pacific Blue stations KECA KGO KEX KJR KPQ KGA KFSD KTMS KOH KFBK KWG KERN KTKC, Tuesday, 9:45 p.m. (PST). Clinton (Buddy) Twiss, NBC Hollywood chief announcer, handled round by round description, while Abbott Tessman did the commentary. Glicksman Adv. Co., New York, has the account.

Discs Insured

WTRY, Troy, N. Y., has taken out a $5,000 insurance policy to protect five transcriptions comprising a one-hour Christmas Eve program. Coverage is for breakage, fire and theft. The $5,000 value was placed on the recordings in view of the time of station personnel, along with materials and talent, in recording everything from a message by Governor Lehman, neighboring mayors, three college presidents, and choirs and other singing organizations of Troy, Albany and Schenectady.

GEN. ADAMS LAUDS SERVICE OF RADI

OFFICIAL commendation to broa casters for their "effective, triotic assistance and enthusias cooperation" with the Army's listment drive came last week fr Major General E. S. Adams, Adjutant General, in letters to NAB and all U. S. stations.

"The Army Recruiting Service greatly appreciative of the eff tive, patriotic assistance and thusiastic cooperation which bro casters have given to the Army its huge task of procuring unp cedented numbers of applicants aviation cadet training, and for listments for the Regular Arm Gen. Adams declared. "Radio contributed immeasurably to success of the program to date

"In view of recent developme and the recently expanded Force program, that task has b further increased and calls for doubled efforts to give us the Force we must have. We kn your 'Keep 'Em Listening!' will h us to 'Keep 'Em Flying'!"

Amateurs' Return Se For Wartime Activiti

DEFENSE Communications Boa within a short time will author the return to the air of hundreds amateur radio stations, to furn communications vital to natio defense, according to officials of American Radio Relay League, tional amateur organization. Nec sary auxiliary and emergency co munications facilities are to be b in operation shortly, they indicat

While normal amateur activit have been suspended due to war, certain amateur operati performing necessary defense fu tions are to be given special D authorization upon application Federal, State and municipal o cials, ARRL indicated. Wh emergency amateur networks already organized, activation of stations in the network resu from request and certification the proper official. Amateurs turning to the air under spec authority will operate under re lar amateur rules of the FCC.

SILENCE of an hour on WE New York, from 8:52-9:52 p.m., Dec. 14, was due not to any war sh down but because of a faulty tube the NBC transmitter, Whitesto L. I., it was announced by the N York NBC offices.



Birth of a Defense Essential

★ Just sixty-five years ago the first two-way, outdoor telephone conversation was held. It took place on October 9, 1876, between Boston and Cambridge, Massachusetts. Thomas A. Watson, an early associate of Alexander Graham Bell, has described this first "long distance" call of two miles in this way:

"We got permission from the Walworth Manufacturing Company to use their private wire running from Boston to Cambridge, about two miles long. I went to Cambridge that evening with one of our best telephones, and waited until Bell signaled from the Boston office on the Morse telegraph sounder. Then I cut out the sounder and connected in the telephone and listened."

After describing a number of adjustments that were necessary before the telephone would work, Mr. Watson continued: "I rushed back to my telephone and listened. Plainly as one could wish came Bell's 'ahoy, ahoy'! I ahoyed back, and the first long distance telephone conversation began."

"Ahoy" has changed to "hello." Two miles have changed to across the continent or around the world. The telephone has changed from an experiment to one of the essential tools of an effective nation — and never more so than now, when its speed and certainty help in the drive for defense production.

★*This is a quotation from* THE TELEPHONE HOUR *heard on Monday evening, October 13. This program is a regular Monday night feature of the N. B. C. Red Network.*

Test Case Is Proposed by Disc Firms On Validity of MPPA License Fees

A TEST case on the validity of license fees invoked by Music Publishers Protective Assn. on recording of ASCAP selections is contemplated by a group of independent transcription manufacturers, it was learned authoritatively last week in New York.

The transcribers, it is understood, will challenge the validity of charges ranging from 25c to 50c for recording of ASCAP selections as well as a flat charge of $15 per selection per year for library transcriptions. The case presumably will be premised upon terms of the consent decree entered into by ASCAP with the Department of Justice early this year.

Transcription companies understood to have joined for prosecution of the litigation are NBC Thesaurus, Associated Music Publishers, Standard Radio, Lang-Worth, and C. P. MacGregor. World Broadcasting System, pioneer in both the library and commercial transcription field, has decided against participation in the litigation. This decision, it was reported, was based upon the heavier volume of commercial transcriptions handled by WBS.

The suit will be based on the provision of the Copyright Act specifying a royalty of 2c to the copyright proprietor upon phonograph records. Originally the transcription industry paid only the 2c on each side manufactured. More than a decade ago MPPA, trustee for certain publishers dealing through ASCAP, imposed a charge of 25c per selection per transcription manufactured and sold, with the understanding that no transcription could be used more than once, and providing that 25c additional be paid for each use. The charge for production selections was 50c.

This has been construed as a special performance fee on commercial transcriptions. The charge, it is held, was imposed not by virtue of the copyright law, but because MPPA threatened to restrict the performance of compositions between the time of their recording and the time of the broadcast. Subsequently, when library transcriptions came into vogue, the charge of $15 per selection per year was imposed.

The ASCAP consent decree carries a specific provision that no member of ASCAP shall exercise power to restrict from public performance for profit any copyrighted music composition for the purpose of permitting the fixing regulating of fees for the rec ing or transcribing of the con sition.

Contracts between transcrip companies and MPPA terminat the end of this year. With the sent decree entry, preliminary cision was reached to make a case. The legal question will cer around whether the 2c per payment complies with the requ ments of the Copyright Act, p ticularly in the light of the cons decree provision.

Fox's Position

Harry Fox, general manager MPPA, has taken BROADCASTIN task for confusing that posit with his service as agent and tr tee for more than 500 indivi copyright owners in the licens of their music for transcripti "MPPA," he writes, "is a trade sociation for the popular music p lishing industry and as such d not issue transcription licenses collect license fees. The writer, you know, is agent and trustee copyright owners both here abroad and my principals con of several hundred firms who not members of MPPA and affiliated with the association any way."

Mr. Fox stated that as yet has had no discussions with tr scription companies regarding changes in the terms of the censes, but that he plans to m with them before the first of year and will be glad to hear wh ever suggestions for changes t wish to propose.



PRISONER of "war" was Farnum, announcer of WF Tampa, Fla., shortly after this ture was taken during maneu at MacDill Field. Anti-tank fo effected the "capture", but before Farnum described parat landings, gas attacks and o maneuvers.

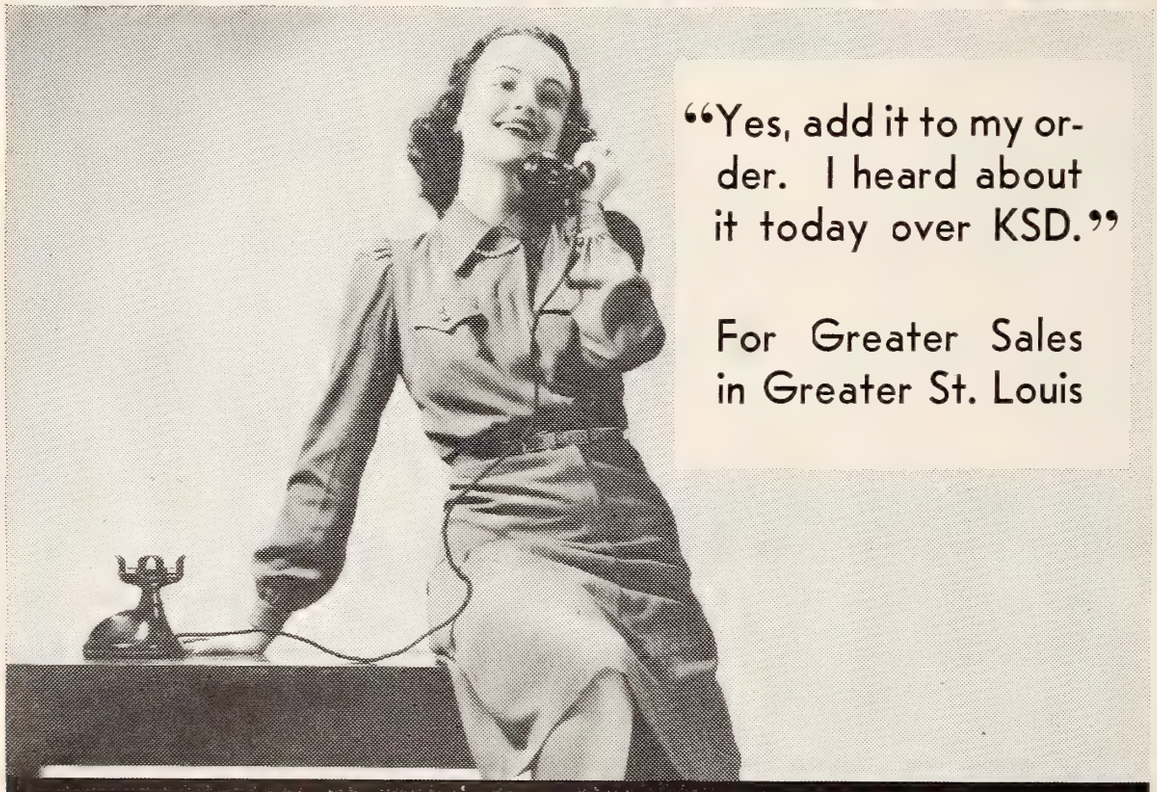
Canada Wire to Coast

EXTENSION of service to b the Atlantic and Pacific Coa has been announced by Press N Ltd., Toronto, the radio news s sidiary of Canadian Press. Pr News now serves upwards of Canadian stations with spot ne sports, farm and other featu The reporting staff at the Toro office numbers seven, with the w service and staff of Canadian Pr from all parts of the Domin available. Operations were star July 1 with a small Eastern n work.

KSD

BASIC NBC RED NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST



"Yes, add it to my order. I heard about it today over KSD."

For Greater Sales in Greater St. Louis

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

isc Firms' Stand n MPPA Urged

oadcasters Favor Plan to k Revision of Fees

PPORT of the transcription npanies in their efforts to secure ision of recording fees from the sic Publishers Protective Assn. s assured by broadcasters who ended the NAB district meetings past few weeks on the West ast [BROADCASTING, Dec. 8], in nneapolis Dec. 11-12, and in Chi- go last Monday and Tuesday. Resolutions were passed at these etings favoring the licensing thod used by BMI and SESAC, sed on the copyright law stipu- ion of a straight 2-cent fee per cording as against a higher fee itrarily set by the MPPA.

Interlocking Setup

In Minneapolis, E. Claude Mills, airman of ASCAP administra- e committee, in response to a ery by a broadcaster as to why SCAP does not adjust the record- g rate charged transcription com- nies by MPPA said ASCAP could t act for MPPA, but at the same ne admitted MPPA and ASCAP d a 95% interlocking member- p.

Milt Blink, co-owner of Standard dio who spoke at both Minneap- s and Chicago meetings, stated at the gains broadcasters have complished in the reduction of SCAP fees could very well be llified if the ASCAP publishers rough MPPA are allowed to large an arbitrary fee for record- g rights that is higher than the pyright law stipulates, and in an fort to recoup losses on perform- ce rights, increase recording es to a point where the transcrip- n companies would be forced to ss on that increase to the broad- ster.

Ralph Wentworth of Lang- orth, and Frank Chizzini, man- er of Chicago office of NBC esaurus, both stated that the PPA fees were not only inequit- le, but stressed that BMI and ESAC and other licensing pools ide by the straight 2-cent record- g fee.

Sterling Salt on Red

NTERNATION SALT Co., Scran- n, long a user of spot radio for erling salt, on Jan. 20 will use a twork program for the first time ith the sponsorship of a quarter- our musical and variety show on BC-Red, featuring Ted Steele's rchestra and Allen Prescott as c. The program will be heard aturdays at 10:30 a.m., time now cupied by *America the Free*, onsored by the Anacin Co., which ill shift to 11-11:30 a.m. Satur- ays on Jan. 20. At the same time e Anacin program will give up s usual 1 p.m. repeat to the West oast on 20 Red stations. Agency r Sterling salt is J. M. Mathes c., New York, and Blackett- ample-Hummert, New York, han- es the Anacin account.

"You can quote me on this"

said the president



to the



press...

In a widely-publicized story carried by trade papers last month, Dr. George A. Bunting, president of the Noxzema Chemical Company, revealed that their quiz program was doing a whale of a job in fourteen markets.

Ruthrauff & Ryan, the firm's agency, prepared figures on sales increases for the first nine months of 1941 as compared with the same period last year. These figures showed increases ranging from 40% to 130%.

According to this report, *the one market showing an increase of 130% was the Twin Cities, home of WCCO, the station that blankets this great market and the rich Northwest.*

In actual sales results, out of all 14 stations... *WCCO brought the greatest sales increase.*

Produced by WCCO on behalf of Ruthrauff & Ryan, "Quiz of the Twin Cities" has all the qualities essential to good radio selling: the right idea... the right production... the *right station.*

If you want the best in the great Northwest... check time availabilities on WCCO.

WCCO **50,000 WATTS WHERE IT COUNTS THE MOST**

MINNEAPOLIS-ST. PAUL. Owned and operated by CBS. Represented by Radio Sales: New York • Chicago • St. Louis • Charlotte • San Francisco • Los Angeles

MEN'S CLOTHIER IS CONVINCED

Buys Entire Sports Schedule of WTMA After Test Campaigns Show Radio's Power

SINCE it went on the air back in June, 1939, WTMA, Charleston, S. C., has been trying to prove to the men's clothiers of the city that they could use radio effectively and profitably. Repeated efforts, however, resulted in no more than an occasional spot announcement campaign when seasons changed, or at Christmas.

Finally persistence was rewarded and Sam Berlin, proprietor of Berlin's Men's Store, oldest and largest in Charleston, agreed to sponsor all sports on the station. Hard-headed businessman that he is, Mr. Berlin was skeptical but that was several weeks ago. Listen to what he has to say now:

"We are completely sold on radio as an advertising medium and we were sold on definite, tangible results. For 51 years we have operated 'Charleston's oldest and greatest' men's store and in that period of time we have tried every conceivable means of getting our message across to the public, with varying degrees of success and failure.

A Sports Campaign

"With radio, we admit that we were skeptical. From time to time, we ran spot announcement campaigns calling attention to our different brands of merchandise, such as Fashion Park suits and topcoats, Bostonian shoes, Manhattan shirts, and so on. Frankly, we didn't know whether they were doing any good or not.

"At the beginning of the football season just past, we decided on an all-out sports campaign over WTMA. We sponsored the daily sportscast, play by play accounts on local and out-of-town games, resumes of games and sports bulletins. The reaction was immediate. Customers came into the store asking for this or that piece of merchandise that they had heard about on the radio.

"Sales swung upward as a direct result of each broadcast, and we were convinced that, for our particular business, at least, we had found the right medium and the correct way to use it. So much so, that for 1942 we have bought the sports program of WTMA for the entire year; every single local item of a sports nature will be broadcast under our sponsorship, and we're looking forward confidently to the best year in our history."

Berlin's will spend 85% of its advertising budget in 1942 on radio and WTMA feels it has proven that radio can do a job for men's clothiers.

AMOS 'N ANDY, stars of the Campbell Soup Co. program, will make their first film in several years, a short titled "Unusual Occupations". It will be produced by Paramount.



(L to r): M. Anthony You WTMA salesman; Sam Ber owner of Berlin's Men's Sto Phil Sutterfield, WTMA announ

Murrow's Lecture To Covers Entire Nati

FULL SCHEDULE of dates a cities for the lecture tour of E ward Murrow, chief of CBS' E ropean bureau now in this count was announced last week by Mu Corp. of America, which recen bought Columbia Artists Bure In most instances Mr. Murrow v speak during January and Feb ary at local clubs in the cities plans to visit under mutual rangements of the clubs and C outlets in the cities.

Schedule follows: Jan. 5, Bost WEEI; Jan. 6, Ithaca, WCHU; Philadelphia, WCAU; 8, Hartfo WDRC; 9, Buffalo, WKBW-WG 13, Columbus, Ohio, WBNS; Chicago under the auspices of Assn. for Family Living. In f California cities, Jan. 19 to 23, clusive, he will speak under auspices of the Vine St. Rea Corp., in Los Angeles, Long Bea Pasadena, Santa Barbara and S Diego, respectively. Feb. 1, M neapolis, as guest of WCCO; 2, Paul, also WCCO; 10, San Anto KTSA; 12 Houston, at the Paul's Episcopal Church grou and on Feb. 18 and 19 Mr. M row will lecture at Town Hall New York.

Berlin Holds Newsmen

JOHN PAUL DICKSON, M representative in Berlin, has b interned by German authorit with 14 other United States ne men, according to a German rep to Mutual last week which g no further details.

Mutual cancelled broadcasts fr Berlin on Nov. 13, 1941, wh Dickson notified Adolph Opfing Mutual program director, t further radio reports from G many were impossible "becau censorship has made them usel at the present time" [BROADCA ING, Nov. 24]. That censorsh was under consideration by t German authorities, Mutual und stood at that time, and last wee report was the first word Mut had had of Dickson since his tra atlantic telephone conversation w Mr. Opfinger.

WDRC, Hartford, will underwrite tire expense of a Jan. 8 lecture Edward R. Murrow, CBS Lond chief, who will address an invi group of press, radio, civil and defe officials. The talk will be broadcast WDRC and its FM affiliate W65 The lecture was arranged by Frank M. Doolittle, general manager.

A YEAR 'ROUND SANTA CLAUS



Not only at Christmas, but on the other 364 days, as well, WOAI gives a vast listening audience the benefit of superb programming which combines the best of NBC, TQN and local production—plus nineteen years of knowing how!

A merry, "year 'round" Christmas to one and all!

WOAI San Antonio

50,000 WATTS

CLEAR CHANNEL

AFFILIATE NBC
MEMBER TQN

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

FCC STAFF MUGGED
Employes Carry Photos as War Precaution

IN KEEPING with Government war policy, some 600 members of the FCC were "mugged" last Tuesday, for building-pass purposes. The same procedure was adopted some time ago in the War and Navy Departments and virtually all Government agencies identified with national defense. All Civil Service employes had been fingerprinted some time ago.

Only regular FCC employes, most of whom are headquartered in the New Post Office Bldg., will carry passes with their photographs. Other callers will not be required to hold passes, at this stage in any event. In the military departments, visitors are given temporary passes. It is presumed this practice will later be adopted in all Governmental agencies.

Pay Envelope Deduction For Defense Sanctioned

PAYROLL deductions to pay for Defense Bonds or Stamps, when authorized by the employe, are recognized as legal deductions under the Fair Labor Standards Act, it was announced last Monday by Baird Snyder, recently named acting administrator of the Wage & Hour Division of the Labor Department. While workers cannot waive their rights to time-and-a-half for overtime after 40 hours, they may voluntarily accept straight time in cash and the balance in defense securities, Mr. Snyder declared.

"Employes are urged to give serious consideration to a plan under which they can allot their overtime pay to be put into Defense Bonds and Stamps," Mr. Snyder commented. "Various kinds of these allotment plans are now being worked out by AFL and CIO unions in different parts of the country among workers engaged in production for victory, and this program appears to be spreading rapidly." Where deductions are made for Defense Bonds, they must be the amount actually paid for the bonds and not the face value of the bonds, it was explained.

Folger's Change

BECAUSE of congested telephone service resulting from the series, Folger Coffee Co., San Francisco (coffee), has discontinued its thrice-weekly quarter-hour classified selling service, *Today's Best Buys*, on KNX KSFO KOIN and twice-weekly on KFSD, following declaration of war Dec. 8. The bargain counter program has been replaced with a public information bureau service for the duration. Firm will continue to sponsor a thrice-weekly five-minute version of *Today's Best Buys* on 18 other West Coast stations, with listeners submitting their bargains and offers to buy by letter. Agency is Raymond R. Morgan Co., Hollywood.

THOMAS TART, formerly in charge of one of NBC's New York theatre studios, has been named assistant to George Monahan, recently appointed head of the guards and detectives assigned to guard the network's control rooms and studios in Radio City.

KMA is "edited" for FARMERS-not cafe society!



● **Why is it that KMA, boasting only 5,000 watts, has a far-flung audience that listens to KMA as few people, anywhere, listen to any other station?**

The reason is simple. KMA's audience is primarily farm people. And KMA is their kind of station. It understands their problems—knows, for instance, that the price of hogs is more important to them than all the gossip about cafe society.

Hence, KMA is edited for *them*—gives them the kind of news, information and entertainment *they* want. The result is a fierce loyalty to KMA, an amazing responsiveness to KMA advertisers. If that's what you want, write for the complete KMA story today.

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA



FREE & PETERS, INC., Exclusive National Representatives

New York Revising Its Air Raid System

Only Army Can Require Silence by Stations During Attacks

UPON his return to New York from an inspection of the civilian defense activities on the Pacific Coast during the first week of the war, Mayor Fiorello H. La Guardia, director of the Office of Civilian Defense, immediately began overhauling the New York set-up to avert any repetition of the confusion accompanying the false air raid alarms in that city during the previous week [BROADCASTING, Dec. 15].

Almost his first move was to call to City Hall representatives of the national networks for a discussion of the part radio should and should not play at a time of alarm.

At this meeting, held Dec. 14, and at a similar meeting of all broadcasters in the metropolitan area the following day with Morris Novik, general manager of WNYC, the city's municipal station, and Lester B. Stone, executive secretary to the mayor, it was agreed the stations would accept orders to go off the air, which presumably would be given only at such times as their signals might constitute beacons or landmarks for enemy aviators, only upon orders received directly from Army authorities. Neither the major nor any of the OCD officials is authorized to issue such an order, it was stated.

The OCD agreed to pass along to the broadcasters word received from the Army that a raid is imminent and Mr. Novik is now working out with the New York Telephone Co. the technical details of a signal system to connect OCD headquarters with all metropolitan stations, so that any immediate alarm may be flashed. In the meantime should an alarm be given Mr. Novik will phone the message to the stations, using a code prepared for this emergency to avoid a counterfeit signal being passed.

No Raid Rumors

On their part, broadcasters agreed to refrain from broadcasting any rumors, press reports or other information regarding alleged air raids until they receive word from the OCD. At that time, when the city's air raid sirens will also be sounded to warn the citizens to seek shelter, the stati agreed that if they had not b ordered off the air they wc utilize whatever time remained tween the OCD signal and Army order to cease broadcasti to reiterate the instructions behavior during an alarm, es cially urging the people to rem calm.

As Mr. Novik expressed it, siren can alarm and warn you, it does not have a soothing eff The human voice, on the other ha can warn you and at the same ti by its own calmness, help to cre a similar sense of calm in audience."

Advice to Listeners

In most instances, it is expec the Army order for the station leave the air will precede the O signal, as the latter is not to given until a raid is almost u the city. When the station si off, it will follow the form of nouncement suggested by the W Department, stating that it is le ing the air "in conformity w the national defense program" a urging its listeners to keep th sets turned on so that they m get full information as soon the station returns to the air. T return signal will also come rectly from the Army.

On Wednesday, when New Y tested its new air raid sire broadcasters, recording compan and retail stores with recording a paratus for sale aided the city o cials in checking the carryi power of the sirens. Broadcast and recording companies sent n bile units and portable equipme to points two, four and six mi distant from the sirens, while t stores picked up the sound with r crophones on the sidewalk in fr of the buildings and also wi others inside the stores.

At 3:59 p.m., one minute bef the test began, each recording u was put into operation, with t operator stating that he was st tioned at such and such a locati and was speaking at such and su level. Following the recording the sirens, he repeated this a nouncement. Through this cooper tion the police secured informati regarding the efficiency of the pre ent warning set-up and also da which will aid them in establis ing other siren locations throug out the city.

With DCB Consent

WHOM, Jersey City, whic regularly broadcasts pro grams in eight foreign lan guages, last week began th following announcement o hourly call letter breaks "WHOM is owned and oper ated by American citizens and broadcasting America programs in foreign lan guages with knowledge an encouragement of the De fense Communication Board."



Things

most typically

CHICAGO

in astronomy
it's the Adler Planetarium—



in radio—it's **W-G-N**

WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

A Clear Channel Station—720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. *PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.*



BEAUTY WENT A-BEGGING, but not for long, when these four beauties picketed the offices of Owen Vinson, producer of the NBC-Blue *Knickerbocker Playhouse*, seeking an opportunity to lend a few new glamour angles to the air waves. Stymied in their efforts to get a spot on the program, the quartet—(l to r) Rosemary Madden, Barbara Hale, Mary Owen and Audrey Corley—picked up their signs and started parading. Relenting, Producer Vinson finally gave the nod to Miss Owen, on the strength of her audition, and she will appear on the Dec. 27 *Playhouse*, sponsored by Procter & Gamble Co., Cincinnati.

BAR ASSOCIATION NAMES SYKES HEAD

JUDGE E. O. SYKES, former member of the FCC, was elected president of the Federal Communications Bar Assn. for 1943 at the annual meeting of the group Dec. 13. He succeeds Herbert M. Bingham.

Paul M. Segal, well-known Washington attorney, was elected first vice-president, and Eliot Lovett, second vice-president.



Judge Sykes



Mr. Segal

Reed T. Rollo, member of the Louis Caldwell firm, was elected secretary and John M. Littlepage, treasurer. New members of the executive committee are Mr. Bingham, Paul Porter, CBS counsel, and Ralph Van Orsdel, AT&T counsel. Holdover members of the executive committee are P. J. Hennessey Jr., Horace L. Lohnes, and Frank W. Wozencraft.

The Bar Assn. held its annual banquet following the meeting. Principal speakers were Senators Hatch (D-N.M.) and Van Nuys (D-Ind.), chairman of the Senate Judiciary Committee.

Minute Men

TREASURY Department announced plans last Friday for an organization of radio minute-men in connection with the defense bond and stamp campaign. The promotion, set up on a nationwide basis, will consist of one-minute talks by radio minute-men on all Treasury Department radio programs each week, on nationally sponsored network programs, and on all local radio stations throughout the country.

Washington Managers Named Defense Police

REPRESENTATIVES of six Washington stations were included in the group of 33 members of Congress, newspaper and radio men, and merchandising executives sworn in last Tuesday by Maj. Edward J. Kelly, superintendent of the Washington Metropolitan Police Department, to serve as members of the District auxiliary police.

Radiomen sworn in were: Lawrence J. Heller, WINX; Kenneth H. Berkeley, WRC and WMAL, general manager; A. D. Willard Jr., general manager of WJSV; William B. Dolph, WOL; and Norman Reed, program director, WWDC, Washington.

Syracuse Change

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) starting with its Dec. 12 broadcast shifted *Information Please* from WSYR, NBC-Blue outlet in Syracuse, to WOLF, independent in that city. Shift was made to make room for Ballantine's *Three Ring Time* on the Blue when NBC put into effect a 28-day recapture clause included in the American Tobacco contract [BROADCASTING, Nov. 3], calling for the "recapture" of any of the 13 Blue outlets carrying *Information Please* which is on the basic Red. This is the second such American Tobacco shift necessitated in the Syracuse market. *Kay Kyser* made the same changeover on Nov. 19 [BROADCASTING, Nov. 24] when a conflict arose with Bayer's *American Melody Hour*.

Pan American Names Rep.

HOMER OWEN GRIFFITH Co., Hollywood, has been appointed Pacific Coast representative of Pan American Broadcasting Co., New York. Latter firm represents KZRM and KZRF, Manila, P. I., as well as Latin American stations.

SPECIAL SALUTE to W53H, Hartford, on its commercial debut Dec. 15 was extended by W65H, Hartford, pioneer FM outlet with greetings and best wishes as well as a floral tribute.

WHEN YOU SEE *this*–



Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Compare WTAM on two counts: First, divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there. Make the second count. Take any Survey . . . and check the *actual* number of *listeners* each Station has . . . all day . . . all night . . . all week. WTAM leads. More listeners . . . more regular listeners. The "lowest-cost-per-ear" Station in Cleveland.

That's why WTAM is the first choice of smart network, spot and local time buyers . . . coast to coast.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

IN THE FRONT ROW ON FOREI

...United Press Correspondents

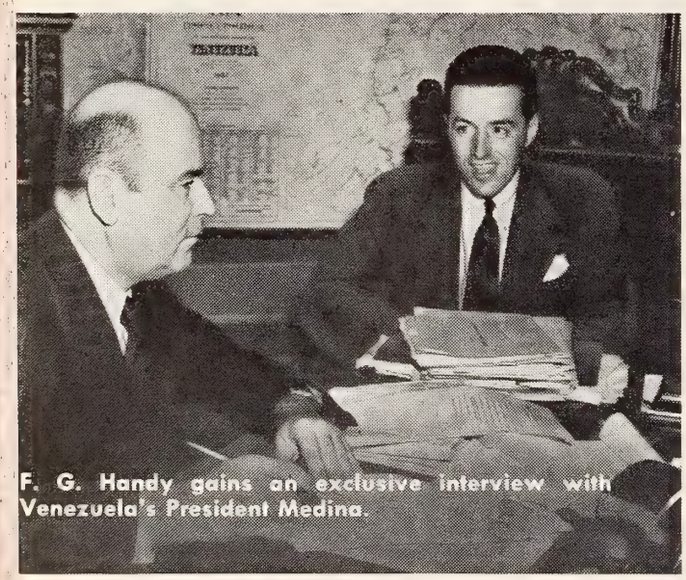
Wherever and whenever news breaks abroad, United Press reporters are there to cover it.

They follow troops into the field, go with fleets into battle. They file dispatches from cities ablaze from bombs and shellfire. They talk with the man under arms, the man in the street, the man in power. They report at first hand, as the pictures on these pages show, the happenings and the viewpoints of nations of first news interest.

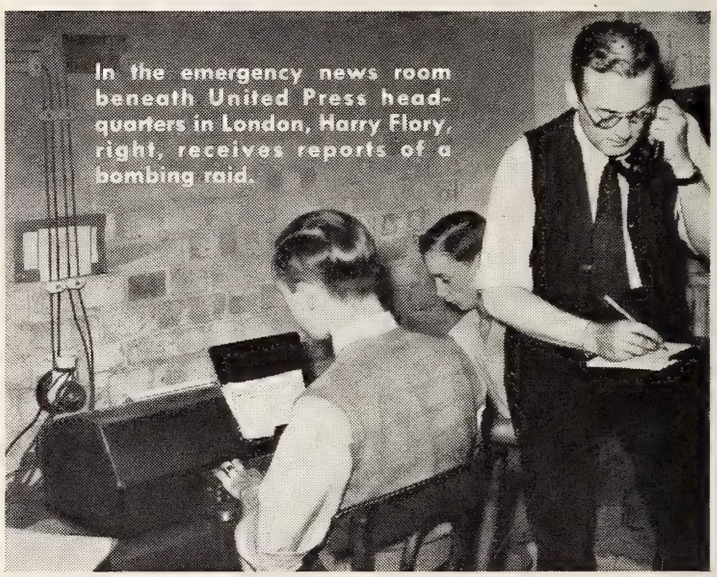
This close-up reporting of world-wide events by United Press is a noteworthy factor in its achievement of "the world's best coverage of the world's biggest news."



UNITED PRESS

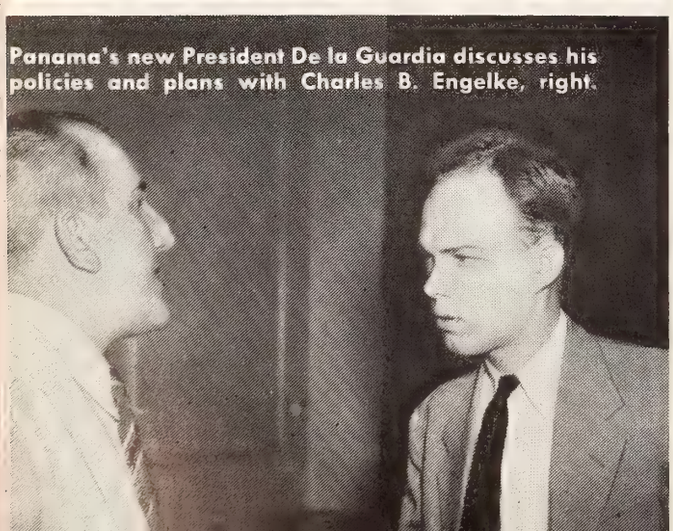


F. G. Handy gains an exclusive interview with Venezuela's President Medina.

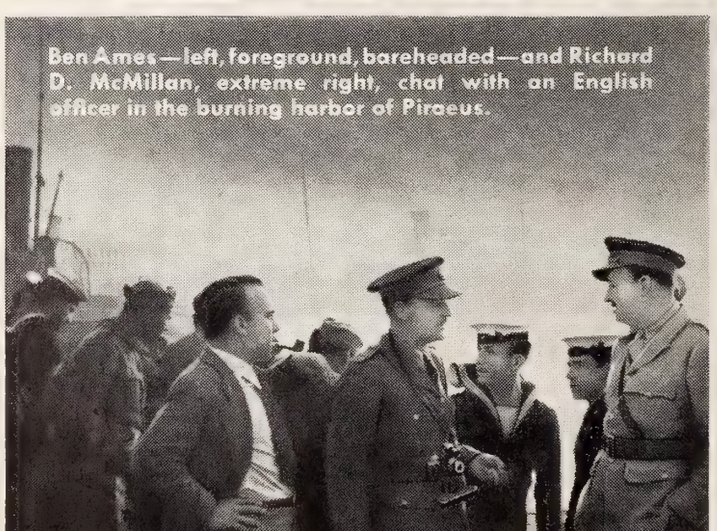


In the emergency news room beneath United Press headquarters in London, Harry Flory, right, receives reports of a bombing raid.

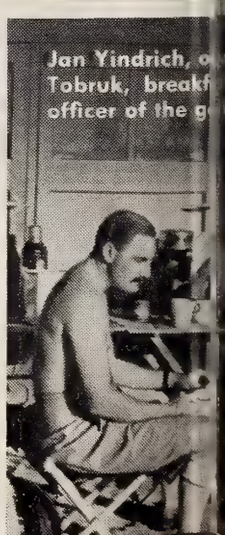




Panama's new President De la Guardia discusses his policies and plans with Charles B. Engelke, right.



Ben Ames—left, foreground, bareheaded—and Richard D. McMillan, extreme right, chat with an English officer in the burning harbor of Piraeus.



Jan Yindrich, o
Tobruk, breakf
officer of the g

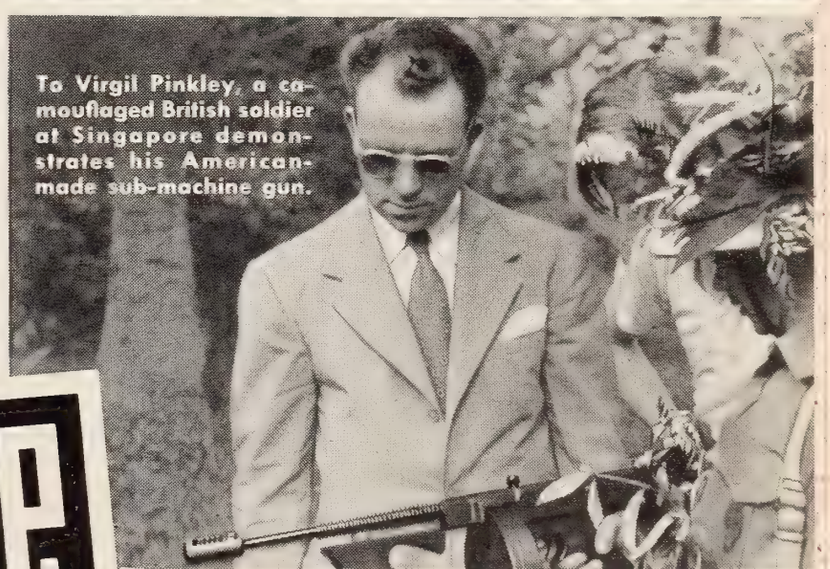
NEWS FRONTS



Henry T. Gorrell, left, in the turret of a British tank near the front lines in Iran.



While their car is being camouflaged Wallace Carroll, in tin hat, looks over map with army guides conducting him to the Russian front.



To Virgil Pinkley, a camouflaged British soldier at Singapore demonstrates his American-made sub-machine gun.



...l S. Moore, extreme right on conning tower, ... British officers bringing a surrendered Ger... submarine into port.

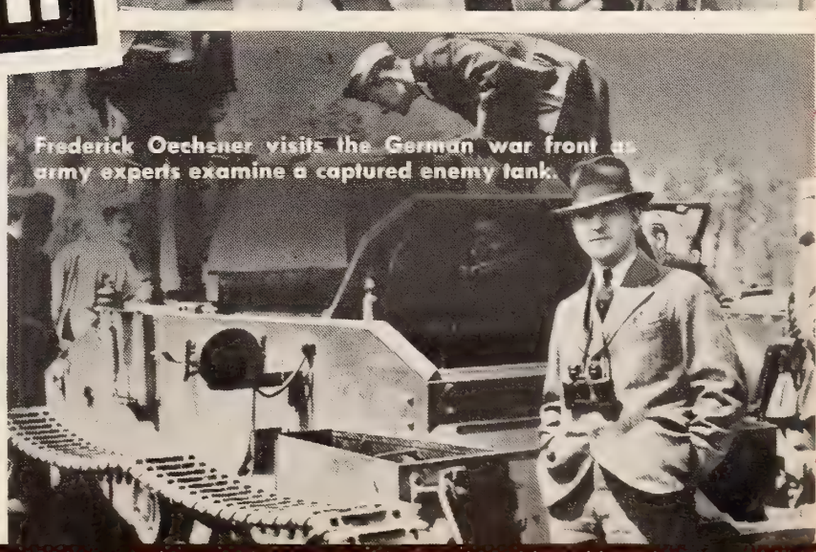
U.P.

...nside besieged ...esert with an





At the temporary American embassy at Kuibyshev, Henry Shapiro, left, discusses war moves with Ambassador Steinhardt.



Frederick Oechsner visits the German war front as army experts examine a captured enemy tank.

BROADCASTING
and
Broadcast Advertising

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'Killed in Action'

RADIO'S Honor Roll for World War II has its first known tragic inscription.

"Ensign Thomas A. McClelland, 37, USNR, killed in action, Pearl Harbor, Hawaii, Dec. 7."

Tom McClelland was chief engineer of KLZ, Denver. Several months ago he was called to active duty. His orders carried him to Hawaii. He fell one of the victims to the infamous Jap attack. Next of kin, his wife and two daughters, have been notified.

The circumstances under which Tom McClelland met his death are not yet known. There may have been others in radio who were victims of the same treacherous assault. Tom McClelland gave his life for his country. He is radio's first known war hero.

Tom's supreme sacrifice brings home to all in radio the horror of war. His colleagues and all others in the craft extend to his family deepest sympathies and the solace that he died honorably and heroically for his country.

Radio 'Thumbs Up'

A FORTNIGHT of war has had a sobering influence on radio. All elements—the public, the advertiser, the agency and the broadcaster —have learned that things haven't and won't go to pot overnight.

It's too early even now to do any long-range predicting. West Coast radio temporarily has been hit by enforced nocturnal silence. But by the same token, daytime hours have never been more valuable, and listening has eclipsed all previous records. American ingenuity, which invented radio, will find means of licking the radio blackout just as the British, with a far less complicated broadcast structure, have succeeded in maintaining operations even during air raids.

The business outlook is uncertain, perhaps, in the retail end. National business, both network and spot, is likely to continue its upward trend because brand names must be perpetuated for the post-war economy. And even in the retail field, as long as goods can be procured, people will buy. There's more money in circulation now than ever before.

In retrospect, the last two weeks have been among the greatest in radio's eventful history. If ever a doubt existed about radio's necessity, it was dispelled forever by the events since Pearl Harbor.

By the same token, lessons were learned. It isn't necessary to break into the middle of a high C to "scoop" the competitive station on a news bulletin. And it's bad radio for an announcer to dash through a news period all choked up with emotion. Regular news periods and straight-away reading are adequate, desirable and in the radio tradition.

Another development, which can be attributed to promotional enterprise and zeal rather than other considerations, has been the publicizing by stations of their selection as "key" outlets in connection with Army Interceptor Command operations in their areas. Some complaints have been heard that stations have taken "competitive advantages" by circulating their "key station" selection.

The facts are that stations in every instance were not selected as "keys" because they had the best facilities in the area, but that such factors as availability of power supply and auxiliary equipment were prime considerations.

We're all in this war to win. We feel confident there will be no backbiting and drag-out competitive conflicts.

Let's keep it "thumbs up" for the duration!

War Censorship

CENSORSHIP always has been anathema to the American press. Radio has inherited this principle and has defended freedom of expression in print and on the air as zealously as its contemporary medium.

War has made censorship necessary. The President proposes a combination of "mandatory and voluntary action". Basically, it will be censorship "at the source" insofar as military information is concerned. That suprises no one; it has been evident since the Japs plunged the Pearl Harbor stiletto on Dec. 7.

Precisely what restraints will be placed upon radio remain to be seen. There are many ways in which radio inadvertently might be used by an unscrupulous adversary. Such simple devices as "request" musical selections, birthday greetings on musical clocks, and ad lib man-on-the-street interviews come to mind as possible vehicles for transmission of intelligence.

No one properly can take issue with this censorship decree. We are faced by a ruthless enemy. He has used the fifth column with greater effect than his mechanized battalions. Radio can perform its function of keeping t public advised, and of maintaining mora without certain types of programming th might be used by wily espionage agents.

Selection by the President of Byron Pri as director of censorship is a wise choice. O of the nation's top-flight editors, "Px", as he known to AP men throughout the world, kno news from every angle. He was White Hou State Department and Capitol corresponde for the AP before he became Washington B reau news editor in 1922. He served abroad the Army in 1917-19. He served as Washingt Bureau chief of the AP from 1927 to 19 and became executive news editor of the e tire AP report in 1937.

Mr. Price will have an inter-departmental a visory committee. Lowell Mellett, assistant the President, and executive director of Offi of Government Reports will be one of its me bers. He has shown an awareness and an a preciation of radio during his Government te ure that is certain to be reflected in the n agency's work. Moreover, Presidential Sec tary Steve Early himself, a former colleag of Mr. Price on the AP, is perhaps as famili as any official with the workings of radio a in an advisory way and can be expected to co tribute in wholesome fashion during the for ative stages of the war censorship organiz tion.

In establishing his new organization, M Price will have a separate branch devoted broadcasting. It is hoped he will select m familiar with the peculiar requirements radio, most intimate of the news media, staffing his radio branch. Events of the la fortnight have demonstrated that the public most sensitive about its radio and that und interference can undermine morale with star ing speed.

Dr. Frank Conrad

FOR more than a half century Dr. Frank Co rad served Westinghouse, and the nation well, in his countless experiments with ra and other electrical equipment.

Now Dr. Conrad, who died Dec. 10, is r ceiving the tributes of an entire world wh course he was so instrumental in shapi through pioneering exploits in the field radio. Impressive praise was paid to his me ory during a memorial broadcast by his o KDKA, which he built in 1920 from a bre board into a great medium for the transmit of thought and entertainment.

Among those who honored the Father Broadcasting were Dr. Samuel Harden Chur president of Carnegie Institute, and Da Sarnoff, RCA president. Thus from the s tion of his creation came recognition of a l of achievements few men have equaled.

As long as there are men who enjoy t convenience and luxury of electrical devi will there be symbols of tribute to a scient who started in a great industrial plant as bench hand and rose to world-wide fame.

The Father of Broadcasting has passed But the fruits of his labors are here, the everywhere in every broadcast station in t land and in the world. Tragically, he was n permitted to watch broadcasting take its pla as one of the main weapons by which for of tyranny will be overcome by a free peo blessed with a free radio.

We Pay Our Respects To —



BYRON PRICE

BYRON PRICE is a newspaperman by instinct, as well as by experience, background and education. Consequently he inherently dislikes censorship and has fought it since his cub days back in the Wilson Administration. And that's why he is just about the ideal selection for the highly important war post of Director of Censorship, to which he was named last week by President Roosevelt.

"Px", as he is known to newspapermen the world over, takes a leave of absence—presumably for the duration—as executive editor of the Associated Press to head up the new Censorship Bureau. It will be his big blue pencil that chops out of Government releases information that might be of aid to the enemy. This will be done at the source, so that all information having a military aspect reaching the public via radio, the press, and by other means, in the first instance will be cleared for policy.

Because "Px" (which is the telegraphic code contraction for "price") is so highly regarded in the journalistic field as a "natural" editor, and because his judgment is sound, his appointment to one of the toughest jobs in a war-time economy is welcomed. His relationship with radio has been remote. But he recognizes it as a legitimate news medium. Radio need have no qualms about treatment at his hands.

Byron Price is no stranger to Washington or to Washington officialdom. Though he has been in New York since 1937 as the AP's top news man, for the preceding 10 years he had been chief of the Washington Bureau, and prior to that had covered practically every "beat" in town. He knows news from World War I, too, for he served in the AEF overseas, and was under fire in the Argonne offensive. One of his closest colleagues during the earlier AP days was Steve Early, secretary to the President, who covered the State, War and Navy departments while Mr. Roosevelt was Assistant Secretary of the Navy, and who likewise served overseas with his fellow AP correspondent.

Byron Price broke into the newspaper business soon after he learned to write. Born on a farm near Topeka, Ind., 50 years ago last March 15, he began publishing (for family consumption) a tabloid newspaper, about 6x6 inches with the stories written in pencil on colored wrapping paper. The enterprise, he recalls, stirred up a family battle over freedom of the press, in which he lost. And that was his first experience with censorship "at the source".

Indiana has reared many a famous journalist, and Byron Price is no exception. He learned to work hard as soon as he was old enough to learn anything, and he has never stopped. He did chores before and after attending the country schools. He was graduated in 1908 from Topeka High School, where he edited the school monthly.

Probably no one who attended Wabash College, at Crawfordsville, Ind., worked harder to get a college education—before or since—than Byron Price. He delivered Indianapolis and Crawfordsville newspapers to a big route of subscribers before daylight; wrote stories for the same papers; acted as secretary to the college president; was janitor of a college building; worked at the counter and cooked short orders in the Ben Hur Daily Lunch—that in addition to classes and home-work.

Avocations were editorship of *The Bachelor*, a twice-a-week college publication, winning of several cash prizes for debating and oratory, including the state oratorical contest in 1910. On top of all this, he earned membership in Phi Beta Kappa, honorary scholarship fraternity, and was graduated from Wabash in 1912 with a B. A. degree.

His first "big-time" newspaper stint was a sports story which he handled while in Wabash. He covered the Big Ten track meet at Lafayette for United Press and learned how to send a flash. Not many men in journalism have dispatched as many flashes as Px.

During the summer after graduation, Price got a temporary job on the Chicago staff of the United Press at $16 a week—and that job settled his future, if there ever had been any doubt about it. Later that year, he established the UP bureau at Omaha.

His second professional job came Dec. 16, 1912, when he joined the AP in Atlanta, at $25 per week. He wrote and dictated "pony" reports to outlying newspapers, filed wires, worked on the Leo Frank murder and handled run-of-the-mine assignments. The following year he was acting correspondent at New Orleans, and in May, 1914, was transferred to Washington to file a South Atlantic circuit. A year later he was assigned to the Washington bureau's night copy desk.

After the outbreak of World War I, Price resigned Aug. 25, 1917, to join the Army. He went overseas as a first lieutenant of infantry and returned in April, 1919, as a captain. He served at the front and was under fire every day during the Argonne offensive from Sept. 26 to Nov. 11, 1918, in the 52d Pioneer Infantry, a regiment cited for conspicuous service.

Price returned to the AP May 12, 1919, after refusing an offer to work elsewhere at twice his AP salary. He was assigned successively to the League of Nations debate in the Senate, which he covered for upwards of two years; as chief of the Senate staff; as White House correspondent. He accompanied President Wilson on the Western speaking trip which ended in his illness, and was with President Harding from the time of his nomination in 1920 until late in 1921. Then he was State Department correspondent; head of the special staff which covered the Washington Arms conference in 1921 and 1922; and a member of the staff which covered the London Arms Conference in 1930. He helped cover 11 national political conventions and was in charge of the AP's convention staffs in 1928, 1932, and 1936.

In 1922 Price became news editor of the Washington bureau, under the late L. C. Probert, chief of the bureau. In 1927, upon Mr. Probert's resignation to become a vice-president of the C. & O. Railroad, Mr. Price became Washington bureau chief. While serving in that capacity, with the largest staff of reporters in Washington under him, he found time to write three columns a week and numerous interpretive stories.

Those who have worked under him say they've never seen him ruffled even in the most exciting moments of news handling. And they've never seen him display any outbreak of temper or prima-donnaism.

Mrs. Price is the former Priscilla Alden, of Washington. They were married in 1920. Mr. Price is a member of the American Legion, Phi Beta Kappa, Phi Delta Theta, Tau Kappa Alpha, and Pi Delta Epsilon. He is a member of the National Press Club, Overseas Writers and Gridiron Club, having served as president of the latter in 1938.

Personal NOTES

JAMES R. CURTIS, president of KFRO, Longview, Tex., has taken examinations for a radiotelephone first class license to enable him to operate the station should occasion arise. Curtis also holds a license to practice before the FCC.

C. MERWIN DOBYNS, president and general manager of KGER, Long Beach, Cal., continuing his annual practice of Christmas bonuses for station employes, has distributed more than $2,000, half in cash and balance in Defense Bonds.

ALBERT A. GROBE, former manager of the New York Broadcasting System of which WINS was key station, and radio director of Mayor LaGuardia's recent campaign for re-election, has joined WQXR, New York, as night manager and newscaster. Mr. Grobe will handle station operations during evening hours.

PAUL M. KANE, former salesman of WPEN and WIP, Philadelphia, who was drafted last summer, was promoted to corporal at the Edgewood, Md., chemical warfare station.

ED HEATON, formerly manager of KTSW, Emporia, Kan., and Larry Showgrin, former agency man, have jointed the sales staff of KCKN, Kansas City.

THOMAS F. SCHULZ has been transferred from the Chicago Transradio bureau to St. Louis as manager of the St. Louis branch to replace O. C. Duckett, resigned.

JOHN McCLOY, general manager of WKAT, Miami Beach, is the father of a girl born Dec. 4.

BOB ROBERTS, secretary of the Cedar Rapids Jr. Chamber of Commerce, will soon join the WMT sales staff to take over the accounts formerly handled by John Palmer who was recently called to duty at Fort Knox, Ky.

RUTH WOOD, assistant director of the Consumer Foundation, WLW, Cincinnati, has resigned to become a dietician in the Army hospital, Fort Custer, Mich.

HARMON W. BURNS Jr., formerly assistant superintendent of the House Radio Gallery, has been commissioned an ensign in the Navy and is now on duty.

WCCO Names Sheehan As Assistant Manager

AL SHEEHAN, operations director of WCCO, Minneapolis, since August, has been named assistant general manager of the station in charge of all program and production operations, it was announced last Monday by Earl H. Gammons, WCCO general manager. Before returning to broadcasting proper, Mr. Sheehan had been manager of the WCCO Artists Bureau since 1933. The bureau became an independent office in August, 1941.

Mr. Sheehan joined WCCO in 1928 as announcer, going with the Artists Bureau in 1932. In his new position he will supervise everything that goes on the air locally, all clearance for network shows in conjunction with the traffic department, all music clearance, transcriptions, copy, announcers' assignments, sustaining talent and production personnel and general assignments. Mrs. Hayle C. Cavanor, formerly program and production manager, will assume new duties as director of special events, under direction of Mr. Sheehan's office.



WITH deep appreciation in our hearts for the blessings which have been ours during the year 1941, it is our hope that, during 1942, together, we can help to bring back Peace on Earth, Good Will toward Men

WWNC

ASHEVILLE, N.C.

BEHIND the MIKE

ED MASON, director of farm programs of WLW, Cincinnati, has been engaged by the Associated Sales Agency, Detroit, to be the "voice" in a farm film, *American Farmer & His Work*, featuring the Massey-Harris farm implements.

RUTH BJORK, traffic manager of KOIN, Portland, recently was married to Everett McKenzie, stationed with the Army Air Corps at Mather Field, Cal.

JACK KERRIGAN, production manager of WHO, Des Moines, on Dec. 10 became the father of a girl, Elizabeth Anne.

JACK MITCHELL, former program director and production manager of the Texas State Network, has joined the continuity staff of NBC Chicago, replacing Roger T. Price who is on leave of absence to write *Club Matinee*, NBC-Blue variety show originating from Chicago.

JAMES BEACH and HAMILTON O'HARA, both formerly CBS pageboys, have been appointed script writer in the CBS shortwave department and member of the sound effects staff, respectively.

WARD CAILLE, former freelance writer, has joined the continuity staff of WBBM, Chicago.

VICTOR LINFOOT is a new addition to the announcing staff at CKLW, Windsor, Ont.

JOHN MEDBURY, Hollywood writer on NBC *Capt. Flagg & Sergeant Quirt*, sponsored by Mennen Co. (men's cosmetics), has withdrawn. Internal discord, reported as resulting from salary cuts is claimed.

Dayton Babies

MR. STORK has been the principal attraction recently at WHIO, Dayton, O. Thomas D. Stewart, salesman, became the father of an eight-pound boy Nov. 25. Three days later George Huffman, also a salesman, was blessed with an eight-pound boy. Program Director Lester Spencer was next with still another boy, tipping the beams at seven pounds.

JIM FOWLER has joined the announcing staff of KCKN, Kansas City.

BOB HILLE, staff announcer of KXOK, St. Louis, now on duty with the U. S. Army, is stationed at the Philadelphia recruiting office where his commanding officer is Bruce Barrington, KXOK news editor, who is now executive officer at that station.

FLOYD RYEL, recently of Buffalo and Akron stations, has joined the announcing staff of WERC, Erie, Pa.

ROSS MOHNEY, announcer of WLVA, Lynchburg, Va., has received orders to report Dec. 22 for active duty in the intelligence section, U. S. Navy, Washington.

RUSSELL A. GOHRING, program director of WSPD, Toledo, has been named Ohio State chairman of news department and program directors by Nathan Lord, district representative of the NAB committee on national defense.

PAT O'REILLY, CBS Hollywood news writer, has been transferred to the network's San Francisco newsroom.

TOM BRADEN of the publicity department of WOR, New York, on Dec. 19 resigned to take a short vacation prior to sailing for England Jan. 20 to join a special volunteer Army group.

ED McGRATH, sportscaster and special events announcer of WSPA, Spartanburg, S. C., is the father of a baby girl, born recently. Mrs. McGrath was formerly continuity editor and receptionist of WCOS, Columbia, S. C.

ART FORD, who conducts an all-night recorded show on WBNX, New York, has been signed to do a Monday through Saturday morning recorded show *Art Ford's Morning Music* on WBYN, New York, 7:45-9:30 a. m.

PAT PATRICOF, formerly of the publicity staff of Robert Donald Inc., New York, has joined the eastern office of the WGN Concert Bureau, New York, as publicity director.

FRED HENRY, KMPC, Beve Hills, Cal. associate news editor, a naval reserve officer, has been cal to active duty.

CHARLES MALMSTEDT, Finni born American formerly on the C engineering staff and later editor the *Engineering Assn. Magazine*, joined NBC's international division handle Finnish language progra shortwaved abroad on NBC's inter tional stations WRCA and WNBI

HELENE HIMBURG, formerly NBC Hollywood, has joined the p licity staff of KHJ, that city.

JERRY SCHWARTZ, CBS Ho wood writer, now on leave-of-abse to Paramount Pictures, and Stan Rubin, film writer, are co-authors the fantasy, "Who Wants To Be Be These Days?" to be presented on lumbia Workship broadcast Dec. Charles Vanda will produce. Schwa recently sold his radio drama, " Are Twenty-Five," to MGM.

FRED DAIGER, announcer, forme of KYA, San Francisco, and previ to that with stations in Florida. Dec. 14 joined the announcing staff KGEI, GE shortwave station in S Francisco.

SUSAN LITTLE, domestic scie editor of the *Post-Enquirer*, Oakla has assumed the additional duties home service director of KROW, O land. She succeeds Elma La Hackett, resigned.

MOULTON KELSEY, formerly KXOK, St. Louis, has joined KV as special announcer handling Reute news, to which the station recer subscribed. On Dec. 15, Mr. Kel married Sylvia Scrivner, of St. Lo who has been a commentator in own right on several St. Louis s tions.

SHERMAN FELLER, formerly WLLH, Lowell, Mass., has joined announcing staff of WMUR, M chester, N. H.

ROBERT MILLER, announcer WMAN, Mansfield, O., has resig to join the Navy.

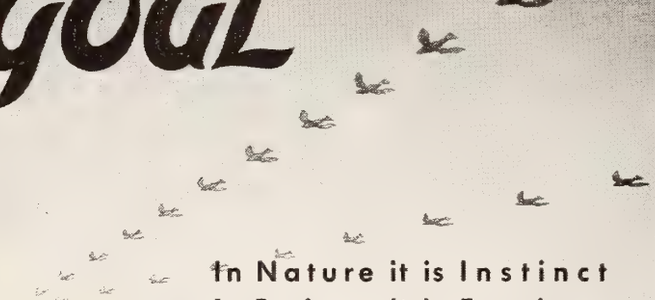
FRED SCOTT, formerly of WA Louisville, has joined the announc staff of WJJD, Chicago.

DAN RYAN, former Chicago age producer, who handled the *Uncle E* program on NBC-Red for Wm. E & Co., New York, also several sh for H. W. Kastor & Sons, Chic has rejoined the production staff CBS-WBBM, Chicago.

JANE ABBEY, vocalist and m.c., joined the announcing staff of WC Springfield, Ill.

ROBERT DILLER, production m ager of WIND, Gary, Ind., has b appointed station's director of defe activities and will coordinate activi of various defense groups in the C met industrial district in order broadcast factual information on tion's *Bulletins for Defense* progra

HEADING STRAIGHT for their GOAL



In Nature it is Instinct
In Business it is Experience

Our experience is a constant asset to our clients

experienced

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

KARK NBC RED

LITTLE ROCK "Arkansas' Preferred Station"

IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising

ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.

5000 WATT 920 K

MEMBER SQN: KARK - KTBS - KWKH - WJDX - WM
NATIONAL REPRESENTATIVE — EDWARD PETRY & CO.

Meet the LADIES



NANCY HUDSON

ADD beautiful brunette looks to a degree from Duke U with honors in English, member of Phi Beta Kappa, president of Chi Delta Phi, honorary literary society, associate editor of *The Archives*, college magazine and you have Nancy Hudson, director of local news and public relations for WBIG, Greensboro, N. C. Receiving her degree from Duke U, Nancy did graduate work in radio writing at Columbia U under Eric Barnow plus a course in short story writing. This was followed by a year as local column editor for *Radio Guide*. Coming home to Greensboro Nancy wrote a series of 26 historical scripts, *It's Great to be a Tarheel*, radio history of North Carolina. And as her boss proudly points out she has won a fine reputation in WBIG's area as reporter and interviewer.

Paid Broadcast Periods Extended by Dominion

THE CANADIAN Government has added three more paid network broadcasts and two more spot announcement campaigns to its list of wartime broadcasts. On Dec. 17-18 the Wartime Prices & Trade Board gave quarter-hour network talks in French and English over a total of 61 Canadian stations. On Dec. 18 the Steel Controller of Canada gave a quarter-hour talk for the National Salvage Campaign on 49 Canadian stations.

The National Salvage Campaign Committee has also placed three weekly spot announcements for 24 weeks on practically every station. The Finance Department at Ottawa has placed a special Christmas War Savings Certificate campaign consisting of twice-daily spot announcements on nearly every Canadian station.

Johns-Mansville News

JOHNS-MANSVILLE Corp., New York, on Dec. 29 starts *Elmer Davis and the News* on CBS, Monday through Friday, 8:55-9 p.m., taking over the program from Colgate-Palmolive-Peet Co., Jersey City, whose contract expires Dec. 28. J. Walter Thompson Co., New York, is agency.

EMPLOYES OF CBS GIVEN PAY BOOSTS

EFFECTIVE Jan. 4, 1942, CBS will grant salary increases ranging from $104 to $221 annually to employes earning up to $75 a week, it was announced Dec. 15 by William S. Paley, CBS president. The blanket salary increase is designed to help meet the rising cost of living for employes in the moderate earning level, it was explained. Exceptions to the general raise are made for CBS personnel whose salaries have been adjusted since Oct. 1 and those paid on a union wage scale.

Under the approved formula, all covered salary up to and including $30 weekly is to be increased 10%; between $30 and $40, 7½%; between $40 and $50, 5%, i.e., a person with a present salary of $75 weekly, who is not in one of the two excluded categories, will receive an increase of $3 on the first $30 of salary, 75 cents on the next $10 and 50 cents on the next $10, a total weekly increase of $4.25 and an annual increase of $221. The increases affect 980 employes, out of a total of more than 2,000.

Explaining why the network is retaining existing arrangements for unionized employes, Mr. Paley commented: "Because of past, current and future operation of automatic pay increases, or mechanisms of adjustment or re-negotiation in our various arrangements with unions, it has seemed wise and fair to allow our relations with unionized employes to remain within the existing framework of such relations."

Gift of 10,000 Shares Of CBS Stock by Paley

WILLIAM S. PALEY, president of CBS, on Oct. 31 made a gift to an unnamed recipient of 10,000 shares of CBS Class B common stock, it was reported last Tuesday by the Securities & Exchange Commission in a supplement to its monthly summary of transactions by company officials.

According to the SEC report, Mr. Paley's CBS holdings of Class B common stock were reduced to 244,356 shares. In addition he held directly 530 shares and indirectly, through a holding company, 87,980 shares of Class A common stock of CBS.

Power of Radio

SOME ADVERTISERS have satisfied themselves as to the pulling values of their programs by checking pantries and drug cabinets of people who had been listening in over a stated period, Winston McQuillin, radio director of Cockfield Brown & Co., Toronto, told a recent meeting of the Toronto Sales Research Club. There are over 1,750,000 radio homes in the Dominion, he stated, and on at least one occasion fully half of them were tuned in to one broadcast, surveys had shown. Surveys show that people who hear about a product through broadcast programs invariably buy more than families who had not heard of the product by radio, he said.

Chet Thomas Assigned KXOK Program Post

APPOINTMENT of C. L. (Chet) Thomas, general manager of KFRU, Columbia, Mo., to additional duties as program director of KXOK, St. Louis, was announced last week by John C. Roberts KXOK, general manager. Mr. Thomas will divide his time between the two stations, both of which are owned and operated by the *St. Louis Star-Times* as NBC-Blue outlets.



Mr. Thomas

Mr. Thomas has been with the *Star-Times* organization for the last five years, as general manager of KFRU. For six years he had served as traffic manager and station activities director of WLW-WSAI, Cincinnati; two years at WINS, New York City, as assistant manager, and one year at KSD, St. Louis, as assistant sales manager.

Holbrook's Post

ART HOLBROOK, news commentator of WIBW, Topeka, will be named coordinator of radio communications in Kansas by the State Council of Defense, according to an announcement by Gov. Payne H. Ratner. Mr. Holbrook's appointment has been recommended by Gov. Ratner and is expected to be made official at the next meeting of the council.

ANY NEWS FROM WASHINGTON??

YOUR Washington Studios for Direct Wire Pick-Ups or Transcriptions Offers:

Commentators - News Analysts
•
Discussions
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Forums
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Talks
•
Interviews

COMPLETE ENGINEERING FACILITIES - ANNOUNCERS - TALENT

Phone, Wire or Write
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BROADCAST SERVICE STUDIOS
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Washington, D. C.
REpublic 6160





After 7 years, Sears reports: "In every test KRNT has always pulled"

When the candid-camera caught this shot of Eli Shapiro, general manager of Sears, Roebuck & Company's store in Des Moines, he had just made the following report about Sears' experience on the air:

"In seven years of daily advertising on our news program over KRNT, we have made numerous tests to determine the sales-power of our radio messages.

"Usually the tests have been on items not otherwise advertised. And always, whether on large or small items, KRNT has produced excellent results. Naturally we keep on."

To Mr. Shapiro's report, we see no need to add anything.

KSO NBC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register & Tribune
Represented by The Katz Agency

Agencies

DON BELDING, manager of the Los Angeles office of Lord & Thomas, has been elected executive vice-president and director. William J. Pringle, with the agency 14 years, has been named a vice-president.

ALEXANDER GADDESS has resigned as public relations manager of the Pennsylvania Chain Store Council to join Ivey & Ellington, Philadelphia agency.

RAY MOUNT ROGERS, formerly with Gerth-Knollin Adv., Los Angeles, on Dec. 8 joined the San Francisco office of Lord & Thomas.

SIDNEY H. WEILER, formerly owner of the Philadelphia agency bearing his name, has retired from the advertising field to become acting Associate Pennsylvania State Administrator for the sale of defense bonds and stamps.

ROBERT F. ELRICK, formerly director of research of Blackett-Sample-Hummert, has been named director of research for Ruthrauff & Ryan, Chicago.

CHESTER DUDLEY, account executive of Benton & Bowles, New York, recently married Elizabeth Ann Kendall of Dobbs Ferry, N. Y.

OSCAR LIEFFERS, BBDO, Hollywood, account executive, has enlisted in the Navy.

FRANK WALSH, 16 years with Foreign Advertising & Service Bureau, Inc., New York, has joined Nelson Chesman Co., Chattanooga, as copy chief. John E. Fontaine has been elected executive vice-president.

IRVING SLOAN, assistant to Jack Laemmar, timebuyer of Lord & Thomas, Chicago, has been commissioned an Ensign in the Ninth Naval Reserve District and reports Dec. 22. He will be assigned to the public relations office.

Perrine Shifted

CHARLES PERRINE, Hollywood manager of Ruthrauff & Ryan, has been transferred to the copy and plan department of the agency's Chicago office, taking over his new duties in January. John H. Weiser, who recently joined the agency as account executive, takes his place.

'March' Drops Repeat

BECAUSE of the war emergency on the Pacific Coast, including test blackouts, air-raid alarms, and shutting down of radio stations, *The March of Time*, sponsored on NBC-Blue Thursdays, 8-8:30 p.m., has discontinued its repeat broadcast to the West Coast at 11-11:30 p.m. Since Dec. 11 West Coast listeners have been hearing the original program at 5 p.m. Agency is Young & Rubicam, New York.



"She's one of a figure of 818,340 in WFDF Flint Michigan's half millivolt contour."



AFTER 12 MONTHS of participation in *Rise 'n' Shine* on KHJ, Hollywood, Feltman & Curme Shoe Stores Co., Chicago, re-signed for another 52 weeks effective Dec. 8. Talking it over are: (l to r), J. Warren Bank Jr., manager of the Los Angeles store; Charles H. Feltman, Chicag sales manager and treasurer of that firm; Stu Wilson, conductor of th daily early morning program; Bruce Eells, station account executiv and Paul Winans, president of Advertising Arts Agency, Los Angele servicing the account in Southern California.

CAB-Agencies Session

JOINT MEETING was held at Toronto in December by committees of the Canadian Assn. of Broadcasters and the Canadian Assn. of Advertising Agencies on such matters as franchise requirements, simplification and standardization of rate structures, use of standard contract forms, commission arrangements and payment of invoices. A full report of the committee meetings is to be given CAB members at the annual meeting in Montreal Feb. 1-3. On the committee representing the CAB are Harry Sedgwick, CFRB, Toronto, and CAB board chairman; Glen Bannerman, CAB president and general manager; Henry Gooderham, CKCL, Toronto; CAB counsel Jos. Sedgwick and CAB secretary-treasurer Arthur Evans. Representing the CAAA are E. W. Reynolds of E. W. Reynolds Ltd., president CAAA; J. W. Thain, of A. McKim Ltd., and CAAA vice-president; Adrian Head of J. Walter Thompson Co. and CAAA radio committee chairman; Morgan Eastman of McConnell, Eastman & Co.; T. L. Anderson, of Cockfield Brown & Co.; A. J. Denne of A. J. Denne & Co.; C. M. Pasmore of MacLaren Adv. Co.

Smith to Botsford

HASSEL W. SMITH, partner in Long Adv. Service, San Francisco and San Jose, Cal., has been appointed radio director of Botsford, Constantine & Gardner, according to David M. Botsford, president. Headquartering in Los Angeles, Mr. Smith will divide his time among West Coast offices of the agency.

WSAZ, Huntington, W. Va., has appointed Howard H. Wilson Co. its national sales representative.

KFRU COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

WRIGLEY DONATING HALF-HOUR TO NAV

WM. WRIGLEY JR. Co., Chicag in accordance with its plan to mak national defense the underlyin theme of its radio program [BROADCASTING, Dec. 8], is plar ning to turn over the half-hou it purchased on CBS, Thursdays a 10:15-10:45 p.m., to the Navy c possibly some other branch of th service with the company offerin production facilities. Plans hav not been set although program scheduled to start Jan. 1.

Dear Mom (Spearmint gum heard on 65 CBS stations, Sun days at 6:55-7:15, was originall scheduled to shift to the Thursda period, but was discontinued De 14. Gene Autry's *Melody Ranc* (Doublemint gum) on at 6:30-6:5 immediately preceding *Dear Mo* now occupies the entire 45 mi utes from 6:30-7:15 p.m., and i cludes a 20-minute historic dramatic sketch each week of som phase of the U. S. armed service Arthur Meyerhoff & Co., Chicag is the agency on *Dear Mom* pr gram; J. Walter Thompson Co Chicago, on *Melody Ranch*.

BBDO Coast Additions

WITH TAKING over the Standar Oil Co. of California account o Jan. 1, BBDO has reorganized an enlarged its San Francisco staf according to R. L. Hurst, manage Fred Meyer, vice-president of Da B. Miner Co., Los Angeles, join BBDO as media director. C. I Creamer, formerly of Raymond I Morgan Co., Hollywood, and Milto Burnham, of Pacific Rural Pres have been appointed field repr sentatives. Transferred fro BBDO, Minneapolis office wer C. H. Ferguson, account executiv in charge of Standard Oil Co. c California advertising, and C. M Oehler, head of research in th West. Tax Cummings has bee made Standard Oil account cop chief having been transferred t West Coast from New York.

Radio for Film

RADIO and other media will b utilized in an advertising can paign being formulated by Dona hue & Coe, New York, for th Arnold Productions film "Shangha Gesture" to be released throug United Artists.

Bannerman Foresees Institutional Copy, Sales Effort Offsetting Price Ceilings

SOME cancellations in broadcast advertising in the early part of 1942 due to price ceiling regulations which went into effect in Canada Dec. 1, more sales aggressiveness and ingenuity on the part of station operators, and more institutional broadcasting are seen by Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters as developments in the forthcoming year.

New Products to Appear

"There undoubtedly will be a decline in advertising revenue from manufacturers of heavy goods or durable goods," states Mr. Bannerman. "Some of this may be taken up through these manufacturers using institutional appeal to keep their name and trademarks before the public.

"I believe, and it is only a personal point of view, that there will be expanding opportunities for more broadcast revenue from food, drugs and ordinary household requirements. New products will come on the market to replace products curtailed by reason of lack of necessary raw materials.

"Undoubtedly, the price ceiling regulations will cause some hesitation and some cancellations in the first month or two of 1942.

"So far as I can see, if I were a station operator, I would redouble my efforts to increase local business and the service that the station could render to the local community.

"One thing is certain—sales managers and salesmen for the member stations are going to have to plan more thoroughly and work harder to secure the same results as they have enjoyed in 1941."

Game First!

QUEER, these Americans! The telephone room of WOR, New, York, which normally receives about 15 calls per minute, reported only five calls during President Roosevelt's brief war declaration on Monday. Two were wrong numbers. On the other hand, ten people called in to protest the station's interruption of the Dodgers-Giants professional football game Sunday afternoon with bulletins on the Japanese bombings.

Kraft's New Lineup

KRAFT CHEESE Co., Chicago (cheese), through J. Walter Thompson Co., Hollywood, has signed Victor Borge, Danish comedian pianist, to a five-year contract for weekly appearances on the NBC *Kraft Music Hall*. Bing Crosby continues to be featured along with Jerry Lester, comedian, Kraft Choral Society, Kraft Music Maids and John Scott Trotter's orchestra. Mary Martin, film actress and singer, joins the program Jan. 1 as a permanent feature, replacing Connie Boswell. Borge is a protege of Harry Maizlish, manager of KFWB, Hollywood.

Light Touch Urged In Daily Business

Danzig Advises Radio Editors To Retain Human Viewpoint

RADIO publicity in time of war and the need for preserving the light touch are discussed by Jerry Danzig, publicity director of WOR, New York, in a letter to radio editors, last week.

"Our reaction to the war at first was a fervid conviction that we would never again want to write about the discovery of the millionth egg sold at auction in New Jersey or what one of our favorite news commentators' little boy said to his daddy at the breakfast table," he wrote. "That was our first reaction.

Perspective Regained

"Since those first hectic hours a week ago, we have had an opportunity to do some thinking and to regain our perspective.

"Our first obligation is to bring you all the news of WOR and Mutual's broadcasting activities in relation to the war. This is an obligation, to write you not only bald statements of our actions and policies, but where possible to interpret them without idle conjecture or speculation. We pledge ourselves to do this.

"But somehow there still seems to be a need for millionth eggs if we are to keep our national balance and above all our sense of humor. Out of the millions of words of news that have come from England, outstanding have been the sometimes humorous, sometimes pathetic little feature stories of the average man. They're sidelights, of course. Human interest stories, some slight, some wistful, some healthy belly-laughs. But we think they're part of our everyday living, and so we want to keep sending you these stories, striving to retain our integrity in sending you feature material that is both honest and usable along with news of radio's war coverage."

Lorillard News

P. LORILLARD Co., New York (Beech-Nut cigarettes), currently sponsoring the weekly half-hour *Don't Be Personal* on 6 NBC-Pacific Red stations, Friday, 8:30-9 p.m. (PST), replaces that feature Jan. 2 with a dramatization of stories behind the news, utilizing the same stations and network time. Titled *King Size Weekly*, format will follow that of a weekly news magazine. John B. Hughes is news analyst and narrator on dramatized portions of the program. Leith Stevens' orchestra will supply atmospheric background. Sam Pierce, West Coast manager of Lennen & Mitchell, will produce as well as announce, and collaborate with Paul Franklin, script writer. Firm has sponsored *Don't Be Personal* on West Coast networks for the past 65 weeks.

RAYMOND GRAM SWING, MBS news analyst, due to the present crisis, will forego his regular vacation, scheduled for the three weeks following his Christmas eve broadcast, and remain on the job "for as long a time as the situation warrants". Plan has been for John Gunther to substitute on Swing's schedule Monday through Thursday broadcasts, 10-10:15 p.m.



Ann Tenna *says:*
Some gals numbers are tough to remember, but little Ann's is a forget-me-not ...exactly 1000...
"Easy to remember - easy to dial"
(Easy listening WINS more sales!)

WINS

"WDAY MAKES EASY SLEDDING FOR SALESMEN IN THE RED RIVER VALLEY! LET US PROVE IT!"



WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

SOUND MOTION PICTURE, "Listen America", telling the story of radio, is now in the final stages of production at WHK-WCLE, Cleveland. United Broadcasting Co., for its two Cleveland stations and WHKC, Columbus, ordered the film from Motion Picture Productions Inc., Cleveland commercial film concern. Three prints of the 30-minute picture will be made available for use as a combined educational and entertainment feature to clubs, lodges and all types of business and fraternal groups in the service area of the three stations. Film director is Emmitt D. Boring, with script by Russell Murdock. Music by the WHK-WCLE staff orchestra with narration by members of the announcing staff.

Merchandising & Promotion

Told by Film—Iowa Corn—Drive for Records—Maps—Schedules—FM Fete

Corn Festival Display

ENTRIES of 241 exhibitors from 10 States and Canada were displayed in the lobby of Hotel Des Moines Dec. 13 at the completion of the WHO fifth annual Radio Corn Festival, the largest yet staged, conducted by Herb Plambeck, WHO farm news editor. Cash, hybrid seed, ribbons and trophy awards, valued in excess of $400 were distributed. Two half-hour broadcasts were presented from the hotel lobby—*Corn Belt Farm Hour* and *Better Farming*.

Record Campaign

RCA-VICTOR, record dealers and WPEN, Philadelphia, have joined in a promotional campaign for the RCA *Music You Want* program. A large billboard on one of the RCA buildings in Camden, overlooking the approach to Philadelphia on the Delaware River Bridge, publicizes the station and time of the program. Cooperative ads are being carried in local newspapers calling attention to the recorded classical music and WPEN is using its tie-up space in the dailies with catch ads calling attention to the *RCA News Capsule* that precedes the recorded portions of the program. In addition, RCA Victor, through its music dealers, distributes a weekly schedule of the recordings.

* * *

Cigarette Cards

HUNDREDS of cigaret packs are being mailed monthly to U. S. servicemen by a Springfield, Ill., confectionery as a result of a $5 trade card promotion on its five-minute *Smokes for Soldiers & Sailors* program on WCBS, Springfield. When the card has been punched out, sponsor sends two packs of cigarets to the soldier or sailor named by the customer.

* * *

WFBM Map

WFBM, Indianapolis, is offering listeners a large size colored map of the world to help follow developments as they listen to newscasts. Map, 27 x 18½, is finished in five colors with a complete alphabetical index on the reverse side. Also included are lists of WFBM's news broadcasts scheduled for the entire week and photos of news editor, Gilbert Forbes, and CBS newscasters.

* * *

El Paso Schedule

PUBLICATION of its schedule each week in the form of a mailing piece is a method of promotion for both KROD, El Paso, and its clients. List carries all commercials and sponsors in bold face caps, a listing of all broadcasts and times as well as short sales talk on the station. Entire piece is compiled by William Jolesch, promotion director.



SPECIAL exhibition of milita equipment in connection with t Defense Stamp and Bond drive Oklahoma City provides the loca for this picture. Inside the tai in the helmet and goggles is Haro Betts, recent addition to the sta of WKY, and on the outside a soldiers trying to evict Mr. Bet —says the blurb accompanying t picture.

W71NY FM Party

OVER A HUNDRED agency exe utives attended an "F.M. Party given jointly by the sales staff WOR and W71NY, New York, la Thursday at the Madison Av transmitter of W71NY. Progra included a buffet lunch, a showi of "Listen—It's FM!", the GE-pr duced color talking film that e plains the ABC's of frequency mo ulation. There was also a speci 15-minute dramatic sketch, writte especially for the occasion by Di Pack of the WOR press depar ment and featuring Arthur Elme mimc-actor. Joseph Creamer, WO promotion and research directo arranged several exhibits.

* * *

Rustic Items

GOING OVER in the Midwest the new rural humor publicatio *Toby's Corntussel News*, of WM Cedar Rapids, Ia. Full of rust chronicles, the four-page newspri organ is produced as a promoti piece for the five-weekly hum show, *Toby & Susie*, with settir in a small-town newspaper offic The show is carried on four Mi west stations, under sponsorship Peter Pan Bread.

BROCHURES

NBC-BLUE — 10-page folder titl "Lower Your Cost of Distribution Florida Too!" giving rates and marke data figures.

When you buy WCAE you get...

TIME PLUS

A COMPLETE, PRACTICAL MERCHANDISING SERVICE



RETAIL STORE DISPLAY

Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.





STEADY NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed

The KATZ Agency · National Representatives

New York Chicago Detroit Atlanta Kansas City San Francisco Dalla

WCAE PITTSBURGH, PA.
5000 Watts · 1250 K. C.

MUTUAL BROADCASTING SYSTEM

WISN MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

NAB Outlines Procedure for Obtaining Deferment From Service for Technicians

WITH radio technicians at a premium, particularly as replacements for station engineers entering active military service, the NAB last week recommended procedure for dealing with selective service officials to secure deferments in necessary cases and indicated it was continuing its efforts to promote training courses for technicians in schools all over the country.

The following procedure was recommended by NAB to stations whose technicians are to be inducted through selective service—providing it is impossible to replace them immediately:

The initial request for temporary deferment must be made to the local selective service board. All facts relating to the station's difficulty or inability to replace the registrant with a qualified technician should be set forth in writing pointing out specifically the importance to national defense of keeping the station on the air.

Specific Data

The document should show the duties of the technician in question, the duties of other technicians employed, and, if it is a fact, the fact that the work of the technician cannot be performed by others already employed. All facts developed by investigation or otherwise as to the inability to replace the registrant should be set forth, and should deal with the immediate situation, not generalities.

If the local draft board refuses deferment, appeal then may be taken to the local board of appeals. If the board of appeals also refuses deferment, consideration of the case may be requested of the State selective service director, through the occupational advisor for the State. If deferment still is refused, and the situation remains serious, stations are asked to notify NAB headquarters in Washington, giving the full name and address of the technician, documented facts, procedure that has been followed to date and the complete history of the case.

NAB then will request Selective Service Headquarters in Washington to make an immediate investigation of the case. Selective Service Headquarters has asked that requests for such investigation clear through NAB in Washington.

Although it was pointed out by NAB that the exact number of trained radio technicians desired by the armed forces is a military secret, the Army still has urgent need for such expert personnel. Both the Army and Navy have requested NAB to promote the establishment of technical radio courses in schools and colleges throughout the country, and plans for expediting the institution of these courses were discussed by the NAB national defense committee last Wednesday and Thursday, with A. J. Fletcher, of WRAL, Raleigh, N. C., appointed to head a special subcommittee.

In a Dec. 15 letter to Arthur Stringer, secretary of the committee, Lieut. Col. Henry L. P. King, Officer in Charge of the Military Personnel Division of the Office of the Chief Signal Officer, declared:

"The NAB is urged to instigate and promote the institution of fundamental signal communication training courses at schools and colleges throughout the United States; that is, fundamental courses in the installation, operation, and maintenance of radio equipment. You are authorized to assure the educators who will be in charge of such courses that the need of the Army for such men is urgent.

BROADCAST ROOM
Set Up In War Department For News Pickups

MOVING to provide complete facilities for broadcast, such as those enjoyed by the press, the Radio Branch of the Bureau of Public Relations of the War Department last Thursday night inaugurated a "radio room" in the Munitions Bldg. in Washington. Now in temporary quarters in the Radio Branch's offices, it is planned to construct soundproof booths where networks and independent stations can originate first-hand news broadcasts.

Designed for standby service, the War Department plans to staff the radio room to operate at least until midnight and perhaps around the clock on a 24-hour basis. The three national networks first used the facilities Thursday night.

The Radio Branch also announced last Friday that stations desiring to send commentators to operation bases first must secure credentials for such personnel, through the War Department in Washington rather than locally.

M & M Drops Plans

M & M CANDY Co., Newark, which had been contemplating a network show early next year [BROADCASTING, Dec. 1], due to the war, has changed its plans and will not go on with its proposed radio expansion for the present. Lord & Thomas, New York, handles the account.

"AMERICA CALLING," composition written by Meredith Willson, Hollywood musical director of the NBC *Coffee Time* sponsored by General Foods Corp. (Maxwell House coffee), is being released through the educational division of Irving Berlin Inc., music publishers.

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

Another Branch for Branham!

MEMPHIS

SIDNEY NICHOLS, for the past ten years with The Memphis Commercial Appeal, in charge

There's a Branham-man within a few minutes to a few hours of every important advertising contact.

THE BRANHAM COMPANY

CHICAGO NEW YORK

Detroit - Dallas - Atlanta - Charlotte - St. Louis - Memphis

Kansas City - San Francisco - Los Angeles - Seattle

KMOX

50,000 WATTS

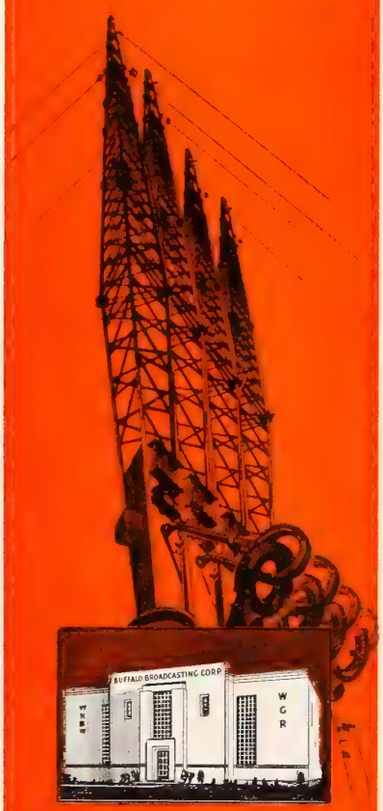
ST. LOUIS

CBS

Dominates Missouri's major market plus the cream of southern Illinois

Ask any Radio Sales office for more information about KMOX, one of the eighteen CBS 50,000 watt stations.

The BIG NEWS
IN BUFFALO
WKBW
goes to
50,000 WATTS
blanketing 11 states
and 12 million people



New $350,000 Transmitter Plant

WKBW 1520 K. C.
BUFFALO'S 50,000 watt
COLUMBIA NETWORK STATION

BUFFALO
BROADCASTING CORPORATION

National Representatives
FREE & PETERS, Inc.

Many Programs With Christmas Theme Are Slated for Holidays by Networks

DESPITE the war emergency the networks have again planned their annual contribution to listeners featuring Christmas music, choral programs, dramatizations of famous Yuletide stories, and coverage of holiday celebrations throughout the country.

Highlights of MBS' Yuletide coverage include the Christmas Eve message to the world by Pope Pius XII; President Roosevelt lighting the National Community Christmas Tree from the grounds of the White House; Midnight Mass from St. Patrick's Cathedral, New York; Dickens' "Christmas Carol" from Hollywood Dec. 23, and a special feature *Christmas in Railroad Stations*, with pickups from New York's Grand Central, Cincinnati's Union Terminal, and Connecticut's New Haven station the day before Christmas.

CBS Caravan

Throughout the week Mutual has scheduled programs of carols by noted choirs in different parts of America, and on Dec. 25 will broadcast Army shows from camps in cooperation with the War Dept. WOR, Mutual's New York affiliate, last week gave its 13th Annual Children's Christmas Party for children, nieces and nephews of WOR employes.

Columbia's 1941 "Christmas Caravan", third in the series, stresses choral music, including the annual broadcast of Handel's "Messiah" Dec. 21 by members of the Kansas City Philharmonic Orchestra, and the annual carol program Dec. 24 with Sir Thomas Beecham directing the Columbia Concert Orchestra in Christmas music. CBS will cover the tree lighting ceremonies from the White House, and for the second year will present the Christmas Eve presentation of Gregorian chants by monks of St. Meinrad Monastery in Indiana.

Norman Corwin's noted radio drama "The Plot to Overthrow Christmas", first presented in 1938, will again be heard on CBS Christmas Day, date on which CBS will make a special gesture toward hemispheric good will with *Christmas in the New World*, a program of Christmas stories and "villancicos" (South American carols), directed by Terig Tucci, music director of CBS' Latin American network. Broadcast will pick up celebrations in Buenos Aires, Rio de Janeiro and Montreal.

Yuletide music will be a feature of the CBS *Ford Sunday Evening Hour;* a three-part dramatization of "The Bird's Christmas Carol," will be presented during Christmas week on *Aunt Jenny's Stories*, and on Dec. 22 Parks Johnson and Wally Butterworth will take *Vox Pop* to the Boys Club of New York for a Christmas party origination. Dec. 30 CBS reviews the year's news on its annual program titled *Twelve Crowded Months*, with CBS foreign correspondents and domestic news staff participating, and a review of the year's hit tunes by Glenn Miller's orchestra.

Plans of NBC

The singing of Handel's "Messiah" on Dec. 17 and the broadcasting of festivities at Hull House, Chicago, on Dec. 28, open and close the schedule of Christmas programs on NBC-Red and Blue networks, with both carrying the White House ceremonies. In addition to programs of Christmas carols, NBC-Blue will broadcast a program from England by the British Red Cross Dec. 24; also a dramatic portrayal of Bethlehem, Pa., 200 years ago. Christmas Day British children in this country, Canada and South Africa will broadcast greetings to their parents in England on NBC-Blue, and on the Red, Lionel Barrymore will give his famous reading of Dickens' "Christmas Carol" as guest on the Sealtest program by Rudy Vall

On NBC's television stati WNBT, a Christmas Eve dram tization of "The Adventures Marco Polo" will be telecast, a on Christmas Day, three speci programs will be presented, i cluding the fairy tale "Hansel a Gretel," an animal film and Christmas Varieties show. NE Thesaurus is sending its subscri ers for use during Christmas we a half-hour script with mus adapted from the famous editori presented annually in the *New Yo Sun*, titled "Yes, There Is A San Claus."

WHN, New York, will prese an exclusive broadcast Christm Eve from St. Bartholomew Church featuring a full hour carols by the choir.

WBYN, New York, on Dec. 11 bega a 30-day program test period on 1,0 watts daytime and 500 watts nigh under authorization of the FCC. Fro sign-on at 7 a.m. to sunset, the st tion, which has been operating on 5 watts day and night, will test und its increased daytime power.

EMPLOYES of WGH, Newpor News-Norfolk, were voted a $25 d fense bond as a Christmas bonus at recent meeting of the board. Some 2 station employes are affected.



CONSTITUTING the largest bu ness transaction handled by WKI Cincinnati, contracts were sign last week with the W. T. Wag Sons Co., makers of soft drin and drink mixers and the Burg Brewing Co., for sponsorship of t 1942 play-by-play accounts of t Cincinnati Reds baseball gam Registering smiles are l (seated) J. F. Koons, vi president, and William Hust president of the Burger Brewi Co. Standing (l to r) H. E. Fa WKRC sales manager; U. Latham, WKRC sales staff; a Hulbert Taft Jr., WKRC gene manager. Waite Hoyt, ex-Yank star, now sportscaster, will do t play-by-play assisted by Dick N bitt.

359 SECONDS



Recently, a Fairchild owner had occasion to make a recording in Cleveland and to play it back in N. Y. on other Fairchild equipment. The recording was made in *359 seconds*. The playback was made in *precisely 359 seconds*. Broadcast stations have learned to depend on this *split second performance* of Fairchild reproducing equipment. Write for free descriptive literature.

"...it had to satisfy Fairchild first"
FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

IN PHILADELPHIA
WFIL influence Listeners
in Friends
SELL THROUGH WFIL

Purely PROGRAMS

NEW MUSIC program series, *Chicago Symphony* on Monday, Wednesday and Friday and *Music in Chicago* on Tuesday and Thursday, has replaced the *Chicago Opera* program on WHIP, Hammond, Ind. New series will also be directed by Clark Love, station's artistic director and soloist with Chicago Opera and Symphony Orchestra and will consist of selections by well-known musicians and interviews with members of the Symphony Orchestra and with prominent local music patrons.

* * *

Latin Lore

LATIN AMERICAN legends, typical of the rich traditional background of the Spanish-speaking peoples south of the Rio Grande, are presented in a new series which started recently on WRCA, NBC's international shortwave station. Alvaro Gonzales, staff member of the Spanish section of NBC's International Division, reads the legends in Spanish. Each presentation is dedicated to one of the Spanish-speaking Latin-American republics.

* * *

Distaff Defense Show

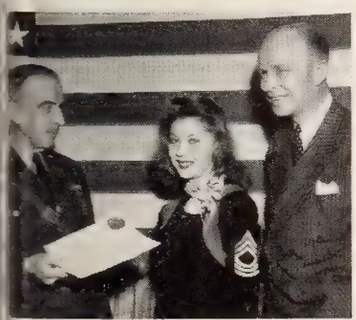
WSW, Pittsburgh, on Dec. 15 started a 15-minute, six day weekly *Women In Defense* program, a center of information for women who are interested in defense work and clearing house for special news and publicity released by National Defense agencies. Coordinator of the program is Mrs. Bett Anderson, formerly secretary to Senators J. D. Tyson and C. W. Waterman and also editorial writer and columnist for the *Washington Post*.

* * *

Their Boys Are Serving

SWITCHING from a variety interview program from the homes of Cincinnati residents, Jerry Belcher's *Neighbors*, heard Tuesdays, Thursdays and Saturdays at 6:30 p.m. on WCKY, Cincinnati, is now confined, effective Dec. 16, to visits in homes of families having boys in the service. Program is designed to give listeners a picture of the people behind the boys who are serving in the Army, Navy and Marine Corps.

* * *



CHEVRONS and all are the reward of tiny Margie Ray, featured vocalist of KDYL, Salt Lake City, for her part in KDYL's weekly *You're in the Army Now*. With Ed Stoker, KDYL musical director, looking on, Margie received from Col. H. P. Keyser, commanding officer of the Fort Douglas Reception Center at Fort Douglas, Utah, an official Army citation making her a staff sergeant in the reception battalion.

How to Serve

TO ASSIST citizens to decide for themselves where their services can be put to best use, *United We Stand* has been inaugurated at WEEI, Boston, heard Monday through Friday 4:30-4:45 p.m. On each broadcast, Jay Wesley and Fred Garrigus interview a member of the armed forces to get first hand information on what civilians can do for defense in New England.

* * *

Ski Staff

WINTER sports enthusiasts get information on weather conditions, instructions on how to ski, and hear experts voice their opinions on the sport on *Let's Go Skiing* to start on WHN, New York, Dec. 24. Heard every Wednesday, 7:45-8 p.m., program is sponsored by the Manufacturers Trust Co., New York, through Huber Hoge & Sons, that city.

* * *

Taught by Ear

MUSIC EDUCATION by auditory rather than visual training is the aim of a weekly series of half-hour broadcasts to start on *Oregon's School of the Air* on KOAC, Eugene, Ore., next semester.

Defense Plugs

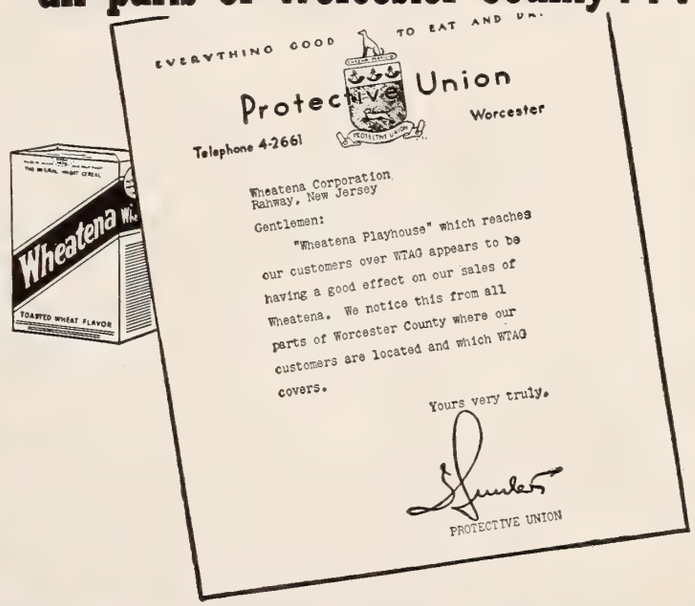
NICELY TIMED, *Thumbs Up, America!*, ten minutes of stirring music and announcements on the Army, Navy, Marine Corps, Defense Bonds and stamps, Maritime Commission, etc., went on the air from WFFA-WBAP, Dallas-Fort Worth, Dec. 2 at 11:05 p.m. (CST), to be heard Tuesdays, Thursdays and Saturdays. A like period at the same hour was also inaugurated over KGKO, Fort Worth, for Mondays, Wednesdays and Fridays. Program was designed to take care of the accumulation of defense material. Service spot announcements such as Red Cross, Community Chest, Christmas Seals and others continue to be scheduled by the traffic department through the log.

* * *

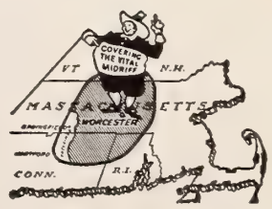
Schools' Own

WMT, Cedar Rapids, Ia., has started a 10-minute high school news program as a weekly Saturday sustaining feature. Some 50 Iowa schools contribute to the journalism department of the Cedar Rapids schools where the material is edited and presented on the air by neophyte announcers.

... good effect on our sales ... from all parts of Worcester County ...



WTAG
WORCESTER
COMPLETE CENTRAL NEW ENGLAND COVERAGE



NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

The BIG NEWS IN BUFFALO

WGR

NOW, more than ever, BUFFALO'S FIRST for regional coverage

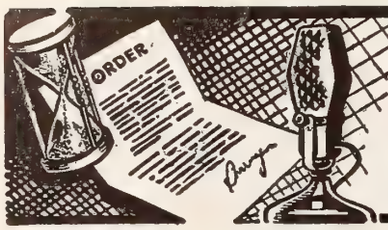


New $350,000 Transmitter Plant

WGR 550 K. C.
BUFFALO'S 5000 watt MUTUAL NETWORK STATION

BUFFALO BROADCASTING CORPORATION

National Representatives
FREE & PETERS, Inc.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFIL, Philadelphia

California Fruit Growers Exchange, Los Angeles (Sunkist lemons), 15 *sa* weekly, thru Lord & Thomas, Los Angeles.
Yager Liniment Co., Baltimore, 6 *sa* weekly, thru Harvey-Massengale, Durham, N. C.
General Electric Co., Schenectady (FM sets), 5 *ta* weekly, thru Maxon Adv., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Doyle Packing Co., Newark (dog food), 5 *sp* weekly, thru H. M. Alexander, N. Y.
B. C. Remedy Co., Durham, N. C. (headache remedy), 15 *sa* weekly, thru Harvey-Massengale, Durham, N. C.
D'Arrigo Bros., Boston (Andy Boy Broccoli), 3 *sp* weekly, thru Chambers & Wiswell, Boston.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 2 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
F. G. Vogt & Sons, Philadelphia (meats), 3 *sa* weekly, thru Clements Adv., Philadelphia.

KGO, San Francisco

Regal Amber Brewing Co., San Francisco, weekly *sp*, thru M. E. Harlan, San Francisco.
Bank of America, San Francisco, *sp*, direct.
Central Bank of Oakland, Oakland, Cal., *sp*, thru Emil Reinhardt, Oakland.
Acme Breweries, San Francisco, weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Loma Linda Food Co., San Francisco (Ruskets), weekly *sa*, thru Gerth Knollin Adv., San Francisco.
Foreman & Clark, Los Angeles (men's clothing chain), 2 *sa* weekly, thru Milton Weinbereg, Los Angeles.
RCA Mfg. Co., Camden, 4 *sa* weekly, direct.
South Coast Fisheries, Wilmington, Cal. (Top Form Cat Food), 3 *sa* weekly, thru Barton A. Stebbins, Los Angeles.
Washington State Apple Adv. Co., Olympia, 9 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Hurley Machine Co., Chicago (Gladiron), 4 *sa* weekly, thru E. H. Brown Adv. Co., Chicago.
Muther Wine Co., San Francisco (wines), *sa*, weekly, thru Yoemans & Foote, San Francisco.
Axton Fisher Tobacco Co., Louisville (Spuds), weekly *sa*, thru Blackett-Sample-Hummert, Chicago.
Beneficial Casualty Co., Los Angeles (insurance), 2 *t* weekly, thru Stodel Adv., Los Angeles.

WOR, New York

Procter & Gamble Co., Cincinnati (Lava soap), 5 *t* weekly, thru Biow Co., N. Y.
Quaker Oats Co., Chicago, weekly *sp*, thru Sherman K. Ellis & Co., Chicago.
Axton-Fisher Tobacco Co., Louisville (20-Grand cigarettes), 2 *sp* weekly thru McCann-Erickson, N. Y.

WCAE, Pittsburgh

Zerbst Pharmacal Co., St. Louis, 75 *sa*, thru Barrons Adv. Co., Kansas City.
Purity Bakeries, Chicago, *t*, thru Campbell-Ewald Co., Chicago.
Studebaker Corp., South Bend, 3 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.

WMAQ, Chicago

Dodge Div., Chrysler Corp., Detroit (passenger cars), 11 *sa*, thru Ruthrauff & Ryan, Detroit.
Wieboldt Stores Inc., Chicago (department store chain), 312 *sp*, thru Needham, Louis & Brorby, Chicago.

WBBM, Chicago

Atlas Brewing Co., Chicago (Atlas Prager beer), 312 *sa*, thru Craig E. Dennison Adv., Chicago.

KPO, San Francisco

General Foods, New York (Post Toasties), 5 *t* weekly, thru Benton & Bowles, N. Y.
Local Loan Co., Chicago, 3 *sa* weekly, thru George H. Hartman Co., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), weekly *t*, 4 *ta* weekly, thru Joseph Katz Co., Baltimore.
Wesson Oil & Snowdrift Sales Co., New Orleans (Wesson oil) 3 *sa* weekly, thru Fitzgerald Adv. Agency, New Orleans.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura), 624 *sa*, thru Atherton & Currier, N. Y.
Thomas Leeming Corp., New York (Baume Bengue), 5 *ta* weekly, thru Wm. Esty & Co., N. Y.
Vick Chemical Co., New York, 5 *sa* weekly, thru Morse International, N. Y.
Welch Grape Juice Co., Westfield, N. Y., 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
White Labs., Newark (Chooz), 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Lever Bros., Cambridge, Mass. (Swan soap), 5 *ta* weekly, thru Young & Rubicam, N. Y.
Safeway Stores, Oakland, Cal. (meats), 5 *ta* weekly, thru J. Walter Thompson Co., San Francisco.
7-Up Bottling Co., San Francisco (7-UP), weekly *sa*, thru Rhoades & Davis, San Francisco.

KHJ, Hollywood

Sante Fe Vintage Co., Los Angeles (wine), 3 *ta* weekly, thru West-Marquis, Los Angeles.
W. A. Sheaffer Pen Co., Fort Madison, Ia. fountain pens), 3 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Postal Telegraph Cable Co., New York (communication), weekly *sa*, thru Biow Co., N. Y.
Van Camps Inc., New York (pork & beans), 3 *ta* weekly, thru Calkins & Holden, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 *ta* weekly, thru Sherman & Marquette, Chicago.

WHK-WCLE, Cleveland

Pepsodent Co., Chicago, 6 *sa* weekly, thru Lord & Thomas, Chicago.
California Fruit Growers Exchange, Los Angeles (lemons), 5 *sa* weekly, thru Lord & Thomas, Chicago.
Look Magazine, Des Moines, 26 *sa*, thru Son De Regger & Brown, Des Moines.
Hill Bros. Coffee, New York, 72 *ta*, thru N. W. Ayer & Son, N. Y.
Household Finance Corp. (loans), 5 *ta* weekly, 52 weeks, thru BBDO, N. Y.
Compagnie Parisienne, San Antonio (perfume), *sp* series, thru Northwest Radio Adv. Co., Seattle.

KMPC, Beverly Hills, Cal.

P. Lorillard Co., New York (Old Gold cigarettes), 21 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Federal Life & Casualty Co., Los Angeles (insurance), weekly *sp*, thru Continental Adv. Agency, Los Angeles.

WENR, Chicago

Chicago Sun, Chicago (newspaper), 572 *sa*, thru Schwimmer & Scott, Chicago.

WJJD, Chicago

The Pen Man, Chicago (pens), 6 *sp* weekly, 13 weeks, thru United Adv. Cos., Chicago.
Empire Diamond Co., Jefferson, Ia. (wedding ring sets), 6 *sp* weekly, 13 weeks, thru Lessing Adv. Agency, Des Moines.
Willard Tablet Co., Chicago (stomach tablets), 6 *sp* weekly, 52 weeks, thru First United Broadcasters, Chicago.
Consolidated Drug Trade Products, Chicago, 7 *sp* weekly, 52 weeks, thru Benson & Dall, Chicago.
Associated Hospital Service of Illinois, Chicago (hospitalization), 5 *sp* weekly, 52 weeks, thru Lane, Benson & McClure, Chicago.
Knox Co., Hollywood, Cal. (Cystex), 5 *sa* weekly, 13 weeks, thru Barton A. Stebbins, Los Angeles.
Publicker Commercial Alcohol Co., Philadelphia (Thermo Royal Anti-Freeze), *sa* weekly, 8 weeks, thru Al Paul Lefton Co., Philadelphia.

WOWO-WGL, Fort Wayne

Morton Salt Co., Chicago (Morton Salt), 39 *t*, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
Procter & Gamble Co., Cincinnati (Lava soap) 468 *ta*, thru Biow Co., N. Y.
Smith Bros., Poughkeepsie, N. Y. (Cough Drops), 105 *sa*, thru J. D. Tarcher & Co., N. Y.
Canada Dry Bottling Co. of Indianapolis (Canada Dry Main Line) 12 *sa*, direct.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 416 *ta*, thru Erwin Wasey & Co., N. Y.
Berghoff Brewing Corp., Fort Wayne, 312 *sp*, thru L. W. Ramsey Co., Chicago.

KFRC, San Francisco

Associated Dental Supply Co., San Francisco (Parker Dental System), weekly *sp*, thru Theodore H. Segall Adv., San Francisco.
Pacific Telephone & Telegraph Co., San Francisco, 5 *sa*, direct.
Italian-Swiss Colony, Asti, Cal. (wines), 5 *sa* weekly, thru Leon Livingston Adv., San Francisco.
Pacific Brewing & Malting Co., San Jose, Cal., 5 *sa* weekly, thru Brewer-Weeks Co., San Francisco.

WHO, Des Moines

Musterole Co., Cleveland (proprietary), 11 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Block Drug Co., New York (Gold Medal tablets), *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Sterling Insurance Co., Chicago, 6 *sp* weekly, thru Neal Adv. Agency, Chicago.

KHJ, Hollywood

American Medical Assn., Chicago (Hygeia magazine), 5 *sp* weekly, thru Ivan Hill Adv., Chicago.
Southern California Telephone Co., Los Angeles (public utility), 5 *sa* weekly, placed direct.

KFI Los Angeles

Railway Express Agency, New York (transportation), 5 *ta* weekly, thru Caples Co., N. Y.



"Phooey! He *gives me three for one the whole year 'round!"*

Adv.

Revised Rate Ca Announced by R

Network Now Has 130 Stat Including KDKA, WBAL

RATE CARD No. 29, dated 15, 1941, was issued last week NBC-Red, covering all changes Red affiliates since the last rate card was issued April 1, 1

Four new stations have jo the network, making a total of stations in the United States, cluding the 50,000-watt KD Pittsburgh, and WBAL, Baltim which became Basic Red stati WCRS, Greenwood, S. C., nov the Southeastern Group, WHIS, Bluefield, W. Va., a B Supplementary outlet.

Power Boosts

Since the first of this year, Red stations have had increase power—23 to 5,000 watts, 3 to 1 watts, 3 to 250 watts, and 1 to watts. WROL, Knoxville, shi its frequency from 1310 to 620

Other changes on the new c include WIZE, Springfield, O., WING, Dayton, as basic stati formerly Basic Supplementar KGBX, Springfield, Mo., a for Southwestern Group station, is a Basic Supplementary, and WS Montgomery, Ala., is included the Southcentral Group instead among those individually availa to that group. KTSM, El Pas Mountain Group station on the rate card, is now listed with South Mountain Group. The stations, WBAL and KDKA, sh higher hour, half-hour and quart hour rates than the stations t replace in Baltimore and Pi burgh, WFBR and WCAE, and other Red stations have increa rates, including WAVE, Louisvi WDAF, Kansas City; WTAR, N folk; KARK, Little Rock, Ark., a KMJ, Fresno.

The new card has been brok down not only into basic and s plemental groups as in the past, also into time zones for grea convenience in programmi NBC's Latin American servi available to advertisers throu NBC's shortwave stations, WR and WNBI, in conjunction w WBOS, Boston, also is listed on new card together with a map. A vertisers may add any or all of 102 station Pan-American Netw through NBC's international di sion for simultaneous broadcast domestic Red programs or on a layed broadcast basis.

Red Cross Special

BRISTOL-MYERS Co., New Yo on Christmas Eve., Dec. 24, 9 p.m., will turn over the entire riod on NBC-Red for a Red Cr broadcast. Eddie Cantor will be of an all-star cast which will clude members of his own sho *Time to Smile*, which with *District Attorney* regularly fi that Wednesday hour; *Fibb McGee & Molly, The Aldrich Fa ily* and others yet to be nam Young & Rubicam, New Yo handles the account.

AXIS GOT THE KIDS

Serial Characters Wound Up Just Before Attack

N FRIDAY, Dec. 5, Gordon derman, program director of AGE, Syracuse, concluded a 13-ek original serial, *Jungle Drums*. cale of the show was an un-arted isle in the South Pacific, which the story's two charac-s, Ron and Red, were ship-ecked. The show got to be too ch of a job for Alderman, who t only wrote but directed it, so decided to conclude it just as n and Red discovered the island s a secret base for the Nazis d Japs.

All last week, following the Dec. Jap attack, the station has been luged with calls wanting to know ether Ron and Red were killed the Japs in their attacks in the cific. Through a quirk of fate had worked his plot to a climax at parallelled the Jap attack in e area. Now he doesn't know hat to do. The phone just con-ues to ring, and kids of Central w York demand to know whether e program is off the air because n and Red were killed.

ITH EMERSON Drug Co., Balti-re (Bromo Seltzer), through Ruth-ff & Ryan, New York, on Jan. 10 rting *Ellery Queen*, detective series, about 50 NBC-Red stations, Satur-y, 7:30-8 p. m. (EST), tie-in pro-tion is being planned by Columbia tures Corp. for its film, "A Close ll for Ellery Queen," which goes o national release 20 days later.

SPOTCASTING
BUILDS MORE SALES
..AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Christmas Eve
1925 and 1941

Sixteen years ago—on Christmas Eve—KMOX began broadcasting for the very first time.

That week, a St. Louis newspaper reported, "The announcement of station KMOX coming on the air has had an electrical effect on the radio market. Christmas radio set sales are breaking all records." Another paper predicted, "wonderful entertainment is in store for us, especially with the great programs of The Voice of St. Louis."

We have all come a long way in radio since then. Today, almost everyone in the St. Louis market owns a radio. As for that prophecy of "wonderful entertainment," today, most St. Louis radio sets are tuned to KMOX most of the time!

On our sixteenth birthday, we thank the nation's advertisers who have made possible this great growth of KMOX. We know the best way to show our appreciation is to make our seventeenth year the greatest yet. It's going to be!

KMOX

THE VOICE OF ST. LOUIS • CBS

FM Success Story

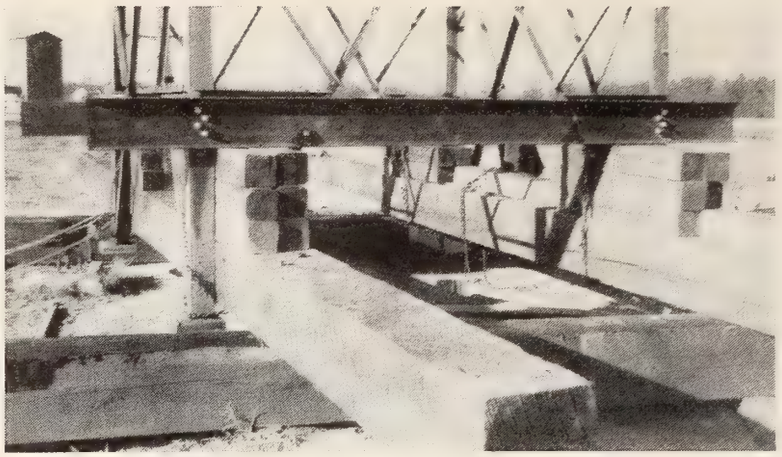
GEORGE HARVEY, salesman of WGN, Chicago, has undisputed evidence there were two attentive listeners to a spot announcement on W59C, FM adjunct of WGN. Father of a baby born just last week, he installed an FM set in his wife's hospital room, then bought a 30-word station break announcement on the FM station at card rate ($5) to herald the event.

New Mackay Service

RADIOTELEGRAPH service between New York and Honolulu direct and between New York and Manila direct to supplement its regular service to these points via San Francisco was established last week by Mackay Radio & Telegraph Co. after permission for the operations was granted Dec. 12 by the FCC. Admiral Luke McNamee, Mackay president, stated that these direct channels have been established in order to provide uninterrupted service to the Island possessions during blackout periods at San Francisco when the radio stations are inoperative. The company was also given permission to operate radiotelegraph service between New York and Moscow.

Canada Curtailed

PRODUCTION of radio receivers in Canada for next January has been cut to 50% of the January 1940 production, according to an announcement Dec. 15 by Munitions & Supply Minister Howe. The cut was made to conserve materials and labor for war effort and will not affect radio equipment being made for the Canadian government. It is expected that this will bring production down 10,000 sets per month. Last October radio production was curtailed for domestic use by 25% of the 1940 figures.



Tower Starts Its Slide to New Location

TOWER MOVED 30 FEET INTACT

WMBG Does Job Itself When Nobody Can Be Found to Undertake Novel Task

THE ONLY way out was to do the job themselves, officials of WMBG, Richmond, Va., discovered when nobody would contract to move one of the 215-foot Lehigh self-supporting towers some 30 feet to provide a new directional pattern.

Since it was necessary to avoid disrupting the pattern or creating interference, the tower had to be moved intact and kept grounded in the process.

First step was to install new foundations. Eight anchors were installed and guy cables were broken with strain insulators. Two levels were attached to the tower and a transit set up to assure vertical position. Two pieces of 10-inch channel iron were bolted to the tower legs about three feet from the ground and extending out two feet past tower legs.

After a track had been built and greased, the tower was jacked up. A chain fall was attached between skids. As it pulled the tower, guys were adjusted by blocks and falls so it remained vertical. Insulators were installed in one leg at a time when the tower reached its destination, guys were removed and once again it was self-supporting.

Ultra-High Wave Tube Put on Market by GE

NEW TRANSMITTING tube especially suitable for operation as an ultra-high-frequency power amplifier has been announced by the Radio & Television Department of General Electric Co., Schenectady. Designated GL 8010-R, the tube has a coated cathode heated by electron bombardment from an auxiliary filament. Anode and cathode are fitted with coolers for forced-air cooling.

Parallel plane electrodes of the tube are closely spaced to facilitate neutralization with grid plate capacitance of 1.5 micro-microfarads, grid cathode capacitance of 2.3 micro-microfarads and low lead inductance provided by disk-like terminals. When used as a class C radio-frequency amplifier, the tube has a maximum d-c plate voltage of 1350. Maximum plate current is 150 milliamperes; maximum plate input is 100 watts and maximum plate dissipation is 50 watts. The tube has an amplification factor of 30.

EDUCATION AWARDS OFFERED BY KI

PROPOSED awards for outst ing contributions to education public service in radio were nounced last week by KIRO, attle, with the approval of the gestion of Saul Haas, KIRO president, for the creation of "KIRO Educational Radio Aw with prizes totaling $500.

The proposal of the awards first made to Major Harold K Bureau of Public Relations, U War Department, head of School Broadcast Conference in Chicago Dec. 4 who conveyed information to the conferees.

Seven cash awards will be n under the plan approved by di tors of the station, ranging f $150 first prize to five prize $50 each. Honorable mention tions will be given to other standing contributions. Details dissemination of information execution of awards are b planned under a committee he by Parker Wheatley, director radio activities for Northwes U. Competition is open to an interested in education or pu service as a radio function.

Messages of enthusiastic app ation for the gesture have been ceived by KIRO from Dr. K Tyler, director of Evaluation School Broadcasts Committee, State U; Dr. Alpheus Smith, lumbia U; Dr. Lyman Bryson, fessor of education, Teacher's lege, Columbia U; Sterling Fis CBS director of education; Parker Wheatley of Northw ern U.

63.3% Heard FDR

PRESIDENT ROOSEVELT the Bill of Rights program Hold These Truths", broad Dec. 15 on all major networks 11 p.m., were heard by 63.3% radio set-owners interviewed home, acording to a statement sued last week by the Coopera Analysis of Broadcasting, w announced the rating establis an all-time high for programs us a regular radio technique. Audie for the President was his fou largest to be recorded by the C.

Britain Dec. 25 Pickups

ANNUAL message to Great Bri by His Majesty King George VI be broadcast Christmas Day on tual and NBC 9-9:15 a.m. from don. Immediately preceding, a hour broadcast titled *Absent Frie* with pickups from all parts of British Empire, will be heard MBS from 8 to 9 a.m., through facilities of the BBC.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

GET A LINE ON THE GATES LINE OF BROADCASTING EQUIPMENT FOR 1942

SEND FOR YOUR CATALOGUE NOW

GATES

QUINCY, ILLINOIS, U.S.A.

anada Copyright Fees rozen by Agreement

ECAUSE of price ceiling regula-ons which came into effect in anada Dec. 1, the Canadian Assn. Broadcasters announces an reement has been reached by the AB, the Canadian Performing ghts Society, and BMI Canada, freeze the present rate of 1 cent r BMI and 8 cents for CPRS on ery receiver licensed at March 31. 41. as a basis for paying 1942 pyright fees.

The Copyright Appeal Board was heduled to meet at Ottawa Dec. to hear the appeals for the tariff cently filed [BROADCASTING Nov.] but in view of the agreement is meeting was merely a formal-y. CPRS had filed for 14 cents r set, BMI Canada for one-third whatever fee the Appeal Board ight set, and the CAB had filed jections to anything over 8 cents r licensed receiver.

The rate set for 1942 by agree-ent due to price ceiling regula-ons allows both CPRS and BMI a ar to study developments under e new agreements in the United ates, and enables the CAB next ecember to make such representa-ons to the Copyright Appeal oard as may appear advisable in e interest of the member stations. ees to be collected by BMI Canada d CPRS in 1942 will amount to 30,924.53 based on 1,454,717 li-nses in force at March 31, 1941. is year Canadian stations paid 16,377 in copyright fees.

UP Buys BUP

ONTROLLING interest in British nited Press Ltd. has been trans-rred to the United Press Associa-ons by Charles F. Crandall, BUP esident and managing director, ho will continue as president nder the new setup. R. W. Keyser-ngk will remain as general man-er for Canada and F. H. Fisher general manager in Great Bri-in. E. M. Williams, vice-president UP, has been elected to the board directors, replacing W. E. opper.

SB, Atlanta, has started its annual *steners' Library* drive to bring more od books to Georgia school libraries d bookmobiles. Conducted in co-eration with the Georgia Library ssn., WSB carries a heavy schedule announcements asking listeners to ntribute spare books.



In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

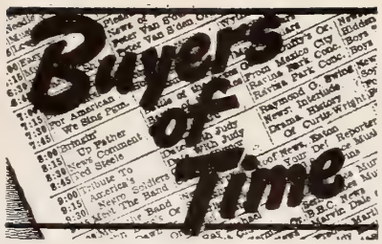
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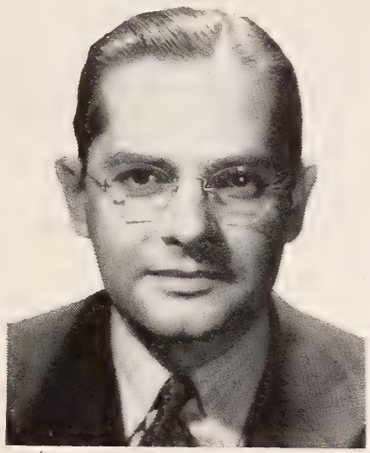
Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.





EUGENE DUCKWALL

WHAT STARTED out to be a career in retail merchandising turned into one of national radio advertising for Eugene Henderson Duckwall, business manager and time-buyer of Lord & Thomas, Hollywood. Thoroughly equipped for his job, Gene was assistant to media manager Harwin T. Mann, in the agency's Los Angeles office, before taking over his present job in October, 1937. He has also held forth in the media department as assistant manager.

He knows all phases of timebuying, and across his desk pass contracts for many major and regional accounts. Among them are California Fruit Growers Exchange, Union Oil, All Year Club, Purex Co., Unacal Corp., Southern Pacific Co.

After attending high school in Dayton, O., and taking a two-year engineering course, Gene came west in 1928 with Los Angeles as his terminal point. He obtained a job in the merchandising department of the Broadway Department Store, remaining there a year. Then he attended U of Southern California's school of Merchandising, majoring in advertising.

With class assignments often demanding direct work in the Broadway Dept. Store, Gene returned to that firm's employment upon graduation in June, 1933. Another nine months rolled by and in April, 1934, Harwin T. Mann of Lord & Thomas, offered Eugene a post that eventually resulted in his present responsible position. When the agency established its Hollywood radio department in 1938, he became business manager and time-buyer.

Married to his college sweetheart, Josephine Brown, on Sept. 30, 1935, he is the father of a three-year-old daughter, Carol.

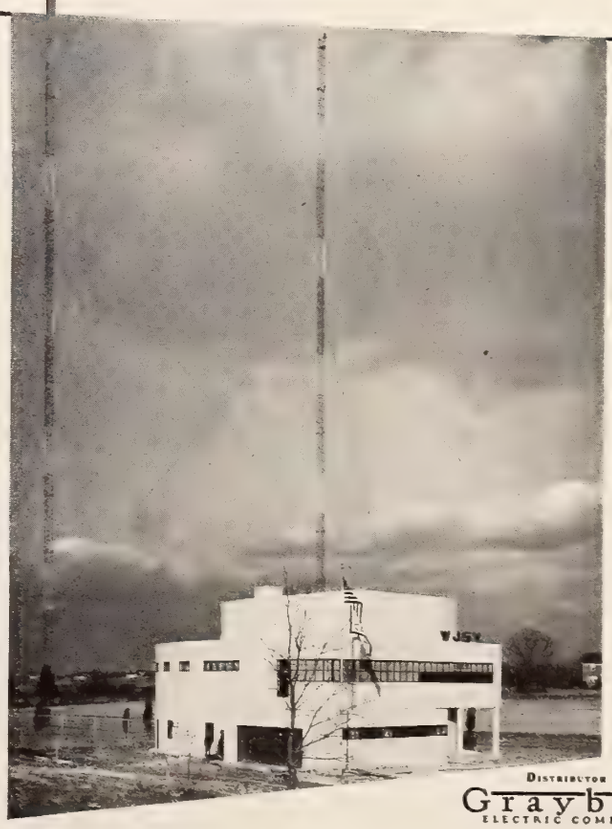
BIBLIOGRAPHY listing 80 authors of books and articles on frequency modulation has been compiled by Elizabeth Kelsey, engineer, Zenith Radio Corp., Chicago, and is being distributed with Zenith's monthly FM Progress bulletin.

HEADLINER

The best act, the best song, the best station become headliners. People see and hear them in preference to others. Headline stations from coast to coast use Blaw-Knox Vertical Radiators because they give better broadcasting results. And these better results are inherent in the structural and electrical advantages of Blaw-Knox Vertical Radiators . . . the natural benefits of an experience that covers virtually the entire history of radio. Whatever your antenna problem, we'll gladly discuss it with you.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities



DISTRIBUTOR
GraybaR
ELECTRIC COMPANY



"Sure Mike!"

The big boss said: "Mike, take a column. Add humor and wit. Multiply by the number of our renewals. Divide into readable items. Now what have you got?" Call for Anacin!

* * *

WCBM has Baltimore's most popular sports announcer—and said S. A. has Baltimore's most popular sports idea! It's "Counting Out The Experts"—a quiz show along Info Please lines, bringing such guests as Alfred Gwynne Vanderbilt and Footballer Swede Larson to the mike. Written and produced by Bill Dyer—now sustaining—year-round best bet for any men's product. (Confidentially, the cost is casual).

* * *

Now I know how Edison must have felt when the next fellow came along and "borrowed" from his incandescent lamp. Over a year ago WCBM carried the first Balto. telephone quiz program show. Today two other Balto. stations are following suit—and apparently doing not bad.

P. S. Ours still has its 74.6 listening audience, thank you!

* * *

PENNY FOR PENNY, COVERAGE BETTER THAN ANY! We concentrate on Baltimore . . . because that's where business is concentrated! Especially today, with a 20% population increase—thanks to national defense! Buy Baltimore —all of it—by buying WCBM!

* * *

"Mornin', sleepyheads! Gimme a sentence with the word Massachusetts. Give up? Ah bought ma boss tobaccy fo' Xmas — and *Massa chews it* all de time! Yuck! Yuck! Yuck!" (PAUSE) For relief, local citizenry tunes to WCBM's "Morning Glories"—the town's only *different* A.M. participating show. Semi-classical music paves a smooth road for dozens of national spots. Yep—there's room for you!

* * *

Go hire a hall! Well, you do when you buy WCBM—only there's no charge! Baltimore's biggest studio auditorium—seating over 450! Our Merchandising Department will be glad to show you through—via your inquiry.

WCBM
NBC Blue Network
BALTIMORE, MD.
National Representatives:
Foreman Co., N. Y. & Chicago

Radio Advertisers

SANTA FE VINTAGE Co., Los Angeles (Three Crown wine), which recently started using an average of 30 spot announcements per week on 7 Southern California stations will continue that campaign through January, utilizing KHJ KMTR KIEV KGFJ KMPC KRKD KFWB. Agency is West-Marquis Inc., Los Angeles.

ALKINE Co., New Brunswick, N. Y., last week started 14 weather reports weekly for 16 weeks on WQXR, New York. Company has been sponsoring *Ramona* on WOR, New York, and announcements on WIP and WPEN, Philadelphia, through Redfield, Johnstone, New York.

VITAMIN Co. of AMERICA, Los Angeles (vitamin tablets), in a 30-day test campaign which started Dec. 16 is using daily transcribed announcements on XELO, Tia Juana. Firm contemplates expanding schedule to include Southern California stations within 90 days, using strictly institutional copy. Agency is Adco Adv., Los Angeles.

P. LORILLARD Co., New York (Union Leader), on Jan. 5 starts sponsorship of the last quarter-hour of *Sun Risers* on WCCO, Minneapolis, 6:45-7 a.m. Agency is Lennen & Mitchell, New York.

RED-EE FOODS Inc., Los Angeles (Cinch cake mix), is sponsoring five-weekly participation in *Polly Patterson's Pantry* on KFAC, that city. Contract is for 13 weeks having started Dec. 15. Elwood J. Robinson Adv., Los Angeles, has the account.

PACIFIC GAS & ELECTRIC Co., San Francisco, on Jan. 1, 1942 renews for 52 weeks its two-hour nightly recorded program *Evening Concert* on KYA, San Francisco. Program is presented seven nights weekly. Agency is McCann-Erickson, San Francisco.

ROCKWOOD & Co., Brooklyn (Chocolate Bits), recently added participations on WTAR, Norfolk, and chain-breaks on WMBG, Richmond, to its fall schedule, making a total of 21 stations now used in the campaign. Federal Adv. Agency, New York, handles the account.

IN A COOPERATIVE deal, four local Victor Recording dealers are alternately sponsoring a Tuesday-through-Friday, 45-minute program featuring recorded compositions, on KFAC, Los Angeles. Tying in with commercials, is a brief commentary on a composer. Sponsors are American Music Co., Kelly Music Co., Clair's Record Bar, Crawford's Inc. Chas N. Stahl Adv. Agency, Hollywood, has the account. William Farquhar is account executive.

IN ROCHESTER IT'S WHEC
BASIC CBS



ACHING NECKS and bulging eyes resulted when this group of r folk and California citizens took time out from recent NAB meeti on the Pacific Coast to journey into the Dyerville Flat of Humboldt S Park in California, where they inspected the world's tallest living t a giant redwood designated the "Founder's Tree". Taking a look (l to r) W. L. Stevenson, Fortuna, Cal.; Frank Pellegrin, director the NAB Bureau of Radio Advertising; W. B. Smullin, president KIEM, Eureka; NAB President Neville Miller; Carl Haverlin, director of station relations; Paul Corbin, KIEM program direct Don Telford, manager of KUIM, Grants Pass, Ore.

Problems of Defense, Taxes and Labo Discussed at NAB Regional Meetin

EIGHTEEN STATIONS were represented at the NAB District meeting last Monday and Tuesday at the Palmer House, Chicago. Presided over by William A. Hutchinson of WAAF, Chicago, the meeting on Monday was occupied with a session on music problems at which Carl Haverlin, BMI; E. Claude Mills, ASCAP; Leonard Callahan, SESAC; M. M. Blink, Standard Radio; Frank Chizzini, NBC Thesaurus; Niles Grant, C. P. MacGregor, appeared.

C. E. Arney of NAB outlined taxation, legislation and labor problems affecting the industry. Discussion on defense included necessity of checking program content, silencing of the station during an air raid, methods of p tecting transmitters, checking authenticity of military requ and other defense problems.

Defense Problems

Tuesday meeting was split i two sessions—salesmanagers gr headed by William Cline, W Chicago, and a national defe discussion group attended by tion managers, news editors, program directors.

Broadcasters of District 11 in Minneapolis Dec. 11-12. Seve resolutions were approved by m bers, opposing Government-paid vertising campaigns in compet media as "tending to dampen enthusiasm of broadcasters in th efforts to that end"; favoring "r reappraisal by Congress of the p cies governing the regulation the broadcasting industry"; questing the NAB to ask all G ernment agencies to eliminate accounting of national defense p grams from individual static and if confirmation of broadca by individual stations is to be quested, that it be supplied NAB; recommending that "p grams be not interrupted for bro casting news flashes except in ca of most unusual importance.

A principal feature of the M neapolis meeting was a Dec.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec. 16 increased its thrice-weekly newscast on KOA, Denver, to five times per week. Contract is for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood.

BLUE BIRD POTATO CHIPS, Oakland, Cal. (potato chips, peanuts), through Brisacher, Davis & Staff, Los Angeles, in a three-week pre-Christmas Northern California campaign ending Dec. 22, used a total of 115 spot announcements on KGO KSFO KQW KFBK KWG KDON.

SEAL COTE Co., Hollywood (liquid nail protector), in a 13-week campaign starting Jan. 11 will sponsor participation in the Art Green program on WMCA, New York. Firm currently uses station break announcements on KFI-KECA, Los Angeles. Agency is Buchanan & Co., that city.

L. A. WILLIAMS, advertising and sales promotion director of Puget Sound Power & Light Co., Seattle, was recently appointed executive assistant to the firm president.

SEARS, ROEBUCK & Co., Los Angeles (retail merchandise), in an 18-day pre-Christmas campaign ending Dec. 24, is using a total of 500 spot announcements on nine Southern California stations, KNX KHJ KECA KFAC KMPC KIEV KFOX KMTR KFWB. Agency is the Mayers Co., Los Angeles.

There's "sock" in 5 KW on our 580 kc frequency —equal to more than a million watts at the other end of the dial.

WIBW The Voice of Kans in TOPEK

ncheon address by Mrs. Margaret ulkin Banning, Minnesota writer id lecturer, who declared that he overwhelming sentiment of hich the American public is conious toward radio is one of pround gratitude with reliance". nother speaker was Samuel C. ale, advertising director of Genal Mills, who spoke on "An Adrtising Director Looks at Radio". arious sessions of the meetings ere presided over by Earl H. ammons, WCCO; Tom Gavin, EBC, and K. W. Husted, WLOL.

Series Closed

The Minneapolis and Chicago eetings concluded a series of 16 strict meetings held this fall, exnding from early in October unmid-December.

At District 11 Session

Atending the District 11 meeting Minneapolis were:

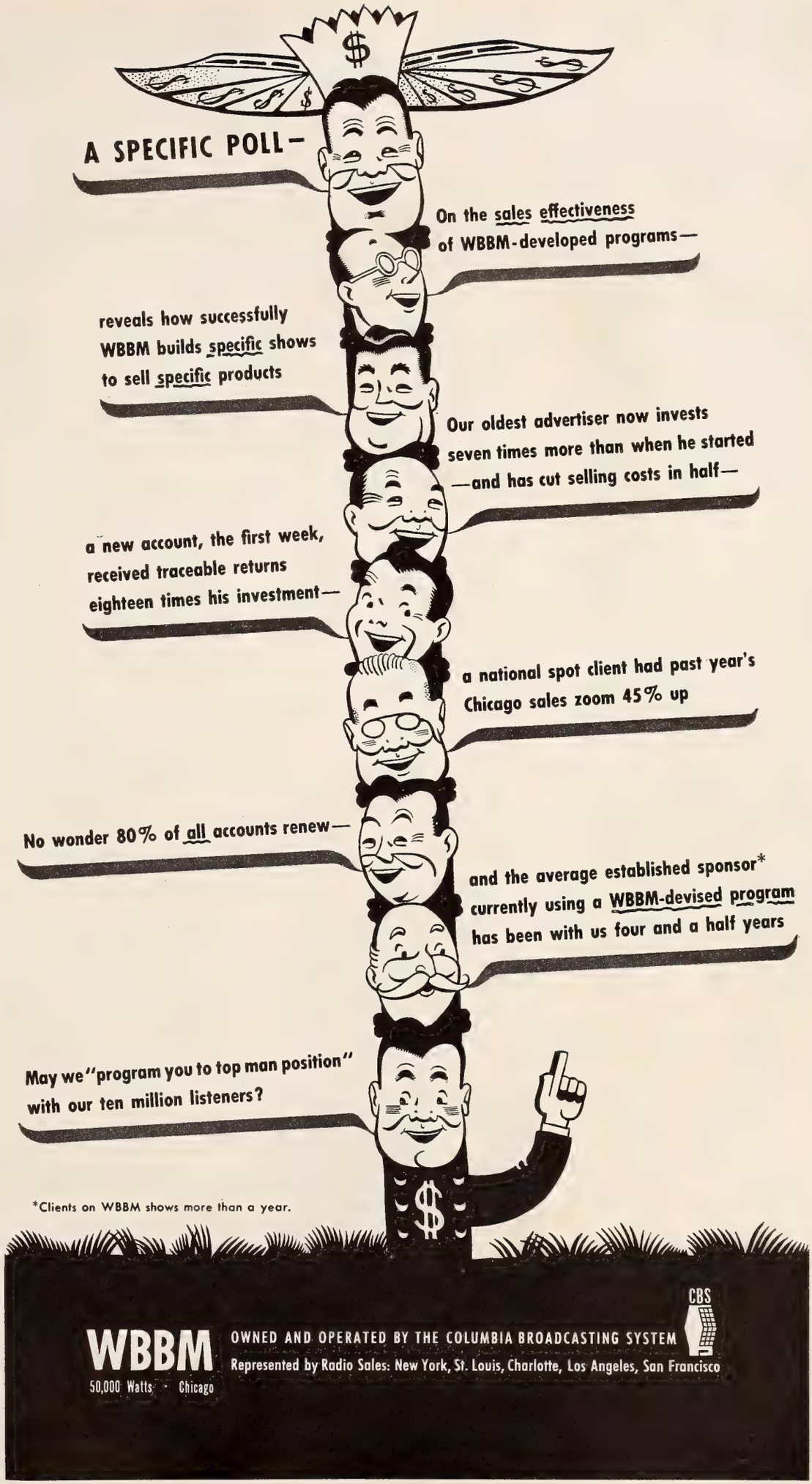
Lloyd R. Amoo, KRMX; C. E. Arney Jr., AB; Darrell D. Bandy, WDSM; Milt ink, Standard Radio; John W. Boler, orth Central Broadcasting System; Loren Bridges, WEAU; W. C. Bridges, MFG; Frank E. Chizzini, NBC; Russ ancy, AP; Ethel H. Cooley, John B. oley, KLPM; Thomas Dawson, WCCO; rks Dietrich, KTRI; Dwain Ewing, SCAP; A. A. Fahy, KABR; S. Fantle , KSOO; F. W. Fitzsimonds, KFYR; G. Foreman Jr., Foreman Co.; L. M. emont, WEBC.

E. H. Gammons, WCCO; Tom Gavin, EBC; David Gentling, Gregory Gentling, ROC; Oliver Gramling, AP; Gus Hageh, SESAC; C. T. Hagman, WTCN; R. Hahn, KSOO; Elmer Hanson, KILO; ck Hanssen, KYSM; Carl Haverlin, BMI; Hayek, KATE; Morton Henkin, KSOO; lius Hetland, WDAY; Edward Hoffman, MIN; Phil Hoffman, WNAX; Stanley bbard, KSTP; Bob Hurleigh, AP; K. Husted, WLOL; Melford C. Jensen, CAL; H. C. Jewett Jr., KABR; Russ ber, KGCU; Sam Kaufman, WCCO; W. Knutson, KROC; Tom Lathrop, KATE; rney Lavin, WDAY; Fred F. Laws, LOL; Dalton LeMasurier, KDAL; Harry Linder, KWLM; M. M. Marget, KVOX. D. P. McGenty, WJMC; J. F. Meagher, SM; E. C. Mills, ASCAP; Wallace tchell, UP; Frank Pellegrin, NAB; O. Ramslind, KDAL; E. C. Reineke, DAY; Clyde Riddle, WEAU; N. C. Rudll, WJMS; Fred Schilplin, KFAM; Arur J. Smith, WNAX; Wallace Stone, ROC; Ralph W. Thompson, WJMC; F. n Konynenburg, WTCN; Ralph Wentrth, Lang-Worth; L. L. Whiting, WDGY; H. White, KWNO; Bert Wick, KDLR; George Young, WDGY.

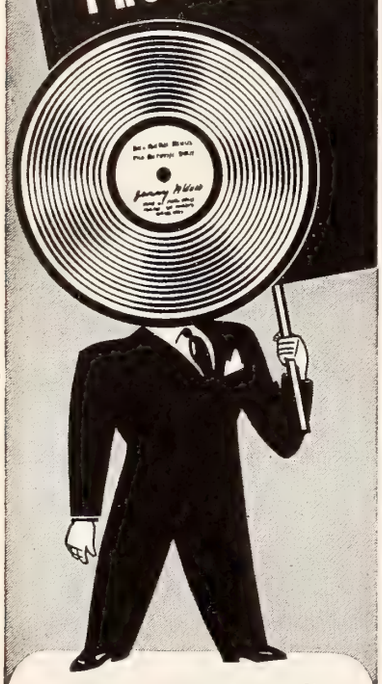
Those who attended the two-day icago session were:

Ed Allen, WIBA, Madison; C. E. Arney, AB, Washington; John R. Atkinson, HBU, Anderson, Ind.; Edgar L. Bill, MBD, Peoria, Ill.; John Blair, John air & Co., Chicago; Milt Blink, Standard dio, Chicago; Charles C. Caley, WMBD; onard D. Callahan, SESAC, New York; ank E. Chizzini, NBC Chicago; Russ ancy, Associated Press, Chicago; Marie Clifford, WHFC, Cicero, Ill.; William Cline, WLS, Chicago; W. J. Damm, MJ, Milwaukee; Harold L. Dewing, BS, Springfield, Ill.; John J. Dixon, ROK, Rockford, Ill.; Edwin G. Foreman, e Foreman Co., Chicago; Niles Gates, P. MacGregor, Hollywood; E. J. Gough, SAC, New York; Carl Haverlin, BMI, w York; Francis A. Higgins, WDAN, nville, Ill.; Bob Hurleigh, Associated ess, Chicago; W. E. Hutchinson, WAAF, icago; George M. Ives, WHFC; Francis nnedy, WHBF, Rock Island, Ill.; James Kyler, WCLO, Janesville, Wis.; Harry LePeidevin, WRJN, Racine, Wis.; alter Koessler, WROK; Harry Kopf, BC Chicago; E. C. Mills, ASCAP, New rk; Roy A. Pearson, WHFC, Cicero, Ill.; ank E. Pellegrin, NAB, Washington; ul McCluer, NBC Chicago; Dick Rossig, WMBI, Chicago; Alex Sherwood, Standd Radio, Chicago; Burt Squire, SESAC, w York; Rev. James A. Wagner, WTAQ, een Bay, Wis.

LECTRIC Radio-Television Instite, Omaha, operating a technical hool for several years and more rently in Minneapolis, has appointed deo & Sound Enterprises, Omaha as ent. Radio and other media to be ed.



CLARK
For
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING



Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

STATION ACTIVITY

(Continued from Page 16)

Fort Wayne On Job

OPERATIONS at WOWO-WGL, Fort Wayne, went on a war-time basis with the first news of the Japanese attack. WOWO has been on a 24-hour basis; WGL is maintaining normal schedule with plugs at signoff urging listeners to tune to WOWO. At the Monday morning department meeting following the first Japanese assault on Hawaii, responsibilities were assigned and policies discussed. A general staff letter of instructions followed.

* * *

News Tone

WRVA, Richmond, Va., advertising in nine daily newspapers in the State, notified listeners it would operate on a 24-hour basis, with newscasts every hour on the hour from 12 midnight to 6 a. m. Listeners were told to leave their radios on at low volume, with a distinctive tone to be broadcast to draw listeners to their radios, rather than sitting by them during long periods of silence.

* * *

Latin Pickups

THE 15-station Latin American network, Cadena Radio Inter-Americana, of which WLWO, Cincinnati, is the American key, have been granted permission to rebroadcast all news programs originated by WLWO. The offer was made through Antonio Rojas Villalba, coordinator of the network, by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting.

* * *

Ready for Trouble

WDRC, Hartford, Conn., has held a practice blackout and instituted other precautions for emergencies such as air raids. All employes have received specific instructions on what to do in event of an air raid, and emergency supplies of candles and flashlights have been laid in.

* * *

Youngstown Ruling

J. L. BOWDEN, manager of WKBN, Youngstown, has barred foreign language speeches from the station. Mr. Bowden said that he had taken the action in the belief that national defense can best be served by having all radio programs understood by all citizens.

FM
with
Simplified
CIRCUIT DESIGN
GENERAL ELECTRIC
160-17



ASLEEP in his office was Warde Adams, assistant program service manager of WRVA, Richmond. Adams moved a cot into his office so he could keep a 24-hour watch on the teletypes. Sanford Terry, WRVA engineer, sneaked this shot just as Adams was rising to snatch a glance at a bulletin.

Service Flags

DON SEARLE, general manager of KOIL, Omaha, KFAB and KFOR, Lincoln, has announced the stations will provide gummed service flags for display in all homes which have men in the armed services. The flags are made of gummed paper and are 5 x 8. A red border, slightly more than an inch in width, surrounds a field of white upon which a blue star is printed. Additional stars for each additional service man will also be provided.

* * *

Quaker City Bureau

A RADIO division for cooperation with civilian defense has been set up by all stations in Philadelphia. Each month, a different station member will act as coordinator. The coordinator will be on call during his tenure for 24 hours a day.

* * *

Emergency Studio

WLS, Chicago, employes have been photographed and fingerprinted for identification and as additional defense measures, studio visiting hours have been cut to five mid-day hours and two city policemen have been assigned to 24-hour duty at both the station's Chicago studios and the transmitter in suburban Downers Grove. The station is installing additional equipment in the Eighth Street Theatre, where its *National Barn Dance* originates, for use as an auxiliary studio.

* * *

Florida Shutdown

REPORTS indicating the possibility of an air raid resulted in the shutting down of all stations in the Jacksonville area for three hours Dec. 13. Capt. Charles P. Mason, commandant of the Jacksonville Naval Air Station, stated that the air raid alarm was not a test but would not state the information for which the precautions were taken.

TEXAS Quality Network arra
a special issue of its *Texas Fo*
of the Air, weekly transcribed
cussion by the Texas Congressi
delegation on Dec. 8. Led by
ator Tom Connolly, chairma
the Foreign Relations Commi
who introduced the war resoluti
Texas Congressmen discussed
war as it will effect the Lone
State. Transcribed Monday in
House Radio Room in Washing
the program was heard over
Wednesday.

* * *

Denver Cooperation

ALL FIVE Denver stations—K
KLZ, KVOD, KMYR, KFEL—
cooperating to make their n
broadcasts comply with official
quests. A news committee
formed. Members are Don Ma
KOA; Fred Fleming, KLZ;
Leonard, KVOD; Ben Be
KMYR; Bill Welsh, KFEL. Ro
Hudson, head of the Rocky M
tain Radio Council, is commi
chairman. Representatives of
FBI and Army intelligences wil
invited to attend committee m
ings.

* * *

Service Branch

KLZ, Denver, has set up a "pu
service bureau" in the stati
news department to handle
from the public on matters rela
to war coverage. Information a
enlistment requirements and o
contact data are made available.
Army Staff Sergeant has been
signed to handle the recruiting
it was reported.

* * *

KINY Active

KINY, Juneau, Alaska, the
means of adequate communica
with hundreds of isolated m
and camps in the Territory
keeping the populace informe
the fast-moving war events.
station is operating on a 24-h
basis. Station Manager Walte
Carl has been given an import
share in the task of keeping
Alaskan people ready but c
Messages of reassurance are br
cast frequently. Special inst
tions from officials are trans
ted. Edwin A. Kraft, KINY ow
says a series of broadcasts
CBS is being arranged.

* * *

News and More News!

WQXR, New York, has ad
five new periods of AP news s
maries daily during the pres
crisis, bringing the station's ne
casts to a total of 17 daily to k
its listeners informed on late
news without interrupting re
larly scheduled programs except
urgent bulletins.

* * *

Stamps For Sale

WINX, Washington, in conjunc
with the activities of the WI
Christmas Canteen, which coll
gifts from a booth in downt
Washington to be distributed
servicemen, has established a
fense stamp outlet with stamps
sale every day 6 a.m. to 9 p.m.



WMBD THE HEART OF ILLINO
PEORIA • 5000-1000 Watts • CB
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representativ

Every Hour

MB, San Diego, Cal., in addition its regular news programs and h reports has started a five-ute newscast every hour on the r, totaling 17 such broadcasts ly.

* * *

Bond Checkoff

ANAGEMENT and staff of AT, Miami Beach, Fla., on Dec. oted unanimously to inaugurate eekly checkoff of 5% of weekly es, and a like amount of station nings, for purchase of Defense mps and Bonds.

* * *

Defense Days

NS, New York, has secured per-sion from all sponsors using pro-ms on the station for the inser-of defense bond announcements any time during the broadcast

* * *

Printed Plugs

W-WSAI, Cincinnati, on Dec. nd Dec. 21 placed half-page ad-isements in 42 newspapers in Midwest States to describe its ergency broadcasting plan, ked out several months ago to ern the presentation of news ing wartime.

* * *

Crosley News Setup

PANDING its news staff and rters in the interest of expand-war coverage, WLW-WSAI-WO, Cincinnati, now claim a f of 35 writers, reporters and scasters, headed by William dell, and a news-room occupy-about 1,000 square feet.

* * *

ITORS to studios of KDKA, sburgh, averaging a total of ,000 a year have been barred, pt under proper identification, ing the emergency. The order is ine with precautions taken by r stations and national net-ks, many of which have banned tors entirely.

* * *

Urges Raid Frequency

AC D. LEVY, vice-president WCAU, Philadelphia, has pro-d that the FCC set aside a elength to be used only during t hours for air raid alarms. y told the Philadelphia De-se Council on Dec. 15 that citi-s could set their dials to the icular wavelength before going sleep, with the assurance they ld not be awakened except in emergency.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

20TH YEAR

This month, WDRC starts its 20th Year as Connecticut's Pioneer Broadcaster. First to serve Connecticut, WDRC has stayed in front now, for two decades. If you want to cover Connecticut's Major Market, your first choice is WDRC in Hartford.

Basic CBS for Connecticut

Grebe Joins WSPD

EARL GREBE, for 10 years foreign news editor of the *Toledo Blade*, is now devoting full time to his news analyses on WSPD, Toledo, after broadcasting on the station five nights weekly for more than a year. His analysis follows the 6 p.m. news report of Jim Uebelhart, who uses UP, INS and Reuters. Formerly Mr. Grebe was heard on WSPD at 11:15 p.m. He came to Toledo in 1931 after having been with AP in Cleveland, Columbus and other cities.



Mr. Grebe

Staffs in San Francisco Enlarged by Networks

CBS is establishing a shortwave listening post in San Francisco to assist in coverage of the Far Eastern war front. The post is being built at an undisclosed location in the Bay region. In charge of the installation are CBS Engineers J. S. Middlebrooks of New York and Al Cormack of Hollywood. NBC has a listening post in North Hollywood.

The CBS news bureau in San Francisco has been augmented with Fox Case, CBS West Coast director of news and special events, and Bill Slocum Jr., the network's special events chief in charge. Others recently added are Pat O'Reilly, of Hollywood; Don Pryor, formerly of UP, Milwaukee; Bill Homan, former California newspaperman; Al Hunter of INS, San Francisco; Carroll Hanson of KQW, Hollywood.

NBC's San Francisco setup is headed by Kenneth Fry, transferred from Chicago. Don Martin, news editor of KOA, Denver, also has been shifted to San Francisco.

Big Wine Contract

K. ARAKELIAN Inc., New York (Mission Bell wine) on Dec. 16 signed what is believed to be one of the largest individual contracts for wine advertising ever placed on a local station. Terms call for 1,267 15-second cut-in announcements, 936 one-minute announcements and 312 15-minute musical programs yearly, on WNEW, New York. Contracts are for 52 weeks, non cancellable and represent a 33⅓% increase over placements made by the company on the station last year. Company also on Jan. 3 renews schedule of 60 announcements weekly on WINS, New York Firestone Adv. Agency handles the account.

Diary in Braille

BERLIN DIARY, account by William L. Shirer of his experiences as CBS Berlin correspondent, has been recorded as a "Talking Book" by the American Foundation of the Blind for distribution through the Library of Congress. Shirer himself did the reading for the first disc, and a radio announcer finished recording the volume. The book also is being transcribed into Braille for the American Red Cross, which plans to lend it by mail to blind persons.

in the CONTROL ROOM



LOU HOUSE, formerly chief control room engineer of WDRC, Hartford, Conn., has been named assistant chief engineer of the station by General Manager Franklin M. Doolittle.

RAY TORIAN, KGER, Long Beach, Cal., engineer, an ensign in the Naval communications division, has reported for active duty on the Atlantic Coast.

PAUL GREEN, NBC Hollywood field engineer, and R. J. Reid, of the network's New York technical staff, have switched assignments.

EARL GRAVES, chief engineer of KBIX, Muskogee, Okla., on Dec. 13 married Olivelle Moore, Muskogee school teacher.

GEORGE HEUTHER, transmitter engineer of WWRL, New York, has resigned to join the shortwave engineering department of CBS.

BILL MALONE, formerly chief engineer of WGTM, Wilson, N. C., is now with WWPG, Lake Worth, Fla., in the same capacity.

Free & Peters Shift

FREE & PETERS, national station representative, has moved its Los Angeles offices to 1512 N. Gordon St., Hollywood, and is sharing accommodations with Wright-Sonovox Inc., controlled by the former firm. Hal W. Hoag is Southern California representative of Free & Peters Inc. Jack Ross is West Coast manager of Wright-Sonovox Inc.

NO SANTA CLAUS IN CHRISTMAS (Ky.)!

We hate to disillusion you, but there ain't no Santy in Christmas (Ky.)! So—if you want to fill your sales sock, hang it up in the Louisville Trading Area, which accounts for 54% of all retail sales in the whole state! . . . With WAVE as St. Nick, you get complete coverage, low cost, and a *listening* audience—all yours for a Merry Christmas every day! Drop us a line—we'll send you the proof!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives



In radio, too, it's Better to be Lower

Lucky little girl—she is learning the advantages of being "lower." In radio a lower frequency gets the breaks, too.

These facts are not disputable: Lower frequency equals longer wave-length, longer wave-length equals stronger signals. In New York WMCA occupies the prize frequency (570) with enough power to sell over 12,500,000 people economically.

WMCA

FIRST ON NEW YORK'S DIAL

FCC Follows Normal Policy in Grants Pending Definite Policy on Priorities

CONSIDERATION of new station and modification applications under normal procedure is planned by the FCC until definite policies are established in relation to availability of equipment under priorities established by other Governmental agencies, it was learned last week at the FCC.

At its regular meeting last Tuesday, the Commission considered its customary "flimsy" on cases ready for action on new stations, improved facilities and the like. The policy may be changed at any time, it was pointed out, depending upon availability of transmitters, antenna structural steel and other essential equipment.

First Wartime Grant

Basic policy, it is presumed, will be established by the Defense Communications Board which, under powers vested in it by the recent Executive Order signed by President Roosevelt [BROADCASTING, Dec. 15] is the virtual final arbiter on all communications activities.

At its meeting Dec. 16 the FCC en banc granted a new 100-watt local to Iowa Great Lakes Broadcasting Co., Spencer, Ia., to be operated on 1240 kc. fulltime. This is the first wartime new station grant.

A new assignment on the choice 790 kc. regional frequency was authorized by the FCC with the granting of a construction permit to WWNY, Watertown, N. Y., to shift from 1300 kc. and to increase its power from 500 watts to 1,000 watts, with hours increased from daytime to unlimited time. Simultaneously, the FCC set for hearing applications of WHEC, Rochester; WGRC, New Albany, and WKPT, Kingsport, Tenn., for assignment on 790 kc.

WSBT, South Bend, was granted a construction permit to increase power from 500 to 1,000 watts and make changes in its directional antenna for day and night use on 960 kc.

KOY, Phoenix, Ariz., was granted authority to increase its day power on 550 kc. to 5000 watts, continuing to use 1,000 watts at night.

WERC, Erie, Pa., was granted a modification to increase power from 250 watts day, 100 watts night, to 250 watts fulltime. on 1490 kc. WMVA, Martinsville, Va., was granted similar authority on 1450 kc.

EFFECTIVE with the December issue, NBC's monthly list of network advertisers is being released in three sections, covering the Red Network, Blue Network and Pan American Network advertisers.



CONGRATULATIONS for Noran E. Kersta (right) on his new position as manager of the NBC television department, are extended by NBC's Vice-President in Charge of Television, Alfred H. Morton. Mr. Morton is resigning from the network Jan. 1 to become chairman of the board of Civic Concert Service, which will be a subsidiary of the newly formed National Concert & Artists Corp.

Ziemer Addresses Club On Inception of Nazism

GREGOR ZIEMER, European commentator of WLW, Cincinnati, was the principal speaker at the meeting last Wednesday of the Radio Executives Club of New York, speaking from personal experience on "How Nazis Are Made". Mr. Ziemer, formerly foreign correspondent for the *Chicago Tribune*, *New York Herald-Tribune* and *London Daily Mail*, and for 11 years dean of the American School in Berlin, discussed the rise of Nazism and development of the National Socialist party as he observed it from its inception.

"The greatest sticking of heads in the sand in history was when the civilized nations of the world refused to recognize the progressively growing menace of Hitlerism in the days before he came to power in 1933," Mr. Ziemer declared.

Mr. Ziemer drew the largest attendance of the year to the Wednesday meeting. Guests included Fred Palmer, WCKY, Cincinnati; Cecil Carmichael, WLW; C. B. Locke, KFDM, Beaumont, Tex.; George Bond, General Electric Co.

A NEW transcription firm, known as Professional Arts has been opened in San Francisco at 428 O'Farrell St. Neg Monett, formerly of the *San Francisco News and* author of NBC programs, and Jack Schnetzler are the operators.

Marine Training

LICENSED amateurs or y men from 18 to 23 are offered training to qualify for mer marine duty in various capac including radio operators, by U. S. Maritime Commi through the U. S. Employ Service of the Social Sec Board and the 1,500 State em ment offices affiliated with it. T ees receive pay while lear along with free transport clothing, food and quarters. jobs at high wages available training. Particulars may be cured from any State employ office or from the U. S. Mar Commission, Washington.

Gerdy Joins COI

ROBERT GERDY, CBS news editor, has resigned, effe Dec. 19, to join the press div of the Office of Coordinator o formation. In his new positio will work under Joseph Ba chief of the New York press sion. Gerdy is the third CBS licity staff-writer to leave fo Office of Information, Robin kead and Alice Dannenberg h preceded him.

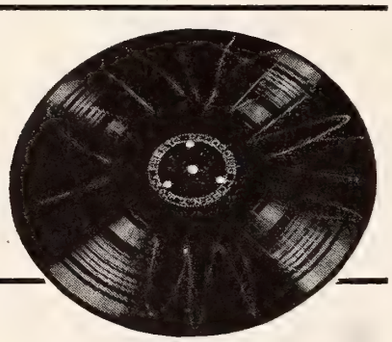
New Disc Firm

G. C. BIRD & ASSOCIATES Hollywood transcription produ unit, has been established at N. Gramercy Place, with G. C Bird as general manager. Firm produce under trade-name se Dial-Dramas. Three new qua hour serials, of 39 episodes have been completed for sp consideration. Trio includes *clusive Story, Suspicion,* and *Had Been You!*

Bowl Game Plans

WITH announcement that the Bowl game New Year's Day be played in Durham, N. C stead of Pasadena, NBC's r as an exclusive Red Network ture will come from Duke Sta at 1:45 p.m., with Bill Stern a microphone. The annual Shr benefit game shifted from Francisco to New Orleans, from New Year's Day to Ja will be broadcast exclusivel Mutual, under sponsorship of lette Safety Razor Co., Bosto

DON'T DO THIS



• • • to your aluminum records if you plan to have them recoated. A needlessly large percentage of records sent us for recoating must be sold as scrap, because the owners have attempted to obliterate the recorded program and have thus ruined the aluminum base.

There is no reason for destroying your recordings. They are never played. The thousands of records that arrive at our plant each week are immediately stripped, recoated and sent back to you. The better their condition when they arrive, the better your recoated records will be.

Store your records where they will not be dented or scratched. When you are ready to send them for recoating, order a box or two of Presto glass base discs. The wood cartons, in which the glass discs are shipped, make ideal containers for shipping back your aluminum records.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panam

Washington Center

(*Continued from page 10*)

n will function in acting as clear-
house for Government pro-
ms has not yet been disclosed.
is plan has been under con-
eration for several weeks. Neces-
y for it arose with the tremen-
is increase in demand for radio
e by Government agencies.
The need for cordination has ex-
ed for the last year, and net-
rks and stations alike have urged
olution. It has been pointed out
t the President himself invari-
y seeks to avoid interference
h regular program schedules by
lizing time, wherever possible,
ing the late evening hours.
Although details of the coordi-
ing system have not been an-
nced, it is understood adminis-
tion will be in the hands of Wil-
m B. Lewis, CBS programs vice-
esident now on leave as radio
visor to OFF, and Douglas
servey, formerly assistant to
rtha Brainard, manager of
BC's program and talent sales
partment, now on leave to serve
h Mr. Lewis. Also in the
ture is Dr. Frank M. Stanton,
S director of research, on leave
serve as a special consultant in
F [BROADCASTING, Dec. 8], who
l concentrate on surveys to de-
mine public knowledge of the
ilian defense program.

Schedule Problems

In place of plans espoused in
ne Government quarters under
ich stations would be asked to
ote a certain period during the
y to such programs as instruc-
n in air-raid precautions, it is
derstood OFF may function ac-
ely in a "funneling" operation
rough which such broadcast in-
mation would be arranged for
h an eye on the greatest effect
listeners and the least disrup-
n of regular program schedules.
ch an operation would emphasize
maintenance of present pro-
am schedules as nearly as pos-
le to insure a listening audience
moments of crisis, it is believed.
The new Committee on Defense
ormation, set up in mid-Decem-
as an overall policy committee
information on defense activity
the nation, is made up of key
resentatimes named by Govern-
nt agencies, and it will advise
F "in its task of extending and
proving the country's informa-
n on the defense effort".
With Mr. MacLeish as chairman,
nmittee members include James
Dunn, political relations adviser
the Secretary of State; Ferdi-
nd Kuhn, assistant to the Secre-
y of Treasury; John J. McCloy,
sistant Secretary of War; Adlai
venson, special assistant to the
retary of Navy; L. M. C. Smith,
cial assistant to the Attorney
neral; Lowell Mellett, director
the Office of Government Re-
rts; Wayne Coy, liaison officer of
Office of Emergency Manage-
nt; Oscar Cox, lend-lease coun-
; Capt. Robert E. Kintner, OFF.

NO 'KEY' PUBLICITY
News of Stations Considered As Restricted

STATIONS selected as "key" outlets by the various Interceptor Commands are advised by the FCC and the War Department that their selection is considered of a restricted nature and as such may not be publicized in any manner.

This is pointed out in instructions for stations going off the air in case of air raids sent out by the FCC.

Both the War Department and the FCC point out that such information would give "aid" to the enemy and must be closely guarded. In other words, no mention may be made in any promotional activity, on the air, in house organs or otherwise that a station has been designated as a key.

Kastor Agency Changes

EDWARD ALESHIRE, formerly radio director of Sherman K. Ellis & Co., New York, and before that a vice-president of Benton & Bowles, Chicago, and manager of the radio departments of Lord & Thomas and Blackett-Sample-Hummert, Chicago, has joined H. W. Kastor & Sons, Chicago, as executive of the Procter & Gamble (Teel) account. William H. Kearns, vice-president of H. W. Kastor & Sons, will transfer from Chicago to New York where he will be executive in charge.



Mr. Aleshire

GM Group's Program

INLAND MFG. DIVISION of General Motors Corp., Dayton, on Dec. 24 will sponsor a half-hour program on CBS featuring Christmas music as sung by a chorus made up of 100 children of the company's employes. The group was formed in 1936 by Richard Westbrook, its present conductor, as the result of annual Christmas parties given by the sponsor at which the children sang carols.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Larmon, LaRoche Given Higher Posts at Y&R

SIGURD S. LARMON on Jan. 1 will succeed to the presidency of Young & Rubicam, New York; Chester J. LaRoche, now president, will become chairman of the board and chief management officer, and Raymond Rubicam, now board chairman, who made the announcement of the personnel changes last week, will become chairman of the executive committee. This committee, responsible for the policies of the agency, will have as members in addition to Mr. Rubicam, Messrs. LaRoche, Larman and J. H. Geise, treasurer.

Mr. Larmon has been with Y & R 13 years, first as an account executive and for the last 10 years as a vice-president of the company with supervision of a number of accounts and in charge of new business. Before joining the agency Mr. Larmon was an account executive with N. W. Ayer & Son, and formerly served as sales manager of Western Clock Co. and district manager of Columbia Phonograph Co.

Net Show Planned

AMERICAN HOME PRODUCTS Corp., Jersey City, is looking for a half-hour, five-time weekly spot for a new network show. Blackett-Sample-Hummert, New York, agency in charge, is making inquiries for availabilities, but has not yet set up detailed plans.

PERFORMANCE COUNTS MOST AND COSTS LESS WITH LINGO

Into Lingo designing has gone the finest engineering skill and modern antenna engineering. The result—"plus" performance combined with low installation and maintenance costs.

199 ft. (above roof) Radiator at WIBM, Jackson, Mich. Another example of Lingo versatility to meet every station need.

LINGO
VERTICAL TUBULAR STEEL RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

In CANADA—It's the 'All-Canada' Stations



THE RICH CANADIAN WEST LISTENS TO 'ALL-CANADA' STATIONS

Spotted in the best markets of the thriving West—assuring you listener preference in each locality they serve—programmes all over the 'All-Canada' radio stations get results every time. Merchandising and programme assistance if and where you want it!

Ask your advertising agency or All-Canada representative for coverage data and rates

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail ---- CJAT
Kelowna ---- CKOV
Vancouver ---- CKWX
Victoria ---- CJVI
Kamloops ---- CFJC

Alberta
Calgary ---- CFAC
Edmonton ---- CJCA
Grande Prairie ---- CFGP
Lethbridge ---- CJOC

Saskatchewan
Moose Jaw ---- CHAB
Prince Albert ---- CKBI
Regina ---- CKCK

Manitoba
Winnipeg ---- CJRC

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA—All-Canada Radio Facilities Limited

MBS Only Net to Insert War Clause

Others Lack Requests; Increase in Demand For Time Noted

MBS announced last week that, effective immediately, the following "war clause" will be inserted into all new contracts for commercial programs on the Mutual network and will be attached as a rider to all previously signed contracts for programs now being broadcast on this network:

"If the advertiser's business in the product to be advertised hereunder shall be substantially curtailed or substantially interfered with by reason of the existence of the state of war between the United States and any other government, then the advertiser shall have the right to terminate this contract by giving to MBS at least two weeks prior written notice of his intention to do so. Such notice must be given by the advertiser not later than two weeks after the business of the advertiser shall have been so curtailed or interfered with."

Others Unchanged

The other coast-to-coast networks at the week's end had not followed Mutual's lead and were still maintaining their usual contract provision for cancellation of commercial programs only at the end of 13-week periods. NBC reported that it had had no requests for "war clauses" since the United States has been at war and CBS stated that the few requests it had received had been rejected.

MBS said that none of its advertisers had invoked the war cancellation privilege to date, although one motor car manufacturer had allowed his program to terminate on the expiration date instead of extending the contract as had previously been planned.

It was generally agreed that the agitation among advertisers and agencies for war cancellation clauses has been much less strident than was the case in the fall of 1939 when Europe was plunged into war. At that time a number of advertisers tried unsuccessfully to get such clauses into their network contracts, but as the war progressed the demands for them dwindled almost to none at all, it was reported.

The situation regarding talent contracts differs from that of the contracts for facilities, the majority of a score of New York advertising agencies interviewed by BROADCASTING reporting that war clauses have for some time been included in their contracts with the stars of their radio programs.

No provision for wartime cancellations is made in the Code of Fair Practice and accepted by the agencies, but this covers only the payment of minimum scale and does not apply to such stars as Helen Hayes, whose CBS Sunday night series will terminate Dec. 28 as a result of the first invocation of a war clause.

Two Cancellations

Miss Hayes' sponsor, Thomas Lipton Inc., is withdrawing the program because of the uncertainties of shipping tea from Ceylon to America. Following the final Helen Hayes broadcast, the half-hour period will be filled with a news show until the completion of the 13-week cycle, Young & Rubicam, Lipton agency, stated.

Only other wartime cancellation learned of as yet is that of the Chilean Nitrate Educational Bureau, whose spot campaign of 30-minute transcriptions of *Uncle Natchel* on 18 stations in the Southeast will close Jan. 5 due to the war demands for nitrate and the uncertainties of getting delivery. This campaign is handled by O'Dea, Sheldon & Canaday, New York.

Jim Crowley's quarter-hour reports of the White House Conferences, broadcast twice weekly on MBS under sponsorship of Chrysler Sales Division, will terminate at the end of the contract, which will not be renewed as had been expected, and the M & M Candy Co. has given up its idea of starting a network program in January as contemplated, but these constitute changes in plans rather than actual cancellations. Lord & Thomas, New York, handles the M & M account; the Chrysler program was placed through Lee Anderson Adv. Co., Detroit.

Another radio loss that might be charged up to the war, although it occurred in November while this country was still at peace, is that of the Jimmy Fidler program on MBS, sponsored by the Tayton Co., Los Angeles cosmetic manufacturer, which withdrew because of trouble in obtaining priorities the brass used in the compa lipsticks and paper for cartons, cording to BBDO, New York, a cy in charge.

Spot Flexibility

Leading station representat in New York, also queried BROADCASTING, reported a few quests for war clauses by ad tisers and most of these, the re sentatives stated, had been m months ago. By and large, howe the extreme flexibility of broadcasting, with two-week cellation notices the rule, offers advertiser all the protection he quires and most of the reps that they had had no demands war clauses.

On the contrary, they st that the only demands adverti are making on them is to c more time for their spot campai with news periods and annou ments adjacent to news periods ing most sought.

WOR, New York, also stated it has received numerous requ for comedy shows, indicating, cording to the WOR sales ex tives, that some advertisers at l are looking beyond the immed supreme listener interest in n to the time when the public wil turning its radio dials for en tainment which will aid it to esc for a short time from the g realities and to recuperate thro laughter.

Quick Changes

The consensus of broadcast agency men and representat alike was that for the present least radio is in no danger of ing any appreciable part of its r nue. Indeed, at the moment, b ness is on the upswing for br casting, in sharp contrast such advertising media as outd with its billboards blacked out miles of countryside because of impossibility of otherwise dar ing the roadside signs when air tack is threatened, and mon magazines, whose closing dates too far ahead of publication to mit changes in copy.

Radio's flexibility, which permit if need be the rewriting a closing commercial while the

D.S.—Minute Man

DAVID SARNOFF, pres dent of RCA and chairma of the board of NBC, ha been named chairman of th National Radio Minute Me Organization, established i connection with the Treasur Defense Bond and Stam campaign. As chairman of th group, Mr. Sarnoff will selec well-known Americans to ac as Minute Men on networ broadcasts. They will spea for one minute on such pr grams, plugging bond an stamp purchases. Radio Mir ute Men also are selected i each city in the country t make similar speeches ove local stations.

WE EXTEND OUR SINCERE GREETINGS AND BEST WISHES FOR A MERRY CHRISTMAS AND A HAPPY NEW YEAR.

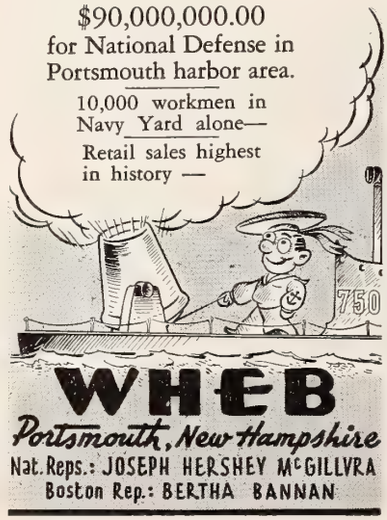
KWKH and **KTBS**

50,000 WATTS · CBS — 1000 WATTS · NBC RED

The Shreveport Times Stations

SHREVEPORT, LOUISIANA

REPRESENTED BY THE BRANHAM COMPANY



m is in progress, is making this lium more attractive now than r before to many advertisers, it s stated. The same condition ex- to a lesser degree in newspa- s, which are also securing in- asing linage from advertisers. t was generally agreed, more- r, that in most cases the ability make last-minute copy changes f much greater importance than right to cancel a program se- on short notice, as in almost ry instance the advertiser would e enough material on hand to tinue sales and advertising for ther 13 weeks after his supply raw material had been shut off. he example was cited of a watch nufacturer who imports his hanisms from Switzerland and a year ago was insisting on r clauses in his contracts for ra- time, yet who has not to date tailed his radio advertising in slightest.

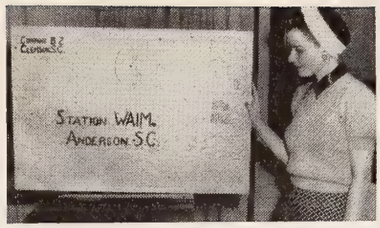
* * *

SURANCE of cooperation has n given broadcasters by a num- of national advertisers and ertising agencies in the effort the industry to offer every fa- ty to the Government and at same time maintain schedules, ofar as possible.

D. D. Davis, president of General ls, Minneapolis, in a short ad- ss at the conclusion of *Valiant dy* daily episode on NBC-Red, d, "We have informed executives all radio networks which carry programs that they are at lib- y to cancel programs at any e when news bulletins of public erest become available.

Fibber Needed

On the *Fibber McGee & Molly* gram on NBC-Red, H. F. John- Wax Co., Racine, sponsors of program, stated that "the mak- of Johnson's wax and Glo-coat ieve it is in the public interest continue programs as entertain- as *Fibber McGee & Molly*. They e a place in our national morale." Freeman Keyes, president of ssel M. Seeds Co., said, "There no doubt that the war is going affect advertising along with er business. Advertisers are go- to have to adjust themselves last minute changes of schedules d in general enter into a very perative attitude with the broad- sting companies, magazines and wspapers. Insofar as our com- y is concerned, immediate bill- should not be materially affect- one way or the other. The pro- ts we advertise are staple items



MAIL LIKE THIS giant plywood postcard was received by WAIM, Anderson, S. C., from 250 cadets of Company B-2 at Clemson. It was signed by each of the 250 cadets and required $2.08 in postage. Cadets had followed Clemson football games, sponsored by Coca Cola Bottling Co. and Brissey Lumber Co. Oh yes, that's Edith Hall, of the WAIM continuity department, at the right.

not generally affected by changing conditions, and at the moment we know of no serous priority problems."

It was learned that the W. A. Shaeffer Pen Co., Madison, for which the Seeds agency directs radio advertising is at present issuing 1942 contracts for spot announcements on an extensive list of stations.

Regardless of whether a manufacturer can secure raw materials necessary to produce his own trade marked goods," Mr. Keyes said, "we believe he should continue to advertise his company, his company name, and his product name before the product.

One leading Chicago agency has worked out an agreement with the networks whereby it will not request time rebates if its programs are interrupted by news reports, providing the interruption comes within the entertainment period of the program. If the break should come during the commercial a time rebate will be requested. Other agreements which will be equitable to both the networks and the agencies are being worked out.

Historic Teletype

WHN, New York, recently called AP and put in an order for installation of an AP teletypewriter. The station was informed that none was available at the moment, perhaps in a day or so. Then a call back. AP had the machine. Questioned on the promptness of the response AP replied the machine had just been brought up from the Japanese Embassy in Washington!

E. K. WHEELER, formerly of WWJ, Detroit, has been appointed manager of W45D, *Detroit News* FM station, by W. J. Scripps, general manager of WWJ, which operates W45D.

JUMP IN LISTENING
WOR Survey Shows How Nation Turned to Radio

LISTENING by New Yorkers who were at home on the afternoon of Dec. 7 jumped at least 60% between 2:26 p.m., when the news that the Japs had attacked Pearl Harbor was first flashed, and 4:15 p.m., it has been revealed by Joseph Creamer, head of the promotion department of WOR, New York. This sidelight on human behavior is based on data collected by Crossley interviewers who happened to be making their regularly scheduled personal interviews for the "WOR Continuing Study of Radio Listening in Greater New York" at the time the news broke.

Before the flash came over the air, the interviewers found about one-third of the residents of the metropolitan area who were at home had their sets turned on. Two hours later this number had increased to over half of all people at home, with listening increasing rapidly each quarter-hour as the news spread.

AGENCY *Appointments*

BRITISH GOVT., Ministry of Labor, London, to J. Walter Thompson Co., London, to handle advertising for enlistment of women in munitions work.

PURE FOOD Co., Mamaroneck, N. Y. (foods and seasonings), to J. M. Mathes Inc., New York. Plans not yet formulated.

GLOBE MILLING & GRAIN Co., Los Angeles, a division of Pillsbury Flour Mills Co., to McCann-Erickson, that city.

GORDON MFG. Co., Los Angeles (germicidal lamps), to Hillman-Shane-Breyer Inc., that city.

WEINTRAUB BROS. & Co., Philadelphia (uniforms), to Adrian Bauer Agency, Philadelphia.

NATIONAL FOAM SYSTEM, Philadelphia (fire prevention equipment) to Oswald Adv. Agency, Philadelphia. W. D. Lindsey is account executive.

TIOGA MILLS Inc., Waverly, N. Y. to Wm. Spitz Adv., Syracuse.

Regent on MBS

JERRY YAWNE, baritone, and Ted Straeter's orchestra will be featured on the quarter-hour musical series to start Jan. 5 under sponsorship of Riggio Tobacco Corp., Brooklyn, for Regent Cigarettes [BROADCASTING, Dec. 1]. Program, to originate in New York, will be aired on 16 MBS stations, Monday, Tuesday and Wednesday, 10:30-10:45 p.m. Agency is M. H. Hackett Inc., New York.

Bryan Donates Books

GEORGE BRYAN, CBS newscaster heard daily at 9 a. m., has sent his entire collection of text books on navigation and seamanship, collected as a hobby in his spare time, to the Naval Training Center Library to be used as research books for students.

BALLANTINE
THREE RING TIME
with
CHARLES LAUGHTON
MILTON BERLE
SHIRLEY ROSS
BOB CROSBY'S BAND
Now on
5,000 Watts Day and Night WING NBC Red and Blue Nets
DAYTON, OHIO
Nat. Rep., Paul H. Raymer

A Selling-Combination in the Capital Triangle
PROGRAM POPULARITY PLUS STRONG SIGNAL!
WTRY
1000W TROY, N. Y. 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK

ARIZONA'S FIRST STATION
First with Listeners
First on the Dial
CBS 550 KC.
KOY
PHOENIX
KOY carries more hours of network commercial than any other Arizona station.
HN & COMPANY
Affiliate Station WLS Chicago

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

Defense Keynotes FCC Activity in Year

Annual Report Reviews Marked Expansion In Its Scope

NATIONAL DEFENSE was the FCC keynote during the 1941 fiscal year, according to the FCC's annual report released Dec. 21. The report made no legislative recommendations to Congress but said some recommendations may be advanced later, growing out of such proceedings as the newspaper-ownership inquiry.

Emphasizing functions of the Defense Communications Board, the FCC report listed functions of such new organizations as the National Defense Operations Section and the Foreign Broadcast Monitoring Service. It called attention to increased activity in the international broadcast field and technical developments such as frequency modulation and television.

50,000,000 Receivers

As of Nov. 1, 1941, the report showed, 915 standard broadcast stations were in operation or under construction—877 and 38, respectively—with an estimated 50,000,000 receivers serving the listening audience. Authorized during the year were 68 new stations. It was pointed out that in addition to an extension of the license period for standard broadcast stations from one to two years, operation aspects were substantially improved through the March 29 reallocations under the North American Regional Broadcasting Agreement.

In a letter of transmittal for the 66-page printed report FCC Chairman James Lawrence Fly stated that because of the war situation, the scope of the document had been extended to include developments up to the present state of war rather than limiting information as of June 30, 1941.

Among events during fiscal year 1941 were the network-monopoly regulations, the newspaper-ownership inquiry, the oral arguments on proposed rules against multiple ownership, along with hearings on such developments as FM and television.

On the FCC's national defense activities the report stated:

"Solving the many communications problems arising from the nation's defense effort is a primary concern of the FCC. The rapid expansion of the Army and Navy, especially their air forces, the development of civilian defense plans and projects, the rise of new and perilous conditions on the high seas, the interruption of all direct cable service to the continent of Europe (the United Kingdom, Eire, and the Azores excepted), the need for adequate presentation of United States broadcasts via shortwave to other countries, especially in Latin America, the increase in telephone, telegraph, and radio communications traffic concurrent with the defense program—these and a variety of other developments during the past year have profoundly affected the day-to-day business of the Commission.

Two New Sections

"No part of the Commission's work has been left unaffected by emergency requirements, and two new sections—the National Defense Operations Section and the Foreign Broadcast Monitoring Service—have been established to meet particular defense needs.

"In addition to aiding in the development of new facilities and services as part of the defense effort, the Commission has been concerned with forestalling any possible misuse of existing facilities." Amateur radio communications here and abroad and the use of portable long-distance transmitters by amateurs were banned as war started; a nation-wide system of 24-hour monitoring stations has been established, each station policing a particular area much as a policeman patrols his beat; the citizenship of operators and of many communications employes is being checked; and international carriers are being required to keep on file originals of all overseas cable and radio communications.

Tips Received

Foreign Broadcast Monitoring Service, set up Feb. 26 by the FCC in cooperation with DCB, is now actively translating, transcribing, analyzing and reporting on from 600,000 to 900,000 words transmitted daily by foreign broadcast stations throughout the world, the report estimated. Operating on a 24-hour every-day basis, FBMS personnel carefully watches for intelligence and trends in broadcast speeches, news and entertainment from foreign countries, reporting immediately to Government officials responsible for counter-propaganda or other action, if necessary, it was explained.

"The importance of listening in on foreign transmissions is attested in the fact that propaganda instigated abroad almost invariably follows the example set in shortwave broadcast, but follows it with a lag," the report declared. "Almost every political, diplomatic, or military move is presaged by shifts in propaganda treatment. Consequently, through study of the shortwave 'model' it is often possible to predict such moves. A new course in policy can be reflected in broadcasts long before it is announced officially, or rumored in the press. For example, the altered tone of certain foreign broadcasts gave the first indication that Japan intended to occupy Indo-China.

A Steady Watch

"Monitors record major foreign broadcasts, and information about content significant either from the intelligence or propaganda point of view is flashed immediately to appropriate Government officials. Decentralization of the FBMS force makes each listening post, in effect, a complete unit in itself, with engineers, translators, transcribers, stenographers, and persons who prepare reports. Thus each can tackle an overseas broadcast as quickly as it is recorded. However, all analysis work is done at

"From this central office, pertinent information is dispatched to a selected list of military and other Government officials in the form of spot bulletins, daily reports with overall content and analysis, weekly summaries of propaganda methods on the long-range basis, and special reports and analyses."

"FBMS is on continual watch for significant news not available in the regular press and radio dispatches, as well as news and ment directed against the U States."

FCC personnel was listed a in Washington, including 257 employes, and 613 in the fiel cluding 424 NDO, practically whom were Civil Service empl Appropriations for the FCC ing the fiscal year 1941 to $4,126,340, including $1,750,00 national defense activities, $175,000 for relocation of mor ing stations.

The report stated that at th ginning of the fiscal year were pending 12 cases to whic FCC was a party, 10 in the Court of Appeals and two in Supreme Court. During the five additional appeals were t to the Court of Appeals from decisions, making a total o caes pending in that court. O 15 cases, 12 were dismissed three were pending at the of the fiscal year, the repor dicated.

Reemphasizing the FCC'c of stand of "no censorship", the port declared:

"The Commission has em sized frequently that it exer no power of censorship over r communications. However, the mission is concerned to see licensees use their power of gram selection in the public i est. It is especially concerned the maintenance of well-rou rather than one-sided presentat of controversial public issues welcomes complaints when fied."

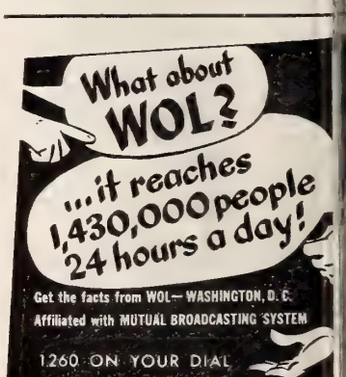
OPERATION FAT TO VICTOR DALT

VICTOR DALTON, 50, owne KMTR, Hollywood, died late Th day night at Queen of Angeles pital, Los Angeles. Death c following an operation for a lignant ailment. He had entered hospital four weeks ago.

A pioneer in Southern Califo broadcasting, Mr. Dalton abou years ago acquired KMIC KGFH in Glendale, Cal. The mer station later became KRD, Angeles. Later he bought K from Frank Doherty, the pre owner of KRKD. Mr. Dalton operated Radio Newsreel Ser syndicated news transcription s ice, and was owner of Dalton & Furniture Loan Co.

Surviving Mr. Dalton is his Leona Valde Dalton. Funeral s ices had not been announced BROADCASTING went to press.





lause for Six-Month Return s Sought in New Seizure Bill

PROVAL last Friday by the use of a bill (HR-6263) extend- the war emergency powers of President under Section 606 he Communications Act to wire munications systems, but with lause requiring return of such ilities six months after the ter- ation of war or the threat of , had prompt repercussions in broadcasting industry. Another vision of Section 606, granting President broad powers to take r radio facilities, does not carry six-month termination clause. With the measure now in the ate, it was indicated that steps mptly would be taken to revise tion 606 to give similar protec- n to radio. While there is no ught of taking over broadcast- facilities of any character, it s nevertheless felt in industry les that the protection afforded e communications under the use amendment should be ex- ded to the broadcasting field.

Hearings Slated

Hearings probably will be held ore the Senate Interstate Com- rce Committee next week. The as passed by the House was roduced by Chairman Lea (D- .) and superseded a measure R-6231) which he had intro- ed Dec. 12. The former bill, re- tten in committee, would have ced wire communications under Section 606 (c) of the Act, which deals with radio stations.

DCB-FCC Chairman James Lawrence Fly had advised the House committee in executive session Dec. 17-18 that the DCB and FCC had no intentions of taking over the telephone industry or any other field of wire communications. He has repeatedly given the broadcasting industry similar assurances. The whole idea of Government control during wartime is based on the desire to create the least interference possible with private operation, he said. On Dec. 10 the President, by executive order, transferred to the DCB all of his functions under Section 606 [BROADCASTING, Dec. 15].

The House bill specifies that upon proclamation by the President that there exists a state or threat of war involving the United States, the President, if he deems it necessary in the interest of national security and defense, may, "during a period ending not later than six months after the termination of such state or threat of war and not later than such earlier date as the Congress by concurrent resolution may designate" perform acts ranging from suspension and amendment of rules and regulation to commandeering of wire facilities upon just compensation to the owners.

Westinghouse Shifts

GORDON SWAN, traffic man- r of WBZ-WBZA, Westing- se stations in Boston-Spring- d, has been named program nager of the stations, according C. S. Young, acting general nager. He succeeds John F. Mc- mara who assumes the new post director of educational and re- ous activities. Mr. Swan has n with Westinghouse since 1924 l Mr. McNamara since 1930. The t of traffic manager remains ant for the present.



MBS Suit Is Rumored Against Blue Network

RUMORS of an impending suit to be brought by MBS against NBC over the allegedly illegal operations of the Blue network which have resulted in purported loss of business by MBS were current in New York radio circles last week, although executives of both networks declined to comment.

The general belief was that if MBS should decide to bring such a suit, it would probably take no action until Jan. 12, date the statutory three-judge court in New York is to hear the petitions of NBC and CBS for a temporary injunction restraining the FCC from putting into effect its chain-monoply regulations. MBS has entered into the case in support of the FCC.

MBS, according to these reports, will sue for $10,000,000 damages, charging that the time option clauses in NBC's contracts with its affiliate stations are in violation of the Federal anti-trust law and that NBC's application of these clauses has harmed MBS illegally. As a major proof of its claim MBS is expected to cite the Ballantine *Three Ring Time* program which last week moved from MBS to the Blue. This switch, according to Mutual, was caused largely by the Blue exercising its option and withdrawing from the Mutual network for Ballantine the stations which were also Blue affiliates, amounting to about 30% of the list, MBS stated at the time.

Government Buys GE Transmitter

Shipped to KSFO for Use In Shortage Programs

CUTTING through red tape, the Government has purchased from General Electric Co. its 100,000-watt shortwave transmitter, used by WGEO at Schenectady, for approximately $150,000 and is shipping the plant to San Francisco for use in reaching the Far East.

Associated Broadcasters Inc., operating KSFO, San Francisco, headed by Wesley I. Dumm, will install and operate the new station but the transmitter will be the property of the Office of Coordinator of Defense Information, headed by Col. William J. Donovan. It may be sold later to Mr. Dumm when a permanent site is procured, or otherwise disposed of by the Donovan Office.

Priority Obstacle

The transaction, marking the first time the Government has purchased a transmitter for a private operator, was held as a necessary step in order to improve shortwave service to the Orient. At present only one station — GE's KGEI in San Francisco — is serving that area.

Difficulties encountered by Mr. Dumm in connection with procurement of a transmitter resulted in action of the Donovan Office, which is coordinating shortwave broadcasting. The project, from its start last fall, was strongly advocated as a national defense measure to counteract Axis propaganda. Mr. Dumm volunteered to install the station.

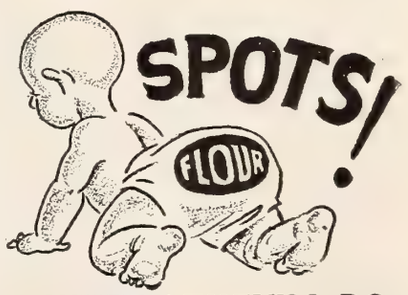
As GE's engineers in Schenectady are dismantling the 100,000-watt transmitter, Associated engineers on the Coast are preparing for installation at the temporary location. They hope to have the transmitter working full-blast by mid-January. The station was granted a series of shortwave assignments last October, shared with eastern outlets, at the behest of Col. Donovan.

GE announced last Friday it had sold the WGEO transmitter to the Donovan Committee. WGEO will use an auxiliary 50,000-watt transmitter for programs to South America, with replacement construction of another 100,000-watt transmitter contemplated.

Announcement of the transmitter sale came only a few days after Leland Stowe, foreign correspondent of the *Chicago Daily News*, reported from Chungking that an Axis propaganda blitz in the Far East had caught the United States flatfooted. The OCDI, however, had been working on details for the new shortwave station on the Coast for several weeks evidently recognizing the need for additional American shortwave service to the Far East.

KTAR-PHOENIX
BUYS
"IMPERIAL LEADER"
The transcribed story of the life of Winston Churchill
52 Thrilling Episodes
For information write or wire
Kasper-Gordon Inc., 140 Boylston St. Boston, or Howard C. Brown Co. 6418 Santa Monica Blvd., Hollywood

KINY
"The Friendly Voice of the Capital"
"Do You Know"
Alaska has the greatest potential pulp industry of the world —indicative of the Territory's untapped resources. KINY can add this market to your list.
Executive Offices Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES



WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
560 KC 1000 WATTS NBC BLUE FULL-TIME
KFDM BEAUMONT
Represented by HOWARD H. WILSON COMPANY

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative: JOHN BLAIR & CO.
NBC RED NETWORK

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 13 TO DECEMBER 19 INCLUSIVE

Deccisions . . .

DECEMBER 16

NEW, Iowa Great Lakes Broadcasting Co., Spencer, Ia.—Granted CP new station 1240 kc 100 w unl.

WERC, Erie, Pa.—Granted modification license 250 w D & N.

WMVA, Martinsville, Va.—Granted construction permit 250 w N.

KOVO, Provo, Utah—Granted consent voluntary assignment license to KOVO Broadcasting Co. in which assignor will have 85% interest for consideration of 60,000 shares common stock of assignee and assumption by assignee of present liabilities.

WSBT, South Bend, Ind.—Granted CP increase 1 kw directional and equipment changes.

KOY, Phoenix—Granted CP new transmitter increase 5 kw D.

WWNY, Watertown, N. Y.—Granted CP change 790 kc increase 1 kw hours to unl. move transmitter directional N.

DESIGNATED FOR HEARING—**WHEC, Rochester,** CP change 790 kc increase 5 kw D & N install directional move transmitter; **KFSD, San Diego, Cal.,** modific. CP re antenna approval and operation present transmitter site with type change; **WSJS, Winston-Salem, N. C.,** modific. CP move transmitter directional changes increase 5 kw D & N; **NEW, Genesee Broadcasting Corp., Flint, Mich.,** CP new station 600 kc I kw unl directional D & N; **NEW, WTBS Radio Co., Toledo, O.,** CP new station 600 kc 1 kw unl directional D & N (consolidated hearing with WSJS and Genesee); **WGRC, New Albany, Ind.,** move transmitter change 790 kc increase 1 kw N 5 kw D new transmitter directional N; **WKPT, Kingsport, Tenn.,** CP change 790 kc increase I kw D & N new transmitter and directional (consolidated hearing with WGRC).

NEW, Globe-Democrat Publishing Co., St. Louis—CP new FM station placed in pending file under Order 79.

NEW, Wayne R. Nelson, Conord, N. C.—Granted CP new station 1 kw D 1410 kc.

Applications . . .

DECEMBER 18

WTBO, Cumberland, Md. — Acquisition control thru sale 49.6% common stock from Leon E. Pamphilon to Frank W. Becker.

WJZ, New York—Voluntary assignment license to Radio Corp., of America.

WENR, Chicago—Same.

KGO, San Francisco—Same.

NEW, Eastern Pennsylvania Broadcasting Corp., Scranton, Pa.—CP new station 590 kc 5 kw D & N directional N.

WHK & WCLE, Cleveland; WHKC, Columbus—Authority transfer control from Plain Dealer Publishing Co. to Forest City Publishing Co. (holding company thru liquidation of former).

KFEL, Denver, Col.—CP increase 5 kw N 10 kw D directional, equipment changes.

War Baby

FIRST wartime grant of a new station was authorized last Tuesday when the FCC issued to Iowa Great Lake's Broadcasting Co., a construction permit for local facilities in Spencer, Ia. Assigned was 100 watts fulltime on 1240 kc. Principals in the permittee company are Lawrence W. Andrews, Iowa state employe and director for old age assistance and aid to the blind, vice-president and 30.2% stockholder; Lyle W. Nolan, Ruthvian (Ia.) theatre owner, secretary-treasurer, 10%; and Robert G. Lexvold, assistant bank cashier, president, 7.7%. Balance is held in small portions by various local citizens. Spencer, located in Northwest Iowa, has a population of approximately 6,000.

CLEARS CONSIDER SERVICE TO NATION

HOW CLEAR channel stations, with their city and rural audiences, can best serve the country during the war was the main topic of the annual meeting of the Clear Channel Broadcasting Service in Nashville last Thursday.

Sixteen independently - owned Class I-A stations reviewed their program of the past ten months on the basis of a report presented by Victor Sholis, director of CCBS. Experiences of the stations since Dec. 7 were related and advice exchanged.

Edwin W. Craig, directing head of WSM, Nashville, presided as chairman. Attending also were Louis G. Caldwell, Washington attorney; Lee B. Wailes, KDKA, Pittsburgh; James E. Moroney, WFAA - WBAP, Dallas-Fort Worth; Carl J. Meyers, WGN, Chicago; Mark Ethridge, W. Lee Coulson, and Orrin Towner, WHAS, Louisville; P. M. Thomas, WJR, Detroit; James D. Shouse and James Rockwell, WLW, Cincinnati; J. Leonard Reinsch, WSB, Atlanta; Harry Stone and Jack DeWitt, WSM, Nashville; Col. B. J. Palmer, J. O. Maland, William M. Brandon, Ralph M. Evans and Paul Loyet, WHO, Des Moines, and Rev. F. A. Cavey and W. H. Summerville, WWL, New Orleans.

Poll of Radio Editors Picks Hope as Champion

BOB HOPE, heard on MBC-Red, has been named "champion of champions in *Motion Picture Daily's* sixth annual poll of radio editors. Second and third were Jack Benny and Bing Crosby. Red Skelton was named the season's outstanding new star and leading comedy team was Fibber McGee & Molly. All are heard on the Red.

Bob Hope and Fanny Brice are leading comedian and comedienne, best M. C. is Bing Crosby, also leading male vocalist (popular). Dinah Shore is top female vocalist (popular), while favorite classical singers were Richard Crooks and Gladys Swarthout. Other winners include: H. V. Kaltenborn, commentator; Bill Stern sports; Guy Lombardo, band dance (sweet); Glenn Miller (swing); Leopold Stokowski, symphonic; *Lux Radio Theatre* (dramatic program, different plays); *One Man's Family* (dramatic program, same cast and characters); *Kraft Music Hall,* variety; *Information Please,* quiz; *Let's Pretend,* children's; *Vic & Sade,* daytime serial; CBS *School of the Air of the Americas,* educational; CBS *Spirit of 41,* special events.

Carpenter to Treasury

KEN CARPENTER, former sales manager of NBC central division, has joined the defense savings staff of the Treasury to aid in sales promotion in radio and newspapers of the Midwest.

Gulf's Relief Fund

GULF OIL Corp., Pittsburgh (gas & oil), with its recent renewal through April 19 of *Screen Guild Theatre,* will have given a total of $1,120,000 to the Motion Picture Relief Fund. Company pays $10,000 weekly to the fund which is being used to build the Motion Picture Country House in San Fernando Valley, Cal.—a home for workers from all branches of the film industry who can no longer provide for themselves. Hollywood actors, producers and writers donate their services. Program, heard Sunday, 7:30-8 p.m. on 80 CBS stations, started in January, 1939, and to date has earned for the fund $920,000. Young & Rubicam, New York, is agency.

Network Accounts

All time EST unless otherwise indicated.

New Business

INTERNATIONAL SALT Co., Scranton (Sterling salt), on Jan. 10 starts *Ted Steele & Allen Prescott* on 20 NBC-Red stations. Sat., 10:30-10:45 a.m. Agency: J. M. Mathes Inc., N. Y.

KRAFT CHEESE Co., Chicago (Parkay), on Jan. 4 will start a repeat of *The Great Gildersleeve,* on 8 Pacific NBC-Red stations, 11-11:30 p. m. Agency: Needham, Louis & Brorby, Chicago.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 8 starts *Ellery Queen* on 17 NBC-Red stations, Thurs., 7:30-8 p.m. Pacific Coast, Sat., 12 midnight to 12:30 a.m. Agency: Ruthrauff & Ryan, N. Y.

RIGGIO TOBACCO Corp., Brooklyn (Regent cigarettes), on Jan. 5 starts musical series on 16 MBS stations, Mon., Tues., Wed., 10:30-10:45 p.m. Agency: M. H. Hackett Inc., N. Y.

JOHNS-MANVILLE Corp., New York (insulations), on Dec. 29 starts *Elmer Davis* on an unnamed number of CBS stations, Mon. thru Fri., 8:55-9 p.m. Agency: J. Walter Thompson Co., N. Y.

ONTARIO GOVERNMENT Travel & Publicity Bureau, Toronto, on March 20 starts *The Ontario Show* on 50 NBC-Blue stations and CBL, Toronto, Fri. 7-7:30 p.m. Agency: Walsh Adv. Agency, Toronto.

Renewal Accounts

LEVER BROS., Cambridge, Mass. (Lux soap), on Jan. 5 renews for 52 weeks *Lux Radio Theatre* on 68 CBS stations, Mon., 9-10 p.m. (EST). Agency: J. Walter Thompson Co., N. Y.

RICHFIELD OIL Co. of New York. on Jan. 6 resumes *Confidentially Yours* on 25 MBS stations, Tues., Thurs., Sat., 7:30-7:45 p.m. Agency: Hixson-O'Donnell Adv., N. Y.

WM. WRIGLEY Jr. Co., Chicago (Doublemint gum), on Dec. 21 renewed for 52 weeks *Melody Ranch,* on 72 CBS stations, and extended broadcast time from Sunday, 6:30-6:55 p.m. (EST), to Sunday, 6:30-7:15 p.m. Agency: J. Walter Thompson Co., New York.

CUMMER PRODUCTS Co., York (Molle), on Jan. 20 rene 52 weeks *Battle of the Sexes,* NBC-Red stations, 9-9:30 p.m broadcast 12:30-1 a.m. on 12 Red stations. Agency: You Rubicam, N. Y.

PROCTER & GAMBLE Co., cinnati (Ivory soap), on Jan. news *Truth or Consequences* an 18 NBC-Red stations making a of 63 stations, Sat. 8:30-9 Agency: Compton Adv., N. Y.

CUMMER PRODUCTS, Be Ohio (Energine), on Jan. 21 *Manhattan at Midnight* for 52 and adds 10 NBC-Red stations ing a total of 60 NBC-Red sta Wed., 8:30-9 p.m. Agency: Yo Rubicam, N. Y.

STERLING PRODUCTS, New on Jan. 5 renews for 52 week *phans of Divorce* for Dr. Lyons powder and *Amada of Hone Hill* for Cal Aspirin on 66 NB stations, Mon. thru Fri., 3-3:3 Agency: Blackett-Sample-Hun N. Y.

STANDARD BRANDS, New (Chase & Sanborn coffee), on J for 52 weeks renews *Chase & Sa Hour* on 84 NBC-Red stations. 8-8:30 p.m. Agency: Kenyon & hardt, N. Y.

STANDARD BRANDS, New (Tenderleaf Tea), on Jan. 4 f weeks renews *One Man's Fam* 62 NBC-Red stations, Sun., p.m. Agency: J. Walter Tho Co., N. Y.

LEVER BROS., Toronto (Su soap), on Dec. 16 started *Luc ton's Stories from Life* on 31 dian Broadcasting Corp. statio days weekly, 11:45-12 noon (E with repeat to the Pacific Coast 1:45 p.m. Agency: Ruthrauff & N. Y.

LIGGETT & MYERS TOBACC New York (Chesterfields), on J renews for 52 weeks *Glenn Mi His Orchestra* on 99 CBS st Tues., Wed., Thurs., 10-10:15 Agency: Newell-Emmett Co., N.

Network Changes

PROCTER & GAMBLE Co., C nati (Camay soap), on Dec. 2 continues *Guiding Light,* on 71 Red stations, Mon. through Fri., 3:45 p.m., and *The O'Neills* soap) on six NBC-Red st Mon. through Fri., 12:15-12:3 Agencies: For Camay, Pedlar & N. Y.; for Ivory, Compton Adv.,

GENERAL FOODS Corp., New (Baker's chocolate and cocoa), o 1 shifts *The Second Mrs. Bur* CBS Pacific network, Mon. thru 4-4:15 p.m., through Benton & B N. Y., to Jell-O, through You Rubicam, N. Y. Time and net r the same.

PROCTER & GAMBLE Co., C nati, on Dec. 29 shifts *Pepper Y Family* on 71 NBC-Red stations, thru Fri., from 11:15-11:30 a. 3:30-3:45 p.m., also from White tha soap thru Compton Adv., N. Camay soap thru Pedlar & N. Y.

R. J. RELNOLDS TOBACCO Winston-Salem, N. C. (Camel Dec. 31 drops *Penthouse Party,* NBC-Blue stations, 9:30-10 p.m the first week in Jan. shifts *Rumba Review,* now on 91 NB stations, Thurs., 7:30-8 p.m., re cast, 10-10:30 p.m. to that spot shifts *Al Pearce & His Gang,* CBS stations, Fri., 7:30-8 p.m broadcast 10:30-11 p.m., to th *Cugat* spot on the Red. Agency: liam Esty & Co., N. Y.

PROCTER & GAMBLE C Canada, Toronto (Naphtha), on 29 replaced *Pepper Young's F* with *Right to Happiness* on 18 C ian Broadcasting Corp. stations, thru Fri., 3:15-3:30 p.m. (E Agency: Compton Adv., N. Y.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

nior transmitter operator—with sound basic engineering knowledge — 5 kw. W.E. Station WIS, Columbia, South Carolina.

gineer—Licensed, draft exempt engineer, Virginia local. Permanent job to sober, steady worker. Box 271A, BROADCASTING.

mbination Man—License and good voice for straight commercial announcing. MBS network station, central Georgia. State age and draft status. Box 265A, BROADCASTING.

ief Engineer—Expanding Alaska station. Must be thoroughly experienced all phases. Also capable copying press. Willing pay high salary to engineer interested permanent desirable position. Give full details. Box 253A, BROADCASTING.

itual-Yankee-Colonial Station—can use Junior Announcer at once, experienced with Collins equipment, general announcerial duties. Write stating salary needed, draft status, experience. Box 267A, BROADCASTING.

nouncer-Program Man—Capable of handling remotes, news, commercials, daily log and scouting live talent programs. Non-network station in West. Include references, snapshot, experience, all details. Starting salary $125 per month. Address Station KRJF, Newspaper owned in Miles City, Montana.

erator-Announcer wanted — 250 watt RCA in city of 8,000 in heart of Great Willamette Valley, the finest section of America. Climate temperate with no extreme heat or cold. Fine, new building and young, energetic and congenial staff. If interested in change to more agreeable climate and pleasant surroundings write and send photo to Manager KWIL, Albany, Oregon.

lesman—Regional station, large midwest market offers excellent opportunity for salesman who can sell successfully and reliably. Good chance for steady, sober, dependable producer to earn good income and build himself permanent position. Write airmail details all radio sales positions held; be sure state average personal sales and earnings each position. Send picture. Box 269A, BROADCASTING.

les Executive — Regional, independent station, major market, invites proposal from thoroughly competent radio sales executive with proven record who can and will make good in assignment challenging his fullest ingenuity and faculties. Highest personal character and outstanding record in organizing and directing sales department essential. This job demands a dynamic, hard-hitting man with tested ideas, ability to personally sell against tough competition and to select and direct productive salesmen. Moderate salary will be paid but bonus on total net sales will insure an income amply compatible with production. Write fully past record, give references, exact past sales production and personal earnings each position last ten years. Enclose photograph and personal data. Box 268A, BROADCASTING.

Situations Wanted

ar! Woman newscaster-announcer, continuity, women's programs. Capable. Two years' experience. Box 263A, BROADCASTING.

ntinuity writer—Woman, now employed as head of department in 5000 Watt station. Also agency experienced. Available on two weeks notice. Box 257A, BROADCASTING.

lesman—Available February 1st, age 35, married, draft exempt. Clean, well-rounded background with thorough knowledge of saleable ideas, ability to close. Write selling continuity. Not fly-by-nite. Complete information by return mail. Box 254A, BROADCASTING.

Situations Wanted (cont'd)

Announcer—wants position with midwest or eastern station. College man, 5 years experience. Married. Available immediately. Network experience. Box 258A, BROADCASTING.

Transmitter Engineer—Experienced. Hold first class Telephone-Telegraph licenses. Now employed, desires change. Married. Draft exempt. Dependable. Box 261A, BROADCASTING.

New Yorker—wishes part-time continuity, announcing small station vicinity while studying dramatics. Reporter, advertising copywriter, engineer. Draft exempt. Box 255A, BROADCASTING.

Wanted—Position as manager, or program director. Young, married man, five years experience local and network stations. Now employed but seeking opportunity in larger operation. East preferred. Box 259A, BROADCASTING.

College Woman—now serving as Program Director, Continuity writer, and commentator desires position as woman's feature writer and commentator. References. Willing to accept responsibility. Box 256A, BROADCASTING.

Young Woman, now writing radio commercials for top-ranking New York agency, wants opportunity in fair-sized western or southwestern city. Varied advertising and publicity background. Box 250A, BROADCASTING.

Chief Engineer—Fifteen years practical experience. This is no pig-in-the-poke proposition. I come on a three months' trial basis and then, if mutually agreeable, I stay. Want permanent connection with a progressive organization. Box 251A, BROADCASTING.

Women's Feature Writer And Commentator—Single woman, 28 years of age, experienced, now employed; also admitted to practice before FCC—familiar with current radio problems. Will combine writing-announcing with legal and secretarial duties. Box 252A, BROADCASTING.

Newsman—Capable reporter and newscaster. Newspaper and network script writing background with local station experience as continuity-news editor. Now connected with Government Department in responsible Public Relations capacity. Capable copy writer and versatile promotion man. Young, married, draft exempt. Box 264A, BROADCASTING.

Chief Engineer-Assistant Manager—or position requiring following qualifications: 10 years continuous experience radio including news-announcing, chief engineer, business management, copy writing. Only one change made in 10 years, that voluntary as present. Hard driver in work, strictly temperate, draft deferred—married. Must be permanent. $60 week. Credit and character references. Box 259A, BROADCASTING.

Wanted to Buy

Late type 250-watt transmitter, speech, transcription equipment, and accessories. Box 262A, BROADCASTING.

Will buy—two frequency monitors, two modulation monitors and one limiting amplifier. Give particulars. Box 270A, BROADCASTING.

Wanted to Buy — Federal field intensity meter. Box 266A, BROADCASTING.

For Sale

Two Ideco—270 ft. towers with insulated capacity tops. WHIO, Dayton, Ohio.

"KROM-A-TONE" POST CARDS
Newest, most economical, method of displaying any product. Samples and prices on request. Graphic Arts, 297 Market St., Hamilton, Ohio.

NEW JERSEY BELL Telephone Co., a once-yearly sponsor on WOR, New York, this year for the 11th time will sponsor its employes' choral group in a Christmas Eve broadcast on the station, 1-1:15 p.m.

BECAUSE Christmas and New Year's Day fall on Thursday this year, employes of WOR, New York, are being given the full weekend on either one or the other of the two holidays.

JOE HOWARD, m.c. of the CBS *Gay Nineties Revue*, has written and published a new war song "Remember Pearl Harbor", all proceeds to be turned over to the American Red Cross.

CHIEF ENGINEER
Available Jan. 20th
AAA-1 Past Record
FAMILIAR — Design and maintenance of stations from 100 to 50,000 watts.
—Directional Systems
—FCC Procedure
—Measurements
Box No. 229A

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

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JOHN BARRON
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Earle Building, Washington, D. C.
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Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

ADVERTISE in BROADCASTING for Results

DCB to Advise Under New Priorities Pla

Faster Action Seen Under Revised Method

PROMISING relief from many broadcasting priorities and supply troubles, plans to handle material needs for the communications industry were announced Thursday by the Defense Communications Board and the Office for Emergency Management.

Final plans to expedite the tight supply situation were announced after weeks of consultation between the Office of Production Management, Supply Priorities & Allocations Board and DCB.

Advisory Duty

Under the plan DCB will act as advisor to OPM in all supply and priorities matters for the communications industry. Communications experts of DCB will work with a new Communications Branch being set up in the OPM Division of Civilian Supply. Slated as head of the new unit, to be quartered close to the FCC engineering department in the New Postoffice Bldg., is Leighton Peebles, former NRA executive and recently chief of the plumbing and heating branch of the Civilian Supply Division.

Mr. Peebles, as chief of the Communications Branch, would be assisted by three engineers appointed by DCB to serve on a fulltime basis —loaned for the purpose by the FCC or other agencies represented on DCB. First of these engineering officers to be designated was George J. Dempsey, FCC engineer in the common carrier section since 1935.

Two others are expected to be named shortly, one to handle telegraph and cable services and the other to be in charge of radiocommunications, broadcasting and other radio services. It is thought that the new unit may have a personnel of about 50, including some transferred from other OPM functions and the remainder new employes.

OPM had made no announcement of Mr. Peeble's appointment as BROADCASTING went to press Friday, and although it was expected momentarily, some concern was felt over reports that reorganization plans within OPM itself might temporarily delay establishing the new setup.

Really a combination of two separate functional ideas, the new plan establishes DCB as the advisory and policy-recommending agency on priorities and allocations for the entire communications industry, with the new Communications Branch of OPM charged with responsibility to implement and process actual priority grants and allocations. With OPM switching from a priorities to an allocations basis, the new setup is expected to function all-importantly for radio and other communications services which have suffered from the priorities system in effect up to a short time ago.

In announcing the development, DCB expressed the view that the new plan will afford expeditious handling of communications' priorities matters. OPM Priorities Director Donald M. Nelson told FCC Chairman James Lawrence Fly he thought the new arrangement "holds great promise for well-considered and efficient action" for the industry in its supply problems. Similar views also were expressed by Joseph Weiner, assistant director of the Civilian Supply Division, and J. S. Knowlson, former RMA president and now Deputy Priorities Director.

How It Works

Blueprinted functions of the new organizational setup were revealed in the DCB announcement as follows:

1. DCB "assumes the responsibility of acting as advisor" to OPM in supply matters; DCB "will undertake to formulate a program covering the overall requirements of the communications industry for a particular period," probably a year or a "reasonable period".

In such an allocations program DCB in its advisory capacity would weigh the different services of the communications industry — broadcasting, telegraph, cable, radiocommunications, mobile radio services and other radio branches—to determine their relative importance in the war effort, as well as from a non-defense viewpoint.

It is believed DCB will maintain close liaison to insure that the OPM Communications Branch gives the higher priority ratings or more favorable allocations to communications services of urgent character, with lower ranking for services non-essential to the war effort.

One of the most important DCB functions will be to recommend to OPM or SPAB "policies covering communications problems", which might include rationing of civilian communications services. The board also is to make recommendations on what orders should be promulgated along rationing lines, as well as basic rules to guide various OPM branches processing priority applications.

Liaison Branch

2. OPM has created a new Communications Branch in the Civilian Supply Division, which will be the liaison agency in OPM to handle the processing of communications priority applications.

3. The Priorities Liaison Committee of DCB, popularly known as Committee No. 13, along with the "priorities representatives" of the industry technical committees of the Board, will continue to function on a part-time basis to "consider broad questions of policy and proposals which may affect the communications industry as a whole or major portions of it".

The priorities committee of the Army-Navy Munitions Board, which presently maintains liaison with OPM, also will engage in liaison activities with DCB under the new setup, to coordinate all studies and recommendations which may have direct bearing on priority matters of concern to the military services.

Also last week, on Dec. 18, the OPM Priorities Division issued a new repair, maintenance and operating supplies order, P-100, replacing the old Order P-22, which had been amended so much and so often that even OPM employes could not keep up with it.

The new order is largely a consolidated and clarified version of P-22 and its many revisions, and it includes commercial broadc ing and other communications s ices, as before. A principal cha in the new order is provision t manufacturers can accept terials up to 110% of the do volume of their use in the co sponding quarter of 1940, inst of the previous 100%. The cha was made to allow for price creases.

Peeble's Career

Mr. Peebles, head of the Communications Branch, has b chief of the plumbing and heat branch of the Division of Civil Supply since Oct. 9. Before c ing into the national defense ganization in June, 1941, as h of the power section of the Offic Price Administration & Civil Supply, Mr. Peebles was with Securities & Exchange Comm sion.

He began his Government car in 1931 as chief of the lumber d sion of the Bureau of Foreign Domestic Commerce of the C merce Department, remaining th until 1933, when he was nam deputy of public utilities and c munication. He remained with N until it was disbanded late in 19 when he joined the SEC.

Before this period he had w experience as an engineer, wo ing as construction supervisor the J. G. White Engineering Co New York, from 1907 to 1918, charge of construction of numer power houses and dams, as well radiotelegraph stations. At time he also was with General E tric Co. as an engineer.

Mr. Peebles was born in Pete burg, Va., in 1883. He studied gineering at Union College, Sc nectady.



Drawn for BROADCASTING by Sid Hix

"Better Help Superman Lower That Window!"

J-W-T Foreign Gains

1941 BUSINESS in every inter tional operation, except Engla will be the largest in the history J. Walter Thompson Co., accord to Samuel R. Meek, who is resp sible for that branch of the c pany's activities. Included in th operations is business in So America, Latin America, Cana Australia and India.

California Broadcaste Name Connor Liais

TO AVOID confusion and ins expedite handling of official n affecting home defense, Richard (Dick) Connor, head of the Angeles advertising agency be ing his name, has been drafted a salary basis by the South California Broadcasters Assn. to as fulltime radio coordinator amo stations in that area and the C zens Defense Committee during war emergency.

SCBA on Dec. 16 established fices at 542 S. Broadway in dow town Los Angeles, where 24-h service will be maintained with rect wires to all broadcasting s tions in the area.



Planning for Tomorrow's Problems Today

DURING the past few months, a great deal has been written about the seller's market, and its effect on advertising. Salesmen, armed with reasons for delivery delays, try to keep customers happy. Business is booming. In the defense industries, huge back-logs of orders will take the entire output of scores of plants for months to come. Shortages of material are the usual, rather than the unusual thing. Commerce feels the tremendous sales impetus of re-employment, increased consumer spending.

In such a scene, curtailment of advertising seems at first glance a logical and economical method of avoiding unnecessary expenditures, of conserving resources.

But business history proves this is not so.

Industry's dusty archives are full of forgotten names of honest products . . . forgotten because their makers failed to realize that the public is fickle only because its memory is short.

It is highly improbable that this ad, or any other we might run, would result directly in a contract for time on WLW. But we aren't particularly concerned about this month's business, or next, or the next after that. Our business was never better.

But we are concerned about next year, and the years after that, when a seller's market, and an economy of oversold production, return to the norm — a buyer's market and keen competition for the customer's nod of acceptance.

Thus it is that we choose to practice what we preach . . . to keep at their sharpest selling tools and selling techniques that will come in handy when once again the buyer is back in the driver's seat.

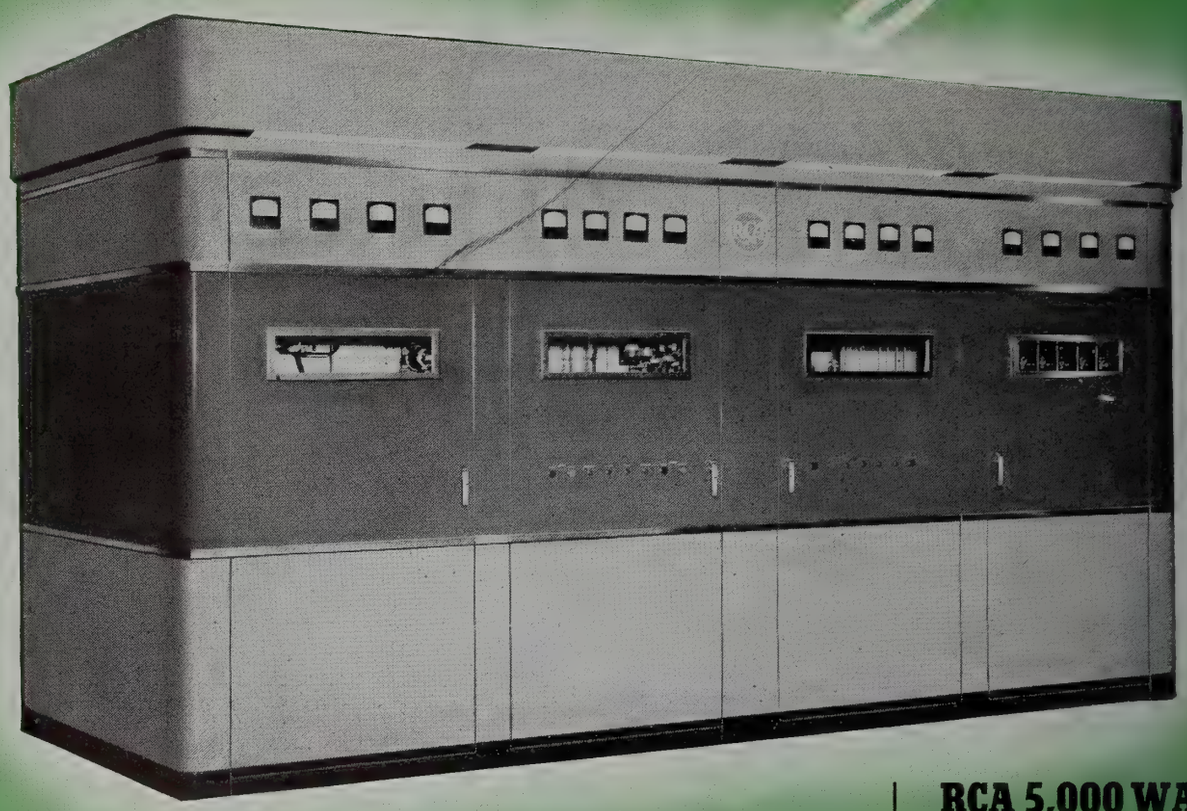
Not only because we believe that the best time to advertise is when you have all the business you can handle — but because we feel it is only good common sense to keep reminding you of this important fact: when you buy WLW, you buy what is probably the lowest cost per impression in modern advertising.

WLW

THE NATION'S MOST MERCHANDISEABLE STATION

You Hoped for It "After the Emergency..."

—but it's here *Today!*



A 5,000-watt transmitter so modernized and improved—so automatic in operation—that there's literally *nothing* on the front panel to turn or twist! That's the kind of transmitter you probably hoped some manufacturer would develop . . . sometime *after* the present Emergency is over.

But the new RCA Type 5-E is here *today*. It's ready only because RCA had developed it *before* the present Emergency began—and we honestly believe that no other manufacturer can match it for a long time to come. Check its advanced features for yourself:

Virtually every adjustment an operator performs throughout the broadcasting day is under *push-button* control. No knobs adorn the front panel—they're simply not needed. At the touch of a button, electric motors tune the tank-circuits by reliable, stable *inductance*-tuning. Other push-buttons automatically cut meters in and out... adjust circuit-constants...while automatic relays apply correct time-delay action when the transmitter is first switched *on*.

For the first time, automatic protection of equipment is not limited to plate circuits alone . . . *grid-bias* circuits are protected equally well. More efficient than even the famous RCA 5-DX transmitter, the new 5-E is even more economical to operate. It's a full panel *smaller* than the 5-DX . . . yet contains space and provision for changing to 10-KW operation *without* adding to its overall dimensions. Even the extra tube-socket is included.

The *whole* story is well worth seeing . . . write for it today.

RCA 5,000 WATT BROADCAST TRANSMITTER TYPE 5-E

- ★ Motor-Driven Circuit-Tuning
- ★ Complete Push-Button Control
- ★ Flexibility, Efficiency, Economy
- ★ Even Finer Performance than the 5-DX
- ★ High-Speed Switching—Full Protection
- ★ 100% Accessibility — All Tubes Visible
- ★ Low-Cost Conversion to 10 KW
- ★ Integral Cooling — No External Ducts



RCA

Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America
In Canada: RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Av

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

DECEMBER 29, 1941

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 21 • No. 26
WASHINGTON, D. C.

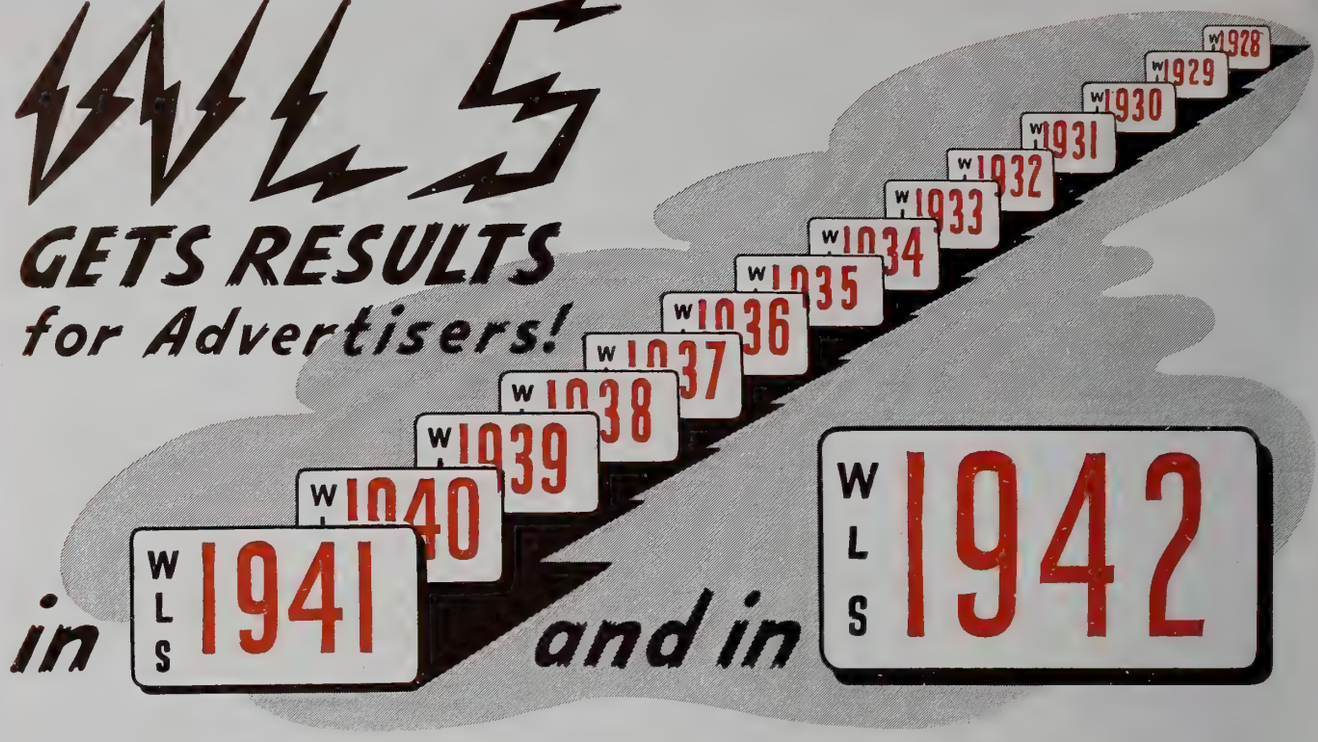


MARTHA DEANE,★ nee Marion Young, sells things, makes friends galore. Martha Deane, nee Marion Young, was recently asked to sell, make friends, for a polish. In 7 weeks this persuasive lady sold 200% more polish for its maker than he had sold during the same period in 1940. She, incidentally, talked 33 new wholesalers and 800 additional dealers into stocking, boosting, selling the polish. In 7 weeks, mind you!

★ *Weekdays, at 2:00 P. M.—to be sponsored at what is known as a "ridiculously low cost". Write, wire or phone.*

WOR

WLS GETS RESULTS for Advertisers!



"It's Been a Good Year," WLS advertisers tell us. Here are a few of their experiences in 1941:

- **A fruit jar manufacturer received 40,759 requests for a recipe booklet offered on 77 announcements.**
- **A mail order advertiser sold more than 114,000 fountain pens from WLS advertising.**
- **A vitamin advertiser got requests for 20,990 samples from 13 quarter hours.**
- **A poultry magazine received 11,297 subscriptions as a result of six programs—subscriptions from 41 states and Canada.**
- **A cough remedy advertiser, offering four $1 prizes daily, received 86,305 letters in 26 weeks!**

This is only a small part of our 1941 story—a story of consistent and resultful effort through the years. We've had more than a million letters a year since WLS came under its present management in 1928.

We pledge ourselves to continue our same program of constructive service to radio listeners in Mid-West America and to our advertisers.

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS
REPRESENTED BY JOHN BLAIR



The YANKEE NETWORK reaches New Heights of Service to . . .

IN every emergency, for nearly two decades, The Yankee Network has been keyed to meet whatever exigencies existed immediately and efficiently. That is the reason why now . . . every ounce of trained manpower . . . every modern facility . . . every station in every important area of New England is united in service every minute, every day.

It is obvious what this means in peak-plus audiences, added to the already wide acceptance of The Yankee Network. It is equally obvious what it means to advertisers who want to build sales and good will in one of America's great markets.

There's a job to do in '42 and THIS is the network that will do it.

★ Our Country
★ Our New England
★ Our Cities and Towns
★ Our Advertisers
★ Our Listeners

THE YANKEE NETWORK, INC.

1 BROOKLINE AVENUE BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

ıblished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

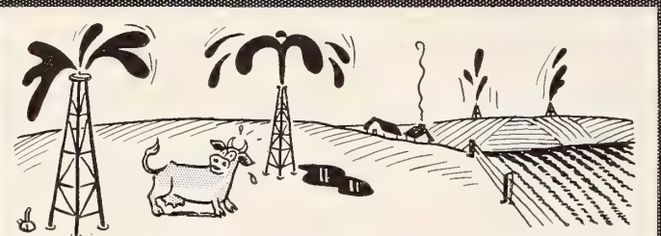
Pri-mary Read-er for Time Buy-ers



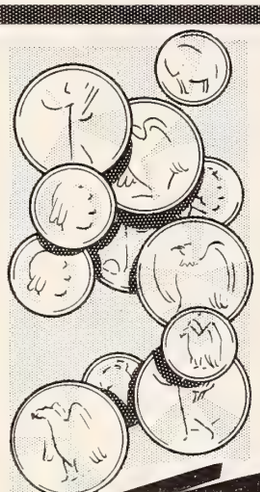
APPLES: Fruit. Grows on trees. Hundreds of trees comprise orchard. Hundreds of orchards comprise Big Business! Big business is what Nebraska farmers do when they sell apples.



SUGAR BEETS: Vegetable. Sold to refineries to make beet sugar. Nebraskans now are selling more sugar beets than ever before!



OIL: Black, viscous fluid. Ugh! However, 'tis an indispensable product. Nebraska's oil industry is *new*, rapidly growing, and adding great wealth to the state income.



COIN:

That from which party of the first part must part, to persuade party of the second part to part with . . . such products as apples, sugar beets, and oil. Buyers literally shower Nebraskans with coin, to buy Nebraska products. In turn, Nebraskans seek to trade this coin for *your* products. Tell your sales story over KFAB. You *need* KFAB, to do a thorough job in the farm areas throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS *use* **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

December 29, 1941

CONTENTS

Ryan Named Radio Censor	7
War, Radio and Hitting Below the Belt . . . an Editorial	8
J. Harold Ryan Biography	9
RCA Takes Over Blue; Stations Meet Jan. 15	9
Defense Is 1941 Story	10
Reports Have FCC Merging	12
Sarnoff Stresses News Importance	14
Who's Who At DCB	16
W47NY Starts Schedule	18
Scott Howe Bowen, Radio Pioneer, Dies	18
Shortwave Stations Rally To Call	20
Communications Seizure Measure Delayed	36
Better Disc Terms Seen	37
Official Weather Restrictions	42
OFF Will Funnel U. S. Broadcasts	42
Allocations Plan Makes Progress	42

DEPARTMENTS

Agencies	28	Merchandising	30
Agency Appointments	35	Network Accounts	40
Buyers of Time	39	Personal Notes	25
Behind the Mike	26	Purely Programs	31
Classified Advertisements	41	Radio Advertisers	33
Control Room	38	Radio Bookshelf	24
Editorials	24	Station Accounts	32
FCC Actions	40	Studio Notes	34
Meet the Ladies	27	Hix Cartoon	42

We Pay Respects 25

A **BONUS** OF LISTENERS DURING THE WINTER MONTHS

WFLA

TAMPA

FULL TIME 970 Kc.

NBC PROGRAMS

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

IT'S *Programs* THAT *Pull* THE *Listeners*



Broadcasting, unlike other public services, has no precedent for war. But American Broadcasting has already shown that it has the power, the brains, the facilities for serving the nation in WAR as well as peace.

This nation is proud of its Broadcasting System. The American people look to broadcasting with complete confidence that it will continue to inform, to hearten, and to strengthen the will to win.

Western Electric



"Leg-work helps head-work!"

● It's all very well to sit in an office poring over data books in order to dig out the cold, hard facts about radio station power, coverage, rates, etc.

But what about station personality, management, "editorial" policy, ability to *sell?* What about the *character* of the audience, its likes and dislikes?

Long ago we learned that the answers to such questions are at least as important as coverage figures. And that's why our 15 good men are constantly on the road, learning about the markets and stations we represent — learning the things *you need to know* in order to make your radio efforts get bigger results.

Whether or not you buy a single one of our stations, everything we know is yours for the asking. That's the way we work, in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KGKO . . . . FT. WORTH-DALLAS
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

AND
WRIGHT-SONOVOX, INC.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *247 Park Ave.* Plaza 5-4131 · **DETROIT:** *New Center Bldg.* Trinity 2-8444 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 · **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 26 WASHINGTON, D. C., DECEMBER 29, 1941 $5.00 A YEAR—15c A COPY

J. Harold Ryan Named Broadcast Censor

Walter Damm May Be Liaison Officer; Price Working on Organization

ACTING in accord with industry suggestions, Byron Price, Director of Censorship, last Friday appointed J. Harold Ryan, of Toledo, vice-president and general manager of the Fort Industry Co., as broadcast censor, with the title, Assistant Director of Censorship.

The appointment had been recommended by the war-born Radio Coordinating Committee, representing the heads of the five industry trade groups, which met in Washington Dec. 22-23 at the call of George B. Storer, interim president of National Independent Broadcasters.

In cutting across intra-industry discord, the committee also decided, upon recommendation of FCC Chairman James Lawrence Fly, it would be desirable to name an industry liaison officer in Washington to deal with the Defense Communications Board, FCC, Director of Censorship, and other war agencies having radio functions. The name of Walter J. Damm, managing director of WTMJ, Milwaukee, and former NAB president, was mentioned for this important post. Whether the appointment will be made by the coalition of trade groups or by the Government remains to be decided.

Unanimous Choice

Mr. Damm's name, it is understood, was selected from the entire roster of the nation's broadcasters. They sought a man thoroughly familiar with all operating aspects of radio and having the confidence of all segments of the industry. Similarly, it is understood Mr. Ryan's name was selected after a thorough canvass of executive personnel of stations.

The Ryan appointment was made by Mr. Price in an announcement last Friday—one of the first executive positions he has filled since assuming office a fortnight ago. Mr. Ryan will be the industry contact on clearance of questionable data. The theme, advocated by Mr. Price, is for self-regulation on censorship, so far as possible, in all media.

Mr. Ryan assumed his new duties coincident with announcement of his appointment last Friday. In announcing the appointment, Mr. Price said Mr. Ryan would "deal principally with problems affecting radio". Simultaneously he named John H. Sorrells, of New York, executive editor of the Scripps-Howard newspapers, as assistant director of censorship, in charge of press activities. He indicated that one or more additional assistant directors would be named.

Mr. Price said that both executives would come to Washington on leave of absence from their present positions, "each at a considerable personal sacrifice". He characterized Mr. Ryan as a "practical radio executive" and added that he "has the endorsement of the broadcasting industry".

Mr. Ryan heads the radio division of the new Office of Censorship. As vice-president and general manager of Fort Industry Co., he directs the policies of WSPD, Toledo, where he resides; WWVA, Wheeling; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O., and WAGA, Atlanta. Mr. Storer is president of the Fort Industry Co. and Mr. Ryan's brother-in-law. In the initial conference of the committee with Mr. Price, he asked that the name of a broadcaster who might be available for the post be suggested.

NAB Board to Meet

Chairman Fly, in his first meeting with the group last Monday, urged that a broadcaster be named as a liaison officer between the industry and the FCC during the emergency. While the name of Mr. Damm was selected by a majority of the group, final action was withheld pending determination of the manner in which the proffer would be made.



JOHN HAROLD RYAN

Neville Miller, NAB president, declared the NAB would "cooperate wholeheartedly with any representative whom Chairman Fly might designate for the post." He added that a meeting of the NAB board would be called about mid-January to review the entire war situation and to take all possible steps to cooperate in the war offensive.

Conferences were held over a two-day period by the extraordinary committee with Chairman Fly and Mr. Price. Attending the sessions, in addition to Messrs. Miller and Storer, were John Shepard 3d, Yankee Network, president of FM Broadcasters Inc.; Eugene Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; Victor Sholis, director of the Clear Channel Broadcasting Service, as proxy for Edwin W. Craig, WSM, Nashville, who was contacted by phone. Mr. Craig was prevented from being in Washington by Nashville Draft Board activities.

No arrangement was made for future meetings of the committee, which originally had been designated the "War Broadcasting Council". The committee, it is understood, divided by 3 to 2 on the policy matters, with Messrs. Miller and Craig in the minority. The networks did not participate in any of the proceedings.

It is their intention, however, to carry on their Government dealings in the same fashion as heretofore. Whether the developments will result in ultimate creation of an overall radio council, on a permanent basis, constituted a lively topic in broadcasting circles.

Mr. Damm, while not now a member of the NAB or any other group except FMBI, is one of the industry's best known and most active figures. He headed the NAB as president in 1931-32, has served as a member of its board of directors on several occasions and is regarded as one of the industry's foremost authorities on newspaper ownership, copyright and overall management problems.

Treasury Names Gaston

Mr. Price has not yet completed organization of his office, which undertakes one of the most important tasks in the wartime picture. With the naming of Mr. Ryan, however, he has hurdled his first big problem. Under the Executive Order issued Dec. 19 by President Roosevelt, creating the Office of Censorship, there will be a censorship policy board made up of Cabinet members and other high Government officials and a censorship operating board, established by Mr. Price, to consist of representatives of "such departments and agencies of the Government as the director shall specify."

This board, under the supervision of Mr. Price, will perform such duties with respect to operations as the director shall determine. The only member thus far named to the operating board is Assistant Secretary of the Treasury Herbert E. Gaston. Mr. Gaston also serves as the Treasury member on the DCB and is a former newspaperman of national repute.

The FCC, among other agencies, will name a member. Chairman Fly himself had participated in the preliminary discussions on the censorship plan and his alternate has been Chief Engineer E. K. Jett. The latter, it is thought, would be the logical selection. Whether his preoccupation with other war duties will prevent this, is the question. The Office of Facts & Figures, to which has been delegated the function of clearing Government radio programs among other duties, also is expected to have a

Concerning War, Radio and Hitting Below the Belt—*An Editori*

THE PRESS-RADIO battle, we thought, had been fought, settled and forgotten several years ago. Press associations are in the business of selling news to stations. Radio reporters are recognized on a par with press reporters, from White House to night court. The media, as news disseminators, are synonymous. The only difference is the mode of publication.

But since the war, there develops the painful realization that die-hard publishers, and some of those who sell newspaper space in competition with radio, are attempting to revive the feud. This indiscreet, opportunistic minority has seized upon war censorship as the vehicle to sock radio.

All industry, all people, have a battle for survival in this war. Those who would seek to take advantage of a competitor on a war premise alone are hitting below the belt.

In the few short weeks since the war, some of the anti-radio tactics that have developed are amazing. There is the proposal that news broadcasts be held up for a stipulated number of hours after newspaper publication (i.e., that only stale news go on the air). There is the suggestion that news sponsorship be banned; the proposal that radio news be censored rigidly, but that the newspapers by self-regulation work out their own rules. And then there's the crass commercial approach, authored by one newspaper representation organization, that advertisers be cajoled away from radio because of the blackout "gamble", and inferred Government take-over of radio.

Nothing can more undermine public confidence in the press than sneak efforts of this calibre. If need be, radio could fight back in kind. There's more listening today than ever before. And more important, the public has *confidence* in radio.

Editor & Publisher talks about the eventual effect upon the listening public of getting their news "interlarded with commercials that occasionally rival the old patent medicine advertising in blatancy". It suggests that stations either bar the sale of news periods for commercial sponsorship, or limit rigidly the tone and time of the commercial announcement.

To its professional readers, who know better, *Editor & Publisher* leaves the impression that practically all news broadcasts are laxative-sponsored. It so happens that probably much more than 99% of the news, over both networks and stations is sponsored outside the proprietary field.

And would our contemporary propose that newspapers henceforth place no proprietary or even laxative advertising within sight of war news?

War means revolutionary changes. It will affect newspapers, magazines and billboards along with radio. No one will be spared. If commercial hours are cut, chances are newsprint will be rationed. In England the reduction in publication size is some 40%. Censorship was almost a cuss-word just a few weeks ago; today it is accepted as a necessity to help win the war.

Radio is going to be censored along with the press. Certain types of news that is publishable on the printed page may have to be curtailed or even eliminated on certain stations, because of coverage range. But the plan is to handle it by self-regulation, not by stationing censors in each master-control room.

Any move to force radio to withhold news until it is stale will be combated, not only by the industry but by Government itself, for millions who do not have access to newspapers are entitled to get the news by radio. The t media, so far as possible, will be treated ali That's because they are alike, except for rad greater speed.

Broadcasters recognize that the censors to which they must accede will differ in so respects from that imposed upon the prin media. They know too, that the Governm is relying upon radio to do a somewhat diff ent, and unquestionably more important ta in the war offensive, but they're not crowi about it.

In designating J. Harold Ryan, Fort Ind try Co. vice-president and general manager, radio censor, Director of Censorship Byr Price has made a fortunate selection. Mr. Ry is intelligent, steady, cool and considerate. has no newspaper background, but a dist guished career as a business man and bro caster. It's a real sacrifice for Harold Ryan leave his business and his home in Toledo. E every broadcaster should be grateful that man of his calibre and prestige has been lected for the thankless task of radio cens ship.

All media will have their hands full the duration. Each will be called upon to c tribute in its particular sphere. All probal will have to battle together against spec taxes on advertising and other restraints. T certainly is no time for one to seek a compe tive advantage over the other because of ess tial war operations.

We hope the ill-advised, headstrong minor that already has launched an anti-radio c sade under cover of the war emergency w quickly realize this is all-out war, and w spare their journalistic colleagues further e barrassment.

---

representative who will be identified with radio aspects.

The Censorship Policy Board named by the President will comprise Vice-President Wallace, Secretary of the Treasury Morgenthau, Secretary of War Stimson, Attorney General Biddle, Secretary of the Navy Knox, Lowell Mellett, director of the Office of Government Reports and Assistant to the President, and Archibald MacLeish, director of the Office of Facts & Figures. Postmaster General Walker is chairman of the board. This top advisory group will consult with Mr. Price with respect to policy and the coordination and integration of the war censorship.

The operating board probably will meet frequently, perhaps daily, since it will be the active body. The policy board will meet only occasionally with Mr. Price, it is understood, for the handling of questions of transcendent importance.

Mr. Price temporarily is headquartering in the Post Office Bldg. in which the FCC also is located. Permanent quarters have not yet been assigned. He told BROADCASTING he did not believe there was any need for a large staff at headquarters. There already is a large potential censorship force at work in the field, such as functioning branches of the Army and Navy, FCC monitoring service and other activities.

To Be Voluntary

A guide for broadcasting definitely is being considered and will be drafted soon. Mr. Price commented on the extent to which the broadcasting industry already has gone into voluntary censorship, mentioning particularly the NAB War Guide [BROADCASTING, Dec. 22].

At this stage there is no plan to delegate censors for each network or station operation. Voluntary censorship will be the keynote. The censorship imposed upon radio probably will differ in several respects from that invoked against printed media because of the essential difference in the methods of conveying intelligence. Because broadcasting signals know no boundaries, the censorship at the source may be of a somewhat different nature than that affecting newspapers.

Ideas originally advanced of setting up interferences on certain channels so signals could not be heard beyond the border apparently have been dropped. This, particularly insofar as clear channel stations are concerned, would restrict service so that rural and remote listeners would be deprived of programs. These very people do not have access to newspapers or other current media.

Esso Renews for Year

ESSO MARKETEERS, New York (gas and oil), on Jan. 1 renews for 1942 its five-minute news periods on 34 stations. Programs are aired four times daily Monday through Saturday and twice on Sunday. Marschalk & Pratt, New York, handles the account.

John Shepard Hurt

JOHN SHEPARD, president of the Yankee Network, fractured his shoulder Christmas Day. He is at Faulkner Hospital, Boston.

A SPECIAL Christmas Party program in conjunction with the sixth annual Police & Fire Department Toy Campaign was televised by WCBW, CBS television adjunct in New York, on Dec. 26.

Albers Transfer

ALBERS BROS. MILLING C Seattle (Friskies, flapjack flour), Jan. 2 shifted the weekly half-ho mystery drama participation pr gram *Whodunit?* on 7 CBS W Coast stations, Thursday, 7:3(p.m. (PST), to 14 NBC-Pacific R and Mountain Group stations, F day, 9-9:30 p.m. Gale Gordon co tinues as narrator, with Ben Ale ander, announcer. Jim Fonda, Hollywood producer of Lord Thomas, agency servicing the a count. Max Hutto is NBC prodi tion representative on the show.

Penn. Salt Series

PENNSYLVANIA SALT MF Co., Chicago, through its subsi aries, Lewis, American, and Eag Lye Cos., Chicago, on Jan. 6 w start a 13-week campaign of tra scribed one-minute announcemer three to six times weekly on midwestern stations. Agency Sherman K. Ellis & Co., Chicag

United Fruit on CBS

UNITED FRUIT Co., New Yo (Banana Division), on Feb. 2 w start *The World Today*, news round by CBS correspondents on 37 statio Monday through Friday, 6:45-7 p. Agency is BBDO, New York.

Blue Net Being Transferred to RCA

Affiliates Are Asked To Meet Jan. 15 In Chicago

TRANSFER of the Blue Network from NBC to RCA, as one of the steps toward ultimate complete separation of the networks, is being effected under authorization last Tuesday by the FCC covering voluntary assignment of three key stations of the Blue.

Last Friday NBC wired all of the Blue Network affiliates that an "important meeting" would be held Jan. 15 at the Drake Hotel, Chicago, "concerning the future operation of the Blue Network". "We believe your presence is essential and hope you will be able to attend," Niles Trammell, NBC president, wired. Mr. Trammell, it is indicated, will become chairman of the board of the new network operation.

Woods, Kobak Slated

Physical transfer of the Blue from NBC to RCA, as a subsidiary operation, will be effected before the close of business Dec. 31. For bookkeeping and other purposes, it is desired to consummate the transaction by the first of the year.

The Blue will be operated under a new corporate name, not yet announced. It is expected to be either the Blue Network Inc., or United Broadcasting System, though two or three other names are under consideration.

Mark Woods, vice-president and treasurer of NBC, is slated to become president of the new operation, with Edgar Kobak, vice-president in charge of Blue Network sales, as the executive vice-president. The two net works will be separately staffed, but will headquarter at Radio City.

RCA became the licensee of the three NBC-Blue outlets heretofore licensed to the network itself, under action taken last Tuesday by the FCC pursuant to the announced intention of NBC ultimately to dispose of one of its two networks.

Blue Staff Continues

The Commission granted a petition of the M. A. Leese Radio Corp. for transfer to it from NBC of the license of WMAL. This was the fourth Blue Network outlet heretofore licensed to NBC.

Applications for the transfers were filed with the FCC the preceding week [BROADCASTING, Dec. 22] and action came swiftly. The FCC in its announcement Dec. 24 said it had acted upon the "stated willingness of NBC and RCA to dispose of one of the former two networks".

By virtue of the approval of the voluntary assignments of the three licenses—WJZ, New York; WENR, Chicago; KGO, San Francisco — from NBC to RCA, steps will be taken for separation of the two networks. It is presumed that for the time being RCA will be the operator of the Blue Network, using the same staff and facilities now employed for operation of the Blue.

The FCC said it had granted the assignments "pending the finding of an outside purchaser to assume such operation". Meanwhile, it is expected NBC, as a wholly owned subsidiary of RCA, will declare a "dividend in kind" assigning to RCA all of the assets, contracts and physical equipment segregated in the Blue.

The FCC announced that at the same time it had granted the WMAL-*Star* application and had removed it from the pending files, where it had reposed by virtue of the newspaper ownership investigation. The Commission, it was announced, "took cognizance of the indicated plan of network operation and, also, of the substantial investment ante-dating Order 79 [newspaper ownership order] made in WMAL by the Evening Star Newspaper Co., which owns the Leese Corp."

It is expected the *Star* promptly will take steps to build new studios and create its own operating staff. This may be accomplished within the next few months, it was thought.

In addition to granting the assignments to RCA of these three stations, the FCC, as part of the plan for separation of the Blue Network, granted a petition of KGO for reconsideration and grant of its license renewal. A scheduled hearing was cancelled.

KOA, Denver, licensed to NBC but owned by General Electric Co., was granted a petition for reconsideration and given a regular renewal of license. A hearing likewise was cancelled.

Ryan Well-Equipped to Serve As Broadcast Industry Censor

UNCLE SAM'S new radio censor —John Harold Ryan—has never wielded a blue pencil or a pair of editor's shears. But he knows radio practically from Genesis. And, most important, he gets along with almost everybody.

If Byron Price, Director of Censorship, had had the time or inclination to search the rolls of both radio and journalism for the ideal man to fill the radio niche, he might well have wound up with J. Harold anyway.

The 56-year-old vice-president and general manager of the Fort Industry Co., which operates a half-dozen stations, is well known in the industry, though he has never been given to floor speeches at conventions or personal publicity. His brother-in-law and partner in business is George B. Storer, who is interim president of National Independent Broadcasters and who is spending most of his time these days making shell casings at his steel plant in Detroit.

Gets Leave of Absence

Stations in the Fort Industry fold are WWVA, WSPD, WMMN, WLOK, WHIZ and WAGA. The first was acquired back in 1927 and Mr. Ryan hasn't been out of the radio business since.

In his new post Mr. Ryan will take leave of absence from Fort Industry Co. operations.

More about the new chief of the radio division of the Office of Censorship:

He's a practical broadcaster—not an impresario. He's a second-term director of the NAB and a former president of the Ohio Broadcasters Assn.

A native of Toledo, he attended grammar school and high school in that city. Then he enrolled at Yale, from which he was graduated in 1908. A diligent student, he won the coveted Phi Beta Kappa key. His fraternity, Beta Theta Pi, became a major extracurricular activity, an interest he has maintained with an unbroken string of attendances at national conventions, dating from 1907.

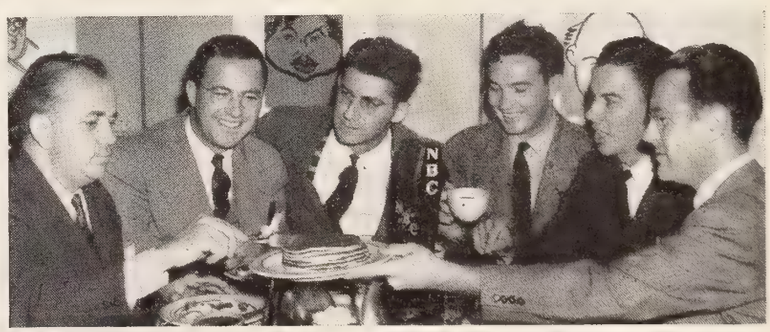
After college, Harold Ryan returned to Toledo to enter his father's business, the Arbuckle-Ryan Co., at that time manufacturers of agricultural equipment and railroad supplies. Upon his father's death, he became treasurer, which position he retained until disscolution of the company in 1928. Following the first war, the lines in which the company was interested had nosedived and active operations were ended in 1925. He then embarked upon the gasoline business with Brother-in-Law Storer, which proved a direct route to broadcasting.

In 1925 Mr. Storer got the idea of marketing oil and gas from service stations erected adjacent to railroad sidings, with gasoline purchased in tank car lots. The saving was thereby passed along to the customer. In 1927 the Fort Industry Oil Co. was formed to expand these operations. Stations were maintained in Cleveland and Toledo. The owners, in seeking methods to promote their product, decided to use radio. Arrangements were started with the then local station, WTAL. Soon the Storer-Ryan group owned the station. The call letters were changed to WSPD. In 1928 WGHP was purchased in Detroit, but after three years it was sold to the King-Trendle interests and now is WXYZ.

Against the backdrop of radio, the gas business lost its glamor. In 1931 the gas stations were sold and the firm looked around for new radio fields. WWVA was purchased and placed under the guiding genius of Mr. Ryan. In 1932, CKOK, which later became CKLW, was established in Windsor, Ont., serving the Detroit area. It was later disposed of. In 1935 WMMN was purchased and in the fall of 1938 WLOK joined the Storer-Ryan group. A year later came WHIZ and last year WAGA was acquired.

The Ryan hobbies are far from ordinary. His home in suburban Toledo where he resides with his wife, the former Frances Storer, is a veritable treasury of rare first editions. Genealogy is his forte. For several years he has been tracing descendants of the Capetian kings, who ruled France from the 10th century. So far he has ferreted out about 10,000 descendants, with five centuries to go.

He can walk the legs off any young fellow and is a contract bridge player of the Culbertson class. Remarkably keen but genial and soft-spoken, Harold Ryan has an uncanny memory. Far from being straight-laced, he is congenial, interested in others, witty and appreciates a good story.



THREATENING to break Black Sambo's hot cake eating record is Tom Breneman (left), jovial m.c. on the five-weekly half-hour NBC-Blue participating show, *Breakfast at Sardi's*, as agency and network representatives staged an early morning bull session in the Hollywood restaurant following a recent broadcast. Hearty eaters are (l to r), Breneman; Myron Elges, NBC-Pacific Blue salesman; John Masterson, Raymond R. Morgan Co. account executive; John Nelson, radio director of that agency; Mark Buckley, Lord & Thomas account executive; Robert McAndrews, NBC Western division sales promotion manager.

Year Finds Radio Focusing on Defense

Billings Again Reach New Records But Costs Increase

WITH national defense keynoting their 1941 activities, the three national networks—NBC, CBS, MBS—in year-end recapitulations reported record billings, increased costs and generally expanded operations.

Although defense features for the last year have established radio as perhaps the most effective medium of expression in a war-threatened nation, the important function of broadcasting in this respect was highlighted with emphasis late in the year—on Dec. 7, when the Japs attacked Pearl Harbor. All networks reported that wartime operation came smoothly, the result of practice and planning, particularly in handling news broadcasts.

One of the principal developments of the year was the establishment of network program service for outlets in Latin American countries. International shortwave activity also increased substantially during the year.

CBS

CBS during 1941 devoted much of its best talent and choicest time on the air to defense programs, which the network places at the top of its review of the year's activities. In addition to many special events broadcasts, talk periods given over to defense topics and standard programs which took on a defense flavor, CBS lists such shows as *Spirit of '41*, for coverage of America's armed force; *Proudly We Hail*, dedicated to defense workers; *Calling Pan America*.



SOMETHING NEW for the transmitter building of WEEI, Boston, located at Medford, Mass., was the recent addition of a sandbag rampart around the glass brick windows of the building, protection against the possibility of air bombings. The sandbagging was ordered by Phil Baldwin, WEEI chief engineer.

Expansion of the CBS news staff, now including 23 foreign correspondents, has made "the CBS news beat the world", the report states, citing Cecil Brown's report of the sinking of the *Repulse* and the *Prince of Wales* as a "highlight of the hectic year".

Outstanding achievement of the CBS shortwave division was building an organization with more than 50 home office members to operate the new CBS Latin American Network of 74 stations which will begin functioning as soon as the two nearly-completed 50-kw. shortwave transmitters are finished. Meanwhile, to facilitate its service to foreign listeners, CBS has set up a special newsroom to prepare newscasts in 10 languages.

In the other direction, the CBS listening post, with eight reporters and five technicians listening constantly to broadcasts of news and propaganda from abroad, provides much valuable material to newspapers, magazines and press associations, and turns over complete reports to the Coordinator of Information.

Chief achievement of the CBS engineering department was the completion of the new $600,000 transmitter for WABC, New York, which entailed building an island of concrete in Long Island Sound before work on the transmitter proper could commence. CBS engineers also installed FM transmitters in New York and Chicago and at year's end were nearly finished with the erection of the shortwave transmitters at Brentwood, L. I.

Since July 1, WCBW, network's television station in New York, has operated a minimum of 15 hours weekly. CBS has also continued its experiments with the full-color television system developed by Dr. Peter C. Goldmark, chief television engineer, in 1940. FM broadcasts were also started in New York and Chicago.

In addition to a dozen or more adult educational programs, CBS continued its expansion of the *School of the Air* until every one of the American Republics and Canada had pledged cooperation and support for this series.

Paley Sets Goals

William S. Paley, president of CBS, in his year-end statement, named "two great goals"—winning of the war and the winning of the peace—which CBS plans to keep in mind in presenting news, public discussion, historic events as they happen, and in maintaining national morale through appropriate programming. "The skills and techniques of radio broadcasting," he said, "are admirably adapted to promote and intensify nationwide devotion to those goals."

Broadcasters have been able to bring to bear "responsible judgment, trained personnel, and worldwide facilities from the moment of the first bulletin of the treacherous attack on Hawaii," Mr. Paley declared. He added that radio's task now "is to keep ourselves fully and understandingly acquainted with the nation's general and special objectives, and to do our part towards contributing to the national morale by assuring that the American people shall continue to be the best informed people in the world, and that there shall be kept before them all the realistic facts and human drama of men's actions in these stirring times."

MBS

Starting the new year with 193 affiliates, MBS reports that 48 new stations joined the network during 1941, including member and affiliated outlets as well as replacements. Gross time billings will reach the highest figure in the network's history when the December report is completed. For the first 11 months of 1941, the total was $6,352,457, topping 1940's full year by $1,585,403, and showing a 51.6% increase over 1940's 11-month total of $4,190,071.

The special features division reported that 765 programs devoted to news and talks from home and abroad, accounted for 359 hours and 58 minutes of air time during 1941, not including regularly scheduled news programs. In addition to MBS commentators in American cities, the network had nine correspondents stationed at strategic points in foreign countries to broadcast news analyses.

MBS Sports

Mutual concentrated on national defense programs. Sporting events were broadcast on 166 programs, with Mutual signing exclusive rights last year with the 20th Century Club to broadcast boxing bouts under sponsorship of Gillette Safety Razor Co.

Following the ASCAP-network music war at the beginning of 1941, Mutual was the first network to sign with ASCAP for the return of its music to the air on May 13. Most ambitious new musical series on Mutual starting last year was *Spotlight Bands*, largest commercial contract ever placed on MBS for one advertising product (Coca Cola).

In 1941 Mutual arranged for semi-annual meetings of key station program managers and the network's board of directors and stockholders considered plans under which six additional member stations of Mutual would increase their shareholdings in the corporation. When the FCC released its report on chain broadcasting, Mutual issued two "white papers" in favor of the report.



STRATEGIC VALUE of t 50,000-watt transmitter of KIR Seattle, located on Vashon Islar Wash., requires a guard of soldie of the 41st Division. Located the center of a large colony Japanese nationalists, KIRO the only 50,000-watt station nor of San Francisco and Salt La City. Alert private is Milton Sha of Cleveland, Ga.

Now a mature industry, rad has had time to consolidate i thinking and realize its defini obligations to the United States the present emergency, Alfred McCosker, president of WOR, Ne York, and chairman of the board MBS, stated in his annual stat ment to the industry last week.

These obligations, Mr. McCosk indicated, are "to make our r sources available to the fullest e tent to the broadcasting of offici government requirements; to pr sent to the public as complete co erage of news as Government reg lations will permit, and to giv special thought to national mora in our program planning." In fu filling these obligations, Mr. M Cosker stressed that "now mo than ever radio, working coope atively with other media, has a opportunity to assume leadershi in public opinion, both in the mol ing and interpretation of it."

NBC

Although the last month in 194 brought radio to the fore as th quickest and best method of dis seminating war news, almost th entire year in the broadcasting in dustry was devoted to informin the public of defense preparation emphasis on the Good Neighbo policy between the Americas, an expansion of facilities both nation ally and internationally to mee ever-growing demands on Ameri can broadcasting.

During the first ten months o 1941, NBC broadcast 1,062 defens programs on its networks, whil broadcasts from overseas on NB grew to a total of 3,000 durin 1941 or about 10 per day.

NBC news programs increase 65% in volume, while the staff o foreign correspondents was in creased to more than 40. NB opened two listening posts in 1941 the Pacific one Aug. 14 and th Eastern post July 23, rebuilt it

(*Continued on page 37*)

Wow! WHAT A CHRISTMAS FOR NEW YORK LISTENERS!

Eleven big packages... each of them from a *new program advertiser* signed in the four weeks since WHN went 50,000 watts. They mean greater radio enjoyment for WHN's millions of listeners. They indicate how more and more advertisers are now turning to WHN...the biggest buy in spot broadcasting!

WHN

1540 BROADWAY, NEW YORK
Chicago Office: 360 N. Michigan Avenue



50,000 WATTS—AMERICA'S MOST POWERFUL INDEPENDENT STATION

Reports Revived of Merging FCC, Other Federal Bureaus

Wholesale Transfers of Agencies to Other Cities Brings Official Talk of Bureau Consolidations

REVIVAL of official reports involving creation of a department or bureau of transportation and communication, which would embrace the FCC, ICC, CAA and other Governmental agencies identified with regulation in these fields, developed in Washington last week following passage of the Overman War Powers Act and the Executive Order transferring a number of bureaus and agencies from Washington to the field.

In the war hubbub, with developments taking place overnight, there appeared to be no well-defined activity toward creation of the new department, probably with cabinet rank, but in high quarters it was reported the project had been revived.

Some four years ago a proposal for creation of such a department, which would embrace all agencies in the transportation and communications fields, got under way. There were consolidations subsequently, but the ICC, FCC, Federal Trade Commission and CAA were definitely excluded. The President was given powers to consolidate other agencies, however.

Many Offices Moved

Ordered removal from Washington of the SEC, U. S. Patent Office and several other agencies and bureaus took Washington completely by surprise, even though there had been sporadic reports of such contemplated moves since the national emergency developed. Budget Director Harold D. Smith announced the drastic actions after consultation with President Roosevelt. The moves were formalized by an executive order and will take place within 30 to 60 days, with agencies removed probably for the duration to such widely separated areas as Pittsburgh, St. Louis and Chicago.

These geographical moves are designed to make room for an influx of some 40,000 additional war workers. Whether the FCC would be affected in the geographical moves is problematical, though in Congressional quarters it was stated there appeared no reason why all agencies save the War and Navy Departments and those essentially part of the war high command should not be moved from Washington.

These physical moves, however, have nothing whatever to do with the reported consolidation of regulatory functions. The FCC is labelled a defense agency. Since the war developed, it has functioned under the Defense Communications Board, an established part of the war operation. DCB could not be moved from Washington since its membership of five is made up of representatives of the War, Navy, State, Treasury (Coast Guard) and the FCC, with Chairman James Lawrence Fly heading the board.

Chairman Fly declared last week he had heard nothing about moving the FCC out of Washington in whole or in part. He emphasized the Commission's close tie-up with defense activities. Budget Director Smith, however, apparently has kept his own counsel on agency removals. The orders of the preceding week, for example, came as a surprise to the agencies affected and to most of Washington's officialdom.

Power Under Law

The War Powers Act authorizes the President to make such redistribution of functions among executive agencies as he may deem necessary for the national security and defense and for successful prosecution of the war. He can redistribute any functions, duties and powers hitherto by law conferred upon any executive department, commission, bureau, agency, governmental corporation, office or officer as he regards "best fitted to carry out" the purposes of the Act.

Under Section 2 of the act, the President is authorized to "utilize, cordinate or consolidate any executive or administrative commissions, bureaus, agencies, governmental corporations, offices or officers now existing by law" and transfer any of the duties or powers from one existing agency to another. He also is authorized to abolish any bureau and confer its duties upon some other department or bureau, but the latter authorization would require recommendations to Congress.

The War Powers Bill was enacted by Congress during the week of Dec. 15 and signed by the President Dec. 18. Under it he created the Office of Censorship, headed by Byron Price.

The original Government reorganization committee, appointed by the President several years ago and headed by Louis Brownlow, former District of Columbia Commissioner, originally had recommended consolidation of the transportation and communications agencies. This plan was dropped, however, insofar as it affected certain of the key independent agencies including the FCC, after committees of Congress specifically exempted them from such moves.

There would be plenty of opposition, it is thought, to the lumping in of the FCC with other agencies engaged in regulation of communications and transportation, because of the difference in regulatory functions. Public utility common carriers are affected in virtually every phase, save that of broadcasting.

Moreover, there is now pending before both the House and the Senate separate bills to reorganize the FCC by setting up two autonomous divisions of three men each, one to handle public communications, or broadcasting and its related services, and the other private communications, including handling all of the utilities operations. The chairman of such a reorganized commission would be the executive officer. Hearings tentatively are scheduled before the House Iinterstate & Foreign Commerce Committee between Jan. 15 and Feb. 1 on the Sanders Bill.

Should the legislation propose creation of a new department, with cabinet status, Congressional approval would be required. If, on the other hand, it simply entailed consolidation of agencies, under an existing department or a new independent establishment, no new legislation would be required, under the War Powers Act.

WMT Explosion Reports

WITHIN 3½ hours of the explosion at the shell-loading plant at Burlington, Ia., Dec. 12, WMT, Cedar Rapids-Waterloo, Ia. had made arrangements with KBUR, Burlington to feed WMT a special broadcast from the scene.



APPEAL FOR PAINTERS went unanswered because of defense boom, so staff members of WTAR, Norfolk, Va., spent the afternoon of Dec. 13 with paint pots and brushes getting the studio ready for the test blackout that night. Putting the opaque touch to the windows are: (l to r) John New, sales manager; Campbell Arnoux, general manager; Henry Cowles Whitehead, program director; Mrs. Edward Enright, commercial traffic department; Adele Barrett, musician; and Bailey Barco, organist. At the mike, John Eric, staff announcer, rehearses under difficulties.

WOOD Is Granted Increase to 5 kw

KWTO Given Modification Boosts for WSUI, WCNW

DISPOSING of a long-pendin case, the FCC last Tuesday grante WOOD, Grand Rapids, a construc tion permit to increase its powe from 500 to 5,000 watts on 130 kc., sharing with WASH, whic uses the same transmitter als in Grand Rapids and using a d rectional antenna at night. It als dismissed as moot a petition t reconsider and grant the applica tion.

KWTO, Springfield, Mo., wa granted an application for modifica tion of construction permit fo changes in directional antenna t afford better protection to KLZ Denver, and KFDM, Beaumon operating on 560 kc. A joint peti tion for rehearing, filed by th Denver and Beaumont stations, wa dismissed upon request of the sta tions.

WSUI Increase

WSUI, Iowa City, operated b the State University, was grante a construction permit to increas night power from 1,000 to 5,00 watts and make changes in its di rectional antenna. It operates un limited time on 880 kc.

WCNW, Brooklyn, was grante a construction permit to chang frequency from 1600 to 1190 kc. increase power from 250 watts t 1,000 watts, and change hours o operation from specified to limite to WOWO, Fort Wayne, Ind. Th grant was subject to proof of per formance.

B & W Changes Format

FOR FEAR of disclosing informa tion to the enemy of the presen strength and location of America military units, Brown & William son Tobacco Co., Louisville, wil change the format of its NBC-Re *Wings of Destiny* program, discon tinuing dramatizations of authen tic stories from the files of the Air Corps. Starting Jan. 2 the program plans to base its drama on aviation fiction, and becaus of priorities also will abandon the weekly prize of a Piper Cub air plane. Agency handling the accoun for Wings king-size cigarettes is Russell M. Seeds Co., Chicago.

Mueller Anniversary

C. F. MUELLER Co., Jersey City, N. J. (macaroni & spaghetti), is planning a large consumer advertising campaign in all media, keyed to the celebration of its 75th anniversary throughout 1942. Now using several local shows and sponsoring *Mark Hawley News* on 13 CBS stations, company expects to expand radio activities in commemoration of the anniversary. Agency is Maxon Inc., New York.

PERFORMING RIGHTS to "Marcheta", one of the classics of American music, have been acquired by BMI through its affiliate, the M. M. Cole Publishing Co.



Many Executives Influence Time-Buying

You can sell men who make time-buying decisions through promotion in Printers' Ink

ADVERTISERS are like families. Just as your station offers advertisers complete family coverage, so PRINTERS' INK provides radio stations with coverage of the family of executives who contribute to advertising decisions . . . advertising, management, sales and agency executives.

In every firm there are varying opinions. If an advertising campaign has proved successful, there will be those who hold the time ought to be increased. Others will demand that sales and advertising be expanded into new territories instead. Still others may encourage the use of a national medium to take the place of local advertising.

And, when all the opinions, ideas, and facts are chipped into the hopper, out will come *one* decision. It will say: "Your station is on the list," or "Sorry—next time, maybe."

You can use the advertising pages of PRINTERS' INK to convince advertisers of the merits of your market. It is the one medium for station promotion more truly balanced than any other in its appeal to the important branches of executive decision.

Direct contact with people who make advertising decisions in all industries, from air-conditioning to wearing apparel, is yours through PRINTERS' INK, because it is the only publication edited to help all business move its products and services.

All advertising media combined (newspapers, radio stations, magazines, farm papers, business papers, outdoor and transportation services) invest more money in PRINTERS' INK than in any other medium. Put it to work for *you* now on the largest A.B.C. identified audience of manufacturers, advertising agencies and commercial service organizations.

A CASE IN POINT

PRODUCTS: Food and liquor.

APPROPRIATION: Over $1,000,000.

QUESTION: What officials are factors in determining the media you use?

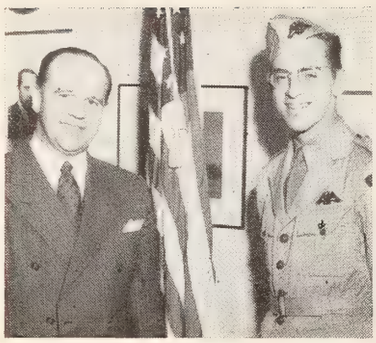
ANSWER: In our company, we have our advertising department. This department is under the supervision of the vice-president. We have an agency where they assign a man to our account. The agency has a media man whom we depend upon for guidance, working with our advertising department. Our president and vice-president finally "sit in" to hear recommendations from our agency and advertising department on media and programs. We generally discuss far in advance our problems and develop together the "theme."



PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

185 MADISON AVENUE • NEW YORK, N. Y.



AFRICA and "somewhere" on the Egyptian front are the next possible stops for uniformed Tor Torland, former ace announcer and newscaster of KOA, Denver, shown with General Manager Lloyd E. Yoder. Tor was home for a brief leave of absence after resigning to enlist in the American Ambulance Field Service.

CBC News Progress

FOLLOWING a year of operations, the Canadian Broadcasting Corp.'s news service occupies 20% of all CBC broadcasting hours. The CBC news bureau was started Jan. 1, 1941, using wire services of Canadian Press and British United Press as well as news picked up by the CBC shortwave receiving station at Ottawa. Because of the interest in news, the CBC explains, it started its own news bureau where news would be edited to suit the needs of broadcasting, rather than take news edited by outside sources.

Value of Radio News Service Stressed in Sarnoff Report

Sole Aim of RCA Next Year Is to Help Win War and Aid Peace That Follows; Radio's Role Untold

TODAY'S radio news service parallels in importance its entertainment value, David Sarnoff, president of RCA said in his annual year-end statement last week and he added that radio enters 1942 with but one aim—"to win the war and to win the peace that follows."

"The facility and speed with which radio has rallied the nation from an unlimited emergency to a wartime basis," Mr. Sarnoff said, "emphasizes the value of network broadcasting as conducted in the United States. Interrupted by news bulletins, radio continues its musical programs, comedy and drama, for these are recognized as revitalizing tonics, needed more than ever in the busy days and nights of war.

Flexible Service

"Radio's instantaneous reports from the Pacific and the eyewitness coverage of the war in Europe and Asia as the NBC circuits switched from continent to continent, from island to island, revealed as never before the flexibility with which broadcasting performs its service to the people. They hear history before it is written."

The RCA president pointed out that the corporation's manufacturing plants are employing more than 30,000 persons and that of the volume of unfilled orders 80% are for defense and 20% commercial. Because of the times, he said, the specific achievements of this period will come to light in later years in much the same way that the wartime developments of the radiophone, shortwaves and vacuum tube were revealed after the Armistice of 1918. In that connection, television, Mr. Sarnoff said, holds great promise of becoming a new radio service to the public.

When the victory is achieved, Mr. Sarnoff concluded, radio will be at the "ready" for the important postwar role which will be assigned to it by peace.

Maj. Gen. James G. Harbord, veteran of the first World War and chairman of the board of RCA, also alluded to the post-war place of television in his year-end statement.

"Television," according to Gen. Harbord, "is in much the same position as the radiophone in the first World War. Then wireless was beginning to find its tongue; rad for the past few years has bee opening its electric eyes. The mil tary value of television has yet be revealed".

Gen. Harbord said that behir the curtain of military secrecy, sc entists in their research labor tories are in the front lines of n tional defense. Their discoveri might turn the tide of battle. B in wartime science must of nece sity withhold its big news stories.

Too Successful

CALDOW PAINT Co., San Francisco, sponsors the KROW, Oakland noon news. When the Army ordered blackouts in the Bay area, the firm advertised special black paint for window glass. After three broadcasts the sponsor called KROW: "Stop! We're all sold out!"

Ad Booklets Available

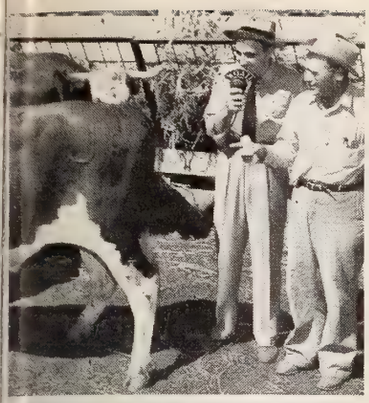
BASIC facts about advertisir which the public should know a tersely reviewed in a pamphl published by William E. Rudge Sons, New York, available at $1 per thousand. The pamphlet w published following the recent joi session of the Assn. of Nation Advertisers and the America Assn. of Advertising Agencies. is designed for distribution to t public, and shows how advertisir reduces the cost of commodities.

KGU HONOLULU—

is back on the air, carrying on as usual with a full schedule of personalized local programs and a star-studded roster of NBC shows.

KGU is executing national advertising commitments as before.

Represented by THE KATZ AGENCY, Inc.



SOMETHING NEW about cattle brands was learned by Bill Shomette, field representative of WOAI, San Antonio, when he interviewed J. E. Hodges, brand inspector at local yards.

ADVERTISING HELD BASIC IN PROGRESS

ADVERTISING and aggressive selling have helped bring tremendous expansion of new and improved products, according to Prof. Neil H. Borden, of Harvard, who directed the recently completed four-year study of advertising conducted at the university. Addressing the American Marketing Assn. Dec. 29, Prof. Borden summarized findings of the study, on which a 1,000-page report has just been published by Richard D. Irwin Inc., Chicago.

Though in some instances advertising has increased merchandise costs, for the most part advertising and aggressive selling have helped greatly in promoting a growth in material welfare far in excess of the costs entailed, Prof. Borden said. In promoting a dynamic economy, advertising's chief task from a social standpoint is that of encouraging development of new products, he explained.

"It offers a means whereby the enterpriser may hope to build a profitable demand for his new and differentiated merchandise will justify investment," according to Prof. Borden. "From growing investment has come the increasing flow of income which has raised man's material welfare to a level unknown in previous centuries."

The Harvard study, financed by a grant from Mrs. Alfred W. Erickson, of New York, was first suggested by the Advertising Research Foundation, jointly operated by the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

IT&T Adds WABC

INTERNATIONAL Telephone & Telegraph Corp., New York, expanding its series of news about Latin America which started recently on WJSV, Washington, [BROADCASTING, Dec. 15] on Dec. 29 adds WABC, New York, Monday through Friday, 6:10-6:15 p.m. Chief purpose of the broadcasts, which the sponsor airs without commercials, is to bring the Americas closer together and foster the Good Neighbor Policy. Agency is Marschalk & Pratt, New York.

FRED WARING has composed a special song for the student flyers of the Naval Air Training Base at Pensacola, Fla., and will play it for the first time, on his *Pleasure Time* broadcast for Chesterfields, Friday, Jan. 2.

Stops Criticism

TO ALLAY public criticism of foreign language broadcasts as to their need and purpose, WBNY, Brooklyn, is preceding all foreign language newscasts with the following English announcement: "WBYN is about to broadcast an authenticated AP news program in the (name of foreign) language, in order that many loyal Americans in our audience who can be effectively reached only in (name of language) may be accurately informed of the news. We ask our English-speaking listeners to remember that it is of vital importance to civilian morale that these good people receive accurate news reports, lest they turn to shortwave propaganda from enemy countries."

Krueger on WOR

G. KRUEGER BREWING Co., Newark (beer and ale), has purchased *Go Get It*, audience participation treasure-hunt show on WOR, New York, Wednesday 8:15-8:45 p.m., and will start sponsorship Feb. 4. Series has been a WOR sustainer for the last several months, is owned by Mary Chase, directed by Robert Shayon, with Joe Bolton and Bob Emery as masters of ceremonies. Compton Adv., New York, handles the account.

KSFO Names Weed

LINCOLN DELLAR, general manager of KSFO, San Francisco, has announced that Weed & Co. has been appointed national representative of the station.

PAUL GLASS, noted for his research work on classical music, has transcribed and edited "The Old Master Series" for the BMI repertoire of radio and concert orchestra music.

FAVORITE READING
Ex-KROD Announcer Looks For Trade News

Editor, BROADCASTING:

Just a short note since I'm minus a typewriter. Rather distressing since I'm not much of a penman. However, wanted to ask you if my copies of BROADCASTING were on their way. Miss that magazine more than anything else. However, I could go for a cup of Maxwell House Coffee and a hamburger. You never miss a thing 'til it's gone.

England is quiet now. No Jerry's have been over for some time. That is, enough to really warm things up.

Oct. 29, 1941. JAMES SIMS.

(Editor's Note—Mr. Sims was formerly of the engineering staff of KROD, El Paso, and now is with the Civilian Technical Corps at a Royal Air Force station in England.)



Give serious consideration to developing the farm market for a long swing. It will be far easier to entrench yourself with the farmer today than when competition for his steady, "parity-plus" income becomes universal.
MARKET LETTER.

Like all other members of OUR FAMILY, farm listeners have confidence in WIBW. To them, your "commercial" is the personal recommendation of a friend and neighbor. Small wonder WIBW has such an enviable reputation for winning rapid, whole-hearted acceptance of its advertiser's products.

Add to this the fact that WIBW is grounded in soil with the highest conductivity rating in America . . . our 5,000 watts on 580 kc which does the work of a million watts at the other end of the dial . . . and you have the reason why WIBW advertisers get results in five states.

TIE UP THIS FARM MARKET ONCE AND FOR ALL WITH WIBW!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

As usual KTAR was there



SANTA CLAUS picked a typical December night in Phoenix for his annual before Christmas visit. Instead of snow, ice and sub-zero weather for a greeting he was welcomed by one of the Valley of the Sun's beautiful "Sun-Glasses Girls". He was surrounded by thousands of starry-eyed, hatless and mittenless youngsters of every age. Old Saint Nick might have felt a little strange had it not been for the friendly company of a fellow traveler . . . Arizona's most popular giver of gifts . . . KTAR.

KTAR

PHOENIX, ARIZONA

Key Station of the

Arizona BROADCASTING CO. Inc.

Represented Nationally by

PAUL H. RAYMER COMPANY

New York Chicago Cleveland Detroit San Francisco Los Angeles

The ABC OF RADIO IN ARIZONA

★★KTAR-Phoenix 620 KC

★★KVOA-Tucson 1290 KC

★★KYUM-Yuma 1240 KC

★★KGLU-Safford 1490 KC

★KCRJ-Jerome 1340 KC

★KWJB-Globe 1240 KC

★KYCA-Prescott 1490 KC

★★NBC RED and BLUE Network Stations

★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

Who's Who at the DCB



MAJ. GEN. DAWSON OLMSTEAD

NEWEST MEMBER of the Defense Communications Board, which is functioning as a sort of super-FCC during the United States' war effort, is Maj. Gen. Dawson Olmstead, Chief Signal Officer of the Army. Gen. Olmstead became a DCB member automatically on Oct. 24, 1941, when he succeeded Maj. Gen. Joseph O. Mauborgne, now retired, as Chief Signal Officer. But under terms of the Executive Order setting up DCB 15 months ago, as the Army's communications head he officially is the third ranking board member—following Chairman James Lawrence Fly and Rear Admiral Leigh Noyes, Director of Naval Communications, who holds second rank because of seniority.

Extensive Background

In the Army since 1906, when he was graduated from the U. S. Military Academy at West Point, Gen. Olmstead is widely recognized for his grasp of the communications problems encountered by the military, particularly in wartime operations. His reputation in this line has derived from his activities both in the field and as a director of instruction in communications.

Born in Corry, Pa., on May 21, 1884, Gen. Olmstead was appointed to West Point in 1902, graduating four years later. Continuing his schooling, specializing in communications, he was graduated in 1909 from the Army Signal School. In 1924 he was also a distinguished graduate of the Command & General Staff School, and 10 years later, in 1934, he was a graduate of the Army War College.

Before the first World War Gen. Olmstead's service was primarily in the field artillery, although he had served with the Signal Corps by detail as early as 1909, when he was helping develop telephone and wire equipment for the field artillery. During the World War he served in the Office of the Inspector General, American Expeditionary Forces, and commanded the 50th and 75th Regiments of field artillery. Since the war he has had many Signal Corps assignments, the field and in the Office of t Chief Signal Officer.

In the field he served as Offic in Charge of the Signal Secti of the New York General Dep as Division Signal Officer and D partment Signal Officer in Hawa as Officer in Charge of the Alas Communications System, and mo recently as Commandant of t Signal Corps School, Commandi General, Fort Monmouth, N. J., a president of the Signal Cor Board.

In the Office of the Chief Sign Officer, before himself becomi the No. 1 officer, Gen. Olmste saw duty as Officer in Charge the Supply Division, as Executi Officer, and as Acting Chief Sign Officer for several periods. He w named Chief Signal Officer on Oc 24, 1941.

Married to Elizabeth Heath o Jan. 1, 1908, Gen. Olmstead the father of a son and two daug ters—Capt. D. H. Olmstead, F. A on duty in the Office of the Unde secretary of War; Mrs. Elizabet O. Dootson, Berkeley, Cal.; Mis Georgia Olmstead, now a studer at American U in Washington.

A member of Washington's Arm & Navy Club, a principal cente of the capital's service social lif Gen. Olmstead's hobbies are fish ing and boating.

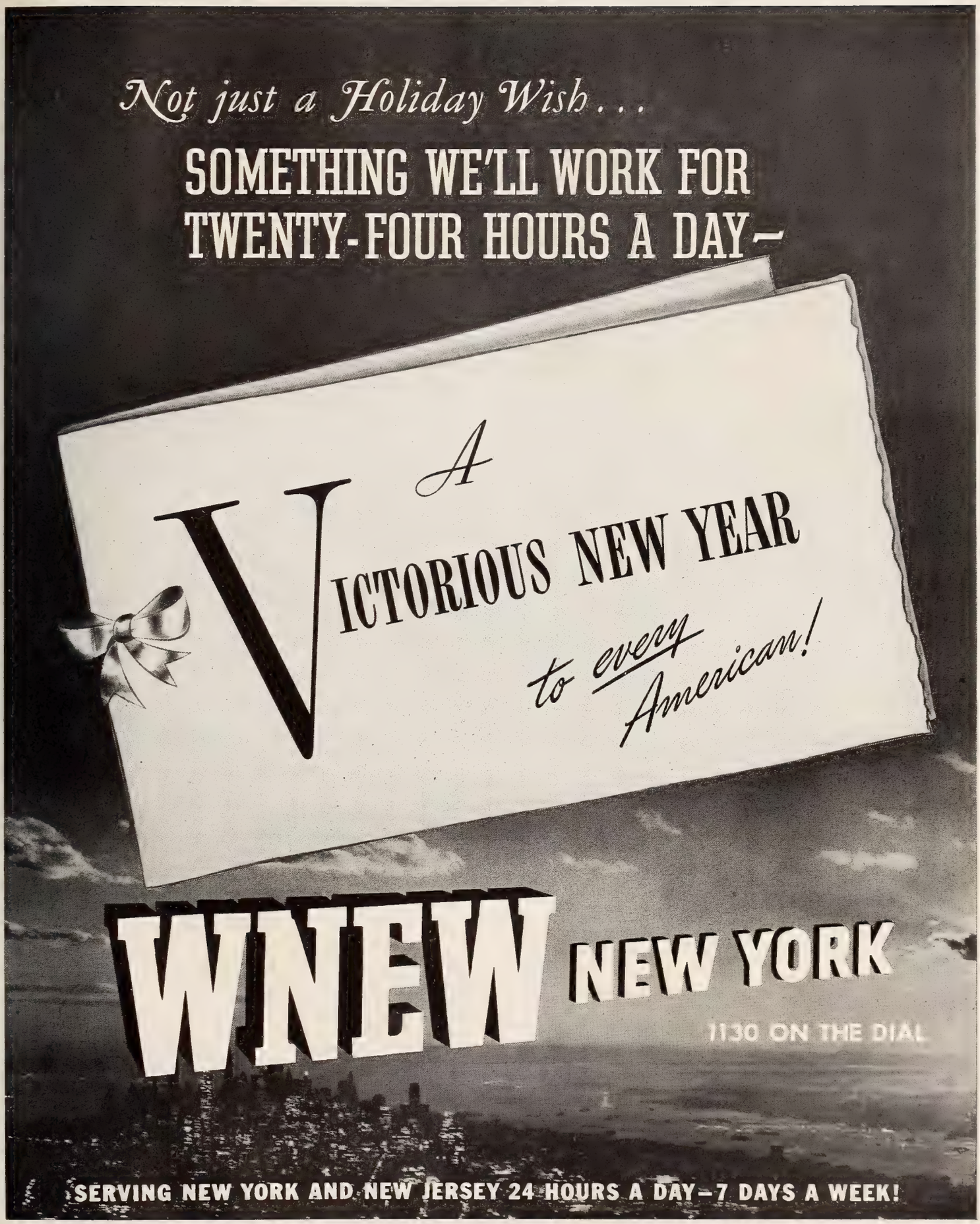
Raid Signal Plan

AN AIR-RAID signal plan, sub mitted to the Government by Rob ert A. Catherwood, general man ager of WWRL, New York, where by low-powered radio station would be utilized to warn of ap proaching air raids is being con sidered by the DCB, according t word received by Mr. Catherwoo from FCC Chairman Fly. Th WWRL plan which was also sub mitted to the NAB, would requir listeners to leave their radios o before retiring each evening. Low powered stations which ordinarily sign-off at midnight would stan by without broadcasting programs but ready to sound an air rai alarm and the later all-clear sig nal. Listeners could sleep and b awakened only by an actual ai raid alarm.

Wins WSFA Contest

RENA STONE, secretary to John Hymes, timebuyer of Lord & Thomas, New York, has been awarded first prize of $25 in a contest conducted by WSFA, Montgomery, Ala. for secretaries of agency timebuyers. Station sent out a booklet brochure, titled "Story of WSFA", and secretaries were to show the booklet to their boss, and jot down in 50 words, his remarks. Second prize of $15 was awarded Flora S. Jack, N. W. Ayer & Son, Philadelphia, and third of $10 to Rosemary Kelly, Ruthrauff & Ryan, Chicago.

WNBT, NBC's television station, will celebrate New Year's Eve by taking televiewers to the famous Rainbow Room atop Radio City to follow the celebrations as 1941 is ushered off the calendar.


Not just a Holiday Wish...
SOMETHING WE'LL WORK FOR
TWENTY-FOUR HOURS A DAY—
A
VICTORIOUS NEW YEAR
to every American!
WNEW NEW YORK
1130 ON THE DIAL
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!

Muzak's W47NY Starts Schedule

Represents Test of New FCC Service-for-Fee Idea

W47NY, New York's newest FM station, quietly commenced regular operations last week, after several weeks of testing. Owned by Muzak Corp., W47NY's 13 hours of daily programs consist of transcribed music sent to the transmitter atop 70 Pine St., third highest building and second highest FM location in New York, from the Muzak studios. Ben Selvin, Muzak vice-president, is in charge of programming for the station.

Only non-musical items on the schedule are important news bulletins which will be interjected into the broadcasts as they are received on the United Press ticker at the transmitter, where Walter Graham heads the technical staff operating the 3-kw. General Electric transmitter.

General manager of the station, in charge of operations and sales, is P. K. Leberman, veteran broadcaster whose radio career began with the Navy and who is owner of KRSC, Seattle, as well as president of *Family Circle* magazine, whose subsidiary corporation, FM Radio Broadcasting Corp., has an application for an FM license awaiting FCC action. This company acquired a transmitter and the site at 70 Pine, which have now been turned over to Muzak for use by W47NY.

Muzak also has received from the FCC an experimental license for an FM station to be operated on 117.65 mc. and to be operated in such a manner that its programs will be available only to subscribers to the station's service. This will be done by broadcasting along with the programs a discordant note which can be tuned out only by listeners equipped with special receivers to be supplied by Muzak at a rental fee. In granting this license, the FCC expressed interest in this first attempt of a broadcaster to collect for service directly from the listeners instead of from advertisers. This would be a radio adaptation of the basic Muzak operation of supplying continuous musical programs uninterrupted by speech to restaurants, hotels, etc., by wire on a fee basis.

Lewis for GE

SHORTLY after the first of the year, General Electric Co., Cleveland (incandescent lamp division), will replace the "Co-ed Contest" feature of its NBC-Red *Hour of Charm* program with a five-minute news spot featuring Fulton Lewis jr., MBS news analyst. Mr. Lewis will report on material prepared under the direction of the Division of Information of the Office for Emergency Management with special reference to priorities. Agencies handling the account are BBDO, New York, and Foster & Davies, Cleveland.

1888 Scott Howe Bowen 1941



SCOTT HOWE BOWEN

SCOTT HOWE BOWEN, one of radio's pioneer commercial developers, died Dec. 22 at his winter home in West Palm Beach, Fla., following a brief illness. He was 53.

In addition to his widow, he leaves three sons, Scott Jr., 28; Frederick Clement, 18; and Roger Conant, 16. He also is survived by a sister, Mrs. John Garfield, of Cleveland. A nephew, John Garfield Jr., is a salesman on the staff of WGAR, Cleveland. Mr. Bowen had two stepchildren also, a son and daughter.

President and owner of WIBX, Utica, Mr. Bowen had taken over active direction of the station about six years ago, following dissolution of Scott Howe Bowen Inc., pioneer spot broadcasting firm which was largely responsible for placing of many of radio's early accounts on the air. He dissolved his spot company after exclusive station representation came into vogue, and because of impaired health.

Mr. Bowen died following a long illness which kept him in a hospital in Syracuse practically all last summer. About a month ago he went to his winter home in Palm Beach, but shortly after arrival was forced to return to a hospital.

One of radio's most colorful figures and a master salesman, Scott Bowen had a dynamic career. He had owned WIBX while directing the activities of his spot sales organization, but regarded it as a testing laboratory.

Test Pilot in First War

Scott Bowen served in the first World War as a test pilot for the U. S. Air Service. He spent several years in the advertising field with numerous publications, and left Conde Nast and *Collier's* in 1927 to form Scott Howe Bowen Inc. Then the largest independent commercial enterprise in radio, he was largely responsible for placing on the air such accounts as Chevrolet, Buick, Dodge, Chrysler, Quaker State Oil, Continental Oil, Beechnut, Philco, Bulova Watch, Benrus Watch, Gillette, Canada Dry and A&P.

Scott Howe Bowen was born in Elyria, O., Nov. 27, 1888, the son of Samuel Howe Bowen, scion of a New England family that traces its lineage to the Mayflower Pilgrims. His mother was a descendant of Thomas Hooker, founder of Hartford, Conn., and first Colonial governor of that state. Her father was Martin Webster Pond, a grand nephew of Noah Webster. He had emigrated to Ohio by ox-cart in 1819.

He attended Oberlin Preparatory School and matriculated at Oberlin College in 1908, only to be forced to leave because of a breakdown in health. He then went to the U of Colorado for a year and finally entered Harvard. But after a year at Harvard his family met financial reverses and he had to go to work. His first job was as a reporter on the old *Cleveland Leader*.

He left the paper after a year to become publicity manager of the Cleveland Bell Telephone Co. and later joined the Baker Electric Co. as assistant advertising manager. In 1914 he joined a Cleveland printing company, with which he remained for two years. In 1916 he became interested in aviation and promoted a company to market an automatic control device for aircraft.

One month after the United States entered the war, young Bowen enlisted in the aviation section of the Signal Corps. He was commissioned a second lieutenant after a training course and became a pilot. He was one of the first two or three hundred pilots to be commissioned by the Army. He became an experimental and test pilot in 1917, headquartering at Langley Field, Va. It was not until the very eve of the Armistice that he was attached to a bombing squadron scheduled for duty in France. Disappointed, he secured his discharge on Nov. 12, 1918.

After the war, Scott Bowen joined McGraw-Hill as a copy writer. Later he formed Technical Publicity Inc., specializing in trade paper publicity. Then he joined the Frank Presbrey Agency as a new business executive. Successively he worked at various enterprises until in 1926 he became eastern advertising manager of *College Humor*, which he left to handle Pennsylvania and Southern advertising for *Collier's*.

In 1927, while with *Collier's*, he saw the power of radio advertising when that magazine, through its broadcasts, increased its circulation from 125,000 to 850,000 in a short period. He wrote the Department of Commerce for a list of stations, sent all of them a letter offering to act as their sales representative, secured 85 signed contracts.

COURT CLARIFIES EMPLOYER RIGHT

AN EMPLOYER may freely spea his mind on labor issues, so lon as he does not attempt to coerc his employes or restrain their o ganization, the Supreme Court he last Monday. The decision is e pected to have a definite effect o the administration of the Wagne Labor Relations Act and the activ ties of the National Labor Rel tions Board, since statements b employers on labor issues have bee a principal basis for unfair labo practice actions by the NLRB.

Associate Justice Murphy, wh wrote the opinion for the seve court members participating in th decision, declared the Wagne statute does not enjoin an employe from expressing his "view on labo policies or problems", although "i determining whether a course o conduct amounts to restraint o coercion, pressure exerted vocall may no more be disregarded tha pressure exerted in other ways".

The decision, arising from a NLRB order directing Virgini Electric & Power Co. to disban an independent union of its employ es, is regarded as significant to th communications industry in viev of the long-term relationships be tween company managements an leaders of the industry's indepen dent unions.

Standard Oil Continues

STANDARD OIL Co. of Indiana Chicago, will not decrease its 194 advertising budget. Decision to dis continue weekly half-hour *Auction Quiz* on Jan. 9 on 47 NBC-Blue sta tions was made some weeks ago it was explained, and the company it is predicted will shortly be back on the air with either a new net work program or possibly a tran scribed spot campaign. McCann Erickson, Chicago, is agency.

Sunkist Plans Spots

CALIFORNIA FRUIT GROW ERS EXCHANGE, Los Angeles (Sunkist lemons), supplementing its thrice-weekly quarter-hour CBS *Hedda Hopper's Hollywood*, on Jan. 5 starts a 13-week campaign using five spot announcements weekly on stations in 20 eastern and southern markets. Following a three months lapse, the schedule will be resumed in July. Agency is Lord & Thomas, Los Angeles.



"DARK FANTASY"
Originating in WKY's Studios for
NBC RED NETWORK
Fridays 11:30-11:55 p. m., C. S. T.

DEATH STALKS A SACRED COW!

"SOUTHERN RIVERS"
An All-Negro Program of the Old South Originating in WKY's Studios for the
NBC RED NETWORK
Fridays 11:05-11:30 p. m.
C. S. T.



WKY has made boloney out of the sacred cow of big-time radio that the major crop of hinterland studios is corn.

No double standard of programming exists at WKY. Facilities, staff and talent are maintained continuously to provide programs of local flavor and appeal as attractive and polished as any network show.

Specimens of WKY productions have been aired frequently over NBC in recent years. Currently, WKY enjoys the rare distinction of being one of the very few stations outside major production centers to originate a dramatic series for NBC's coast-to-coast Red network. This, to be sure, is acknowledgement from headquarters that the "sacred cow" is dead at WKY.

And this mystery drama, "Dark Fantasy", is preceded the same evening on NBC Red by still another sample of WKY's "know-how" when the all-Negro "Southern Rivers" originates in WKY's studios.

The identical skill, experience and effort applied to these network programs are employed in dozens of local WKY programs every week. Each is skilfully moulded to the needs of advertisers and the acceptance of an audience which it keeps bigger and happier than that of any other Oklahoma station.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

Shortwave Stations Rally to the Call

Truth About News Given Foreign Countries Via Broadcasts

WITH THE coming of war to America, the country's shortwave broadcasters rallied to the call just as enthusiastically as domestic broadcasters, increasing their already prodigious task of spreading what they had long before realized to be the most effective propaganda —the plain unvarnished truth about world events—to the four corners of the globe.

The men and companies operating shortwave stations are the same who have made our American system of broadcasting the greatest in the world—CBS, NBC, Crosley, General Electric, Westinghouse—names of pioneers in broadcasting at home as well as abroad.

Costly Operations

Last year, for direct operating expenses not including the part-time services of executives and personnel on the payrolls of the domestic stations owned by these companies, they spent something like $1,500,000 for shortwave broadcasting. During that time, NBC and Crosley, first to begin experiments with the sale of international broadcasts to American advertisers, took in less than $100,000 in commercial revenue between them.

Last year also, in accordance with the FCC ruling that all shortwave stations have a minimum power of 50 kw., all of these companies made sizable investments in new or improved facilities, CBS alone spending $500,000 for its new transmission plant at Brentwood, L. I.

G-E, proud possessor of the country's most powerful shortwave station, WGEO at Schenectady, is currently dismantling the WGEO transmitter for shipment to the Pacific Coast for operation by the Federal Government to reach the Far East, augmenting the job now being performed solely by KGEI, G-E station in San Francisco. Until another superpower transmitter can be assembled, WGEO will use its former 50-kw. transmitter for service to Europe and Latin America.

Last year also saw the inception of three Latin American networks, affiliated as branches with NBC, CBS and WLWO in much the same manner as are networks in this country, except that instead of receiving their programs by wire lines from the originating stations these networks below the Rio Grande get their programs from the United States by shortwave radio for rebroadcasting locally.

International broadcasting began in this country at almost the same time as domestic broadcasting, but at the outset the important thing was not programming, but research, as radio engineers began to experiment with higher frequencies than those in the standard broadcast band.

But the early programs, chiefly rebroadcasts of the schedules of domestic stations, soon began to attract an audience abroad and before many years had passed American shortwave broadcasters were building programs especially for their foreign listeners.

European Propaganda

It was not, however, until the late 30's that the use of the shortwaves by various European governments for propaganda purposes made American broadcasters conscious of the need for a positive counter propaganda of our own, especially in programs for Latin America, which was being bombarded with the sales talk of the dictatorships from abroad.

And it was then the conclusion was reached that the best propaganda possible for America and the democratic way of life was something no dictator dared to use, the broadcasting of straight news, uncolored or uncensored.

Today as never before the emphasis in our international broadcasting is on news. WLWO, 75-kw. Crosley shortwave station which temporarily the country's m powerful, broadcasts 36 news p riods a day in 12 different la guages. Four of these—Engli German, Spanish and Italian originate in the station's o studio's; the other eight co through an exchange arrangeme with G-E and CBS.

Similarly, many of NBC's p grams are also beamed abroad WBOS, Westinghouse station Boston. Such exchanges provi wider distribution for these p grams, with several transmitte beaming them simultaneously various vantage points, sending



RACE AGAINST TIME w staged by Paul Sherman, a nouncer of WAAT, Jersey Ci with John Zena, a painter bla ing-out the WAAT windows, a cording to the legend attached this photo.

When you buy WCAE you get...

TIME PLUS

A COMPLETE, PRACTICAL MERCHANDISING SERVICE



RETAIL STORE DISPLAY

Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.





STEADY NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed.

The KATZ Agency : National Representatives

New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA. 5000 Watts · 1250 K. C.

MUTUAL BROADCASTING SYSTEM

A NEW GIANT!

KPAS

Pasadena, Calif.

10,000 WATTS DIRECTIONAL

UNLIMITED TIME

The only commercial station serving the Pasadena Market, the RICHEST market per capita in the Nation

+ PLUS +

Thorough coverage of SOUTHERN CALIFORNIA

●

11-10 on your dial.

AROUND THE CLOCK KPAS 11-10 ON YOUR DIAL

KPAS

Pacific Coast Broadcasting Co.

Studios in the Huntington Hotel, Pasadena, and Hollywood.

ench newscast, for example, to rance and to French West Africa the same time.

Second only to news in importnce in the shortwave schedules e the speeches of President Rooselt and other United States Govnment officials. When the Presint speaks, his voice is carried ound the world, and when he has ished his words are repeated a score or more translations, ch sent straight to the country eaking each language.

Feature Programs

But the programs shortwaved road are not all newscasts nor eeches of State. Fine musical proams, such as CBS's *Sunday Evening Hour*, NBC's *Metropolitan pera* broadcasts on Saturday afrnoons and WLWO's Cincinnati mphony concerts on Saturday enings; programs about Ameri-n places and people, such as -E's *Travelogues of the United ates;* other broadcasts of such pical American phenomona as ize fights and swing bands—all ve large and enthusiastic audices in Latin America and abroad.

Such a broadcasting service costs oney and lots of it—$1,500,000 1941, probably more than $2,-0,000 in 1942. Why are these ankly commercial companies—expt the World Wide stations in oston, WRUL-WRUW, which are pported by grants from various undations as a purely institu-nal effort—all U. S. shortwave ations are owned by companies ho are also active in domestic mmercial broadcasting, willing to pend such sums with no chance r any appreciable immediate re-rn?

The answer, like the service, is pically American, a mixture of otives, a combination of patriotm and profit. Today they are dog their part to promote the Amerin way of life throughout the orld because of their faith in at way of life.

And, when they are successful -when America is successful—the merican system of broadcasting, unded on free enterprise and supported by advertising, will become e international system of broadsting as well, providing future ofits for American shortwave oadcasters that will amply repay e effort and expense of their pres-nt pioneering.

* * *

In Washington officials of the ffice of the Coordinator of Interamerican affairs said last week at a network of communications cilities virtually to blanket Latin merica with important broadcasts om the United States whenever n address of significance is scheded for that area.

As in the case of President oosevelt's speech Dec. 9, which 48 atin American stations have reorted carrying, other addresses ill be piped into all corners of at continent. The OCIA also said at American shortwave facilities are being expanded to compete on more favorable terms with European transmitters. It was pointed out that European nations, now all under German control except Sweden, Turkey and European Russia, have a geographical advantage — for example, Buenos Aires is 6,000 miles from New York.

It is hoped that by March of this year the United States will have 13 international stations in operation, all of 50,000 watts or more. CBS now has antennas for two 50 kw. transmitters—one completed and the other expected to be ready in two or three weeks.

Bitner to Dispose Portion of Shares

Family Will Receive Stock; Grants to WMSD, WTIC

AUTHORITY for Harry M. Bitner, publisher of Hearst's *Pittsburgh Sun-Telegraph*, to sell the larger portion of his stockholdings in WFBM, Indianapolis, to members of his family, was granted last Tuesday by the FCC which simultaneously announced similar permission for deals involving WMSD, Muscle Shoals, Ala., and WTIC, Hartford.

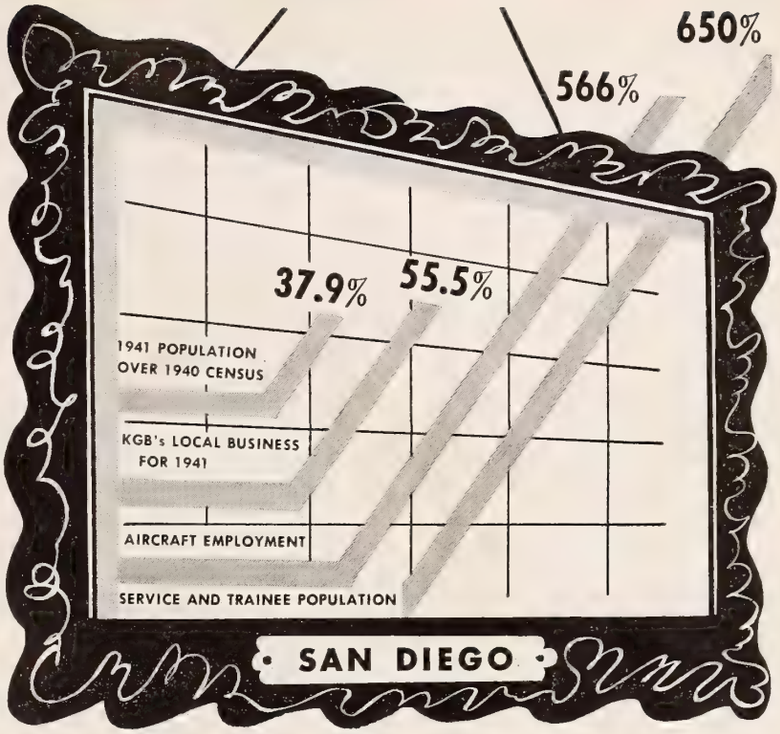
Share Disposal

Of the 1,822½ shares which Mr. Bitner owns out of WFBM's 2,700 total, the newspaper publisher is selling 337½ each to Harry M. Bitner Jr., WFBM business manager, his son; Evelyn Bitner, his wife; and Evelyn H. Pierson, of Pittsburgh, his daughter. Total consideration to Mr. Bitner Sr., who will retain 810 shares, is $75,000. Balance of the station's stock remains intact with Jeanne S. Bitner, wife of Harry M. Jr., having 337½ shares; Jesse L. Kaufman, 220; Ralph Euler, 135; Dorothy Kapner, 135, and Mrs. Pauline E. Schoen, 50.

Muscle Shoals Deal

The Muscle Shoals deal passes the outright ownership of WMSD's 1,000 shares (100%) of common stock from Mrs. Estelle P. Chapman to Joseph Carl Russell and Joseph Wiggs Hart, Nashville architects, and Frank Mitchell Farris Jr., Nashville attorney, previously with the New York Trust Co. Sale price was $25,000. Twenty per cent of the station's stock had previously been held by Horace L. Lohnes, Washington attorney, which he turned over to Mrs. Chapman several months ago for this deal.

The voluntary transfer in the WTIC deal involves the shifting of control from The Travelers Indemnity Co. to The Travelers Insurance Co., an intra-company change. Several years ago the efforts of Travelers to shift the ownership within the company had met with repeated FCC refusals.



A very pretty picture for YOU

Business is wonderful in San Diego right now. Look at the picture above . . . this picture means that millions of extra dollars are pouring into this 1941 boom town over and above the $90,000,000 in purchases made in this market last year. When you consider selling the Pacific Coast, consider San Diego . . . and when you consider selling San Diego, you *must* consider Don Lee Station K G B, the better-than *2 to 1* choice of San Diego radio advertisers.

Here's how KGB has kept pace with San Diego's phenomenal growth:

KGB's LOCAL business in October, 1941, as compared with the local business handled in October, 1940, showed an increase of 55.5%

KGB's LOCAL business during the first 10 months of 1941 as compared with the total local business handled during the first 10 months of 1940 showed an increase of 55%

Local station time business, placed with the equally-powered parity-rate, network-affiliated San Diego stations during the week of Nov. 16-22 inclusive:

	KGB	Competitive Station
Local commercial programs, week..	72	30
Local station time, commercial.....21:10 hrs.		8:30 hrs.

Take a tip from the LOCAL radio advertiser...he KNOWS! His better-than *2 to 1* preference for KGB Service in the San Diego area is proof of KGB Dominance in the busiest, dollar-spendingest market in the West! It's the National Spotters' Paradise.

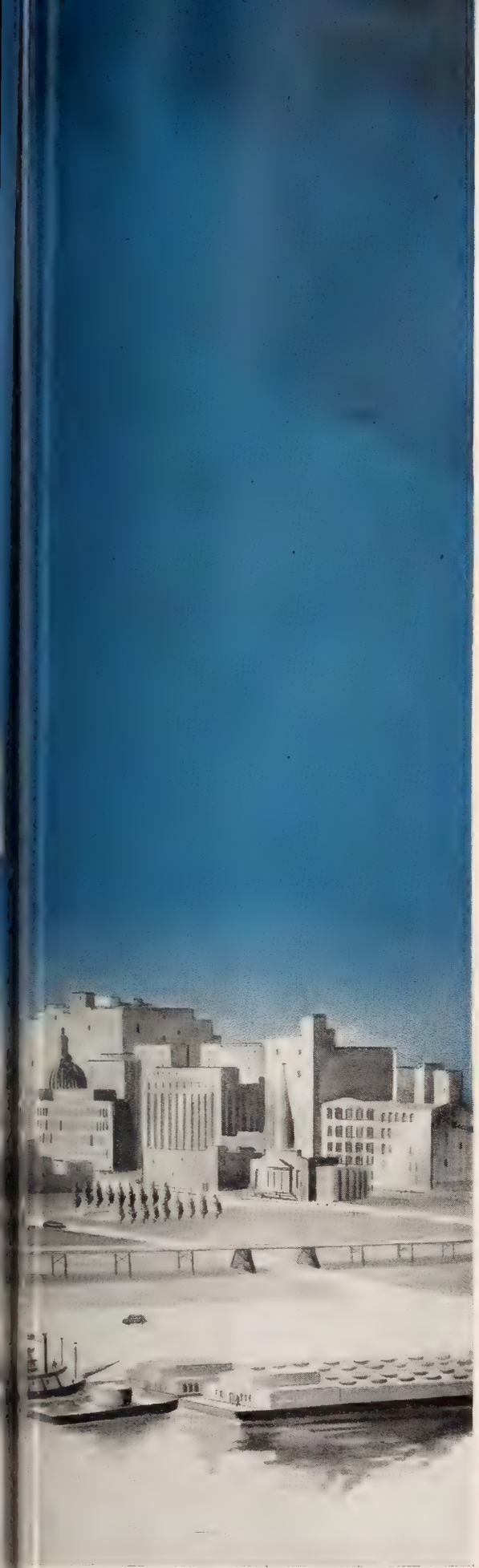
KGB
SAN DIEGO, CALIF.

S. W. FULLER, Manager
Represented by Blair
MUTUAL DON LEE
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice Pres., Gen. Mgr.



NBC BASIC BLUE NETWORK • ST. LOUIS, MO

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AFI



The grab bag system *Won't Work*

Modern selling demands modern methods. Scientific study of markets and how to reach them is the keynote. Advertisers want lucrative markets. They're on the lookout for "up and at 'em" stations that produce. KXOK and the Mid-Mississippi-Valley Market offer one of the richest combinations in the nation. Population is continually increasing as a result of defense work . . . retail expenditures are climbing . . . industrial employment is 27.8% above last year's figure and defense appropriations are approaching the one billion dollar mark. Here are pointers to more business in KXOK's broadcasting radius penetrating four states in its primary area alone. Write or wire for details of KXOK's solid responsive coverage in this valuable "money maker" market.

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

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Radio's War Niche

SOBERLY but confidently radio enters 1942 —its first full year of war. It is geared for the job, which it knows will be long and arduous. It will contribute everything toward the victory ahead.

What transpired during the fateful and lamented 1941 for radio must be forgotten. Dollar-wise, 1941 probably was radio's biggest year. But overhead skyrocketed, too. Regulatory reforms and innovations, some in force, others deferred or pending, took a heavy toll in tribulation and unrest—and dollars, too.

But all this now adds up to zero. It's no longer what has been, but what will be. The task isn't going to be easy, for there will be heartaches and tears. Radio's responsibility is great, because it is accountable to 130,000,000 Americans, whom it serves as eyes and ears. By shortwave it also is doing a job for the outside world.

Radio's task is to keep the public informed, first and foremost. It must maintain morale, as the medium closest to the fireside. In that responsible position it must also keep America interested and entertained. It must overcome rumor, avoid hysteria and save lives. It must be on the alert every moment.

For three years the nation has been preparing for a war economy. The dramatic events of early December were the culmination of what was expected. All last year national defense was the keynote, as events in the other hemisphere brought the day of actual involvement closer.

It makes no appreciable difference that American radio has no war precedent to follow, for modern wars are fought by nations, not armies or navies alone. The whole American life is undergoing radical change.

European radio has war precedent, dating back to the first onslaughts of Germany's dictator. Radio is a prime military objective. Control of the microphone in subjugated nations came with control of the fortifications and state-houses. But in every instance these were government-owned stations or systems.

With the United States at war, radio by the American plan, privately operated, receives its baptism. It has the confidence of the people because it has never wilfully misled them. It has the confidence of most of those in government, particularly the military.

Every day, every hour, world history is made. Radio is the vehicle for fast conveyance of this greatest story of all time. It appreciates the magnitude of its task and the tremendous responsibility it shoulders.

Radio looks toward 1942 as its greatest year, not in those material things but in preserving democracy in a dictator-infested world. Just as it sells merchandise, service and defense bonds, radio can sell patriotism, loyalty and victory.

The Changed Order

IN EVERY emergency there is talk of a "new order" to meet the requirements of government. Practically every walk of American life will be affected in the changed economy now taking form.

Already there is revived talk of combining related regulatory functions through centralization of agencies. Creation of a department or bureau of transportation and communications, which would combine the FCC, ICC, CAA and other government units now established as separate entities, is being discussed. It is the reappearance of a four-year-old plan espoused by President Roosevelt, but which became only partially effective.

Now under the war powers vested in the Chief Executive through the Overman Act, he has a free hand in Government reorganization. If a department is created, with Cabinet rank, Congressional sanction would be necessary. But if the President should determine that it would best serve the nation's interest to consolidate any or all of these agencies under an existing department, he can effect this without Congressional approval, unless he decides to abolish certain of the functions. In the latter instance, Congressional consent is required.

In meeting the totalitarian assault, many changes in Government are essential. There already have been sweeping changes. If the Chief Executive decrees changes affecting the regulation of radio, through a consolidation of agencies, the industry, of course, will follow through. That, however, does not mean that the industry is precluded from advancing its ideas toward a sounder development.

Perhaps under such a fused regulatory structure, radio would stand to benefit in that it would be only one of many related fields subjected to regulation of a single administrative board or department. There might result more orderly regulation. Moreover, radio repeatedly has demonstrated its ability to meet an emergency by invoking self-regulation, in large measure eliminating the necessity for governmental intercession.

Removal of a dozen or so governmental agencies from Washington to other cities has aroused speculation over the fate of the FCC, entirely apart from the bureau consolidation talk. It is conceivable, according to Government spokesmen, that all governmental agencies except those directly responsible to the military, will be removed for the duration to make room for an expected influx of some 40,000 additional war personnel.

The FCC, there can be no doubt, is more and more a war agency. It is functioning largely as an adjunct of the Defense Communications Board. Members of that board are attached to war operations—two of them high-ranking military officers, one an assistant Secretary of State, and another an assistant Secretary of the Treasury in charge of the Coast Guard. And the fifth member—FCC Chairman James Lawrence Fly — is practically a war cabinet member.

Possibly certain of the FCC functions could be moved. But the headquarters operation, it seems to us, whether under the existing structure or as part of a consolidated agency, should remain in Washington.

The RADIO BOOK SHELF

VOLUME X-b of *Market & Newspaper Statistics* has been released by the American Assn. of Advertising Agencies. Dealing with 71 cities of over 100,000 population in the U. S. and Canada in which newspapers were audited to March 31 and June 30, 1941, the studies include latest figures on population, number of occupied dwellings, income tax returns, audited newspaper circulations, linage, retail rates, differential between retail and general rates and an analysis of those sections of Audit Bureau of Circulation reports which deal with circulation inducements. M&NS is compiled under the direction of the AAAA committee on newspapers with H. H. Kynett, Aitkin-Kynett Co., Philadelphia, chairman, and Lester M. Malitz, Warwick & Legler, New York, vice-chairman. Copies are available to AAAA members at $6 each, the approximate production cost.

A SECOND BOOK of *We Have Been There*, Sunday evening Canadian Broadcasting Corp. talks by prominent Americans and Canadians who have been in the European war zones, is scheduled for publication when the present series of talks is complete. First book was printed on request from 14,500 listeners in Canada, Newfoundland and 37 states of the United States. The book contained the first 21 talks of the series. The second book will start with the broadcast talk of Sept. 28, and is being made available at 25 cents.

DEPARTMENTALIZED analysis of broadcasting today, with emphasis on the listeners' viewpoint and a profusion of illustrative examples taken from actual situations and scripts, is presented in *The Rape of Radio*, by Robert West, director of the Radio Arts Guild of America [Rodin Publishing Co., New York, $4].

We Pay Our Respects To —



JOHN JEFFRY LOUIS

COLLEAGUES of John J. (for Jeffry) Louis, vice-president in charge of radio for Needham, Louis & Brorby, weren't surprised last year when the NBC *Fibber McGee & Molly* show, sponsored by S. C. Johnson & Son, and which he had picked from obscurity six years previous, hit the top Crossley spot.

For Jack, as he is widely known, has pioneered advertising innovations almost since the days when he was an office boy.

Jack's flair for advertising first came to light in early 1916 when he and Charles Daniel Frey, Chicago artist and portrait painter, launched the then new business of supplying art to advertising agencies. His previous two years of apprenticeship in the advertising department of the American Steel & Wire Co., Chicago, proved a practical background.

Jack enlisted in the aviation corps in May, 1917. Quickly convoyed to France he became a member of the 20th Squadron of First Day Bombardment Group, flying the first American-made planes over the front. On Sept. 15, 1918, he was seriously wounded in action. For 10 years following the war, he sold advertising for *Cosmopolitan* and *Collier's*.

No less propitious time could have been chosen to launch an advertising agency, but on Oct. 1, 1929, the day the stock market crashed, Needham, Louis & Brorby was organized in Chicago. The firm prospered, and in 1932 Louis was ready for another venture, the comparatively new field of radio advertising.

His first program for S. C. Johnson & Son, launched on NBC for 13 weeks in the fall of 1932, featured Ted Weem's orchestra, and Ila May Bailey, vocalist. Each week electrical waxers, awarded as contest prizes, were flown by a special Johnson plane to the winners.

Broadcasting started having its first serious battle for newspaper log listings and editorial comment in early 1933, so Louis hit on the idea of utilizing radio itself to publicize programs. He initiated the *Johnson Daily Radio Guide*, five-minute transcribed commentary on radio programs of the day, which was released to stations throughout the country under the sponsorship of S. C. Johnson & Son Inc.

Although Johnson was already sponsoring Tony Wons in 1934 on a weekly half-hour NBC program, it was decided to launch an additional show to advertise auto polish. Louis, on a tour of the country, auditioning program possibilities, tuned in his car radio to Jim and Marian Jordan doing a show from Chicago titled *Smackout*. Jim was telling tall tales. The night previous, Jack and friends had been discussing the annual Liars' Club contest at Burlington, Wis.

The two ideas clicked in Louis' mind, and resulted in a new program, with Jim Jordan's writer, Don Quinn, conceiving the name, *Fibber McGee & Molly*. He was vindicated in 1937 when the latter program moved to top place in the summer ratings with a 14 Crossley. When *Fibber McGee & Molly* made a permanent shift to Hollywood in January, 1939, the stock really soared.

Louis' perspicacity has proved itself three times since he entered radio. He gave Alec Templeton a show of his own as a summer replacement for *Fibber McGee & Molly* in July, 1939. Miles Labs took over Templeton on NBC-Red stations, for a long-term contract. Ransom Sherman's *Hap Hazard* was such a popular summer replacement for *Fibber McGee & Molly* in 1941, that S. C. Johnson & Son bought it as a second show. It is now sponsored by Procter & Gamble Co. on CBS. In Fibber McGee's stooge, Gildersleeve, Louis recognized a character around whom a new show could be built. The weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkey), and starring Hal Peary, is the result. In but a few months that show has moved into top brackets, under Louis' direction.

Louis still has time for outside interests. In Evanston, Ill., his home, he is chairman of Draft Board No. 1, a trustee of the local hospital, a Community Chest director and school board member. Also he serves on the State Bank & Trustee Co. directorate, and in addition is on the board of directorship of S. C. Johnson & Son, Racine, and S. C. Johnson, Brentford, Ontario. For relaxation he plays golf and is a crack trap shooter of the Chicago Shooting League.

Louis was born March 3, 1895, in Indianapolis. Married to Henrietta Johnson, June 18, 1942, they have three sons, John, 16, a student at Deerfield Academy, Mass.; Tim, 13, attending Evanston High School, and Michael, grade school pupil in that city.

Personal NOTES

EDWARD E. LEWIS has been elected a vice-president of RCA Mfg. Co., and will direct the company's finance and accounts divisions. He will continue as director of the priorities division.

WALTER DAVISON, KMPC, Beverly Hills, Cal., sales manager, is currently in New York, and will visit all offices of Paul H. Raymer Co., station representatives, before returning to his West Coast headquarters.

JOHN A. KENNEDY, president of WCHS, Charleston, and the West Virginia Network, has been appointed West Virginia chairman of the advisory committee on contract distribution of the Office of Production Management.

WALTER M. KOESSLER, general manager of WROK, Rockford, Ill., is the father of a girl born Dec. 18.

PHILIP M. TRAYNOR, assistant in the office of Andrew W. Bennett, Washington attorney and general counsel of National Independent Broadcasters, on Dec. 23 was sworn into the Army Air Corps. He will be stationed at the Army Air Field at Biloxi, Miss.

JAMES S. LITTLE, manager of the New York office of Charles Dallas Reach Co., Newark, has been called to active duty as lieutenant junior grade, Naval Reserve.

MAJ. EDWARD A. DAVIES, reserve officer and vice-president in charge of sales of WIP, Philadelphia, has placed in charge of intelligence and public relations in the city's civil defense setup.

CHARLES E. SEEBECK, former manager of the Staunton studios of WSVA, Harrisonburg, Va. has joined the sales promotion and program production departments of WAIR, Winston-Salem, N. C.

WESLEY M. ANGLE, president of Stromberg-Carlson Telephone Mfg. Co., Rochester, has been reelected as a director of the National Assn. of Manufacturers.

THOMAS DELANEY, formerly salesman of WWRL, New York, and more recently with Harry S. Goodman Radio Productions, has rejoined the sales department of that station.

WILLIAM MUDD, account executive formerly of KBND, Bend, Ore., has joined KHSL, Chico, Cal.

ANDY McDERMOTT has been transferred from the Toronto office of Stovin & Wright, station representatives, to the Montreal office. His place at Toronto is being taken by Ralph Bowen, formerly with the *Winnipeg Tribune*.

BETHEL CARPENTER has joined the sales department of KOA, Denver. She succeeds Evadna Hammersley, recently named continuity editor.

FOX CASE, CBS West Coast special events director, has returned to his Hollywood headquarters after two weeks in San Francisco.

STERLING V. COUCH, educational director of WDRC, Hartford, has been appointed a member of the state committee on food and nutrition.

DON GILMAN, NBC Western Division vice-president, received a gold engraved watch and brief case as a gift from Hollywood employes.

INS Post to Chaplin

W. W. CHAPLIN, heretofore national defense expert for International News Service, has been named war editor of INS in charge of the nightly undated war roundups, special background features, as well as his daily column "Arms —And The Men", which features news on the fighting forces. Mr. Chaplin has been covering war and American defense for INS since 1935-36 when he was on special assignment on the Italo-Ethiopian front. He also served as manager of INS bureaus in Rome and Paris, while last year he made a 30,000-mile survey trip of Australia, Singapore, Dutch East Indies, Manila, Hawaii, Guam, Wake and Midway Islands.

St. John in London

ROBERT ST. JOHN, NBC news commentator recently assigned to the NBC London bureau, arrived safely in the British capitol last Tuesday, he informed NBC headquarters in New York last week. Formerly AP correspondent in the Balkans, St. John was wounded by German machine gun fire, when with other American correspondents he escaped just ahead of the advancing Germans. After his return to this country he became an NBC news commentator and held that post until his transfer to London.

Hawley in New Post

HUDSON HAWLEY, news editor of NBC's International Division, last week resigned to take up duties as editorial assistant to Stanley Richardson, Coordinator of Shortwave Broadcasting. Mr. Hawley was a member of the *Stars & Stripes*, official newspaper of the AEF in World War I, and later spent more than 17 years as a European correspondent for American press associations. He also was awarded the Order of the Purple Heart for wounds received in action.

Steele's New Book

JOHANNES STEELE, foreign news analyst of WMCA, New York, has written *Men of War*, soon to be published by Sheridan House. Volume is to be a combination of reference book and charactor study of important men figuring in World War II.

WHAS
50,000 WATTS
LOUISVILLE
CBS

At the heart of a market where purchasing power has doubled

Ask any Edw. Petry office for more information about WHAS, one of the eighteen CBS 50,000 watt stations.

BEHIND the MIKE

ELLSWORTH STEPP has been named acting production manager of KOA, Denver, with Don Martin, regular production manager, called to San Francisco by the NBC news and special events department.

GEORGE PETERS, former newspaperman, has joined the news staff of WOAI, San Antonio.

BILL SMITH, formerly of WKNY, Kingston, N. Y., has joined the announcing staff of WHAT, Philadelphia.

MAURICE MARCOUX has joined the announcing staff of CKVD, Val d'Or, Que.

CARL WILL, formerly of the *Philadelphia Record*, replaces Eddie Mayer as news editor of WIP, Philadelphia. Mr. Mayer resigned to take a newspaper post in Washington.

NEIL HARVEY, announcer of WCAU, Philadelphia, has joined WPEN, Philadelphia.

TED LENZ has been named news editor of KSAN, San Francisco.

BOB GOERNER, announcer, formerly of KROW, Oakland and more recently freelance, has joined KYA, San Francisco.

BOB DAVIES, announcer-newscaster, formerly of KSAN, San Francisco, has joined KFRE, Fesno, Cal.

HENRY ALLEN, formerly of KYSM, Mankato, Minn., has joined the announcing staff of WLOL, Minneapolis.

NEIL HARVEY, formerly of WCAU, has joined the announcing staff of WPEN, Philadelphia.

ED COONEY, of KGHL, Billings, Mont., is the father of a girl born Dec. 15.

EMIL DORER, continuity editor of WWRL, New York, has resigned.

DENNIS HOWARD, formerly of WGTM, Wilson, N. C. and Tad Darling, formerly with WQAM, Miami, are now with WWPG, Lake Worth, Fla. Darling is chief announcer.

GEORGE SUDERMAN, a native of Russia, has joined KSAL, Salina, Kan., as news commentator.

Indestructible

MRS. CECIL BROWN, wife of Cecil Brown, recently received this cable from the CBS Far Eastern correspondent who was aboard the *HMS Repulse* when it was sunk a few weeks ago. "Health reasonably satisfactory. In October the air force crashed me. November an army truck plunged over a hill with me. In December, the Navy tried to sink me. Since no additional branches of the force remain, don't worry about the indestructible Mr. Brown."

TRUE BOARDMAN, Hollywood writer on the CBS *Silver Theatre*, sponsored by International Silver Co., has just completed work at Universal on four Bud Abbott and Lou Costello pictures. Wendell Niles, announcer on the CBS *Al Pearce Show* sponsored by R. J. Reynolds Tobocco Co. (Camel cigarettes), has a role in an untitled Republic picture.

PERRY HILLEARY, KOY, Phoenix, announcer, on duty when news was flashed that Japan had attacked Pearl Harbor, promptly resigned and enlisted in the Army.

KENNETH VON EGIDY has joined NBC Hollywood news writing staff, succeeding William Ratigan, transferred to the network's San Francisco studios. Ratigan is assisting Ken Fry, NBC Chicago special events director, currently on the West Coast, in reorganizing the San Francisco newsroom.

MAX HUTTO, assistant to Bob Moss, NBC Hollywood night manager, has been made a producer.

DAVID BANKS, formerly announcer for stations in Little Rock; Jackson, Tenn. and Memphis, has joined WWL, New Orleans on a temporary basis.

DAVE McKOWAN, former announcer of WMBS, Uniontown, Pa., and staff member of WCAE, Pittsburgh has joined the communication division of the Army Air Corps.

JIM BRITT will do the play-by-play and Bill Corum the color on the MBS broadcast of the East-West All Star Football Game sponsored by Gillette Safety Razor Corp., Boston, on Jan. 3, Contest was switched to New Orleans.

WARD GLENN, previously of WIBC Indianapolis and WKMO, Kokomo Ind. has joined the announcing staf of WTOL, Toledo.

DONALD C. CAMPBELL, formerly of WSFA, Montgomery, Ala., ha joined the announcing staff of WHK WCLE, Cleveland. He succeeds Bo Carter, who resigned to join the Navy

HARLEY ROSS, new to radio, ha joined WHK-WCLE, Cleveland, a audience mail supervisor. He succeed John Shurtleff, who has been pro moted to the transcription department

CARL ERICKSON, announcer o WOWO-WGL, Fort Wayne, i hospitalized for pneumonia.

MARTIN JOHANSEN, formerly an nouncer and news editor of WFBM Indianapolis, has joined KTAR Phoenix.

WILLIAM M. PAISLEY, director o the music library for NBC, has bee elected to a participating membershi in ASCAP.

JOHN LINDSAY, program directo of WGAC, Augusta, Ga., has resigne to take a similar position with WGBG Greensboro, N. C. Replacing him a WGAC is Bob Miller, formerly di rector of WPID, Petersburg, Va., an previously of Young & Rubicam, Nev York.

STAN GORDONI, former announce of WOMT, Manitowoc, Wis., has en listed in the Army Air Forces and ha been stationed at Camp Kessler, Miss

ALLAN SCOTT, news commentato of WGN, Chicago, has been appointe a deputy coordinator of the Chicag civil defense program.

VICTOR LINFOOT is a new additio to the announcing staff at CKLW Windsor, Ont.

BILLY MILLS, musical director o the weekly NBC *Fibber McGee & Molly*, sponsored by S. C. Johnson & Son Inc., (floor wax), has organize a naval band at Long Beach, Cal He conducted an artillery band during World War I.

WWNY Staff Changes

RECENT changes in personnel at WWNY, Watertown, N. Y., include the appointment of Jean Clos as program director, Louis Saiff Jr., as commercial manager, and Mrs. Emma Chappell to handle women's and children's programs. Bill Burns of the Syracuse U Radio Workshop, has joined WWNY as announcer, and Bob Walters has been made director of farm programs. The station's entire staff received 5% bonus checks this month.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Winning Number

WAIR listeners listen, believe and buy. WAIR's spot on the dial is worth a fortune to the wise time buyer who signs on the dotted line.

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

Meet the LADIES



MILLICENT POLLEY

WRITING and conducting her own show are only incidental to the activities of Millicent Polley whose program *Listen Ladies* has been drawing a highly responsive feminine audience for over two years. In addition she finds time to serve as commentator for style shows, speaks at women's clubs and sells radio time. Her "Listen, ladies . . . to Polley" has become a familiar salutation to the women of the WHBF, Rock Island-Moline-Davenport area.

Her 45-minute program headlines up-to-the-minute news on foods, features and fashions with only live-talent musical entertainment. Formerly a student at Minneapolis College of Music and a graduate of Winona State Teachers College, Millicent came to WHBF in October, 1939. Previous to radio work she wrote a shopping column for a newspaper and weekly articles on cosmetics for the J. R. Watkins Co.

Flannery in SEP

HARRY FLANNERY, former CBS correspondent in Berlin, writing the lead story for the Christmas issue of the *Saturday Evening Post*, reports that the German people are sure they have a gruelling five-year war on their hands. Article is based on results of a one-man poll conducted by Flannery as he toured parts of Germany most bombed by the RAF.

AFM's Board to Hold Its Semi-Annual Session

INTERNATIONAL executive board of the American Federation of Musicians, union's governing body, will hold its semi-annual meeting beginning Jan. 26, probably in Miami, although the city had not been definitely named last week. Radio matters will undoubtedly be discussed but no changes in the AFM's relationship to the broadcasting industry are anticipated, union officials stated.

The licenses issued by the AFM to the makers of transcriptions and phonograph records have been extended without change for a three-month period from Dec. 31, expiration date of the current licenses. These licenses were formerly issued for one-year terms but were reduced to six-month licenses a year ago when James C. Petrillo, AFM president, expressed the belief that the recording question should be open for frequent examination and change, if necessary. The present reduction to three months was ascribed to "war uncertainties" at AFM headquarters.

MBS Staff Serving

FIVE MEMBERS of MBS affiliates have joined the services since the outbreak of the war. Mark Finley, publicity director of the Don Lee network, has been called up as a first lieutenant in the Army Military Intelligence Reserve. He has been succeeded by Shirley Lauter Horton. Robert E. Bullock, Don Lee engineer, has gone into the Naval Reserve as ensign. Gerald Brinkman of the sales staff of WLOL, Minneapolis, has enlisted in the Army. Lawrence Bostow, announcer, and Floyd Wynn, sportscaster of KLPM, Minot, N. D., have volunteered for the Naval Reserve.

CBS Writers Pact

CBS has signed a two-year contract with Radio Writers Guild giving West Coast writers a five-day week, 10% raise and overtime, Guild shop, vacation with pay, severance pay, salary adjustments based on cost of living, prohibition against boycott or picketing.

WWNY, Watertown, N. Y., is donating every station break to the Red Cross in its drive for funds in Jefferson County.

CALL THE OFFICE
Government Agencies Request
'No Calls to Individuals'

WITH the radio sections of both the War and Navy Departments, as well as the FCC swamped these days with calls from broadcasters seeking information on various phases of war activity, a request has been made by these agencies that all such calls be made to an office rather than an individual. It was pointed out that personnel in the various offices are competent to handle such requests, and that they necessarily must be routed to persons available at the time of the request. Washington telephone numbers of the respective agencies follow:

Radio Branch, War Department Bureau of Public Relations—Republic 6700, extensions 3887, 4787, 4788.

Radio Section, Navy Department Bureau of Public Relations—Republic 7400, extensions 3221, 3222, 3223, 3224.

FCC, Secretary's Office—Executive 3620, extensions 1, 2.

Conti MBS Series

CONTI PRODUCTS Corp., Brooklyn (soaps and shampoo), on Jan. 16 will start *Treasury Hour of Song* on a coast-to-coast MBS network of 20 stations, Fridays, 9:30-10 p. m. New series will feature Metropolitan Opera star as yet unselected and Alfred Antoninis' orchestra. Agency is Bermingham, Castleman & Pierce, New York.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
A BAKER'S DOZEN
This New Year marks the beginning of the 13th year of continuous service by WJDX.
As we extend hearty New Year's greetings, may we remind you that you get a "baker's dozen" in service as well as age when you use Mississippi's Dominant Radio Station?
Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTBS
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI



SALES PROMOTION & PUBLICITY DIRECTOR

OF A 50,000 WATT MAJOR NETWORK KEY STATION IS ANXIOUS TO MAKE A CHANGE FOR THE BETTER

Salary: Not less than $5,000; not more than $7,000.

Recommendations: One, or more than one, unsolicited complimentary letter for every major promotion and publicity job produced since holding down this position.

Experience: Fifteen years of promotion, advertising, merchandising and publicity. Four of these years with CBS and NBC.

Age: Thirty-five years.

Address Box 272A
BROADCASTING MAGAZINE

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

KINY

"The Friendly Voice of the Capital"

Alaskans spend fifty million a year for States-manufactured products. Let KINY make the Alaska market your market.



Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Agencies

COLBY M. CHESTER, formerly of Benton & Bowles and a member of the firm of Lloyd, Chester & Dillingham, has been named advertising manager of Charles Marchand Co., New York (Marchand's Hair Rinse and Golden Hair Wash).

JAMES S. ADAMS, formerly vice-president of Benton & Bowles, New York, in charge of the Colgate-Palmolive-Peet account, and later executive vice president of C-P-P, has been elected president and chief executive officer of Standard Brands, New York. He succeeds Thomas L. Smith, who has been made chairman of the board.

RICHARD K. BYRNE, formerly of Campbell-Ewald, San Francisco, early in December formed his own agency under his own name at 321 Bush St., San Francisco.

DON SHARPE, formerly Young & Rubicam, Hollywood, script writer, and A. E. Grounds are now assistants to Frederick Brisson, radio director of F. W. Vincent Inc., Beverly Hills, Cal., talent service.

JEFFERSON KAYE WOOD, vice-president of Hillman-Shane Adv. Co., now Hillman-Shane-Breyer Inc., Los Angeles, has joined Buchanan & Co., that city, as account executive.

LORD & THOMAS, Los Angeles, employes earning under $5,000 yearly were presented with two weeks' salary as a Christmas bonus.

BYRON H. BROWN, Los Angeles manager of Gerth-Knollin Adv. Agency, has resigned effective Jan. 1.

CARL NIELSEN, for several years account executive of KYA, San Francisco, has resigned to join KSFO, San Francisco.



A TOAST to the biggest block of time ever sold by KSFO, San Francisco, is being quaffed by the principals in the contract signing (l to r) Haan J. Tyler, sales manager, KSFO; Frank Oxarart, account executive, KSFO; Eugene S. Selvage, president, General Brewing Corp., San Francisco; Burton C. Granicher, account executive, McCann-Ericks. Contract is for *Lucky Lager Dance Time* seven nights weekly, 10 to midnight for 52 weeks.

LOUIS NELSON, timebuyer of Wade Adv. Agency, Chicago, is the father of a girl born Dec. 20.

MARY DUFFY, formerly of Tom Fizdale Inc. and Theodore R. Sills & Co., Chicago, has joined Sherman & Marquette, Chicago, as director of publicity.

KELSO TAEGER, formerly of MacManus, John & Adams in Detroit, has joined Sherman & Marquette, Chicago, as head of the research department. He will also work with Carolyn E. Bonnesen in the media department.

J. J. GIBBONS Ltd., Toronto, has moved from 159 Bay St., to 200 Bay St.

MORTON J. SCHWARTZ Adv. Agency, Philadelphia, has moved to Jefferson Bldg., 1015 Chestnut St.

PHIPPS RASMUSSEN, timebuyer of McCann-Erickson, San Francisco, and Phil Dostal of the radio markets division were called to active service as ensigns in the Navy.

RICHARD VOYNOW, formerly radio director of Ward Wheelock Co., New York, has joined the recording division of Decca Records Inc., New York.

ROY T. LOCHTON, formerly of the media department of N. W. Ayer & Sons, New York has joined the same department of Ivey & Ellington, Philadelphia.

A COMPLETE program listing for January is offered all listeners to W53PH, WFIL's FM station in Philadelphia. To secure mail information on the FM station, the booklet is offered only by announcements on W53PH.

Dent to Heffelfinger

FULTON DENT, formerly radio director of Frank Presbrey Co. a radio program director of Federal Adv. Agency, has joined Heffelfinger Agency, New York, as radio director. H. Curtis Colby, formerly vice-president of Frank Presbrey Co. and Murray Breese Associate, also has joined the Heffelfinger Agency, as director of merchandising activities.

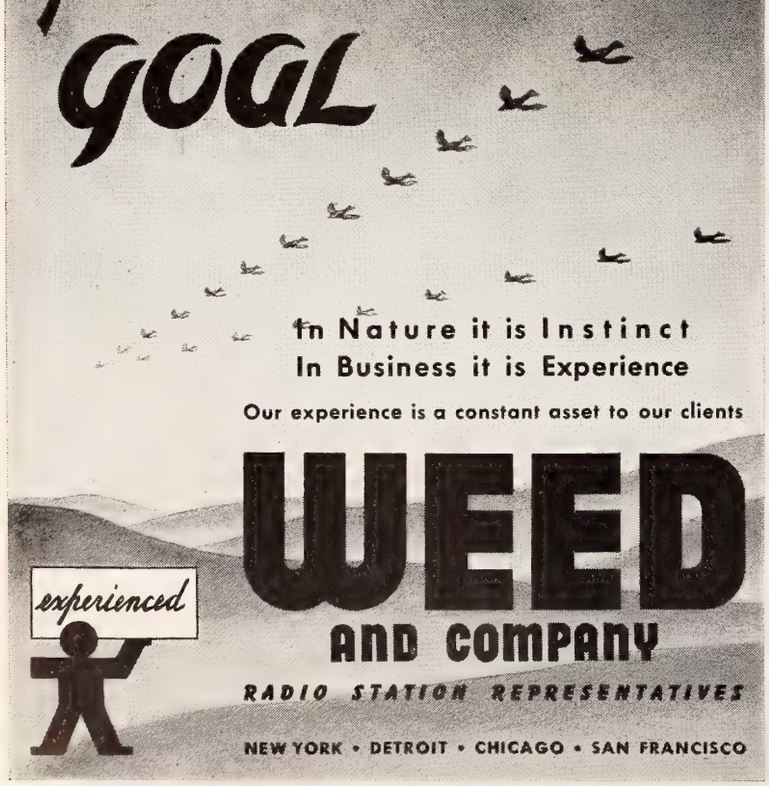
Dr. Pepper Campaign

DR. PEPPER Co., Dallas (soft drink), on Jan. 19 starts a new series of quarter-hour transcriptions, Monday through Friday, approximately 50 stations throughout the South. Titled *Ten-to-Four Ranch*, programs feature Dick Foran and Martha Mears in a period of cowboy songs, drama and music. Benton & Bowles, New York handles the account.

Kellogg to Resume

KELLOGG Co., Battle Creek, Mich. (All-Bran), on Jan. 5 will resume its schedule of transcribed announcements on stations throughout the country. Company took a three week hiatus, starting Dec. 12, during the Christmas season. Account is placed through Kenyon & Eckhardt, New York.

HEADING STRAIGHT for their GOAL



In Nature it is Instinct
In Business it is Experience

Our experience is a constant asset to our clients

experienced

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

FIRST station in Indiana in 1924
and still the
FIRST STATION in Indiana in 1942

FOLLOW THE LEADER .. WFBM .. TO GREATER SALES

TO REACH THE HOOSIER MARKET—IN INDIANAPOLIS USE

WFBM

NATIONAL SALES REPRESENTATIVE—THE KATZ AGENCY

Murray Endorses Plan For Child Radio Group

ENDORSEMENT of the principle of establishment of radio councils on children's programs in Canada, following the pattern in the United States, came from Major Gladstone Murray, general manager of the Canadian Broadcasting Corp., following a recent conference with Mrs. Dorothy Lewis, vice-chairman of the Radio Council on Children's Programs.

Mrs. Lewis, who has just completed a swing around the United States in furtherance of the civic radio council plan, conferred with some 15 CBC executives and station officials at the Royal York Hotel in Toronto. The children's program technique developed in this country and other ideas relating to the part listeners take in program development were covered.

P&G Show Ready

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), has signed Irene Ryan, as comedienne, and Gordon Jenkins, as musical director of the weekly half-hour program, *Hap Hazard*, starting Jan 2 on seven CBS West Coast stations, Friday, 7-7:30 p. m. (PST). Starring Ransom Sherman, comedian, with Martha Tilton, vocalist, show will be released to the West Coast stations for three weeks and on Jan. 23 expanded to include 57 additional CBS outlets, Friday, 10-10:30 p. m. (EST). Joe Parker, former NBC Hollywood producer, has been signed by Compton Adv. Co., the agency. Jack Harvey and Arthur Stander are on the writing staff. Under supervision of James Saphier, Hollywood talent agent, weekly show takes over the CBS Friday night time recently vacated by Louella Parsons' *Hollywood Premiere* which was sponsored by Lever Bros. (Lifebuoy).

News Series on Red

LIBBY - OWENS - FORD GLASS Co., Toledo (shatterproof glass), on Jan. 10 or 17 will start a new type of news program on 30 NBC-Red stations, Saturdays 5:45-6 p.m. Titled *War Correspondent*, the program will have Ben Grauer as the only permanent member to handle commercials and coordinate the program from New York. The show will change locale weekly, shifting to whatever part of the world war news seems most vital. Any one of NBC's 36 foreign correspondents will be called upon to broadcast, and if New York is the news center regular NBC commentators will be featured. Agency handling the account is Fuller & Smith & Ross, Cleveland.

San Diego Hookup

TO SERVE the San Diego area, KGB KFSD KFMB plan a telephone hook-up to be known as the Victory Network. Cost will be prorated among the three stations. Setup, scheduled to start operating in late December, will make possible simultaneous release of programs geared to morale building, defense precaution information and official war news bulletins, it was said.

Rep.'s Greeting

LOOKING for something different in holiday greetings, the switchboard at Stovin & Wright, Toronto station representatives, was clogged when word got about that the following was the way in which the phone was answered in the days preceding Christmas: "Season's Greetings! What the hell do you want?"

Enter the Service

A NUMBER of San Francisco Bay area radio men have answered the call to arms in Uncle Sam's military forces since Japan's declaration of war. King Harris, account executive of KGO, was called to active duty as a Navy ensign; Martin Levin of the KPO-KGO mail-messenger department joined the army; Curtis Peck, chief engineer of NBC in San Francisco is serving part time as lieutenant-commander in Naval Communications; Lon Hughes, who had been conducting a financial news program daily on KYA, is now a lieutenant in the navy; Bert Buzzini, newscaster of KQW, San Jose, enlisted in the navy as yoeman, and Mel Mack, stock clerk of KPO-KGO, has enrolled in the California State Guard.

General Foods Shift

GENERAL FOODS Corp., New York, sponsoring the five-weekly quarter-hour dramatic serial *The Second Mrs. Burton*, on five CBS West Coast stations, through Benton & Bowles, for Baker's Chocolate, on Dec. 29 shifts the program to Young & Rubicam in the interest of Jell-O products, utilizing the same list of stations, Monday through Friday, 4-4:15 p. m. (PST). Sharon Douglas, Gale Gordon and Ann Stone continue to be featured, with Ted Sherdeman assigned as agency Hollywood producer. John M. Young is writer. Hal Sawyer announces with Erwin Yoe, organist, supplying atmospheric background music.

RCA Latin Hookup

RCA MFG. Co., Camden (Victor records), on Dec. 18 started a series of shortwave programs beamed to Latin America, featuring Marcella Uhl, mezzo-soprano, on WRCA, New York, NBC shortwave adjunct and WBOS, Westinghouse station in Boston, Thursday, 9:45-10 p. m. During the series Miss Uhl will popularize songs and melodies which are well known to U. S. listeners, but still unknown south of the Rio Grande. Account was placed direct.

Waste Drive a Success

WASTE Paper Consuming Industries has renewed its national waste paper conservation campaign on 125 stations in 37 large cities. A 24% increase in waste paper accumulation compared with a year ago is announced by Olian Adv. Agency, St. Louis, which cites a steady increase in telephone calls from the announcements.



REAP A HARVEST OF PLENTY WITH WPEN

Make it a really Happy New Year for your clients by giving them added sales in Philadelphia. Use the "station that sells."

WPEN

5000 WATTS—950 ON THE DIAL

A RESOLUTION . . . to end Resolutions

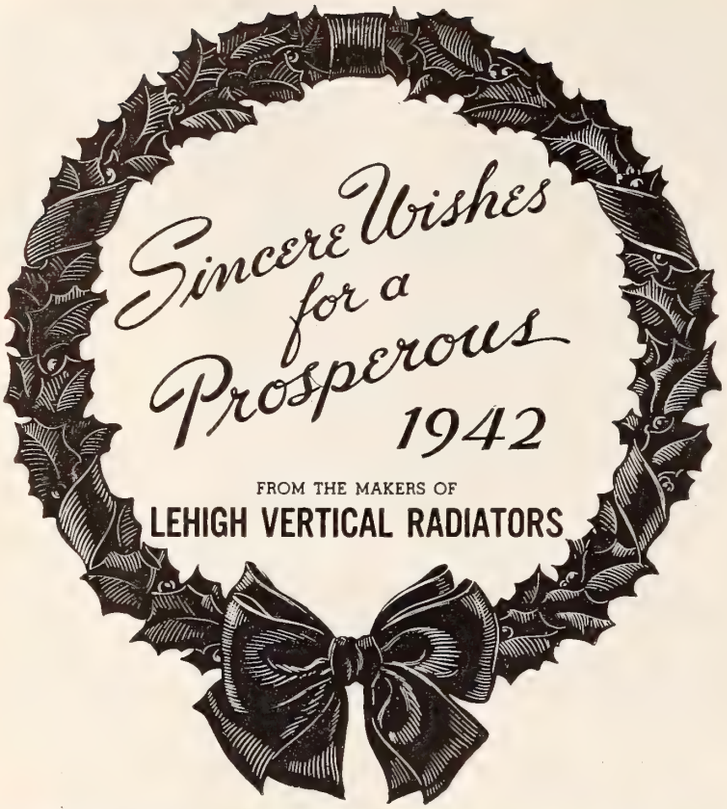
Our clients don't have to make resolutions to play the Red in Richmond. They simply renew on WMBG—the Red Network Outlet. WMBG does a job—the clients do the rest.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.



RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES



Make
BUDGETS
S-T-R-E-T-C-H
• *with our* COMBINATION RATES
• *. . . and* BONUS POINT ADVERTISING

Now as never before the radio advertiser is getting an undreamed-of listener bonus. The ears of Texas are tuned constantly to KXYZ, the 24-hour station, and its twin station KRIS . . . the only combination to cover the heart of the rich Texas Gulf Coast. With one combination rate you buy two big markets and double savings. Full data on request.

National Representatives:
THE BRANHAM COMPANY

KXYZ ★ KRIS
HOUSTON NBC • Blue
CORPUS CHRISTI NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

Merchandising & Promotion

Frequency Shift—Movie in Color—Greetings From Baltimore—Bugle of Gold

THREE-QUARTERS of a million home and auto push-button sets in the New York metropolitan area were adjusted by radio repair servicemen when WNEW, New York, shifted recently to the new position on the dial of 1130 kc., according to returns from a mailing piece sent out by the station to 4,600 repair men.

Besides promising the service men a quarter-hour weekly program to tell set owners the "hows" and "whys" of such service, WNEW sent the repair men and stores on its mailing list window streamers which read "WNEW is now 1130 kc. on your dial. Have your push-button set adjusted and get a general reception check-up."

* * *

KTAR Movie

KTAR, Phoenix, has just ended a coast-to-coast showing of its color movie, "Romantic-Progressive Arizona", produced by KTAR and the *Phoenix Republic & Gazette.* Eight thousand Arizonians witnessed the home showing of the movie on a program augmented by personal appearances of radio and newspaper staff members. Public appearances were in charge of J. Howard Pyle and Jimmy Creasman, both of the KTAR staff.

* * *

Baltimore Greetings

WBAL, Baltmore, in the December issue of its retail publication *Business in Baltimore,* reprinted Christmas greetings and messages from the presidents and leading executives of companies advertising on the station. Wholesalers and retailers in the Central Atlantic States could see messages, along with WBAL's own Christmas greeting.

* * *

Recipes Book

CHINESE COOK BOOK, containing 55 recipes, is a limited holiday premium available to listeners upon receipt of 20 cents, and offered on the five-weekly quarter-hour KNX, Hollywood, newscast, *Bob Garred Reporting,* sponsored by Planters Nut & Chocolate Co., San Francisco.

WOW's Gold Bugle

WOW, Omaha, presented a go plated bugle to the winner of contest held in the Seventh Co area to pick the champion bug in that part of the Army. Win was Private Charles A. Peters 26-year-old accountant from C cago. Private Peters won o buglers from nine camps. Static participating in the contest a carrying camp finals were KSD, Louis, KFBC, Cheyenne, KSTP, Paul, KOBH, Rapid City, a WTCN, Minneapolis.

* * *

FM Supplements

WITH THE ISSUANCE Dec. by *The Boston Herald* of a 16-pa supplement dedicated to the pr ress of FM in New England Stat special newspaper attention, incl ing entire sections, has been paid FM in New York, Chicago, Bost Columbus, Schenectady, Philad phia and Los Angeles, according FM Broadcasters, New York.

* * *

Braille Readers

USING catch-phrase, "Can Y Read Braille?", KSAL, Sali Kan., has issued a four-page fo over which gives listening areas Kansas stations and summa of family percentages and sponses in areas, plus primary a secondary coverage.

* * *

Simple Rate Card

WFIL, Philadelphia, will issue new format for its rate card J 1, redesigned for simplicity a readability and carrying a thr year calendar.

BROCHURES

2KO, Sydney, Australia, 10th an versary album painting out growth past performance and guarantee best possible service in face of exig cies.

NBC-Red—Booklet titled "The St of Two Novembers", reciting achie ments of the network during its year history.

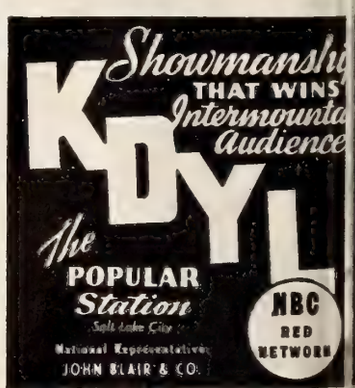
NBC-Red—4-page fold-up with poc insert giving new rates, stat changes, additions and power increa of member stations.

WDRC, Hartford—Six-page gr folder with pictures of the staff wi ing a Merry Christmas.

NBC-BLUE—12-page illustrated b chure on NBC-Blue Florida coverag

A STRONG SECOND
WTRY's Intensive Coverage of the Troy-Albany-Schenectady Area is Exceeded by Only One 50,000 Watt Station!

WTRY
TROY, N. Y.
1000W 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer



Purely PROGRAMS

IN COLLABORATION with Warner Brothers, WWSW, Pittsburgh, has arranged for a weekly half-hour morale-building show, *Keep 'Em Smilin'*, which emanates from backstage at the Stanley theatre each Monday at 7:30 p.m. Walt Framer is m.c. of the show, interviewing entertainers appearing on the stage for that week. Program promotes sale of defense stamps by sending listeners a 10-cent stamp with an autographed picture of a Hollywood star upon receiving a stamped return envelope and a dime. No plugs or commercials are used, and entertainment is contributed gratis.



A BELL-RINGER in more ways than one is John Gambling (right), conductor of the early-morning gym class on WOR, New York. Here he receives a bronze "no-school bell" from State Commissioner of Education Charles H. Elliott for his "unique services to the schools of New Jersey." Idea is that Gambling will ring the bell on his program on winter mornings when principals of various New Jersey schools ask him to call off classes because of bad weather. Each winter Gambling serves 120-odd schools in this manner.

* * *

Keeping Posted

DESIGNED to keep Italian listeners accurately informed on Government activities, a new Italian-American defense series in the Italian language has been started by WHOM, Jersey City, Tuesday, Thursday and Saturday, 9:45-10 p. m. Titled *Democracy Today & Tomorrow*, the program is directed by Joseph Lupis, editor of the newspaper *Il Mundo*.

* * *

Day of Fun

OPTIMISTIC and humorous events in the day's happenings make up *Good News*, a five-minute show on WROK, Rockford, Ill. Sponsored by Stuckey's men's clothing store, the program salutes a Rockford resident active in civic affairs.

Musical History

A COMPACT HISTORY of musical development from the 17th century to date will be presented in a series of five programs starting Jan. 2 on WQXR, New York, titled *Music of Four Centuries*. Programs, conducted by Miss Johnson-Norville, will include music of the 17th & 18th centuries; the early Italian period, during which vocal and instrumental music as we know it had its beginnings; the development of the symphony and opera in the 18th and 19th centuries; program and instrumental music in the 19th century and other characteristic forms in the latter 19th and early 20th centuries.

* * *

Taproom Recordings

RECORDING programs in suburban taverns selling the sponsor's product is the unique feature of *Tavern Trouper*, sponsored by the Gluek Brewing Co., Minneapolis, and heard over KSTP, that city. Taverns showing the largest increase of sales of Gluek's brews over the previous week are chosen as the site of the recordings which are broadcast five-nights weekly at 10:15. Randy Merriman, free lance m.c., treats the tavern patrons to a comedy routine following cutting of the transcription.

* * *

Strange Tales

UTILIZING the theme that everyone has a story to tell, a human experience to relate, WWRL, New York, is airing a new interview program titled *What's Your Story?* Persons with human interest, amusing and dramatic stories to tell as well as those with unusual occupations and pastimes are invited to appear on the program. A portion of the program is titled "What's Your Hobby?" and features a five-minute interview with an interesting hobbyist.

* * *

Privates Tell 'Em

QUESTIONS submitted by the officers are answered by enlisted men at Fort Hancock, N. J., on *You Tell 'Em Soldier*, which started last week on WHN, New York. Soldiers are given a choice of two queries, one that is "difficult" and one that is "easy," in addition to a jack-pot question. Jack Arthur, who conducts *Battle of the Boroughs* on CBS, is m.c.

* * *

Days of Yore

SPONSORED by the Farmers National Bank, a news program which reviews the headlines of 20 years ago is heard over KSAL, Salina, Kan. All types of news are included in the show, titled *Calling 1921*, even to reading a few of the old advertisements.

4-H Quiz Show

INCLUDED on the *Dixie Farm Hour*, heard over WSB, Atlanta, is a 4-H Quiz program which features two boys and two girls each week, chosen from a different Georgia County. Under the direction of G. V. Cunningham, 4-H club leader, questions are asked concerning the farm, homemaking and the household. Bill Prance handles studio production.

* * *

Beyond the Rails

TO BRING MESSAGES to the fur trades and trappers in northern Quebec, CKVD, Val d'Or, Que., has started *Calling the Far North*, a public service program on which friends and relatives of the fur trappers and traders can send messages to men living beyond the railway.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

SALES TAKING A POWDER IN TALCUM (Ky.)?

Don't get too shaky if your Talcum (Ky.) sales have run out on you. Make up the loss a thousand times over by *concentrating* on the Louisville Trading Area—where defense payrolls have added more than $5,000,000 a month to an effective buying income *normally* 33% *greater* than that of the rest of Kentucky combined! . . . With WAVE—the only NBC Basic Red Network outlet within 100 miles—you get complete coverage of this Area for far less than the cost of any other medium! Want it?

LOUISVILLE'S WAVE

5000 Watts 970 K. C. . N. B. C. Basic Red

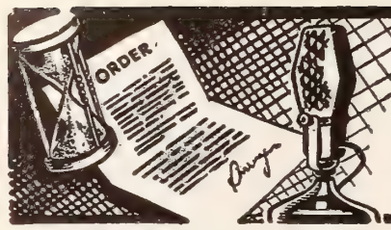
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

KSD —The Post-Dispatch Station

St. LOUIS • 550 KC • NBC Red

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WMAQ, Chicago

Chicago Sun, Chicago (newspaper), 260 *sa*, thru Schwimmer & Scott, Chicago.
Lehn & Fink Products Corp., New York (Hinds Honey & Almond cream), 40 *ta*, thru Wm. Esty & Co., N. Y.
Fairfield Savings & Loan Assn., Chicago (finance), 10 *sa*, thru Buchanan & Co., Chicago.
Snider Packing Corp., Rochester (catsup), 2 *sp* weekly, thru Charles W. Hoyt Co., N. Y.
Chicago-Distilled Water & Beverage Co., Chicago (Dad's Root Beer), 3 *t* weekly, 13 weeks, thru Malcolm-Howard Adv. Agency, Chicago.
Chicago Herald-American, Chicago (newspaper), *sp* weekly, 13 weeks, direct.
Owens-Illinois Glass Co., Toledo (glass products), 42 *ta*, 3 weeks, thru D'Arcy Adv. Co., St. Louis.
Beaumont Co., St. Louis (Four-Way cold tablets), 120 *ta*, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Agfa Ansco Div., General Aniline & Film Corp., Binghamton, N. Y. (photographic supplies), 45 *ta*, thru Young & Rubicam, N. Y.
Swift & Co., Chicago (Pard), 65 *sa*, thru J. Walter Thompson Co., Chicago.
Welch Grape Juice Co., Westfield, N. Y. (beverages), 13 *t*, renewal, thru H. W. Kastor & Sons, Chicago.

KSFO, San Francisco

Italian Swiss Colony, Asti, Cal. (wines), *sa* series thru Leon Livingston, San Francisco.
Safeway Stores, Oakland, Cal., 31 *ta*, thru J. Walter Thompson Co., San Francisco.
J. A. Folger & Co., San Francisco (coffee), 4 *sp*, thru Raymond R. Morgan & Co., Los Angeles.
Langendorf United Bakeries, San Francisco, 116 *sa*, 65 *ta*, thru Ruthrauff & Ryan, San Francisco.
American Tobacco Co., New York (Pall Mall), 149 *ta*, thru Young & Rubicam, New York.

Margaret Burnhams Cottage Candies, San Francisco (chain), weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Foreman & Clark, Los Angeles (chain), series of *sa*, thru Milton Weinberg Adv., Los Angeles.
Pacific Molasses Co., San Francisco (Hawaiian cane molasses), 3 *sa* weekly, thru Gerth-Knollin Adv., San Francisco.
Acme Breweries, San Francisco, 2 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Continental Baking Co., New York (Wonder Bread), 13 *ta* weekly, thru Ted Bates Inc., N. Y.

KHJ, Hollywood

California Federal Savings & Loan Assn., Los Angeles (investments), 15 *ta* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Douglas Oil & Refining Co., Los Angeles, 6 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Los Angeles.
Haas-Baruch & Co., Los Angeles (Iris coffee), 5 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.

WOWO-WGL Fort Wayne

Ohio Oil Co., Findley, O., 12 *sp*, thru Stockton, West, Burkhart, Cincinnati.
J. A. Smith Co., St. Louis (Mother Nature Brooder), 13 *sp*, thru Shaffer, Brennan, Margulis, St Louis.
Lehn & Fink Products Corp., N. Y. (Honey & Almond cream), 50 *ta*, *sa*, thru Wm. Esty & Co., N. Y.

CKGB, Timmins, Ont.

Magic Baking Power Co., Toronto, 270 *sa*, thru J. Walter Thompson Co., Toronto.
Standard Brands, Montreal (Fleischman's yeast), 270 *sa*, thru J. Walter Thompson Co., Montreal.

WFHR, Wisconsin Rapids, Wis.

Wm. Wrigley Jr., Chicago (chewing gum), 13 *t*, thru Arthur Meyerhoff & Co., Chicago.
Progress Feather Co., Chicago, (feather merchants), 3 *sa* weekly, thru Lieber Adv. Agency, Chicago.
McConnon Co., Winona, Minn., 3 *sa* weekly, thru Cramer-Krasselt, Milwaukee.
Penman Co., Chicago (fountain pens), 3 *ta* weekly, thru United Adv. Co., Chicago.
Chicago, Milwaukee, St. Paul & Pacific R.R., 3 *ta* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Gospel Broadcasting Assn., Los Angeles, 52 *ta*, thru R. H. Alber Co., Los Angeles.
Authentic Income Tax Guide, Chicago (books), 3 *sa* weekly, thru First United Broadcasters, Chicago.
Monarch Camera Co., Chicago (cameras), 3 *sa* weekly, thru United Adv. Co., Chicago.
Poultry Tribune, Mount Morris, Ill. (magazines), 3 *sp* weekly, thru First United Broadcasters, Chicago.
Aladdin Mantle Lamp Co., Alexandria, Ind. (kerosene lamps), 13 *t*, thru Presba, Fellers & Presba, Chicago.
Joseph Lisko Co., Chicago (diamonds), 3 *sp* weekly, thru United Broadcasting Co., Chicago.
Father Justyn's Rosary Hour, Buffalo (religious), 26 *sp*, thru Forjoe & Co., N. Y.

WOR, New York

The Brass Rail, New York (restaurant), weekly *t*, thru The Blacktsone Co., N. Y.
Roma Wine Co., Fresno, Cal., weekly *t*, thru Bermingham, Castleman & Pierce, N. Y.
William Underwood Co., Watertown, Mass. (Black Bean soup), 3 *sa* weekly, thru BBDO, N. Y.
North American Accident Insurance Co., Newark, 3 *t*, weekly, thru Franklin Bruck Adv. Corp., N. Y.
R. B. Davis Sales Co., Hoboken, N. J. (Cut-Rite Waxed Paper), 5 *sa* weekly, thru Charles Dallas Reach Co., Newark.
Richfield Oil Corp., New York, 3 *sp* weekly, thru Hixson-O'Donnell Adv., N. Y.

WJJD, Chicago

Walgreen Co., Chicago (drug chain), 30 *sa*, thru Schwimmer & Scott, Chicago.
Chicago Sun, Chicago (newspaper), 7 *sa*, thru Schwimmer & Scott, Chicago.
F. A. Stuart Co., Marshall, Mich. (proprietary), 6 *sp* weekly, thru Benson & Dall, Chicago.
Gold Crown Products Co., Jefferson, Ia., 6 *sp* weekly, thru Lessing Adv. Co., Des Moines.
Busch Jewelry Co., Chicago (retail jewelry chain), 1560 *sa*, placed direct.
Financial Adjustment Co., Chicago (loans), 6 *sa* weekly, thru Newby, Peron & Flitcraft, Chicago.

KGER, Long Beach, Cal.

National Schools, Los Angeles (technical courses), 7 *ta* weekly, thru McCarty Co., Los Angeles.
Wilmington Transportation Co., Wilmington, Cal., (Catalina Island), 12 *sa* weekly, thru Arthur Meyerhoff & Co., Los Angeles.

WFIL, Philadelphia

Original Trenton Cracker Co., Trenton (crackers), 2 *sa* weekly, thru John Falkner Arndt, Philadelphia.
J. C. Eno Ltd., Bloomfield, N. J. (proprietary), 6 *sp* weekly, thru Atherton & Currier, N. Y.
Stephano Bros., Philadelphia (Marvel cigarettes), 2 *sa* weekly, thru Aitkin-Kynett, Philadelphia.
America Chicle Co., Long Island City, N. Y. (chiclets), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.
Hecker Products Corp., New York (cereal), 6 *sp* weekly, thru Maxon Inc., N. Y.
Quaker City Federal Savings & Loan Assn., Philadelphia (savings), 5 *sp* weekly, thru Stewart-Jordon, Philadelphia.
Christian Voices, Philadelphia (religious), 6 *sp* weekly, thru Cox & Tanz, Philadelphia.
Abbotts Dairies, Philadelphia (milk), 3 *sa* weekly, thru Richard A. Foley, Philadelphia.
Conservation Commission of Waste Paper, St. Louis (waste collection), 7 *sa* weekly, thru Olian Adv., St. Louis.

WIND, Chicago

South Side Petroleum Co., Chicago, 312 *sp*, thru Gourfain-Cobb Adv. Agency, Chicago.
Tom Joyce Seven-Up Bottling Co., Gary, Ind. (7-UP beverage), 22 *sp* direct.
Guarantee Reserve Life Insurance Co., Hammond, Ind., 78 *sp*, direct.
American School, Chicago (correspondence school), 78 *sp*, thru Reincke-Ellis-Younggreen & Finn, Chicago.
Beaumont Labs., St. Louis (Four-Way cold tablets), 120 *sa*, thru H. W. Kastor & Sons, Chicago.
MacFadden Publications, New York (True Story), 13 *sa*, thru Arthur Kudner, N. Y.
Pioneer Life Insurance Co., Rockford, Ill., 6 *sp*, thru J. L. Stewart Agency, Chicago.
Peter Fox Brewing Co., Chicago (Fox DeLuxe beer), 24 *sa* weekly t.f., thru Schwimmer & Scott, Chicago.

WBBM, Chicago

Bulova Watch Co., New York (watches), 70 *sa* weekly, 52 weeks, thru Biow Co., N. Y.
American Cigarette & Cigar Co., New York (Pall Mall cigarets), 6 *ta*, thru Ruthrauff & Ryan, N. Y.
Lever Bros., Cambridge, Mass. (Lifebuoy soap), 18 *sa* weekly, thru Wm. Esty & Co., N. Y.
Hollands Jewelry & Radio Store, Chicago, 4 *sa*, thru Malcolm-Howard Adv. Agency Chicago.
Joy Candy Shoppes, Chicago (retail candy chain), 39 *sp*, thru Malcolm-Howard Adv. Agency, Chicago.
Carter Coal Co., Washington (coal), 26 *sp*, thru Ralph H. Jones Co., Cincinnati.

KROW, Oakland

Krum Turkey Ranch, San Leandro, Cal. (turkeys) series of *sa*, direct.
Washington State Apple Commission, Wenatchee, Wash., *sa* series, thru J. Walter Thompson Co., San Francisco.



"You wanted me to look you up sometime after the first of the year!"

Adv.

Baker Says Vide Hit Hard by Wa

Companies Face Serious Lo GE Executive Predicts

TELEVISION, as with the oth services provided by the radio dustry, has probably suffered mo from the national defense progra than and other service, since was not so far advanced, accordi to Dr. W. R. G. Baker, vice-pre dent of General Electric Co., in review and forecast of radio a television.

Estimating that there are pro ably still a few hundred televisio receivers in the channels of distr bution and in manufacture stocks, Dr. Baker stated the pr duction of additional receivers the same type or of new designs d pends on the priorities situatio and the decision of the individu manufacturer as to whether " it more desirable to utilize such m terial as is available for broadca or television receivers."

Losses Faced

He added that "it appears ev dent that unless some steps ar taken to increase the number o television receivers, the companie operating television transmitter will be faced with a continuing los that in time may reach such pro portions as to justify serious ques tion as to the desirability of hold ing the license for a televisio transmitter. Fortunately the FC is fully cognizant of this situatio and will undoubtedly assist in ob taining an equitable solution."

Although stating that it is im possible to predict even the nea future of any industry and par ticularly one including consume goods, Dr. Baker remarked tha "the radio industry has perhap one advantage over others in tha it provides a service that can b used by the government for instruc tion and educational purposes. Thi fact, plus the cooperative attitud of the industry as a whole, ma permit sufficient activity so tha after the war, as after the firs war, radio will be one of the indus tries that will help soften the dif ficult period of economic readjust ment."

Record WEAF Billings

BILLINGS for the month of No vember on WEAF, New York, were the largest in the 20-year history of the station, according to an announcement by James V. McConnell, NBC manager of national spot and local sales. New accounts include: United Drug Co., Greate New York Brewery, C. F. Mueller Co. (macaroni products) , Olson Rug Co., J. P. Morrell & Co., (Red Heart Dog Food), and A. Goodman & Sons (noodle products).

KNOX MANNING, CBS newscaster and announcer on *Stars Over Hollywood*, CBS program sponsored by Bowey's Inc., Chicago, has a part in "At Stroke of 12", Warner Bros. film to be released soon.

Radio Advertisers

H. MEIR & Son, New York (Golden Center Toasted Wheat Germ), in a campaign tying in with the Government's nutrition program, will use participations on Alfred W. McCann's *Pure Food Hour*, on WOR, New York, Monday through Friday, 10-10:30 a.m. Agency is Neff-Rogow, New York.

EUCLID CANDY Co., San Francisco (candy), on January 8 starts for 26 weeks *Capt. Jack, American Junior G-Man* weekly on KFRC, San Francisco and KHJ, Los Angeles. Agency is Sidney Garfinkel Adv., San Francisco.

HARLIN FIREARMS Co., New York (Razor Blade Div.), on Jan. 5 will start a 6:55-7 a.m. news period, Monday thru Saturday, on WABC, New York. Agency is Craven & Hedrick, that city.

AMERICAN CHICLE Co., Long Island City, on Jan. 2 will renew for 13 weeks its sponsorship of Don Goddard on WEAF, New York, thrice weekly at 7:30 a.m. Agency is Badger, Browning & Hersey, New York.

RAYMOND BROWNE, for eight years account executive of J. Walter Thompson Co., New York, and for four years advertising manager of the Texas Co., has been appointed advertising manager of the Axton-Fisher Tobacco Co., Louisville.

CALIFORNIA FEDERAL Savings & Loan Assn., Los Angeles, in a one-month campaign started Dec. 25, is using a total of 23 transcribed announcements weekly on KFI-KECA, that city. Other local stations will be added. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

OLSON RUG Co., Chicago, which has been using five minutes three times weekly on the 6:15-7 a.m. *Farmer's Digest* program on WOR, New York, has expanded its time and switched to sponsorship of *Associated Press News* with Alois Havrilla, Tuesdays, Thursdays and Saturdays, 7-7:15 p.m. Presba, Fellers & Presba, Chicago, is the agency.

COAST FEDERAL SAVINGS & LOAN ASSN., Los Angeles, on Dec. 22 started using, on a staggered schedule, participation in newscasts as well as transcribed announcements urging purchase of defense bonds on a group of Southern California stations. List includes KNX KHJ KFI KECA KMPC KFWB KFVD. Contracts are for 52 weeks. Agency is Robert F. Jennis Inc., that city.

IOWA CONFERENCE of Seventh Day Adventists, Des Moines, goes into its eighth year of sponsoring *Prophecy in the News*, on WHO, Des Moines, with a full-year renewal beginning Jan. 4, 1942.

SECURITY FIRST NATIONAL BANK, Los Angeles (investments), on Jan. 1 starts using, on a 13 week contract, daily spot announcements on KHJ, Hollywood. Firm also places spots on other California stations. List includes KMJ KVEC KTKC KTMS KXO. Dana Jones Co., Los Angeles, has the account.



DOTTED-LINE ceremony by Reggie Schuebel, head of the radio department of Biow Co., New York, places Phil Baker (left) in charge of the *Take It or Leave It* quiz show heard on CBS. Watching is Milton Biow, agency head. Baker assumed his new role Dec. 28.

Soap Firm's Spots

LOS ANGELES SOAP Co., Los Angeles, on Dec. 29 renews for 52 weeks schedules for White King and Scotch Soap. Placements for former product include from three to six spot announcements weekly on WFAA, KFAB, KOIL, KTSA, KIDO, KTRH, KGNC, KRGV, KGHL, KTUL, KGIR, KPFA, KRBM, KDNF, KGEZ, KRIS, as well as KGMB, Honolulu, and KHBC, Hilo; also five-weekly five-minute newscasts are used on KFSD, KOA, KMED. Firm is sponsoring, in interest of Scotch soap, quarter-hour newscasts five times per week on KOY, KTUC, KSUN; five-minute newscasts on KROD, KTFI, KID, KSEI, KFSD, in addition to a ten-minute, six-weekly news period on KQW, and five-weekly participation in *Art Baker's Notebook*, on KFI. Agency is Raymond R. Morgan Co., Hollywood.

Book Series on 24

DOUBLEDAY, DORAN & Co., New York (Triangle Books), on Jan. 10 will start a campaign of participations in women's programs and news periods on the following 24 stations: WGN WSM WLW WJR WNAC KYW KMOX WTIC WEAN WTAG WICC WLBZ WFEA WSAR WLLH WNBH WBRK WNLC WEIM WLNH WRDO WCOU WHAI WSYB. Agency is Huber Hoge & Sons, New York.

KBUR, Burlington, Ia. has appointed William G. Rambeau Co. as representative.

Industry Goes All-Out In Red Cross Campaign

WHOLE-HEARTED support of the annual Red Cross War Fund Drive is being given the organization by radio in all its departments. The $50,000,000 drive which got under way with the Presidential Proclamation, Dec. 8, is receiving assistance from all networks and local stations with top-ranking stars, name bands, artists unions and commercial programs offering their services. All major networks have offered free time for special event programs and local stations are putting on their own broadcasts in connection with local appeals.

In addition to complete network and station shows, the Red Cross is receiving support in the form of spot announcements from more than two-thirds of all commercial programs on the air, with 100% support expected soon. G. Stewart Brown, National Director of Public Information and Charles Dillon, radio director for the Red Cross in Washington, praised the spontaneity and wholeheartedness with which the entire broadcasting industry accepted the appeal.

JOHN B. KENNEDY'S Sunday half-hour commentary period on WNEW, New York, as a sustainer, 6-6:30 p.m., has been purchased for 52 weeks by Simon Ackerman Inc., New York, for its retail clothes. Ehrlich & Neuwirth, New York, is the agency. Kennedy is sponsored during the week by R. C. Williams Co., New York, and Swidenberg Cigar Co., that city.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

A PERFECT PAIR



for PROSPERITY in Fairmont, W. Va.

CBS

ASK THE JOHN BLAIR MAN

IN PHILADELPHIA
WFIL
Friends Influence Listeners
SELL THROUGH WFIL

Where Sales Multiply
Air Castle of the South
W & WSM
50,000 WATTS CLEAR CHANNEL
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS,
CLEAR CHANNEL

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Studio Notes

WOAI, San Antonio, each Tuesday and Thursday carries the war commentary of Col. H. L. Landers, U. S. Army, retired, an authority on military tactics. Show is sponsored by Grand Prize Beer through the Rogers-Gano Agency of Houston. Five nights weekly the same sponsor airs the *Headliners* program, featuring Lynn Cola in a headline song and Steve Wilhelm with a narration regarding some special event. Latter show is heard over the Texas Quality Network in addition to WOAI.

WWRL, New York, which at present broadcasts approximately 40 hours of foreign-language programs weekly in Spanish, Hungarian, Czechoslovakian, German, Jewish, Greek, Armenian and Polish, will shift all such programs to evening hours and devote its daytime schedule to increased English periods and the building of a greater English audience, according to Robert A. Catherwood, newly-appointed general manager. The new policy would become effective upon station's increase to 5,000 watts, which has already been granted by the FCC, and upon FCC approval to WWRL's application for fulltime operation on 1600 kc.

KFRO, Longview, Tex., recently granted all employes an annual Christmas bonus, in the form of Defense Bonds rather than cash as in previous years.

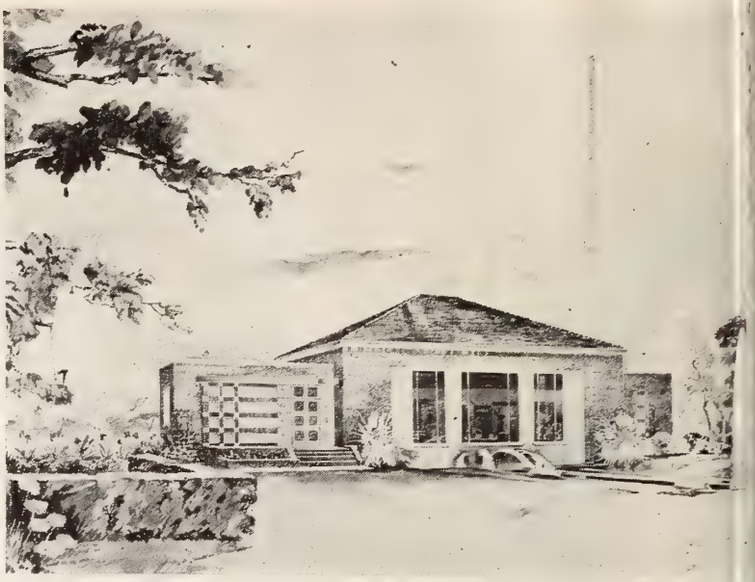
WOLS, Florence, S. C., recently helped locate the mother of a soldier killed in action in Hawaii. Cooperating with local Red Cross officials, WOLS carried an announcement asking for information on the whereabouts of the mother—after other efforts to find her had been futile—and within 30 minutes the woman had been found.

KGFW, Kearney, Neb., recently aired transcriptions made at Little Rock, Ark., of Christmas greetings of servicemen stationed there who were to be entrained for the West Coast and points unknown. Driving 55 hours with no sleep, Program Manager Paul Roscoe and Chief Engineer Jack Lewis made the round trip of 1,640 miles so the home folks could hear the recordings as soon as possible.

KIRO, Seattle, has made arrangements to ship monthly a special complete set of transcriptions of its daily broadcasts of the *School of the Air of the Americas* to KFAR, Fairbanks, Alaska.

WRUL, Boston, was the subject of an article in the Dec. 15 *Life*. Under the title "Propaganda from the U.S.A." the article described activities of the station and staff, broadcasting in 24 languages to Europe, Asia, Africa and Latin America.

MOUNTING cameras and spotlights in the balcony of Town Hall, New York, WNBT, NBC video station, Dec. 18 televised the *Town Hall Meeting of the Air* concurrently with its nationwide broadcast on the Blue Network. Topic was "Outlook in the Pacific;" speakers were Admiral Yates Stirling Jr., former Commandant of the Pearl Harbor Naval Base; Hugh Grant, former United States Minister to Thailand; Arthur Menken, noted photographer and correspondent, just back from a 38,000-mile trip from Tokyo to Tasmania, and Hanson Baldwin, military expert of the *New York Times*. Burke Crotty of NBC's television staff handled the televising arrangements.



ULTRA-MODERN in every respect is this new transmitter building WKY, Oklahoma City, as portrayed in this architect's drawing. The n $150,000 plant will include everything required for present broadcasti needs, as well as facilities for television, increased power or new metho of broadcasting. The building contains a complete studio, with turntabl and other equipment. A three-tower antenna array, ranging from 9 feet (tallest in the nation and equal to the highest in the world), to 2 and 260 feet, is being constructed by Truscon Steel Co. Included in t equipment is an alternating current standby generator. Nearby will built living quarters consisting of a modern, six-room house, complete separate from the transmitter. Construction of the plant, located o mile east of Britton, Okla., is being supervised by Glenn D. Gillet Washington consulting engineer, and Jack Lovell, WKY chief engine Architects are Parr & Aderhold.

WGAC, Augusta, Ga., has placed trailers in 13 theatres in Georgia and South Carolina with a combined seating capacity of 6,000 daily in exchange for broadcasting the theatres' daily billing, Monday through Saturday. The stations *Neighborhood Theatre Guide* is now a regular feature on WGAC.

A VOLUNTEER sound truck recalled members of the armed forces in Oakland back to their bases from weekend leave. After an hour's stand at the microphone the P.A. announcer's voice gave out and he used the loudspeaker to page Keith Kerby, program director of KROW, and ask for an announcer. Hal Parkes was asssigned to the job.

WMCA, New York, has offered free to labor and management the services of its *Labor Arbitration* program for arbitration of labor disputes. Board of arbitrators is under chairmanship of Samuel R. Zack, of the New York State Board of Arbitration.

AS A GIFT from WOR, New York, Westbrook Pegler, columnist for Scripps-Howard newspapers, received a gold-plated recording of a recent speech he delivered before the Advertising Club of New York. It was presented by Ray Lyon, head of WOR's Recording Division.

WHOM, Jersey City, recently at a meeting of 85 employes voted to put into effect the Government payroll allotment plan for the purchase of Defense Savings Stamps and Bonds.

W9XHW, experimental adjunct of WCCO, Minneapolis, after four years of operation, has been sold to KIRO, Seattle.

CBS Hollywood employes, numberi more than 300, are being photograph and will carry identification.

WLWO, Cincinnati, 75,000 - wa Crosley shortwave station broadca Midnight Mass to the Latin-Americ nations Christmas Eve and fed t two-hour program to the Cadena R dio Inter-Americana, South Americ chain. WLWO operated on its regul night-time frequency of 11,710 kc.

WFBR, Baltimore, paid substanti holiday bonuses to all employes. Co mercial Manager Purnell H. Gou announced that business on the boo for January is heaviest on record.

KSTP, St. Paul, put one plea f donations on its daily *Defense Bull tin Board* and the Minneapolis cha ter received 26 electric sewing m chines loaned for the duration. Thi teen machines were offered three hou after the broadcast, 20 came in l evening and the total rached 26 befo the next broadcast.

250 WATTS • 1400 KILOCYCLES
NEWS
Every Hour on the Hour
WHBQ
MEMPHIS, TENN.
NEWS—MUSIC—SPORTS

FAIRCHILD
PORTABLE RECORDE
• Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations. Write for descriptive literature.
"...it had to satisfy Fairchild first"
FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

WJR, Detroit, raised over $3,000 in pledges during a recent four-hour broadcast dedicated to the Goodfellows of Detroit, an organization devoted to bringing holiday cheer to underprivileged children of the city. Under leadership of General Manager Leo J. Fitzpatrick and Norman White, program director of WJR, the four-hour broadcast included the entire staff of WJR entertainers, all volunteering their services. Listeners sent in pledges to the Goodfellows Fund with their musical requests.

KLZ, Denver, recently entertained soldiers stationed at Balboa, Panama Canal Zone, with a special program transcribed in KLZ studios and sent by air express to honor enlisted men from the Rocky Mountain area who were celebrating at the Balboa YMCA.

USING the daily broadcast of the CBS *School of the Air*, heard from KLZ, Denver, as reference, Ralph Korklin, teacher of East High School, Denver, was one of ten teachers to receive a special award for an essay on "Practical Use of Radio in the Classroom". Award, given through cooperation of the National Educational Assn. and CBS, was presented to Korklin by Arthur Wuth, educational director of KLZ, in a special broadcast.

KWK, St. Louis, has secured the exclusive local franchise for Reuters' news service. Reuters reports, to be sponsored by Griesedieck Bros. Brewery Co., St. Louis, will be handled by Moulton Kelsey, who recently joined KWK.

KDON, Monterey, Cal., on Dec. 8 originated for MBS the dedication ceremonies of the first United Service Organization recreation building to be completed in the United States, at Salinas, Cal. The $90,000 building was completed in 59 days.

KROS, Clinton, Ia., cooperating with the Clinton Kiwanis Club, recently donated time and talent for special programs to raise $300 for food, clothing and medical attention for Clinton's underprivileged children. Work of the station resulted in an over-subscription to the fund of $100 which was turned over to the Junior Chamber of Commerce for its Toy Mending project.

DON LEE Broadcasting System, Hollywood, on Dec. 23 celebrated the tenth anniversary of its experimental television station W6XAO with a special broadcast consisting of live talent as well as motion pictures. To house the station, a new $250,000 studio building was recently erected on 1,700 foot high Mount Lee, overlooking Hollywood.

RESULT of an idea of Chester R. Hinkle of WING, Dayton, is the defense bond and stamp booth erected in the court house grounds. Opened Dec. 10, the booth sold $5,000 worth of bonds and stamps the first five days alone.

Opens N. Y. Office

RESNIK - MILLER - ENGLAND Inc., advertising agency, has opened offices at 9 Rockefeller Plaza, New York. Telephone is Circle 6-9740. Operating as Resnik-Miller, New Haven, agency has originated community hostess programs now on 16 stations in New York State and New England. Programs employ a local woman in the station area, who conducts the participating show and makes personal calls on new families moving into the territory. Agency acquires time on local stations, sells spots and other service to advertisers, and supervises operation. It has also recently contracted with Transradio Press to prepare regular basic scripts for the hostess programs.

AGENCY Appointments

CLARA-CAL CREAMERY (dairy products), San Francisco, to Theodore H. Segall Adv., San Francisco. Sponsoring *Book Exchange* weekly on KFRC, San Francisco.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Painless Parker toothpaste) to Theodore H. Segall Adv., San Francisco. Firm is using weekly studio program on KFRC, San Francisco.

MARIN DAIRYMEN'S MILK Co., San Francisco (Marin-Dell milk) to Richard K. Bryne, San Francisco. Firm has been sponsoring *Budda's Amateur Hour* for several years on KFRC, San Francisco.

MORRIS PLAN BANK, Washington, D. C., to Seidel Adv. Inc., Washington.

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), to Buchanan & Co., Los Angeles.

PENNSYLVANIA RUBBER Co., Jeannette, Pa. (Vacuum Cup tires), to Aitken-Kynett Co., Philadelphia.

PERCY BLOCH Co., Philadelphia (Bara Daru cosmetics), has appointed Philip Klein Adv. Agency, Philadelphia, to handle advertising. It is expected radio will be used.

CHARLES MARCHAND Co. (Marchand's Hair Rinse & Golden Hair Wash), to Joseph Katz Co., New York. A. R. Bochroch is account executive. Radio, magazines, transportation and trade publications to be used.

Records for Camps

Editor, BROADCASTING:

WCNW has just turned over several hundred of its duplicate copies of records to the several armed services in the Brooklyn-Long Island area for the boys serving in training camps and receptions centers.

Throughout the country, each and every radio station has hundreds of new and old records that, I am sure, their local camps would appreciate. Why not suggest that radio stations forward these records to their nearest Army, Navy or Marine reception centers and camps. The boys, from what I am told, would appreciate the thought. It'll help them spend their idle moments entertainingly.

Dec. 23, 1941.

ELIAS I. GODOFSKY,
General Manager,
WCNW, Brooklyn.

MBS BOARD of Directors has approved a group insurance plan for all Mutual employes who have been with the network over three months, whereby each employe is provided with $2,000 insurance, without cost. Those in higher income brackets have the privilege of purchasing additional insurance at their own expense.

The 750 Club

new members "Joining Up" at average of 40 a day!



WHEB

Portsmouth, New Hampshire

Nat. Reps.: JOSEPH HERSHEY McGILLVRA

Boston Rep.: BERTHA BANNAN

Barn Dance to Coca Cola

AFTER 16 weeks as a sustaining program, the WIS, Columbia, S. C. *Barn Dance* was sold last week to the Columbia Coca Cola Co. for 26 weeks, 9 p.m. Saturday nights. While on a sustaining basis the show drew an average of 1,000 paid admissions in the township auditorium.

Philip Morris Inquiries

PHILIP MORRIS & Co., New York, through its agency, Biow Co., that city, is inquiring among stations for availability of news periods with a view of using them to promote Revelation and Bond Street tobaccos.

Swift Spots

SWIFT & Co., Chicago (Pard dog food), on Dec. 15 started a 13-week schedule of five transcribed announcements weekly on WMAQ, Chicago, and WWJ, Detroit; twice weekly participation on *Janet Ross' Shopping Circle* and two transcribed announcements weekly on KDKA, Pittsburgh, and participation on thrice-weekly *Evenin' Neighbor* on WLW, Cincinnati. Agency is J. Walter Thompson Co., Chicago.

DON DANIELSON, formerly of the *Dixon* (Ill.) *Telegraph*, *has joined* CBS Chicago as a publicity writer. Robert Hartman has transferred from publicity to program department where he will aid in writing scripts for CBS Wrigley programs.

NOW READY FROM WASHINGTON

Produced every Friday, Delivered to you on Saturday

●

A timely and expert 27 min. transcribed analysis of the week's news of the world

●

GOULD LINCOLN
The Nation's Foremost Political Analyst

CLARENCE BROWN
Country Editor and Member of Congress

LOTHROP STODDARD
Foreign Editor of the Washington Star

HERBERT COREY
Syndicated Writer and News Analyst

●

FOR EXCLUSIVE,
Phone, Wire or Write
BROADCAST SERVICE STUDIOS
1113-15 Denrike Bldg.
WASHINGTON, D. C.

Your Washington Studios for Direct Wire or Transcribed Pick-ups



"Yes—I'll take you places in '42—fast!" says WSAI's Winged Plug. "I'll take you into the hearts and minds of WSAI's 2,000,000 listeners. And I'll take THEM into the 4,346 groceries and 711 drug stores in WSAI's primary area. And I'll see to it that your WSAI campaign is promoted all over town through street car and bus cards, neon signs, downtown window displays, a house organ to dealers, taxi covers...and now—DISPLAY ADS in the CINCINNATI ENQUIRER. So hop on—let's GO PLACES!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Measure for Communications Seizure Delayed Because of Congress Recess

DELAY in enacting an amendment to the Communications Act which would broaden the scope of Section 606 to authorize the President to seize during wartime wire, cable and other communications facilities as well as radio was indicated last Tuesday after the Senate Interstate Commerce Committee held hearings on House and Senate proposals to this end.

Since no committee quorum could be gathered, and none probably could be secured over the holidays, it now appears that Senate action, either in approving the bill passed by the House Dec. 19 or a new Senate version, will be postponed until the new session of Congress convenes in January. It was indicated the committee would be called early after the new year, and that Senate action should shortly follow the committee's recommendations.

Satisfactory to Fly

Appearing before the Senate committee, FCC Chairman James Lawrence Fly urged speedy action on the measure, citing the emergency nature of the legislation. Although the House-approved bill differs in several details from the proposal recommended originally by the FCC and DCB, Chairman Fly commented that either measure would be satisfactory to them, since the general principal of necessary authorization is provided in both.

Principal point of interest for broadcasters in the legislation, since the Communications Act itself provides for seizure of broadcast facilities by the President, lay in a House amendment to the original proposal which would place a time limitation on the seizure authority, tying it down to not more than six months after termination of a state or threat of war. The original proposal had left the time factor at the discretion of the Chief Executive [BROADCASTING, Dec. 22].

Russell P. Place, NAB counsel, followed Chairman Fly to the stand at the Senate hearings to urge that this time limitation, provided for wire facilities in the House version, be extended by the Senate to provide similar protection for a takeover of broadcasting facilities. Such action was opposed by Chairman Fly on grounds that it would delay final approval of urgent legislation, approved by the War and Navy Departments.

In case the Senate, following recommendation of the Senate Interstate Commerce Committee, broadened the six-month provision to include broadcasting, the measure then would go to conference, a procedure which would bring further delay, Chairman Fly pointed out.

In opposing such amendment of the House bill, which if approved by the Senate in toto could become law without going to conference, Chairman Fly declared that although he was "not entirely happy with the specific wording of the o law, or even of this bill", he wou be apprehensive about going ba to the House for further procee ings. He added that he did n think "this is a propitious occasi to reopen this problem", reemph sizing the need for speedy action

No Plans to Take Over

Chairman Fly told the four co mittee members at the hearing Chairman Wheeler (D-Mont.), a Senators D. Worth Clark (D-Ida. Gurney (R-S. D.), and Aust (R-Vt.)—that so far as the FC and DCB were concerned, they we "content" with the House draft the proposed amendment, since th were interested principally in t general proposition of authoriz tion of power to the President. T House bill, which tied in sever provisos on the wartime take-ov powers, would be "wholly wor able", he indicated.

Responding to direct questio from Chairman Wheeler, Chairma Fly emphasized that general speaking there are no present pla to take over communications, eith permanently or temporarily, a that the only basis of taking ov would be in times of emergen when the armed forces might ne to preempt facilities for defen purposes. He added that und certain circumstances the Army Navy may take over specific facil ties in specific areas, althoug there was no general plan to con mandeer all facilities.

Arguing for the amendmen Chairman Fly observed that t whole scheme of communications closely interwoven and that it woul be illogical to take over radio facil ties and then not be able to com plete the circuit with wire facil ties "Communications is the nerv center of fighting operations," h declared, "and without communic tions disaster is almost inevitable.



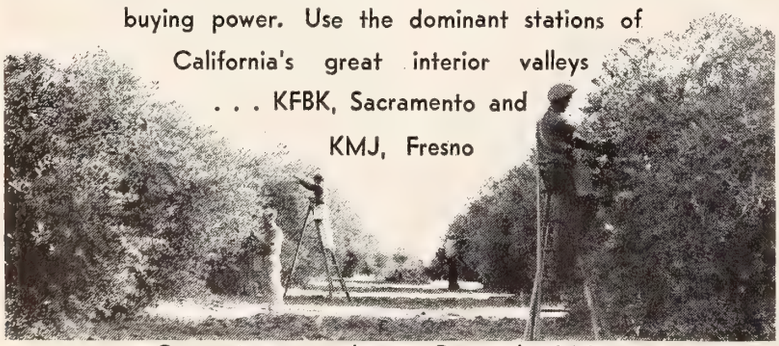
HARMONIOUS was the note struck by this group of NBC Hollywo orchestra leaders at recent luncheon staged in honor of Paul Whitem (seated, center), musical conductor on the *Burns & Allen Show*, spo sored by Lever Bros. (Swan soap), and attended by more than 30 pron nent composer-bandleaders. Merry maestros are (seated, l to r), Meredi Willson, host, and orchestra leader on the *Maxwell House Coffee Ti Show*, sponsored by General Foods Corp.; John Scott Trotter, of *Kro Music Hall*, sponsored by Kraft Cheese Co.; Whiteman; Kay Kyser, ba leader of the *Kollege of Musical Knowledge*, sponsored by Americ Tobacco Co.; Billy Mills, musical director of *Fibber McGee & Mol* sponsored by S. C. Johnson & Son; standing, Rudy Vallee, of the *Ru Vallee Show*, sponsored by National Dairy Products Corp.; Horace Hei of the *Treasure Chest Show*, sponsored by Lewis-Howe Co. (Tums).

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Olives and Dollars

75% of California's Olive acreage is in the Sacramento and San Joaquin Valleys. The 1940 Olive crop represented nearly $3,000,000 for the olive growers of Interior California. Curtailment of imports on olive oil and olives has given a tremendous impetus to this industry. 1941 has shown a sensational increase in revenue to growers.

The McClatchy stations dominate this tremendously rich market. Wise advertisers will be in on this increased buying power. Use the dominant stations of California's great interior valleys . . . KFBK, Sacramento and KMJ, Fresno



Serving the Rural West

McClatchy Broadcasting Company
REPRESENTED BY THE PAUL H. RAYMER COMPANY
KFBK SACRAMENTO, CALIFORNIA
KMJ FRESNO, CALIFORNIA

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC
160-17

Better Disc Terms Foreseen by Fox

WBS Asks a New Contract Others May Negotiate

TRANSCRIPTION companies wishing to include ASCAP music in their library services will probably be able to secure more favorable terms than the former $15 per composition per year, according to Harry Fox, agent and trustee in charge of the recording rights of the music of more than 500 copyright owners, including most ASCAP publishers.

Mr. Fox said his principals realize that not all the broadcasting stations have as yet taken out ASCAP licenses and are willing to take that fact into consideration in drawing up new contracts with the makers of transcriptions.

Negotiations Pending

World Broadcasting System has already asked for a new contract, Mr. Fox stated, adding that he expected to confer with Associated Music Publishers before the end of the year and that he was hopeful of negotiating a new contract with them as well. None of the other transcription firms has yet approached him regarding contracts, he said.

Both WBS and AMP are currently recording some ASCAP tunes under a short-term arrangement which expires Dec. 31. The other producers of transcription libraries—NBC, Standard Radio, Lang-Worth and C. P. MacGregor —have not included ASCAP compositions in their services since the break between the broadcasting industry and ASCAP a year ago.

Plans for an industry suit to test the validity of any recording fees in excess of the 2-cents-per-composition-per-pressing established as a maximum by the Federal copyright law [BROADCASTING, Dec. 22] are temporarily at a standstill. Transcription company executives in New York indicated last week that no action would be instituted until it has been proved impossible to secure satisfactory terms through negotiations.



DISC REHEARSAL in the NBC recording studios, New York, was staged by J. Carson Brantley (center), head of the Salisbury, N. C., agency by that name. Going over scripts is Bob Burns (right), actor, with Hubert Chain, of NBC recording, holding the stop watch. Sponsor is R. J. Reynolds Tobacco Co., Winston-Salem, for Brown's Mule chewing tobacco.

DATA ON FOREIGN LANGUAGE SOUGHT

TO BRING its information on foreign-language broadcast activity up-to-date, the FCC last week sent to foreign-language station operators a new questionnaire surveying their operations during the last two months of 1941.

In announcing the new questionnaire, the FCC emphasized that it did not indicate any change in attitude toward foreign-language broadcasting, although it was possible that some changes along lines of general control may be instituted, with the United States at war.

The new questionnaire, which will supplement information gathered in a similar survey conducted more than a year ago, is designed to bring out details of actual foreign-language operations, including programs and personnel.

Upon the outbreak of the war the FCC indicated that no change was contemplated in its attitude toward foreign-language broadctsts, although it was indicated that operators must be more careful than ever in handling programs in a foreign tongue.

The War Department also has expressed confidence in operators in the foreign-language field.

Big Norwich Expansion

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol), after two very successful tests last fall, one with *What Burns You Up* program on the Yankee network, the other with spot announcements on seven stations scattered throughout the country, has announced 1942 plans calling for expanded campaign to start about mid-February in 35 markets. Transcribed announcements will be used 6 to 24 times weekly for 26 weeks, representing an increased layout of about 49% over the past year. At the same time Lawrence C. Gumbinner Adv. Agency, handling the account, indicated that advertising for Unguentine would also be increased.

Year-End Roundup

(*Continued on page 10*)

overseas shortwave plant, erected new studios in Radio City, San Francisco and Chicago, and raised the power of its shortwave stations WRCA and WNBI to 50,000 watts.

Inauguration of its Mexican network of 23 stations marked the beginning of NBC's extended Pan-American Network of 109 stations; the Blue network gained 36 affiliates, four stations were added to the Red, while six new stations became optional outlets to Red or Blue.

As the country grew more aware of the national emergency, less time was devoted to light dramatic entertainment and more to dramatic themes concerning the security of this hemisphere; religious programs were based on an international theme more than ever before, and defense activities for American women were highlights of programs handled by NBC's women's division.

Regular sports programs showed a 10% increase over 1940; musical programs emphasized music of, by and for the two Americas, and factual news broadcasts reached an all-time high during 1941. NBC's television station WNBT became a full commercial station July 1, and NBC readied the transmitter quarters of W2XWG, its FM station, to accommodate a new 10,000 watt unit.

Lee Anderson Is Victim Of Cut in Auto Output

LEE ANDERSON ADV. Agency announced late in December that it was retiring from the advertising field as soon as its activities could be wound up. The retirement was taken in advertising circles here as a direct result of the curtailment of automobile production and advertising—first casualty among the large national agencies of the Detroit area. Anderson handled the account of the Chrysler division of Chrysler Corp., and also placed occasional institutional advertising for the corporation. This, along with Goodyear Lifeguard account administration, comprised its outstanding activity.

It was expected that the affairs of the agency would be concluded sometime in January. For the time being the Chrysler division is not using advertising, waiting—along with other automotive accounts—for clarification of the forward production picture. Meanwhile, the reduction of personnel in Detroit automotive agencies was continuing, in some cases at an accelerating pace.

WSB, Atlanta, gave its employes a $25 cash Christmas bonus, along with four-day vacations.



I Want more sales in Central New York?
TRY THE Pre-sold AUDIENCE OF
WFBL
SYRACUSE, NEW YORK
FREE & PETERS, NATIONAL REPRESENTATIVES

THANKS TO ALL
For the generous cooperation extended to us during the recent Pacific Coast blackout.
CJOR
Vancouver – B. C.
Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin, (Canada)
600 KC 1000 Watts

50,000 WATTS - CBS
425,683 Listening Families*
KWKH
SHREVEPORT
LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

CHNS
HALIFAX, NOVA SCOTIA
ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA
U. S. Representatives:
JOS. WEED & CO.
350 Madison Ave.
New York

WJHP
NBC BLUE - MUTUAL
There's been something added here! Now MUTUAL and BLUE assures a plus audience all the time.
H. G. WELLS, JR., General Manager
Represented exclusively by JOHN H. PERRY ASSOCIATES
WM. E. DORMAN, Mgr., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA
WJHP
JACKSONVILLE FLA.

WFBG
ALTOONA, PA.
- NBC RED AND BLUE
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

in the CONTROL ROOM

J. D. BLOOM, chief engineer of WWL, New Orleans, on Dec. 17 became the father of a girl.

LIEUT. DAN HYNES, 122d Observation Squadron, formerly an engineer of WWL, New Orleans, on Dec. 13 married Marie Adele Read of the WWI accounting department. Mrs. Hynes is a sister of Lieut. A. Louis Read, USN, commercial manager of WWL.

CLIFF BIXBEE, engineer of WCAE, Pittsburgh, has joined the Army.

LESTER SACKS, formerly Norristown police department radio operator, has joined the engineering staff of WIBG, Philadelphia.

CLAYT DONALDSON, former engineer of KYW, Philadelphia, according to word received at the station, is now radio operator on American-built planes being ferried to battle areas.

CHARLES HUESTON, Lancaster, O., has joined the engineering staff of WJLS, Beckley, W. Va., replacing William Barron. Estill Wills and Glen Lee Bellamy, WJLS control room operators, have been granted their third-class operators tickets.

CARL E. SMITH has been appointed chief engineer of WHK-WCLE, Cleveland succeeding E. L. Gove, resigned. Two new additions to the engineering staff are Paul Quay, new to radio, and James Egan, formerly an engineer with WBOE, Cleveland.

BEN TESSLER, formerly of WPID, Petersburg, Va., is now on the technician staff of RCA Mfg. Co., Camden.

COL. B. J. PALMER, president of WHO, Des Moines, on Dec. 20 personally distributed the fifth annual Christmas bonus to members of the station staff. Bonuses were computed on a scale of 5% of annual salary for one year of service, 6% for two years, 8% for three years, 9% for four years and 10% for five years or more. WHO employes on Dec. 21 staged a Christmas party for Col. Palmer and J. O. Maland, vice-president and general manager of the station.



PALM-FRINGED is this modern home of KPRO, Riverside, Cal., new 1,000-watt fulltime station on 1440 kc., which recently started operating under management of W. L. Gleeson. Located 1½ miles north of the downtown business district, the structure contains nine business and executive offices, a large auditorium-theatre, two medium-size studios and a news bureau room. Equipment includes a 1,000-watt Collins transmitter and a 366-foot Truscon self-supporting tower.

Heavy Federal Orders

MORE than a billion dollars will be spent by the Government next year for radio equipment to pursue the war, Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson Telephone Mfg. Co., revealed last week. He said this was six times the volume of factory billings for all radio receiving sets produced by the industry last year and predicted a shortage of radio receiving sets for consumers. Present sets, he warned, must be made to last, urging the public to keep existing sets in order. At the same time, he warned all prospective purchasers of radio sets to beware of bargain merchandise thrown on the market now, pointing out that radios purchased now may very well have to last their owners for the duration.

'Hour' May Return

BUCHANAN Co., New York, agency handling the *Treasury Hour* program which was discontinued with the broadcast of Dec. 23 after six months on the air, sponsored for 13-weeks by Texas Co. and for a like period by Bendix Aircraft Corp., is forming an association of 17 aircraft manufacturers throughout the country to undertake sponsorship on a cooperative basis. Group will be known as the Assn. of Aircraft Manufacturers. If plans work out, an agency spokesman indicated, the program will be back on the air within a month.

1400% Increase in Yea For FM Sets Claime

DURING the last 12 months t number of FM receivers in t United States has increased 1400 according to a survey announc Dec. 18 by Dick Dorrance, bus ness manager of FM Broadcas ers Inc., national FM trade a sociation. With about 15,000 F receivers in the entire country the beginning of the year, by De 1 the total had grown to 180,00 and pre-Christmas sales figures i dicate that by Jan. 1, 1942, the will be from 230,000 to 250,000 se in use, representing a listenin audience approaching 1,000,000 pe sons.

At the start of 1941 not a sing commercial FM station was opera ing in the nation, according t FMBI. By mid-December 62 st tions had been authorized, with 2 now in full daily operation. FM r ceivers manufacturers have in creased from a half-dozen to 2 during the year, offering more tha 100 different set models.

New Equipment Firms

TAKING over activities of Genera Communications Products Co. Hollywood, now dormant, two new firms, United Sound Engineering Co., and Sound Equipment Co. o California, have been organized with headquarters at 6245 Lexington Ave., that city. Headed by R. J. Thompson and Joseph E Turner under a partnership United Sound Engineering Co will handle remote amplifiers speech input and transcription equipment for the radio industry Sound Equipment Co. of California is concentrating on Government production only, manufacturing airplane amplifiers and inter-communication systems. Latter firm is headed by Norman S. Lawson as president, with R. J. Thompson first vice-president and secretary as well as director of engineering. Roger A. Howell is vice-president and general manager.

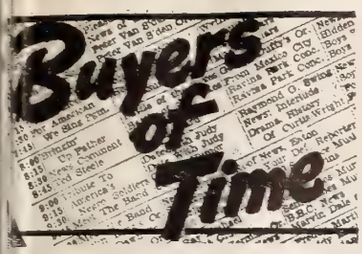
W2XQR Resumes Operation

AFTER having been off the air for moving purposes to a new home atop New York's Chanin Bldg. W2XQR, FM affiliate of WQXR New York, has resumed operation on its 5-10 p.m. daily period on 45.9 m.c. with 1,000 watts. Shortly, the Interstate Broadcasting Co., station owner, hopes to operate the FM outlet commercially as W59NY with 10,000 watts. New location of the station is expected to give listeners about 16 times greater signal radiation.

FIFTEEN former employes of NBC Chicago now in the U. S. military service were sent Christmas gift packages by NBC, Chicago, employes group.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

ILLINOIS?
For a big chunk of it, use the DECATUR station,
250 W. 1340. Full time.
Sears & Ayer, Reps.
How can we help you?
WSOY





ED WILHELM

D'S THE MAN behind the scenes f all the sporting events sponsored y Gillette. He not only buys time t Maxon Inc., New York, but aids ith the commercials, arrangeents and production. Last year he urchased time on 257 stations for he World Series, believed to be one f the largest commercial hookups history. He's at the ringside of he fight broadcasts on MBS and his year bought the time and aided other arrangements for Gillette's ponsorship of many of the pro ootball games as well as the range, Sugar, Cotton Bowl and ast West contests on New Year's ay.

But all that is just one phase of d's activities. He sets up schedles for such Maxon radio accounts s B. T. Babbitt, General Electric, ecker Products, C. F. Mueller, etley Tea, Benson & Hedges or ontinental Briar Pipe.

A native son, Ed was born in lanhattan, Aug. 21, 1910. On nishing DeWitt Clinton High chool, he went to work for an inrance company, and after some ears, became secretary to Ken ngland and Mabel Albertson who ere doing radio scripts for some f the leading comedians of the ay. That was in 1934. It gave Ed is first view into the workings of adio from the talent end.

Two years later, the writers deded to leave for the Coast, and Ed ho had just married (Tillie iefer) and set up housekeeping, ound it impossible to go along. Ed, family man, found himself withut a job. But while working with hese writers Ed became associated ith the *Iodent Dress Rehearsal*, hich was a Maxon show. Through , he came to know some of the gency officials, came to them, and because he had some knowledge of radio was given a general utility job in the radio department. There he helped with production, talent and scripts as well as time buying. And in 1938 when the Maxon radio department was undergoing expansion, Ed was appointed time buyer.

It's not hard to guess Ed's hobbies: Football and boxing.

Yule Spirit

A REAL good neighbor and a gentleman with proper Christmas spirit is Ray Lyon, head of WOR, New York, recording and transcription division. Each year Lyon rigs up a huge amplifier and loudspeaker system, collects a flock of Yuletide records, and puts on a Christmas concert for the other tenants in the apartment house where he lives. This year's concert from 11 to midnight last Wednesday had all the neighbors out joining in the good spirit of the Eve.

New Religious Discs

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), currently sponsoring the weekly half-hour *Haven of Rest* on 32 Don Lee Pacific Coast stations, Sunday, 3-3:30 p.m. (PST), plans to discontinue that live network program about Jan. 18 replacing it with a transcribed version, concentrating on West Coast 50,000 watt stations. In addition, the religious program will be placed on more than 40 other stations nationally. List is now being compiled by Paul (Bob) Myers, business manager of the corporation. Besides the present live network program, transcribed versions are currently sponsored on CKLW, Detroit; WMBI, Chicago; KTUC, Tucson; KSUN, Bisbee; KFEL, Denver; KOY, Phoenix.

Wilbur Heads WTSP

BOB WILBUR has been named manager of WTSP, St. Petersburg, Fla., succeeding Russell Stratton, now on active duty with the Navy. Mr. Wilbur entered radio as a singer in the early '30s as a college student, and has been identified with broadcasting in the Tampa Bay area for the last five years.

Johnstone, Morgan Tour For Birthday Ball Drive

G. W. JOHNSTONE, chairman of the radio division of the Committee for the Celebration of the President's Birthday Ball, and Keith Morgan, national chairman of the Committee, are currently on a tour of 11 States in connection with the drive for funds to fight infantile paralysis. Mr. Morgan is addressing organization meetings, and Mr. Johnstone is meeting with radio people and handling regional and local broadcasts at each stop.

Broadcasting arrangements already have been made in 10 key cities for the official opening of the campaign Jan. 12. Network broadcasts are planned to start Jan. 11 and continue through Jan. 30, date of the President's Diamond Jubilee Birthday ball, celebrated throughout the country.

Transcriptions of spot announcements in Italian, French and Spanish were written and produced by Norman Warembud, program director of WBYN, Brooklyn, are now being distributed to all foreign language stations to promote the 1942 "Fight Infantile Paralysis" campaign. The campaign also is distributing 500 discs featuring one-minute English spot announcements by five radio announcers and newscasters — Tom Slater, Frank Knight and Alois Havrilla of MBS, Tony Martin of CBS, and Bill Pennell of WHN, New York, all of whom donated their services. Stations also will carry transcribed messages about the drive by William Green, president of the AFL, and Philip Murray, CIO president.

Writers to Aid Defense

HOLLYWOOD Radio Writers joined with members of Screen Writers, Screen Publicists and Newspaper Guilds in organizing for national defense service at a meeting held in the Roosevelt Hotel, that city, Dec. 16. Randolph Van Nostrand, acting publicity director of the Los Angeles County Defense Council asked the 600 members attending to contribute their skill.

WINS

AmTenna *says:*

Sales sure fatten in Manhattan with a few WINS pep pills every day.

(You'd be surprised at what I do for drooping sales curves)



"Ah'm glad he do advahtise on WFDF Flint Michigan. He sho tips big!"

POWER!

—WHERE POWER COUNTS MOST

NASHVILLE

THE GREAT TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

soon going to

50,000 WATTS

REPRESENTED BY

PAUL H. RAYMER CO.

J. T. WARD, Owner

F. C. SOWELL, Manager

WAPO

sells

LISTENERS IN THE TENNESSEE VALLEY with a LIST LIKE THIS!

•

KAY KYSER
FRANK FAY
KALTENBORN
RUDY VALLEE
FRED WARING
LUM & ABNER
EDDIE CANTOR
JUST PLAIN BILL
TREASURY HOUR
MRS. ROOSEVELT
MARCH OF TIME
TELEPHONE HOUR
BURNS AND ALLEN
REVEILLE ROUNDUP
LINCOLN HIGHWAY
JOHN'S OTHER WIFE
DR. PEPPER PARADE
RED SKELTON & CO.
FITCH BAND WAGON
LIGHT OF THE WORLD
INFORMATION PLEASE
MR. DISTRICT ATTORNEY
FIBBER McGEE AND MOLLY
NICHOLS FAMILY OF FIVE

•

5000 Watts-1150 kc.

NBC Red and Blue

•

National Representatives

Headley-Reed Co.

WAPO

Chattanooga, Tenn.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 20 TO DECEMBER 26 INCLUSIVE

Decisions . . .

DECEMBER 23

KWTO, Springfield, Mo.—Granted modification CP directional changes to protect KLZ and KFDM and dismissed joint petition of latter against KWTO grant.

WSUI, Iowa City, Ia.—Granted CP 5 kw N directional changes.

WCNW, Brooklyn, N. Y.—Granted CP change 1190 kc increase 1 kw hours to limited to WOWO.

WFBM, Indianapolis, Ind. — Granted transfer control to Evelyn H. Bitner, Evelyn H. Pearson and Harry M. Bitner Jr., present stockholders for $75,000.

WMSD, Muscle Shoals, Ala.—Granted transfer control to Joseph Wiggs Hart, Joseph Carl Russell and Frank Mitchell Farr Jr. for $25,000.

WTIC, Hartford, Conn.—Granted voluntary transfer to The Travelers Insurance Co.

WOOD, Grand Rapids, Mich.—Granted CP increase 5 kw sharing with WASH directional N. Dismissed applic. upon request transfer to WOOD Broadcastng Corp. subject to hearing and proposed findings and dismissed as moot petition reconsider and grant.

DESIGNATED FOR HEARING—**KFXM, San Bernardino, Cal.,** voluntary assignment to **Tri-City Broadcasting Co.; WHAT, Philadelphia,** CP new transmitter directional increase 5 kw hours to daytime.

NEW, Tribune Building Co., Oakland, Cal.—Placed in pending file under Order 79.

NEW, National Broadcasting Co. Inc., Washington, D. C.—Granted CP new commercial television station channel No. 2 with 3-1-42 completion date.

DECEMBER 24

WJZ, New York; WENR, Chicago; KGO, San Francisco—Acting on willingness of NBC and RCA to dispose of Blue Network, gave consent voluntary assignment license to RCA pending finding of outside purchaser.

WMAL, Washington, D. C.—In line with preceding plan granted petition assignment license to M. A. Leese Radio Corp.

KGO, San Francisco—Granted petition renewal license in line with above plan.

KOA, Denver—Same.

WTEL, Philadelphia—Granted continuance hearing to 3-19-41.

NEW, Nashville Broadcasting Co., Nashville—Granted petition amend applic. to R. O. Hardun and John Buchanan retain Jan. 5 hearing.

WELL, Grand Rapids, Mich. — Granted continuance hearing to 4-4-42.

NEW, Community Broadcasting Corp., Middletown, N. Y.—Adopted order making final grant CP new station 1340 kc 250 watt. Action necessitates denial similar applic. of Herbert L. Wilson.

Applications . . .

DECEMBER 23

WQXR, New York—Extension special service authorization 10 kw unl 1560 kc.

NEW, Board of Education, City of Buffalo, Buffalo, N. Y.—CP new non-commercial educational station 42.9 mc 1 kw FM emission.

NEW, Eugene P. O'Fallon Inc., Denver, Col.—CP new FM station 46.5 mc 45,797 population 1,403 sq. mi.

WBT, Charlotte, N. C.—Amend applic. CP directional N to install new transmitter and move.

KOB, Albuquerque, N. M.—Modification special service authorization 50 kw. to 2-1-42.

DECEMBER 26

KFQD, Anchorage, Alaska — Transfer control from R. E. McDonald and Barbara McDonald to Wm. J. Wagner.

NEW, WCAU Broadcastng Co., Philadelphia—CP new commercial television station (formerly W3XAU) channel No. 5.

KFEQ, St. Joseph, Mo.—Acquisition control from News Broadcasting Co. to Barton Pitts, 5 shares common stock.

NEW, Balaban & Katz Corp., Chicago—CP new commercial television station (formerly W9XBK) channel No. 2.

CALL LETTERS of the new KONB, under construction in Omaha, Neb., have been changed to KA3ON.

R. B. Davis Spots

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), following a successful test of the *Food Fair* on WEEI, Boston, starting Jan. 5 will begin participations on women's programs on the following seven additional stations: WOR WGR WTAM WJR KMOX KMPC KROW. Company, formerly an extensive user of radio, before starting on WEEI was off the air for about six years. Agency is Murray Breese & Assoc., New York.

Network Accounts

All time EST unless otherwise indicated.

UNITED FRUIT Co., New York (banana div.), on Feb. 2 starts *The World Today*, on 37 CBS stations, Mon. thru Fri., 6:45-7 p.m. Agency: BBDO, N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shave cream) on Jan. 5 starts *True or False* on 16 Canadian Broadcasting Corp. stations, Mon. 9:30-10 p.m. (EDST). Agency: J. Walter Thompson Co., Toronto.

SOIL-OFF MFG. Co., Glendale, Cal., (paint cleaner), on Feb. 3 starts for 52 weeks sponsoring *Bob Garred Reporting* on 3 CBS California stations (KNX KARM KSFO), Tues., 5:45-5:55 p.m. (PST). On Feb. 5 also renews for 52 weeks, *Bob Garred Reporting* on same list of stations, Thurs. 5:45 - 5:55 p.m. Agency: Buchanan & Co., Los Angeles.

Renewal Accounts

D. L. CLARK Co., Pittsburgh (candy bars), on Jan. 1 renews for 13 weeks *Service With A Smile* on 54 NBC-Blue stations, Thurs., 8:30-9 p.m. Agency: Albert P. Hill Co., Pittsburgh.

IRONIZED YEAST Co., Atlanta, on Jan. 6 renews *Are You a Missing Heir* on 74 CBS stations, Tues., 8-8:30 p.m. (rebroadcast 11:30-12 midnight). Agency: Ruthrauff & Ryan, N. Y.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont., on Jan. 4 renews *Silver Theatre* on 32 Canadian Broadcasting Corp. stations, Sun. 7-7:30 p.m. (EDST). Agency: Young & Rubicam, Toronto.

INTERNATIONAL SILVER Co., Meriden, Conn., on Dec. 28 renewed for 52 weeks *Silver Theatre* on 56 CBS stations, Sunday, 6-6:30 p.m. (EST). Agency: Young & Rubicam, N. Y.

LEVER BROS., Cambridge, Mass. (Lux soap), on Dec. 29 renewed for 52 weeks *Lux Radio Theatre* on 68 CBS stations, Monday, 9-10 p.m. (EST). Agency: J. Walter Thompson Co., N. Y.

RCA MFG. Co., Camden, N. J. (Victor records) on Dec. 22 renewed for 52 weeks. *George Putnam & the News*, Mon., Tues., Wed., Sun., 11-11:15 p.m. and *Music You Want*, Mon. through Fri., 11:15-11:30 p.m., both on WEAF, New York.

PROCTER & GAMBLE Co., Cincinnati (Duz), on Dec. 29 renews for 52 weeks, *The Goldbergs*, on 36 CBS stations, Mon. thru Fri., 5:15-5:30 p.m., thru Compton Adv., N. Y., and for Dreft, on 7 CBS stations, same time, thru Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on Dec. 29 renews for 52 weeks *Road of Life*, on 25 CBS stations, Mon. thru Fri., 1:45-2 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Dec. 29 renews for 52 weeks, *Woman in White*, on 51 CBS and 25 CBC stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), on Dec. 29 renews for 52 weeks, *Life Can Be Beautiful*, on 48 CBS stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory snow), on Dec. 29 renews for 52 weeks, *The Story of Mary Marlin*, on 20 CBS stations, 5-5:15 p.m. Agency: Benton & Bowles, N. Y.



E. R. SQUIBB & SONS, New Yo (dental cream & tooth powder), Dec. 22 renewed for 52 weeks Fra Parker on 49 CBS stations, Mo Wed. and Fri., 6:30-6:45 p.m. Age cy: Geyer, Cornell & Newell, N. Y.

SEALTEST INC., New York (mi & ice cream), on Jan. 1 renews for weeks *Rudy Vallee*, on 75 NBC-R stations, Thurs., 10-10:30 p.m. Age cy: McKee & Albright, Philadelphi

COLGATE-PALMOLIVE-PEET C Jersey City, on Dec. 29 renews for weeks *Woman of Courage* (Octag products & Crystal White) on 61 CB stations, Mon. thru Fri., 10:45- a.m., rebroadcast 3:45-4 p.m., throu Ted Bates Inc., N. Y., *Myrt & Mar* (Super Suds) on 79 CBS statio Mon. thru Fri., 10:15-10:30 a.m rebroadcast 4:15-4:30 p.m., thru She man & Marquette, Chicago, and *Ste mother* (Colgate tooth powder), Mo thru Fri., 10:30-10:45 a.m., rebroa cast 4-4:15 p.m., thru Sherman Marquette.

WM. WRIGLEY Jr. Co., Toront (chewing gum), on Jan. 6 renew *Treasure Trail* on 7 Canadian Broad casting Corp. Ontario stations, Tue 9:30-10 p.m. (EDST); on 9 CB Prairie stations, Tues. 10-10:30 p.m (EDST); on CKAC, Montrea CHRC, Quebec; CJBR, Rimousk Que., Wed. 8:30-9 p.m. (EDST Agency: Tandy Adv. Agency, Toront

LAMONT CORLISS & Co., Toront (Pond's creams), on Jan. 7 renew *Ceux Qu 'On Amie* on CKAC, Mo treal; CHRC, Quebec, Wed. 8-8:3 p.m. (EDST). Agency: J. Walte Thompson Co., Toronto.

QUAKER OATS Co., Peterborough Ont. (cereals), on Jan. 2 renew *Rouletaville* on CHRC, Quebec CKAC, Montreal, Fri. 8:30-9 p.m (EDST). Agency: Lord & Thomas Canada, Toronto.

GENERAL FOODS, Toronto (Grap Nut Flakes, Baker's Cocoa), on Jan 1 renews *The Aldrich Family* on 2 Canadian Broadcasting Corp. stations Thurs. 9:30-10 p.m. (EDST). Agency Baker Adv. Agency, Toronto.

GENERAL FOODS, Toronto (Jello on Jan. 1 renews for 39 weeks *L Cure de Village* on 4 Canadian Broad casting Corp. French stations, Thurs 8-8:30 p.m. (EDST). Agency: Bake Adv. Agency, Toronto.

S. C. JOHNSON & Son, Brantford Ont. (floor wax), on Jan. 6 renew for 26 weeks *The Old Schoolmaster* o 3 Canadian Broadcasting Corp. Frenc stations; Mon., Wed., Fri., 10:30 10:45 a.m. (EDST). Agency: Vicker & Benson, Toronto.

Network Changes

ALBERS BROS. MILLING Co. Seattle (flapjack flour, Friskies), o Jan. 2 shifts *Whodunnit?* on 7 CB West Coast stations, Thurs., 7:30-9 p.m. to 6 NBC Pacific Red stations Fri., 9-9:30 p.m. (PST). Agency Lord & Thomas, San Francisco.

KRAFT CHEESE Co., Chicago (Parkay margarine) on Jan. 4 add 20 stations to the *Great Gildersleeve* making a total of 60 stations on NBC Red, Sun., 6:30-7 p.m. Agency: Needham, Louis & Brorby, Chicago.

STANDARD OIL Co. of Indiana Chicago, on Jan. 9 discontinues *Auction Quiz* on 47 NBC-Blue stations Fri., 8-8:30 p.m. Agency: McCann-Erickson, Chicago.

PARKER PEN CO., Janesville, Wis. on Dec. 28 discontinued *Walt Disney Song Parade* on 78 MBS stations, Sun. 3:30-3:45 p.m. Agency: Blackett-Sample-Hummert, Chicago.

THOMAS J. LIPTON Inc., Hoboken N. J. (tea), on Dec. 28 drops *Helen Hayes Theatre* on 79 CBS stations Sun., 8-8:30 p.m. rebroadcast 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

P & G Renews Serials

PROCTER & GAMBLE Co., Cincinnati, on Dec. 29 renews for 1942 five of its Monday-through-Friday daytime serials on CBS. These include: *The Goldbergs* (Duz) on 35 stations, through Compton Adv., New York and (Dreft) on 7 stations, through Blackett-Sample-Hummert, Chicago; *Life Can Be Beautiful* (Ivory soap), on 48 stations, through Compton Adv.; *Woman in White* (Chipso), on 25 stations, through Pedlar & Ryan, N. Y., and *Story of Mary Marlin*, in 20 stations, through Benton & Bowles, N. Y.

JOHN L. SNODGRASS, former time and spacebuyer of Sherman K. Ellis & Co., Chicago, has joined Blackett-Sample-Hummert, Chicago, in charge of outdoor advertising.

ANNUAL REPORTS CALLED BY FCC

FOLLOWING annual practice, the FCC last week sent to all stations its preliminary questionnaire on 1941 business, requesting returns by Jan. 15, at the latest.

For the first time, the FCC included commercial FM, television and international broadcast stations in its query list. The Commission asked stations, as soon as possible following closing of their books, but in no event later than Jan. 15, to supply it with total time sales, broken down between network, national spot and local, with a tabulation of commissions deducted, talent and sales costs, and other items of income.

WQXR Silenced

WQXR, New York, suffered the longest silence in its history Dec. 24, when a short circuit in the Edison Co. power lines feeding the transmitter put the station off the air for two hours, from approximately 3 to 5 p.m.

RANDY ATCHER of the Atcher hillbilly trio of WJJD, Chicago, has been called to military service and will leave Jan. 1.

GET A LINE ON THE GATES LINE
OF BROADCASTING EQUIPMENT FOR 1942
SEND FOR YOUR CATALOGUE NOW
GATES
AMERICAN CORPORATION
QUINCY, ILLINOIS, U.S.A.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Newly Licensed Operator—$80.00 monthly, room and board equivalent to $125.00 monthly. Draft exempt. Puerto Rico. Box 282A, BROADCASTING.

Chief and Staff Engineer—Southern station, new Western Electric Equipment throughout. Box 283A, BROADCASTING.

Engineer—Georgia network affiliate. Prefer man having studio control room experience. $25 per week. State draft status. Box 273A, BROADCASTING.

Engineer—Licenced, draft exempt engineer, Virginia local. Permanent job to sober, steady worker. Box 274A, BROADCASTING.

Engineer—250W mutual affiliate in New England. Draft exempt, can live at transmitter house. Needed at once. Write letter—experience and salary expected. Box 285A, BROADCASTING.

ENGINEER - SPANISH - COMMERCIAL RADIO—Experienced commercial radio engineer with good practical knowledge of Spanish and sales promotion ability. Willing to travel Latin America. Excellent opportunity with high grade organization for man who can qualify. Reply should contain complete personal information, education, experience and salary desired. Also, a small snapshot which will not be returned. Address S-37, P. O. Box 3575, Philadelphia, Pa.

250 Watt Local Station—Located in South Atlantic state has opening for salesman who can not only sell but write copy. Excellent opportunity and living conditions for draft exempt man who can qualify. Give full details and expected starting salary. Box 284A, BROADCASTING.

Combination Man—Licensed and good voice for straight commercial announcing. MBS network station, central Georgia. State age and draft status. Box 275A, BROADCASTING.

Radio Salesman—experienced, for local station in large Midwestern city. Must have good record. Auto helpful. Drawing account. Good opportunity for man who can sell large accounts as well as small. Give complete sales experience, age and references. Position open immediately. Box 289A, BROADCASTING.

Versatile Announcer—With not less than three years' experience, highly regarded in present connection with network affiliate but wishes change. Submit small photo, education, background, draft status. Station WIS, Columbia, South Carolina.

Advertising Solicitor—Give references and draft standing. Radio Station KHMO, Hannibal, Mo.

Situations Wanted

Transmitter Engineer—Experienced. Hold first class Telephone-Telegraph licenses. Now employed, desires change. Married. Draft exempt. Dependable. Box 276A, BROADCASTING.

Chief Engineer—Small station eight years with record of ability and willingness for hard work desires opportunity with progressive organization. Preference in the Pacific Northwest. Experienced design construction, installation of equipment. Box 278A, BROADCASTING.

Production, Script, or Continuity—College graduate, married, draft exempt, traveled, cultured, thorough, sober, dependable. Age 30. Minimum salary $45 weekly. Now employed Excellent references. Box 277A, BROADCASTING.

Announcer—Experienced music announcing, desires FM or AM position. 23, college graduate, draft deferred. East preferred. Box 286A, BROADCASTING.

PRODUCTION - NEWS - ANNOUNCING—Single woman, college graduate, fully experienced in small station, wants opportunity in production, news editing, or announcing, in progressive larger station in East. Permanence assured. Box 280A, BROADCASTING.

Salesmanager—Eight years radio sales experience, familiarity with continuity, merchandising, sales promotion . . . a plentiful supply of proven, saleable ideas . . . the ability to sell them and to direct salesmen. Married, now employed, available two weeks' notice. Box 281A, BROADCASTING.

Wanted to Buy

1000 Watt Transmitter—and associated equipment, Edward Reeder, Grand Coulee, Washington.

Good condition—two late model RCA, WE, or Presto turntables with pickups; one RCA, WE or Collins speech console; two RCA or WE microphones. Quote lowest cash prices and condition all or part. Box 288A, BROADCASTING.

For Sale

General Radio—Type 731-B Modulation Monitor—used three weeks. Box 279A, BROADCASTING.

250 Watt Western Electric 310B Transmitter—complete with tuning unit, crystals and tubes, in good condition. Cash price $2,250. Box 287A, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

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FIELD INTENSITY SURVEYS
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SAINT PAUL, MINNESOTA

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Consulting Radio Engineers
Highland Park Village
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CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
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Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

ADVERTISE in BROADCASTING for Results

Limits on Weather Broadcasts Outlined in Letter to Stations

Comdr. Reichelderfer Announces Plans; Warning On Sports Events; Airway Data Curtailed

COMDR. F. W. REICHELDERFER, chief of the U. S. Weather Bureau, this week is sending a letter to all stations outlining restrictions on weather broadcasts caused by the war. At the same time officials of the Bureau asked BROADCASTING to express to the broadcasting industry their appreciation of the cooperation of stations and their realization that the radio dissemination of weather information has turned out to be one of the Bureau's "best services" to the public.

Comdr. Reichelderfer's letter followed the same general lines as one addressed recently to Carleton Smith, assistant manager of WRC-WMAL, Washington [BROADCASTING, Dec. 22].

The War Department Bureau of Public Relations, Radio Branch, is addressing a message to all announcers handling "Bowl Games" and other sports events over New Years warning them to be extremely careful in their descriptions of the events less weather descriptions "of value to the enemy" be aired.

It was learned in Washington also that steps are being taken by the Army, Weather Bureau and Civil Aeronautics Authority to prevent weather broadcasts from airway stations reaching enemy ears. The same problem that caused the banning of weather forecasts on standard stations arose in connection with the airways stations—namely, an enemy submarine or ship shopping around with a powerful shortwave receiver from one station to another and gathering enough information to make an accurate forecast for a wide area of the country.

Comdr. Reichelderfer's follows in full:

For military reasons it has been necessary to request the discontinuance of the daily broadcasts of Government weather reports and forecasts by commercial radio stations. The purpose of this request is to prevent the radio broadcasting of any weather information except that passed by military or naval authorities.

Exceptions will be made when weather conditions require precautions to protect human life, property, livestock, or crops, or when cold waves, storms, heavy snows, ice storms or other severe conditions are in prospect which will seriously interfere with transportation, business, industry and other activities directly or indirectly supporting our war efforts.

Authorized Reports

When severe or dangerous conditions are expected, Weather Bureau offices will furnish warnings for radio broadcasts, provided military authorities have authorized these warnings as more vital than the denial of weather information to the enemy at that particular time. Radio stations will be specifically advised in each such case that broadcasts of the warnings is authorized.

At other times no mention of weather conditions should be made by radio, however incidental the announcement may be. For example, such a statement as "the weather has been rainy (or clear)" in connection with the broadcast of a sports event might inadvertently furnish valuable information to an enemy.

Similarly, local descriptions, data and other references to weather conditions must be avoided. A number of such broadcasts emanating from different parts of the country could easily be picked up by submarines or other enemy craft meteorologists could chart them and draw inferences about the weather situation over the United States that might be of considerable value in planning attacks on shipping and coastal areas.

Limited forecasts are being continued in the printed press for the present, with the understanding that control of international mail, cable and radio will keep this information from being relayed to enemy forces in time to be of current use.

The radio restrictions will be lifted as soon as circumstances warrant. Radio broadcasting stations have been rendering a splendid public service in cooperation with the Weather Bureau and we were very reluctant to have it discontinued.

We thank you very much for the help you have given us in the past and for your cooperation in the present situation.

WKBH Joins NBC

WKBH, La Crosse, Wis., on Jan. 1 joins NBC as a supplementary station to the Red or Blue networks. Owned by WKBH Inc., the regional station operates with 1,000 watts on 1410 kc., unlimited time. Evening hour rate will be $120, with night cut-in announcements $10, day $5 and Sunday afternoon $7. Although not officially announced by NBC, it was understood last week that WHLB, Virginia, and WMFG, Hibbing, both Minnesota stations owned by the Head of Lakes Broadcasting Co., would also join NBC Jan. 1 as optional outlets to the Red or Blue. WHLB operates on 1400 kc., 250 watts, and WMFG, 1240 kc., 250 watts.

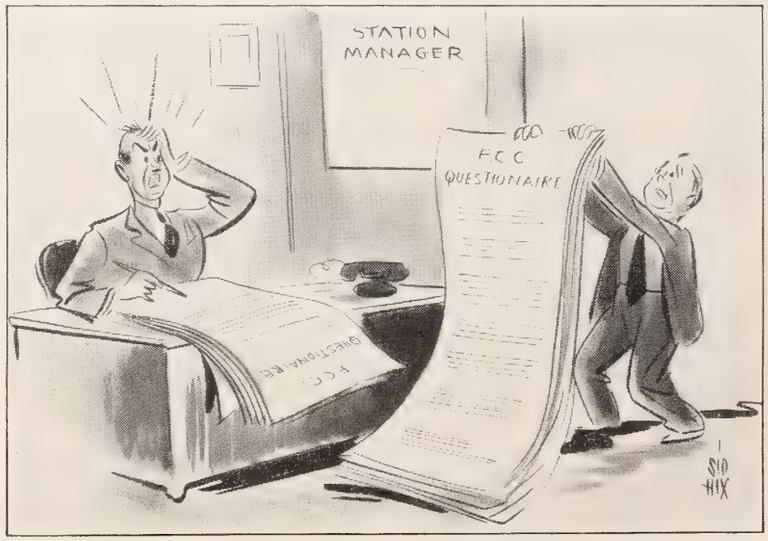
ALLOCATIONS PLAN MAKES PROGRESS

ALTHOUGH operating details still are to be finally approved, the new OPM-DCB communications allocations plan appears to be definitely getting under way. A general program for the joint operation, designed to alleviate an impossible material supply situation for the entire communications industry, including broadcasting, is to be mapped out Dec. 29 at a meeting of the DCB Priorities Liaison Committee in Washington.

Although not yet officially designated chief of the new OPM Communications Branch, Leighton H. Peebles, former NRA communications code administrator, has started preliminary organization of the new branch [BROADCASTING, Dec. 22]. Mr. Peebles has been invited to attend the Dec. 29 DCB committee meeting, along with George J. Dempsey, FCC telephone engineer recently loaned as one of three DCB engineering representatives to work fulltime with the Communications Branch.

Under an OPM reorganization move coming immediately after DCB announcement Dec. 18 of the joint priorities operation, with DCB functioning in an advisory and policy-recommending capacity and OPM continuing as the implementing agency, industry organizations such as the new Communications Branch are now to report directly to OPM Director General William S. Knudsen and Associate Director Sidney Hillman. As originally contemplated, the Communications was to have been set up under the Civilian Supply Division, directed by Leon Henderson. It was thought possible that through this shakeup the Communications Branch could be placed under the Materials Branch, although it would report, like the Power Branch, direct to Messrs. Knudsen and Hillman.

LUCILLE GILLESPIE, assistant continuity editor of WBBM, Chicago, on Dec. 28 was to marry Hatcher P. Smith, Arlington Heights, Ill.



Drawn for BROADCASTING by Sid Hix

"Another One! No Wonder There's a Paper Shortage!"

OFF Will Funne U. S. Broadcast

Super-Network Is Arrange For Special Programs

ASSURANCE that the recently e tablished Office of Facts & Figur will definitely function as the c ordinating agency and clearing house for all Government radi time requests was given last wee by Stephen T. Early, White Hous press secretary, at a conferenc with Washington representative of NBC, CBS and MBS.

Mr. Early indicated that OFF headed by Archibald MacLeish, Li brarian of Congress, will determin policy and priorities for Govern ment radio programs, seeing to i that the most important programs particularly from a defense view point, get a break on the air, whil less important features may b shelved or discarded.

Emerging as a key figure in thi operation is William B. Lewis, CBS programs vice-president now or leave as OFF consultant on broad casting. The idea of having a com petent program man and experi enced broadcaster in a top spot ir the Government radio picture drew prompt approval in industry cir cles. Also working with Mr. Lewis on OFF broadcasting matters is Douglas Meservey, on leave from NBC's program and talent sales office in New York.

Plan Super-Network

The first concrete radio project of the OFF operation, which was discussed with Mr. Early, was a 13-week series of defense galas, to start in February and to be heard on all three networks Saturdays, 7-7:30 p.m., with West Coast repeats 12:45-1:15 a.m. (EST). To feature star talent, time for the series is being donated by the networks, which also will absorb other incidental expenses. Described as one of the networks' contributions to the war effort, the series will portray the resources of the Allied Powers in Warld War II. Harold L. McClinton, vice-president of N. W. Ayer & Son, is sought as producer of the feature, to be modeled along lines of successful programs already on the air. Norman Corwin, of CBS, is to write and direct the shows.

Another indication of the gradual development of a coordinated scheme for Government public relations came last Wednesday with news of the appointment by President Roosevelt of Lowell Mellett, director of the Office of Government Reports, as Coordinator of Government Films for the duration. Mr. Mellett is to act as liaison officer between the Federal Government and film producers and distributors, establishing a clearance office through which all the Government's movies for civilian consumption will pass.

KOA, Denver, has added a new station-wagon mobile unit to its technical equipment.

WE MADE A MISTAKE--
BUT WE'LL PAY FOR IT!

Realizing the need for an accurate cost control technique for our advertisers, WLW earlier this year introduced a comprehensive study entitled, "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties."

Almost immediately, a number of WLW advertisers found this study helpful in controlling sales and distribution costs. In fact, the response has been so great to the Cost Allocation study that we now find we made one mistake—we failed to order enough copies of it to supply the demand. Our supply is completely exhausted, and we need more copies of the Cost Allocation study — right away. Therefore, we are authorizing any WLW sales representative to pay one dollar in cash for every extra copy that may be in your reference library. Naturally, we do not want to deny the use of the Cost Allocation study to any agency or any advertiser, so don't let us have the only copy in your possession. But we are anxious to secure your extra copies and we are willing to pay good dollar bills to get them.

In New York, call Warren Jennings at Plaza 5-9800; in Chicago, Walter Callahan at State 0366; and in Cincinnati, Harry Mason Smith at KIrby 4800. We know the dollar won't mean much to you—but the books do mean a lot to us. It will help us a great deal if you will take a quick look around your offices, then give us a call. Thank you very much.

WLW

THE NATION'S MOST MERCHANDISEABLE STATION

Gateway to the New "Radio Age!"

CONFIDENT that the future of radio will be greater even than its past, the Radio Corporation of America has laid the cornerstone for the world's foremost center of radio research and pioneering—RCA Laboratories at Princeton, New Jersey.

The main section of the Laboratories will open in 1942, dedicated to the service of mankind through increased usefulness of radio and electronics to the nation, to the public and to industry.

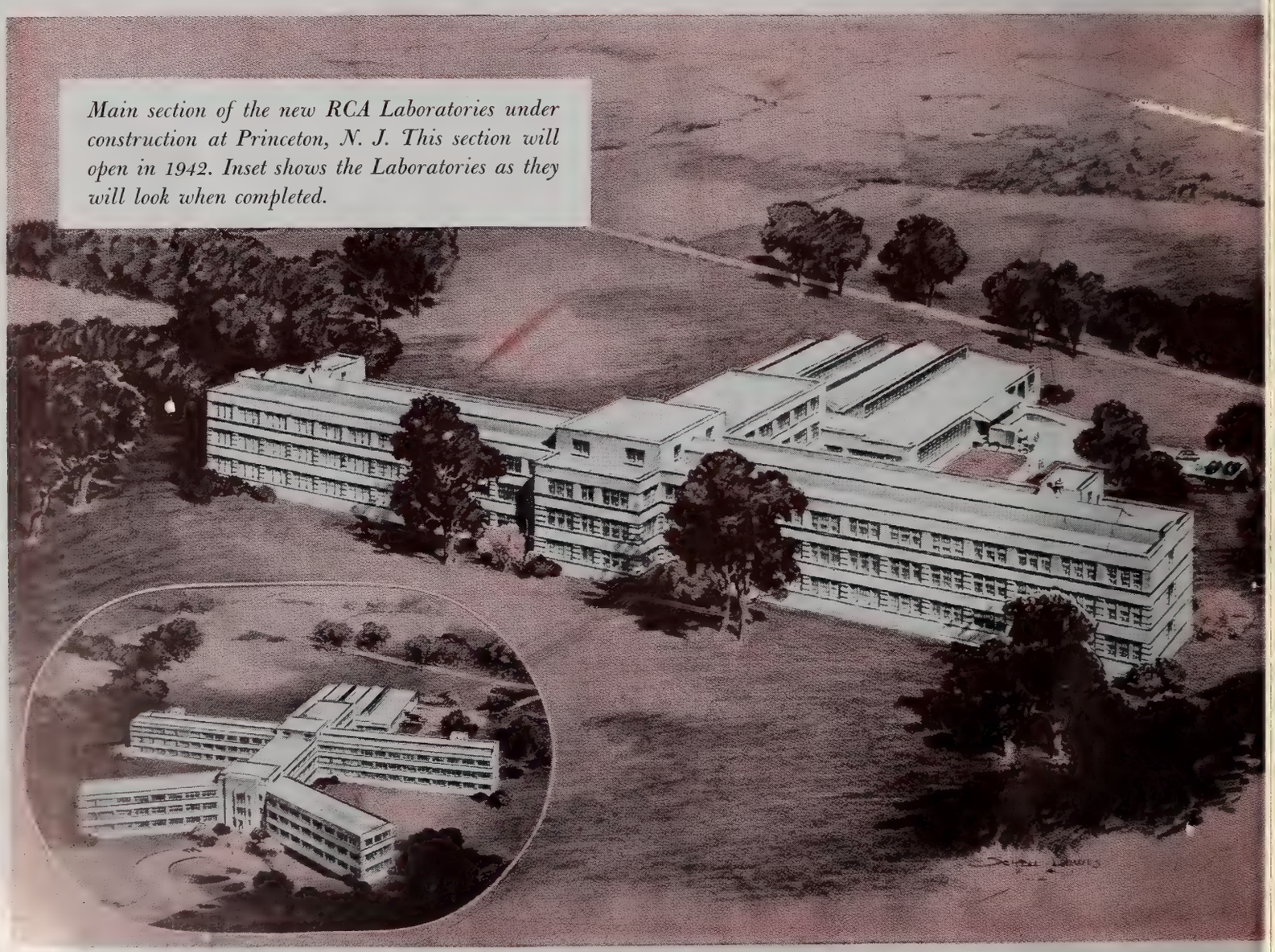
Radio has marched hand in hand with progress in electronics. The magic which created electronics—infinitesimal particles of electricity—lifted radio out of its mechanical era... took wireless out of the spark gap and sealed it inside the vacuum tube... took television off the mechanical scanning disc and put it in the Iconoscope.

In this hour of history RCA Laboratories fittingly symbolize our faith in the future—that science will blaze new trails in the unexplored wilderness of the electronic sciences through radio research.

RCA LABORATORIES

A Service of the Radio Corporation of America, Radio City, New York

Other RCA Services: RCA Manufacturing Company, Inc.
Radiomarine Corporation of America
National Broadcasting Co., Inc.
R. C. A. Communications, Inc.
RCA Institutes, Inc.



Main section of the new RCA Laboratories under construction at Princeton, N. J. This section will open in 1942. Inset shows the Laboratories as they will look when completed.

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